

# COI November 09

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## UPCOMING MEETINGS

Unless otherwise noted, all San Diego County Childhood Obesity Initiative meetings are held at County Health Services Complex (3851 Rosecrans St., San Diego, CA 92110).

**Domain 1:** Government  
TBA (See [calendar.](#))

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

**Domain 3:** School, Before- & After-School Providers  
Tuesday, December 15, 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, December 1, 10:30 - 12:30 p.m.,  
University Room

**Domain 7:** Business

TBA (See [calendar.](#))

## DOMAIN PARTNER HIGHLIGHT

### Childcare and Preschool Providers



Diana Vandenbussche, Nutritionist, Child Development Associates, Inc.

Diana Vandenbussche, a Pennsylvania native, knew she would live in San Diego one day. Inspired by the Beach Boys classics of the 70's, Diana made her journey to San Diego and has enjoyed the active beach life ever since. Diana recently settled in La Mesa with her husband and is busy digging up her yard to plant an organic garden and learn how to grow things in the East County heat.

Diana has been involved with the Childcare and Preschool Providers Domain since the beginning. A nutritionist with Child Development Associates, Inc. (CDA), a local non-profit organization that provides tuition assistance to income-eligible families and operates four state subsidized full-day preschool centers in San Diego County, she oversees the USDA Child Care Food Program at CDA's preschools. She is also in charge of the nutrition education program for their family childcare providers and staff.

"She has enthusiastically shared her experience and information working with the Federal Child Care Food Program," states Debbie Macdonald, Domain Champion. "Diana is able to connect developmentally-appropriate activities for young children with the issues that our committee is dealing with."

CDA is the largest sponsor in the State of California for the USDA Child Care Food Program. This program reimburses child care providers for the nutritious meals they serve to the children in their care. CDA currently sponsors Family Child Care Homes throughout San Diego, Orange, Riverside, San Bernardino and Imperial Counties, as well as a portion of Los Angeles County.

Diana's expertise and experience helps to keep the domain focused on realistic expectations of childcare providers and the kinds of training they need. A passionate dancer, at her company's holiday party last year, Diana won the employee competition with a lively tap dance and was rewarded with a paid day off from work. She might be encouraged to try again this year, if you see her, please cheer her on.



## DOMAIN UPDATE

### Childcare and Preschool Providers



Healthy habits need nurturing just like plants. The Childcare and Preschool Providers Domain are dedicated to making sure that healthy eating and physical activity are taught, mentored, and supported in facilities that serve young children across the county. Domain members have been enthusiastic about providing tactile learning experiences to help enrich wellness in the classroom; this has sparked a number of childcare gardens and a pilot program reconnecting children with the individuals that grow their food.

Diana Vandenbussche with Childcare Development Associates (CDA) helped lead the way earlier this year installing four fruit and vegetable gardens at CDA facilities. In addition, each garden site was provided with a copy of Taste the Rainbow to help educators make linkages between garden activities and nutrition. Victory Gardens San Diego teamed up with the YMCA Childcare Resource Service (CRS) to install a free garden at a home-based childcare facility in Chula Vista. The YMCA CRS has arranged to provide the facility with additional materials to help support the use of the garden in educational activities, including wellness.

Preschoolers at one North County childcare facility are getting a unique opportunity to connect with those that grow their food. Through a pilot in conjunction with Occidental College, North County Community Services (NCCS) is rolling out a farm-to-preschool program at its Thunder Drive site in Oceanside. The two-year pilot program is designed to increase the availability of healthful local foods in preschool facilities, improve the quality of snacks and meals served to children, increase knowledge and interest in healthy eating, and promote the development of wellness policies that recognize the benefits of local food sourcing. Occidental College is assisting NCCS in connecting with local farms, integrating foods into the meal and snack program at affordable rates, using local foods as a tool for nutrition education, and improving classroom connections with the site's onsite garden. Farmer trading cards to taste tests are helping students learn the importance of eating healthy and local. In year two of the pilot, the YMCA CRS will provide technical assistance to childcare and preschool facilities interested in adopting the model in San Diego County.

The domain's growing membership and expertise in wellness is placing its members in high demand. Diana Vandenbussche with CDA, Zoë Phillips with Occidental College, and Kristine Smith with Neighborhood House all successfully represented their organizations at last month's Child Care Food Program Roundtable in Long Beach, CA. In January 2010, domain representatives from Occidental College, YMCA CRS, and NCCS plan to present at the San Diego County Office of Education's Early Years Conference for preschool and kindergarten educators. The group's session is titled "Growing a Healthy Future" and focuses on the role the Initiative plays in the prevention of childhood obesity and opportunities to promote wellness through policy development, gardens, farm-to-preschool, and other helpful curricula and tools.

While many of the domain's activities are currently focused on food-orientated activities, the domain remains committed to both healthy eating and physical activity. The domain is actively seeking grant funding to support the creation of a training program for childcare providers on nutrition and physical activity and wellness policy development. Childcare providers participating in the program would receive recognition via the YMCA CRS Child Care Referral Database. New strategies for strategically addressing childhood obesity in the childcare setting are always being considered.

If you would like to get involved in the work of the Childcare & Preschool Provider Domain or just learn more, please contact [Debbie Macdonald](#).

## 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



Physical Activity  
& Nutrition

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.

#### **Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods**

Public Health Law & Policy (PHLP) presents a new guide for advocates working to increase healthy food access in low-income neighborhoods.

[More...](#)

#### **Access to Aquaponics**

Access to Aquaponics has just released an interactive guidebook to aquaponics, the process in which you grow fish and vegetables in a contained water system. The book provides instruction for anyone with a living room or larger space to create their own aquaponic system.

[More...](#)

#### **CDC Technical Assistance Manual**

This manual was created to serve the state and community partners of the Centers for Disease Control and Prevention (CDC) as they develop, implement, and evaluate an array of nutrition and physical activity projects that aim to prevent and control obesity and other chronic diseases.

[More...](#)

#### **Wii Fit Games Research**

This article cites a study conducted by the American Council of Exercise that examines interactive exercise video games such as Wii Fit. Data were collected on several different Wii products including physiological impact on the body and effectiveness as compared to traditional exercise. [More...](#)

#### **Progress Enrolling Children in Medicaid/CHIP**

Who is Left and What are the Prospects for Covering More Children?

This brief examines the characteristics of the children who remain uninsured and the prospect for enrolling them in public coverage. The authors cite research showing over 90 percent of low-income parents say they would enroll their uninsured child if their child was eligible, but around half do not know their child is eligible, do not know how to apply, and/or find the application process difficult. [More...](#)

#### **Healthy Corner Stores Network**

The Healthy Corner Stores Network (HCSN) supports efforts to increase the availability and sales of healthy, fresh, affordable foods through small-scale stores in underserved communities. [More...](#)

#### **National Policy and Legal Analysis Network to Prevent Childhood Obesity**

The National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN) provides leaders in the childhood obesity prevention field with focused legal research, model policies, fact sheets, toolkits, training and technical assistance to explain legal issues related to public health. Our goal is to help create strong childhood obesity policy interventions that will reverse the epidemic by 2015. [More...](#)

## **LEGISLATIVE UPDATE**

While Sacramento may not be completely quiet, the winter months are traditionally a slow time for state legislators. The legislature does not reconvene until early January and bill requests are not due until later in the month. Despite being the off season, discussions are already underway on the bills that will be proposed or carried forward in 2010.

AB 351 (Salas, D- 79) and AB 1569 (Salas, D-79 and Romero, D-24) will be back on the chopping block this session. These bills provide school districts with the ability to offer physical education exemptions to high school students that participate in California Cadet Corps, cheer team or dance team, color guard or drill team, Junior Reserve Officer Training Corps, or marching band. The bills have slight variances in their language.

AB 351 requires:

- Substitute courses support a course of study that includes seven of the eight physical education content standards
- Substitute courses are taught by a certificated employee
- Extra-curricular activities available for the exemption be sponsored by a certificated employee
- Pupils meet at least 5 of 6 physical performance test standards in grade 9 or 10 to continue to be eligible for the exemption in subsequent years

AB 1569 mirrors AB 351 with the exception of the following:

- Substitute courses support a course of study that includes any of the physical education content standards
- Substitute courses are taught by appropriately certificated employees of the school district
- Governing board of a school district shall ensure substitution courses and extra-curricular activities are in compliance with state and federal law

The Initiative will follow the movement of these bills as the new legislative session takes way.

In federal legislation, U.S. Representative Christopher Carney (PA, D-10) introduced HR 3995 IH "Surveillance, Tracking, Observation, and Prevention of Obesity Act of 2009" on October 28, 2009. This bill proposes to amend the Public Health Service Act to authorize grants to 10 States for demonstration projects for the expansion of State registries on childhood immunization or health to include data on body mass index (BMI). The data would be made available to the federal government for analysis and evaluation. The bill currently resides in the House Committee on Energy and Commerce. The Initiative is closely following this bill as it mimics effort like those of San Diego County and Michigan to include BMI in its immunization registries.

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

### **Part-Time Employment Opportunity: SDSU MOVE/me Muevo Project**

MOVE/me Muevo project is seeking to hire someone who can work 20 hours per week starting Dec. 1, 2009, through May 2010. The MOVE/me Muevo project focuses on learning about children's health by understanding physical activity and eating choices. This position involves planning, coordinating, and facilitating logistics for over 20 family workshops to be held at 15 MOVE recreation centers throughout San Diego County with each workshop including 18 MOVE families and their children.

Candidate must be fluent in Spanish and English as the workshops are offered in English and Spanish, have excellent organizational skills and a demonstrated ability to take initiative and provide leadership and direction to others. If you can demonstrate that you meet the above qualifications, please send your resume to [Jamie Moody](#) as soon as possible.

### **Volunteer Opportunity: Crawford High School Garden**

The International Rescue Committee is seeking volunteers with gardening experience to help at our school garden at Crawford High. The Crawford garden provides immigrant and refugee high school youth with a positive activity after school, teaching them about food justice, nutrition and healthy eating, leadership development, and food security. The Crawford Garden Assistant will help with: Garden supervision during garden club hours; lesson/activity planning; day-to-day maintenance of the garden; the coordination of garden logistics; programmatic outreach and marketing; and anything else of interest! All interested applicants please contact [Michael](#) for an application.

## EVENTS / CONFERENCES

### **Community Health Improvement Partners (CHIP) End-Of-Year Celebration**

December 11, 2009

San Diego, CA

CHIP, which staffs the Initiative, is a public-private collaborative dedicated to community health improvement that works through its various programs to enhance the well-being of all San Diegans. We appreciate your contributions and/or interest in the Initiative. Please join us to celebrate! [More...](#)

### **ADA/SPARK School Walk**

Fall 2009

San Diego, CA

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

### **ADA/SPARK University City High School Walk Fundraising Events**

December 1 & 5, 2009

University City High School is participating in the ADA/Spark School Walk for Diabetes fundraiser and they need help! Join them by eating at California Pizza Kitchen on Nobel Drive in La Jolla on Tuesday, December 1 and 20% of your check will benefit this great organization! They are also hosting their walk on Saturday, December 5 at UCHS. Interested parties can simply make a donation as well. [More...](#)

### **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...](#)

### **Fresh Fruits and Vegetables: A Centerpiece for a Healthy School Environment**

November 30 & December 1, 2009

San Diego, CA

The San Diego Nutrition Network is offering a free professional development training opportunity that provides participants with tools to support an increase of fresh fruits and vegetables on school campuses through interactive and skill-building activities. [More...](#)

### **Growing Healthy Communities Workshop**

December 4 & 5, 2009

Los Angeles, CA

Join the American Community Gardening Association (ACGA) and the LACGC for an in-depth, hands-on workshop based on the ACGA's curriculum for leadership development, "Growing Communities: Community Building and Organizational Development through Community Gardening." Learn proven strategies that community organizers use to develop dynamic leaders and create strong communities through a participatory approach to community building. You will learn the principles and practices of community building, and how to pass these techniques on to others in your community by conducting your own workshops. [More...](#)

#### **Is Food Marketing to Children Getting Any Healthier?**

December 14, 2009

Washington, DC

Children Now will release a significant new study at a national conference on Monday, December 14, 2009 in relation to the amount of nutritional quality food and beverage advertising to children. At the conference, leading policymakers, industry officials, researchers, children's health advocates and others will gather to discuss the findings and their implications. [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...](#)

## **GRANTS**

#### **Clorox Announces New Grant Initiative to Fund Youth Programs**

**Deadline for Applications:** November 29, 2009

Clorox Clean-Up, a product of the Clorox Company, has announced that its new Power A Bright Future program will award five grants of \$10,000 each to kids' programs in hopes of enriching the lives of youth across the United States. A panel of children's advocates will review all submissions and select fifty finalists. From December 7 to January 17, 2010, the public will have the opportunity to vote online for their favorite finalist's program. The final five will be announced by the end of January. Each winner will receive a \$10,000 grant to help the project grow. [More...](#)

#### **Responsible Sports Community Grants**

**Deadline for Applications:** November 30, 2009

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

#### **Dairy MAX - Expanding Breakfast Grants**

**Deadline for Applications:** December 1, 2009

Expanding Breakfast Grants are available to schools participating in the National School Breakfast Program. The grants will help schools implement their wellness policies through the establishment of an alternative breakfast service method designed to increase breakfast participation. Grants of \$1,000 will be awarded. [More...](#)

#### **Home Depot Building Healthy Communities Grant Program**

**Deadline for Applications:** December 15, 2009

Home Depot is offering grants of up to \$2,500 to registered 501(c)(3) nonprofit organizations, public schools or tax-exempt public service agencies in the U.S. who are using the power of volunteers to improve the physical health of their community. Grants are made in the form of The Home Depot gift cards for the purchase of tools or materials. [More...](#)

#### **The Allen Foundation - Nutrition Promotion Grant**

**Deadline for Applications:** December 31, 2009

The Allen Foundation supports nonprofit organizations that promote human nutrition in the areas of health, education, training, and research. The Foundation's grantmaking priorities include: nutritional education for mothers during pregnancy and after the birth of their children, training for educators and demonstrators of good nutritional practices, and the dissemination of healthful nutritional information. Relevant nutritional research projects are also supported. [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...](#)

#### **UnitedHealthcare Children's Foundation - Children and Youth Health Grant**

**Deadline for Applications:** Rolling

The UnitedHealthcare Children's Foundation is a nonprofit charity dedicated to facilitating access to medical-related services that have the potential to significantly enhance either the clinical condition or the quality of life of the child and that are not fully covered by the available commercial health benefit plan. Grants of up to \$5,000 will be awarded. [More...](#)



## **FARMERS' MARKET CORNER**

San Diego County has a variety of neighborhood-based farmer's markets to choose from, but did you know that this includes a number of great markets on college campuses? San Diego County has an abundance of colleges that hold weekly farmer's markets on campus grounds where students, faculty, staff, and residents of nearby neighborhoods can go to purchase San Diego's offerings of healthy, fresh, and local produce. While fresh food is a mission that all farmer's markets share, each collegiate market offers something unique to San Diego County residents.

California State University, San Marcos holds its farmer's market every Wednesday from 3 to 7 p.m. parallel to Twin Oaks Valley Road. This market is unique in that it is housed on a college campus, sponsored by the San Diego Farm Bureau, and was established to serve the entire San Marcos community. Every week, vendors set up to offer everything from fresh produce, to hot foods, to musical performances. San Marcos' market also features a free bounce house, face painting and balloon caricatures weekly, pony rides once a month, and a monthly

interactive play event with the clowns that come and do the face painting and balloons. The market is well-attended by both students and residents in the community. In addition, Cal State San Marcos is home to one of the County's four Electronic Benefits Transfer (EBT)- or food stamp-accessible farmers' markets, so a wide range of customers can access fresh and healthy food fare. In the future, the market is hoping to feature some new activities, such as having a local chef attend weekly or monthly to demonstrate recipes. Additionally, those currently involved in the market's coordination are also hoping to get more students involved through promotion on campus and weekly offers.

Like Cal State San Marcos, the University of California, San Diego campus features a market that serves two communities as well--the university and residents of La Jolla. The UCSD farmer's market, located on Library Walk and Lyman Way, is open every Tuesday from 10 a.m. – 2 p.m. from September to June. Fifty percent of the funds raised through the farmer's market support the programs and services of the Center for Student Involvement, which serves as the campus hub for the activities of over 450 student organizations and coordinates campus leadership development and community service programs. The market features produce farmers, a flower grower, fresh food made to order, and prepackaged specialty foods and baked goods. To educate the youngest minds in the community about the benefits of shopping at a farmer's market, local preschools have been welcomed to tour the market; each student is given a reusable bag and sent off to shop for fruits and vegetables! One of the ongoing efforts that will continue to take shape in the future is to increase access to parking, so that the market is more accessible to La Jolla residents. In the meantime, UCSD is committed to providing bus and shuttle service to all students and community members.

One local college sources its farmer's market in a very unique and inspiring way—with produce grown in the campus garden. San Diego City College holds its farmer's market every Tuesday from 10 a.m. to noon right in the vicinity of the garden, which is located near the corner of 14th and C Streets. Both efforts are the product of a program at the school called Seeds at City, a partnership among San Diego City College, San Diego Roots Sustainable Food Project, San Diego High School and Garfield High School. Established in June 2008, this program is the first of its kind at an institution of higher education in San Diego County. Through this hands-on learning experience, students, scholarship winners and volunteers work side-by-side with professional organic farmers to learn the fundamentals of sustainable agriculture. Activities include harvesting the produce, learning to compost, and general management of the garden. "It's cool that we have our own little area on campus [for the garden]; it brings peace to our community," said Colin Richards, a student apprentice with the program. "Students that stop by the market are really glad that it's here." Students and staff involved in the garden and market hope to expand its scope in the future by possibly adding another parcel of land somewhere in the community to produce more food, and in turn, use community resources and possible funding to develop a sustainable agriculture program at City College focusing on urban agriculture.

Last but certainly not least, San Diego State University also features a farmer's market every Thursday, from 10 a.m. to 2 p.m. on the Campanile Walkway. This market is not only heavily attended by the university community, but also has its origins in student activism. The Enviro-Business Society (E3) is a student group which devotes its work to eco-friendly business practices. The creation of the farmer's market on the SDSU campus has largely been a result of the group's advocacy, according to Erin Lannon, the current president of the organization. Other important contributors include Green Love, another student-based group on campus which also devotes its efforts to sustainable practices. With the help of SDSU Aztec shops, the student voice demanding fresh and healthy foods was heard! The market offers vendors that sell everything from fresh produce from local farmers and orchards to hot foods from gourmet food outlets. Additionally, there are some informational booths so that students can shop at the market and also be provided with education surrounding its importance. "We didn't want it to become a food fair. We wanted healthy local food, but we also wanted to have the educational aspect—informational booths that explain to shoppers about the mission and goal of student groups," said Erin. Some efforts taking shape in the future through student commitment include extending the hours of the farmer's market in upcoming semesters, increasing standards for vendors to be local and organic, introducing composting and a food procurement plan, and eliminating all Styrofoam and plastic bags associated with the business conducted at the market.

If you would like to learn more about the above-mentioned markets, universities, or know of additional farmers' markets in San Diego County promoting health through innovative activities, please contact [JuliAnna Arnett](#).

## LOCAL NEWS

[Running Clubs Keep Kids on Track](#)

[Lemon Grove Principal Earns Top Award, and \\$10,000, for Best School Fitness Program](#)

[Local Charter School Wins Whole Foods Lunchroom Makeover Video Contest](#)

## NATIONAL NEWS

[Study Shows Overwhelming Parent Support for Healthier Schools](#)

[Food Lobby Mobilizes, As Soda Tax Bubbles Up](#)

[Amid National Concern over Childhood Obesity, Metairie School Takes to the Track](#)

[A White House Chef that Wears Two Hats](#)

[Get Your Trail On to Beat the Gym Rat Blues](#)

[Exercise Keeps Your Brain in Top Shape](#)

[Wearing a Pedometer Can Be A Big Step in the Weight-Loss Battle](#)

[More Federally-Funded Meals Proposed for Young Kids](#)

[Pedestrian Safety Put Into Spotlight](#)

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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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