



SAN DIEGO COUNTY  
**CHILDHOOD  
OBESITY  
INITIATIVE**

Working Together to Shape a Healthy Future

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



## IN THE NEWS

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 858.609.7964.

## UPCOMING MEETINGS

- Upcoming Meetings
- Domain Partner Highlight
- Domain Update
- Resources
- Legislative Update
- Announcements
- Events/Conferences
- Grants
- Farmers' Market Corner
- Local News
- National News

Unless otherwise noted, all San Diego County Childhood Obesity Initiative meetings are held at Community Health Improvement Partners (CHIP), located at 9370 Chesapeake Drive, Suite 220; San Diego, CA 92123.

### **Domain 1: Government**

TBA (see [calendar](#))

### **Domain 2: Healthcare**

Tuesday, November 1, 1 - 2:30 p.m.  
CHIP Office

### **Domain 3: Schools and After-school**

Tuesday, November 15, 11 a.m. - 12:30 p.m.  
CHIP Office

### **Domain 4: Early Childhood**

Tuesday, December 13\*, 9 - 10:30 a.m.  
YMCA Childcare Resource Service, 4th Floor Executive Conference Room  
3333 Camino Del Rio South, San Diego, CA 92108  
\*This is not the regularly occurring date and time of this domain meeting; scheduling accommodates holidays.

### **Domain 5: Community**

TBA (see [calendar](#))

### **Domain 6: Media**

Tuesday, December 6, 11 a.m. - 12:30 p.m.  
CHIP Office

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## DOMAIN PARTNER HIGHLIGHT

### Schools & After-school Domain

Barbara Gates  
Founder & Director  
Lean and Green Kids



Barbara Gates is one colorful woman, but it may be safe to say that her favorite color is green! Barbara is the founder of Lean and Green Kids, and her mission is to educate future generations—in the classroom, cafeteria, and community—about the tremendous health and environmental benefits of choosing whole, organic, plant-based meals. She emphasizes the importance of teaching children about healthy meals instead of foods, because the word “meal” implies a full, well-rounded serving of healthful foods.

Barbara also serves as the district representative for Oceanside Unified School District with the Childhood Obesity Initiative’s Schools & After-school domain.

At the heart of her advocacy is not only children’s health, but also the health of the planet. Through Lean and Green Kids, Gates wants to impart knowledge that food choices not only affect your own health, but also the health of the planet. To this end, the Lean and Green Kids curriculum teaches about locally grown, organic foods. It also has a special focus on the benefits of choosing meals made with plant protein – nuts and beans. Helping kids appreciate the incredible bounty that nature has to offer is one of Barbara’s greatest passions.

“No other planet, for as far as the largest telescope can see, has the incredible and life giving power of plants. I want children – and grown ups - to be appreciate that.”

Barbara became interested in childhood obesity prevention and child health when her son Jack entered kindergarten. While she was excited to send her first son off to school, she had a concern about the quality of school lunches, and was willing to take action to improve them through the PTA associated with the school her son attended at the time. Although her ideas for changing the school lunch menu were initially met with resistance, eventually Barbara and other people in the PTA met with the school board to discuss some key changes that they wished to see. She did her homework, too. When she and her allies in the PTA first sat down to talk about healthier school meals, they generated recipes that were plant-based, rich in nutrients, and in compliance with USDA requirements.

Barbara’s children are now teenagers (Jack is 18 and her daughter Lucy is 15), and while she recalls her years of advocacy for healthier school lunches and overall environments, she also takes delight in the increased awareness of their importance over time. Barbara is a champion for parent engagement; she wants to empower parents to work with school administration to advocate for healthier school environments, and through her own experience, offers support to overcome the obstacles of bringing about change.

“Right from the start Barbara ‘got it,’ diving right in to promote school wellness in the Oceanside Unified School District,” says Deirdre Kleske, Domain Co-Chair. “Her interest sparked new efforts in the district to activate the Wellness Council and improve school meals, including serving more vegetarian menu items. It’s probably no coincidence that Oceanside’s Nutrition Services Department won the Golden Carrot Grant Prize in 2010!

Barbara drives many miles to attend our monthly Domain meeting, and we’re fortunate to

have such a strong advocate serving as a District Representative for our Domain."

Barbara grew up in Northern California, and her degree is in theatre. That's right, she's an actress and writer too! Acting is her "lifelong passion" and she works as a professional actress in Los Angeles and San Diego. In fact, one of her films won the "audience choice" award in this past year's Broad Humor Film Festival, an LA film festival for female comedic writers and directors! To learn more about Barbara Gates and her contributions to the community, visit [Lean and Green Kids website](#), or chat with her for a bit. You will be inspired!

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## DOMAIN UPDATE

### Healthcare Domain

Healthcare systems and providers always have a full plate, but the Childhood Obesity Initiative's healthcare domain always finds a way to fit obesity prevention advocacy onto that plate! Healthcare domain partners are constantly finding new ways to collaborate to leverage each other's work, connect with the community, and improve the quality of care as related to obesity prevention. The following are just some of the activities that have kept the domain busy, dynamic, and successful:

*Childhood Obesity Prevention Advocacy Tools for Physicians:* Earlier this year, the Healthcare domain developed resources for physicians in an effort to connect them with obesity prevention advocacy options within schools and preschools. An actual "menu" has been designed with input from the domain, to help physicians select an activity that fits in with their busy schedules. The menu details some different avenues physicians can take to advocate for childhood obesity prevention outside the walls of their office. The domain has been promoting these resources through their healthcare networks, and has been working with the Schools and After-school and Early Childhood domains to develop a system for connecting physicians with schools and preschools that would like the expertise of a physician in their own efforts to advocate for childhood obesity prevention.

*Healthy Food in Healthcare:* This is the name of an exciting effort to convene hospital stakeholders to collaborate on healthy food procurement in hospital facilities. JuliAnna Arnett, the Food Policy Manager for Healthy Works and the Childhood Obesity Initiative, initiated this effort with other domain partners. Stakeholders include food service directors, government affairs representatives, administrators, public health professionals, etc. Since its first meeting in April 2011, this group has been meeting regularly and has been surveyed about best practices within their hospitals as a baseline measure for progress. Hospitals currently represented in this collaborative include: Palomar Pomerado Health, Scripps Green, Rady Children's, Alvarado, Kaiser Permanente, Scripps Encinitas, Scripps Memorial, and UCSD.

*Women, Infants & Children (WIC) Partnership with OB/GYNS:* In January 2011, California State WIC released funding to WIC to provide education to OB/GYNs on gestational weight gain messaging and training. Since then, the domain has supported this work; Rady Children's Hospital has participated in this partnership by helping WIC coordinate the different physician offices and clinics that will receive the presentations/information. The funding from the state has ended, and 30 sites have received the training/education with 2

more sites pending. Although the state funding period is complete, Joanne Drinkwater of American Red Cross WIC is currently working on a motivational interview module for prenatal moms that OB/GYNs can use with patients. She said that the WIC materials are changing because of this project to better reflect the messaging and education that has been offered.

This domain is consistently seeking new and innovative ways to support healthcare providers and families in preventing and treating obesity. To learn more about the domain or investigate partnership opportunities, please contact [Erica Salcuni](#).

## 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.

### **CalICHEEPS Fact Sheet on Low Income Health Barriers**

The Network for a Healthy California released a fact sheet entitled "Low Income Children Face Lifestyle Barriers" with data gathered from the 2009 CalICHEEPS survey. The study shared key implications of state and school policies that act as barriers for 9-11 year olds to having a healthy lifestyle. The study produced ten facts that can be used to inform campaign activities, policy decisions, and programs statewide. [More...](#)

### **CDC GIS Tools**

The Center for Disease Control announced the launch of a GIS (geographic information systems) exchange website for chronic disease like cancer, heart disease and diabetes. The tool includes a map gallery, training modules, and GIS resources that can help public health officials create maps to better visualize and interpret data on chronic disease. The resource, developed by the CDC Division for Heart Disease and Stroke Prevention, the National Association of Chronic Disease and Duke University, provides the opportunity to facilitate collaborations and enhance partnerships. [More...](#)

### **We're Not Buying It Campaign**

The Prevention Institute launched its "We're Not Buying It" Campaign to elucidate the advertising tactics that large food companies use on children and in schools. The campaign, including a 2-minute video clip, is a resource for facts and statistics regarding advertising and the actions of big food companies and lobbies. [More...](#)

## LEGISLATIVE UPDATE

Click [here](#) for this month's legislative update. For more information, please contact [Melanie Cohn](#), COI Manager.

## EVENTS/CONFERENCES

### **Amp Up! Middle School After-School Program**

November 2-4, 2011

San Diego, CA

Come to the only conference focusing on middle school after-school programs within San Diego County! The conference will feature engaging workshops on issues ranging from health, inclusion and fitness, keynote speakers, and networking opportunities. Program staff, directors, middle school site administrators and technical assistance providers are encouraged to attend. [More...](#)

### **Farm Bill 101: It's What's for Dinner**

November 9, 2011 (Training 1: 2-4PM, Training 2: 5:15-7PM)

San Diego, CA

The San Diego Hunger Coalition, Slow Food Urban San Diego, and the SD County Childhood Obesity Initiative are hosting an information session on the upcoming Farm Bill reauthorization. The Farm bill impacts food policy in a variety of different ways. Contact [Sadie Sponsler](#) to RSVP; please indicate Training 1 or 2.

### **BOOST Collaborative Annual Healthy Behaviors Conference: Changing Lives, Saving Lives**

December 7-9, 2011

San Diego, CA

This conference is part of the BOOST family of conferences and co-sponsored by the Center for Collaborative Solutions, which developed the Healthy Behaviors Initiative that has demonstrated the power of afterschool programs in addressing the childhood obesity crisis. Our Healthy Behaviors Conference carries a level of credibility and quality that will appeal to the leaders supporting youth in the out-of-school field. [More...](#)

### **Regional Garden Education Center Classes**

Spring 2011 through Spring 2012

Locations throughout San Diego County

Take free gardening classes at your local Regional Garden Education Center. A complete listing of classes is available on the [Healthy Works Calendar](#). You can sign up directly with the following Regional Garden Education Centers:

[Olivewood Gardens and Learning Center](#) (National City)

2525 N Ave, National City 91950

Contact: Michelle Cox, (858) 204-6949

[Solana Center](#) (Encinitas)

137 N El Camino Real, Encinitas 92024

Contact: Elizabeth, (760) 436-7986 ex 225

[International Rescue Committee](#) (City Heights)

5348 University Ave, San Diego 92105

Contact: Anchi Mei, (619) 641-7510

[San Diego Youth Services](#) (Spring Valley)

3845 Spring Dr, Spring Valley 91977

Contact Steven Jellá, (619) 221-8600 x229

[Wild Willow Farm and Education Center](#) (South San Diego)

2550 Sunset Ave, San Diego 92154

Contact: Erynn Pierce, (619) 540-2431

For more information, contact [JuliAnna Arnett](#).

## GRANTS

### **School and Community Garden Grants**

**Deadline for Applications:** December 31, 2011

Whole Foods Market's Whole Kids Foundation, in partnership with FoodCorp, is accepting applications to award 1000 school/community garden grants in the amount of \$2000 each. These grants offer a unique opportunity to increase kids access to fresh, nutritional, local produce. I encourage you all to forward this information to any schools or community groups that may have an interest in applying. [More...](#)

### **Health and Obesity Grants: Aetna Foundation**

**Deadline for Applications:** November 15, 2011

This grant aims to understand and improve obesity-related health care systems. Grant proposals should address rising rates of US adult and childhood obesity, ethnic health equity, and improvements in quality health care. [More...](#)

### **Grants for Sports Programs: LA84**

**Deadline for Applications:** February 24, 2012

This grant is intended for the development of sports programs for underserved communities targeting ethnic minorities, girls, and physically challenged children. Non-profits and tax-exempt organizations may apply. [More...](#)

### **School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes Research Grant: CDC, NIH**

**Deadline for Applications:** January 9, 2013

The National Institutes of Health and the Center for Disease Control and Prevention are offering a national grant for the purpose of researching the effect of policy on school physical activity, youth obesogenic behaviors, and weight outcomes. Eligible organizations are state, county, or city governments; independent school districts; nonprofit organizations; and Native American tribal organizations. [More...](#)

### **Ben & Jerry's Foundation: National Grassroots Grant Program**

**Deadline for Applications:** Rolling

Through the National Grassroots Grant Program, Ben & Jerry's Foundation grant program aims to further social justice, protect the environment and support sustainable food systems. Grants of up to \$15,000 are provided to grassroots, constituent-led organizations that are using community organizing strategies to accomplish their goals as well as organizations that provide technical support and/or resources to such groups. [More...](#)

## FARMERS' MARKET CORNER

To those of you that tuned in last month, you heard about the exciting activities going on in Southeast San Diego courtesy of the Peoples'



Produce Certified Farmers' Market. We'd like our readers to know about a big change for this market:

The People's Produce Project Certified Farmers' Market is moving to a new location! This Friday, October 28, 2011 the market will be opening at its' new location, 4981 Market Street (West of the Euclid Avenue Trolley Station). The market will still be held from 3:00 p.m. -7:00 p.m. on Fridays, and will continue to feature locally grown produce (i.e. growers within a 25 mile radius of the market), prepared food vendors, live entertainment, workshops, health screenings and food demonstrations.

Market organizers anticipate that this new location will allow the farmers' market to grow that much more!

The market will continue to offer all of the same benefits to the community, including the Fresh Fund. Any clients of CalFresh (food stamps), WIC, or SSI benefits are encouraged to come to the farmers' market for their produce, community connection, and much more.

The Peoples' Produce Certified Farmers' Market is more than a social hub; its partners and its stakeholders promote and raise awareness about Southeast San Diego's community by providing opportunities to live a healthy lifestyle with good nutrition, fresh access and overall wellness. The PPP marketplace is a social hub of activities that support healthy lifestyles. Join them every Friday afternoon from 3pm - 7pm at 4981 Market Street and visit their [Healthy Works webpage](#) to learn more!

If you know of a food access initiative 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

[When the Uprooted Put Down Roots](#)

[SDSU Wins Childhood Obesity Grant](#)

[City to Consider New Urban Farm Guidelines](#)

[San Diegans Unite to Fight Chronic Disease](#)

[District, City Break Ground on Joint Use Field in North Park](#)

[School Nutritionist Gets Statewide Honor](#)

## NATIONAL NEWS

[Is Sugar Toxic?](#)

[Tending to a Community Garden May Foster Higher Fruit and Vegetable Consumption](#)

[Walking to School: Steps Toward Health](#)

[Los Angeles Unified Students Grade District's New Menu Choices](#)

[DC's Food Deserts Sprout Fresh Fruits and Vegetables](#)

[New Steps to Fight Childhood Obesity Taken by the CDC](#)

[Classes Come First, but Schools Must Include More Physical Activity](#)

[Food Ads more Persuasive than Parents, Study Suggests](#)

[Government Pulls Back on Junk Food Marketing Proposal](#)

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Disclaimer: The Initiative provides the monthly newsletter solely as a service to its partners to support domain activities and promote other related nutrition and physical activity programs and policy/environmental changes in San Diego County. The newsletter is for educational purposes only and does not constitute an endorsement of any product, resource, legislation, or intellectual content included in the newsletter outside of specified Initiative domain workgroup activities or official partnership statements approved by the Initiative's leadership council.

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, i.e. community sectors, including Government, Healthcare, Schools & After-school, Early Childhood, Community, Media, and Business to act as a forum for the development, replication, and leverage of best practices and resources.

### San Diego County Childhood Obesity Initiative

[Cheryl Moder](#) : Director | 858.609.7961

[JuliAnna Arnett](#) : CPPW Food Policy Manager | 858.609.7962

[Melanie Cohn](#) : Manager | 858.609.7963

[Erica Salcuni](#) : Coordinator | 858.609.7964

9370 Chesapeake Drive, Suite 220, San Diego, CA 92123

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