

SOLVING OBESITY: EVERYONE'S ISSUE

*Cross-Sector Work on Obesity Prevention, Treatment,
and Weight Maintenance: Models for Change*



Debra S. Oto-Kent, MPH

Executive Director, Health Education Council



DEDICATED TO PROVIDING ACCESS,
EDUCATION, ADVOCACY, AND
TRAINING TO EMPOWER INDIVIDUALS
TOWARDS A HEALTHY LIFE.

Overarching Consideration: Leadership



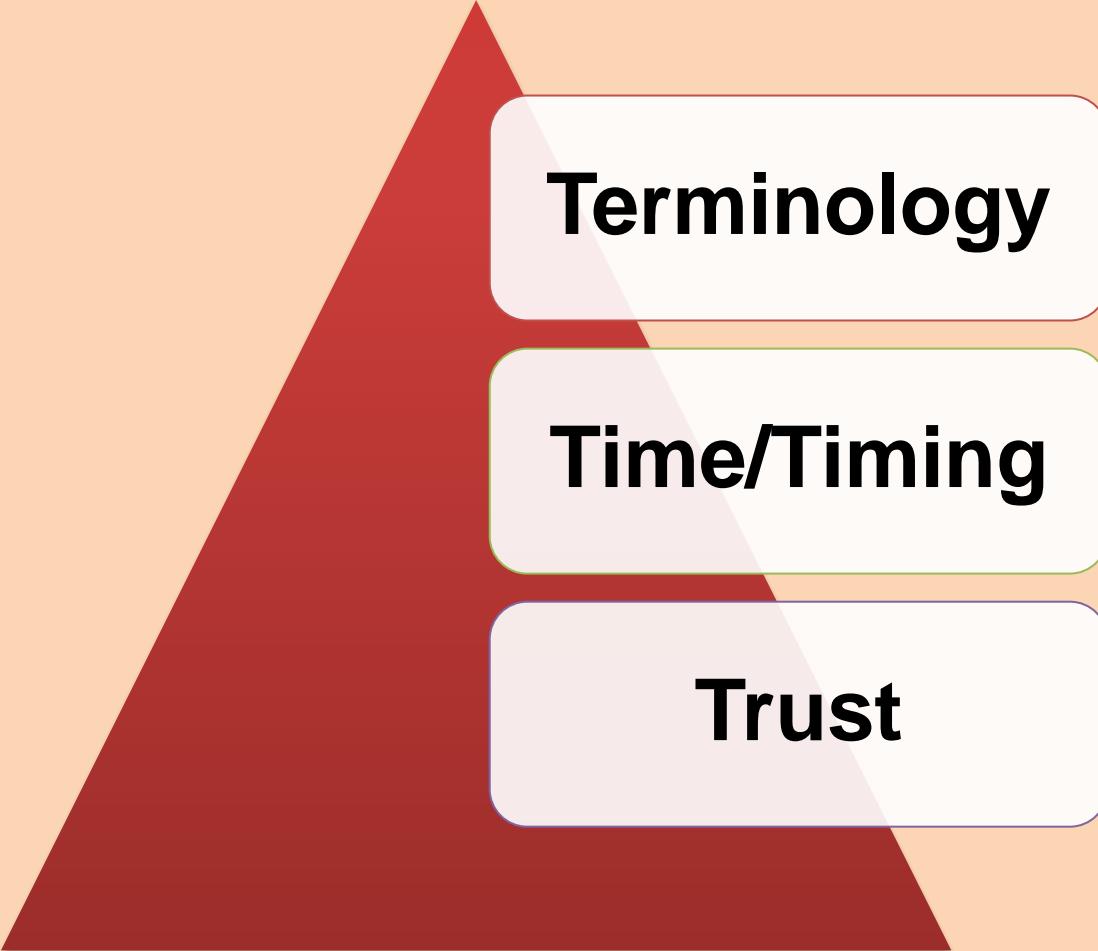
LESSONS
LEARNED

Leadership



Leaning/
Launching
Forward

I. Lessons Learned: Three T's

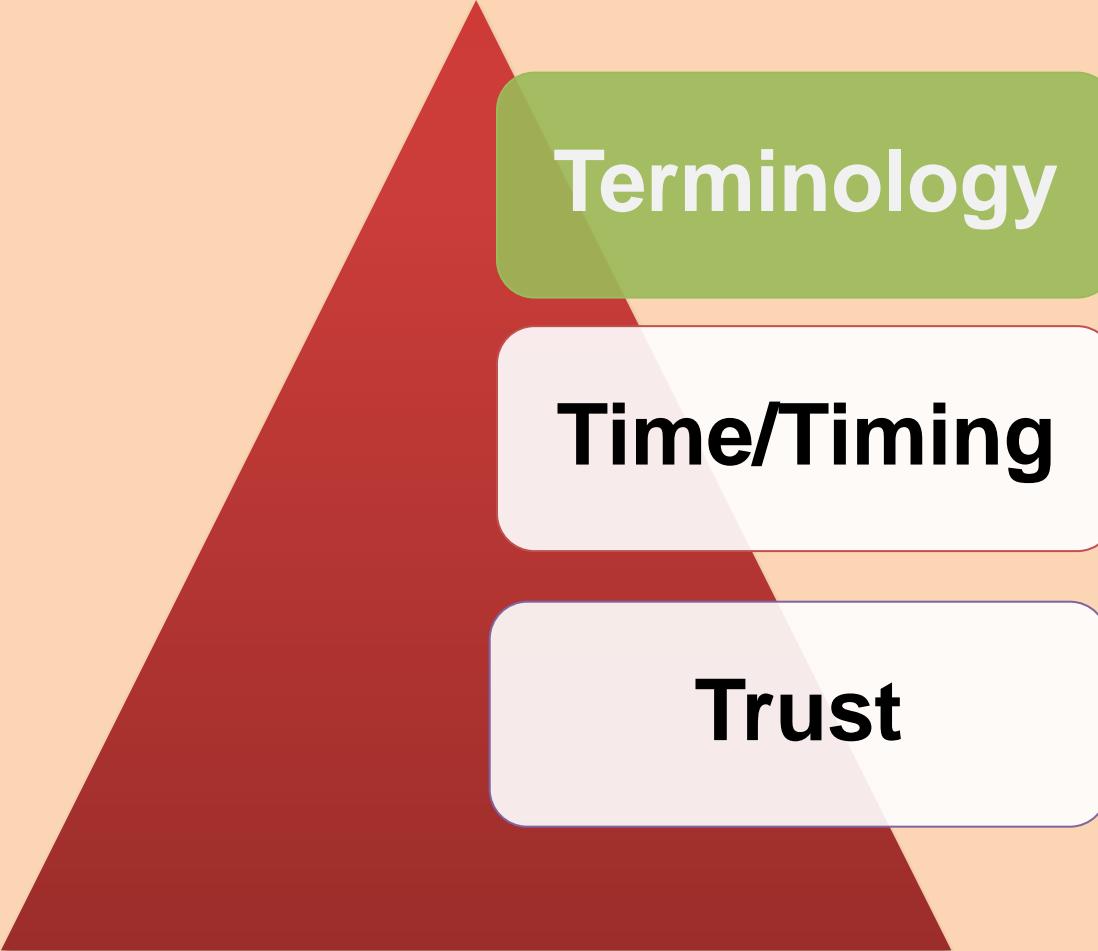


Terminology

Time/Timing

Trust

Lessons Learned



Terminology

Time/Timing

Trust

Obesity Cross-sector Partnerships



Terminology matters

“asset”

Community asset

Asset building

Asset poverty

Asset mapping

“safety”

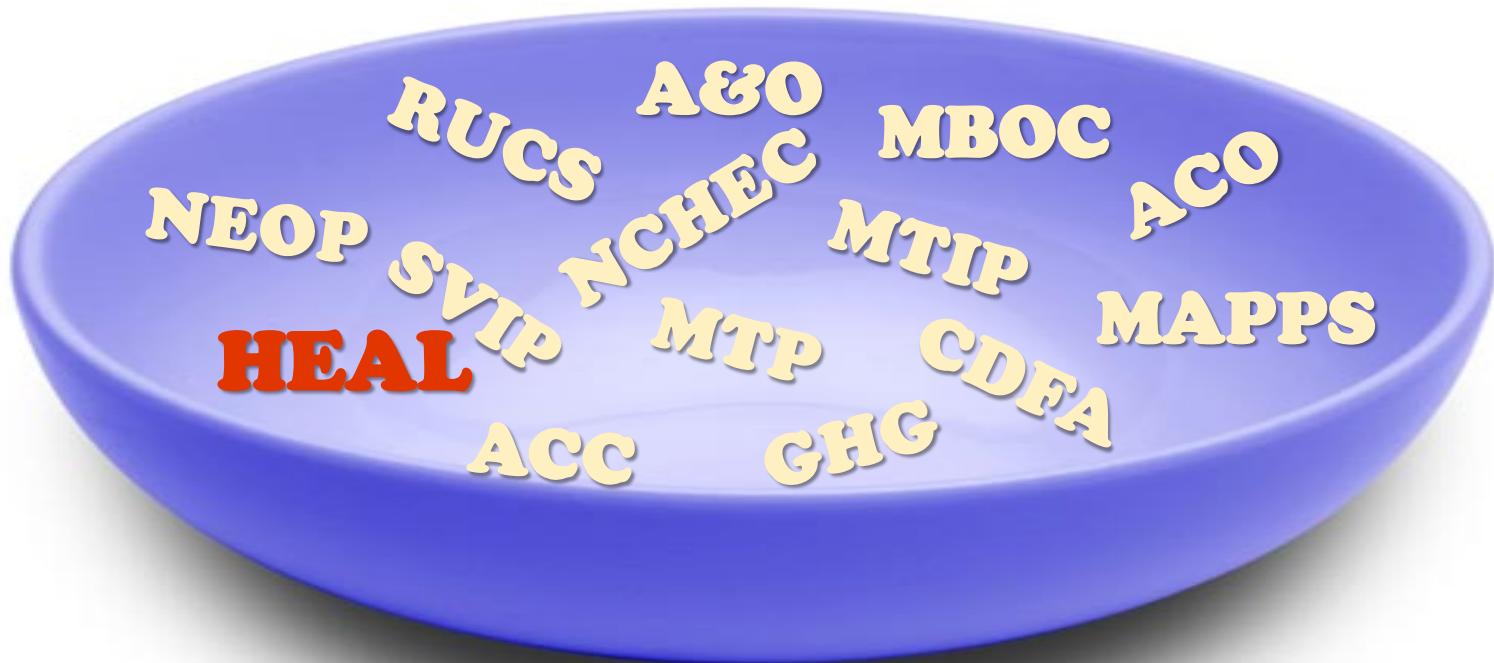
Violence prevention/ Gang Intervention

Business property crime

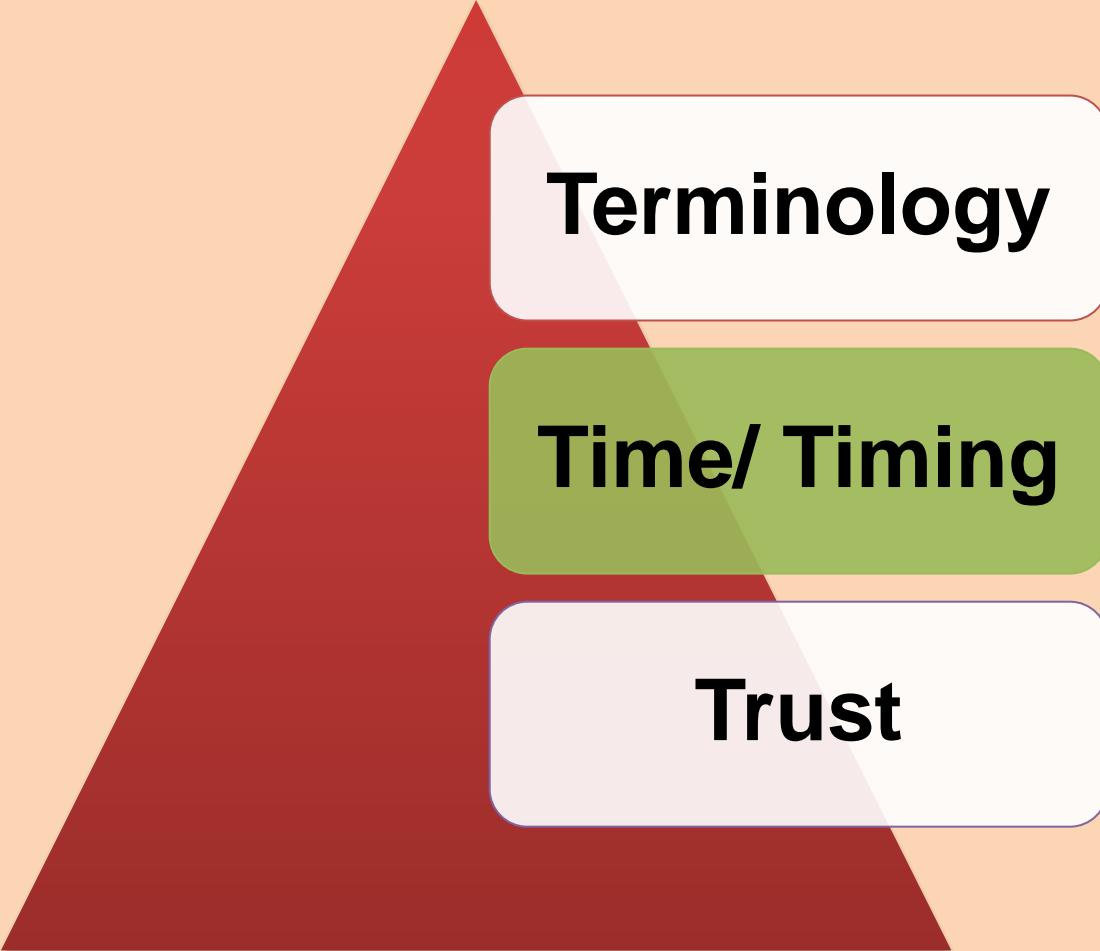
Safe parks and public spaces

Safe routes to school

Acronym/Alphabet Soup



Lessons Learned

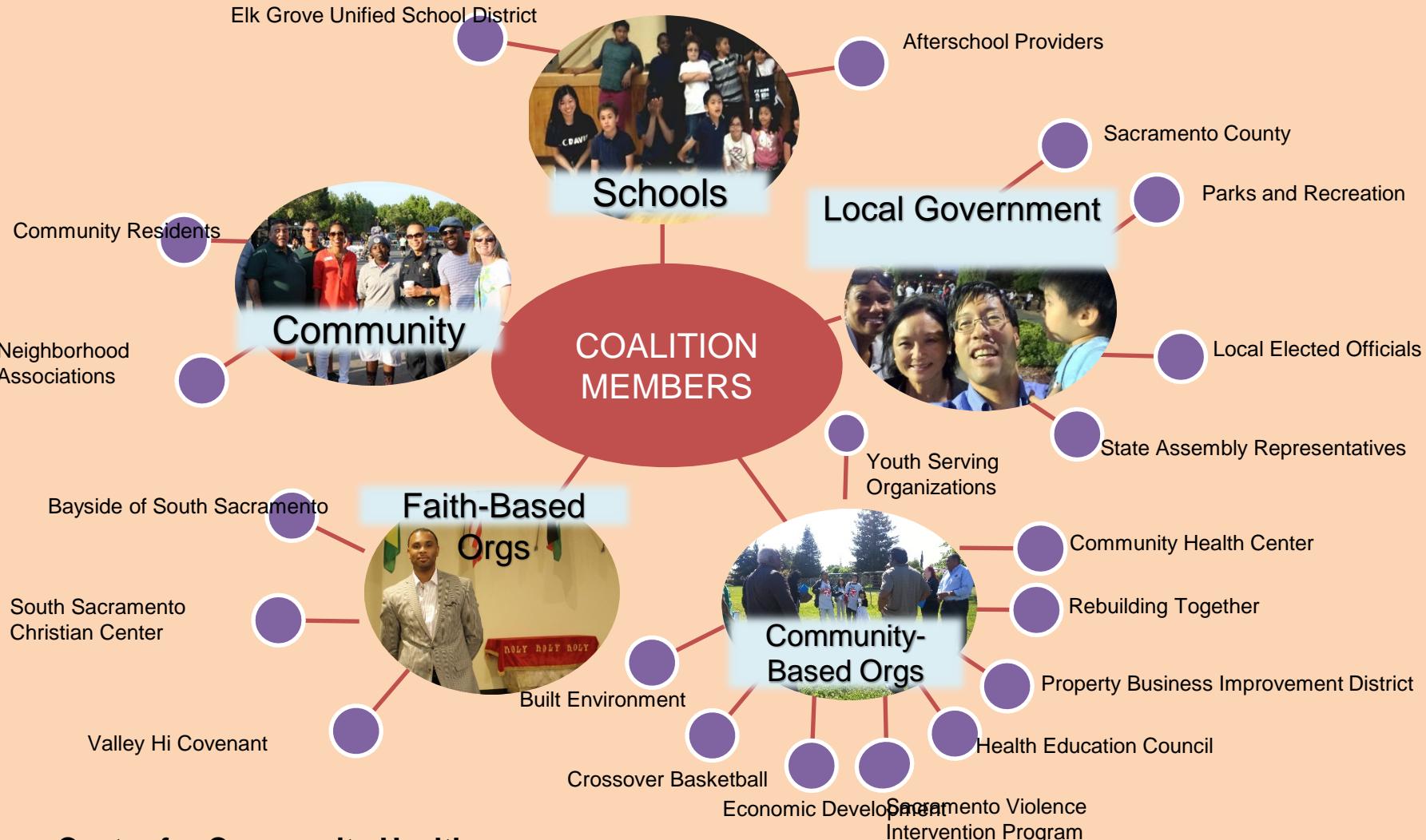


Terminology

Time/ Timing

Trust

South Sacramento HEAL Zone Collaborative



Source: Center for Community Health and Evaluation

Summer Night Lights in the HEAL Zone

ELECTED OFFICIALS

Promote safe neighborhoods and reduction campaigns

HEC: HEAL ZONE (BACKBONE ORGANIZATION)

Increase physical activity and healthy eating where people live, play, learn and pray

FAITH COMMUNITY

Reduce violence and link congregations to community service

BUSINESS IMPROVEMENT DISTRICT

Reduce crime to business, loitering, shoplifting

HEALTHCARE

Reduce emergency room visits related to violence during summer peak months

YOUTH

Stay engaged in the community and gain leadership skills

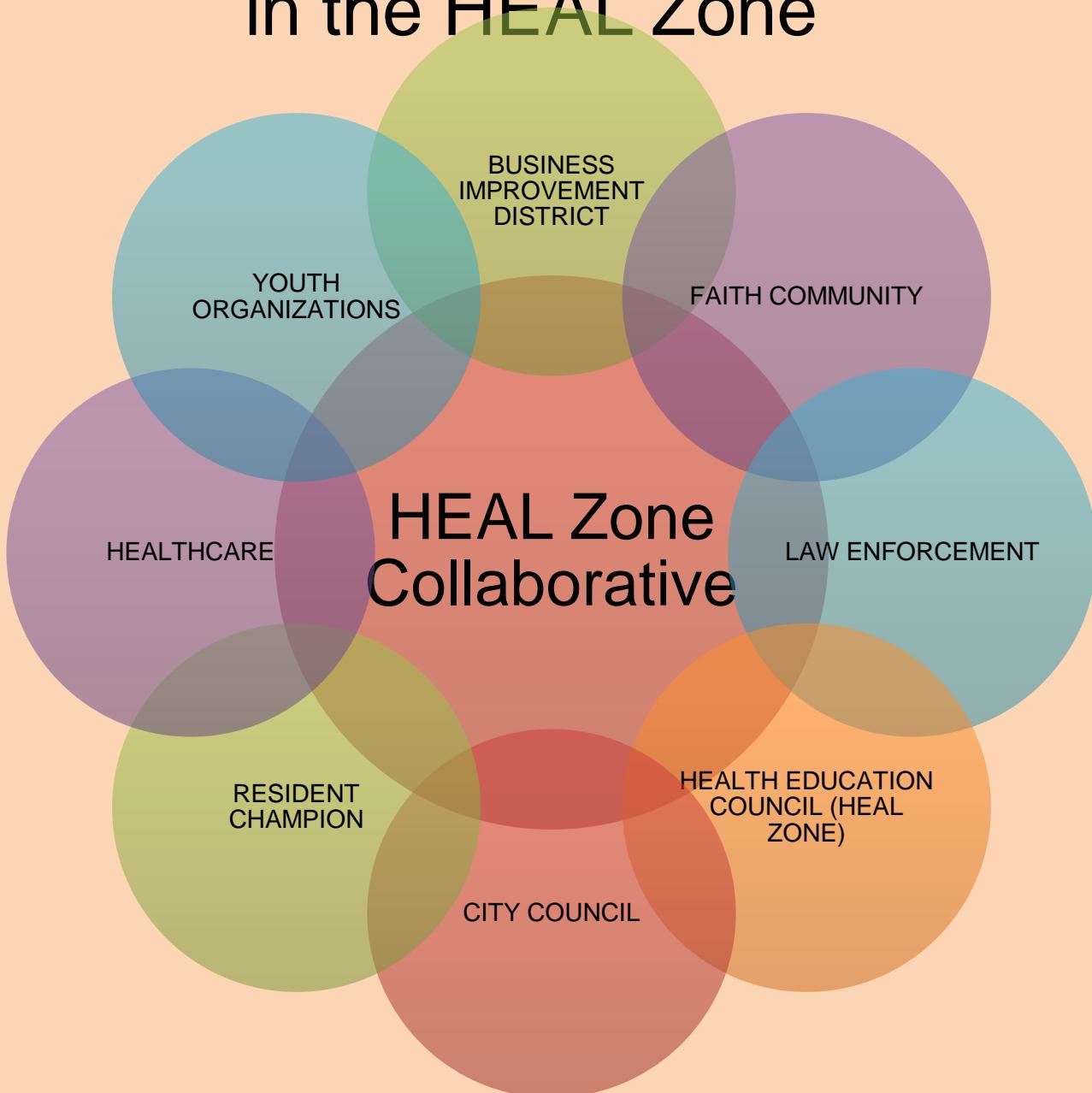
LAW ENFORCEMENT

Reduce gang violence/ homicides

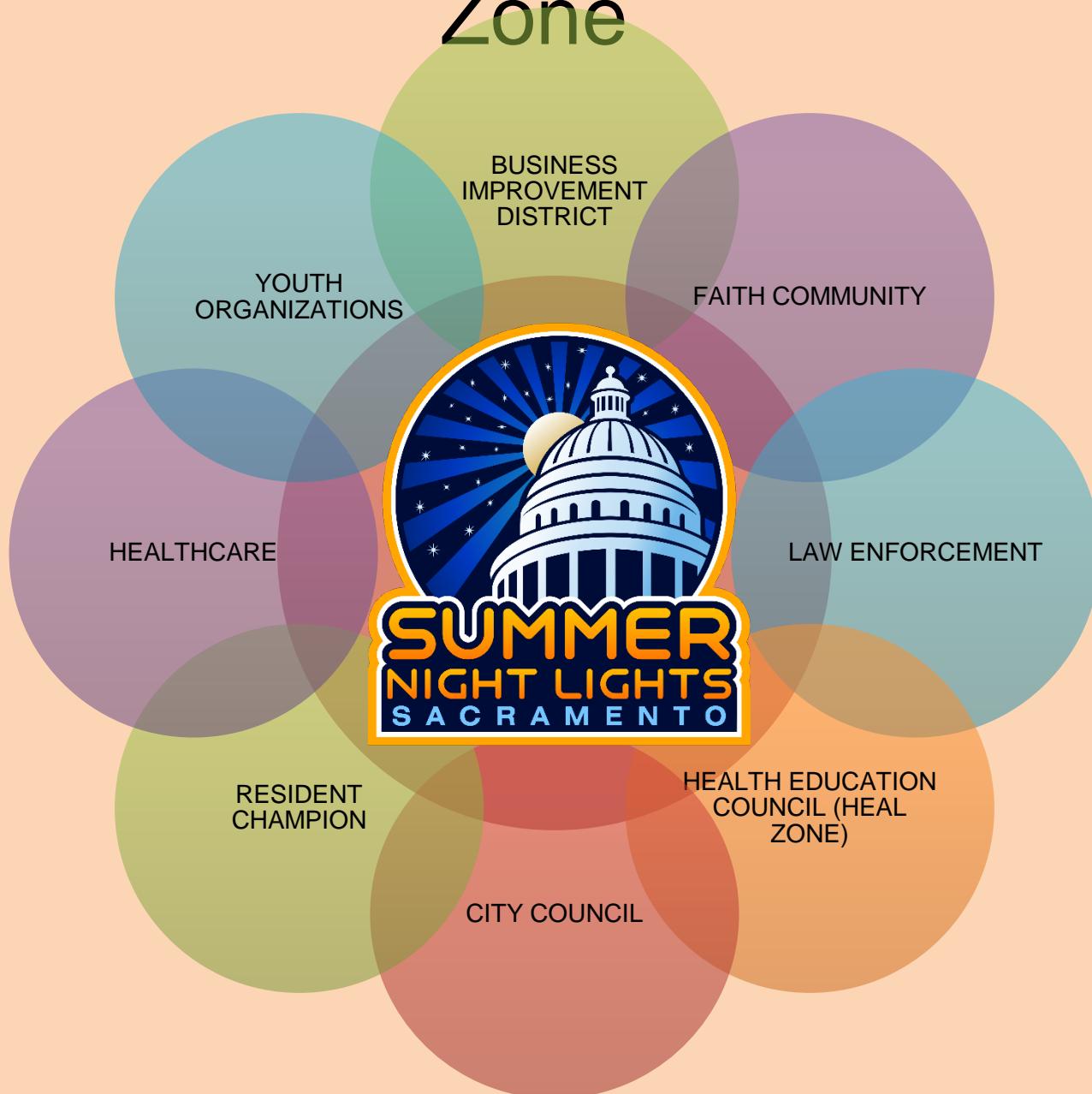
RESIDENT CHAMPION

Get neighbors involved in community

Summer Night Lights in the HEAL Zone



Summer Night Lights in the HEAL Zone



Lessons Learned



Terminology

Time/ Timing

Trust

“We build trust
by building
relationships.
And building
relationships
builds history.

- Bishop Sherwood Carthen
Bayside Church of South
Sacramento

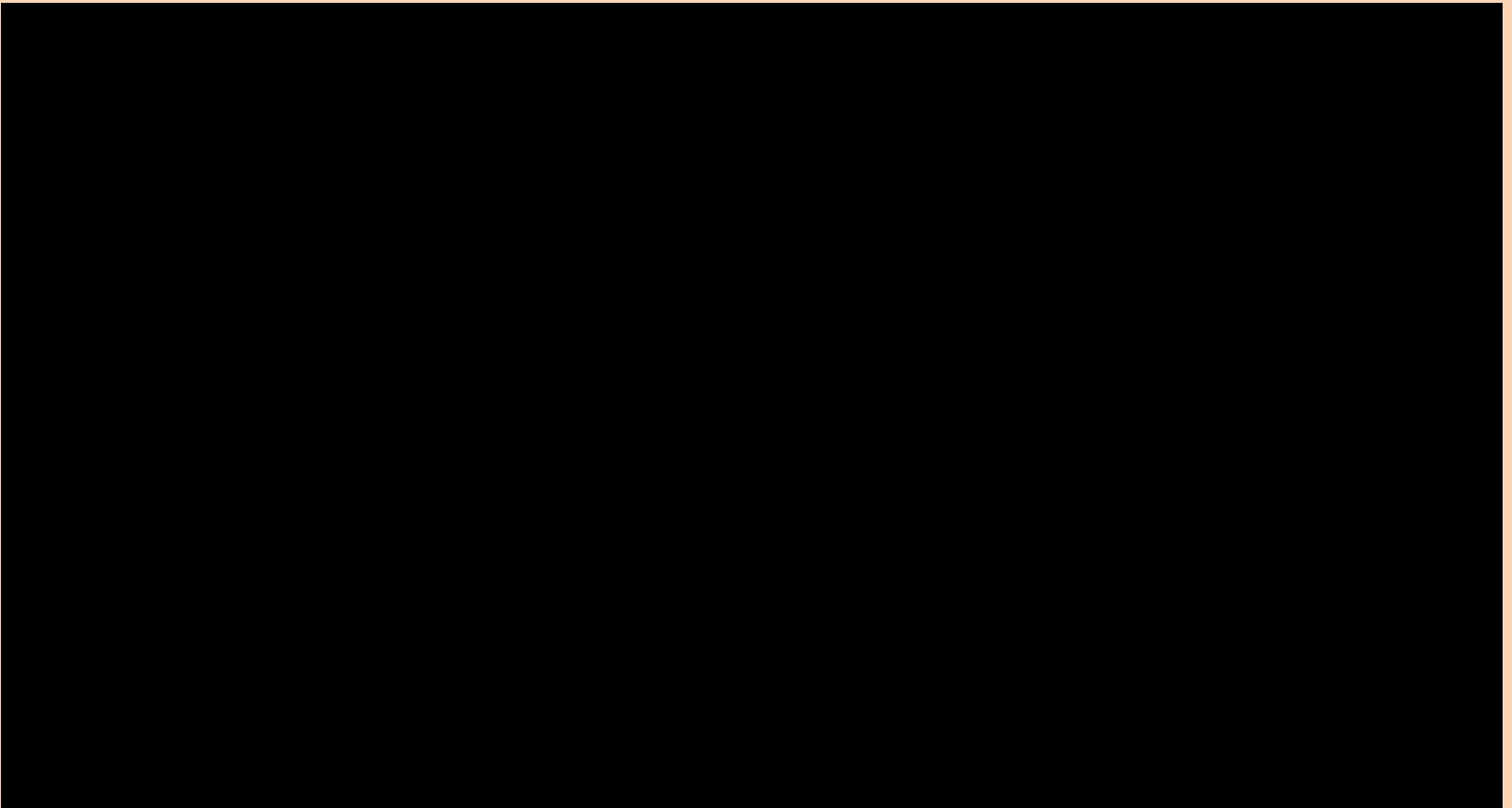
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“ Trust is not transferrable. It is built over time. ”

- Carlos Gonzalez Gutierrez
Consul General of Mexico
in Sacramento



**“ I like to call
‘community-policing’
‘relationship-policing.’ ”**

- Lieutenant Roman Murrietta
Sacramento Police Department

Overarching Consideration:



Lessons Learned

LEADERSHIP



Leaning/
Launching
Forward



“ Leaders of successful collective impact initiatives have embraced a new way of seeing, learning, and doing that marries emergent solution with intentional outcomes.

Source: Stanford Social Innovation Review



Characteristics of Effective Leadership



1.
Collaborative
Relationship
Builder



2. Results
Oriented



3. Focused but
Flexible



4. Influential
Communicator



Collaborative Relationship Builder



Results Oriented



Focused, But Flexible



Influential Communicator



Overarching Consideration:



Lessons
Learned



Leadership



LEANING/
LAUNCHING
FORWARD

Resident Leadership





“Recognize that collaboration is not always linear. It is often unclear and messy, but the right thing to do. ”





Debra S. Oto-Kent, MPH

Executive Director

Health Education Council

(916) 556-3344

dotokent@healthedcouncil.org



“ Leaders must make time to build new thinking within themselves and make the space to develop new thinking partners. The limiting resources of change may not be money, but TIME.

-Kevin McCarthy, ChangeRX