


COI October 09

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Campaign Name	COI October 09
Subject Line	News from the San Diego County Childhood Obesity Initiative

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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](#).)

IN THE NEWS

- [Upcoming Meetings](#)
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Domain 2: Healthcare Systems & Providers
Tuesday, November 3, 1 - 2:30 p.m.,
Harbor Room

Domain 3: School, Before- & After-School Providers
Tuesday, November 17, 11 a.m. - 12:30 p.m.,
Harbor Room

Domain 4: Childcare & Preschool Providers
Tuesday, November 24, 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](#).)

South Bay Faith Advisory Council
Wednesday, November 4, 12 - 1:30 p.m.
Chula Vista City Hall (276 4th Avenue, Building #100, Executive Conference Room, Chula Vista, CA 91910)

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

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

DOMAIN PARTNER HIGHLIGHT

Schools, Before- and After-School Providers



Bea Moniz, RN, RHN, Public Health Nurse Supervisor, San Diego County Health & Human Services Agency North Inland Region

Bea Moniz, Public Health Nurse Supervisor for the San Diego County Health & Human Services Agency North Inland Region oversees the work of 12 public health nurses. She has worked for the County for more than 30 years. Born and raised in Escondido, she is a graduate of San Jose State University and an avid organic gardener. She has a large all-season garden at her home she shares with her husband in Oceanside. The mother of 3 boys, Bea recalls more than 20 years back when her son's elementary school class would take a field trip to her house to learn about the garden and take samples of her compost back to class for examination. She was ahead of the game then and has consistently put her passion for gardening to use in her life and work. She assisted a First 5 Preschool with a garden installation in Escondido and contributed to a school garden tool kit that resulted in a successful "rabbit proof" garden installation at an elementary school in Borrego Springs.

Bea connected with the San Diego County Childhood Obesity Initiative through her work as a Health Link nurse. Health Link nurses serve as a liaison with the local school district and County of San Diego Health & Human Services Agency. Bea has worked closely with health promotions specialists throughout her career including serving as a school nurse in the 1980's in San Diego's back country.

"I believe we need to approach obesity at birth, promoting breast feeding and teaching pre-schoolers about nutrition, we need to prevent it – not chase after it."

One of Bea's favorite projects is the T.O.D.A.Y. Project (Transforming Obesity Diabetes Awareness in Youth). The project kicked off three years ago in partnership with Palomar Pomerado Health, Dairy Council and Network for a Healthy California and local community clinic in Ramona. Bea and her team worked with school nurses and school district to check BMI and provide blood glucose screenings. The nurses followed up with local families that had children with high readings (more than 300 families were on the call list). At the end of the project, Cheryl Moder, director of the San Diego County Childhood Obesity Initiative and Bea presented to the Ramona School District on the alarming results of this project and its local impact on the community's health. Bea provided a packet of free resources available through local community partners to each school board member and superintendent. The good news is the Ramona School Board listened carefully. Four elementary schools are participating in the TODAY Project this school year. Bravo Bea!

***Bea was recently promoted to her position as Public Health Nurse Supervisor and would like to note that she is handing over the baton to Naomi Brown and wishes her the best.*



DOMAIN UPDATE

Healthcare Systems & Providers



The Healthcare Systems & Providers Domain (Domain) is actively seeking new opportunities to support healthcare professionals in addressing childhood obesity in and out of the office setting. In January, the Domain in conjunction with Rady Children's Hospital and Children's Physicians Medical Group (CPMG) plan to host a web-based CME training on practical in-office strategies for obesity prevention services. The CME will cover a myriad of topics ranging from BMI assessment to medical coding.

To date, most health benefits do not cover preventative services or preventative education. This creates a dilemma for healthcare professionals trying to address the ever-demanding obesity epidemic, particularly among their patients at-risk for or currently facing overweight and obesity that have yet to develop chronic diseases like Type 2 diabetes, but are at more significant risk for such conditions. This training will help healthcare providers identify avenues for coding of these services by treating overlapping health conditions. It will also discuss cultural competency and prevention messaging. Speakers include Scott Gee, MD, FAAP, Medical Director, Prevention and Health Information, Kaiser Permanente; Shaila Serpas, MD, Assistant Program Director, Scripps Family Medicine Residency Program; and Christine Wood, MD, Founder, Kids Eat Great and co-chair, San Diego County Childhood Obesity Initiative.

The Domain continues to partner with 211 San Diego to ensure healthcare providers, service providers, and families can locate the services and resources needed to help prevent and reduce obesity and Type 2 diabetes. The 211 San Diego *Nutrition, Healthy Weight, Physical Activity, and Diabetes Database* is San Diego County's one-stop-shop for preventative and treatment services ranging from cooking classes and trails to diabetes self-management classes and breastfeeding support groups. The database also includes a list of current obesity- and diabetes-related research studies. To access the database, visit www.211sandiego.org and click on Physical Activity & Nutrition under the "Highlighted Programs" section.

In other efforts to promote healthier outcomes for youth and families, The Rady Children's Hospital Center for Healthier Communities partnered

with Scripps WIC to submit a proposal to Paradise Valley to conduct primary prevention at Women, Infant, and Children (WIC) offices in National City and Chula Vista. Additionally, Partnership for Primary Prevention (a collaborative partnership involving Rady Children's Hospital, UCSD, and SDSU that developed as a result of Domain activities) continues to look for opportunities to encourage healthy behaviors from the time of pregnancy to 4 years of age.

If you would like to learn more about the Healthcare Providers & Systems Domain or get involved, 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 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.

Healthy, Equitable Transportation Policy: Recommendations and Research

In an effort to further illuminate the opportunities and barriers transportation policy creates for building healthy communities, PolicyLink and Prevention Institute published an edited volume with details and depth into the intersection of transportation, equity and health. Topics covered include public transportation, walking and bicycling as well as safety and economic development. [More...](#)

Sugar Water Gets a Facelift: What Marketing Does for Soda

In 2007, the three top carbonated soft drink companies spent a total of \$608.5 million on domestic advertising—more than \$1 million a day in the United States alone. This report explores the different strategies used by soft drink companies to maintain the appeal of their products despite the health implications of drinking full-calorie soda and other sweetened beverages. [More...](#)

Small Steps

The US Department of Health and Human Services brings you Small Steps, an online resource for all ages that offers in-depth facts and tips about health, diet, and activity. [More...](#)

Nourish Interactive

Nourish Interactive is your free one stop resource for fun nutrition games for kids, interactive nutrition tools and tips for parents and health educators to use to promote healthy living for the whole family. Created by nutrition and health care professionals, Nourish Interactive's nutrition education website gives children and families the knowledge and skills they need to make healthy choices. [More...](#)

Salud America! Scientific Summary Report

Salud America! is the Robert Wood Johnson Foundation's research network that focuses on obesity prevention among Latino children. Last month, a summit audience of 200 researchers, community leaders and policy-makers convened to highlight the work being done to reduce and prevent Latino childhood obesity, identify avenues for collaboration, and inspire attendees to improve policy, the built environment and more. [More...](#)

School Meals: Building Blocks for Healthy Children

At the request of the United States Department of Agriculture (USDA), the Institute of Medicine convened a committee to provide recommendations to revise standards and requirements so that school meals are more healthful. In this 2009 report, the committee recommends that the USDA adopt standards for menu planning so that school meals are more healthful. [More...](#)

Children's Snacking Habits: The Role of Urban Corner Stores

The easy availability of low-nutrition snacks may contribute to childhood obesity in minority and low-income communities. In the study, researchers conducted more than 800 interviews on children in grades 4 through 6, from 10 urban elementary schools in which half or more of the students receive free or reduced-price meals. The study found that the most frequently purchased items were high-calorie, low-nutrition foods such as chips, candy and sugar-sweetened beverages. [More...](#)

LEGISLATIVE UPDATE

The Governor had until midnight on October 11th to sign or veto bills passed during this year's legislative session. Bills that did not receive a stroke from the Governor's pen were automatically enacted into law at midnight. Due in large part to our State's financial situation, many of the bills this year met their end at the Governor's desk. Thankfully, significant legislation such as AB 1422 was still able to successfully move through the system and ensure that hundreds of thousands of children in California remain enrolled in the Healthy Families Program, the State's low-cost insurance program available to families not eligible for Medi-Cal. Unfortunately, the following bills faced vetoes.

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. The Governor vetoed the bill due to the current state budget situation and suggested sponsors include nutrition and PA guidelines in childcare provider letters.

AB 1158 (Hayashi, D-18)- This bill passed the Senate Floor on Friday, 22-14. Existing law authorizes a city or county to prepare a transit village plan for a transit village development district that addresses specified characteristics. This bill if chaptered would add the characteristic of other land uses, including educational facilities, that provide direct linkages for people traveling to and from primary and secondary education schools, community colleges, and universities, to the list of specified characteristics that a transit village plan may address. The Gov. vetoed the bill because local governments may include any form of development in a transit plan and "not all local governments have a need to include education facilities in a transit plan."

SB 257 (Pavley, D-23)- This bill would have required every state agency and department to notify each female employee nearing maternity leave of existing State law regarding breast-feeding including provision of a reasonable amount of break time and private accommodation(s) to employees desiring to express milk, information regarding lactation accommodation on the Internet Web site of the Department of Public Health, and a listing of other comprehensive breastfeeding support organizations with Internet links. The Governor vetoed this bill stating that existing legislation requires that accommodations be made for lactating purposes and that there has not been adequate demonstration that employees are unaware of their options.

AB 513 (De Leon, D-45)- This bill would have required specified health care service plans and health insurers to include coverage for lactation consultation and for the rental of breast pumps, as defined, as part of their health care service plan contracts or health insurance policies that provide maternity coverage. This bill also met the Governor's veto. Governor Schwarzenegger voiced concerns about increasing cost of health insurance to the purchaser and consumer with increasing mandates to health care service plans.

Although this legislative session posed many obstacles for legislators and advocates, it is encouraging to see the wealth of proposed legislation encouraging the development of healthier communities. In the face of the State's continued budget crisis, we will look forward to more innovative and creative solutions to make the healthy choice the easy choice through both local, state, and federal legislation and community advocacy. 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/IssuesResearch/EnvironmentandNaturalResources/HealthyCommunityDesignandAccessToHealthyFoo/tabid/13227/Default.aspx>

ANNOUNCEMENTS

Volunteer Opportunity: Lincoln High School Health & Resource Fair

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. At this time, volunteers are needed to help plan and/or set up for the event. Please contact Lincoln High School's nurse, Kathy Ryan, at 619-266-6502 or by e-mail at kfinniganryan@sandi.net for more information.

Show Me the Money: Changing the Inequalities in California's Tax Policy

November 24, 2009

San Diego, CA

The California Pan-Ethnic Health Network's Fall convening will be an interactive workshop focusing on our state's broken tax structure. The session will provide participants with the skills to be able to engage in the tax reform debate, featuring presentations by internationally-recognized trainer Kim Klein and local community members. Topics covered will include an overview of California's tax system, discussion of how the current system impacts local communities and an overview of tax and budget reform campaigns. [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...](#)

Candy Buy Back 2009

November 2009

San Diego, CA

Healthy Kids Choice, Inc. has partnered with several other local organizations including the San Diego County Childhood Obesity Initiative, to bring the [2009 Halloween Candy Buy Back](#) program here to San Diego. Children who wish to bring in their excess, unopened candy will receive \$1 per pound, and the candy will be sent as a gift to our American soldiers serving our country overseas. Here is your chance to "treat our troops" and support our children's dental health! For more information, please contact Sabrina Covington with Healthy Kids Choice, Inc. at healthykidschoice.sabrina@gmail.com.

2009 Symposium on Food Systems & Public Health

November 4-6, 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...](#)

Adolescent Health Summit

November 6, 2009

San Diego, CA

San Ysidro Health Center and Cox Kids Foundation are sponsoring this one-day conference for people in all professions working with youth to share best practices and learning models of excellence in delivering quality and accessible adolescent healthcare! [More...](#)

Family Fitness Days

November 21 & December 19, 2009

San Diego, CA

The City Heights Farmers' Market will be hosting a monthly Family Fitness Day with the hopes of highlighting physical activity opportunities available in City Heights. Upcoming events will focus on staying in shape for the holidays, offering activities such as kickboxing, boxing, jump roping, and even street hockey demonstrations. For more information, contact Charlie Huff-McTyer at chuffmctyer@ucsd.edu.

Project New Village: The People's Produce Project

October 29, 2009

San Diego, CA

The People's Produce Project is an ongoing community organizing effort to bring resident-owned community gardens and a farmers market to Southeastern San Diego. Join in for a community forum that will celebrate the anniversary of the project's beginnings. Sample locally grown produce and prepared foods and bring your own backyard harvest to share! [More...](#)

Lincoln High School Health & Resource Fair

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...](#)

GRANTS

Bill & Melinda Gates Foundation - Grand Challenges Exploration Grant

Deadline for Applications: November 2, 2009

The Grand Challenges Exploration Grant is aimed at encouraging bold and unconventional global health solutions. Grand Challenges Exploration is an initiative that is focused on encouraging innovation in global health research. The grant program is open to anyone from any discipline, from student to tenured professor, and from any organization – colleges and universities, government laboratories, research institutions, non-profit organizations and for-profit companies. [More...](#)

Youth Service America - State Farm Good Neighbor Service-Learning Grant

Deadline for Applications: November 9, 2009

Youth Service America, a leader in the youth service and volunteer movement, is offering the State Farm Good Neighbor Service-Learning Grants to support projects that culminate on Global Youth Service Day, April 23-25, 2010. Applicants can apply for up to \$1,000 in funding for youth-led projects. Youth and school and community educators across the United States and Canada are eligible to apply. [More...](#)

Produce for Kids - Play With Your Produce Healthy Challenge

Deadline for Applications: November 13, 2009

The purpose of Produce for Kids is to provide education on the benefits of a healthy diet while raising funds for children's nonprofit organizations. The Play With Your Produce Healthy Challenge encourages teachers to have fun, be creative and teach kids the benefits of healthy eating with more fruits and vegetables. [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...](#)

Robert Wood Johnson Foundation - Health Impact Project

Deadline for Applications: Rolling

The Health Impact Project, a collaboration of the Robert Wood Johnson Foundation and The Pew Charitable Trusts, encourages the use of health

impact assessment (HIA) to help decision-makers better assess proposed policies, projects and programs with respect to their impact on health in order to avoid adverse health consequences and costs and improve health. Up to 15 grants will be awarded during this round of funding. Grants will range from \$25,000 to \$150,000 and must be completed within 24 months. [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...](#)



FARMERS' MARKET CORNER

San Diego County is home to a number of community-driven initiatives that work hard to increase access to fresh, affordable, and culturally-appropriate foods to communities that need it most. The City Heights Farmers' Market continues to be a leading example of a neighborhood market that promotes healthy lifestyles and food self-sufficiency.

The City Heights Farmers' Market (CHFM) began in June 2008 and is the first San Diego farmers' market to accept SNAP Electronic Benefits Transfer (EBT). In addition to using EBT, CHFM launched a cash incentive program called "Fresh Fund," designed to make the benefits of fresh, locally grown produce accessible to everyone in the neighborhood. Each week, the Fresh Fund is distributed to individuals who qualify for one of three programs: SNAP, Women, Infants, and Children (WIC) and Supplemental Security Income (SSI/Disability). To date, more than \$40,000 has been distributed via the Fresh Fund, which increases capital for our farmers and contributes to the health and well-being of low income residents. In a market survey, 88% of respondents reported that they ate "a lot" more fruits and vegetables as a result of the program. At the same time, 64% said that they could not afford to purchase fresh fruits and vegetables at the market without the support of the Fresh Fund and another 14% said they would have to significantly reduce the amount that they purchase at the market. This clearly illustrates the struggle low income residents have in securing fresh foods, as well as the important role such programs can play in operating a successful farmers' market in a low income community.

Many CHFM patrons point to the opportunity to practice English, which is a non-native language for most market shoppers. A strong sense of community is also highlighted as a primary reason for shopping at the farmers' market. This holds particularly true for many members of the Vietnamese community in City Heights who wake at 5:00am, meet at 6:00am at the market to socialize and exercise, and wait for Fresh Fund distribution at 9:00am. Weekly programming such as free dance lessons, live music performed by City Heights' residents, nutrition education, and K-8 science tutoring makes the City Heights Farmers' Market a vibrant, healthy community center.

In addition, the City Heights Farmers' Market established the "Backyard Farmers" program to connect the farming residents of City Heights to the market by enabling them to sell their produce on consignment. Backyard Farmers brings buyers ever closer to the source of their food. Backyard Farmers also acts as a venue for sales of produce grown by a nearby school and community gardens that are overseen by the International Rescue Committee.

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

[Plan for Community Garden Grows Out of High Diabetes Rate](#)

[National City Wants to Plow Back to Its Roots](#)

[San Diego Unified Middle School Gets Concert Compliments of USA Pears](#)

NATIONAL NEWS

[After-school Programs Should Promote Physical Activity and Healthy Nutrition](#)

[USDA Finalizes Five-Year Food Choice Study](#)

[Day Care Next Frontier in Fighting Kids' Obesity](#)

[USDA Launches 'Know Your Farmer, Know Your Food' Initiative to Connect Consumers with Local Producers to Create New Economic Opportunities for Communities](#)

[Obesity Called a Threat to US Security](#)

[Study Says Too Much Candy Could Lead to Prison](#)

[CDC: Fewer Schools Selling Soda, Candy to Students](#)

[Report: Students Need More Veggies, Fewer Calories](#)

[A Rain-Or-Shine Exercise in Exercise](#)

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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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