

COUNTY OF SAN DIEGO'S LIVE WELL SAN DIEGO INITIATIVE

POSITION

The San Diego Regional Chamber of Commerce Board of Directors voted to **SUPPORT** the Live Well San Diego Initiative.

SUMMARY

The County of San Diego asks that the Chamber support the strategy and partner with the County to help promote Live Well San Diego to its membership and the business community.

Live Well San Diego strategy was adopted by the San Diego County Board of Supervisors in 2010. The strategy focuses on promoting wellness and reducing preventable diseases to the public and employers.

The Initiative attributes unhealthy diet, lack of physical activity, and tobacco use to the increase of chronic diseases such as heart and lung disease, cancer, and Type 2 diabetes, which are responsible for 50 percent of deaths in the region. The County is looking to partner with the community, organizations, and businesses to promote the strategy. The strategy also promotes safety and preparedness.

So far, the City of Oceanside, City of National City, City of Coronado, City of Chula Vista, City of La Mesa, Northgate Gonzales Markets, North County Chamber of Commerce, Palomar Health, Chula Vista Elementary School District, Encinitas Union School District, and Meridian Baptist Church have signed on as Live Well San Diego partners.

Should the Chamber partner with the County, it would be asked to distribute information to medium and large businesses on worksite wellness; ask businesses to complete self-assessments, implement policies that support employee health and wellness; collaborate with the County on a wellness toolkit for small businesses; and, promote the Love Your Heart™ campaign to members.

Summary

Poor diet, inactivity, and tobacco usage are responsible for 50 percent of preventable deaths in the San Diego region and increasing the County's health care costs.

The County of San Diego's Live Well San Diego Initiative seeks to reduce chronic diseases by promoting healthy habit and lifestyle behaviors to residents and employers.

The County is asking civic, faith-based, community, and business organizations to partner with them to promote the Live Well San Diego Initiative.

The County asks the Chamber to sign as a partner and share information and resources on workplace wellness with its members.