



Your expertise, credibility and experience as a physician make you uniquely qualified to advocate for childhood obesity prevention and community health. Even with a busy schedule and limited time to invest, you can participate in many activities to advocate for the health of children and families.

858-609-7964
www.OurCommunityOurKids.org



a project facilitated by:
COMMUNITY HEALTH
IMPROVEMENT PARTNERS
making a difference together



American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™
California Chapter 3 - San Diego and Imperial Counties



Physician Advocacy à la carte Menu of Options

*How you can advocate for
obesity prevention in the
communities you serve*



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Appetizers

Whet your appetite with these advocacy activities, which can be accomplished even with a busy schedule.

Let's Move

Sign on to First Lady Michelle Obama's "Let's Move" campaign on the American Academy of Pediatrics website at www.aap.org/obesity/whitehouse.

Be Informed

Sign up to receive the monthly e-newsletter of the San Diego County Childhood Obesity Initiative at www.OurCommunityOurKids.org.

Read Up

Learn about your local school district's wellness policy at www.OurCommunityOurKids.org/resources/policy-clearinghouse.aspx#providers.

Healthy Tips

Attach "Healthy Tips" flyers to completed preschool medical forms.

Educate Patients

Place books and brochures on the topic of healthy weight and fitness in your waiting area.



Entrees

If you have slightly more time to give, bite into these juicy opportunities, which will expand your involvement and outreach.

Get Schooled

Offer to present about childhood obesity at a local school at a back-to-school night, health fair, parent association meeting or staff development day.

Get Schooled 2

Attend a meeting of a school district's wellness council or school nurses group.

Start Young

Contact a local preschool or childcare center and offer to present to teachers, staff and parents. Encourage adoption of a wellness policy, which can be found at www.OurCommunityOurKids.org/media/59950/ymca%20policy%20new.pdf.

Buy it Back

Participate in the Halloween Candy Buy-Back Program by using your office as a collection site and paying children who wish to bring in their excess, unopened Halloween candy \$1 per pound. Find out more at www.OurCommunityOurKids.org/domains-committees/business/halloween-candy-buy-back-program.aspx.

Meet for a Purpose

Attend meetings of the San Diego County Childhood Obesity Initiative's domain workgroups: Healthcare, Schools & After-school, or Early Childhood. Find our calendar at www.OurCommunityOurKids.org/calendar.aspx.

Set an Example

Establish a wellness policy at your office to encourage healthy food and physical activity environments and practices.

Make a Referral

Encourage your patients to contact 211 San Diego by calling 2-1-1 or visiting www.211sandiego.org to discover free and low-cost programs and services related to physical activity, nutrition, healthy weight and diabetes management.

Desserts

Now that you've had a taste of advocacy, sink your teeth into these delicious ways to expand your reach and influence.

Get Schooled 3

Join a school district wellness council as a regular committee member to provide ongoing advice and recommendations on creating healthy school environments.

Know Your Community

Practice "community competency" by familiarizing yourself with the food and physical activity resources and environments in the community where you practice.

Write Now

Write an opinion article or letter to the editor on childhood obesity to a newspaper or news website. Write a series of health articles for your local school or preschool newsletter.

Get Schooled 4

Present at a school district board meeting to advocate for improved school foods, more physical activity, etc.

Sweat Equity

Gather your colleagues and volunteer in your community...create a community garden, refurbish a local park, or build a playground.

