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About our Program



COMMUNITY HEALTH
IMPROVEMENT PARTNERS
making a difference together

The San Diego County Childhood Obesity Initiative is a public-private partnership facilitated by [Community Health Improvement Partners](#), a San Diego-based 501(c)(3) organization.

Upcoming Meetings



[Calendar](#)

COI in the Headlines

The Main Idea



Six Smart Ways to Dethrone King Cola

The good news: Over the last seven years, consumption of sugary drinks declined among California children aged 2-11. Public health campaigns like "5210," [changes in the WIC food package](#), and [healthy beverage policies on school campuses](#) seem to be working.

The bad news: More teens are guzzling the sweet stuff. As documented in the recent statewide report [Still Bubbling Over](#), more than 6 in 10 California children aged 12-17 drink one or more sugar-sweetened beverage each day, and the rates are even higher for African-American and Latino teens.

Even though the rates in San Diego County are slightly lower than the state average, fully 40% of all children in San Diego County consume one or more sugar-sweetened beverage each day. We have important work left to do.

How can we make the healthy choice the easy choice? The San Diego County Childhood Obesity Initiative has spent the last several months shepherding six of its best ideas into action. [Read more...](#)

In Your Network



Kate McDevitt Sees Schools as Public Health Frontiers

Classrooms are versatile spaces. In small desks flanked by bulletin boards, students build academic knowledge, make friends, and develop a sense of citizenship. But schools can do even more than that. Kate McDevitt knows classrooms are also ideal places for teaching young people how to be healthy.

Kate spent most of her childhood in Annapolis, MD, where her father, an orthopedic surgeon at the United States Naval Academy, taught her early on to value health and physical activity. [Read more...](#)

Announcements

2013 Halloween Candy Buy Back a Record Success



[Public transit improvements benefit public health](#)

[Local hospitals move toward life-supporting foods](#)

[County collects extra Halloween candy for troops](#)

Legislative Update



On September 9, Gov. Brown signed into law the **No Hunger for Heroes Act**. This new law allows veterans receiving CalFresh benefits to participate in Employment & Training programs on a voluntary, rather than a mandatory, basis, allowing them more time to get the specialized job search assistance they need.

[Read more](#) on this law's provisions from the author, Sen. Ben Hueso, in *Voice of San Diego*.

Find more information on childhood obesity-related bills passed during the most recent legislative session [here](#).

This year, the Halloween Candy Buy Back organized by Healthy Kids Choice, Inc. and supported by dentists, physicians, and shipping companies across San Diego County collected nearly five tons (9,414 pounds) of candy from San Diego area children. All children received \$1 per pound of candy, and some drop-off locations offered giveaways such as toothbrushes or healthy snacks donated by Jimbos...Naturally! Read more about this year's successful campaign from [Fox 5 News](#) and the [Del Mar Times](#).

Freshy Awards Nominations Now Open

Nominate an individual or organization who has worked to improve CalFresh in the past year. Awards will be announced at California Food Policy Advocates' annual CalFresh Forum on February 18, 2014. [Read more...](#)

Edible San Diego Will Make School Garden Awards

Edible San Diego will sponsor awards for best nutrition education-based garden, garden with best community collaboration, best environmental education-focused garden, and overall best school garden for the 2013/14 academic year. Submit phase one materials by April 15, 2014. [Read more...](#)

Events

Getting Your Bucks in a Row - The Food Hub Due Diligence Webinar

Online | February 20, 2014

What makes a solid, invest-able food hub? The Healthy Food Commerce Investments program of Wholesome Wave has been studying food hubs and the viability of several individual hubs. One key element of food hubs is that they are businesses. Food hub managers, potential investors, and food hub supporters will all benefit hugely from this work, and this presentation. [Read more...](#)

Grants

Humana Foundation Grants

Application deadline: January 15, 2014

The Humana Foundation makes grants to non-profit organizations in the areas of childhood health, intergenerational health, and active lifestyles. [Read more...](#)

Smart from the Start Grant Program

Application deadline: February 28, 2014

The Healthy Weight Commitment Foundation, National PTA, and Discovery Education are sponsoring this grant program for preschool and Head Start sites. Submit your plan to start a health initiative in your site for the chance to win \$20,000 or \$2,500 and a prize pack of books. [Read more...](#)

Resources

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



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.

Nutrition and Food Insecurity Profile for San Diego County

This county profile compiled by the California Food Policy Advocates offers recent data on poverty, hunger, use of federal

nutrition programs, and health. [Read more...](#)

Safe Routes to School District Policy Workbook

This resource from ChangeLab Solutions is designed to help school board members, administrators, families of students, and community members create and implement policies that support active transportation and Safe Routes to School programs. [Read more...](#)

Alliance for a Healthier Generation Success Stories

The Healthy Schools Program at Alliance for a Healthier Generation offers tips and tricks for healthy fundraising in schools. [Read more...](#)

2013 Walk Scorecard

The Regional Walk Scorecard measures how San Diego's regional cities are doing to respond to the call for more walkable neighborhoods. Check out data for your neighborhood. [Read 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. [Read more...](#)

News of Note

Local Headlines

[Farming helps foster kids see a better future](#)

The *California Health Report* profiles the thriving farm and farm-to-school programming at San Pasqual Academy.

[Transit passes a smart choice for youth, economy, climate](#)

A pilot program will offer 1,000 local students free transit passes for safe, affordable, environmentally-conscious travel to school.

[Food stamp cuts to hit 270,000 in San Diego County](#)

KPBS discusses how Congress's failure to pass a new Farm Bill negatively affects thousands of San Diego County residents receiving CalFresh.

[Rob Machado rides waves of change](#)

Local surfer and guitarist Rob Machado hosts a music show to help raise money for hydration stations in schools and water filters in less developed countries.

National Headlines

[Physical activity may help kids do better in school, studies say](#)

Exercise is associated with faster cognitive processing and higher standardized test scores, says UCSD's Dr. Jim Sallis.

[First-ever census reveals growing popularity of Farm to School program](#)

Washington Post reports on the growing movement to get locally-produced fruits and vegetables in school cafeterias.

[Schools can set tone for healthy eating](#)

U.S. News and World Report details the findings of a recent report that indicate changes to school meals and healthy ads boost students' consumption of produce and whole grains.

[200,000 preventable deaths a year: numbers that cry out for](#)

[action - and better reporting](#)

Forbes makes the case for including discussions of social determinants of health in pieces about heart disease and stroke.

[Bottled water sales rising as soda ebbs](#)

The Beverage Marketing Corporation tells the *New York Times* that sales of bottled water are expected to surpass soda sales by the end of the decade.

How do you like our new eNewsletter? [Send us feedback.](#)

The San Diego County Childhood Obesity Initiative actively seeks newsletter content from its partners. Individuals and organizations may submit content for inclusion in the newsletter to the editor by [e-mail](#) or phone at 858.609.7964.

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.

San Diego County Childhood Obesity Initiative Staff

[Cheryl Moder](#) : Senior Director, Collective Impact | 858.609.7961

[JuliAnna Arnett](#) : Senior Manager, Operations and Food Systems | 858.609.7962

[Melanie Briones](#) : Senior Project Manager | 858.609.7976

[Melanie Nally](#) : Manager | 858.609.7963

[Marie Lawrence](#) : Coordinator | 858.609.7964

Core funding provided in part by:



Facilitated by:

