

Domain 7: Businesses

“Shaping a Healthy Future” Award- Michele Anderson and the San Diego Padres

The San Diego Padres have been important partners since the inception of the San Diego County Childhood Obesity Initiative in its efforts to prevent and reduce childhood obesity. Michele Anderson and her community relations staff have demonstrated both a thorough understanding of the intent to change the physical and social environments that impact healthy choices and a commitment for the San Diego Padres to play a role in this effort.

The Padres’ Fun 2B Fit Program is a cross-domain collaboration that is designed to increase opportunities for elementary school children to participate in physical activity throughout the school day. Students participate in a series of specially designed fitness stations, both during physical education time, as well as at lunch and recess. Each station focuses on a different aspect of physical activity and fifth grade students are trained to assist younger students, thus fostering a sense of mentoring and responsibility. In addition to funding the pilot program, the Padres have discussed possible expansion of this program by replicating the model at other schools.

In addition to the Fun 2B Fit Program, discussion of future efforts has included improving food environments among youth sports leagues and at PETCO Park. Additionally, Michele Anderson serves on the Childhood Obesity Initiative’s Leadership Council representing the business domain and the San Diego Padres.