



Our Vision, Mission and Values

Vision Statement

Ventura County is a place where people and communities embrace a culture of healthy eating and active living.

Mission Statement

We educate, advocate and mobilize around issues related to healthy eating and active living in Ventura County.

Values (Guiding Principles)

Wellness: We foster wellness by supporting a culture of prevention

Knowledge and Innovation: As a trusted resource, we value current research, best practices and innovation. We are committed to inquiry and sharing of knowledge

Equity: In all aspects of our work, we strive for equity, inclusiveness and cultural relevance.

Collaboration and Partnership: We are focused on aligning work, leveraging strategies, engaging communities, and practicing effective communication.

Tag Line

Eat smart, move more and live well!



Our Approach

1. We Educate

Building knowledge and capacity through:

- Training/Workshops
- Technical Assistance
- Peer Learning
- Web-based tools and resources

2. We Advocate

Building awareness, commitment and inspiring change through:

- Strengthening community advocacy
- Sharing success stories
- Engaging decision makers
- Linking with others on critical issues

3. We Mobilize

Spurring action, behavior and systems change by:

- Convening partners and stakeholders
- Supporting innovation and best practices
- Implementing PHVC Objectives
- Building upon our education and advocacy efforts

| Focus Areas (Committees) |
|------------------------------|
| Healthy at School |
| Healthy at Work |
| Healthy at Healthcare |
| Healthy at Home |
| Healthy in your Neighborhood |

| Workgroups |
|--------------------------|
| Policy Workgroup |
| Communications Workgroup |

The Policy and Communication workgroups support the internal structure of PHVC. They develop and implement SMART objectives for their respective areas, participate on the Steering Committee and can provide technical assistance to committees.



Our Organizational Structure

Leadership Team

| Description | Authority & Responsibilities |
|--|---|
| <ul style="list-style-type: none"> Consists of Chair, Co-Chair and representatives from each backbone organization. | <ul style="list-style-type: none"> May speak on behalf of PHVC Chair and Co-Chair serve two-year overlapping terms Can make recommendations to the steering committee related to infrastructure and management |

Steering Committee

| Description | Authority & Responsibilities |
|--|---|
| <ul style="list-style-type: none"> Led by PHVC Chair and Co-Chair Represents each committee/workgroup, and backbone organization(s) Supports inter-committee communications and cross-collaborative work Helps select and frame focus areas Helps forge ground on complex issues with multiple stakeholders Helps to align committee/workgroup objectives with PHVC mission Makes recommendations for quarterly meeting topics and speakers | <ul style="list-style-type: none"> Members serve one-year, renewable terms Members represent their work committee and support the PHVC Charter Members commit to attending monthly steering/work committee meetings Steering Committee can make decision for PHVC (with input from full membership) |

Backbone Organizations

| Description | Authority & Responsibilities |
|--|---|
| <p>Ventura County Public Health</p> <ul style="list-style-type: none"> Facilities, data, technical assistance, grant participation, website and domain hosting, clerical and administrative support (staff) <p>First 5 Ventura County</p> <ul style="list-style-type: none"> Website design/content, newsletter, social media, technical assistance, collateral communications support (staff) | <ul style="list-style-type: none"> Provides operational resources in alignment with their organizational mission Representative participates on the steering committee Representative attends monthly meetings and may participate on a committee or workgroup |

Our Organizational Structure, continued

Work Committees

| Description | Authority & Responsibilities |
|---|---|
| <ul style="list-style-type: none"> • Healthy at School • Healthy at Work • Healthy at the Doctor • Healthy at Home • Healthy in your Neighborhood • <i>Policy Work Group</i> • <i>Communication Work Group</i> | <ul style="list-style-type: none"> • Create at least one approved SMART objective per year and implement strategies (projects) that support it • Elect a Chair and Co-Chair, one of which will provide representation on the PHVC Steering Committee • Attend monthly meetings <i>and</i> meet as needed to fulfill objective(s) |

| Committee Name | Description | Examples |
|---|--|---|
| <p>Healthy at School</p> <p><i>Eat smart, move more, live well at school.</i></p> | <p>Preschool, K-12, adult education, college. . .</p> | <p>Educate re: garden enhanced nutrition education</p> <p>Advocate for policies that limit junk food in schools</p> |
| <p>Healthy at Work</p> <p><i>Eat smart, move more, live well at work.</i></p> | <p>Where people work or volunteer. . .</p> | <p>Mobilize employers to establish workplace wellness policies</p> <p>Mobilize employers to support employees who breastfeed</p> |
| <p>Healthy at Healthcare</p> <p><i>Eat smart, move more, live well at the doctor.</i></p> | <p>Healthcare offices, clinics, hospitals, , ,</p> | <p>Educate and mobilize physicians to provide and bill for obesity counseling</p> <p>Mobilize providers to use 5-2-1-0 educational materials</p> |
| <p>Healthy at Home</p> <p><i>Eat smart, move more, live well at home.</i></p> | <p>Houses, apartments, shelters. . .</p> | <p>Educate and mobilize families to share meals</p> <p>Educate about the importance of limiting screen time</p> |
| <p>Healthy in your Neighborhood</p> <p><i>Eat smart, move more, live well in your neighborhood.</i></p> | <p>Public spaces, commercial establishments, activity sites. . .</p> | <p>At community events, educate and mobilize people with PHVC messaging</p> <p>Mobilize seniors to participate in free recreational activities</p> <p>Advocate for community recreation sites</p> |



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