

COI February 2010

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Campaign Name	COI February 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](#)
 - Domain 1:** Government
TBA (See [calendar.](#))
 - Domain 2:**Healthcare Systems & Providers
Tuesday, March 2, 1 - 2:30 p.m.,
Harbor Room
 - Domain 3:** School, Before- & After-School Providers
Tuesday, March 16, 11 a.m. - 12:30 p.m.,
Harbor Room
 - Domain 4:** Childcare & Preschool Providers
Tuesday, March 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.](#))
 - [Domain Update](#)
 - [Resources](#)
 - [Legislative Update](#)
 - [Announcements](#)
 - [Events / Conferences](#)
 - [Grants](#)
 - [Farmers' Market Corner](#)
 - [Local News](#)
 - [National News](#)
- South Bay Faith Advisory Council
Wednesday, March 3, 12:30 - 2:30 p.m.,
(690 Oxford Street, Room 2, Chula Vista, CA 91911)

Domain 6: Media Outlets & Marketing Industry
Tuesday, March 2, 10:30 - 12:30 p.m.,
Palomar Room

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

DOMAIN



PARTNER HIGHLIGHT

Business

Stone Brewing Company, Escondido, CA

The fun of an unlikely partnership, that's what we enjoy with the team at Stone Brewing Co. Founded in 1996 by Steve Wagner and Greg Koch, Stone Brewing has earned a reputation for its high standard of business practices and efforts to have a positive effect on the community by participating in more than 100 charitable events every year.

When the COI staff was looking for an unusual place to host the COI Annual Strategic Planning Retreat, Stone Brewing World Bistro & Gardens was the venue that topped the list. Their food philosophy embraces all-natural, local/regional and organic foods and they are the largest restaurant purchaser of local, small-farm, organic produce in San Diego County.

The co-founders of Stone Brewing have been involved in the international Slow Food movement since 2000. Slow Food is a non-profit, eco-gastronomic member-supported organization that was founded in 1989 to counteract fast food and fast life, the disappearance of local food traditions and people's dwindling interest in the food they eat and where it comes from. Slow Food promotes getting "back to the table" and celebrates artisanal, natural and old-world approaches to food.

Below are a few interesting facts about Stone Brewing World Bistro & Gardens that let us take a closer look at their dedication to sustainable practices:

- ~They are 100% high fructose corn syrup free.
- ~They are 100% smoke free in all outdoor areas.
- ~They re-use many of the bi-products from brewing and from the Bistro kitchen in their one-acre, 100% organic sustainable farm.
- ~The solar array on the roof of the building produces about 30% of the facility's total electricity.
- ~Their wastewater treatment is done on-site to alleviate the burden on the city of Escondido.
- ~They send their spent grain to local farms to feed cattle.
- ~John Egan, Stone's Lead Brewer, recycles 100% of the Bistro kitchen's waste oil and converts it into biodiesel for use in his truck.
- ~Stone's delivery trucks run partially on a blend of biodiesel, B20 (20%).
- ~The Bistro serves 100% naturally raised meats.
- ~There are no televisions at Stone Brewing World Bistro & Gardens to distract diners from enjoying a good meal.

For those of you that have not visited Stone Brewing yet, take the drive to Escondido and enjoy the experience. The one-acre sustainable garden has a lovely walking path and picnic tables and the food is delicious. For more information about Stone Brewing world Bistro & Gardens, please visit www.stoneworldbistro.com.



DOMAIN UPDATE

Media & Marketing Domain

The Media & Marketing Domain (Domain) may seem like the most glamorous of the Initiative's Domains, but this domain accomplishes most of its work behind the scenes. The Domain is designed to recognize the work of Initiative partners, bring attention to the accomplishments of the Initiative and its domain activities, and foster better understanding in the media of the importance of policy and environmental change in reducing childhood obesity. It is to this small but mighty group of partners that we tip our hats this month.

This Domain is composed of medical, public relations, and public health professionals and may seem a little untraditional in nature, but they all share one common passion- advancing public health through the media. Domain partners hope to steer media in the direction recently taken by public health experts who recognize the significant role policies and environments play in childhood obesity and spend less time emphasizing individual behavior change. It is with this in mind that the Domain established the COI Journalism Award, an award that seeks to acknowledge media professionals who draw attention to childhood obesity prevention from an environmental perspective. This honor is bestowed once a year by an honoree committee of media experts including the likes of Bill Menish and Michael Kinsman. Award recipients' works must include a myriad of matters, such as advocacy and policy development that help shine light on the complex contributors to childhood obesity. The COI Journalism Award will be presented for the first time in June 2010.

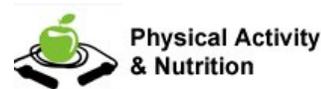
The Initiative's public relations consultant Katie Shultz continues to work with Initiative staff and partners to bring attention to our mission and goals. Ms. Shultz and Dr. Phil Nader, Senior Evaluation Advisor to the Initiative, hosted CNN last fall as part of the news channel's "Fit Nation"

series. CNN ran two stories on childhood obesity prevention efforts in San Diego County. The innovative work of partners like the International Rescue Committee and the San Diego County Farm Bureau are peaking interest in our local farmers' markets. Initiative staff spoke with both the Chicago Tribune and Associated Press about the model activities taking place at the City Heights Farmers' Market. If all this good press was not enough, the Initiative's Leadership Council co-chairs Dr. Wilma Wooten, Dr. Christine Wood, and Dr. Chris Searles wrote an Op-Ed for the Union Tribune on the danger of obesity and the importance of not downplaying its impacts on quality of life.

Yes, the Media & Marketing Domain may sound busy, but their work does not end here. Domain partners are continuing to refine domain strategies to focus on new opportunities to support the Initiative in bringing awareness to this critical health issue and its efforts in the community and encourage media partners to take on an active role in increasing the public's awareness of the contribution of place and policy in childhood obesity. In addition, the Domain's activities are impacting the very lives of its participants. Katie Shultz and Domain Partner Sandra Parkington, i.e. the "salt lady" highlighted in last month's domain partner update, have recently taken on a challenge to reduce their consumption of processed foods. Sandra and Katie have narrowed down their allowable foods to foods with less than five ingredients or foods they make from scratch. Both women are enjoying their new challenge and comparing notes through weekly check-ins. Katie is also mastering the art of bread making thanks to the encouragement of the domain.

If you would like to learn more about the Media & Marketing Domain, please contact [JuliAnna Arnett](#).

RESOURCES



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

The San Diego County Childhood Obesity Initiative, Rady Children's Hospital San Diego, The American Academy of Pediatrics, San Diego Diabetes Coalition, Champions for Change/Network for 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.

Your Food Environment Atlas

Nationwide, USDA estimates that 23.5 million people, including 6.5 million children, live in low-income areas that are more than a mile from a supermarket. This new online tool allows for you to get a spatial overview of your community's ability to access healthy food. [More...](#)

National Gardening Association's *From Seed to Seed* Program

From Seed to Seed is a professional development course designed for K-8 teachers who already incorporate botany and gardening (indoors or out) into their science curriculum and for teachers who would like to start doing so. You can work sequentially through the entire course or jump to the sections that will help you with specific concepts you would like to grasp or teach to your students. [More...](#)

WIC Can Help

With funding from The California Endowment, CWA is kicking off WIC CAN HELP, a campaign to strengthen local WIC capacity to inform and connect WIC families with all possible new and existing community assistance programs, by identifying possible gaps and sharing new resources with the local WIC network. Starting January 2010, CWA will disseminate a monthly resource and referral "survival kit" to all local WIC programs, which will highlight a particular community resource which is available to most WIC families. [More...](#)

Surgeon General's Vision for a Healthy and Fit Nation

The report includes a number of good recommendations on nutrition and physical activity, including for school wellness policies, child care settings, improving access to fruits and vegetables, reducing junk food marketing to children, and supporting walking and biking infrastructure. [More...](#)

First Lady Michelle Obama's *Let's Move* Campaign

Childhood obesity or excess weight threatens the healthy future of one third of American children. We spend \$150 billion every year to treat obesity-related conditions, and that number is growing. *Let's Move* will give parents the support they need, provide healthier food in schools, help our kids to be more physically active, and make healthy, affordable food available in every part of our country. [More...](#)

Rising Social Inequities in US Childhood Obesity, 2003-2007

This study examines changes between 2003 and 2007 in obesity and overweight prevalence among U.S. children and adolescents 10 to 17 years of age from detailed racial/ethnic and socioeconomic groups. The study finds that social inequalities in obesity and overweight prevalence increased because of more rapid increases in prevalence among children in lower socioeconomic groups. [More...](#)

Oral Health Guide

The AAP Oral Health Initiative has released of A Pediatric Guide to Children's Oral Health Flip Chart and Reference Guide. The Flip Chart supports pediatricians and other child health professionals in conducting oral health assessments and educating patients, and the reference guide provides in-depth information on children's oral health. To request one complimentary copy, please complete the online survey and provide your mailing information. [More...](#)

LEGISLATIVE UPDATE

Two major deadlines have passed for the California Legislature—January 31 and February 19, the last day for each house to pass bills introduced in 2009 and the last day to introduce new bills, respectively. With each cut-off date, new buzz has circulated in the obesity prevention community.

Schools, parents, and physical education advocates have been watching the movement of AB 351 since its inception in 2009. AB 351, if

enrolled, would have authorized school districts to provide high school students with physical education exemptions for participation in California Cadet Corps, cheer team, dance team, color guard, drill team, Junior Reserve Officer Training Corps, and marching band. Proponents of the bill believed this bill would provide students with diverse options to reach daily physical activity goals while juggling an already jam-packed academic schedule. Opponents of the bill believed exemptions for physical education would further compound health problems in today's youth and the core value of physical education – development of life-long healthy behaviors – would be lost to competing course goals. AB 351 was held in the Assembly Committee on Education and returned to the Chief Clerk of the Assembly on February 2 due to its inability to move through its house of origin. AB 1569, a near mirror image of AB 351, but with fewer stipulations regarding physical education content areas, also failed to become a “carryover bill” in 2010.

Individuals at the state and national level are carefully watching Senator Florez's newly proposed bill SB 1210 Sweetened Beverage Tax Law. This bill would impose a tax on every sweetened beverage manufacturer or concentrate manufacturer, or other person who makes the first sale in this state of a sweetened beverage or concentrate at a rate of a penny per teaspoon of sugar or equivalent amount of concentrate. The monies from this tax would be used to create the Children's Health Promotion Fund, which would be allocated by the State Legislature for statewide childhood obesity prevention activities and programs. Bill language states that for every additional serving of sweetened beverage that a child consumes per day, the likelihood of the child becoming obese increases by 60 percent. A recent UCLA Center for Health Policy Research study reports that 34.8 percent of children, ages 2 – 11, and 63.1 percent of adolescents, ages 12 – 17, drink one or more sodas per day in San Diego County.

At the national level, activity is heating up around the Child Nutrition Act, a collection of legislative actions that include allocation of funding for the national school lunch and breakfast program and reauthorization of a myriad of programs serving low-income children, such as the Summer Food Service Program, Child and Adult Care Food Program, and Special Nutrition Program for Women, Infants and Children (WIC). The bill, authorized every five years, was set for reauthorization in September 2009 but was delayed due to focus on healthcare reform. It is anticipated that reauthorization will take place this spring with the USDA and nutrition advocates calling for simplified application processes for the school lunch program, increased participation in school breakfast, nutrition standards for competitive foods, increased investments in school food service equipment, increased support for farm-to-school practices, and other nutrition improvements. President Obama allocated an extra \$1 billion for child nutrition programs in his 2010 budget proposal. The act currently provides \$12 billion to cover the cost of serving lunch and breakfast to 31 million schoolchildren in the U.S.

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

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.

EVENTS / CONFERENCES

Souplantation Fundraiser for Rady Children's Hospital

March 1-15, 2010

San Diego County, CA

Help Souplantation support Rady Children's Hospital! Donate \$2 to Rady Children's Hospital from March 1-15 at any Souplantation location in San Diego County and receive a **free** bag of cookies and a couple for your return visit to Souplantation. [More...](#)

San Marcos Unified School District's 2010 Wellness Policy Fair

March 13, 2010

San Marcos, CA

To address childhood obesity and its effects on health and learning, the district's wellness policy provides new guidelines in regard to physical activity, nutrition education and foods available during the school day. This family-friendly event is open to everyone who supports healthy kids and schools. [More...](#)

Junior League of San Diego hosts 5th annual Kids in the Kitchen

March 13, 2010

San Diego, CA

This event is FREE and open to the public! The event will feature live cooking demonstrations by San Diego chefs, interactive learning booths and plenty of children's activity booths including athletics, seed planting, face painting and the YMCA hosting a Bootcamp for Kids. [More...](#)

WalkSanDiego Community Walks

March 20, 2010 & April 17, 2010

San Diego, CA

WalkSanDiego, a grassroots organization dedicated to making our communities more walkable, is hosting a number of community walks in San Diego's diverse and beautiful neighborhoods. Join WalkSanDiego in exploring your community while being physically active! The walks are open to everyone; they are free to WalkSanDiego members, with a suggested \$5 donation for non-members. For further information, contact Dave Schumacher at dsc@sandag.org.

Free Plant Giveaway for School Gardens

April 13, 2010

San Diego County, CA

The School Garden Resource Center organizes an annual give-away of herbs and veggie seedlings from Altman Plants of Vista. This year's giveaway will provide one hundred teachers with a flat of robust warm season seedlings including peppers, tomatoes, herbs, and more. Download and complete the registration form (available on the RCD website) and fax/email by April 2. First come, first served! [More...](#)

11th Annual "Gardening with Class!" - San Diego Regional School Garden & Nutrition Conference

April 24, 2010

Del Mar, CA

Workshops on wellness policies, wildlife, worms, and more! Teachers may elect to tour the garden at Ocean Knoll School as one of their workshop options. Registration fee is \$50. Attendees receive a continental breakfast and lunch and generally walk away with armloads of educational resources and giveaways. Sponsored by the UC Cooperative Extension, Master Gardeners of San Diego County, and Del Mar Fairgrounds. [More...](#)

Be Healthy San Diego

April 26, 2010
San Diego, CA

The County of San Diego Health and Human Services Agency is excited to announce a special event called Be Healthy San Diego! This event is a health fair that will target a total of 50 high school students in order to enhance their education on various aspects of health. Project coordinators are still looking for nutrition and physical activity vendors. If interested in learning more, please contact Ashley Cassat at Acassat@gmail.com or Courtney Endicott at cendicott@vandals.uidaho.edu.

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...](#)

GRANTS

Kohl's Cares for Kids - Kohl's Kids Who Care Scholarship Program

Deadline for Applications: March 15, 2010

The Kohl's Cares for Kids program recognizes and rewards young volunteers whose efforts have made a positive impact on their communities. The award is granted to youth ages six to 18 who are working to make a positive difference in their communities. Nominees must not have graduated from high school as of March 15, 2010. [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...](#)

Shade Structure Grant Program

Deadline for Applications: April 12, 2010

The American Academy of Dermatology (AAD) offers \$8,000 grant awards to approximately 30-35 grant recipients each year for the purpose of providing a permanent shade structure to outdoor locations that are not protected from the sun. All non-profit organizations serving children 18 years and younger demonstrating an ongoing commitment to sun safety are eligible to apply. The 2010 online application is currently available.

[More...](#)

Robert Wood Johnson Foundation - Public Health Law Research: Making the Case for Laws That Improve Health

Deadline for Applications: April 14, 2010

The Robert Wood Johnson Foundation (RWJF) seeks to build evidence for and strengthen the use of regulatory, legal and policy solutions to improve public health. RWJF is also interested in identifying and amending laws and legal practices that unintentionally harm health. Through the Public Health Law Research: Making the Case for Laws That Improve Health Grant, RWJF seeks to build a field of research and practice in public health law. [More...](#)

Michael and Susan Dell Foundation - Helping Children in Urban Poverty Grants

Deadline for Applications: Rolling

The Michael and Susan Dell Foundation seeks to fund projects that directly serve or impact children living in urban poverty, particularly in the areas of education, childhood health and family economic stability. [More...](#)

The Sara Lee Foundation - Food Related Programs

Deadline for Applications: Rolling

The purpose of The Sara Lee Foundation is to decrease food insecurity and increase access to fresh produce and meals. Significant funding consideration is given to programs that focus on food recovery, increased access to fresh produce and protein, meal programs when schools are not in session, and hunger awareness. [More...](#)

Peaceful Pathways: Reducing Exposure to Violence

Deadline for Applications: Rolling

The RWJF Local Funding Partnership seeks diversity-focused funders for projects to reduce violence in underserved communities. Such communities are defined by race, ethnicity, tribe, gender, sexual identity or rural/frontier location. [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...](#)



FARMERS' MARKET CORNER

Spring is right around the corner, and there's no better time of the year for San Diego County to anticipate some seeds of change. Most of us that have purchased fresh local produce at a farmers' market know that our trips are not likely to be fruitful (pun intended) if we do not bring cash. In fact, only four of the county's 42 farmer's markets accept Supplemental Nutrition Assistance Benefits (SNAP), the program formerly known as food stamps (City Heights, Valley Center, San Marcos, and Lakeside), and none of them accept debit cards, but this may not hold true for long.

Lawmakers are currently considering a bill that would help farmers' markets acquire the necessary point-of-service terminals that would accept electronic SNAP benefits (EBT) cards. Should this bill advance into law, flea markets, farmers' markets, and certified farmers' markets not authorized to accept EBT by January 2012 will be able to work with the State Department of Social Services to designate or assign a Food and Nutrition Service (FNS) – authorized organization to operate an EBT acceptance system on location at the respective market. Such a change is intended to expand EBT access by allowing markets different pathways for implementing an EBT acceptance system. It would also benefit our community, state, and perhaps even our nation in a number of amazing ways.

With the prevalence of diabetes and obesity at an all-time high in both adults and—more alarmingly—our children, it is thought that poverty is one of the major reasons people live an unhealthy lifestyle. Low-income families work long hours and at the end of the day, still cannot afford to buy nutritious meals to feed their families. By shifting toward a trend of SNAP-accessible farmers markets, the hope is that these struggling families would have an avenue toward the much-needed healthful produce that they could otherwise not afford to include in their tight budgets.

In addition to increasing access to fresh produce, this would-be law also has the potential to increase SNAP use throughout the county. Currently, our very own San Diego County has the lowest, estimated SNAP participation rate in the country, at 35 percent. According to a report issued last year by the Food Research and Action Center, about two-thirds of San Diego County residents eligible for SNAP, did not receive the benefit. Presumably, there are a number of reasons for such figures, but if families can use their SNAP to purchase affordable fresh produce, the county may enjoy an increase in the number of people enrolled in the program.

Even if the bill passes into law, there are still a number of obstacles to address. If a market is structured in such a way that its management would have to incur the expenses associated with the additional payment system, they may be discouraged from doing so. However, according to the San Diego Union Tribune, a spokeswoman from the U.S. Department of Agriculture said that some equipment can be provided at no cost.

"With this bill on the horizon, the San Diego Farm Bureau would look forward to providing assistance that will help interested markets get started with the program," said Casey Anderson, the membership and marketing manager of the San Diego Farm Bureau. The Initiative is tailored to be able to offer a degree of assistance as well.

In the same way we cannot predict what the new season will bring, we cannot predict the direction this bill will take. In the meantime, the Initiative and its partners are looking to promote farmers' markets and SNAP accessibility in a number of other ways.

Anderson reported that the Farm Bureau will be receiving two new point-of-service terminals this week that are equipped to take debit transactions. While it is unclear which market will receive these first two machines, this development will increase the potential sales for farmers by allowing customers with an additional payment option (those of us used to paying for everything with plastic can rejoice a bit!)

Another thing that the Initiative and its partners are working to promote is the fact that SNAP clients can purchase plant seeds and starts with their SNAP dollars. This is one of the SNAP program's biggest secrets and perhaps one important way to promote participation in the SNAP program to include those clients that have an agrarian heritage, or those that are looking for affordable ways to grow their own food. In San Diego, collaborative efforts like Victory Gardens San Diego, 1 in 10 Coalition, and The People's Produce Project are working hard to increase the community's knowledge of gardening and the importance of healthy food access.

As always, we'll keep you posted! 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

[San Diego Unified School District's Breakfast Programs Nationally Recognized](#)

[County's Health above Average, With Sore Spots](#)

[Food Stamps Growing at Farmers Markets](#)

NATIONAL NEWS

[Eating in Season: A Recipe for Life](#)

[Childhood Obesity Battle is Taken Up by First Lady](#)

[Study: Traffic Patterns Affect Childhood Obesity](#)

[Extra PE May Lead to Slimmer, Fitter Children](#)

[Fitness on Ice](#)

[Beverage Industry Douses Tax on Soft Drink](#)

[A Federal Effort to Push Junk Food Out of Schools](#)

[Study on Obesity Rates in Preschoolers Doesn't Take into Account Cultural Nuances of Latino Culture](#)

[Commercials Are the Culprit in TV-Obesity Link](#)

[How Characters Can Help Children Eat Healthy](#)

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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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