



# **SOLVING OBESITY: EVERYONE'S ISSUE**

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

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PROMOTING HEALTHY COMMUNITIES.  
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# Overarching Consideration: Leadership



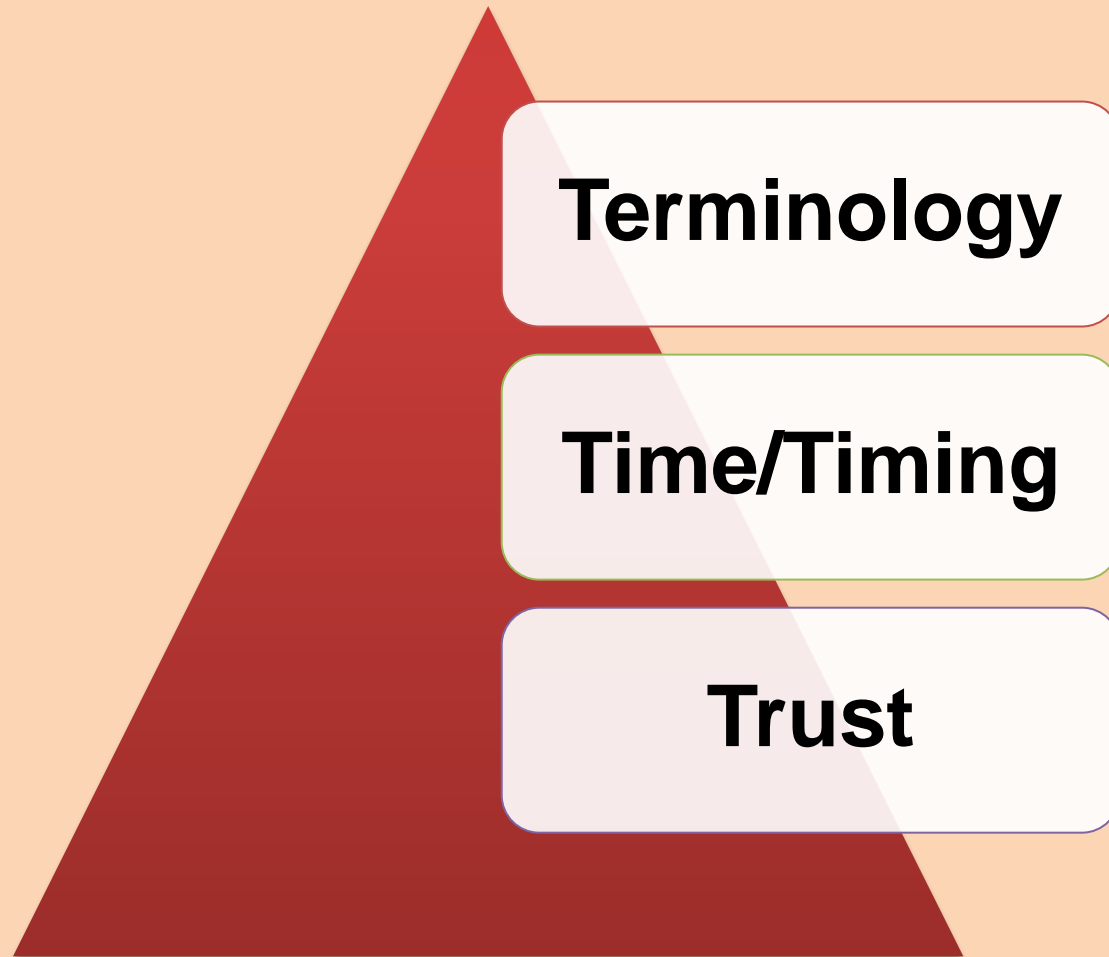
## LESSONS LEARNED

### Leadership



### Leaning/ Launching Forward

# I. Lessons Learned: Three T's



# Lessons Learned



**Terminology**

**Time/Timing**

**Trust**

# Obesity Cross-sector Partnerships



Financial Institutions



Violence



Parks and  
Recreation



Safety



Education



Law Enforcement



Business



Resident  
Engagement



Obesity/Hunger



Housing



Workforce  
Development



Community  
Development



Public Health/ Clinical  
Healthcare



Transportation/  
Regional Planning

# Terminology matters

## “asset”

Community asset

Asset building

Asset poverty

Asset mapping

## “safety”

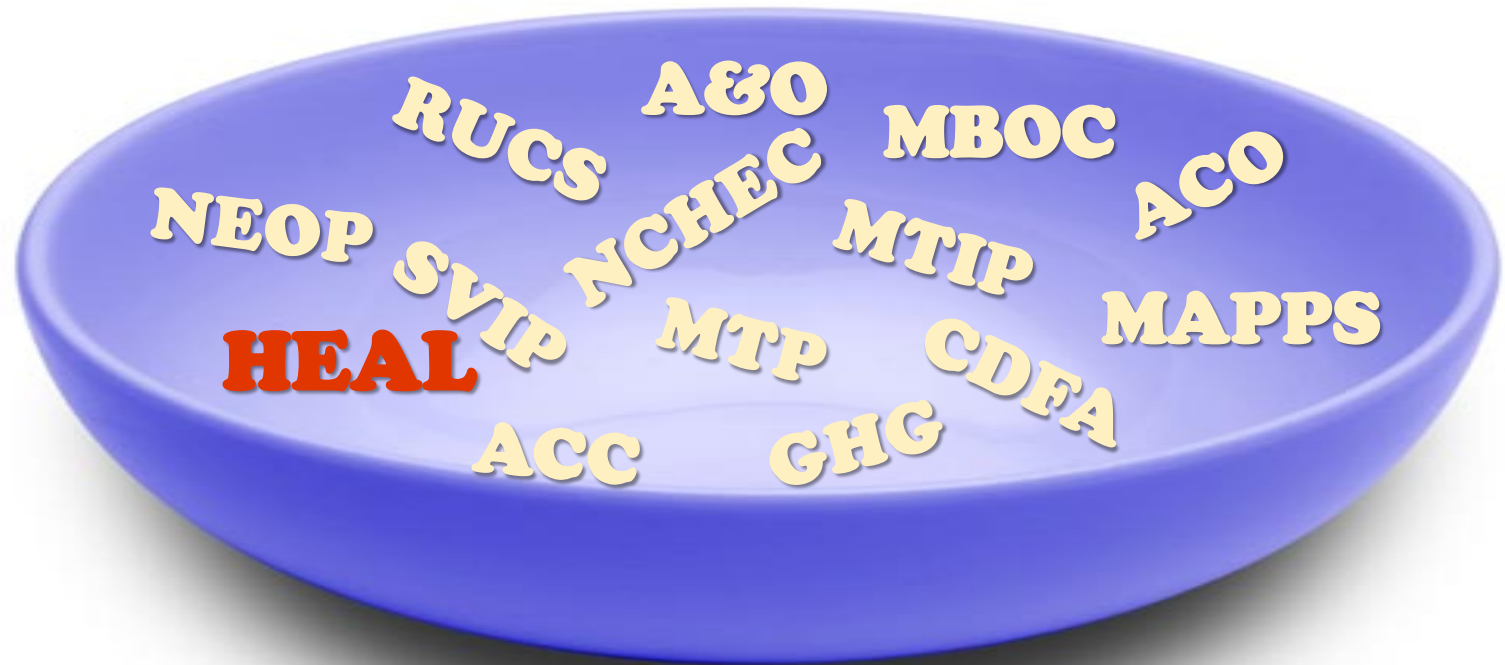
Violence prevention/ Gang  
Intervention

Business property crime

Safe parks and public spaces

Safe routes to school

# Acronym/Alphabet Soup





# Lessons Learned

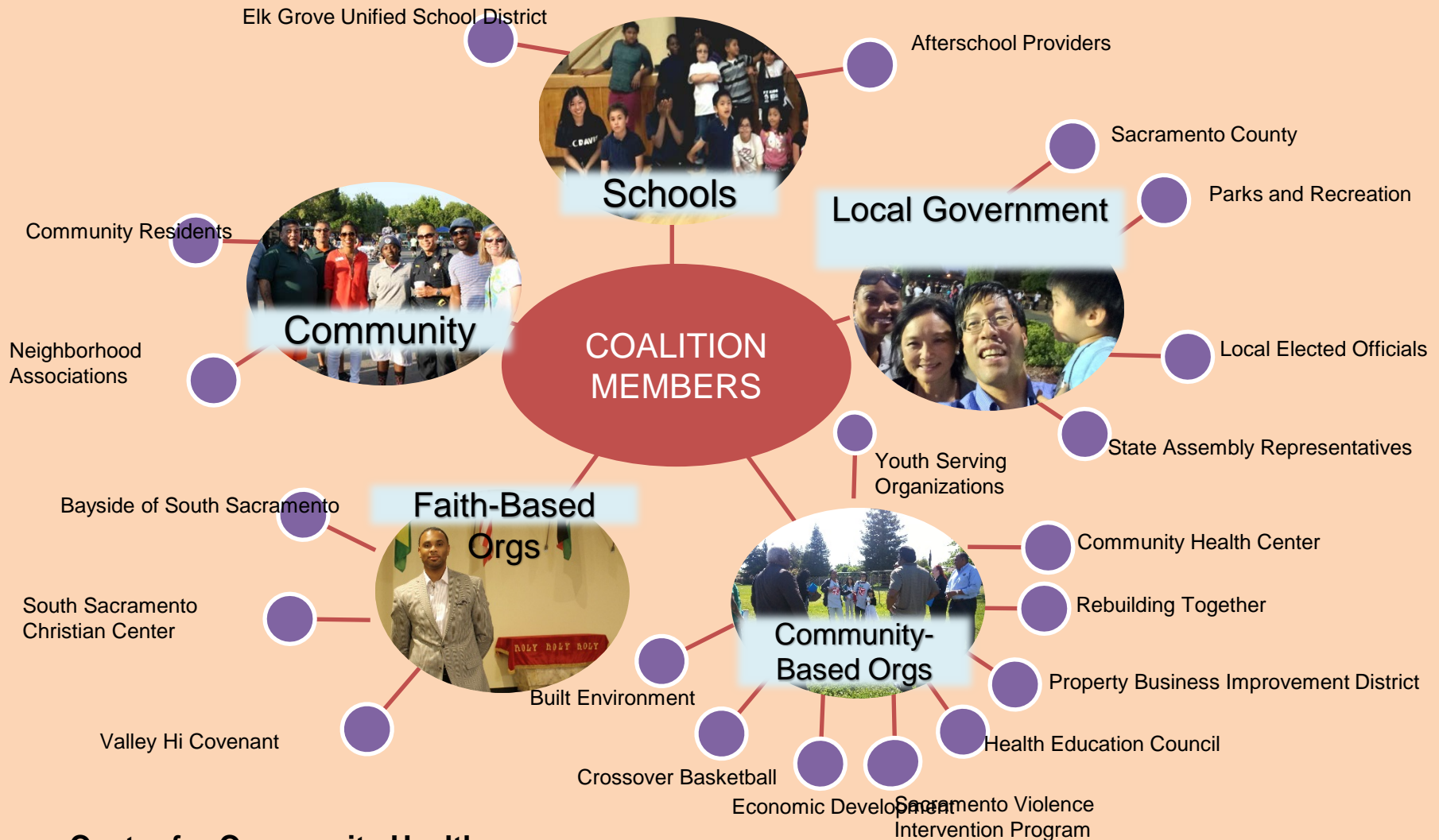


**Terminology**

**Time/ Timing**

**Trust**

# South Sacramento HEAL Zone Collaborative



# 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

## LAW ENFORCEMENT

Reduce gang violence/homicides

## HEALTHCARE

Reduce emergency room visits related to violence during summer peak months

## YOUTH

Stay engaged in the community and gain leadership skills

## 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. ”*

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- 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:



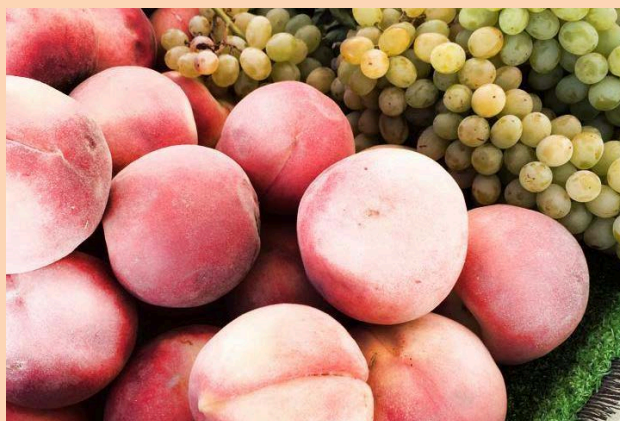
Lessons Learned

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.”*





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**“** *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