



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



June 2013

The San Diego County Childhood Obesity Initiative actively seeks newsletter content from its partners, including resources, events, news, legislative updates, and funding opportunities related to childhood obesity prevention and reduction. Individuals and organizations may submit content for inclusion in the newsletter to the editor by [e-mail](#) or phone at 858.609.7964.

IN THE NEWS

- Upcoming Meetings
- Domain Update
- Domain Partner Highlight
- Resources
- Announcements
- Events/Conferences
- Grants
- Legislative Update
- Community Corner
- Local News
- National News

UPCOMING MEETINGS

Domain 1: Government

Monday, July 15, 11:00 a.m. - 12:30 p.m.

CHIP Office

5095 Murphy Canyon Road, Suite 105; San Diego, CA 92123

Domain 2: Healthcare

TBA (see [calendar](#))

Domain 3: Schools and After-school

Tuesday, July 16, 11:00 a.m. - 12:30 p.m.

Health & Human Services Agency, South Region

690 Oxford Street, Conference Room 1, Chula Vista, CA 91911

Domain 4: Early Childhood

Tuesday, July 23, 10:00 - 11:30 a.m.

YMCA of San Diego County

3708 Ruffin Road, San Diego, CA 92123

Domain 5: Community

Monday, July 8, 1:00 - 2:00 p.m.

CHIP Office

5095 Murphy Canyon Road, Suite 105; San Diego, CA 92123

Domain 6: Media

Wednesday, August 7, 11:00 a.m. - 12:00 p.m.

CHIP Office

5095 Murphy Canyon Road, Suite 105; San Diego, CA 92123

Domain 7: Business

TBA (see [calendar](#))

DOMAIN UPDATE

Business

The Business Domain engages businesses in the implementation of policy and environmental strategies that contribute to the prevention and reduction of childhood obesity. For the past year, the Business Domain has remained a flexible cohort of for-profit partners who have become vital collaborators in other COI domain efforts.

For example, the San Diego County Farm to School Taskforce, a subcommittee of the COI Schools Domain, has successfully engaged Old Grove Oranges, whose partnership has enabled 12 school districts to source local produce. Whole Foods and Alchemy Cultural Fare & Cocktails have also been key, ongoing supporters of the Taskforce, offering expertise and business savvy to the planning team responsible for the May 2nd "Let's Go Local!" Produce Showcase.

Last fall, the domain also helped engage 25 healthcare providers, dentists, and local businesses in the 2012 Halloween Candy Buy Back. Together, these organizations collected more than 3.1 tons of candy from San Diego County children in exchange for \$1 per pound and healthy snacks, including Smart Puffs and fresh apples donated by Jimbos.

The Business Domain is confident that the dollars and "sense" of fighting childhood obesity add up. The Domain is looking for new participants interested in encouraging good health and business. To learn more about the domain or investigate partnership opportunities, please contact [JuliAnna Arnett](#).



SAN DIEGO COUNTY
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BUSINESS



DOMAIN PARTNER HIGHLIGHT

Government Domain

Graham Mitchell

City Manager, City of Lemon Grove
Government Domain Champion, Lemon Grove HEAL Zone

What is a city manager? You might think city management involves some combination of filling potholes, coordinating public services, and planning big events. But Lemon Grove's City Manager, Graham Mitchell, would argue the job is all about health. "My job is to ensure the health of the community – mental, physical, and fiscal," he said. Pursuing

that charge, Graham Mitchell has been an invaluable asset to the health-focused Lemon Grove HEAL Zone over the past 18 months.

Originally from the Washington, D.C.-Metro area, Graham made his way to West Coast to earn his Master of Public Administration from the University of Southern California. He used his skills in three different city management positions in LA County, Ventura County, and the Central Valley, before landing his current position in Lemon Grove. When asked what he likes most about his job, Graham spoke enthusiastically of the challenges of the job: "Every day is different. I am excited about maximizing limited resources for the public good. I like tackling difficult problems; I'm energized by that."

Health is one of those difficult problems, largely because health improvement requires community buy-in and collaboration across sectors, among many different organizations. Despite the complexity of the issue, Graham has noticed that something positive is afoot in Lemon Grove. City residents are demanding more healthy eating and physical activity opportunities, and the City Council is responding by prioritizing health. Graham partially credits the Lemon Grove HEAL Zone, the 3-year, 9-month project funded by Kaiser Permanente and facilitated by Community Health Improvement Partners, for shifting the winds in his city. Graham observed: "There has been an attitudinal shift in Lemon Grove. Our group [the HEAL Zone Steering Committee] is small, but it reflects a larger, strong, silent group" that cares deeply about health.

Graham, himself, has taken up the mantle of "health in all policies," and has helped catalyze massive change within city government and among his fellow HEAL Zone champions. Last winter, Graham coordinated the release of a Request for Qualifications for a firm to develop and implement a health element, which is a health-related chapter of a city's general plan. With the input of the HEAL Active Living Working Group and City-convened selection committee, the City Council chose CityPlace Planning to complete the work. CityPlace Planning is now in the beginning stages of its work, which includes mapping the health environment in Lemon Grove and gathering community input. Additionally, thanks to the leadership of both Graham and his colleague Corinne Russell, the City Council has passed a "Healthy Food, Beverage and Vending Policy" that guarantees healthy options in all vending machines on city property and the availability of healthy foods at all city-sponsored events. On June 1, the City also achieved a major goal of hosting a health-related event for the entire city. In collaboration with the HEAL Zone, Graham and his team organized the HEAL Zone Block Party, a comprehensive wellness event that included an interactive bike safety training; a "Rethink Your Drink" demonstration; BMI, glucose, and dental hygiene screenings; a 3-on-3 basketball tournament and basketball shooting contest; a softball long-ball contest; a skateboarding contest; and carnival games for young children.

When asked what he is most excited to see happen in Lemon Grove as a result of the HEAL Zone's work, Graham mentioned both the health element and the community engagement goals of the project. Of the policy work, Graham said: "Developing a health element is key. It sets the foundation for the City's work—my work—for the next 10 to 20 years. It engages members of the community who haven't been involved yet. Sometimes we go down the wrong path because we talk to people who all think the same.... The health element pushes us to go deeper and wider to see if we're on the right track."

The community engagement work is also crucial to pushing forward major health goals. Graham is excited to see residents—especially those participating in the HEAL Zone Steering Committee and CHIP's Resident Leadership Academy—taking ownership over solving the problem of poor health in Lemon Grove.

RESOURCES

211 San Diego: Nutrition, Healthy Weight, Physical Activity, and Diabetes Resource

The San Diego County Childhood Obesity Initiative, Rady Children's Hospital San Diego, The American Academy of Pediatrics, San Diego Diabetes Coalition, Champions for Change/Network for a Healthy California, and Community Health Improvement Partners have joined with 211 San Diego, a 24/7 multilingual phone service and searchable online health and human service database, to create a comprehensive obesity and diabetes information and referral database. This resource provides San Diego County residents, healthcare providers and social services agencies a FREE "one stop shop" for programs and services in nutrition, healthy weight, physical activity, and diabetes. These free resources can be accessed via phone by dialing "2-1-1" or clicking on the green apple icon above.



**Physical Activity
& Nutrition**

The State Indicator Report on Fruits and Vegetables, 2013

The State Indicator Report on Fruits and Vegetable provides information for each state on fruit and vegetable (F&V) consumption, and environmental and policy indicators of support for consumption. The report shows that F&V consumption is higher in some states than others, but overall consumption of F&V in the United States is low. [More...](#)

Impact of Menu Labeling on Consumer Behavior

A new Healthy Eating Research review shows most consumers want menu labeling at the point of purchase in restaurants and cafeterias. [More...](#)

HBO Weight of the Nation

Obesity is a problem all segments of our community must address. As a proud sponsor of this documentary, Kaiser Permanente's hope is that these films will prompt meaningful discussions and catalyze individuals, groups and communities to act. Looking for ways to take steps NOW for yourself, your family and/or your community? Here are a few ideas:

- SPREAD THE WORD: Pledge for Progress to confront the obesity epidemic. [Like The Weight of the Nation™ on Facebook.](#)
- HOST A SCREENING: [Get the free DVD screening kit and discussion guides.](#) To help employers, faith-based organizations, schools and others take action, check out the [Get Engaged information](#) that provides easy-to-use tools to support your efforts and stimulate change in your community.
- GET MOVING. GET INVOLVED. SIGN UP for the [Every Body Walk!](#) program and add more activity to your day:

[Click here for more information on HBO Weight of the Nation.](#)

ANNOUNCEMENTS

211 seeks a Health Programs Manager

Under the direction of the Director of Programs, the Health Programs Manager is responsible for the oversight and effectiveness of 2-1-1's health programs, including acting as the primary 2-1-1 liaison for all external health partners, implementing new processes, preparing program reports, and ensuring that all contract and grant requirements for health programs are being met. [More...](#)

San Diego County Announces Summer Meals Sites

Summer Food Service Program sites across San Diego County are opening their doors to provide free meals to children who normally receive free or reduced-price meals when school is in session. The program combines food and fun, providing nutritious meals and snacks, as well as activities to keep kids' minds and bodies active.

As summer continues, please let the families you work with know:

- In San Diego County, there are FREE, HEALTHY SUMMER MEALS FOR KIDS (available to children 0-18 years old) when school is out of session. There is NO enrollment. NO paperwork. NO income qualifications. ALL children 18 and younger are welcome.
- Families can dial 2-1-1, provide their zip code, and be directed to the closest free summer meal site for kids. Or go to: www.211sandiego.org/SummerLunch
- Families can also call 2-1-1 to see if they are eligible for the [CalFresh program](#) to help stretch their food dollars and buy more fruit, vegetables, whole grains, lean protein and other healthy foods.

The City of San Diego is Updating Community Plans

The City of San Diego's population and geography are so diverse that the land use element of its general plan is made up of more than 40 community plans. City planners are working to update several community plans this spring, and they need your help! See if your neighborhood's community plan is being updated and attend an upcoming community workshop to make your voice heard. [More...](#)

EVENTS/CONFERENCES

CHIP's Resident Leadership Academy Graduation

July 18, 2013 | Lemon Grove, CA

The Lemon Grove HEAL Zone proudly invites you to attend the Resident Leadership Academy (RLA) graduation ceremony and celebration on Thursday, July 18th from 6:00-8:00pm at the Lemon Grove Community Center. Please join the HEAL Zone in celebrating the city's 2nd cohort of amazing and engaged Lemon Grove residents! The RLA members invested 15 weeks learning the RLA curriculum to create community improvement action plans. This graduation and celebration will feature Lemon Grove residents presenting their action plans, plus healthy refreshments and fun entertainment. [More...](#)

Brew Rendezvous

July 28, 2013 | San Diego, CA

Community Health Improvement Partners is hosting a social beer and food fundraiser featuring San Diego's top brewers, restaurants, and farms. Proceeds from this event benefit CHIP's efforts to tackle obesity through the development of a healthy, sustainable, regional food system. San Diego's top brewers, restaurants, and farms featured include: Stone Brewing Company/Stone World Bistro, Aztec Brewing Company, Coronado Brewing Company, Manzanita Brewing, Alchemy Cultural Fare & Cocktails, Sage Mountain Farm, Stehly Organic Farms, Solutions Farm and many more! Buy your tickets today! [More...](#)

Schoolyard Habitat Workshops

August 5, 2013 | Encinitas, CA

Join the San Diego Children and Nature Collaborative this summer to learn how to use your schoolyard as an outdoor classroom and to incorporate curriculum and nature into outdoor play. These free presentations will focus on (1) planning the native plant garden in your schoolyard; (2) selecting the plants, planting, and maintaining native plants; and (3) using the schoolyard habitat for nature-based learning. [More...](#)

GRANTS

The Rite Aid Foundation

Deadline for Applications: July 15

The Rite Aid Foundation is offering funding to nonprofit organizations that focus on health and wellness in the communities in which Rite Aid operates. The Foundation accepts proposals throughout the year and the submission deadlines for our quarterly board meetings are as follows: July 15, October 15, January 15 and April 15. [More...](#)

Build-a-Bear Grants: Children's Health and Wellness

Deadline for Applications: Rolling

The Build-A-Bear Workshop Bear Hugs Foundation provides direct support for children in the areas of health and wellness. The Foundation's goal is to provide grants to help many programs that are working hard to make the world a healthier and happier place for kids. Grant requests will be accepted beginning in February 2013 until October 31, 2013. Applications will be reviewed on a rolling basis throughout the year. [More...](#)

Healthier US School Challenge

Deadline for Applications: Rolling

The Healthier US School Challenge (HUSSC) is a voluntary certification initiative established in 2004 to recognize those schools participating in the National School Lunch Program that have created healthier school environments through promotion of nutrition and physical activity. Monetary incentive awards are available for each HUSSC award level: Bronze, Silver, Gold, and Gold Award of Distinction. Schools can submit an application at any time during the year. [More...](#)

MetLife Foundation Healthy Habits

Deadline for Application: Rolling

MetLife Foundation supports projects to empower people to lead healthy, productive lives and strengthen communities. The Foundation makes grants in health, education, civic affairs and culture. Underlying the Foundation's programs is a focus on education at all ages and a commitment to increasing access and opportunity. The Healthy Habits program seeks to promote healthy habits and physical fitness for illness prevention, especially among children. Requests are accepted and reviewed throughout the year. [More...](#)

LEGISLATIVE UPDATE

Click [here](#) for a comprehensive update on obesity prevention-related legislation.

For more information, please contact COI Manager, [Melanie Cohn](#).

COMMUNITY CORNER

Lemon Grove Walks 162 Miles for Health

In answer to a recent survey of 155 Lemon Grove residents, 80 percent said their favorite form of exercise is walking. Lemon Grove residents are not alone; walking is a popular form of exercise across the country, with clear benefits for physical health. A body of evidence also strongly suggests that walking boosts memory and staves off depression. Health professionals in particular are quick to recommend walking because it's economical—walking doesn't require any fancy equipment or an expensive gym membership—the risk of injury is relatively low, and it's accessible to most people no matter how physically active they've been in the past.

On June 1, the Lemon Grove HEAL Zone harnessed the community's enthusiasm for walking through a highly successful Walk Block Kickoff and Block Party. Following a well-attended ribbon cutting ceremony at the new Lemon Grove Library, more than 200 men, women, and children walked the 0.8 mile path that runs east on Lincoln Street, north on Kempf Street, west on Golden Avenue, and south on School Lane. The walkers were encouraged by promotoras from St. John of the Cross and HEAL Zone volunteers who distributed HEAL Zone-branded giveaways. With a hand stamp from each corner, families could also sign up to receive donated Padres tickets and enter a drawing for a helmet and bicycle, generously provided by Kaiser Permanente.

The Walk Block was a huge success, with volunteers distributing all the giveaways much earlier than expected. And thanks to the volunteers' education around the "5210" messaging, the walkers might have learned a little something, too. Jim Ellis, founder of Legacy Productions and HEAL Zone Media Domain Champion, said of the event: "The most exciting part...was seeing all the children so engaged about the topics of exercise and health. I saw one child who was drinking a soda at the beginning of the day drinking water by the end of the day. If that is our future, we are all in good shape."

Visitors to the Walk Block Kickoff also enjoyed a number of free events on the south end of School Lane, which, in the spirit of the increasingly popular "ciclodías," was closed to vehicular traffic to encourage physical activity. The City of Lemon Grove engaged several organizations, including La Maestra Community Clinic, WalkSanDiego, County of San Diego HHS, Lemon Grove Patch, UCSD Student-Run Clinic, Network for a Healthy California, and others, to sponsor free health screenings, a bike rodeo, health information booths, and other events on the street.

In the end, the HEAL Zone hopes the Walk Block Kickoff and Block Party will live on, with local residents walking the 0.8 miles path throughout the year. HEAL Zone champions working to sustain the Walk Block over time agree: The more residents who take advantage of the Walk Block, the safer, more social, and more enjoyable the walk will become.

The Lemon Grove HEAL Zone is a 3-year, 9-month project funded by Kaiser Permanente and facilitated by Community Health Improvement Partners. The Lemon Grove HEAL Zone envisions a community where people eat better and move more as part of daily life. To find out more or investigate partnerships, please contact Senior Manager [Melanie Briones](#).

LOCAL NEWS

[Family Brings School's Health Message Home](#)

[Green Elementary Students Run Their Way To \\$33k](#)

[Locally Grown Fruits, Vegetables on Lunch Trays Hits a Million Pounds](#)

[New Physical Education Game Multiplies With Math](#)

[Free Lunch For Kids Returns to Schools and Parks for Summer](#)

[San Diego Unified School District Approves "Meatless Mondays"](#)

[\\$1 Million Sidewalk Assessment Approved By City Council](#)

[County Stress Pool Safety During The Summer](#)

NATIONAL NEWS

[House Rejects Farm Bill as Food Stamp Cuts Prove Divisive](#)

[TV Commercials May Spur Junk Food Habit in Kids, Study Finds](#)

[Google Search Brings Nutrition Data To More than 1,000 Foods](#)

[Artificial Sweeteners May Do More Than Sweeten](#)

[Final Rule Upholds Increased Rewards, Penalties For Wellness Participation](#)

[This Is Your Body On A Can Of Soda](#)

[Sugary Drink Consumption Down Among US Kids](#)

Disclaimer: The Initiative provides the monthly newsletter solely as a service to its partners to support domain activities and promote other related nutrition and physical activity programs and policy/environmental changes in San Diego County. The newsletter is for educational purposes only and does not constitute an endorsement of any product, resource, legislation, or intellectual content included in the newsletter outside of specified Initiative domain workgroup activities or official partnership statements approved by the Initiative's leadership council.

The San Diego County Childhood Obesity Initiative (Initiative) is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change. The Initiative oversees implementation of the San Diego County Childhood Obesity Action Plan, a comprehensive plan to end childhood obesity in San Diego County. The purpose of the Initiative is to create, support and mobilize partnerships among multiple domains; provide leadership and vision; and coordinate countywide efforts to prevent and reduce childhood obesity. The Initiative has established active workgroups in multiple domains, i.e. community sectors, including Government, Healthcare, Schools & After-school, Early Childhood, Community, Media, and Business to act as a forum for the development, replication, and leverage of best practices and resources.

San Diego County Childhood Obesity Initiative

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****WE HAVE MOVED****

5095 Murphy Canyon Road, Suite 105; San Diego, CA 92123

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