

Live Well San Diego North County Community Enrichment Plan (CEP)

EXECUTIVE SUMMARY



LIVE WELL
SAN DIEGO

The **North County Community Leadership Team** was formed in January 2012 to help advance the implementation of *Live Well San Diego*, the County's vision to improve the overall health and well-being of San Diego County residents.

Live Well San Diego is built upon four pillars:

- Building a Better Service Delivery System
- Supporting Positive Choices
- Pursuing Policy and Environmental Changes
- Improving the Culture from Within County Government



Guided by a community-driven, strategic planning process, the North County Community Leadership Team (NCCLT) developed a Community Enrichment Plan (CEP) for the North Coastal and North Inland regions. The CEP prioritizes health, safety, and wellbeing issues facing North County and helps identify goals and actions to address them collaboratively as a region. The vision for the NCCLT is that healthy choices are easy, prevention is a priority, services are accessible, communities are safe, and all residents enjoy the highest quality of life in North County.

PRIORITY AREAS FOR NORTH COUNTY

BUILDING BETTER HEALTH

- **Increasing Physical Activity:** Support interventions and opportunities that encourage physical activity for all age groups.
- **Improving Nutrition:** Create environments that increase access to healthy and nutritious foods.
- **Improving Behavioral Health:** Increase utilization and awareness of local mental health resources among North County residents, school districts and faith based communities.

LIVING SAFELY

- **Increasing Disaster Preparedness:** Partner with schools to support robust disaster plans and training programs.
- **Reducing Crime:** Support gang prevention/intervention groups and their efforts.
- **Reducing Unintentional Injuries:** Encourage awareness around increased helmet use and distracted driving for all age groups.
- **Reducing Drug Use and Underage Alcohol Use:** Increase awareness of proper disposal of prescription drugs, focus on marijuana prevention messaging and reduce underage alcohol use.

THRIVING

- **Incorporate Thriving into North County Community Enrichment Plan:** Partner with existing North County collaboratives to identify shared priority areas, support common efforts and explore opportunities to have a greater impact on improving quality of life for North County residents.

For more information about the North County Community Leadership Team, please contact **Stephanie Escobar** at (760) 740-3044 or stephanie.escobar@sdcounty.ca.gov
To learn more about *Live Well San Diego*, visit LiveWellSD.org/northcounty