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SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



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](#).)

IN THE NEWS

- [Upcoming Meetings](#)
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Domain 2: Healthcare Systems & Providers
Tuesday, October 6, 1 - 2:30 p.m.,
Harbor Room

Domain 3: School, Before- & After-School Providers
Tuesday, October 20, 11 a.m. - 12:30 p.m.,
Harbor Room

Domain 4: Childcare & Preschool Providers
Tuesday, October 27, 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
Monday, September 28, 11:30 a.m. - 1 p.m.
North County Inland HHSA Complex (606 East Valley Parkway,

Executive Conference Room, Escondido, CA 92025)

Domain 6: Media Outlets & Marketing Industry

Tuesday, October 6, 11 a.m. - 12:30 p.m.,
University Room

Domain 7: Business

TBA (See [calendar](#).)

DOMAIN PARTNER HIGHLIGHT

Healthcare Systems & Providers

Shaila Serpas, MD, Assistant Program Director, Scripps Family Medicine Residency Program



Dr. Shaila Serpas, Assistant Program Director, Scripps Family Medicine Residency Program wears many hats. As a mother of three and resident of Bonita, her commitment and passion for working with her local community to create a healthier environment knows no limits. If you haven't met her, she is a spunky, enthusiastic physician who isn't afraid to speak her mind when it comes to community health and her own. This is a woman who has never stepped foot in a McDonald's – honestly.

Dr. Serpas directs and oversees school-based activities, school-based clinics and community-based programs for Scripps in the Chula Vista area and has been an active partner with the San Diego County Childhood Obesity Initiative (COI) since the beginning. Working with the successful Healthy Eating/Active Communities (HEAC) program in Chula Vista, Dr. Serpas wanted to take what they were working on locally across the county and looked to a partnership with the COI to assist in that effort. Since then, Dr. Serpas has been a liaison between HEAC and the COI forging an effective partnership and to avoid duplicating efforts.

Her collaborative spirit has resulted in many positive outcomes in our efforts to combat childhood obesity in the region. She is responsible for creating the Healthy Living Toolkit, which includes nutrition and physical activity information tailored for physicians and nurses to assist in their efforts to share healthy messages with patients, including how to access free resources in their neighborhoods. To disseminate the toolkit, she works with partners including Rady Children's Hospital, 2-1-1 San Diego, HEAC and COI to bring a coordinated message and effort into the clinical setting. She has created and provided many trainings for nurses, school wellness committees and physicians and continues working with her residents to ensure they start their career with good habits, sharing healthy messages with families at each visit.

"What has driven me is frustration, which is common among clinicians. It is the sense of defeat and feelings of inadequacy when we don't see a change in motivation or weight loss. By getting out of the office and into the community working to improve things like better access to physical activity and healthy foods in school settings, parks and recreation and making environmental changes makes me feel like there's hope. The clinic is only a part of the larger effort to address a family's health needs."



DOMAIN UPDATE

Government

What do the transportation system, community design, food system and healthcare all have in common? These are all matters of public health, and governments are deeply entrenched in using these systems to make healthy choices the easy choices and in turn reduce the prevalence of obesity, diabetes, and other preventable chronic diseases that plague

many of our communities, particularly those most in need.

The Government Domain is bringing together representatives from the varying facets of government to address each of these concerns in a multi-faceted, comprehensive approach to ensure that government activities influence the healthiest outcomes. Most recently, domain partners presented at the CDC's inaugural Weight of the Nation Conference on the success of Healthy Eating, Active Communities (HEAC) and Live Well Initiative. These collaborations conducted youth engagement projects that respectively inspired the restoration of a Chula Vista park and a safe routes to school project in La Mesa. On November 12, 2009, the domain is partnering with the League of California Cities and the California Center for Public Health Advocacy to co-sponsor a workshop for elected officials on land use and redevelopment as tools in building healthier, safer communities and reinvigorating neighborhoods. The event will highlight strategies for encouraging healthful food retail through policy and several local municipalities efforts to develop community garden permits and promote wellness.

The Domain's Horticultural Therapy program is working with juvenile facilities throughout the county to provide rehabilitation services that place children on a path to mental health and physical health while providing them new skills to seek gainful employment once they leave the justice system. At Camp Barrett, a juvenile facility for boys, students have built onsite raised garden beds, harvested their first crop, participated in taste tests, and established active composting systems, including vermiculture, a composting system using worms to break down food waste and create rich, organic fertilizer. Plans are underway to expand this program to other facilities and include instruction in hydroponics, a water conservation method of growing produce, and culinary arts.

The County of San Diego Health and Human Services Agency (County HHSA) continues to expand its worksite wellness practices. The County HHSA recently unveiled its agency-wide lactation policy to ensure that working mothers have a place to continue to provide the best nutrition for their children once they return to work.

The County of San Diego Department of Parks & Recreation finished up its Movies in the Parks series this summer. All events were free and included public service announcements on wellness.

These activities briefly skim a few of the domains workplans. If you would like to learn more about the domain or efforts to shape the health of a community through transportation, healthcare, community design, and the food system, 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 a Healthy California, and Community Health Improvement Partners have joined with 211 San Diego, a 24/7 multilingual phone service and searchable online health and human service database, to create a comprehensive obesity and diabetes information and referral database. This resource provides San Diego County residents, healthcare providers and social services agencies a FREE "one stop shop" for programs and services in nutrition, healthy weight, physical activity, and diabetes. These free resources can be accessed via phone by dialing "2-1-1" or clicking on the **green apple icon** above.

Obama Foodorama Blog

This blog follows the "foodscape" of the Obama administration. It contains fascinating articles and gossip, including a copy of the visionary letter from Obama's new Deputy Agriculture Secretary, Kathleen Merrigan. [More...](#)

Bubbling Over: Soda Consumption and Its Link to Obesity in California

This policy brief, produced collaboratively by the California Center for Public Health Advocacy and the UCLA Center for Health Policy Research, examines soda consumption in California. It also looks at the association between soda consumption and overweight and obesity.

[More...](#)

American Dietetic Association: Are School Employees Good Role Models for Healthy Eating?

Current research data are now available from a school-based worksite wellness trial that looked at the dietary intake of school employees. Elementary school employees from 22 schools located in southern Louisiana were randomly selected for the trial. The results from the sample suggest that a large percentage of the school employees were either overweight or obese. [More...](#)

Kidsdata.org

This website is a project of the Lucile Packard Foundation for Children's Health, and is expanding to offer children's health data for all counties, cities, and school districts in California. [More...](#)

Using Maps to Promote Health Equity

Web-based mapping plays an important role in promoting health equity in a given area. This resource offers scholarly, practical, technical, and historical perspectives on the usefulness of mapping so that health advocates can deepen their understanding of this powerful and persuasive tool. [More...](#)

RWJF Let's End the Childhood Obesity Epidemic: Webinar Series

This 12-week webinar series, held every Thursday at 12 p.m. Eastern (11 a.m. Central, 9 a.m. Pacific), will focus on childhood obesity research, advocacy, and current hot topics in the field. You can register for an upcoming webinar and/or download any that you may have missed. [More...](#)

San Diego Natural History Museum Lectures on Food

The San Diego Natural History Museum will be offering a 7-part lecture series entitled "Sustainable Planet: Food" starting in September 2009 and running through May 2010. The lectures will address the overall health of communities and the environment through coverage of the food system. [More...](#)

LEGISLATIVE UPDATE

This is likely the most unnerving time of year for lawmakers and advocates. Nine months of hard work and, now, all decisions regarding legislative measures sit in the hands of the Governor. The last day for the lower house and Senate to vote, September 11, placed more than 300 Assembly and 100 Senate bills on the Governor's desk. The Governor has until October 11 to act on these bills. Any bills not receiving his famed signature or veto by that date will be automatically enacted into law.

So where does that leave us at this moment? To date, a number of bills, covering a multitude of state concerns, have already been signed into law. The most notable might be AB 1422, a bill designed to ensure that the Healthy Families program keeps more than 600,000 children from being bucked from the state's low-cost insurance program available to families not eligible for Medi-Cal. The program had planned to make \$178 million in cuts; but, the First 5 Commission stepped in with \$81 million to keep the program afloat and AB 1422 split the remaining gap between Medi-Cal managed care providers and patients. Earlier this year, the Governor approved a few other noteworthy pieces of legislation, such as ABX4 7. This bill authorized the State Department of Health Care Services and the State Department of Social Services to implement a centralized statewide eligibility and enrollment process for the CalWORKS; Medi-Cal; and SNAP program, the program formerly known as food stamps, as long as federal financial participation was available for its purposes. While these bills have now become state law, many of the physical activity and nutrition legislation reported on each month still await a decision from the Governor. Next month, the newsletter will include an update on the wellness-related bills that were written into law and those that met the veto of the Governor. For a detailed list of all the bills that have been chaptered to

date, visit <http://www.aroundthecapitol.com/billtrack/chaptered.html>.

ANNOUNCEMENTS

SDSU Project Seeking Latino Children 2-5 Years Old

The MOVE/Me Muevo Project would like to learn more about health of Latino children ages 2-5 years old. To do this, they would like to measure the height and weight of Latino children during September 2009. If you or anyone you know has children between the ages of 2 and 5, please call or e-mail so they can schedule a time to come to your home (or you can go to their office in Kearny Mesa) before the end of September. You will receive a \$5 Target gift card for participating and your child can pick a small gift. Call 619-594-6152 or email at sdsmove@projects.sdsu.edu for more information.

Job Opening: Olivewood Gardens Program Coordinator

The Program Coordinator will be responsible for the management and day-to-day operations of a large model school garden (to be built) that will serve schools in southern San Diego County. The Program Coordinator will regularly work with community and school leaders to build awareness and support for the benefits of institutional food policy change, and will actively promote the role of school gardens in increasing the availability and demand for fresh produce in children's diets. [More...](#)

Job Opening: Roots of Change Development Manager

Roots of Change is a non-profit organization that aims to create a sustainable food system in California by 2030. The Development Manager will play a key role in the transformation to a food system that is socially just and environmentally healthy, and offers access to healthy food to all Californians. Diversity is a key organizing principle at ROC and the Development Manager will work with a wide variety of Californians from urban and rural areas including consumers, NGO representatives, and those from many sectors of food production and distribution. [More...](#)

EVENTS / CONFERENCES

ADA/SPARK School Walk

Fall 2009

San Diego, CA

The American Diabetes Association and SPARK (research-based coordinated school health programs) are teaming up to bring the School Walk for Diabetes to your local schools. This exciting educational school fundraising program will promote healthy living, school spirit, and community involvement to your school, while also raising money to help the ADA find a cure for diabetes. Schools that raise \$1,000 or more will receive a certificate for SPARK physical education materials. [More...](#)

Healthy Babies, Healthy Planet: An International Breastfeeding Conference

Oct 2-3, 2009

San Diego, CA

This upcoming conference will address the physiological, environmental, political, and social aspects of breastfeeding. The event is sponsored by the San Diego County Breastfeeding Coalition in association with Rady Children's and Sharp hospital and will feature a number of expert presenters and exhibitors. A full brochure with information on the event can be accessed from the San Diego Breastfeeding Coalition website. [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...](#)

2009 Symposium on Food Systems & Public Health

November 4, 2009

San Diego, CA

Our food systems and choices greatly impact our health, the environment, and the economy. Participants will play an integral role in the first ever Symposium on Food Systems & Public Health by joining an impressive cast of speakers, panelists and moderators who will frame the role of public health in promoting a food system that is 'S3': safe, secure & sustainable. [More...](#)

Health and Community Resource Fair for Lincoln High School

November 20, 2009

San Diego, CA

Lincoln High School is hosting a health and community resource fair with the goal of providing students with information about life-long educational opportunities, healthy lifestyle/healthy choices, and community agencies where they could earn community service hours, or perhaps obtain services as needed. Community agencies/organizations are encouraged to inquire about signing up as an exhibitor and students are encouraged to attend to discover exciting local volunteer opportunities and resources. [More...](#)

Network for a Healthy California "Partnering for a Healthy California" Conference

February 8, 2010 (Post-conference held on February 9)

Sacramento, CA

This year's one-day conference brought to you by Network for a Healthy California will focus on forming and using partnerships within the community that empower low-income Californians to increase fruit and vegetable consumption, physical activity and food security with the goal of preventing obesity and other diet-related chronic diseases. The conference will be followed by a day of interactive trainings and focused meetings. Poster abstracts and award nominations are currently being accepted through October 5, 2009 so act now to submit ideas in support of the conference theme. [More...](#)

BOOST Best Out-of-School Conference

April 28-May 1, 2010

Palm Springs, CA

This national conference is organized for after-school and out-of-school professionals to network with over 125 Exhibitors sharing the newest resources, products and services to enhance the quality of after school and out-of-school programs. [More...](#)

GRANTS

Johnson & Johnson Healthcare in the Arts Grant

Deadline for Applications: October 15, 2009

Johnson & Johnson aims to build skills and health literacy among a broad range of people serving community health needs, ultimately increasing community support, involvement and leadership in the public health arena. Working in conjunction with the Society for the Arts in Healthcare, they will be funding organizations in the US and Canada representing leading initiatives in high quality healthcare through the use of arts. [More...](#)

Robert Wood Johnson Foundation Scholars in Health Policy Research

Deadline for Applications: October 21, 2009

RWJF invites recent graduates of economics, political science and sociology to apply for this program. Each year, up to nine highly qualified individuals are selected for two-year fellowships at one of three nationally prominent universities with the expectation that they will make important research contributions to future health policy in the United States. Preference is given to applicants who have not previously worked extensively in health or health policy research. [More...](#)

Responsible Sports Community Grants

Deadline for Applications: November 30, 2009

Liberty Mutual is offering funding for youth sports through their Responsible Sports Program. Any non-profit youth sports organization or educational athletic program can earn a Responsible Sports Community Grant. Twenty youth sport organizations will earn a \$2,500 Responsible Sports Community Grant to help defray the many costs of running a successful

youth sports program. [More...](#)

Hidden Valley Salad Dressings - Love Your Veggies Grant Program

Deadline for Applications: November 6, 2009

The makers of Hidden Valley Salad Dressings are now accepting applications for the 2009-10 Love Your Veggies grant program. The purpose of the program is to help schools execute innovative programs that will increase the access to, and consumption of, fresh fruits and vegetables in the lunchroom. Ten \$10,000 grants will be awarded to elementary schools across the US to support the development of a vegetable program offering fresh produce to be implemented as early as April 2010 and lasting through the 2010-2011 school year. [More...](#)

TJX Foundation Grants for Disadvantaged Children and Families

Deadline for Applications: December 4, 2009

The TJX Foundation focuses its charitable giving on programs that provide basic-need services to disadvantaged women, children and families in communities in which they do business. The Foundation seeks to support projects in the following areas: civic/community; domestic violence prevention; education; health; and social services. Award amounts vary.

[More...](#)

Build-A-Bear Foundation Children's Health & Wellness Grants

Deadline for Applications: Rolling

The Build-A-Bear Workshop Bear Hugs Foundation desires to provide direct support for children in the areas of health and wellness such as childhood disease research foundations, child safety organizations, and organizations that serve children with special needs. Champ-A Champion Fur Kids grants for children's health and wellness are awarded throughout the year to specific programs with measurable outcomes. [More...](#)

Big Help Green Grants

Deadline for Applications: Rolling

Nickelodeon's Big Green Help grant is providing resources to schools and community-based organizations to support environmentally friendly projects that educate and inspire kids to take care of the environment; be active and live healthily; and engage in community service. Grants range from \$2,500 to \$5,000. [More...](#)



FARMERS' MARKET CORNER

While it may still feel like summer, fall is definitely upon us and with the new season there are also new farmers' markets cropping up everywhere in San Diego County. The two most recent markets to open include one located on Adams Avenue and an other in Mission Valley.

The Adams Avenue Farmers' Market enjoyed its grand opening on Wednesday, September 9. This new market is located in and around several different neighborhoods including Normal Heights, University Heights, Talmadge and Kensington, making it very accessible to those who reside in the area. Adams Avenue is also home to a number of unique businesses, so shoppers at the market will also have the opportunity to meet local artists, craftspeople and neighbors, and enjoy the live music and a bite to eat. The Adams Avenue Farmers' Market is open every Wednesday from 3 to 7PM at 40th street, south of Adams.

The new Mission Valley Certified Farmers Market boasts over 85 vendors and has an eclectic variety of arts and crafts, ready-to-eat foods from all over the world, fresh fish, and of course fresh produce! This market will be open every Friday from 3 to 7PM, so shoppers can come here to kick off their weekend and perhaps even stop by the mall. The market is located in the east parking lot of the Westfield Mission Valley Mall, near Bed, Bath and Beyond and behind Bennigans.

These are just two of the 40+ certified farmers markets here in San Diego County. Some are just starting out, and some have well-established community roots. The City Heights Farmers Market continues to offer incentives for community members to purchase fresh produce and has booths that strive to educate shoppers about nutrition and physical activity. To learn more about these markets and others, visit the [San Diego County Farm](#)

[Bureau](#) website. 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

[Kids Twice as Likely as Adults to Drink Soda, Research Says](#)

[Child's Play Puts City on Honors List](#)

[School District Adds Some Class to Lunch Menu](#)

NATIONAL NEWS

[US to Unleash "Wild Things" to Fight Childhood Obesity](#)

[Report Offers Tips on Creating Fat-Fighting Communities](#)

[Time-Starved Working Parents Reach for Convenience](#)

[Congress May Bolster School Lunch Nutrition](#)

[Unsafe Urban Neighborhoods Linked to Teen Weight](#)

[Anxious Kids at Risk for Obesity in Adulthood](#)

[Recession Can Result in More Childhood Obesity](#)

[Sons of Immigrants Have High Obesity Levels, Report Finds](#)

[Campaign Seeks First Daughters' Help to Make School-Lunch Menus Healthier](#)

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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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