

January 2009 newsletter

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UPCOMING

MEETINGS

Unless otherwise noted, all meetings are held at:

County Health
Services Complex
3851 Rosecrans St.,
San Diego, CA 92110

Coalition on Children &

Weight San Diego

"Celebration of
Achievement and
Farewell"
Tuesday, Feb. 10,
2 - 3:30 p.m.,
San Diego Room

A NOTE FROM THE EDITOR:

Dear Readers,

The San Diego County Childhood Obesity Initiative (Initiative) is excited to launch its very own newsletter to cover the latest childhood obesity prevention activities. This newsletter follows a similar format to Coalition Connections with a calendar of events, domain updates, grants, local and national news, and legislative updates pertaining to childhood obesity. In addition, it includes domain partner highlights and a farmers' market corner.

The development of this newsletter came as a result of the Coalition on Children and Weight San Diego's (Coalition) recent decision to disband. The Coalition determined after careful evaluation that community resources could be more effectively leveraged and shared by shifting its current activities to the Initiative. The Initiative is forever grateful to the Coalition for



Domain Partner Highlight

Government Domain

Mike Stepner, Professor of Architecture & Design, NewSchool of Architecture & Design

Adjunct Professor at UCSD

As a former planner with the City of San Diego and thought-provoking Professor at the NewSchool of Architecture & Design in San Diego, Mike Stepner has been working to bridge the gap between public health representatives and community planners for more than 25 years. Mike has lent his expertise and experience to projects and activities of the San Diego County Childhood Obesity Initiative's Government Domain (Initiative).

"Mike Stepner has been a generous and visionary leader within the Government Domain. He is a scholarly proponent of the vital connections between community design, quality of life, sustainability and health," said Tracy Delaney, PhD, RD, Domain Champion, "Mike is also on the forefront of training the next generation of architects to integrate health within their design, he and his colleagues at the NewSchool of Architecture have taken the innovative approach of adding two new Public Health classes to their curriculum. We are fortunate to have Mike's

Childhood Obesity Initiative Domain Meetings

Domain 1:

County & City Governments

TBA (See [calendar.](#))

Domain 2:

Healthcare Systems & Providers

Tuesday, March 3,

1 - 2:30 p.m.,

Harbor Room

Domain 3:

School, Before- & After- School Providers

Tuesday, Feb. 17,

11 a.m. - 12:30 p.m.,

Harbor Room

Domain 4:

Childcare & Preschool Providers

TBA (See [calendar.](#))

Domain 5:

Community Engagement & Empowerment

TBA (See [calendar.](#))

North County

Faith Advisory Council

Thursday, Feb. 12,

3 - 4:30 p.m.

HHSA North Inland

Regional Center

600 E. Valley Pkwy,

Escondido, CA 92025

Central San Diego

Faith Advisory Council

TBA (See [calendar.](#))

Domain 6:

Media Outlets &

Marketing

Industry

Tuesday, Feb. 3,

11 a.m. - 12:30 p.m.,

University Room

Domain 7:

Businesses

TBA (See [calendar.](#))

laying a strong foundation for childhood obesity prevention in San Diego County and the framework for the Initiative's unique, multi-sectoral model.

The Initiative would like to highlight just a few of the Coalition's many successes:

- developed synergy and resources for childhood obesity prevention through active school and afterschool, education and outreach, and early childhood workgroups
- conducted workshops and forums to encourage healthy environments
- worked in collaboration with the County Board of Supervisors to create a childhood obesity master plan

The Initiative, respective partners and funders would like to invite you to continue to build on the Coalition's remarkable legacy through involvement in an active domain workgroup.

Please join us in celebrating the Coalition's achievements on Tuesday, February 10 from 2:00 – 3:30 p.m. in the San Diego Room at the HHSA Rosecrans Complex (3851 Rosecrans St., San Diego, CA 92111).

I would also like to encourage you to send me an email with any suggestions on how the newsletter can better serve your needs. We look forward to an exciting year of shaping a healthier future for children and families in San Diego County.

Sincerely,

JuliAnna Arnett
Newsletter Editor

FUNDING UPDATE

many contributions and valuable guidance.”

Most recently, Mike served as the moderator for the Growing Green, Growing Healthy symposium coordinated by the County of San Diego’s Health and Human Services Agency and sponsored in part by the Initiative. The symposium brought together several local, regional and national experts in the areas of planning and public health to discuss present and future projects that result in healthier communities.



LEGISLATIVE UPDATE

The California State Senate and Assembly are now in session. Legislators are laying the foundation for 2009’s policy work with yesterday’s submission of “bill requests”, documents that outline the purpose, author, and content of proposed State laws. Anyone can submit a “bill request”; however, it must be authored by a member of the State Legislature. Members of the Senate and Assembly that wish to move these issues forward will resubmit their “bill requests” as draft legislation on February 27, 2009 to the State. The policies that our cities, county, state, and nation adopt play an important role in shaping the health of our community. Check the “Legislative Update” each month to receive a brief overview of proposed nutrition and physical legislation.

Thank You to Our Funders!

The Initiative could not do its work without its numerous public and private partners and the dedicated support of its funders. We are pleased to report that the **First 5 Commission of San Diego County** and **The California Endowment** have committed to continue-- and expand-- their financial support for the Initiative. The First 5 Commission monies will support the ongoing efforts of the Initiative with particular emphasis on children 0-5 and their families. Funding from The California Endowment will allow the Initiative to expand its involvement with businesses, local governments, and faith-based communities. The Initiative would like to extend our gratitude to the partners and funders who make our efforts possible.



**SAN DIEGO COUNTY
CHILDHOOD
OBESITY
INITIATIVE
BUSINESS**

DOMAIN UPDATE: BUSINESSES

The Initiative assembled a Business Advisory Committee (Committee) last summer to receive input from local business leaders on how to best engage the business community in childhood obesity prevention activities. Meeting participants discussed obesity’s fiscal and health impacts on the workplace and measures employers could take -- internally and externally -- to create healthier environments. Planning discussions wrapped up this month, and the Initiative has begun work on the Committee’s recommendations which include a wellness toolkit and recognition program for local employers.

The Initiative would like to thank the Office of San Diego County Board of Supervisor Ron Roberts; California Restaurant Association, San Diego Chapter; San Diego Regional Chamber of Commerce; Network for a Healthy California; San Diego Business Healthcare Connection; Albertsons; San Diego Diabetes Coalition; Healthy Eating, Active Living; County of San Diego Health and Human Services Agency; Community Health Improvement Partners; UCSD Health Sciences Department; City of San Diego; and Neighborhood Market Association for their active participation in this committee. Plans are underway to transition interested members and other local business leaders into an active business domain workgroup.

Throughout this process, the Initiative continued to strengthen its existing business relationships including that of the San Diego Padres (Padres). The Padres partnered with the Initiative in 2007 on the development of a circuit program for elementary students designed to increase physical activity minutes beyond the State required 200 minutes. Since that time, the Padres have taken on a number of wellness endeavors as part of its FriarFit Campaign, a program designed to encourage

If you would like to learn more about the legislative process, visit the web site of the [California State Legislature](#). For a look at state legislation across the country focused on wellness, visit the [Healthy Community Design Legislation Database](#).



FARMERS' MARKET CORNER

The Farmers' Market Corner is one of the newest editions to the newsletter. Each month we plan to update readers on the latest happenings in farmers' markets throughout San Diego County. This month we are focusing our attention on the City Heights Farmers' Market.

The City Heights Farmers' Market was started by a collaborative of more than 20 organizations invested in neighborhood revitalization, community health, and equitability. Despite City Heights' diverse and vibrant community, it faces a number of challenges all too familiar to low-income neighborhoods. City Heights claims some of the highest rates in asthma- and diabetes- related hospitalizations and a number of public safety concerns that limit residents' ability to get out and play. Under the leadership of Mid-City Can and the Network for a Healthier California, the City Height Farmers' Market was established as a tool to change these health outcomes and increase access to healthy, affordable foods. In order to make this change

healthy eating and physical activity in PETCO Park, schools, and the community. The program has introduced new healthy food options to the park and fitness breaks for children on Sundays, and they are completing work on an online school-based, physical activity program and community outreach campaign that includes public service announcements and an online resource. To learn more about this domain or see how you can you get involved, please contact [Cheryl Moder](#).

EVENTS / CONFERENCES

BOOST Conference: Growing Healthy Behaviors; Growing Healthy Children Strand

April 22- 25, 2009
Palm Springs, CA

The 2009 Best of Out-of-School Time (BOOST) Conference is designed to assist after school and out-of-school staff and administrators in developing long-term professional development goals and the highest quality of programming. This year, the BOOST Conference is partnering with the Center for Collaborative Solutions to offer a special series of workshops designed to equip attendees with the tools needed to improve the physical fitness and eating habits of children and young people.

[More...](#)

Pathways to Health Colloquium: Childhood Obesity, Exercise, and Nutrition

February 12 & 14
San Diego, CA

SDSU's School of Exercise and Nutritional Sciences is hosting a colloquium free to the public on childhood obesity. On February 12th, nationally-recognized lectures will speak on the effects of obesity on cardiovascular function in youth and early indicators for obesity. A workshop on childhood obesity prevention will be held on February 14th for parents. CEU credits are available to individuals that attend both lectures for \$35.00.

[More...](#)

North County Parent Engagement Training: Engaging Parents in Local School Wellness Policy

February 11, 2009
San Marcos, CA

Parents, teachers, school administrators, school staff, and individuals interested in children's health are encouraged to attend this training on how to engage parents in the implementation, monitoring and evaluation of local school wellness policies. The training includes tools and resources for educating parents on school wellness policies and engaging them in health advocacy.

[More...](#)

2009 Childhood Obesity Conference: Creating Healthy Places for All Children

possible, the San Diego Farm Bureau (Farm Bureau) agreed to manage the market while the International Rescue Committee (IRC) took leadership of its community programming activities. Through the organization's mentioned above and other dynamic community partnerships—including the Initiative, the market has become a model for underserved communities with its innovative programming and low-income client accessibility.

The City Heights Farmers' Market was one of the first in the county to accept Electronic Benefits Transfer (EBT) cards (i.e. food stamps), and has helped set a new standard for farmers' markets in the area. Healthy local food venues accessible to WIC and food stamp clients help families stretch limited food dollars and improve their diet; it also supports local farmers and the local economy. The Farm Bureau has continued this "good for the community, good for business" model with its new farmers' markets in Lakeside and Valley Center. It has also incorporated some of the community programming aspects gleaned from the City Heights Farmers' Market which make it not only a place to shop for produce, but a community destination. Food stamp pre-screening, food stamp application assistance, and the IRC's "Fresh Fund" program which provides EBT, WIC, and SSI customers five dollars each week to purchase produce from the local farmers make this market a valuable tool for health promotion and expanding

June 9 – 12
Los Angeles, CA

The Childhood Obesity Conference is the largest gathering of professionals dedicated to pediatric overweight in the nation. This year's theme emphasizes the most innovative research, healthcare, marketing, school/after school, early childhood and community-based efforts to reduce childhood obesity. Some of the most prominent childhood obesity experts are slotted to present at the conference.

[More...](#)

Active Living Research Conference

February 18-20, 2009
San Diego, CA

Roundtable discussions, plenary and panel presentations a keynote speaker and more are planned as part of the sixth annual Active Living Research conference "Active Communities for Youth and Families: Creating Momentum for Change".

[More...](#)

RESOURCES

211 San Diego: Nutrition, Physical Activity, Healthy Weight, 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 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, physical activity, healthy weight, and diabetes. These free resources can be accessed via phone by dialing "2-1-1" or at <http://www.211sandiego.org/> – just click on the **green apple icon**. To read a full-length article on this new community resource, click [here](#).

Power Up for Sports and Health (PUSH) Toolkit

The Initiative is pleased to announce a new resource to promote wellness in youth athletic leagues-- the Power Up for Sports and Health (PUSH) toolkit. The PUSH toolkit provides coaches, parents and league representatives with ideas, tools, and support to make healthy nutrition a part of the athletic experience. It covers a variety of topics including league policies, coach messages, foods brought to sporting activities by parents, fundraising opportunities, and concession choices. The PUSH toolkit is available for free at: <http://www.ccwsd.org/push.htm>

icansandiego

Recognizing the significant impact obesity prevention can have on reducing the prevalence of type 2 diabetes, the San Diego Diabetes Coalition, Community Health Improvement Partners, the San Diego County Childhood Obesity Initiative and the County of San Diego Health and Human Services Agency worked together to develop icansandiego, a grassroots prevention campaign capable of educating the public on diabetes, diabetes prevention, and obesity prevention by promoting a healthy lifestyle. The campaign seeks to empower the public through a multi-pronged

healthy and affordable food access.

The City Heights Farmers' Market hosts a variety of local entertainers, community organizations, vendors, and special events each month.

February 7 from 9 a.m. – 1 p.m. is Garden Day; this event is open to the public and individuals can participate in free container gardening, mushroom gardening, and composting workshops. To learn more about the City Heights Farmers' Market and how it is making a difference in the health of a community, check out its new web site by clicking [here](#).



VOLUNTEER OPPORTUNITY

Dear Newsletter Readers,

Madison Elementary in El Cajon is hosting its Second Annual Fitness Night on May 27 from 5:00-8:00 p.m.

We would like to ask for your assistance to improve this event. We are looking for speakers, health education/physical activity/nutrition materials, resource booths, P.E. equipment for give-away/donations/gift cards, etc. We are also considering hosting similar events at four other elementary schools this year. If you are interested in assisting with any of these events, please [email me](#).

approach including an interactive web site, grassroots outreach / special events, and weekly e-messages. Individuals sign-up for free online to receive:

- weekly email messages with healthy recipes and fitness tips
- a personal nutrition and physical activity, online goal tracker
- prevention tips
- workout routines
- links to obesity and diabetes podcasts, web sites, and icansandiego videos

Icansandiego is also partnering with community organizations throughout San Diego to promote physical activity and healthy eating at Padres games, farmers' markets, YMCA's, and other local destinations and events. The icansandiego campaign runs through May 31, 2009. Interested individuals should enroll today at www.icansandiego.org!

Parents in Action! Engaging Parents in Local School Wellness Policy Toolkit

California Project LEAN has completed its Parents in Action! Engaging Parents in Local School Wellness Policy toolkit. The toolkit includes resources and tools to help school stakeholders engage parents in Local School Wellness Policy (LSWP) implementation, monitoring, and evaluation. Parents in Action! provides stakeholders with step-by-step information for engaging parents in advocating for the improvement of the school environment and increased healthy food and physical activity opportunities through the LSWP. The toolkit provides strategies for reaching parents, resources for assessing the school environment, fact sheets on relevant school nutrition and physical activity topics, parent education resources, and resources that will assist with the advocacy process. The toolkit is currently available in English; a Spanish version will be available in mid-February.

To purchase a copy of the toolkit or to download it for free, please visit www.californiaprojectlean.org or contact LEAN at 916-552-9907. Local trainings may be available for large groups; please contact [Deirdre Kleske](#).

GRANTS

"Real Food Is" Video Contest

Deadline for submissions: February 8, 2009
Action for Healthy Kids and Community Food Security Coalition are looking for the next generation of food advocates and filmmakers to enter a contest that informs, inspires, and encourages students to simplify the food served in the school cafeteria through a "farm to school" program. K-12 and college students can enter a 30 second to 3 minute video for the chance to win a \$1,000 and a trip for one representative and a select chaperone from three winning entries to attend the 4th National Farm to Cafeteria Conference in Portland, OR, and have their video posed on the Farm to School web site. [More...](#)

Jenny's Heroes

Deadline for Applications: Rolling
Jenny's Heroes is awarding \$25,000 to individuals who submit the best community development project ideas. Projects must have long-lasting impact and be specific in need (e.g. repairs, upgrades, equipment, community improvements).

Thank you,

JoAnn Samuels
Elementary Physical
Education Specialist
Cajon Valley School
District

[More...](#)

Health Games Research: Advancing Effectiveness of Interactive Games for Health

Deadline for Applications: April 8, 2009

RWJF is providing approximately \$2 million in funding to support research projects that study one or more games designed to increase physical activity and/or improve self-care. The research is intended to advance innovation, design, and effectiveness of health games and game technologies in improving health behaviors and outcomes.

[More...](#)

RGK Foundation

Deadline for Applications: Rolling

RGK Foundation awards grants in broad areas of education, community, and medicine/health. Nonprofit organizations may submit one letter of intent per year. RGK Foundation primarily funds one year, \$25,000 programmatic grants.

[More...](#)

Communities Creating Healthy Environments

Deadline for Applications: February 26, 2009

RWJF is awarding 10 communities up to \$250,000 over a three-year period to develop and implement effective, culturally competent policy initiatives that address childhood obesity at the local level in communities of colors. Applicants must have at least two years of community organizing and policy advocacy experience addressing health-related issues and reflect the demographics of the community they plan to serve.

[More...](#)

Make It Matter Awards Program

Deadline for Applications: Rolling

Reader's Digest is requesting stories about how individuals have made a difference in their community. One applicant's story will be promoted in an upcoming issue and \$1,500 will be donated to the nonprofit of the applicant's choice.

[More...](#)

Healthy Eating Research

Deadline for Applications: February 24, 2009

Robert Wood Johnson Foundation is accepting applications for two Healthy Eating Research proposals—Building Evidence to Prevent Childhood Obesity and New Connections 2009-- designed to support research on environmental and policy strategies that prevent childhood obesity, particularly among low-income and high-risk populations. The grants will provide funding to research proposals in four areas: food pricing and economic approaches; food and beverage marketing; improving access to healthy foods in low-income communities; and evaluations of promising food-related policy and environmental strategies in settings where children and their families make food choices. New Connections 2009 will support early career investigators from disadvantaged and underrepresented communities with expertise and experience working with the Healthy Eating Research target population.

[More...](#)

Community-Police Partnership Awards

Deadline for Applications: February 27, 2009

MetLife Foundation and the Local Initiative Support Corporation (LISC) are awarding funding to community-police collaborations that have spurred neighborhood revitalization or yielded public safety outcomes

in one or more of the following: applied technologies, aesthetics and greenspace improvement, diversity inclusion & integration, drug market disruption, gang prevention and youth safety, and seniors and safety. Applicants must either partner with or have tax-exempt nonprofit status.

[More...](#)

"Gardening with Class" Conference Writing Contest

Deadline for Applications: March 7, 2009

The Resource Conservation District is hosting a writing contest for the best story on a school garden and its impact on a child or school's health, academics, personal and social development, and/or environmental awareness. The winning writer receives a gift basket of garden supplies and free registration (\$50 value) to the RCD School Garden and Nutrition Conference on Saturday, April 18, 2009 at the Del Mar Fairgrounds.

[More...](#)

Mantis Awards

Deadline for Applications: March 1, 2009

Mantis is awarding 25 charitable and educational garden projects, selected by the National Gardening Association, a free Mantis Tiller/Cultivator for their outstanding efforts enhancing the quality of life in their community. All nonprofits are eligible to apply -- including schools, ministries, colleges, master gardening groups, and hospices.

[More...](#)

LOCAL NEWS

Click on a headline to read the associated article.

[County Braces for Big State Cuts](#)

[San Diego Loses \\$144M Annually Without Food Stamp Participants](#)

[Supervisors Want to Improve Access to Food Stamps](#)

[Food Services Receives the USDA Summer Sunshine Award](#)

[Program makes exercising fun for kids](#)

NATIONAL NEWS

Click on a headline to read the associated article.

[Church, Mosque, Synagogue, and Temple Gardens](#)

[Midwest Grocery Chain Introduces New Food Labeling System](#)

[Colorado Bill Would Require Healthy Snacks in Schools](#)

[Access to Healthy Foods Worse in Low-income Areas](#)

[Few Fast-Food Children's Meals Meet Minimal Nutrition Standards](#)

[Physical Activity Declines over Preschool Years](#)

[Nutritional Labeling May Mean More to Consumers than Portion Sizes](#)

[Commentary: Mobilizing Retired Physicians to Fight Childhood](#)

[Obesity](#)

[Ban on Fast-Food Ads Could Dramatically Cut Childhood Obesity](#)

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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 including Government, Healthcare Systems & Providers, Schools & Before- & After-school Providers, Childcare & Preschool Providers, Community, Media Outlets & the Marketing Industry, and Business to act as a forum for the development, replication, and leverage of best practices and resources.

San Diego County Childhood Obesity Initiative

[Cheryl Moder](#) : Director | 619.523.2001

[Julia Anna Arnett](#) : Coordinator | 858.614.1544

[Erica Salcuni](#) : Administrative Assistant | 858.614.1549

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