

COI January 2010

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About this Mailing

Campaign Name	COI January 2010
Subject Line	News from the San Diego County Childhood Obesity Initiative

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The San Diego County Childhood Obesity Initiative (Initiative) actively seeks newsletter content from its partners including resources, events, news, legislative updates, and funding opportunities related to childhood obesity prevention and reduction. Individuals and organizations may submit content for inclusion in the newsletter to the editor by [e-mail](mailto:) or phone at 858.614.1549.

UPCOMING MEETINGS

IN THE NEWS

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).

- [Upcoming Meetings](#)
 - [Domain Partner Highlight](#)
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 - [Local News](#)
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- Domain 1:** Government
TBA (See [calendar](#).)
- Domain 2:** Healthcare Systems & Providers
Tuesday, February 2, 1 - 2:30 p.m.,
Harbor Room
- Domain 3:** School, Before- & After-School Providers
Tuesday, February 16, 11 a.m. - 12:30 p.m.,
Harbor Room
- Domain 4:** Childcare & Preschool Providers
Tuesday, February 23, 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, February 2, 10:30 - 12:30 p.m.,
University Room

Domain 7: Business

TBA (See [calendar](#).)

DOMAIN PARTNER

HIGHLIGHT

Media Outlets & Marketing Industry

Sandra Parkington, MPH, RN, Quality Improvement Coordinator, Sharp Health Plan



Some know Sandra Parkington as the “Salt Lady” but to the Media & Marketing Domain, COI partners and those who know her well, Sandra is a thoughtful and insightful person. Sandra connected with the Media & Marketing Domain through her work with Sharp Health Plan. As their Quality Improvement Coordinator, Sandra and her team ensure provider and customer satisfaction as well as quality of care. A big part of her job is to analyze trends and data from patients to design interventions for improvement.

A trendsetter in her own right, Sandra is an active blogger (you can check it out at www.saltrax.com) and has brought her wealth of public health experience and savvy to assist the COI. When the Media & Marketing Domain embarks on any new project Sandra is someone who can be counted on for feedback and ideas that are grounded in research and experience.

“Sandra’s really hip.” “Her input is always very thorough, poignant and current - we are very lucky to have her participation in the domain,” states Kate Bartkiewicz, domain champion, Media & Marketing Domain.

Sandra and her husband moved to San Diego 13 years ago, to raise their children in Rancho Bernardo. Sandra joined the Sharp team while working on a cardiac research project. Her professional background includes school, occupational, cardiac critical care nursing and serving as a counselor and nurses aide at a camp for children with Diabetes (she is quick to point out that a close family member is Diabetic and she is passionate about helping those with nutrition related problems). With a passion for helping others, she is just as enthusiastic about prevention, more importantly, getting all of us to use less salt.

While working as an R.N., Sandra was among her peers trying to encourage patients to get on a healthier path, specifically those who needed to reduce their sodium intake. Realizing no one including herself was really telling them how to do it, Sandra began work on a book HOW TO KEEP TRACK OF YOUR SALT INTAKE: Easy as 1- 2- 3 which published and earned her a reputation as an expert in her field. She received an invitation to testify at a Food & Drug Administration hearing on lowering sodium in processed and restaurant foods in 2007. In addition, a research article based on data from her thesis - Measuring Salt Consumption to Guide Behavior Change in Applied Settings: A Critical Review has been published in the American Journal of Health Promotion.

These days, Sandra is excited about her family and their new career paths, her son is attending graduate school at University of Maryland and her daughter is with an advertising firm in Chicago. Not to be outdone on the adventure scene, Sandra and her husband have taken up sailing. She loves to travel and - no surprise - cooking low sodium meals.



SAN DIEGO COUNTY
CHILDHOOD
OBESITY
INITIATIVE
COMMUNITY BASED, FAITH BASED
& YOUTH ORGANIZATIONS

DOMAIN UPDATE

“Never doubt that a small, group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”
– Margaret Mead

The Community Domain (domain) has firmly planted its foundation in the essence of Margaret Mead’s frequently quoted words. With childhood obesity impacting 1 in 4 children in San Diego County, domain partners recognize there is no better place to start developing a solution to this wide-spread epidemic than in the communities where those impacted live, work, worship, play and go to school. Adults and youth with their individual reach and influence are at the heart of community change. They can play a significant role in assuring their neighbors and friends have access to healthful, affordable foods and safe places for walking, biking, and playing.

The domain’s newly-crafted Youth Engagement & Action for Health (YEAH!) Manual establishes a framework for community members and organizations interested in community advocacy and health. The YEAH! Manual builds on the *Network for a Healthy California’s* successful Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3) model, a project-based tool for engaging neighborhood residents in community assessments and the identification of nutrition and physical activity improvements. It also incorporates the best practices from modified CX3 pilot projects conducted locally in Chula Vista and La Mesa as a result of California Project LEAN; City of La Mesa; County of San Diego Health and Human Services Agency (HHSA); Healthy Eating, Active Communities (HEAC) Campaign; and WALKSanDiego. Thanks to these organizations’ expertise and the volunteer assistance of Beverly Tuzin, everyone in the county will have access to the steps and resources needed to conduct food and physical activity environment assessments and advocate for positive changes. In fact, the domain is planning training sessions for agencies interested in leading such a project. The first training is scheduled for February 9 from 8:30 a.m. to 1 p.m. in San Marcos. A second training is scheduled in East County on February 22 from 9:30 a.m. to 2 p.m. Interested individuals may contact [Erica Salcuni](#) at 858.614.1549 for more information or to reserve a seat.

Domain partners are looking at other opportune strategies to create healthier neighborhoods. The San Diego Hunger Coalition (SDHC) is wrapping up a countywide assessment of the summer feeding program, a USDA program that offers free meals to children, ages 0 -18, during the summer months. The County of San Diego HHSA and San Diego Nutrition Network served on an advisory committee for the project and helped design an evaluation survey for program sites and sponsors, the organizations responsible for contract management and food preparation. The surveys identified opportunities for program expansion and improvements, better communication between sites and sponsors, and wellness promotion among participants and their parents. SDHC plans to use the survey results to improve summer meal program outreach and strengthen the program countywide.

If you would like to learn more about the Community Domain and additional projects on the horizon, 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.

Raise Healthy Eaters

This is an open forum created by a registered dietician that contains articles, resources, and discussions that educate parents and other providers on a number of topics pertaining to healthy nutrition for children. [More...](#)

CDC Physical Activity Guidelines

Issued by the U.S. Department of Health and Human Services, this toolkit provides guidelines that reflect the latest research and science-based recommendations about physical activity and associated health benefits for children aged 6 to 17. [More...](#)

SaludToday

SaludToday is an interactive online forum dedicated to promoting healthier lifestyles among Latinos. Its contents contain Latino health news, videos and blogs. SaludToday serves as a resource to Latino families, community leaders, health researchers, and all others interested in improving Latino health across the U.S. [More...](#)

Lactation Accommodation Guidelines

Current state law holds that every employer must provide a reasonable amount of break time to accommodate an employee that wishes to breastfeed her infant child. California Commission on the Status of Women provides a portal that contains information about employee rights and employer responsibilities in order to be in compliance with the Labor Code. [More...](#)

Preventing Obesity in the Childcare Setting: Evaluating State Regulations

Establishing healthy eating and physical activity habits in preschool-aged children is critical to developing their life-long habits for healthy eating and physical activity. With such large numbers of U.S. children in child care, child care providers are in a unique position to support and facilitate healthful eating and promote physical activity among young children. Duke University School of Medicine examined state child care regulations from the fifty US States, the District of Columbia, Puerto Rico, the Virgin Islands. Findings are available by state. [More...](#)

Generation M2: Media in the Lives of 8- to 18-Year-Olds

This newly-released Kaiser Family Foundation study examines the role of media in young people's lives. An understanding of the media's impact is essential for those concerned about promoting the healthy development of children and adolescents, including parents, pediatricians, policymakers, children's advocates, educators, and public health groups. [More...](#)

LEGISLATIVE UPDATE

The Senate and Assembly are back in action. Sunday marked the last day each house was able to pass bills originally introduced in 2009. While a number of these bills fell short in the various legislative committees, Assembly Member Arambula's bill to encourage Electronic Benefits Transfer (EBT) acceptance at farmers' markets made it past the feared Appropriations Committee and is on its way to the Senate.

AB 537 Farmers' Markets: Electronic Benefits Transfers, if enacted, would allow the State Department of Social Services to designate or assign an interested Food and Nutrition Service (FNS)- authorized organization to operate an EBT acceptance system in a flea market, farmers' market, or certified farmers' market on behalf of the market if a system is not in place by January 1, 2012. The bill would require the Department of Social Services to consult the market prior to making a designation or assignment.

Although there is not much movement to report on other nutrition and physical activity – related bills, there is guaranteed to be new updates as legislatures face another fast approaching deadline — the last day for new bills to be introduced— on February 19. Last year's legislative session included a variety of bills covering issues from sustainable seafood to transportation planning. This year promises to be just as exciting as nutrition and physical activity advocates partner with traditional and nontraditional partners to create safe, healthy, and liveable communities. Please check back next month to see some of the new bills on 2010's docket.

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

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 jarnett@hasdic.org or 858.614.1544 for more information. A stipend will be offered.

Rady Children's Hospital's Center for Healthier Communities: Project Specialist

Rady Children's Hospital's Center for Healthier Communities is seeking a full-time staff member to implement the Health Champions Program, an after-school club designed to increase physical activity and healthy lifestyle behaviors among high school students. Primary duties include providing oversight and technical assistance to facilitators at local schools and/or youth organizations in order to launch successful projects. Experience working with obesity prevention and/or working with schools is preferred. All interested applicants should contact Phyllis Hartigan at phartigan@rchsd.org or call (858) 966-7585.

San Diego Hunger Coalition: Anti-Hunger Network Manager

San Diego Hunger Coalition is seeking a full-time staff member to build and manage San Diego's Anti-Hunger Network, a program of the San Diego Hunger Coalition. The ideal candidate will possess at least 3 years experience in anti-hunger work or related field working with low-income populations, non-profit project and program oversight, a familiarity with federal nutrition programs and an understanding of and passion for alleviating hunger and food insecurity in low-income communities. Interested applicants should contact John Lucero Criswell at john@hungeraction.net or (619) 501-5627.

EVENTS / CONFERENCES

Physical Education Research for Kids (PERK) Policy Briefing

February 4, 2010
Sacramento, CA

The California Task Force on Youth and Workplace Wellness is an entity of the state which addresses nutrition and physical activity issues in California's schools and workplaces. PERK is a project of this task force which aims to educate policymakers on the state of physical activity and nutrition in California's schools. This briefing will summarize research findings and policy recommendations to support physical education in California's K-12 schools. It is free and open to the public. An RSVP is requested to whitney@wellnesstaskforce.org. [More...](#)

WALKSanDiego's Bimonthly Lunch Forum

February 5, 2010
San Diego, CA

WALKSanDiego hosts a bimonthly free forum to exchange information and ideas on walkability in the San Diego region. This month's discussion will focus on improving pedestrian safety in one of San Diego County's most diverse communities, City Heights. The panel of speakers includes Councilman Todd Gloria, District 3. An RSVP is requested by February 2 to coffenhauer@walksandiego.org. [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...](#)

Fresh Fruits and Vegetables: A Centerpiece for a Healthy School Environment Part II – Spring/Summer Season

February 18 & 19, 2010
San Diego, CA

A FREE, two-day training for school personnel and community partners. This training will provide tools to support an increase of fresh fruits and vegetables on school campuses through fun, interactive, and skill-building activities. You do not need to have attended Part I to attend this training. [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@hasdc.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...](#)

18th Annual California WIC Association Conference

May 2-5, 2010
San Diego, CA

Last year, the California WIC community made public health history with the rollout of its new food packages. This year's conference theme, WIC Goes Platinum, will explore how WIC will continue to grow. The workshops and trade show will showcase the improved WIC foods, healthy habits at birth and beyond, many possibilities for collaborating with partners, and opportunities for staff leadership in the clinic and community. [More...](#)

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

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...](#)

Health Impact Demonstration Projects

Deadline for Applications: Rolling

The Health Impact Project call for proposals is seeking applicants to undertake health impact assessment (HIA) demonstration projects. The goal of HIAs is to improve health, demonstrate the effectiveness of HIAs and promote their incorporation into local, state, tribal, and federal decision-making. Government agencies, educational institutions and nonprofit organizations are encouraged to apply. Successful applicants will receive grants of \$25,000 to \$150,000. [More...](#)

Baseball Tomorrow Fund Offers Support for Youth Baseball and Softball Programs

Deadline for Letters of Inquiry: Open

The Baseball Tomorrow Fund is a joint initiative between Major League Baseball and the Major League Baseball Players Association designed to promote and enhance the growth of youth participation in baseball and softball. Grants are intended to finance a new program, expand or improve an existing program, undertake a new collaborative effort, or obtain facilities or equipment necessary for youth baseball or softball programs. [More...](#)

School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes

Deadline for Applications: January 7, 2013

National Institutes of Health have announced several funding opportunities for research projects that are exploring school nutrition and physical activity policies as well as obesogenic behaviors and weight outcomes in school-aged students. Award amounts vary. [More...](#)



FARMERS' MARKET CORNER

It may be winter (well...if you can call this winter!), but that isn't stopping new food access initiatives from springing into action here in San Diego County. If you've been following our newsletters, you are probably well aware of some of the farmers' markets and community gardens in this region that are working hard to address health inequities and promote food access.

The People's Produce Project (PPP) is an initiative of a larger organization known as Project New Village, a collaborative aiming to promote personal and community wellness in the Southeastern San Diego region. Like some of the county's other regionalized food access efforts, PPP will concentrate its work in a very diverse community with a broad range of needs.

It all started in December 2008 when Diane Moss, the director, began to hold community meetings which brought together community residents, government agencies, community-based organizations, and health organizations that all agreed it was important for Southeastern San Diego to increase access to fresh produce and other healthful foods. At that point, one thing was clear—the residents of Southeastern San Diego wanted a farmers' market. In a survey conducted by Project New Village, over 500 community residents stated that this was an important addition to their neighborhood. Over the next year, there were several more workgroup meetings and community forums and the project was given its name, the People's Produce Project. This exciting partnership between community residents and key stakeholders in the community has been working hard to establish not only a farmers' market and community garden, but also urban farms and edible landscapes!

It's impressive that community members are mobilizing to improve their own neighborhood, and the plan they are helping to develop shows promise as well. PPP aims to establish a farmers' market that accepts Supplemental Nutrition Assistance Program (SNAP) benefits (i.e. the program formerly known as food stamps) through a management partnership with the San Diego County Farm Bureau; provide a venue for economic opportunities for backyard growers; free health screening, education and referrals. PPP also plans to set up urban gardens that generate revenue for the community by selling to local restaurants, senior nutrition programs and other neighborhood eateries. In addition, the

framework of PPP's strategy includes a component that will encourage community members to devote their time to community gardening and edible landscaping, the latter of which is based on the idea that land can be used for multiple purposes—including food production!

The ideas are great, but so are the challenges. Diane Moss states that some of the obstacles confronting PPP include lack of funding and difficulty in locating sites for projects such as the market and community garden. However, those invested in the PPP are continuing to meet regularly to meet their goals.

There are a lot of exciting plans in the works for this initiative, and we'll keep you posted periodically as they unfold. In the meantime, 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

[National Health Survey Underway in San Diego County](#)

[Running is a Team Sport for Girl Group](#)

[New School Menu Items Win Taste Test](#)

NATIONAL NEWS

[California Becomes First State to Ban Trans Fat](#)

[The Facts about Food and Farming](#)

[Public Says Obesity A Problem, But Opposes A Junk Food Tax](#)

[Master the Art of Swimming to Beat Joint Pain](#)

[General Mills to Reduce the Amount of Sugar in Popular Products](#)

[Salt-loving Mayor Seeks to Trim It from NYC Diets](#)

[Obesity, Health Concerns Arise As Parks and Recreation Programs Decline](#)

[Michelle Obama to Fight Childhood Obesity at Grass Roots](#)

[California Gets Bad Marks in Report Card on Children's Health](#)

[Desert Schools and Mayors Commit to Getting Fit](#)

[Obesity Rates Stabilize but Remain High](#)

[Adolescent Obesity Boosts Multiple Sclerosis](#)

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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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