



IMPACT

REPORT

**2022-2023**  
**Live Well San Diego**  
**Annual Impact Report**

*Together, we can do more than  
each of us can do alone.*



LIVE WELL  
SAN DIEGO

# INTRODUCTION

**Celebrating 13 years of service to the community, so that wherever you live, work, play or pray, an organization or individual is nearby, working to improve your wellbeing and the health of your community.**

In its 13th year, the *Live Well San Diego* vision has grown to include over 550 Recognized Partner organizations that have made a formal commitment to work towards a region that is Building Better Health, Living Safely, and Thriving.

Many of those organizations have sent representatives to join with local stakeholders to take part in the community enrichment efforts of both our Community Leadership Teams and Sector Engagement Teams. Together, these teams work to create equitable communities by creating opportunities for all members to take part in the decision making and implementation process. They educate and mobilize residents and devise actions to

enhance the health and wellbeing of their respective areas.

The *Live Well San Diego* Top 10 Indicators are also highlighted in this report. They act as a measuring stick to offer insight into the progress we are collectively making toward the vision of a healthy, safe, and thriving region.

Our collective actions are driving change - from large scale impacts down to the individual level. These accomplishments and personal stories of impact are highlighted in this 2023 *Live Well San Diego* Annual Impact Report.

**Together, we can do more than each of us can do alone.**

## Nick Macchione: The Original Live Well Champion

With his retirement this year from the County of San Diego, we extend our sincere gratitude to Mr. Nick Macchione, the visionary architect of the *Live Well San Diego* vision and former County of San Diego Health and Human Services Agency Director. His steadfast leadership and commitment have elevated our community's wellbeing, fostering a culture of health and resilience.

Mr. Macchione's collaborative approach has united diverse stakeholders, creating a model for holistic wellness. Under his guidance, the *Live Well San Diego* vision has not only transformed local communities but has become a beacon for collective impact efforts nationwide.

This report reflects the impactful initiatives and positive changes spurred by Mr. Macchione's vision 13 years ago. We acknowledge and thank him for his tireless efforts in creating a healthier, more connected community. With his retirement from the County of San Diego, his legacy inspires continued commitment to the vision, ensuring a lasting impact on the wellbeing of our residents.



Nick Macchione (center) at the 2023 Love Your Heart press conference.

# INCREDIBLE IMPACTS

The *Live Well San Diego* vision's collective impact strategy is rooted in the understanding that no single entity can effectively address community issues in isolation. The impacts outlined below serve as a testament to the remarkable successes we have achieved together in our region.



**1.9**  
GIGAWATTS

**San Diego County had the highest total solar capacity among counties in California with over 1.9 GW installed as of December 2021.**

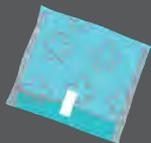
Source: [USD Equinox Dashboard](#)



**118**  
EMPLOYERS

**Organizations earning SANDAG's Diamond Award for encouraging sustainable transportation choices, including 27 Recognized Partners.**

Source: [SANDAG News](#)



**143,000**  
MENSTRUAL  
PRODUCTS

**Free 4 Menstrual Equity program has installed 58 "free-vend" menstrual product dispensers in 24 County of San Diego facilities across the region.**

Source: [Free 4 ME](#)



**16,678**  
VOLUNTEERS

**Volunteers took environmental action to remove 182,427 pounds of litter from our local environment.**

Source: [I Love A Clean San Diego](#)



**8,060**  
HOUSED

**Total number of people permanently housed in FY22-23 using data from the Homeless Management Information System.**

Source: [Regional Taskforce on Homelessness Dashboard](#)



**32,000**  
YOUTH RIDERS

**Youth Opportunity Pass program has tripled the number of youth riders per month, expanding youth access to education, work, and recreational activities.**

Source: [SANDAG News](#)



**\$150.1**  
MILLION

**Total amount awarded in grants to the nonprofit community by the San Diego Foundation.**

Source: [San Diego Foundation](#)



**36,943**  
SERVICE  
INTERACTIONS

**The Live WOW bus partnered with nearly 100 organizations to provide services at 366 events, providing 11,953 vaccinations and 289 EBT cards.**

Source: [Live WOW Data](#)



**418,140**  
REFERRALS

**211 San Diego provided service referrals spread across 1,213 unique agencies to address 568,398 total needs.**

Source: [211 San Diego Data](#)



# OUR MISSION

*Live Well San Diego* is a vision – a movement – working to advance racial justice, health equity, economic opportunity, environmental protection, and government transparency, helping ensure that all San Diego County residents are healthy, safe, and thriving. Individuals, organizations, and a diverse group of Recognized Partner organizations have joined forces to help make a significant difference in people’s lives.

Since its inception in 2010, the vision has expanded, attracting more than 550 partners who have come on board to support the mission. We express our heartfelt gratitude for their unwavering commitment and hard work in promoting equity, diversity, and community engagement throughout our region.

## WORKING TOGETHER TO ADVANCE THE VISION

The vision’s pyramid framework encompasses three agendas and four strategic approaches, which have been embraced by an extensive network of Recognized Partners. Together, they are actively working across five Areas of Influence to enhance wellbeing for all San Diego County residents.

We monitor our progress towards achieving the vision using 10 Indicators that measure the outcomes of the collective actions of partners and stakeholders throughout the region. These metrics help guide our partners and the community in identifying gaps, needs, and strengths within our region.

Such a data-driven approach enables us to foster collaboration, address concerns, and implement effective solutions based on data and best practices.



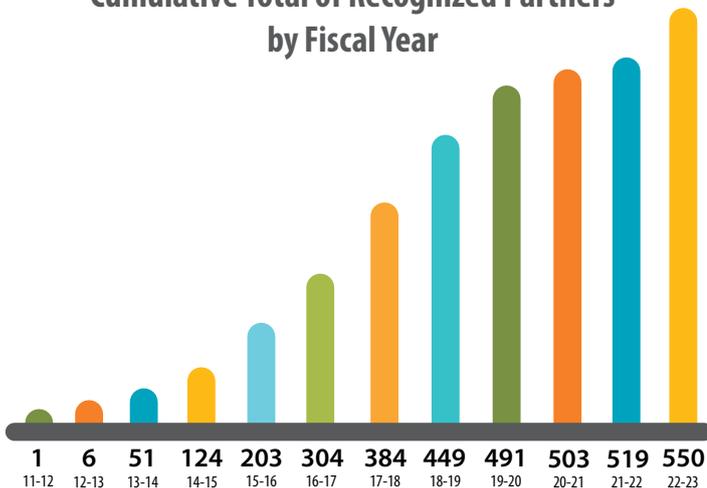
## IT ALL STARTED WITH ONE

A key component to achieving the *Live Well San Diego* vision is partnerships. On May 2, 2011, we began with a single Recognized Partner, the City of Oceanside (pictured here receiving their Partner Proclamation during a city council meeting). There are now more than 550 Recognized Partners. Our Partners encompass a wide range of organization types, including 113 business and media, 24 city and government, 60 school and education, and 353 community and faith-based organizations. Each of these partners have made a formal commitment to the vision so that wherever you live, work, play or pray, an organization or individual is nearby, working to improve your wellbeing and the health of your community.

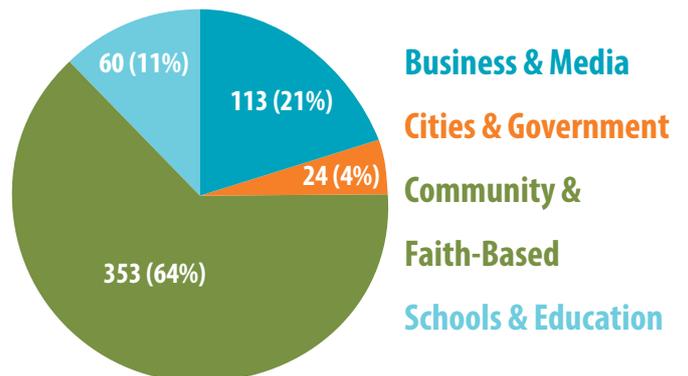


## PARTNER DATA AND GROWTH - 550 RECOGNIZED PARTNERS AS OF JUNE 30, 2023

Cumulative Total of Recognized Partners by Fiscal Year



Recognized Partners by Sector



# 5 AREAS OF INFLUENCE AND TOP 10 INDICATORS

## HEALTH - ENJOYING GOOD HEALTH AND EXPECTING TO LIVE A FULL LIFE

**80.6**

**LIFE EXPECTANCY:  
LENGTH OF LIFE EXPECTED AT  
BIRTH IN YEARS (2021)**



**95.0%**

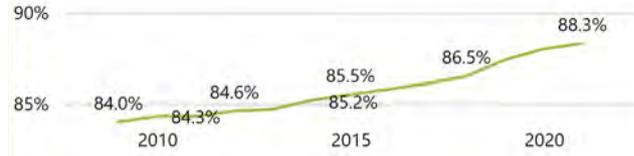
**QUALITY OF LIFE:  
PERCENT OF THE POPULATION  
SUFFICIENTLY HEALTHY  
TO LIVE INDEPENDENTLY (2021)**



## KNOWLEDGE - LEARNING THROUGHOUT THE LIFESPAN

**88.3%**

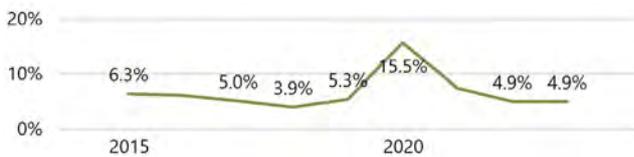
**EDUCATION:  
PERCENT OF POPULATION AGED 25 AND  
OVER WITH AT LEAST A HIGH SCHOOL  
DIPLOMA OR EQUIVALENT (2021)**



## STANDARD OF LIVING - HAVING ENOUGH RESOURCES FOR A QUALITY LIFE

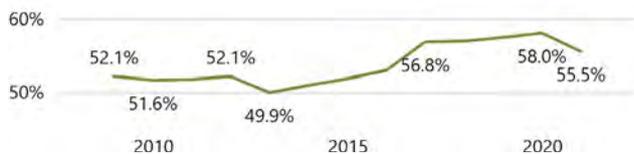
**4.9%**

**UNEMPLOYMENT RATE:  
PERCENT OF THE TOTAL LABOR FORCE  
THAT IS UNEMPLOYED (2023)**



**55.5%**

**INCOME:  
PERCENT OF POPULATION SPENDING  
LESS THAN 1/3 OF INCOME ON HOUSING  
(2021)**

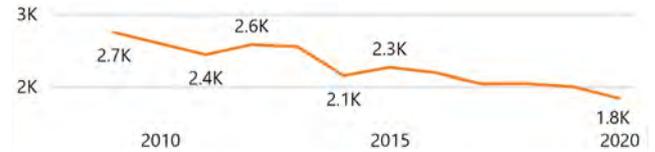


The Top 10 *Live Well San Diego* Indicators are divided into five Areas of Influence essential for overall wellbeing: health, knowledge, standard of living, community, and social. These Indicators define what it means to live well in San Diego County. Measured across the lifespan among all residents, the Top 10 *Live Well San Diego* Indicators capture the collective impact of programs, services, and interventions provided by government, businesses, schools, organizations, and community stakeholders striving to improve wellbeing so that all San Diego County residents can be healthy, safe, and thriving. [LiveWellSD.org/Data](https://LiveWellSD.org/Data)

## COMMUNITY - LIVING IN A CLEAN AND SAFE NEIGHBORHOOD

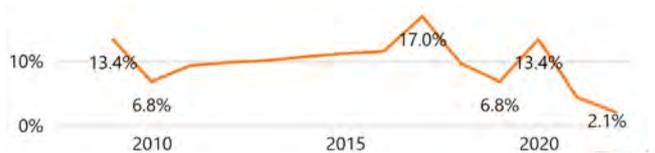
**1,830.5**

**SECURITY:  
NUMBER OF CRIMES PER 100,000  
PEOPLE (2020)**



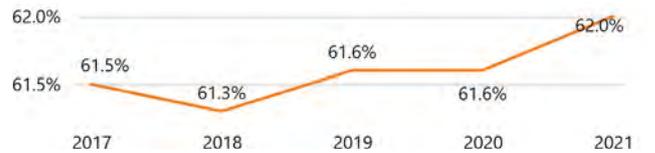
**2.1%**

**PHYSICAL ENVIRONMENT:  
PERCENT OF DAYS THAT AIR QUALITY WAS  
RATED AS UNHEALTHY FOR SENSITIVE  
POPULATIONS (2022)**



**62.0%**

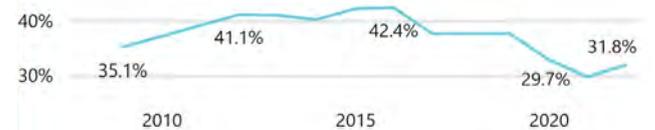
**BUILT ENVIRONMENT:  
PERCENT OF POPULATION LIVING WITHIN A  
QUARTER MILE OF A PARK OR COMMUNITY  
SPACE (2021)**



## SOCIAL - HELPING EACH OTHER TO LIVE WELL

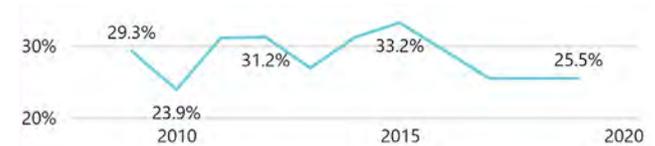
**31.8%**

**VULNERABLE POPULATIONS: PERCENT OF  
POPULATION WITH INCOME OF 200% OR LESS  
OF THE FEDERAL POVERTY LEVEL, WHO HAVE  
EXPERIENCED FOOD INSECURITY (2022)**



**25.5%**

**COMMUNITY INVOLVEMENT:  
PERCENT OF POPULATION WHO VOLUNTEER  
(2019)**



### Dive Deeper into the Data

The Top 10 Indicators data reported on these pages reflects the most current local data that has State and national comparison data available. Learn more about why each indicator was selected, what is being done to improve outcomes, view data trends, and explore expanded indicator data: [LiveWellSD.org/Data](https://LiveWellSD.org/Data)

# BUILDING BETTER HEALTH

**Our Partners are committed to improving the health and wellbeing of all San Diego County residents, with a focus on addressing health disparities. Organizations are dedicated to educating residents about the importance of regular exercise, nutritious eating and preventive care, and increasing awareness of the detrimental effects of tobacco and substance misuse on the overall health of the community.**

- Each week, more than 3,000 ProduceGood volunteers glean thousands of pounds of excess fresh produce from backyards, orchards, farmers' markets, small farms, and local grocers and deliver it to more than 70 partner feeding agencies throughout the county.
- This year, the **San Diego Food System Alliance** welcomed 500 individuals from businesses, nonprofit organizations, government agencies, foundations, and the general public to join the movement to transform the food system in San Diego County.
- **Sirius Fitness** reaches nearly 20,000 people annually to spread fitness, health and wellness across the county by hosting race warmups, including the 2022 *Live Well San Diego* 5K and 2022 **Kaiser Permanente** Thrive Half Marathon/5K, actively supporting local run groups such as Black Men Run, and continuing to lead a weekly Cardio Blast fitness class at the **Jackie Robinson YMCA of San Diego County**.
- The **American Heart Association San Diego** and **Vista Community Clinic** empowered more than 1,300 patients to take control of their blood pressure through a customized Self-Measured Blood Pressure program tailored to patient and staff needs.
- **Project New Village** was an awardee of the **Alliance Healthcare Foundation** \$1 Million Innovation Initiative Challenge Grant which is funding the activation of a long-envisioned Good Food District in Southeastern San Diego.
- The **San Diego County Office of Education** and the **County of San Diego** were awarded a four-year, \$7 million State grant to support their Creating Opportunities in Preventing and Eliminating Suicide (COPES) program to help over 400 school campuses create or improve campus calming spaces.
- **San Ysidro Health** provided health education to over 22,000 middle and high school students in alignment with the California Healthy Youth Act, including access for teens and young adults to free and confidential services for reproductive healthcare, sexually transmissible infections testing, treatment and counseling, advice on healthy relationships, substance use screening, and referrals.

## COLLECTIVE IMPACT CREATES PERSONAL IMPACT



ProduceGood recovered over 1 million pounds of surplus fruits and vegetables



Sirius Fitness supports fitness and running groups across the county



San Diego County Office of Education calming corner example



## Elinor Smith

San Diego Oasis

At 89 years young, Elinor Smith is a certified personal trainer who has been teaching fitness classes at **San Diego Oasis** for 10 years. She has taught some 500 classes for more than 3,000 older adults. San Diego Oasis is on a mission to change the way people experience aging by providing its members with opportunities to pursue vibrant, healthy, productive and meaningful lives through education, wellness, and community service.

[Read more.](#)



## "John"

OG Yoga

For John, the war did not end when he came home. It was just beginning. His time on the front lines had left scars, most of them invisible. He was in crisis, even finding himself running afoul of the law. Then he found yoga. He found peace. For John, yoga helped him break a destructive cycle that, if untreated, seemed destined to lead him deeper into trouble. He began his journey on his own, but his path led to **OG Yoga**, which helps veterans cope with Post-Traumatic Stress Disorder (PTSD) and reclaim control over their actions. [Read more.](#)



## Raenique "Rae" Madden-Bowman

San Diego Blood Bank

Raenique "Rae" Madden-Bowman suddenly, desperately, needed blood. A County of San Diego employee, Madden-Bowman was on her way home from a routine physical when her doctor called. Her hemoglobin level had plunged to a dangerous low and she needed an immediate blood transfusion. Two surgeries later, she recovered and was able to return home to her husband and little girl. Many people only think to donate to **San Diego Blood Bank** during an emergency, but the need for blood is constant. "You hope to never need a transfusion," Madden-Bowman said. "In those desperate moments, donors matter most." [Read more.](#)

# LIVING SAFELY

Various agencies, community partners, and local stakeholders have come together to make their communities safer by strengthening social bonds within neighborhoods, creating safe environments where people can live, work, and play without fear or risk of injury, and equipping themselves for emergencies.

- **I Love a Clean San Diego** partners with agencies across the county to host over 900 workshops and 600 community cleanups each year. In 2022, their major cleanup events cleared nearly 150,000 pounds of pollution from the region.
- **YMCA of San Diego** offered 300 free group swim lessons over the summer. Participants did not need to be members to receive the life-saving lessons.
- A partnership between **San Diego Gas & Electric** and the **County of San Diego** offered 120 Cool Zone locations and made 553 free electric fans available to help older adults and others keep cool and save energy costs. **2-1-1 San Diego** supported 38 transport referrals to Cool Zones in 2022.
- **STAR/PAL** provides safe classroom and after-school programs for more than 10,000 youth annually in grades K-12 to help build relationships with peers and law enforcement officers in a safe space.
- The **Pacific Safety Center** offered over 500 free car seats to pregnant low-income, active military, and refugee women, and families with children up to age 9.
- The **Fallbrook Regional Health District** hosted a NARCAN & CPR 101 Training for the Fallbrook, Bonsall, Rainbow and De Luz communities on how to recognize opioid overdose and properly administer NARCAN, distributing 144 boxes (288 doses).
- The **City of San Diego** and **San Diego Fire Rescue Foundation** hosted 19 aspiring firefighters to train at the 3rd Annual Women's Fire Prep Academy, in an effort to create a more diverse staff of first responders.
- **Crisis House** solves homelessness for 99 percent of the families and individuals who graduate from its Housing Programs and kept 217 families, including 435 children, fleeing domestic violence safe through its Journey Programs.
- The **Carlsbad Unified School District, City of Carlsbad, and San Diego County Bike Coalition** have teamed up to host safety classes on e-bikes. Over 500 students are expected to complete the program for a free permit to park their bikes at school.
- **San Diego Wave FC** raised funds and awareness for the Our Safe Place program, an LGBTQ+ youth drop-in center in the South Bay offering independent living skills trainings and gender affirming services run by **SBSC** in partnership with **San Diego Youth Services, YMCA of San Diego, and County of San Diego**.

## COLLECTIVE IMPACT CREATES PERSONAL IMPACT



I Love A Clean San Diego community cleanups



SDG&E and County of San Diego Cool Zones



Carlsbad e-bike student safety classes



## Shawn

Urban Street Angels

Shawn enrolled in **Urban Street Angels'** Just Be U program with a long background of traumatic experiences and a future threatened by unresolved mental health barriers. He had lost both parents as a child, and at 17, felt untethered with no reliable and consistent support system. But the tide began to turn with Just Be U. Feeling safe enough to open up to staff, Shawn started experiencing day-by-day progress. It became clear that Just Be U was going to pay dividends. And it did. Upon graduation, Shawn enrolled in a job skills training program and began working as a print shop manager. [Read more.](#)



## Tami Menard

PATH San Diego

**PATH San Diego** is a one-stop homeless services center — providing outreach, housing navigation, interim housing, rapid rehousing, and permanent supportive housing. Tami Menard is among those whose lives have been changed by PATH. She had been in foster care as a child and then homeless on and off for most of her life. After connecting with PATH, she and her rescue dog "Baby" now have a place to call home. Today is "really good," she says. [Read more.](#)



## Jexsi Grey

Uplift San Diego

Jexsi Grey has lived the kind of life he would not wish upon anyone. The Air Force veteran was sleeping in his car, scrounging for food and using heroin, methamphetamines, and a "slew" of other substances. He sensed death was on his trail, and it was gaining on him. But in a turnaround story made for the movies, Grey has found a new purpose in helping others in need. Today, he is sought out as a respected advocate for the homeless, a popular public speaker and an advisor to San Diego County's community leaders through his work at **Uplift San Diego.** [Read more.](#)

# THRIVING

To build a thriving region, partners focus on key areas: enhancing neighborhoods, transportation systems, housing availability, and natural and community spaces. By working together, we can create a healthy, prosperous, and sustainable community.

- In partnership with the **San Diego County Office of Education** and **iHeartMedia**, the **SDCCU Stuff the Bus** event collected \$107,247 to fill 8,686 backpacks with 222,832 school supplies, plus 250 extra backpacks and 634 headphones and earbuds to better prepare students in need for success as they headed back to school.
- Faith in Motion is a collaborative effort of the **County of San Diego** and **9 Foster Family Agencies** to engage 40 local faith communities to recruit foster and adoptive parents and provide support services to youth and families.
- **Community Health Improvement Partners** distributed \$11,000 for Resident Leadership Academy community improvement projects to **Community Housing Works, The Urban Collaborative Project, Bayside Community Center, and Casa Familiar**.
- More than 140 locals graduated from Library High School, an accredited program through the **San Diego County Library** in which county residents age 19 and older can earn their high school diplomas online and free of charge.
- **The Regional Task Force on Homelessness** held the first Conference on Homelessness, engaging more than 700 people, representing more than 160 organizations, to discuss solutions to help people thrive in permanent homes.
- Through Community Enhancement grant funding, the **University City Community Association** improved communication's reach for planning meetings allowing hundreds of interested residents to be actively involved in the civic process.
- **San Diego Breastfeeding Coalition**, with 116 member organizations, awarded 8 lactation education scholarships, distributed 8,500 breastfeeding resource guides, and hosted monthly events educating over 930 health professionals and the public.
- The **Chicano Federation of San Diego County** launched a Digital Skills for BIPOC Small Businesses and graduated 6 cohorts from their Digital Marketing Courses for Latinos program.
- **Bayside Community Center** celebrated their 90 year anniversary in 2022 and served 2,600 congregant meals to seniors, distributed 3,316 boxes of emergency food, and equipped and educated local residents to grow their own food through their Tiny Gardens program.

## COLLECTIVE IMPACT CREATES PERSONAL IMPACT



SDCCU on Fox 5 promoting the Stuff the Bus Campaign



Faith-Based Organizations partner with County of San Diego to support foster youth



Regional Task Force on Homelessness Conference



## Frankie Perez

Center for Employment Opportunities  
and Rise Up Industries

Imagine a world without the internet. No laptops, no cellphones. That was Frankie Perez's world for 40 years in prison. But when he was released, he wanted a career. Thanks to the **Center for Employment Opportunities** and **Rise Up Industries**, Perez was brought into the 21st century and began training to become a computer numerical control machinist. [Read more.](#)



## Victoria

Home of Guiding Hands

Therapy dogs joyfully milled about the room at the **Home of Guiding Hands** Pizza and Pets event. The dogs were there to do a job, which was to be lovable, sweet, and gentle with the intellectually and developmentally disabled residents. Victoria, a long-term resident, said she had been afraid of entering the large gathering. "I was really stressed and called my care person over. She helped me meet a dog and then I felt really good." For the fluffy poodle mix, licking Victoria's cheek in exchange for pets and a hug, it was clear the feeling was mutual. [Read more.](#)



## Katy

Promises2Kids

Katy is 25 years old, a single parent, Latina/Native American, and one of nearly three hundred former foster youth served each year through Promises2Kids. Katy has embraced change and flourished under the mentorship and guidance of her uniquely created team under the Promises2Kids Guardian Scholars program that caters to her challenges and goals as both a parent and foster youth. She is already defying the odds and as she has said, "I will not be a statistic". Katy has earned her AA from Grossmont College and is currently obtaining her BA in Business at California State University Chico. She WILL be one of the 8% of former foster youth that earn a college degree nationally. [Read more.](#)

## SIGNATURE EVENTS

In the 2022-2023 fiscal year, four *Live Well San Diego* Signature Events were held to address physical and mental health and overall wellbeing through the collective impact of partners and stakeholders.

### 2022 LIVE WELL SAN DIEGO 5K & FITNESS CHALLENGE

In partnership with **211 San Diego**, the *Live Well San Diego* 5K and Fitness Challenge had **5,500 registered participants** - a record breaking number for this annual event. The event took place on Sunday, September 18 at the Waterfront Park downtown with an intergenerational-themed community expo encouraging *Fitness for All Ages*. The 5K and Fitness Challenge is an award-winning behavior change intervention to encourage residents of all ages and abilities to prioritize physical activity and social connection in their lives. The Fitness Challenge had over **5,000 subscribers** and offered a five-week Couch-to-5K training plan along with weekly fitness tips, encouragement, and events to help participants prepare for the race and build physical fitness habits for the long-term.



Participants warm up to run the *Live Well San Diego* 5K

### 2022 CHECK YOUR MOOD DAY

Check Your Mood Day took place on October 6 in connection with National Depression Screening Day. The purpose of this annual event is to engage and encourage county residents to monitor and assess their emotional wellbeing and mental health. The event provided participants with a variety of online activities, self-care tips, and resources. Community members were encouraged to take a depression screening self-assessment and participate in a social media campaign that included actionable steps and tips to stay mentally healthy. Through the collective efforts of the County of San Diego and **48 participating community organizations**, **355 digital and in-person depression screenings were conducted at 43 sites in 10 different languages**. The social media campaign garnered **12,436 impressions** across both *Live Well San Diego* and County of San Diego social media channels.



Community engagement booth during Check Your Mood

## Live Well on Wheels Bus

The Live Well on Wheels (Live WOW) bus provides San Diego County residents access to a variety of health and community services - on the go! This year, the bus partnered with nearly 100 organizations to provide services at 366 events, reaching 42,571 attendees with 36,943 personal service interactions. The bus also provided 11,953 vaccinations and 289 EBT cards. The majority of events were held in neighborhoods most disproportionately impacted by health and racial inequities. Learn more: [LiveWellSD.org/livewow](https://LiveWellSD.org/livewow)



Partners meet at the Live Well Advance Connection Hub

## 2022 LIVE WELL ADVANCE & SCHOOL SUMMIT

On December 7, 2022, the annual Live Well Advance Conference & School Summit brought over **2,000 partners and stakeholders** together to network, learn about new tools and best practices, and participate in breakout sessions. Leaders from every sector came together to participate in efforts to advance our shared vision, with 50 exhibitor booths and 56 sessions ranging from workplace wellness to student wellbeing and engagement to environmental action. Keynote speaker Catherine Price, hailed by The New York Times as “the Marie Kondo of brains,” shared her wealth of knowledge about The Power of Fun!

## 2023 LOVE YOUR HEART

In February 2023, the Love Your Heart blood pressure screening event celebrated its 12th year. This event, dedicated to promoting heart health and preventing heart disease and stroke, brought together communities across the United States and Mexico. The results: **46,365 participants screened across 368 locations**. Nearly half of these exhibited a blood pressure above normal, with **646 people exhibiting blood pressures at hypertensive crisis levels** - a screening that potentially saved their lives. In San Diego County, health data was used to prioritize locations for screening sites, community events, marketing and outreach, and blood pressure monitor distribution. There were 20 community partners who helped distribute 3,200 free blood pressure monitors to residents in communities most impacted by health disparities, as part of the Love Your Heart @ Home campaign.



Volunteers and attendees at the South County Love Your Heart community event

# COMMUNITY LEADERSHIP TEAM HIGHLIGHTS

Across six regional areas, Community Leadership Teams are facilitated by community co-chairs and County staff and are comprised of cross-sector organizations and stakeholders working together to advance healthy, safe, and thriving communities in their local area. Each team develops Community Enrichment Plans which identify region-specific priorities and outline goals and objectives based on data and input from all members. Working together, they engage in a variety of efforts aimed at educating and mobilizing residents, identifying resources, and devising actions to enhance the health and wellbeing of their respective areas.

## NORTH COUNTY COMMUNITY LEADERSHIP TEAM

**Priorities: Homelessness, Substance Misuse, and Mental Health**

The North County Community Leadership Team encompasses coastal and inland communities of North County. Over the last year, the Team has focused on building the group's infrastructure, providing a space for networking and collaboration, and collectively identifying objectives and goals that will inform their Community Enrichment Plan. They continue to see attendance climb and average 45-70 individuals per meeting.

## NORTH CENTRAL COMMUNITY LEADERSHIP TEAM

**Priorities: Behavioral Health, Food and Housing Insecurity, and Youth**

The North Central Community Leadership Team has implemented quarterly meet ups to promote North Central events, partners, networking, and outreach opportunities. In June 2023, Team members met at the Linda Vista Farmers' Market, a market that was brought to the underserved community through grass-roots advocacy led by Love, Linda Vista Inc. The market provides accessible and convenient fresh foods to the community and issues a \$10 market coupon for every \$10 spent using Cal Fresh or WIC Vouchers.



North Central - supporting food accessibility at Linda Vista Farmer's Market

## CENTRAL COMMUNITY LEADERSHIP TEAM

**Priorities: Housing for All, Health and Wellbeing, and Education and Economic Development**

The Central Community Leadership Team has devoted energy, planning, and input to the design and development of the new Southeastern Live Well Center, which opened to the public in July 2023. From the first days of planning, the local community has played a prominent role in the creation, design and workforce for the new Center, including extensive outreach to get community feedback. The Team had an opportunity to provide input on services, organizations co-located in the building, and aesthetic components to ensure the community has a sense of ownership and pride in the new community building. Team members have also had the opportunity to select pieces for the "Public Art Collection" comprised of BIPOC artists with roots in the community.



Central - supporting community engagement for the new Southeastern Live Well Center

## EAST COMMUNITY LEADERSHIP TEAM

*Priorities: Thriving Communities, Behavioral Health Solutions, and Resilient Youth and Families Collective*

The East Community Leadership Team convened its members this past year to provide support to the **Mountain Empire Unified School District** which expressed an urgency in addressing absenteeism among its underserved students who report missing school due to not having clean clothes and fear of being bullied. Through collective action, several partners and local stakeholders came together to provide a pop up “store” on May 25th, where students were invited to “shop” for gently used or new clothing for free. The event also provided other much needed resources and was so successful and well received, that the students requested it become a recurring event.

## SOUTH COMMUNITY LEADERSHIP TEAM

*Priorities: Mental Health, Food Insecurity, and Homelessness*

The South Community Leadership Team has participated in the Baldrige Communities of Excellence journey for several years and in November 2022, received a Silver award for their outstanding work in creating community-wide change through engagement and collective impact. In addition, the Team’s Food Insecurity Work Group, comprised of cities, nonprofits, and businesses, is working to improve the South Region food system by building a centralized food hub for sharing and distributing food to residents in need. Their efforts have resulted in a **San Diego Foundation** 2023 Community Grant for the planning and design of a “cold hub” food facility that will expand storage capacity for refrigerated foods.



South - Winners of the prestigious Communities of Excellence award.

## JOIN US!

Our Community Leadership Teams are on a continuous journey to grow their membership, and anyone is welcome to join the meetings. Meetings foster a welcoming and supportive environment where everyone’s voice is valued and heard. Innovative solutions emerge when individuals with different life experiences and worldviews collaborate. Learn more about a Team in your area of work or residence.

Visit [LiveWellSD.org/CLT](https://LiveWellSD.org/CLT)

# SECTOR ENGAGEMENT TEAM HIGHLIGHTS

The *Live Well San Diego* Sector Engagement Teams bring population-specific organizations together to collaborate and share resources and best practices. Promoting healthy, safe, and thriving communities is the goal within each sector, and providing relevant and tailored resources to address disparities is a priority. Learn more, get involved, and share your knowledge by visiting their individual links below.

## BUSINESS SECTOR - [LiveWellSD.org/Business](https://LiveWellSD.org/Business)

The Business Sector collaborates with a variety of businesses, including minority-owned, women-owned, and/or small businesses, and other organizations like business chambers. They focus on creating broad communications networks to help members engage with each other and relay up-to-date information and resources tailored to the business community. A collaboration with **San Diego Workforce Partnership** helped increase their career fair attendance across the county, and participation in the **National Alliance on Mental Illness (NAMI)** Walk Wellness Expo collected hundreds of ideas from community members about what a healthy business community looks like to them.

## EDUCATION SECTOR - [LiveWellSD.org/Education](https://LiveWellSD.org/Education)

This sector includes nearly 4,000 individuals from institutions of higher education, **all 42 K-12 school districts**, and community organizations. The Education Sector is led by the **San Diego County Office of Education** and the **County of San Diego** to prioritize and address adolescent health, including student and staff mental health, infectious disease control, and ventilation improvements. The sector hosted mental health trainings for 238 people with support from **National Alliance on Mental Illness, Jewish Family Service, San Diego State University, University of California San Diego,** and **Community Health Improvement Partners**. The sector also partnered with the California Energy Commission to host a training that helped 244 schools apply for grant funding for ventilation and plumbing improvements in their schools.

## COMMUNITY AND FAITH-BASED ORGANIZATIONS AND RURAL COMMUNITIES SECTOR - [LiveWellSD.org/CFBOR](https://LiveWellSD.org/CFBOR)

The Community and Faith-Based Organizations and Rural Communities Sector offers opportunities for organizations to collaborate with one another and share relevant resources and best practices. This year, the sector curated guest speakers from leaders of the **Faith-Based Action Coalition, Ohr Shalom Synagogue, San Diego Black Nurses Association,** and **CALFIRE**. The sector was further developed to prioritize rural communities, bringing together community stakeholders, organizations and individuals serving those areas. Priorities include creating a Community Needs Assessment tool and developing opportunities for smaller group collaborations, emergency preparedness, and engagement.



Business Sector Team participates in community engagement efforts at NAMI Walk Wellness Expo.

## YOUTH SECTOR - [LiveWellSD.org/Youth](https://LiveWellSD.org/Youth)

The Youth Sector is run by youth for youth. People between the ages of 16 to 24 are hired by the **County of San Diego** to lead the development, implementation, and advancement of the sector. The Youth Sector empowers, engages, and amplifies youth voices by employing young people; providing training, mentorships, and professional development; and informing the development of youth-serving programs in the region. The priorities identified by the sector include mental health support and services, job readiness resources and professional development opportunities, access to food and affordable housing, and the prevention of gun violence.

### The *Live Well San Diego* Equity Ambassador Program

The *Live Well San Diego* Equity Ambassador Program (LEAP) engages and employs young individuals to develop and share educational materials and content that address social and health disparities. Their social media campaigns cover mental health and wellness, higher education resources, cultural awareness and holidays, sexual health, access to food, substance misuse, human trafficking and more. Their posts have generated nearly 3,000 likes and a reach of more than 33,300 views.

### The Youth Leadership Team

The Youth Leadership Team planned and hosted three youth-led town halls, from identifying topics important to youth to identifying subject matter experts for panels, conducting outreach, and facilitating the town halls. The Town Halls were supported by representatives from **SAY San Diego**, **County of San Diego**, and **San Diegans 4 Gun Violence Prevention** on topics that included: Substance Misuse, Mental Health Equity Among Youth, and Gun Violence Prevention and School Safety.

For the first time at the 2022 Live Well Advance Conference and School Summit, a breakout session was completely led, planned, and facilitated by youth from the Youth Sector and the **San Diego Refugee Communities Coalition**. The session, "The Power of Youth-Led Engagement" had five youth panelists and 138 attendees eager to learn best practices for creating youth-led spaces.



Youth Leadership Team at Youth-led Town Hall to discuss mental health equity among youth.

# SECTOR ENGAGEMENT TEAM HIGHLIGHTS CONTINUED

## LONG-TERM CARE SECTOR

The Long-Term Care Sector works to assess long-term care facilities for functionality and emergency preparedness efforts, COVID-19 testing assistance, and onsite COVID-19 vaccine assistance, as well as sharing the latest guidance and resources from county, State, and federal organizations. The Sector's goal is to help people live as safely as possible when they can no longer perform everyday activities on their own. Through the Long-Term Care Sector, roughly 1,300 long-term care facilities have been successfully connected to relevant emergency information, including over 1,500 subscribers to the weekly newsletter. Sector projects include helping to solve patient transportation issues and finding solutions that will assist hospital systems with discharging patients who are awaiting skilled nursing facility placement. Both projects help to relieve the strain placed on emergency departments in our region.

## OLDER ADULT AND DISABILITY SECTOR

The Older Adult and Disability Sector partners with older adults and individuals with disabilities, service providers and caregivers. Their work supports the Aging Roadmap, which prioritizes Housing, Transportation, Social Participation, Health & Community Support, Dementia, Medical & Social Services, Silver Economy, Preparedness, Caregiver Support, and Safety. The sector developed an "Aging 101 for Homeless Service Providers" training in partnership with the **Regional Task Force on Homelessness** and **Serving Seniors**, reaching over 250 homeless service providers. They partnered with the **El Cajon Collaborative** to conduct transportation trainings in English, Arabic and Taglog, for over 100 participants. They also conducted field trips and a train-the-trainer workshop supporting the Ride Well to Age Well Guide training over 30 older adults and community partners.



El Cajon Collaborative older adult transportation training.

## HEALTH PROFESSIONALS SECTOR

The Health Professionals Sector works to engage and support healthcare professionals and provide clinical information on emerging topics, such as COVID-19, flu, RSV, monkeypox, dental, and pediatric updates. The Sector developed the Grand Rounds Educational Alliance and Transformation program. The program is a continuing education series designed to address key topics, promote wellness, and address burnout among the clinician workforce. Monthly sessions for the program have averaged 23 participants, who showed a 20% increase in knowledge after the session. The Sector maintains their partnerships with health providers, community healthcare organizations and associations, and healthcare systems through regular telebriefings and communication.

## BINATIONAL SECTOR

The Binational Sector brings together key governmental and community-based partners along the San Diego-Baja California border, from San Diego, California and Tijuana, Mexico. Key partners are the **Tijuana Health Jurisdiction (ISESALUD)**, the **US-Mexico Border Health Commission**, the **County of San Diego**, along with other community organizations and partners. Interpretation is provided for every meeting, which ensures participants and presenters can effectively communicate data, situational awareness and answer any questions. The Binational Partner Calls address public health priorities that impact our San Diego Baja-California border and communicate information and resources on projects of mutual interest, such as COVID-19 and monkeypox to migrant health and shelters. The Binational Sector is a key partner in the annual [Love Your Heart/Ama Tu Corazón](#) blood pressure screening event and helped to [screen 40,018 participants](#) along the Mexico Border region in 2023.



Binational Sector partners in the annual Love Your Heart/Ama Tu Corazón blood pressure screening event.

# PARTNER ACTION STEPS

The collective actions made toward achieving the *Live Well San Diego* vision play a crucial role in meeting the needs of our region and enhancing the wellbeing of our residents.

## GET INVOLVED

Recognized Partners are enjoying the benefits of ongoing engagement. Together, partners are working to address community and sector issues and supporting Signature Events that engage the community. Check out their stories and more at [LiveWellSD.org/news](https://www.livewellsd.org/news)

## ENGAGE AND NETWORK

The Networking and Engagement Platform is a space for Partners, local leaders, and community members to share ideas, discuss important topics, provide feedback on policy and planning, and contribute to the future of the *Live Well San Diego* vision. [Engage.LiveWellSD.org](https://www.livewellsd.org)

## COMMUNITY LEADERSHIP TEAMS

Community Leadership Teams tie together the collective efforts of organizations and community groups in each region of the county and provide a central point for planning and organizing collaborative action. Together, community leaders, stakeholders, and local residents engage in community enrichment efforts to help educate and mobilize communities, develop and address priority needs, identify resources, and plan actions to improve the regions' health and wellbeing. [LiveWellSD.org/CLT](https://www.livewellsd.org/CLT)

## SECTOR ENGAGEMENT TEAMS

Sector Engagement Teams bring population-specific organizations together to collaborate and share resources and best practices. Promoting healthy, safe and thriving communities is the goal within each sector, and providing relevant and tailored resources to address disparities is a priority. [LiveWellSD.org/sectors](https://www.livewellsd.org/sectors)

## SIGNATURE EVENTS

Leaders are needed to help develop and implement *Live Well San Diego* Signature Events.

- **Love Your Heart** - Host a blood pressure screening site, provide site volunteers, host an online or in-person educational event (25,000+ participants).
- **5K & Fitness Challenge** - Provide sponsorship, host an exhibitor booth, join a race team (5,000+ participants).
- **Live Well Advance** - Present a breakout session, host an exhibitor booth, or provide sponsorship (2,000+ participants).



## ACTIONS YOU CAN TAKE



### Participate

Attend, host, or sponsor a Signature Event



### Speak

Share your expertise at the next Sector or Leadership Team meeting or Live Well Advance



### Host

Organize your own event or work with other organizations to create one



### Collaborate

Take action in community and sector-based work groups



### Communicate

Share your stories to help others learn best practices

Reach out directly to your Partner Liaison or contact [LWSD.HHSA@sdcounty.ca.gov](mailto:LWSD.HHSA@sdcounty.ca.gov) to create customized connections and action steps.



Clockwise from top: Event signage showing partner organizations involved in Rural Sector community event; Speakers from CAL-FIRE, American Red Cross, and County Sheriff speak at Rural Sector community event; East Team has a community speaker offering CPR Training; East Community Leadership Team gets a tour of the San Ysidro Health Campo Clinic.

# 10-YEAR RECOGNIZED PARTNERS

Thank you to the following Recognized Partners who have helped to grow the movement into what it has become today. We appreciate your commitment to help create a region that is Building Better Health, Living Safely, and Thriving.



RECOGNIZED PARTNER NAME	RECOGNITION DATE
CITY OF OCEANSIDE	5/2/2012
NORTHGATE GONZALEZ MARKETS	4/15/2013
CHULA VISTA ELEMENTARY SCHOOL DISTRICT	4/17/2013
ENCINITAS UNION SCHOOL DISTRICT	6/11/2013
NORTH SAN DIEGO BUSINESS CHAMBER	6/12/2013
CITY OF NATIONAL CITY	6/18/2013
CITY OF CORONADO	7/16/2013
PALOMAR HEALTH	9/9/2013
CITY OF CHULA VISTA	9/17/2013
MERIDIAN BAPTIST CHURCH	9/22/2013
CITY OF LA MESA	9/24/2013
IHEARTMEDIA INC.	10/22/2013
KGTV/AZTECA AMERICA TV	10/22/2013
ESCONDIDO UNION SCHOOL DISTRICT	10/24/2013
CITY OF IMPERIAL BEACH	11/6/2013
SAN DIEGO CITY COLLEGE	11/7/2013
GROSSMONT-CUYAMACA COMMUNITY COLLEGE DISTRICT	11/19/2013
SAN DIEGO REGIONAL CHAMBER OF COMMERCE	11/21/2013
CITY OF LEMON GROVE	12/3/2013
CITY OF SAN DIEGO	12/10/2013
FACILITATING ACCESS TO COORDINATED TRANSPORTATION, INC.	12/12/2013

## IN RECOGNITION: COMMUNITY LEADERSHIP TEAM CO-CHAIRS

Our Community Leadership Teams do tremendous work in our communities to support a healthy, safe, and thriving region. They are incredible models of the collective impact approach and show the vision in action.

These teams are co-led by a representative from a local organization and County of San Diego staff who are invested in the success of each region. Together, they manage the team's recurring meetings, guide workgroup actions, and work with the community to enrich the social, economic, built and physical environment to improve wellbeing in each region.

The leadership of each of our co-chairs has been vital to creating the type of collective impact that moves the vision forward.

### Nannette Stamm

Chief Community Health Officer, Vista Community Clinic  
North County Regions Community Leadership Team Co-Chair

### Jaime Figueroa

Executive Director, Operation HOPE- North County  
North County Regions Community Leadership Team Co-Chair

### Karen Lenyoun

Vice President, Urban Strategic Solutions  
North Central Region Community Leadership Team Co-Chair

### R. Daniel Hernandez

Director of Community Relations, San Ysidro Health  
East Region Community Leadership Team Co-Chair

### Brian "Barry" Pollard

Executive Director, The Urban Collaborative Project  
Central Region Community Leadership Team Co-Chair

### Valerie Brew

Director Child & Family Wellness, SBCS  
South Region Community Leadership Team Co-Chair

## IN MEMORY OF R. DANIEL HERNANDEZ



In the Spring of 2023, San Diego County lost R. Daniel Hernandez, an incredible advocate and community leader. Daniel was a founding member of the *Live Well San Diego* East Region Community Leadership Team and served as its Co-Chair for many years. In addition, he worked closely with the *Live Well San Diego* Central and South Region Community Leadership Teams to ensure that all residents had access to services.

Daniel passionately advocated for health equity and bringing economic opportunities to communities throughout the region. He will be remembered as a community warrior who advocated for the Latino people and led efforts on migrant rights, voter access, and educational equity.

Daniel received the *Live Well San Diego* Champion award in 2023 for his lifetime of dedication to community service and advocacy.



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**SAFE**  
**THRIVING**

**CONNECT WITH US!**



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SAN DIEGO**

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