


COI December 09

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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.](#))

Domain 2: Healthcare Systems & Providers
Tuesday, January 5, 1 - 2:30 p.m.,
Harbor Room

Domain 3: School, Before- & After-School Providers
Tuesday, January 19, 11 a.m. - 12:30 p.m.,
Harbor Room

Domain 4: Childcare & Preschool Providers
Tuesday, January 26, 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 & South Bay Faith Advisory Councils
TBA (See [calendar.](#))

Domain 6: Media Outlets & Marketing Industry
Tuesday, January 5, 10:30 - 12:30 p.m.,
University Room

Domain 7: Business

TBA (See [calendar.](#))

DOMAIN PARTNER HIGHLIGHT

Community Engagement & Empowerment

Sabrina Covington, RD, Healthy Kids Choice, Inc.

Sabrina Covington is one busy woman. As co-director for Healthy Kids Choice, Inc., Registered Dietitian and consultant, real estate agent specializing in mountain property and mother of two, Sabrina has found time in her crazy schedule to regularly participate in the North County Faith Advisory Council which is part of the Community Engagement & Empowerment Domain. She sparked the idea for a healthy breakfast and snack resource list for faith communities and spearheaded faith-based schools efforts to develop a school wellness policy and promote wellness. In addition, she is working with the Business Domain to encourage restaurants to adopt the Healthy Kids Choice program -Healthy Choice Inc., is a local 501c3 program that assists restaurants in creating healthier menu options for kids www.healthykidschoice.org.



"Sabrina is the ultimate cross-collaborative partner." "She brings energy to every discussion, helps partners understand their role in childhood obesity prevention, and has been the catalyst for a number of activities to make physical activity and healthy eating options more readily available for families," states JuliAnna Arnett, manager, San Diego County Childhood Obesity Initiative.

Like LaDanian Tomlinson, Sabrina graduated from Texas Christian University and if you meet her, you will notice that like L.T., she brings intensity and enthusiasm to her job, one could say she is "charged up" about obesity prevention. During Halloween, Sabrina put her resources together in partnership with the Initiative, local dentists, shipping companies and interested parties, a local candy buy back program. One local dentist paid more than \$1,500 to kids in exchange for candy - at a dollar per pound. The program was so successful that the partners are hoping to take the program county- wide next year.

Sabrina and her family lived on Palomar Mountain "off the grid" using solar power for many years before her home was lost in the 2007 Poomacha fire. She still owns 9 acres of mountain property and spends time in her mom's 1920's cabin as often as she can. Sabrina and her two daughters, Shelby, a special needs child and Cedar live in Escondido where she leads the Wellness Council at Grace Lutheran where Cedar attends school. When not running around after the girls, Sabrina loves to cook. Just recently she was overheard having a conversation with JuliAnna Arnett about making homemade butter.



DOMAIN UPDATE

Schools & Before- and After-School Providers



The Schools and Before- and After- School Domain continues to place partnership development at the core of its activities. With Network for a Healthy California's Children's Power Play! Campaign Project Coordinator Michael Gieck joining its ranks as a domain champion, the workgroup is seeking ongoing participation from youth programs. Its membership including school nurses, physical activity experts, oral health professionals and others invested in child wellness remain committed to supporting school districts in the implementation of wellness policies through its district representative program. By enhancing partnerships and leveraging resources, this domain believes it can help schools and after school programs in fostering healthy, successful students.

The domain welcomes organizations to present new workplan ideas that provide win-win situations for the requesting organization and Initiative partners. The Initiative is always looking for new ways to partner and support activities that align with its mission to create policy and environmental change that prevents and reduces childhood obesity. One such partnership exists between the Schools and Before- and After-School Domain and San Diego Unified School District (SDUSD). Through an extensive internal effort, SDUSD launched an extensive Breakfast in the Classroom (BIC) initiative in its district. Students at 40 schools (and more planned) can eat a healthy breakfast in the classroom during the first 15 minutes of school. Despite initial concerns from teachers and custodial staff, many are becoming believers of the program due to ensuing improvements in behavior and reductions in tardiness and absenteeism. Evaluators with the Initiative will work in conjunction with SDUSD to determine whether there is a positive correlation between the program and test scores.

Youth programs like Girls on the Run, a nonprofit prevention program that encourages preteen girls to develop self-respect and healthy lifestyles through running, are presenting on a regular basis to the domain to increase program awareness and identify potential partnership opportunities. Michael Gieck is spearheading efforts to compile a list of community-based fitness and nutrition programs that work in schools and invite them to present at future domain meetings.

While the domain's work is diverse, attention never strays far from assisting schools in the advancement of a healthy environment, particularly through district wellness policy implementation. District representatives offer support and resources to each of the county's 42 school districts to aid wellness policy implementation. A mass project is nearing completion in the collection of each districts' wellness policy. The policies are slated to be posted on the Initiative's web site in upcoming months to help bridge communication among health advocates, parents, and schools. Domain members plan to review these policies for best practices, such as inclusion of oral health, joint-use, and school garden language. Best practices will be shared with schools throughout the county, and the review and share process will be used to prepare wellness leads for any revisions that stem from reauthorization of the Child Nutrition Act, federal legislation that provides funding and standards for student dietary programs, such as the School Lunch Program, and mandates participating school districts craft and implement a district-wide wellness policy.

To learn more about the domain or investigate partnership opportunities, 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.

Guide to Commercial-Free Holidays 2009

Each year, holiday marketing begins earlier. Our children, targets for marketing all year round, face an ever intensified onslaught of advertising designed to supplant the cultural, spiritual, social-political meaning of the holidays with materialistic values. The Campaign for a Commercial-Free Childhood has created this guide to provide an array of suggestions for reclaiming your family celebrations from marketers. [More...](#)

Kaiser Permanente Photovoice Projects

With Photovoice, community residents are given cameras so they can document the barriers to healthy eating and active living in their own communities. This short video by Kaiser Permanente Community Health Initiatives shows examples of how photovoice projects have been a successful propeller for change throughout the country. [More...](#)

Chula Vista Elementary School District Wellness Committee School Newsletter

CVESD's wellness committee uses a newsletter to communicate district policies on healthy eating and physical activity to staff, faculty, and parents. The publication serves as a great example of a committee working together to implement and spread awareness about their wellness policy. [More...](#)

BOOST Resource Page

BOOST, the Best Of Out-Of-School Time collaborative, now offers a new section on its website designed to bring you free resources to enhance the quality of your out-of-school time program and professional development needs. We will be adding resources to this section on a quarterly basis, and currently offer materials on a number of topics related to school and after-school programming. [More...](#)

Physical Activity Guidelines Fact Sheets for Health Professionals

CDC's Division of Nutrition, Physical Activity, and Obesity has published 3 fact sheets explaining the 2008 Physical Activity Guidelines (PAG) for use by public health professionals. The sheets cover the PAG for youth, adults, and older adults and provide information about: the aerobic and muscle strengthening requirements; the level of evidence for health benefits; aerobic activity by level of intensity and ways to get physical activity. [More...](#)

Be Active Your Way Blog

The US Department of Health and Human Services operates a blog that will allow readers to keep up with the latest news in Physical Activity Guidelines. [More...](#)

National School Board Association Obesity Webcast

If you missed the National School Boards Association's webcast "Leadership in Action: Policymakers Addressing Childhood Obesity Through Collaboration and Policy Change" on December 1, it's not too late to access the program about childhood obesity and strategies to address the issue. The archived webcast is now available through www.esgn.tv.

LEGISLATIVE UPDATE

Today marks the first day of the new legislative session. In 2010, elected officials face a number of challenges that have carried over from 2009—debt, water, education— and will likely face several more. Despite these hardships, healthy food and physical activity advocates are noticing a changing tide in the way communities and legislators view policy. The concept of "health in all policies" is starting to integrate itself into a myriad of legislative topics and wellness is being viewed as integral to the advancement of California and a major factor in solving many of California's ills.

Local and State efforts are taking place to increase participation rates in the Supplemental Nutrition Assistance Program (SNAP) or food stamp program. In April 2009, the San Diego County Health and Human Services Agency released the Nutrition Security Plan which outlines steps to increase countywide enrollment in SNAP while simultaneously improving health and economic outcomes. As such, the County has begun to streamline the SNAP enrollment process, engage community partners in prescreening and application assistance, promote SNAP as an opportunity to improve health and nutrition, and work with farmers' markets to increase food stamp utilization on local food purchases. Last year the state passed AB 719 which requires the Department of Health Care Services to make SNAP available to independent foster care adolescents not eligible for CalWorks or SSI making it easier for those most in need to access the system.

As communities continue to make linkages between the growing obesity epidemic and a number of pressing state issues-- farmers' abilities to affordably access water and the prevalence of healthful foods, wellness and student achievement, prevention and cost savings; it is our hope that state and local policies will reflect the need to place health at the forefront of all policy work. This paradigm shift can be attributed in great part to dedicated health proponents like our readers.

To help you stay informed on legislative issues, we will continue to provide you with updates as the session gets underway. Throughout January and February, legislators will reconsider bills from the 2009 session and propose new ideas for movement in 2010. While we wait to see what this legislative session brings, it is important to note that there are a few noteworthy nutrition and physical activity bills awaiting reconsideration-- AB 351, AB 1569, and AB 537. As mentioned in earlier newsletters, AB 351 and AB 1569 allow high school students physical

education exemptions for participation in California Cadet Corps, cheer team or dance team, color guard or drill team, Junior Reserve Officer Training Corps, or marching band. AB 537 (Arambula, D- 31) requires that all farmers' markets in CA become SNAP accessible. Elected officials offices are always taking feedback on the shape of proposed bills.

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/HealthyCommunityDesignandAccessToHealthyFood/tabid/13227/Default.aspx>

ANNOUNCEMENTS

Family/Community Health Evaluator

SDSU MOVE/Me Muevo (Obesity Prevention & Control in Community Recreation Centers) is a recreation site-based obesity prevention & control project for 7-10 year old children and their families from diverse backgrounds throughout San Diego County. The Family/Community Health Evaluator is a part-time position, where incumbent will schedule and perform evaluation measures with 540 families at recreation centers or participant homes throughout San Diego County strictly following evaluation protocols. Minimum Qualifications: Must be bilingual in English/Spanish to work with both English-speaking & Spanish-speaking families. If interested in applying, please send resume to Lisa White, Measurement Coordinator, at lwhite@projects.sdsu.edu or call 619-594-8615.

Unpaid Fieldwork, Internship & Volunteer Opportunities

The primary aim of SDSU MOVE/Me Muevo is to prevent obesity in 7-10 year old children by working with their families and community recreation centers to promote physical activity and healthy eating opportunities. The project (offered in English or Spanish) will also work with health care providers and Family Health Coaches. If interested, contact Jamie Moody at 619-594-0588 or jmoody@projects.sdsu.edu to receive more information and set up an interview.

Full-Time Grantwriter

North County Health Services is seeking a full-time grantwriter. Primary duties include identifying public and private funding opportunities, writing high quality proposals, submitting applications to government and private funders, reviewing smaller proposals submitted by program managers, and more. The applicant should have at least five years of grantwriting experience. The position requires exceptionally strong writing and editing skills as well as demonstrated program development, evaluation, and budgeting experience, as well as a general knowledge of health care systems. [More...](#)

Food Security and Community Health Program Manager

The International Rescue Committee is offering a full-time position in the refugee resettlement sector. Under the supervision of the Executive Director, the Manager will implement and manage the Food Security and Community Health programs of the San Diego Regional Resettlement Office. [More...](#)

Faith Engagement & Relations Intern

The San Diego County Childhood Obesity Initiative is seeking a Faith Engagement & Relations Intern to support its efforts to engage and equip faith communities in the prevention and reduction of childhood obesity. The Initiative has established two regional (i.e. North County, South Bay) Faith Advisory Councils to bring together faith leaders from all traditions to learn about childhood obesity, discuss barriers and assets in the development of healthy communities, identify and share best practices, and network. Under the supervision of the Initiative Coordinator, the student intern will participate in all aspects of faith-based program planning, implementation and support for projects. English and Spanish proficiency is required. Please contact JuliAnna Arnett at 858.614.1544 or jarnett@hasdic.org for more information. A stipend will be offered. The position is scheduled to start in early February.

EVENTS / CONFERENCES

The Business of Sustainability: Growing Health, Wealth, and Ecological Integrity in Our Food System

January 20, 2010

Pacific Grove, CA

From the field to the plate, businesses along the food chain are shaking the roots of the American economic system, which typically encourages consolidation, cost-cutting, and shifting costs onto others such as marginalized workers or planetary health. This preconference will have a variety of practical workshops and inspirational speakers for whatever stage of food and farming business you are in. Anyone and everyone is invited, but we especially encourage aspiring food and farming entrepreneurs, business owners, managers, academics and researchers, students, NGOs, funders, and government agency folks to attend. [More...](#)

CME Webinar: Addressing Childhood Obesity

January 21, 2010

San Diego, CA

San Diego County Childhood Obesity Initiative (Initiative) is hosting an upcoming webinar for healthcare providers which will focus on practical office-based resources and strategies for reducing and preventing childhood obesity. The discussion will also cover topics such as HEDIS measures, Latino cultural competency and real life case studies. Participants will have the opportunity to hear from other trained physicians on the subject matter and also may be eligible to earn 2.0 CME credits. [More...](#)

Early Years Conference

January 28, 2010

San Diego, CA

San Diego County Office of Education will host the Early Years Conference here in San Diego, in partnership with San Diego County Program Quality Consortium, First 5 San Diego, and California Preschool Instructional Networks. This event is designed especially for kindergarten and preschool educators working with children ages 3 through 5. [More...](#)

Active Living Research Conference

February 9-11, 2010

San Diego, CA

The Active Living Research (ALR) Conference is a leading forum for investigators from over 20 disciplines to share findings and learn about the latest thinking, methods, and research on policy and environmental strategies to increase physical activity. There will be plenty of opportunities to build your network and interact with policymakers and advocates to enhance the impact of your research on practice and policy. The theme for the 2010 conference is Engaging Communities to Create Active Living Environments. [More...](#)

Youth Engagement & Action for Health (YEAH!) Trainings

February 9 & 22, 2010

San Diego, CA

The San Diego County Childhood Obesity Initiative (Initiative), in collaboration with the County of San Diego Health and Human Services Agency, HEAC Chula Vista, WalkSanDiego, and the City of La Mesa, are pleased to announce the launch of its Youth Engagement & Action for Health (YEAH!) Manual. This manual is based on successful youth engagement projects that came out of work done with the state run program called Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3), which was developed by the California Department of Health Services' Network for a Healthy California. The YEAH! Training is FREE and designed to equip community-based organizations with the tools needed to lead these projects in their neighborhood. Participants receive a copy of the manual, flash drive with sample presentations, training materials, and technical assistance. Please join the Initiative in helping youth become advocates for a positive, healthy future. If you are interested in attending or have any questions please contact Erica Salcuni at 858-614-1549 or esalcuni@hasdic.org.

San Diego Natural History Museum Lectures on Food

September 2009 through May 2010

San Diego, CA

The San Diego Natural History Museum is offering a 7-part lecture series entitled "Sustainable Planet: Food" which kicked off in September 2009 and runs through May 2010. The lectures will address the overall health of communities and the environment through coverage of the food system. The upcoming lecture will focus on sustainable agriculture. [More...](#)

UCSD Extension Lactation Educator & Consultant Courses

February 2010 through June 2010

San Diego, CA

UCSD Extension Lactation Educator courses are being offered in San Diego throughout 2010. Courses will be available at the Sorrento Mesa location on February 12, March 4, April 5, May 14, and June 24. A variety of lactation educator, counselor and consultant courses are scheduled through the rest of 2009. Attendees commit to multi-day trainings, offered in various locations across the state. For more information or to enroll, call (858) 964-1010 or email unexhealthcare@ucsd.edu.

BEAT Institute (Built Environment Assessment Training)

June 13-18, 2010

Philadelphia, PA

The built environment, which is made up of the nutrition and physical activity environments, streetscapes, transportation environments, and everything in between, has been identified as a key determinant in the obesity epidemic. Therefore, understanding how environmental and policy changes can inform efforts to control obesity, improve diet and physical activity, is a priority. The Built Environment Assessment Training (BEAT) Institute is designed to train participants to use these measures for research and practice. [More...](#)

GRANTS

Heinz Wholesome Memories Intergenerational Garden Award

Deadline for Applications: January 10, 2010

H. J. Heinz Company is proud to sponsor the Wholesome Memories Intergenerational Garden Award, designed to foster family-focused garden efforts in communities across the country. The award will provide 57 families with the tools needed to embark on a successful gardening adventure that will foster lasting intergenerational memories while growing wholesome food. The award is open to any adult in the United States who wishes to garden with preschool to high school-aged family members and feels that gardening is a great way to build lasting memories. Winning applicants will receive a \$500 Heinz Wholesome Memories Intergenerational Award Package that includes a kids' tool set, cedar raised container garden, zinc plant markers, and more. [More...](#)

Scholastic Inc.–Welch's Harvest Grants

Deadline for Applications: February 6, 2010

The purpose of Welch's Harvest Grants is to help teach the value of sustainable agriculture and healthy eating through school gardens. Hands-on experiences with planting, tending, and growing gardens provides children a dynamic setting for learning. All public and private schools, accredited home school associations, public libraries, religious educational centers, and Head Start centers having any of the grades K-8 and a minimum of 15 students in the classroom are eligible to apply. [More...](#)

Tony Hawk Foundation Grants

Deadline for Applications: March 1, 2010

The primary mission of the Tony Hawk Foundation is to promote high-quality, public skate parks in low-income areas throughout the United States. The foundation may offer technical assistance on design and construction, promotional materials, training materials, and safety information. The foundation may also facilitate support from vendors, suppliers, and community leaders. Applicants are eligible to receive up to \$25,000. [More...](#)

Finish Line Youth Foundation – Youth Athletic Program Grants

Deadline for Applications: March 31, 2010

The Finish Line Youth Foundation provides grants to organizations focusing on youth athletic programs. Specifically, the foundation wishes to fund community-based programs that address active lifestyles and team building skills to children, especially to disadvantage and special needs children. [More...](#)

NFL Network Keep Gym in School Grants

Deadline for Applications: April 12, 2010

To improve physical education programs and to raise awareness for the important role that PE plays in the lives of our nation's children, NFL Network is providing ten \$1,000 grants to middle schools across the country. Creating and improving fitness programs, purchasing equipment, funding salaries and helping with needed facility improvements, NFL Network's Keep Gym in School will provide ten in-need middle schools with the resources they need to deliver quality physical education to their students. [More...](#)

US Department of Health and Human Services - Reducing Health Disparities Among Minority and Underserved Children (R01)

Deadline for Applications: September 8, 2010

Grants will fund research that addresses health disparities among minority and underserved children. Amount and number of grants will depend

on the type and number of applicants. Grants will be awarded to public and private institutions of higher education, nonprofits with and without 501(c)(3) status, small businesses, state governments, and for profit organizations. [More...](#)

Wells Fargo Foundation - Education and Health and Human Services Grants

Deadline for Applications: Rolling

The Wells Fargo Foundation provides support to nonprofit organizations focusing on education and health and human services, with special emphasis on the elimination of the "achievement gap"; increasing access to higher education for underrepresented groups; and ensuring access to both health education programs and quality healthcare for individuals and families. [More...](#)



COMMUNITY GARDENS CORNER

Out with the old, in with the new. Well, kind of. As we approach the New Year, the Initiative is eager to diversify its report of San Diego County's efforts to promote healthy food access. While this segment of the newsletter is typically devoted to our community's farmer's markets, this month will feature San Diego County's efforts to promote healthy food retail through community gardens.

Community gardens are nothing new. During WWII, the U.S. Department of Agriculture reported that consumption of fresh vegetables were essential to national health as well as personal well-being. Not long after that, the Victory Gardens Program was introduced and the production of approximately 40% of the fresh vegetables consumed in the U.S. came from an estimated 20 million school, home, and community gardens!

Our nation is enjoying a resurgence of this movement; First Lady Michelle Obama broke ground for an organic vegetable garden at the White House in early spring 2009. First Lady of California Maria Shriver followed suit just days later when she broke ground for a garden in Sacramento.

In the same, several municipalities throughout our own County are recognizing the importance of community gardens as a way not only to address today's health concerns, but also to build cohesion in their communities. In November, San Diego County Childhood Obesity Initiative partnered with League of California Cities and the California Center for Public Health Advocacy to host a policy-maker breakfast seminar about the role of cities in healthy food retail and community garden advocacy. The event was held at La Mesa Community Center, and was attended by representatives from 9 different towns and cities in San Diego County, all interested in learning more about different strategies that could be used to impact the creation of permanent and sustainable community gardens within their cities.

The event featured a panel of officials from Chula Vista, National City, and Escondido, who shared the successes of their cities' efforts to promote and support community gardens. Speakers included Chula Vista Councilmember Steve Castaneda; the Executive Director of National City's Community Development Department, Brad Raulston and Escondido Councilmember Olga Diaz.

Each city's representative speakers shared something unique about their city's approach in building healthy neighborhoods. In Chula Vista, the community garden policy addresses the procedure for establishing gardens on City property, but also states that the City may take potential action to promote the establishment of gardens on private property through identifying opportunities to update the City zoning code to define and allow community gardens on both private and public property. The policy also states that the City will enter into joint user agreements with local schools that have pre-existing gardens to help open the plot up to broader community use after school hours and during summer months.

National City is working with the International Community Foundation, an organization that is committed to improving the quality of life of National City residents with a focus on expanded food security. The ICF is currently researching information and funding opportunities to establish a local nonprofit committed to Community Supported Agriculture, so that healthy food access will be more viable for underserved community residents and children in schools.

Escondido currently has three community gardens, and the Neighborhood Services Department will be partnering with organized neighborhood groups to build small neighborhood gardens as well. Funding is available for the proper tools, supplies, plants, and seeds. The City is also encouraging residents to participate in the "Adopt a Lot" program, which locates vacant lots, flood control right of ways, and other unused parcels of land for their own neighborhood Victory Gardens.

As the interest in community gardens grows, so will our coverage. If you know of a community or neighborhood garden 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

[More Exercise Is Top San Diego Health Goal](#)

[More Students Having Breakfast At School](#)

NATIONAL NEWS

[Council Speaker to Unveil Policy on Food for the City](#)

[Congress Fights Obesity with Healthcare Bills](#)

[Psychologists Offer Parental Advice on Promoting Kids' Healthy Video Game Play](#)

[Chocolate Milk Lovers Have a Cow About Bans](#)

[Hopscotch in the Defense Commissary Agency](#)

[Physical Education Teaching Staff Play Key Role in Making You Like Sport](#)

[Yoga Isn't Just for Adults Anymore](#)

[D.C. Bill Aims to Improve Exercise, Nutrition Among Students](#)

25% of LA Students Pass Physical Fitness Test

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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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