



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



July & August 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
- Community Corner
- Local News
- National News

UPCOMING MEETINGS

Domain 1: Government

Monday, September 9, 3:00 p.m. - 4:00 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, September 17, 11:00 a.m. - 12:30 p.m.

CHIP Office

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

Domain 4: Early Childhood

Tuesday, September 24, 10:00 - 11:30 a.m.

YMCA Childcare Resource Service

3333 Camino del Rio South #400, San Diego CA 92108

Domain 5: Community

Wednesday, October 9, 11:00 a.m. - 12:30 p.m.

CHIP Office

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

Domain 6: Media

Thursday, September 5, 3:00 p.m. - 4:00 p.m.

CHIP Office

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

Domain 7: Business

TBA (see [calendar](#))

DOMAIN UPDATE

Government

The Government Domain engages elected officials, their staff members, and other organizations committed to supporting and implementing policy and environmental strategies that prevent and reduce childhood obesity. Over the past year, the Government Domain has amassed a group of new partners, engaged additional leadership, and set regular monthly meetings.

On June 21, 2013, the COI partnered with the Hunger Advocacy Network to host an elected officials' breakfast focused on hunger in San Diego County. George Manalo-LeClair of California Food Policy Advocates, Adrienne Markworth of Leah's Pantry, and Lewis Clark, a local veteran; educated attendees about the difficulties facing many low-income and food insecure households in the county. As detailed in the "Community Corner" piece below, the speakers focused their comments on methods for increasing access to healthy, affordable food for San Diegans of all ages.

Over the coming months, the Government Domain looks forward to expanding and enhancing its online policy clearinghouse, which currently hosts example policy language from various jurisdictions within San Diego County on topics including healthy general plans, community gardening, animal husbandry, farmers' markets, healthy vending, and city wellness policies. Guided by identified gaps in health and wellness policy, the group will educate elected officials on policy to prevent childhood obesity, work to include health language in SANDAG's Regional Plan, host additional elected officials' breakfast events on timely policy topics, and collaborate with the COI Community Domain to engage community residents to support health-related change.

The Government Domain welcomes new participants interested in policy, systems, and environmental change to support childhood obesity prevention. To learn more about the domain or investigate partnership opportunities, please contact [Melanie Nally](#).

SAN DIEGO COUNTY
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GOVERNMENT
DOMAIN



DOMAIN PARTNER HIGHLIGHT

Healthcare Domain

Barbara Hamilton

System Sustainability Manager, Palomar Health

Few great careers are straightforward. Barbara Hamilton, System Sustainability Manger at Palomar Health and key partner in the San Diego County Childhood Obesity Initiative (COI), is a case study in professional serendipity. Her award-winning work to "green" Palomar Health is a testament to the meeting of historic opportunity, creativity, and old-fashioned hard work.

Barbara hails from a rural town in southern Minnesota, where she admitted she was a "card-carrying Smokey the Bear Club member." In 1980, she took her outdoorsy sense of adventure to the U.S. Army, where she served as a Russian linguist during the tail end of the Cold War. Barbara said her decision to enlist was the "quintessential 'Private Benjamin, go and see the world' decision." And see the world, she did, when she watched the Berlin Wall fall from her post

in the western part of town.

After leaving the Army, Barbara enrolled at UC Irvine and earned a Bachelor of Arts degree in Russian language, literature, and culture. She got a gig interpreting at a Russian arts fair in Balboa Park, which she leveraged into a 12-year career as a business owner and art dealer in San Diego.

She left world of fine art to have children and spend time with her family but reentered the formal job market with force. Interested in pursuing a position in ecology and sustainability, Barbara became chair of the Carlsbad Chamber of Commerce's sustainability committee. With additional training, including continuing education through the International Society of Sustainability Professionals and a LEED Green certificate, Barbara again went into business for herself. She founded and served as the principal consultant at Eco-Stream Sustainability Consulting, where she worked with clients including Legoland California, Scripps Memorial Hospital Encinitas, and Four Seasons Resort Aviara.

When she landed her current position at Palomar Health, Barbara was excited: "I liked the nexus between the environment and human health." To the untrained ear, "sustainability" often sounds like "recycling," but it's so much more than that. Barbara explained: "By looking upstream to how and what we purchase, we can reduce waste and toxicity." Since she started at Palomar Health, the system has adopted the "Green Guide to Healthcare," eight focus areas for sustainability—energy, water, waste, food, purchasing, transportation, gardens, and engagement—which have created a vast platform for her work.

When asked what she enjoys most about her job, Barbara tells stories of other people getting excited about the environmental impacts of their work: "It's when someone from Labor and Delivery gets concerned about the waste stream. It's when someone in the Cath lab wants to recycle more. It's when the Director of Facilities talks to me about climate change and energy efficiency." Barbara sees her primary job as empowering people in other departments to make change. She said: "When they come to me with an idea – that's when I know our message is working."

Barbara was first introduced to the COI when she participated in the San Diego Urban-Rural Roundtable, which brought together a large, diverse set of stakeholders to recommend food policy changes to Supervisor Ron Roberts and then Mayor of San Diego Jerry Sanders. Seeing Barbara's commitment to the issue and rare systems-level approach, the COI recruited her into the Nutrition in Healthcare Leadership Team (NHLT). The NHLT is a subcommittee of the COI's Healthcare Domain with the mission of advancing healthful, sustainable food and beverage practices in San Diego County healthcare systems. Barbara joined because she wanted to fundamentally change the way hospitals and health systems interact with food producers. "Together, we have the power to change the market," she said, to ask collectively for the things that no individual hospital could get at a reasonable cost from its vendor. Aggregating hospitals' buying power, Barbara said, is especially important at a time when hospitals are faced with declining reimbursements and need to focus their precious dollars on patient care.

Despite the funding challenges, Barbara says the group has achieved a lot in a short amount of time. The Hospital Association of San Diego and Imperial Counties and the American Hospital Association have both voiced their support for the Healthier Hospitals Initiative, a nationwide effort to get healthcare organizations to shift to more sustainable business models and address the health and environmental impacts of their industry. Additionally, several local hospitals and health systems involved in the NHLT, including Palomar Health, are rolling out healthy beverage campaigns to improve the health of patients, visitors, and staff.

Between her job responsibilities, ongoing consulting work, and participation in voluntary collaboratives like the COI, Barbara somehow finds time to pursue her unpaid passions. In her spare time, Barbara enjoys playing piano, riding her bike, practicing yoga, visiting the beach, hiking the trails in Carlsbad, and spending time in her old haunts – the art galleries at Balboa Park.

RESOURCES



Physical Activity & Nutrition

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.

The Affordable Care Act: What does it mean for CalFresh?

A new fact sheet from the California Food Policy Advocates offers important information for anyone wondering how the new Affordable Care Act will impact their CalFresh program benefits.

[More...](#)

USDA Smart Snacks in School Interim Rule

Have questions about how the USDA's new Smart Snacks in Schools rule will affect you, your children, or your local schools? California Project LEAN has compiled resources about these new rules. [More...](#)

San Diego Healthy Weight Collaborative: A Systems Approach to Address Childhood Obesity

This paper by the San Diego Healthy Weight Collaborative was recently published in the *Journal of Health Care for the Poor and Underserved*. The article details the Healthy Weight Collaborative's approach to identifying opportunities for aligning multiple partners in primary care, public health, university research, schools, and community organizations to improve childhood health. Jointly implemented strategies in Chula Vista included: 1) building an effective and sustainable collaborative team; 2) disseminating a healthy weight message across sectors; 3) assessing weight status and healthy weight plans in primary care, school, and early childhood settings; and 4) implementing policy changes to support healthy eating and physical activity. Other communities can utilize a systems approach to develop culturally appropriate interventions tailored to a specific community. [More...](#)

FSG Success Indicators for Children

In their new study, "Markers that Matter: Success Indicators in Early Learning and Education," FSG distills 48 early childhood indicators that reflect healthy development of young children. With the support of the W.K. Kellogg Foundation, the report also highlights 10 emerging themes, areas that are not sufficiently addressed by existing indicators and aspects where further inquiry is necessary. [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

5210 Every Day! Materials Now Available!

The San Diego County Childhood Obesity Initiative has produced "5210 Every Day!" materials to be distributed by partners interested in promoting a simple, evidence-based health message to community residents. The COI is committed to reaching communities disproportionately affected by childhood obesity, as well as children ages 0-5 in any part of the county, through any organization that reaches families or trains practitioners to serve families eligible to receive materials. As of late August, the COI has the following items in stock:

- Cloth shopping bags (130)
- Crayons - four-pack (250)
- Frisbees (50)
- One-pagers for each health message - English and Spanish (1000)
- Trifolds - English and Spanish (1500)
- Posters - English and Spanish (1000)

To access any of these materials, please contact COI Coordinator Marie Lawrence at [email](mailto:marie.lawrence@sdco.org) or 858.609.7964. In your communication, please provide your name, organization, quantity and type of material requested, intended recipients, and a brief description of the reason for the request (resource fair, training, distribution at a school or office, etc.). Materials will be provided on a first come, first served basis.

EVENTS/CONFERENCES

Creating and Sustaining Your School Garden

September 19, 2013 | National City, CA

This one-day training for school garden coordinators will cover planning and designing a school garden, basic gardening skills, curricular connections, and outdoor classroom management.

[More...](#)

Rethink Your Drink Forum

September 26, 2013 | San Diego, CA

You are invited to a forum sponsored by Network for a Healthy California and the San Diego County Childhood Obesity Initiative. From 8:30 a.m. - 12:30 p.m., hear thought leaders in obesity prevention discuss the challenge sugary drinks pose for children's health and strategies for reducing access to and consumption of sugar-sweetened beverages in San Diego County. [More...](#)

Kids in the Garden: Fall Fun Festival

October 12, 2013 | Vista, CA

These fun, two-hour classes for kids in kindergarden through sixth grade cover topics including how plants work, watering and weeding, recycling, and cooking for nutrition. The October 10th event is FREE for all attendees and will include a special scarecrow contest and children's activities with Farmer Jones. Bring your children out to Alta Vista Gardens and reconnect with the land. [More...](#)

Crew Rendezvous

October 23, 2013 | San Diego, CA

Community Health Improvement Partners cordially invites you to its third annual fundraising event, Crew Rendezvous, on October 23rd at the Bahia Resort Hotel. Crew Rendezvous celebrates individuals and organizations that go above and beyond to contribute in meaningful ways to a healthier San Diego. The event will include cocktails, dinner, awards, and a raffle to benefit CHIP's work to assess and address priority health needs through collaboration. For sponsorship information, contact [Emilie Dang](#). [More...](#)

GRANTS

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...](#)

COMMUNITY CORNER

Hunger Advocacy Network Seeks to Expand Nutrition Supports for All Generations

By Madeline Cross, COI Intern

National data reveal what many people in San Diego already know: hunger does not discriminate by age. At a recent breakfast for elected officials and staff, the Hunger Advocacy Network made the case for expanded nutrition supports for people in every stage of life.

For school-age children, summertime is an especially vulnerable season. Though San Diego County boasts the third-highest Summer Meals Program rate in the state, just 31 percent of students who are eligible to get free or reduced-price meals during the school year participate.

To explain the low rates in San Diego County and across the state, George Manalo-LeClair of California Food Policy Advocates highlighted major findings from his organization's recent report entitled "School's Out . . . Who Ate?" The report revealed that the loss of summer school programs, which are required by law to serve meals in cash-strapped districts, harms student well-being by eliminating Summer Meals Program sites in high-demand areas. "Children need year-round access to nutritious meals that combat hunger, support learning, and help prevent obesity," he said. Manolo-LeClair called for greater funding for summer school programs to boost food security and health and prevent summertime learning loss.

Adrienne Markworth, founder and Executive Director of Leah's Pantry, continued with a variation on the same theme. Through her work, Markworth has seen the dual challenges of food insecurity and poor nutrition take a toll on whole families. Markworth discussed the need for continued nutrition education workshops to counter the ease of purchasing cheap, non-nutritious foods that can cause chronic diseases such as obesity. Markworth ended her remarks by stressing education, cultural competency, and adaptive teaching techniques as the best means for her own staff to reach families facing health challenges.

Finally, Lewis Clark took the stage to speak about his own experience trying to access CalFresh (the state name for SNAP or food stamps) after leaving the military. Clark's struggles adjusting to civilian life, finding a job, and jumping through bureaucratic hoops to access CalFresh left him overwhelmed and exhausted while his family went hungry. His testimony advocated for easier access of CalFresh for overwhelmed veterans, with the hope that no family would have to suffer as his did during the tumultuous transition from enlisted to civilian life. The Hunger Advocacy Network knows Clark is not alone. The group is supporting SB 134, which makes the employment and training requirement to receive CalFresh voluntary for veterans, who often have different transitional needs.

Together, these multi-generational efforts promise a healthier, hunger-free San Diego County.

The Hunger Advocacy Network is a collaborative of San Diego hunger stakeholders who conduct state-level anti-hunger advocacy. To learn more, contact HAN Coordinator, Amanda Lasik, at 858.637.3363 or via [e-mail](#).

San Diego Hospitals Meet to Make Three Commitments

By Kate Barker, COI Food Systems Intern

Healthcare accounts for 18 percent of the U.S. economy. As influential economic players, hospitals and health systems are uniquely situated to lead the charge on health and sustainability.

On July 24, 2013, the San Diego County Childhood Obesity Initiative partnered with the Healthier Hospitals Initiative to convene officials representing 22 regional hospitals. The meeting provided a forum for these CEOs and other high-level representatives to share their work in promoting sustainability and good nutrition, and to encourage collaboration, commitment, and new initiatives among the leaders. A few of the existing efforts discussed at the CEO Roundtable include:

- **Alvarado Hospital Medical Center** (Alvarado) is promoting healthy food with daily vegetarian options, Meatless Mondays, and local product. As a result of these efforts, Alvarado has reduced its food waste, supporting a healthier environment.
- **Kaiser Permanente San Diego** offers Meatless Mondays and smaller juice sizes to patients and visitors. Fried foods have been eliminated from patient menus and sugar sweetened beverages (SSB) are available only upon special request.
- **Palomar Health** has focused on local food purchasing at its newest facility in Escondido. In particular, Palomar Health has increased sustainable, local, and organic purchases by 43 percent in the last two years.
- **Rady Children's Hospital** is dedicated to improving community and employee health with its Rethink Your Drink campaign. Sugary drink purchases are down 25 percent since the program launched, and the change has been revenue neutral for the food service department.
- **Scripps Health** is investing significant resources in employee wellness and seeing improvements in employee health outcomes and a reduction in employee healthcare costs.
- **Tri-City Medical Center** is promoting better employee health through new initiatives like Meatless Mondays, healthy beverage promotion, an employee wellness program.
- **UC San Diego Health Systems** offers 90 percent scratch cooking, serves 60 percent fresh product, sources from local vendors, and supports healthy choices through price-setting strategies.
- **Sharp HealthCare** is offering Meatless Mondays, local and sustainable foods, farmers' markets, on-site gardens, healthy vending, and a wellness-focused menu.

At the meeting, each hospital and health system was asked to commit to three goals.

1. Commit to the HHI's Healthier Food Challenge by October 2013.
2. Support active engagement in the COI Nutrition in Healthcare Leadership Team, including an upcoming "Food Matters" clinical training on the intersection between patient health and the food system.
3. Participate in a media opportunity highlighting the collective commitment of San Diego County's healthcare institutions to the HHI Healthy Food Challenge.

Event participants offered uniformly positive feedback of the event. Many agreed that it was inspiring to hear success stories from other organizations. Other respondents said the event created a sense of urgency and competition to drive progress across the county.

Since the event, at least one new hospital—Kindred Hospital—has signed on to the HHI Healthier Food Challenge. The number of partners engaged in the Nutrition in Healthcare Leadership Team is rising, and momentum is growing for a public signing of the HHI's challenge.

The Nutrition in Healthcare Leadership Team is a subcommittee of the COI Healthcare Domain with the mission of advancing healthful, sustainable food and beverage practices in San Diego County healthcare systems through collaboration. For more information or to investigate partnerships, please contact [JuliAnna Arnett](#).

LOCAL NEWS

[Summer Camp Cultivates Future Farmers](#)

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

[California: Signs of Progress Toward Reversing the Childhood Obesity Epidemic](#)

[Nearly 460,000 People Struggle with Hunger in San Diego County, Report Reveals](#)

[High School Installs Healthy Vending Machines as Pilot Program](#)

[Promoting Healthy Habits, From the Start](#)

NATIONAL NEWS

[Should Schools Be Responsible for Childhood Obesity Prevention?](#)

[Farm Bill Passes in House, Without Food Stamp Funding](#)

[On Treating Obesity, the Disease](#)

[Obamacare Requires Most Insurers to Tackle Obesity](#)

["Almost Death by Zip Code": Study Suggests Link Between Health and Wealth](#)

[Agriculture Subsidies Promote Obesity, Charges New Study](#)

[Childhood Obesity Threatens National Security](#)

['Prescription' for Fruits, Vegetables \[New York\] City's Next Remedy in Battle Against Obesity](#)

[USDA Grants \\$149,074 to Study Food Shopping Patterns with GPS](#)

[Appeals Court Strikes Down NYC Ban on Large Sodas](#)

[SNAP Benefits Will Be Cut for All Participants in November 2013](#)

[How Food Stamps Can Help Fight Childhood Obesity](#)

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****

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