

COI July 09

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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: Government
TBA (See [calendar.](#))

Domain 2: Healthcare Systems & Providers
Tuesday, August 4, 1 - 2:30 p.m.,
Harbor Room

Domain 3: School, Before- & After- School Providers
Tuesday, August 18, 11 a.m. - 12:30 p.m.,
Harbor Room

Domain 4: Childcare & Preschool Providers
Tuesday, August 25, 10 - 11:30 a.m.

YMCA Childcare Resource Center (3333 Camino Del Rio South, 4th Floor, San Diego, Ca 92108)

Domain 5: Community Engagement & Empowerment
TBA (See [calendar.](#))

North County Faith Advisory Council
TBA (See [calendar.](#))

[National News](#)

Domain 6: Media Outlets & Marketing Industry
Tuesday, August 4, 11 a.m. - 12:30 p.m.,
University Room

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

DOMAIN PARTNER HIGHLIGHT

Business



Sue Botos, Director, Padres Foundation for Children

Sue Botos, Director, Padres Foundation for Children serves as a member of the San Diego County Childhood Obesity Initiative's Leadership Council. Sue facilitates programs that are funded by the Padres Foundation for Children and coordinates the fundraising and partnership efforts for projects like their successful community outreach program, FriarFit.

In 2008, the San Diego Padres established FriarFit, a fitness initiative in collaboration with the San Diego County Childhood Obesity Initiative, The California Endowment, and SportService, a PETCO Park concessionaire. Sue has enjoyed eleven seasons with the San Diego Padres and is thrilled to be implementing a program that can reach so many fans and families to improve their quality of life.

"The Padres are not experts in the fight against childhood obesity," said Botos. "Our partnership with the San Diego County Childhood Obesity Initiative is what helps us connect with teachers and leaders in the field. When we launched FriarFit, we saw an opportunity to share our voice and to encourage kids to stay active and reach their full potential. We know we have an important role to play and hope that we can also inspire other businesses to join in and help us all create a healthier community."

FriarFit's long-term goal is to improve the health and fitness of San Diegans. The multi-tiered program is being executed in the ballpark, schools and community. In the ballpark, there are healthier food options available like salads and wraps. Prior to every Sunday home game, fans can participate in "Instant Recess", a 10-minute exercise routine, set to a video with Padres players performing nine innings of baseball-focused exercise at the Park in the Park. FriarFit pedometers, jump ropes and hacky sacks are distributed to children at FriarFit events in the ballpark and at various community events, as well as to Padres employees, as incentives to exercise.

With the assistance of local teachers and education experts, including Initiative partners, Mary Blackman with San Diego County Office of Education and Larissa Johnson with Network for a Healthy California, FriarFit developed a program to assist schools in meeting the mandated physical activity levels that are in the process of being implemented. Teachers can log onto FriarFit.com for tools and activities, and participation incentives for children, including Padres visits to select schools. For more information about any of the other Padres community efforts, please log onto www.padres.com.



DOMAIN UPDATE

Community Engagement & Empowerment

It's summer, and families everywhere are gearing up for long days of play underneath the sun and picnics with this season's freshest harvest. While these summer rituals may be on the "to do" list for some, many families in San Diego County face a number of obstacles to enjoying these favorite past-times. Neighborhood safety, expensive and limited venues for fresh quality produce, and lack of local park space all factor into the equation of who's enjoying what this summer.

The Community Engagement & Empowerment Domain (originally named the Community-based, Faith-based, and Youth Organizations Domain) is dedicated to working with community residents and its original namesakes to improve the built- and food-environments of local neighborhoods. The Domain has selected three projects to jumpstart their activities and make

healthful living more practical for all. Beverly Tuzin of Healthy Eating, Active Communities (HEAC), County Health and Human Services Agency, and WalkSanDiego has volunteered to spearhead the development of a youth advocacy training manual that instructs youth leaders on how to train, equip, and conduct youth in activities that identify and promote positive change in environments that impact community health. The manual is scheduled to be released in September 2009 and will be available at www.OurCommunityOurKids.org. A train-the-trainer session is planned before the end of the year.

In the interim, Rady Children's Health Coaches program, which trains teens to be health leaders in their schools, is slated to conduct a photo voice project in conjunction with our partners in the central valley, Central California Regional Obesity Prevention Program (CROPP). Photo voice trains students to document infrastructures, or lack thereof, and activities that promote or deter healthy eating and physical activity. This photo voice project will focus particularly on the opportunity schools can provide for active community space by opening up their campuses to organizations and the public, a term known as joint-use. This project will lay the foundation for similar activities throughout the county.

The San Diego Hunger Coalition and *Network for a Healthy California* are teaming up to conduct an analysis of the summer feeding program, which offers kids ages 0 – 18 a free meal during the months out of school. This project aims to locate summer meal sites throughout the county and opportunities to expand the program, including new meal sites, nutrition education and physical activity opportunities, and healthy services and activities for moms and dads. The project is set to commence in early August.

If you would like to learn more about the Community Engagement and Empowerment Domain, please contact JuliAnna.Arnett.

RESOURCES

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

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



**Physical Activity
& Nutrition**

California Center for Public Health Advocacy – Costs of Overweight, Obesity and Physical Inactivity

On July 9, 2009, the California Center for Public Health Advocacy (CCPHA) released *The Economic Costs of Overweight, Obesity and Physical Inactivity Among California Adults – 2006*. The study found that the cost of overweight, obesity and physical inactivity had climbed to \$41 billion in 2006, nearly double the amount reported in 2000. This report includes policy recommendations at the federal, state and local levels that make prevention a top priority and help ensure that all Californians live in communities that support people to make healthy eating and physical activity choices. [More...](#)

The National Initiative for Children's Healthcare Quality (NICHQ) – Innovative Prevention Programs for Improving Children's Healthcare in California

The National Initiative for Children's Healthcare Quality has recently issued a report entitled *Innovative Prevention Programs for Improving Children's Healthcare in California* -- profiling 30 innovative programs, including our very own SD County Childhood Obesity Initiative. NICHQ is an organization that works to improve child health by improving the systems responsible for the delivery of children's health care. [More...](#)

Leadership for Healthy Communities – Action Strategies Toolkit

The Action Strategies Toolkit was developed by Leadership for Healthy Communities, a national program of the Robert Wood Johnson Foundation. The strategies in this toolkit include promising and evidence-based practices that advance these goals and build upon the work in which policy-makers are already engaged. [More...](#)

Changes in the WIC Food Packages

The selection of foods available through the WIC program recently changed for the first time in 35 years – a change that holds potential to transform the retail food landscape in low-income communities. This new toolkit provides a range of tools and strategies for advocates to identify and work with prospective WIC vendors, and to help these retailers upgrade their offerings in accordance with the new, healthier WIC food packages. [More...](#)

Raise Healthy Eaters

Raisehealthyeaters.com is a blog written by a registered dietician and health-conscious mother, and its entries provide credible nutrition advice for busy families. [More...](#)

F as in Fat 2009: How Obesity Policies are Failing in America

This report summary from Robert Woods Johnson gives some up-to-date statistics on childhood obesity rates. It assesses state and federal policies aimed at preventing or reducing obesity in children and adults and chronicles actions the federal government, states and communities nationwide are taking to address this critical health issue. Finally, it suggests ways to accelerate those efforts given the challenges of the economy and the opportunities of health reform. [More...](#)

Lemon Grove School District Gets Helping Hand from SD Unified Food Services

San Diego Unified's Breakfast in the Classroom (BIC) Program has hosted a number of visitors from other school districts during the past year. As a result, the program has spread to the Lemon Grove School District where a successful BIC pilot was conducted. Currently, Lemon Grove School District is analyzing the pilot study data to assess the best opportunities for the district's schools. San Diego Unified BIC team leaders Carol Schweitzer and Ellen Duchene, along with the Breakfast in the Classroom video, have served as great resources for others who are interested in replicating the program in their districts. For more information, please contact Carol Schweitzer at (858) 627-7310 or Ellen Duchene at (858) 627-7309. [More...](#)

LEGISLATIVE UPDATE

State legislators and the Governor have finally come to an agreement in dealing with the state's \$23.1 billion budget crisis. This year, Californians will see \$15.3 billion in state budget cuts with a significant portion of those cuts affecting low-income residents and the poor. Healthcare is slated for \$2 billion in budget reductions, which will include programs like Healthy Families and Medi-Cal. The \$124 million spending cut to Healthy Families will eliminate more than 500,000 children from the healthcare system. As a result, the program stopped enrolling eligible children in mid-July. The First 5 Commission and other public and private funders are expected to cover the monies cut in order to keep this program operating at its original capacity. Medi-Cal also took a hard hit receiving a \$323.3 million spending cut. Funding for programs like the state Immunization Program were eliminated while others like the Dental Disease Prevention Program received a suspension of funds. Although the budget cuts made a significant impact on healthcare, other programs have also felt the brunt of the State's financial crisis. New policy changes will reduce the number of individuals participating in CalWORKS and sets new time limits for eligibility. K-12 education, Community Colleges, and Higher Education also had revenue severely cut. These cuts will likely be felt over the next year. Despite these hard times in California, progress is being made on improving the health of our children. Community groups are coming together to work on broad-based policy and environmental changes and legislators continue to push bills that support the health of our youth. Now more than ever, this is a time to continue to encourage that all policies consider health in order to reduce our future healthcare and cost burdens.

AB 95 (Torlakson, D-11)- This bill would specify that, if the Superintendent of Public Instruction determines that the appropriation set forth in the Budget Act of 2008-09 is insufficient to fully fund all free and reduced price meal reimbursement claims, the State Department of Education shall notify the Legislature of the statutory funding amount necessary to reimburse school districts at the prescribed rate and appropriate \$19,500,000 to reimburse claims. This bill was held under submission in the Assembly Committee on Education.

AB 351 (Salas, D-79)- This bill was re-referred to the Assembly Committee on Education and is not eligible for consideration until next year. The bill would have authorized the governing board of a school district to exempt any high school pupil from courses in physical education if the pupil participates in California Cadet Corps, cheer team or dance team, color guard or drill team, Junior Reserve Officer Training Corps, or marching band as part of the regular school-sponsored extracurricular activities.

AB 1569 (Salas, D-79 and Romero, D-24)- This bill is considered a "gut and amend" and contains similar language to AB 351. It authorizes the governing board of a school district to exempt any high school pupil from courses in physical education if the pupil participates in California Cadet Corps, cheer team or dance team, color guard or drill team, Junior Reserve Officer Training Corps, or marching band as part of the regular school-sponsored extracurricular activities. This bill is currently in the Senate Committee on Education.

AB 627 (Brownley, D-41)- This bill would require the Superintendent of Public Instruction to establish an 18-month pilot program in which licensed child care centers and child day care homes selected by the department that participate in the federal Child and Adult Care Food Program shall implement certain nutrition and physical activity standards in exchange for a higher state meal reimbursement. The bill shall only be implemented if the Superintendent determines that non-General Fund funding sources are available for that purpose, as specified. This bill was re-referred to the Committee on Appropriations and scheduled for hearing on August 17, 2009.

For the latest California legislative information, visit <http://www.leginfo.ca.gov/>. For a look at state legislation across the country focused on wellness, visit the Healthy Community Design Legislation Database at: http://www.ncsl.org/programs/enviro/healthycommunity/healthycommunity_bills.cfm.

EVENTS / CONFERENCES

A Guide to Children's Exercise in Health and Disease

August 6-8, 2009

Irvine, CA

University of California, Irvine, School of Medicine presents this CME practicum where physicians, allied health care professionals, and exercise practitioners will increase their knowledge of critical pediatric exercise issues in both healthy and diseased children. Exercise and fitness testing procedures will also be presented. [More...](#)

Climate for Change: Creating Safe, Active Environments for our Children

August 19-21, 2009

Portland, OR

This year's National Safe Routes to School conference is a one-day workshop designed for health care providers ready to be "Two Steps Ahead" with improving the health outcomes of their patients and their communities. This CME activity, sponsored by Kaiser Permanente, will be helpful and relevant for any health care professional interested in exploring the links between healthy environments and healthy kids. [More...](#)

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...](#)

2009 Physical Activity and Public Health Courses

September 15-23, 2009

Hilton Head Island, SC

The Physical Activity and Public Health (PAPH) Courses include an 8-day Postgraduate Course on Research Directions and Strategies and a 6-day Practitioner's Course on Community Interventions. The long-term goal of the courses is to improve the public's health by increasing the number of public health researchers and practitioners who have expertise in the relationship between physical activity and health in populations. [More...](#)

California Climate & Agriculture Summit

October 1st, 2009

University of California at Davis

The California Climate and Agricultural Network is hosting a Climate and Agriculture Summit. The summit is intended for farmers, policymakers and advocates concerned with issues of climate change challenges and opportunities for California agriculture. [More...](#)

2009 School Wellness Conference

October 6-7, 2009

Anaheim, CA

This year's School Wellness conference will provide access to critical health issues and their link to student achievement, focus on school governance leadership and bring together school and community leaders to share collaborative approaches. The California School Boards Association, the California Department of Education and the California Department of Public Health will bring together a diverse group of school community leaders who play a role in creating sustainable healthy school environments. [More...](#)

GRANTS

Jostens Foundation - Jostens Foundation Community Involvement Grants

Deadline for Applications: August 25, 2009

Jostens supports strong communities and healthy children and families. The foundation's main focus is to fund programs that help youth become healthy and productive adults. Award amounts ranges from \$500 - \$10,000. [More...](#)

Ronald McDonald House Charities - Improving the Health of Children

Deadline for Applications: September 4, 2009

Ronald McDonald House Charities is accepting applications for its Children's Health Grant program to support projects that directly improve the health and well-being of children and youth (ages 0-21), address a significant funding gap or critical opportunity, have a potential long-term impact, and produces measurable results. Award amounts vary. [More...](#)

PTA Healthy Lifestyles Awards

Deadline for Applications: September 11, 2009

This November, plan an event that promotes healthy habits among students and families and your PTA could win up to \$1,000 to support those plans. [More...](#)

NFL Grassroots Program: A Community Football Fields Program

Deadline for Applications: October 30, 2009

The Local Initiatives Support Corporation and the National Football League (NFL) have created the NFL Grassroots Program to provide, non-profit, neighborhood-based organizations with financial and technical assistance. In particular, the program aims to improve the quality, safety, and accessibility of football fields to local youth and community members. The NFL Grassroots Program will provide selected applicants with up to \$200,000 for improvement projects. Eligible applicants include those sponsored by 501(c)(3) non-profit community-based organizations. [More...](#)

The Nathan Cummings Foundation Health Program Grants

Deadline for Applications: Rolling (Letters of Inquiry)

The Nathan Cummings Foundation provides Health Program Grants as part of its commitment to improving people's health and well-being, especially for those with low- to moderate-socioeconomic status and the disadvantaged. The Foundation supports projects that address any of their three objectives: 1) health access, 2) environmental health, and 3) capacity building. Award amounts may vary. [More...](#)

The Prudential Foundation Revitalizing Community Grants

Deadline for Applications: Rolling

The Prudential Foundation promotes sustainable communities by focusing its grant making on education, economic development and civic infrastructure. Examples of funded projects are helping to improve schools, promoting neighborhood activities, and preserving parks and playgrounds. Award amounts vary. [More...](#)

The CIGNA Foundation - CIGNA Community Grants

Deadline for Applications: Rolling

The CIGNA Foundation provides grants to projects that focus their efforts on five priority areas including: 1) the health of women, children and families, 2) obesity awareness and prevention, 3) patient/doctor communications and health literacy, 4) elimination of gender and ethnic disparities with health care, and 5) maintenance of healthy minds and bodies. The Foundation will pay particular attention to projects demonstrating creativity, responsiveness, and that are beneficial and achievable. Award amounts will vary. [More...](#)



FARMERS' MARKET CORNER

This summer, communities throughout San Diego County are talking about something that affects every single person— food. People are asking questions about food origin, affordability, healthfulness and access. With four growing seasons, our region has the potential to put farm fresh fruits and vegetables picked at the peak of season in the hands of its residents as a prescription for healthcare prevention, cost-savings, and green living. In fact, many organizations throughout San Diego are working to do just that, particularly in our underserved neighborhoods.

In Southeast San Diego, Project New Village has ignited interest in the production, distribution, and selling of local food with the support of Councilmember Tony Young. This project sees parkland and open space as a vital tool for moving this vision forward and improving the social determinants of health, including environmental and economic conditions. The project plans to include the cultivation of community gardens, new jobs and job training, community participation in eco justice advocacy, and a stronger community network. Currently, community residents and organizations are meeting with Project New Village to shape its development and get it off the ground.

The San Diego Farm Bureau (Farm Bureau) is heading in new directions. Starting late summer/early fall, the Farm Bureau plans to equip each of its five farmers' markets with point of service (POS) terminals that accept debit, credit, and EBT cards. Shoppers will be able to access market funds onsite using their debit and credit cards. EBT card holders will continue to access their Supplemental Nutrition Assistance Program (SNAP) benefits (i.e. the program formerly known as food stamps) in the same way. The Farm Bureau, which is working with the San Diego County Childhood Obesity Initiative to make these changes, hopes the new POS terminals will further enhance the shopping experience and improve the sustainability of all five markets—City Heights, Lakeside, National City, San Marcos, and Valley Center.

The City Heights Farmers' Market (CHFM) never ceases to grow, expand, and diversify. The new Be Well Booth is home to weekly activities, education and outreach that promote nutrition and physical fitness while educating market patrons about the benefits of buying local. Science Exploration Activities (SEA) engage youth in scientific demonstrations and projects and provide tutoring and academic support at the market. The market is also piloting a project that seeks to generate new economic resources for community members, and another reason to shop at the market. The CHFM Swap Meet allows vendors to participate on a rotating basis, and individuals to sell quality second-hand goods. These programs all provide new opportunities to increase community investment and engagement while promoting economic growth and wellness.

If you know of a farmers' market in San Diego County promoting health through innovative activities or would like to learn more about a highlighted project, please contact [JuliAnna Arnett](#).

LOCAL NEWS

[San Diego's Annual Cost of Obesity Tops \\$3 Billion](#)

[Victory Gardens are Taking Root in County](#)

[PROJECT DULCE: Peer Program Brings Diabetes Education to Community](#)

NATIONAL NEWS

[Retail Watch: California Calorie Law Alters Chains' Fare](#)

[Aquarium Hopes Obese Kids Flip for Athletic Seals](#)

[Newsom's Fresh Idea: Mandates on Healthier Food](#)

[2009 Playful City USA Communities Announced](#)

[Study: Hospitalizations Related to Childhood Obesity Nearly Double](#)

[New Research Points to Gender Relationships between Parents and Their Children as Vital Factor in Childhood Obesity](#)

[Online Games Influence Kids' Food Choices](#)

[Texas P.E. Classes Criticized](#)

[Nearly Two Thirds of Adults in UK Don't Do Enough Exercise](#)

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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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