Thank you to our Recognized Partners who helped with the planning of this event.
TODAY’S AGENDA

- 8:30 am- 9:00 am - Networking
- 9:00-9:05 am - Opening Remarks/Welcome
- 9:05-9:35 am – Live Well San Diego Brand & Channels
- 9:35-10:40 am – Panel – Partnering for Communications
- Networking Break
- 11:00-12:00 pm – KEYNOTE
  - Jennifer Tabanico – Community-Based Social Marketing
- 12:00-1:00 pm - Network/Lunch/Questions
LIVE WELL SAN DIEGO
BRAND & CHANNELS

- About the Vision
- Collective Impact Model
- Backbone Organization
- Engaging in the Vision
- Cross-Promotion
  - Logo & Custom Language
- Communications Channels to Increase Reach

Lana Findlay
Live Well San Diego Support Team
Communications Manager
**ABOUT THE VISION**

- *Live Well San Diego* is a regional vision
  - Adopted by the San Diego County Board of Supervisors 2010
  - Collective Impact model
  - Align efforts to help all residents be **healthy**, **safe** & **thriving**.
  - 5 Areas of Influence and Top 10 Indicators
    - Measure impact of efforts over the long term.
ABOUT THE VISION

5 AREAS OF INFLUENCE

HEALTH  KNOWLEDGE  STANDARD OF LIVING  COMMUNITY  SOCIAL

TOP 10 LIVE WELL SAN DIEGO INDICATORS

Life Expectancy  Education  Unemployment Rate  Income  Security  Physical Environment  Built Environment  Vulnerable Populations  Community Involvement

that measure the impact of collective actions by partners and the County to achieve the vision of a region that is Building Better Health, Living Safely and Thriving.
COLLECTIVE IMPACT

TACKLING COMPLEX PROBLEMS THROUGH

COLLECTIVE IMPACT
5 CONDITIONS OF COLLECTIVE IMPACT

1. Common Agenda
2. Shared Measurements
   - 1) Simple
   - 2) Actionable
   - 3) Sub-regional
3. Mutually Reinforcing Activities
4. Continuous Communication
5. Backbone Organization
   - Helps mobilize, coordinate, facilitate

Live Well San Diego

5 Areas of Influence & Top 10 Indicators

Recognized Partners

LiveWellSD.org, News, Leadership Teams, Events

County of San Diego

ALIGNING STRATEGIES ACROSS ALL SECTORS
San Diego County Board of Supervisors

Leadership/Support Team

- General direction & strategy
- Communications
- Partner engagement
- Data management

5 Regional Teams

- Community Leadership Teams
- Plan, facilitate, organize community action & engagement
- Support Signature, Regional, Partner events

Partner Liaisons

- Direct link to County – Engage, involve partners in activities
- Partner recruitment & onboarding – cross-departmental

County of San Diego Employees

- Creating opportunities to improve the lives of all San Diego County residents - Cross-departmental
Increase Visibility and Reach

1. Partnership
2. Signature Event Participation
3. Community Leadership Teams
4. Cross-Promotion
5. Communications Channels
PARTNERSHIP

- Become a Recognized Partner – 440 – All Sectors
  - Resolution – Commitment to advance the vision
  - Proclamation – Formal recognition by San Diego County Board of Supervisors
PARTICIPATE IN SIGNATURE EVENTS

- Bring 1,000’s of individuals, families, organizations together
- Strengthens partner-to-partner collaboration
- Increases your visibility

PARTICIPATION:
- Planners, speakers, hosts, volunteers or participants
- Promotion – spread the word, expand the reach - Playbook
LOVE YOUR HEART

- Provide FREE blood pressure screenings to the public on Valentine's Day to prevent heart disease & stroke
- ~40,000 BPs on one day

PARTICIPATION:
- Volunteer medical workers and general volunteers
- Host public or employee screening sites
- Promote heart health to employees/public
  - Social media playbook
5K & 5K FITNESS CHALLENGE

- **Live Well San Diego 5K**
  - July 28th
- **PARTICIPATION:**
  - Sponsors & Exhibitors
  - Volunteers
  - Run – Form a team

- **5K Fitness Challenge – July 1-31st - Prepare for 5K**
- **PARTICIPATION:**
  - Plan activities or host meet-ups
  - Provide content – Fitness tips or motivational videos
  - Promotion - Social media
LIVE WELL ADVANCE

- Annual Partner Conference
  - 1,000’s of partners & stakeholders
  - Network - learn new tools and best practices

- PARTICIPATION:
  - Session planning, content & speakers
  - Connection Hub booth activities
COMMUNITY LEADERSHIP TEAMS

- Network, cross-promote programs and activities
- Plan and organize for collective action
- Partner with other org’s, grow projects

  - OR – join other topic-specific coalitions, workgroups
    - Gang Prevention, Age Well, Food System Initiative
CROSS-PROMOTION

- Increase visibility of vision & your partnership
  - Incorporate Logo
    - Add to website, email signature
    - Link back to LiveWellSD.org
    - “A Proud Partner Since (year)”

LIVE WELL
SAN DIEGO

A Proud Partner Since 2019
CO-BRANDING

- Co-brand an event or program (outside a County contract)
  - Use logo on materials that support partner activities
  - Review with Partner Liaison

**Health & Wellness Week**

*Healthy, Safe and Thriving*  🍊

San Diego Children’s Discovery Museum will be holding the first annual Health & Wellness Week this September. Each day will offer check-ups and workshops around a different theme. Local health and wellness organizations will be onsite at the Museum to provide their services.

**All workshops and check-ups are FREE with Museum Admission.**

*Visit SDCDM.org to learn more!*

**September 19-23**
- Monday, September 19: Developmental Stages
- Tuesday, September 20: Nutrition & Fitness
- Wednesday, September 21: Safety
- Thursday, September 22: Vision, Dental & Hearing
- Friday, September 23: Mindfulness & Wellness
CO-BRANDING

- Co-brand an event or program (outside a County contract)
  - Use logo on materials that support partner activities
  - Review with Partner Liaison
- Standard Language
  - *Live Well San Diego* - written out in full & italicized
Custom Language

- Connect your work product to the vision:
  - Press release or website language
  - This __(effort)__ contributes to the Live Well San Diego vision by ___(how effort supports the vision’s three agendas and underlying focus areas)___ in support of a healthy, safe and thriving region.
COMMUNICATIONS CHANNELS TO INCREASE YOUR REACH

Andrea Nasser
*Live Well San Diego* Support Team
External Branding Lead
Andrea.Nasser@sdcounty.ca.gov
COMMUNICATIONS CHANNELS

- LIVEWELLSD.ORG Website
- Newsletter and Blog
- Annual Report
- #LiveWellSD Social Media
- Community Leadership Team Channels
Calendar/2-1-1 San Diego

Want to get involved in Live Well San Diego? Take the first step by attending a fitness or yoga class at a County Library branch, visiting your local farmer’s market, or joining a regional planning meeting.

Submit an Event to 211’s Community Calendar

Community Events Calendar is brought to you by 211 San Diego.

Submit an Event to 211

EVENTS IN YOUR COMMUNITY

- City of Carlsbad
- City of Chula Vista
- City of Coronado
- City of Del Mar
Are you looking for a way to help your community live well? Volunteer your time and talents to help all San Diegans be healthy, safe and thriving.

**VOLUNTEER OPPORTUNITIES**

*San Diego Region*

- **American Red Cross – San Diego/Imperial Valley** – Daily, weekly, monthly volunteer opportunities for adults and teens
- **Braille Institute** – Range from short-term to long-term assignments in education, communications, technology, research and administrative work.
- **City of San Diego** – Volunteer opportunities with the City of San Diego departments
- **County of San Diego** – Discover volunteer opportunities in your area of interest with the County of San Diego
- **Cultural Volunteer Managers Council (CVMC)** – Links to volunteer opportunities at member San Diego cultural institutions
- **HandsOn San Diego** – Volunteer project calendar; Team Leader training and placement
- **Junior Achievement of San Diego County** – Opportunities to volunteer in schools, teaching lessons about business to kids
- **KidsKorps** – Volunteer project calendar for youth 17 and under
- **Retired & Senior Volunteer Program** – Volunteer opportunities for older adults
- **San Diego Padres** – Volunteer project calendar
- **United Way of San Diego County** – Education, income, homelessness, health, and internal United Way volunteer opportunity database

*National databases that can be searched for local opportunities*
LIVEWELLSD.ORG WEBSITE

- Calendar/2-1-1 San Diego
- Volunteer Opportunities
- Tools and Best Practices
NEWSLETTER & BLOG

- Share success stories - how are you impacting Live Well San Diego vision
- Include Who, What, When, Where, How and Why
- Include photos, quotes and data
- Distributed to over 12,000 community members per month
- Submit to partner liaison or general email: LWSD.HHSA@sdcounty.ca.gov

NEWS & SUCCESS STORIES

SAFA’S STORY
A NEW PLAY FOR FAMILY AUDIENCES

NEWS // MARCH 6, 2019
STUDENTS AT CAJON VALLEY UNION SCHOOL DISTRICT REWRITE THE SCRIPT ON BULLYING USING IMPROV THEATER

Tami Johnson, Program Specialist and District School Counselor, Cajon Valley Union School District

Students in the Cajon Valley Union School District are learning how to stand up to bullying with the help of a hands-on play called Safa’s Story. The play is inspired by the true story of a girl who moved from Zimbabwe to San Diego when she was in 5th grade. The play is based on Safa’s real experiences of being bullied and teased because of the color of her skin and for being different.

Through an interactive experience called Forum Theatre, students in the audience explore racism and bullying. In this type of theatre, students are literally pulled into the play to rewrite some of the most difficult scenes using improvisation. Students become one of the characters who face the bully and experiment with how they can put an end to the bullying.

Blindspot Collective, the San Diego organization that created the play, delivered 36 shows of Safa’s Story to approximately 3,000 students in Cajon Valley Union School District schools. More than 400 students had the chance to get up out of their seats to join the actors on stage.

“It felt good to express my feelings because I’ve been in that same situation and I never said anything,” said one student about their experience. “It felt good to express my feelings now.”
NEED A LITTLE HELP?
ANNUAL REPORT

- Snapshot of how far we’ve come, together
- Outcomes, data and personal success stories
  - Partner programs and initiatives
  - Showing measurable change region
- Viewed 2,000 times in last 6 months

COMMUNITY

- Security
- Physical Environment
- Built Environment

BY THE NUMBERS

- 285,000 POUNDS OF TRASH
  - Removed from the county’s natural spaces and parks
- 8,169 PROFESSIONALS TRAINED
  - On human trafficking prevention
- 4,859 PEOPLE RAN
  - To protect our oceans
- 60% DROP
  - In student expulsions and suspensions
SOCIAL MEDIA

- Share flyers for upcoming events, workshops, activity
- Tag us, use #LiveWellSD
- Comment, like, share posts we tag you in (vice versa)
  - Increase reach to both audiences

@LiveWellSDVision @ LiveWell_SD
Channels for engaged partners to share opportunities locally

Regional Email Marketing

Greetings Live Well San Diego North Central Leadership Team,

Please see the following announcements:

- The 2019 Live Well San Diego Communications Summit will bring together communications professionals from Recognized Partner organizations and Live Well San Diego support staff to network and learn ways to better collaborate and align messaging surrounding the Live Well San Diego vision. Please visit LiveWellSD.org/comm-summit for more information.

- You are invited to Igniting The Workplace Series. Mingle with HR Professionals, business owners, and trusted resources in your community for a cup of coffee and conversation. You will also be able to pick up a the new Worksite Wellness Toolkit provided by Live Well @ Work! Click here for more information!

- National Prescription Drug Take Back Day is on April 27th, 2019. Please see attached flyer with participating locations!

Contact Katie Judd at Katherine.judd@sdcounty.ca.gov for more information.
Contact Us

- Live Well San Diego Support Team
  - LWSD.HHSA@sdcounty.ca.gov
  - Subscribe to social media pages & newsletter
  - Notify partner liaison of staff changes
    - Don’t know your Partner Liaison – Ask us!
SOCIAL MEDIA

@LiveWellSDVision

@ LiveWell_SD

YOU'RE THE BEST!
THANK YOU!

Lana Findlay  
Live Well San Diego Support Team  
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Andrea Nasser  
Live Well San Diego Support Team  
External Branding Lead  
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PARNTER PANEL

Chase Peckham
San Diego Financial Literacy Center

Courtney Pendleton
YMCA of San Diego County

Coach Nasara Gargonnu
Sirius Fitness

Moderator: Patty Thompson
ABC 10 KGTV

LIVE WELL
SAN DIEGO