

## COI April 2010

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Campaign Name	COI April 2010
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SAN DIEGO COUNTY  
**CHILDHOOD  
OBESITY  
INITIATIVE**

Working Together to Shape a Healthy Future

[www.OurCommunityOurKids.org](http://www.OurCommunityOurKids.org)



*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](#) or phone at 858.614.1549.*

### IN THE NEWS

### UPCOMING MEETINGS

- [Upcoming Meetings](#)
  - [Domain Partner Highlight](#)
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  - [National 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).
- Domain 1:** Government  
TBA (See [calendar](#).)
- Domain 2:** Healthcare Systems & Providers  
Tuesday, May 4, 1 - 2:30 p.m.,  
Harbor Room
- Domain 3:** School, Before- & After-School Providers  
Tuesday, May 18, 11 a.m. - 12:30 p.m.,  
Harbor Room
- Domain 4:** Childcare & Preschool Providers  
Tuesday, May 25, 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.](#))

South Bay Faith Advisory Council

Friday, May 14, 10 a.m. - 1 p.m.

County Health & Human Services South Region (690 Oxford Street, Chula Vista, CA 91911)

**Domain 6: Media Outlets & Marketing Industry**

Tuesday, May 4, 10:30 - 12:30 p.m.,

Palomar Room

**Domain 7: Business**

TBA (See [calendar.](#))

**DOMAIN**



**PARTNER HIGHLIGHT**

**Healthcare Domain**

**Joanne Drinkwater, MS, RD, IBCLC, Community Outreach Associate, American Red Cross WIC Program**

Although quite new to town, she hit the ground running and has made quite a name for herself with leaders in the healthcare field. Joanne Drinkwater is a Community Outreach Associate for the American Red Cross Women, Infants and Children (WIC) Agency in San Diego. She has lived all over the world as an Air Force spouse, and thankfully, three years ago, settled in San Diego (for good, she says - she is ready to stay put.)

Joanne has been part of the team developing the groundbreaking American Academy of Pediatrics, CA Chapter 3 (AAP-CA3) Provider Outreach Project at WIC. The program seeks to educate healthcare providers about the new food package, train providers on the new WIC referral form, and encourage providers to reinforce WIC educational messages. The project conducts in-service trainings on the WIC program and each clinic visit is tailored to the needs of the particular office, considering such factors as the community, patient demographics and baseline knowledge of the staff. Follow-up visits and phone calls are made to enhance the outreach and education program effectiveness.

“Joanne joined our healthcare domain and has been wonderful in helping us educate our partners about the changes in WIC. Her commitment to collaborate and share that knowledge has benefitted us all,” states Cheri Fidler, co-champion, healthcare domain.

WIC has been the premier public health nutrition program for 35 years. The WIC program has helped pregnant women, new mothers and young children eat well, stay healthy, and be active. Approximately 40-50% of all US children are on WIC during their preschool years.

“My role is to share the many existing WIC resources with health care providers, community partners, and the AAP to insure that they all know about our many changes, new programs, and improvements in real time”, offers Drinkwater. “Those of us in pediatric healthcare know that our children are our future, and our collective efforts

today will positively impact generations to come.”

Many San Diego health promotion community projects and collaboratives are unaware of the specific services and resources that WIC can offer for free. By linking WIC to these groups, like the San Diego County Childhood Obesity Initiative and its partners, we can maximize service, reinforce the key health messages, and sustain its progress.

Joanne is proud to share that she hails from Salem, Massachusetts and it is no surprise Halloween is her favorite holiday. Before moving to San Diego, Joanne spent 11 years with the WIC Program in Antelope Valley, and served as the Chief Clinical Dietitian at Antelope Valley Hospital for four years prior to that. In her free time, Joanne lends her expertise with the San Diego County Breastfeeding Coalition. On a lighter note, Joanne just finished fashioning her garden to attract birds and butterflies.



**SAN DIEGO COUNTY  
CHILDHOOD  
OBESITY  
INITIATIVE**  
COUNTY & CITY GOVERNMENTS

## DOMAIN UPDATE

### Government Domain

A French writer once said: “a goal without a plan is just a wish”. The Government Domain (Domain) agrees. The first step to building a healthy community is planning for it.

This domain is at the cusp of innovation. Participants in this multi-faceted workgroup — health and human services, parks and recreation, land-use and planning- are identifying their unique roles in obesity prevention and adopting practices that make the healthy choice more affordable and accessible to all. Public health and land-use professionals are coming together across the county to discuss opportunities to get people moving and eating healthy through smart growth concepts. Parks and

recreation are talking about the influence it can have on healthy eating in addition to its traditional role providing safe places to play. As stated earlier, all of this work starts with a plan.

In California, each city is required by state law to update its General Plan every 20 years. This document sets a framework for a community’s growth and development, and includes elements pertaining to land use, circulation / transportation, housing, conservation, open space, noise, and safety. General Plan Updates offer a critical opportunity to place a public health lens on land-use and planning decisions, and the time has come for several San Diego County communities to embark on this journey. In the North, San Marcos and Escondido are pursuing public engagement in the update process. Domain representative Naomi Butler, County of San Diego Health and Human Services Agency, is providing technical assistance and advice to San Marcos on points of intersection in the Plan that can help the City prepare for changes in population and development needs while achieving specific health-orientated goals. On the coast, the City of Encinitas is working with the San Diego County Childhood Obesity Initiative and Healthy Eating Active Living (HEAL) Campaign to create a healthier community through multiple avenues. It is looking at the role the General Plan Update can play in increasing walkability, bikeability, and even a place where healthy foods are more accessible through community gardens and healthy retail. Naomi Butler is also lending her expertise to National City to help with the development of a health and environmental justice element to be added to its General Plan Update.

The County of San Diego’s Department of Parks and Recreation is not to be left behind in planning for healthier outcomes. This year, a Recreation Master Plan is slated for all parks and recreation centers operating under the county umbrella. This plan will include an inventory of programs and facilities, community needs assessments, trends in recreation, and short and long-term strategies for the Department of Parks and Recreation to meet forecasted needs and provide outreach to underserved populations. The County of San Diego hopes to receive national accreditation from the National Recreation and Parks Association for this work.

If you would like to learn more about the Government Domain and its work with cities and communities to adopt best practices into policy, 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.



### KidsHealth.org

KidsHealth is more than just the facts about health. As part of The Nemours Foundation’s Center for Children’s

Health Media, KidsHealth also provides families with perspective, advice, and comfort about a wide range of physical, emotional, and behavioral issues that affect children and teens. [More...](#)

#### **Datamasher.org**

How do the States Compare? Mash up some government data to find out! DataMasher helps citizens have a little fun with those data by creating mashups to visualize them in different ways and see how states compare on important issues. Pick any two data sets of interest and mash away! [More...](#)

#### **Changing Lives, Saving Lives: A Step-by-Step Guide to Developing Exemplary Practices in Healthy Eating, Physical Activity and Food Security in Afterschool Programs**

This guide is designed to assist afterschool program sites and directors strengthen healthy practices. The user-friendly guide shares the remarkable changes experienced at the ten afterschool programs together with concrete examples of how they developed and strengthened their approaches, overcame obstacles and achieved their goals of improving the health of students, their families, the staff and their communities. [More...](#)

#### **"Let's Retake Our Plates" Film Series**

What we eat matters, and food choices that consumers make every day effect the greater food system. Whole Foods Markets invite you to join them for a series of films that provide education about the food industry in our nation, the importance of making healthy choices, and the effect that consumer choices can have on the overall industry. [More...](#)

#### **Quality Assurance International Organic Certification**

Quality Assurance International (QAI) is a San Diego-based organization that provides independent, third-party certification of organic food systems. QAI works diligently to assess quality at every link in the organic production chain and continues to provide assurance that the actual product destined to enter into market distribution is indeed organic. QAI is a great resource for information about what organic really means and how it works. [More...](#)

#### **San Diego County Farmers Markets and Community Gardens**

Are you wondering where the closest farmers market is within your neighborhood? Do you know if there is a community garden in your community? The online version of the Union Tribune provides an interactive map that displays the location of all farmers markets and community gardens in the county. [More...](#)

#### **Community Perspectives on Obesity Prevention in Children**

Increasingly, policy makers are recognizing that environmental factors affect individual behaviors related to food and physical activity. Communities across the nation have made efforts to improve these factors in diverse settings and with diverse populations, resulting in many promising approaches. This workshop summary, brought to us by the Institute of Medicine, reflects a discussion of said communities' best practices and challenges in obesity prevention. [More...](#)

## **LEGISLATIVE UPDATE**

April showers bring May flowers; this old adage rings as true with rain and tulips as it does for tax day and State budgets. However, in California, there is a slight glitch in the theory. The projected personal income tax receipts for April 15 brought in less than the State projected— approximately \$2 billion less. This reduction in funds translates into budget cuts and revisions and additional challenges for any new legislation sporting a State-funded price tag.

This year—and likely several years to come—expect to see bills with few proposed costs. New nutrition and physical activity legislation is following suit. In fact, many advocates promoting healthy eating and active living are identifying new revenue streams that could potentially be developed through legislative actions like the soda tax. While this session is fated to be challenging, it has stemmed a variety of inventive bills that approach our State's challenges through multiple lenses--health, environment, and finance.

Here's a short list of nutrition legislation up for debate this session:

**AB 2468: (de Leon) Lactation Accommodation.** This bill would authorize an employer to use the designation "*Breast-Feeding Mother-Friendly Workplace*" in its promotional materials if the employer submits its workplace breast-feeding policy to the Labor Commissioner and the Labor Commissioner determines that the employer's policy provides for specified criteria- flexible work schedules; sanitary, safe, and private location to express milk; and a convenient, clean, and private water source.

**SB 1210: (Flores) Taxation: Sweetened Beverage Tax: Children's Health Promotion Fund.** This bill would impose a \$0.01 tax per teaspoon of caloric sweetener in bottled sweetened beverage or concentrate upon every person who makes the first sale in this state of bottled sweetened beverage or concentrate and on every person who uses or consumes, or places into a vending machine or retail stock, untaxed bottled sweetened beverage or concentrate.

**SB 1255: (Padilla) Schools: nutrition: beverages.** This bill would eliminate the selling of electrolyte replacement beverages to pupils from one-half hour before the start of the school day until one-hour after the end of the school day.

**AB 2084: (Brownley) California Child Day Care Facilities: Nutrition.** This bill would require a licensed child day care facility to follow specified guidelines relating to the provision of beverages— serve only 1 percent milk to children ages 2 and older, serve only 100% juice and make it available no more than once a day, serve no beverages with added sweeteners, and make clean, safe water readily available throughout the day.

For state and federal updates on food policy and obesity legislation, visit the Rudd Center for Food Policy and Obesity at Yale University's Legislative Database: <http://www.yaleruddcenter.org/legislation>.

## 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](mailto:jarnett@hasdic.org) or 858.614.1544 for more information. A stipend will be offered.

## EVENTS/CONFERENCES

### 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...](#)

### National Physical Activity Plan

Kickoff date: May 3, 2010

Nationwide

The National Physical Activity Plan is a growing collection of organizations and individuals dedicated to developing a plan that will empower all Americans to be physically active every day. The campaign focuses on changing policies at the federal, state, and local levels to improve physical activity and health. On May 3, this collaborative will kick off with a signature launch event in Washington, D.C. Visit the National Physical Activity Plan website to learn more about how you can have an impact in your own community. [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...](#)

### 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...](#)

### **The American Horticultural Society's 18th Annual National Children & Youth Garden Symposium**

July 22-24, 2010

Pasadena, CA

Join educators, garden designers, community leaders, and children's gardening advocates in Pasadena, California for the American Horticultural Society's 18th annual National Children & Youth Garden Symposium, The Vitality of Gardens: Energizing the Learning Environment. Several California School Garden Network partners will be presenting at this conference. Registration opens April 1st. [More...](#)

### **Healing Foods Cooking Classes 2010**

Dates throughout 2010

San Diego, CA

The UCSD Moore's Cancer Center is offering cooking classes that teach participants how to prepare easy and healthy recipes using foods that promote health and help fight disease. Healing Foods Cooking Classes also include discussion about ingredients, cooking methods, tasting, and recipes. Introductory classes are free, but advance registration is required. [More...](#)

### **The Convergence Partnership's Healthy People Healthy Places Webinar Series**

Dates throughout 2010

Changing the health of communities will require collaboration from an informed, passionate, fair-minded group working across multiple fields. The Convergence Partners' webinars provide examples, information, tools, and connections with those creating healthy places through multi-field, equity focused environmental policy change. All calls are on Tuesdays, 11:00-12:00pm PST (1:00 - 2:00pm CST; 2:00-3:00 EST). [More...](#)

## **GRANTS**

### **Healthy Eating Research Grants**

**Deadline for Applications:** May 13, 2010

Healthy Eating Research is a national program of the Robert Wood Johnson Foundation (RWJF). The program supports research on environmental and policy strategies with strong potential to promote healthy eating among children to prevent childhood obesity, especially among lower-income and racial and ethnic populations at highest risk for obesity. Approximately \$2.4 million will be awarded under this CFP for Round 5 grants, rapid-response grants and New Connections grants through Healthy Eating Research. Please refer to the CFP for complete details. [More...](#)

### **Network for a Healthy CA Mini-grant**

**Deadline for Applications:** May 14, 2010

The 2010 - 2011 Mini-grant Request for Proposal (RFP) packet and application are now available and may be downloaded from the SDNN website (sdnnonline.org). Mini-grants are available for short-term projects through SDNN which utilizes nutrition education to increase healthy behaviors and decrease childhood and adult overweight among eligible populations. Applications are due by May 14, 2010, with Announcement of Awardees by June 1, 2010. For Technical Assistance and other questions, please contact me as below. [More...](#)

### **Aetna Foundation - Health and Healthcare Grants**

**Deadline for Applications:** May 15, 2010

The Aetna Foundation is dedicated to promoting wellness, health, and access to high-quality healthcare for everyone. The Foundation has three main funding priorities: obesity, racial and ethnic healthcare equity, and integrated health care. Proposals that are national or regional in scope will be considered. Award amounts vary. Regional grant requests may not exceed two years and \$150,000 each. [More...](#)

### **US Department of Justice, Office of Juvenile Justice and Delinquency Prevention - Youth Gang Prevention and Intervention Program**

**Deadline for Applications:** May 20, 2010

The US Department of Justice, Office of Juvenile Justice and Delinquency Prevention is seeking applications for its Youth Gang Prevention and Intervention Program. This program will provide funding for localities to replicate selected secondary gang prevention and intervention programs considered promising or effective and must be a part of an existing community-based, comprehensive anti-gang initiative. As many as ten grants of up to \$325,000 each will be awarded. [More...](#)

### **Western Growers – California School Garden Program (California)**

**Deadline for Applications:** June 1, 2010

Western Growers is offering grants to help children learn more about nutrition and agriculture, and to help plant a fully operational fruit and vegetable garden at school. Winners are eligible to receive up to \$1,500; an irrigation kit; seeds; teacher resources; local contacts to assist you in the planning, planting and sustaining of your garden; and local retail contacts that will work with you stretch your funds. Schools, youth groups, community centers, clubs, and any organization that supports gardening with children throughout California are eligible to apply. [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...](#)

### **Finish Line Youth Foundation Grants**

**Deadline for Applications:** Rolling

Finish Line Youth Foundation focuses funding on organizations that provide opportunities for youth participation in community-based programs addressing active lifestyle and team building skills. Award amounts will vary from \$1,000 to \$5,000 although the foundation may occasionally make significant, larger grants to maximize funding impact in areas of interest. [More...](#)



## **FARMERS MARKET CORNER**

The San Diego County Childhood Obesity Initiative covers a number of community-driven initiatives that work hard to increase access to fresh, affordable, and culturally appropriate foods in communities throughout the region. This month the Initiative is checking in with an old friend—the City Heights Farmers Market (CHFM). CHFM continues to be a great example of a neighborhood market that promotes healthy lifestyles and food self-sufficiency.

The City Heights Farmers' Market started operating in June 2008 and was the first San Diego farmers' market to accept EBT cards (electronic payment for clients of the Supplemental Nutrition Assistance Program—the program formerly known as food stamps).

In addition to using EBT, CHFM operates a cash incentive program called "Fresh Fund," designed to make the benefits of fresh, locally grown produce accessible to recipients of SNAP; Women, Infant, and Children (WIC); and Social Security. Each week, the Fresh Fund is distributed to individuals participating in the designated programs. The Fresh Fund dollars are in turn spent on the customer's produce of choice at the market. Since its launch, the Fresh Fund program has been such a huge success. It increases the capital for our farmers and contributes to the health and well-being of low-income residents. Residents and farmers alike can now enjoy its expansion. The program is undergoing a small change. Now with a small buy-in of their own money, Fresh Fund clients can receive matching funds from the program. This allows for the program to potentially contribute a lot more Fresh Fund dollars to its shoppers, which will hopefully further improve the local economy and community. Further, the Fresh Fund program itself is now being extended to other farmers' markets in the region, including the Valley Center Farmers' Market, San Marcos Farmers' Market, and Southeast Farmers' Market, which is scheduled to open in Southeast San Diego sometime in the near future.

This month, the City Heights Farmers' Market is gearing up for some other exciting pilot programs as well. During the second week of May, point-of-service (POS) terminals will be programmed to accept debit and credit cards, increasing the forms of payment accepted and hopefully also increasing sales.

In addition, CHFM has been selected as a pilot site for the acceptance of Women, Infants and Children (WIC) fresh fruit and vegetable vouchers. WIC clients can use their WIC dollars at CHFM to purchase fresh fruits and vegetables, which is a particularly great benefit for low-income families with small children.

Aside from providing a variety of options to access the products at the market, CHFM is also home to several community programs intended to enhance health education and cohesion within the community. Every month, patrons can enjoy cooking classes hosted by City Heights residents who make use of farmers' market produce in their recipes. There are also monthly health screenings, food stamp outreach services, and even a monthly bike ride that guides participants through the safest routes in their community, brings them to community gardens and other points of interest in the neighborhood, and even offers bike tune-ups before the ride!

If you know of a farmers' market or community garden in San Diego County promoting health through innovative activities or would like to learn more about a highlighted project, please contact [JuliAnna Arnett](#).

## **LOCAL NEWS**

[How to Eat Well on a Food Stamp Budget: \\$68.88](#)

[Michelle Obama Brings Health Campaign Here](#)

[County Lands Healthy Lifestyle Stimulus Grant](#)

## **NATIONAL NEWS**

[Jamie Oliver Improves Huntington, West Virginia's Eating Habits](#)

[Ex-military Leaders: Young Adults 'Too Fat to Fight'](#)

[FDA Plans to Limit Amount of Salt Allowed in Processed Foods for Health Reasons](#)

[Study: Physical Activity Can Boost Student Performance](#)

[15 Reasons to Eat Organic Food](#)

[NY Sen. Gillibrand Proposes \\$1 Billion Food Plan](#)

[Risks for Youths Who Eat What They Watch](#)

[Can Iowa Raise the Fitness Bar with Business-Sponsored School Program?](#)

[Girls Involved in Project to Promote Physical Activity](#)

[Healthy Attitudes for Healthy Food Choices](#)

[Nature's Bounty: Soil Salvation](#)

[California County Trims Toys in Meals to Cut Fat](#)

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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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