

# Works-In-Progress Session #3

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# INTRODUCTION

Santa Barbara County  
Public Health Department

Franklin and Carpinteria  
Health Care Centers

Federally Qualified  
Health Centers(FQHC)

Primarily Cen-Cal



# BACKGROUND

Why?

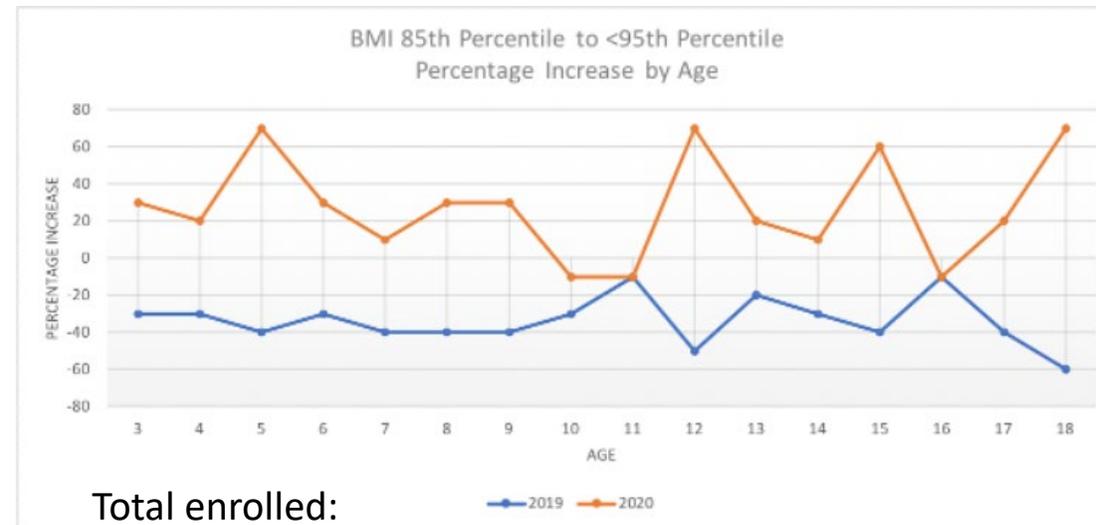
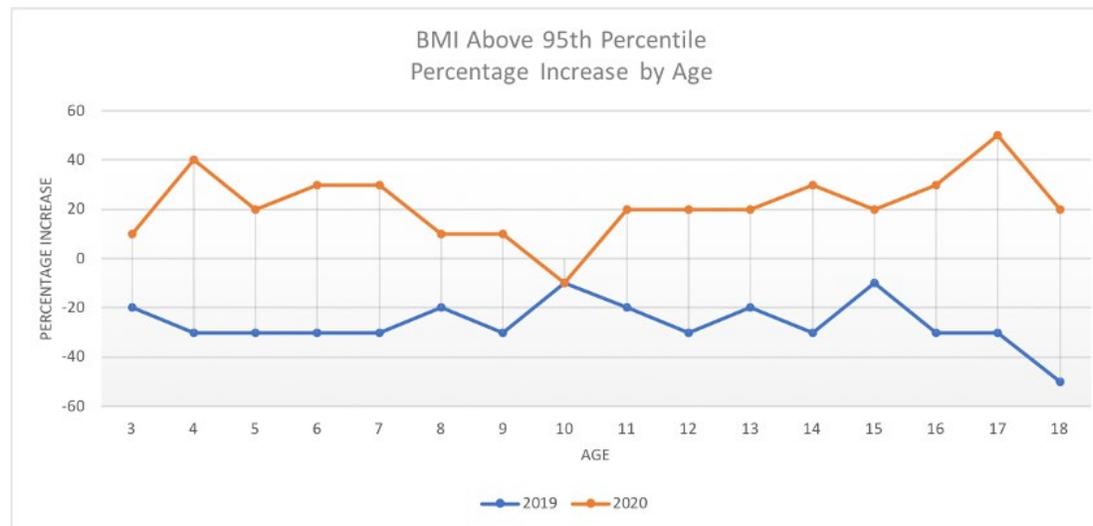
Outpatient - Prevalence alarming  
SB County Health Care Centers:  
>500 children  
40% with co-morbidities

Researched - what should be done?!

Partnered: Susan Liles  
Introduced to the Champion Provider  
Fellowship

Policy, Systems and Environmental (PSE)  
change  
is absolutely necessary to reduce  
pediatric obesity

## Percent Change in Prevalence of Obesity / Overweight in Pediatric Can-Cal Patients



Total enrolled:  
2019: 82,106  
2020: 87,457

# OVERVIEW

## **Intervention Goal:**

Make it easier for overly burdened families to access physical activity options for kids

Create a easily accessible online resource

Track patient and provider utilization

# OVERVIEW



## Santa Barbara County

### Online Play Resource Guide

Website: <https://www.countyofsb.org/3259/Physical-Activity>

#### KIDS AND TEENS PHYSICAL ACTIVITY RESOURCES

TEXT SBCPLAY TO 61222  
OR  
SCAN THE QR CODE TO DOWNLOAD!

Utilization:  
439 children  
(4/19/22 – 8/24/22)

Average:  
~130 patients/month

#### GUÍA DE RECURSOS DE ACTIVIDAD FÍSICA PARA NIÑOS Y ADOLESCENTES



ENVÍE SBCJUGAR AL 61222  
O  
ESCANEE EL CÓDIGO DE QR PARA DESCARGAR



This institution is an equal opportunity provider.  
Esta institución es un proveedor que ofrece igualdad de oportunidades.

# PARTNERSHIP

## **Santa Barbara County Public Health Department / CalFresh Healthy Living**

Nutrition services is fairly robust in our community

My personal passion is encouraging more physical activity

No cohesive platform for this in our communities

### **Timeline:**

3-6/21: Met with CalFresh Healthy Living Team / Public Health Department

6-8/21: Data collection

8/21-3/22: Built online play resource guide

4/22-Present: Distributed resource to Public Health Care Centers

Integrated into EHR

Started tracking data

5/22: Offered resource to community on Public Health Website

# PARTNERSHIP

## **Challenges:**

COVID! - planned to host a Pediatric Obesity Summit Meeting in October 2021  
and had to cancel due to COVID surge

## **Successes:**

New online resource tool  
Connecting with community partners  
Added as an Adverse Childhood Experiences (ACES) buffering service

# COVID-19: OPPORTUNITIES & CHALLENGES

## **Challenges:**

COVID - inhibited us from hosting our in-person community fair / partnership with the School Wellness Summit

## **Opportunities:**

Focused our efforts on creating an online resource instead  
Now can build upon this virtual platform - housing local promotions, assisting families with summer camp sign ups, texting options

# NEXT STEPS

Scale up!

Data collection

Investigate app design

Secure funding

Expand community partnerships

Increase awareness

# Keep the Conversation Going

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