

February COI 2009

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**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



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A NOTE TO OUR PARTNERS TO CLARIFY SOME RECENT CONFUSION...

Although the Coalition on Children and Weight San Diego (Coalition) has recently suspended activities, **the San Diego County Childhood Obesity Initiative (Initiative) remains vital and continues in its mission to reduce and prevent childhood obesity by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change.** The Initiative is grateful to the Coalition for laying the foundation for childhood obesity prevention efforts and will carry this work forward by building on the partnerships created by the Coalition to shape a healthier future for all San Diego County families and children.

UPCOMING MEETINGS

Unless otherwise noted, all San Diego County Childhood Obesity Initiative meetings are held at County Health Services Complex (3851 Rosecrans St., San Diego, CA 92110).

Domain 1: County & City Governments
TBA (See [calendar](#).)

Domain 2: Healthcare Systems & Providers
Tuesday, March 3, 1 - 2:30 p.m.,

[News](#)

Harbor Room

Domain 3: School, Before- & After- School Providers
Tuesday, March 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
TBA (See [calendar](#).)

Central San Diego Faith Advisory Council
TBA (See [calendar](#).)

Domain 6: Media Outlets & Marketing Industry
Tuesday, March 3, 11 a.m. - 12:30 p.m.,
University Room

Domain 7: Businesses
TBA (See [calendar](#).)

DOMAIN PARTNER HIGHLIGHT

Healthcare Systems & Providers Domain



Phyllis Hartigan, Program Manager, Rady Children's Hospital Center for Healthier Communities Obesity Initiative & Partnership for Smoke-Free Families Program

Phyllis Hartigan, Program Manager, Rady Children's Hospital Center for Healthier Communities Obesity Initiative & Partnership for Smoke-Free Families Program, is a founding partner of the Healthcare Systems & Providers Domain (domain).

"Phyllis has been an invaluable asset to the healthcare domain, helping to both coordinate and advance domain efforts. In addition, I feel very fortunate because she has recently been appointed as the obesity manager for Rady Children's Hospital so I have the advantage of working with her everyday," states Cheri Fidler, domain champion and director, Center for Healthy Communities, Rady Children's Hospital."

One of the first health care domain endeavors was to find out what pediatricians in San Diego need. On behalf of the domain, Phyllis helped to coordinate a survey of pediatricians, the results indicated that the obesity prevention efforts of pediatric healthcare providers in San Diego are hindered by the lack of a centralized source of information about diabetes and other obesity-related treatment and prevention programs.

Rady Children's Hospital San Diego, San Diego Diabetes Coalition, Champions for Change/Network for Healthy California, Community Health Improvement Partners and 211 San Diego collaborated on behalf of the health care domain of the San Diego County Childhood Obesity Initiative to put the project in motion. They wrote a grant which successfully resulted in a two-year funding allocation from the Vitamin Cases Consumer Settlement Fund.

This partnership has resulted in a free "one stop shop" for programs and services in nutrition, physical activity, healthy weight, and diabetes through 211 San Diego to assist health care practitioners with the children and families they serve. The website is searchable by zip code, program type, language and area. Prescription pads in Spanish and English are available to assist practitioners in linking families with the programs they need.

Since 1998, Phyllis has been working closely with obstetricians and pediatricians throughout San Diego County to implement the Partnership for Smoke-Free Families program (PSF). PSF is a comprehensive program to reduce tobacco smoke exposure among pregnant women and young children. Through Phyllis' experience working with the PSF, she was able to provide the framework for the health care domain to create an outreach and academic detailing program to assist health practitioners in the fight against obesity by ensuring they are aware of this new resource. Phyllis and her team at Rady Children's Hospital are currently providing the outreach and in-office visits required to get our local pediatric providers familiar with the program.



DOMAIN UPDATE

County & City Governments Domain

The County & City Governments Domain (domain) has been a leader since its inception in 2006 bridging the divide between public health and the built-environment, developing policies that promote health, and establishing cross-collaborative partnerships to strengthen wellness in San Diego County. The domain began its work with early wins from its partner at the County of San Diego. The County of San Diego Department of Parks and Recreation adopted a healthy vending policy that requires 100 percent of food and beverage choices to be healthy at recreation and sports facilities and 50 percent of healthy options at parks and open space facilities. This policy led the way to an inter-agency County of San Diego vending machine policy requiring County facilities serving youth to make 100 percent of vending options healthy while facilities serving primarily adults and staff must make 50 percent of options available healthy. The newly formed domain was also instrumental in the passage of an increase in developer fees for the development of local park space. The fees had not increased in 20 years prior to the passage.

Through active partners at the County of San Diego Health and Human Services Agency (HHS), San Diego County has established itself as a leader in promoting public health through the built-environment. The domain has convened a number of meetings bringing together city planners, public health workers, and other professionals interested in the built-environment to learn about how city planning could be used as a tool for health promotion. These sessions often facilitated by local and national experts, such as Dr. Jim Sallis with SDSU and Active Living Research, and Dr. Richard Jackson have been instrumental in developing partnerships between these often separated fields of profession. The Department of Planning and Land Use has begun routing documents through HHS to ensure the incorporation of public health issues and the general plan. The domain also participated in the 2008 City of San Diego and 2009 County of San Diego General Plan update comment periods bringing a number of walkability, bikeability, and childhood obesity prevention advocates to the table to ensure future development and infrastructure promotes the prevention and reduction of childhood obesity through neighborhoods that support physical activity and routes to healthy food outlets.

Under the leadership of the HHS and Healthy Eating, Active Living (HEAL), the domain has helped engage the community in advocacy work. Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention or CX3 projects designed to train youth on environmental factors that impact healthy eating and physical activity and environmental assessments as a means for advocating for environmental change were conducted in La Mesa and Chula Vista. CX3 youth leaders in Chula Vista identified the need for the refurbishment of a rundown and underutilized neighborhood park and successfully advocated among city council and policy makers to clean up the park and install a water fountain. In La Mesa, CX3 youth leaders advocated for a safe walking route to their local high school with local leaders, as well as with state transportation officials, and were instrumental in helping the City of La Mesa obtain a Safe Routes to Schools grant for construction of new sidewalks.

The domain has also been working on policy development in both the County and local community. HHS staff continues to coordinate efforts and assure successful implementation of the countywide healthy vending policy. In addition, HHS staff are leading wellness policy development in 11 foster youth group homes in conjunction with San Pasqual Academy on a grant funded through The California Endowment. The HHS Public

Health Nutrition Manager has provided training to San Pasqual Academy on health, nutrition and healthy environments for foster youth and provided them with sample wellness policies. A draft lactation accommodation policy has been submitted as a HHSA facility pilot and plans to serve as a countywide model for worksite lactation policy. Discussions are also underway with representatives from the Junior League of San Diego regarding the sponsorship of a State bill to require group foster homes to adopt wellness policies.

While domain activities primarily focus on policy development and the built-environment, the domain has also helped initiate a number of new partnerships between government and community organizations. A horticulture therapy program is being instituted in juvenile facilities throughout the county including Campo, Camp Barrett, East Mesa, and Phoenix House, a nonprofit juvenile facility, in collaboration with the Schools, Before- and After-Schools Domain's school garden subcommittee. Site educators have received garden curriculum training at the three County facilities. A vermiculture set-up is underway at Campo and Camp Barrett, and Ag Pals, Inc. is working with the East Mesa facility to set-up a hydroponics system and provide student and staff training on growing fresh produce. Domain partners are also working closely as part of the County of San Diego's Nutrition Education Workgroup on the development and implementation of a school-based pilot program designed to create awareness about the nutritional value of food stamps. The workgroup has trained a parent academic liaison and parent volunteer at Balboa Elementary School to assist families with food stamp applications, schedule appointments for applicants to interview with the County of San Diego, and assist them through the sign-up process. The Network for a Healthy California is also supporting nutrition and physical activity education through an out-of-school program designed for students and families. The Department of Parks and Recreation has collaborated with a number of partners including the Network for a Healthy California, Grossmont Spring Valley Family Center, and San Diego County Commission on Youth and Families to pilot Recreation Rx Spring Valley, a program that connects local clinics with local parks and recreation programs through physician prescriptions. Clinic patients, ages 5 -17, receive prescriptions for specially designated programs. Individuals either pay a \$5 co-pay or participate in one of the centers free daily activities.

The County & City Governments Domain is co-chaired by Tracy Delaney, PhD, RD, Manager of Chronic Disease and Health Disparities, County of San Diego Health and Human Services Agency and Christine Lafontant, Recreation Manager, County of San Diego Department of Parks and Recreation.

LEGISLATIVE UPDATE



Yesterday was the last day for the Assembly and the Senate to introduce a bill in the State Legislature. Although we are expectantly looking forward to new opportunities to improve the nutrition and physical activity landscape of our communities through legislative policy, California's most primary concern is the State Budget and its plan to close a \$40 billion deficit through mid-2010.

The State Budget-- passed by both houses of the Legislature on February 19-- eliminates this tremendous budget gap through education and social service cuts and increased income taxes. It also establishes a Budget Stabilization Account (e.g., rainy day fund) that will create a \$1 billion reserve for state use. Although neither parties appear to be happy with every component of the bill, both houses and parties were able to agree on the bill after agreeing to Democrats demands for a special May election to determine movement on several measures including the expansion of state lotto as a means to borrow \$5 million for State use and a cap on State spending to 4 – 6 percent annually. If voters approve the spending measure, the majority of taxes in the budget are proposed to last four years rather two years if the measure is rejected.

On a bright note, President Obama's stimulus package stands to lessen some of the pains of these State cuts. Federally the package makes \$1 billion available in prevention and wellness efforts including \$650 million for evidence-based clinical and community-based prevention programs. It also includes a \$100 million equipment assistance grant program for the National School Lunch Program; \$500 million for the Women, Infant, and Children (WIC) program; \$150 million in Emergency Food Assistance Program expenses; \$295 million

for State administrative expenses related to Supplemental Nutrition Assistance Program (SNAP) (i.e., food stamps); and a 13.5 percent increase in SNAP benefits for SNAP recipients to name a few of its contents. Our community, state, and nation are facing difficult economic times, but through offerings in the stimulus plan and continued partnership development we will continue to create environments that support the health of our community. In the next newsletter, we will begin to highlight some of the State legislation that can help us make these changes and, as always, it will include resources to support work in childhood obesity prevention.

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](#).

EVENTS / CONFERENCES

The Garden

February 28, 2009
Chula Vista, CA

San Diego Roots is sponsoring a viewing of the "The Garden", a documentary about the 14-acre community garden that helped rebuild community in South Central Los Angeles after the L.A. riots and then was shut down in a closed-door city council session in which the details were never disclosed publically. The viewing includes a discussion on the local food movement and opportunities to support local foods in San Diego County. [More...](#)

SD KHAN Community Collaborative Meeting: New Kearny Mesa Family Resource Center Call Center

March 4, 2009
San Diego, CA

SD KHAN is hosting a discussion on the new Family Resource Center (FRC) call center which will overhaul the way San Diego County residents apply for Medi-Cal, CalWORKS, and Food Stamps and improve customer service. The County is piloting the call center beginning March 30, 2009 for Kearny Mesa FRC clients. Please RSVP to [Katie Anderson](#).

Crime Prevention through Environmental Design Training

March 9, 2009, 1 – 5 p.m.
Chula Vista, CA

This training is available to public health departments, community leaders, schools and afterschool program providers, city staff, and the general public. A representative of the Chula Vista Police Department will present on the link between the physical environment and the promotion or reduction of criminal behaviors. The training will emphasize how proper design and effective use of the physical environment can prevent crime and improve quality of life. [More...](#)

Reach Out and Read San Diego: Early Childhood Literacy Summit

March 21, 2009
Carlsbad, CA

Reach Out and Read (ROR) trains doctors and nurses to advise parents about the importance of reading aloud and to give age-appropriate books to children at pediatric check-ups. This summit includes presentations on brain development and early literacy, baby read aloud basics, and writing children's books. CME credits are available to physicians and nurses. [More...](#)

Kids in the Kitchen

March 28, 2009
San Diego, CA

The Junior League of San Diego (JLSD) is taking action to show San Diego children and families that healthy living can be easy and does not have to cost a lot of money. JLSD is hosting Kids in the Kitchen, a health and fitness fair designed to teach children and families the importance of good nutrition and a healthy lifestyle through interactive, hands-on activities and demonstrations. JLSD is looking for community partners to host interactive learning booths and activities, sponsors to provide in-kind and media sponsorship, and for San Diego families to come out and enjoy the event. [More...](#)

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...](#)

Unlocking the Playground: Achieving Equity in Physical Activity Spaces

April 28, 2009
San Diego, CA

Many communities lack safe and accessible spaces to be physically active. Join CPEHN in looking at opening up public facilities, such as schools, as a solution; hear how your fellow community members have developed joint use agreements with their local organizations; and strategize on local and statewide advocacy on this important, emerging issue. Registration and more information will be available in March. Please contact [Ruben Cantu](#) if you are interested in being a local co-host.

2009 SPARK Institutes

Summer 2009
San Diego, CA

The Spark Institutes is directed towards education, early childhood, physical education, and out-of-school program professionals interested in increasing physical activity and healthy behaviors of students pre-K to High School. Two-day sessions are scheduled throughout the summer to train program-grade specific professionals. [More...](#)

RESOURCES

2009 Governor's Challenge Competition

Deadline for Enrollment: May 4, 2009
Deadline for Completion: May 31, 2009

A contest among California K-12 schools to motivate students, parents, and teachers to participate in 30-60 minutes of physical activity at least 3 days a week for a month. Awards will be given to schools recording the highest percentage of and most student completions in its region and most active days of students, parents, teachers, etc. in its region. Grand prize is a \$100,000 school fitness center. [More...](#)

School Wellness Conference: Call for Proposals

Deadline for Workshop and Individual Proposals: March 20, 2009
Deadline for Poster Submissions: May 29, 2009

The California School Boards Association is accepting proposals for workshops, individual, and poster sessions for the 2009 School Wellness Conference. Proposals should reflect the interests of education, health, and community leaders working with or from urban, suburban, small and/or rural schools or districts. [More...](#)

Children, Health, and the Media: Report and Fact Sheet Series

The Kaiser Family Foundation offers a series of fact sheets on the most relevant research on issues related to children, media, and health including a brief on the role of media in childhood obesity. [More...](#)

Legacy of Partnership: Enduring Practices and Sustainable Models from the Partnership for Public's Health Initiative

This document reviews the findings of a four year study on California partnerships between health departments and communities to improve community health. The report includes best practices, lessons learned, and success stories. [More...](#)

Healthy Youth! District Report Cards

The CDC's District Report Cards are out grading schools on a number of health indicators including health education, physical education and activity, health services, mental health and social services, nutrition services, healthy and safe school environment, and faculty and staff health promotion. [More...](#)

Nutrition and Physical Activity Murals

EZA Studios creates murals for schools that promote nutrition and physical activity and brighten up eating or play areas. Now EZA studios offers a "Harvest Poster Club" and "Nutrition Poster Club" - excellent for schools or groups on a budget. [More...](#)

Food Security and the Recession

PolicyLink President Judith Bell addresses the importance of access to healthy food during a panel discussion focused on hunger at the Center for American Progress. " Judith focused on many innovative and urgent policies for spreading healthy food access to all communities — especially low-income communities and communities of color. [More...](#)

Transportation & Health 101 Toolkit

This toolkit will help health advocates better understand transportation issues and their related connections to health and societal problems, and help inform transportation advocates on the importance of health in their work. [More...](#)

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/heal> – 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 [online](#).

GRANTS

"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...](#)

Jordan Fundamentals Inspiration Grants

Deadline for Applications: March 30, 2009

Grants are available to public Middle and High School educators, grades 6 – 12, to implement strategies designed to improve student academic achievement or social, emotional, and behavioral growth. Proposed projects must promote one of the following: student engagement, student-teacher relationships, or teacher capacity. Applicants are required to have 50 percent or more students eligible for free or reduced lunch. Awards range from \$5,000 to \$25,000. [More...](#)

Designing for Better Health Competition

Deadline for Applications: April 1, 2009

Three \$5,000 awards are available to charitable, private, and public organizations that demonstrate innovative solutions that support individuals making better decisions regarding their health and the health of others. Applicants must exhibit innovation, social impact, and sustainability. [More...](#)

Safe Routes to School

Deadline for Applications: April 15, 2009

Cities and counties are eligible to apply for the \$48.5 million available in State Legislated Safe Routes to School project funds. Projects may utilize up to 10 percent of funds to support non-infrastructure activities such as education; ninety percent or more of the monies must support capital projects including sidewalks, pathways, traffic calming, etc. The maximum amount of funds awarded to a single project is \$900,000. [More...](#)

Mo Project

Deadline for Application: April 15, 2009

The MO Project is an online media competition open to students, ages 13- 18. Applicants must submit a short media submission (e.g. PSA, documentary, music, poster) on collective opportunities for communities to encourage healthy eating and physical activity. [More...](#)

Active Living Research Grants

Deadline for Applications: April 28, 2009

Approximately \$3.3 million is available to support research to inform policy and environmental strategies for increasing physical activity among children and adolescents, ages 3 – 18, and decrease their sedentary behaviors and prevent obesity. Projects must address one or more of RWJF's designated topic areas and target children who are at

greatest risk of obesity including racial, ethnic, and under-resourced populations. [More...](#)

GoGirlGo! Ambassador Team Awards

Deadline for Applications: July 17, 2009

Schools and nonprofit organization female athletic teams with students grades 9 - 12 are eligible to receive a \$2,500 award for their work in inspiring girls to get physically active.

[More...](#)

Teaching Tolerance Teacher and Classroom Grants

Deadline for Applications: Rolling

Grants of \$500 to \$2500 are available to pre-K – 12 classroom teachers for projects designed to reduce prejudice among youth, improve intergroup relations in schools and/or support educator professional development in these areas. Community- and faith-based organizations that directly impact students are eligible to apply. [More...](#)

Kaiser Permanente Community Benefits Program

Deadline for Applications: Rolling

Community-based organizations may apply for funds to support projects, programs, and activities in one or more of the following priority areas: access to healthcare for vulnerable populations; policy, environmental, and system changes that support healthy eating and physical activity; and policy advocacy. Applicants must submit a two page letter of inquiry as a first step in the application process. [More...](#)



FARMERS' MARKET CORNER **City Heights Farmers' Market**

Every Saturday between 9am and 1pm, at the corner of Wightman and Fairmount, find fresh local produce, entertainment, arts & crafts and more at the City Heights Farmers' Market! Since last June, the market has provided a weekly place for family fun and shopping. In addition to affordable organic produce and delicious hot food, regular programming such as the Spoonful of City Heights cooking demonstrations, the Bikes del Pueblo free bike-repair, and the icansandiego Fitness Days keep regular customers coming back, and draw in new crowds weekly. This spring will see the advent of monthly community bike rides, an internet café, and a partnership with the new City Heights Community Garden. The market also provides a place for residents to connect with local resources through outreach and education efforts.

The market is engaged in several innovative projects to increase access to healthful food choices. To combat San Diego's abysmal EBT participation rate (30%), the market has partnered with the San Diego Hunger Coalition to conduct food stamp screening and application assistance on-site. In response to significant food-insecurity in City Heights, the market implemented the Fresh Fund program, designed to make the benefits of fresh, locally grown produce accessible to everyone in the neighborhood. Market customers who are enrolled in EBT, WIC or SSI programs are eligible to receive an additional \$5 weekly with which to purchase fresh fruits and vegetables. Creative programming, a family friendly atmosphere, and access to healthy lifestyle options make the City Heights Farmers' Market a valuable community asset. For more information, visit www.cityheightsfarmersmarket.com!

NEWS

Click on a headline to read the associated article.

[County Enlists Aid Recipients as Lobbyists](#)

[Kathleen Merrigan, Organic Food Expert, Nominated as Deputy Secretary of Agriculture](#)

[San Francisco's Victory Gardens Project Grows a Community](#)

[Landmark Improvements to the WIC Food Package](#)

[The 3 R's? A Fourth Is Crucial, Too: Recess](#)

[Court Upholds NYC Menu Labeling Law](#)

['Kidz Bite Back' Against Fast Food and Soda](#)

[Children Mimic Their Parents Healthy and Unhealthy Behaviors](#)

[Newly Poor Swell Lines at Food Banks](#)

[Childhood Obesity: Healthier Lunch Choices May be Making an Impact](#)

[Almost 9 in 10 Adults May be Overweight or Obese by 2030](#)

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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

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