



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, October 4, 1 - 2:30 p.m.

CHIP Office

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

Tuesday, October 18, 11 a.m. - 12:30 p.m.

CHIP Office

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

Tuesday, October 25, 10 - 11:30 a.m.

YMCA Childcare Resource Service, 4th Floor Executive Conference Room

3333 Camino Del Rio South, San Diego, CA 92108

#### **Domain 5: Community**

TBA (see [calendar](#))

#### **Domain 6: Media**

Tuesday, October 4, 11 a.m. - 12:30 p.m.

CHIP Office

#### **Domain 7: Business**

TBA (see [calendar](#))

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## Healthcare Domain

Tanya Dansky, MD, FAAP  
Medical Director  
Children's Physicians Medical Group



Dr. Tanya Dansky is one busy woman. After all, she is taking care of tens of thousands of children in Southern California!

Dr. Dansky is the medical director of Children's Physicians Medical Group (CPMG), a network of over 400 pediatricians in San Diego and southern Riverside counties serving over 70,000 kids. Dr. Dansky has been involved in the efforts of the Initiative and its partners for the past several years, and is currently collaborating with other healthcare stakeholders in San Diego County to advance childhood obesity prevention, research, and surveillance. For instance, she is currently working with another Healthcare domain partner, Dr. Kerri Boutelle of UCSD, to implement a quality improvement initiative to increase participation in the UCSD FRESH Study, which is sponsored by National Institute of Health. Dr. Boutelle is the principal investigator of this weight control research study designed to help children at risk for obesity to develop healthy eating and activity habits for life. Dr. Dansky offered to assist with this research by contacting families within their network that had a child meeting qualifications of the study (CPMG has an electronic medical record system that tracks patient BMI).

Dr. Dansky hails from Oakland, California, where she born and raised. She identifies herself as the product of two public school teachers, which she said made her grow up to appreciate the importance of giving back to her community. She came to San Diego in 1995 for her pediatric residency, and has been here ever since.

"I always wanted to work with kids, so I always wanted to be either a pediatrician or teacher. I did well enough in math and science, so I went to medical school." She says that she enjoyed her minor in foreign language (German) because it was a nice change of pace from the cut throat competition of her pre-med courses.

For the last 5 years, Dr. Dansky has been doing managed care for children's health, examining the business side and quality of care side. Once she found out about the county's multi-disciplinary approach to childhood obesity prevention, she thought, this is how I like to solve problems. She attended the Childhood Obesity Summit that the Initiative hosted in 2007, and heard presentations about all the different domains. She felt energized by speakers such as Dr. Nick Yphantides, who served as the private sector co-chair for the Initiative for several years.

"Dr. Dansky is a wonderful team player, always looking for partnership opportunities that will help the children and families she serves", says Phyllis Hartigan, Domain Champion with Rady Children's Center for Healthier Communities. "She has been an active member of the Healthcare Domain since its inception and has a great passion for childhood obesity prevention and the work of the COI."

When Dr. Dansky isn't taking great care of 70,000 of San Diego County's children, she is taking care of two of her own little ones. She has a second grader and 1 ½ year old, who amuse and inspire her every day. She proudly states that her second grader's favorite food is steamed artichokes, while her baby seems to have taken a shine to cucumbers—every mother's dream!

Dr. Dansky lives in Mira Mesa with her family and two miniature dachshunds. On the rare occasion that she gets time to herself, she enjoys camping and skiing; she was a ski racer in high school and college. She said that getting back into skiing after a long time is "just like riding a bike".

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**GOVERNMENT  
DOMAIN**

## **DOMAIN UPDATE**

### **Government Domain**

For small stores, stocking fresh produce and other healthy foods may not be as easy as it sounds. Many corner store owners care about their community and are concerned about the wellbeing of their customers. However, they face several constraints when making decisions about which items to sell. Some of the major activities under the auspices of the Government domain are geared toward alleviating some of these constraints in support of healthier options.

The Chula Vista "Cilantro to Stores" (CTS) program is emerging as part of the solution. CTS will encourage owners of four (4) corner stores in the underserved area of Western Chula Vista to dedicate a percentage of their square footage to the sale of locally-grown fresh produce. These stores were recently selected: Broadway Liquor located at 151 Broadway, Eagle Liquor Market located at 1296 3rd Avenue, Sunset Market & Liquor located at 985 Broadway, and El Nopal Market, located at 1655 Broadway.

Genevieve Fong, the part-time Market Outreach Coordinator based in Chula Vista (employed by Community Health Improvement Partners) is working with Diem Do, the Senior Project Manager with the City of Chula Vista, Chula Vista Redevelopment Agency, San Diego County Childhood Obesity Initiative, store owners, the Chula Vista Farmers' Market, Network for a Healthy CA, community-based organizations, and community residents to increase access to healthy, local food in corner stores, convenience stores, and liquor stores. Ms. Fong will assist store owners in all aspects of procuring local produce from the local farmers' market, advertising produce, and ensuring produce affordability. In collaboration with partners, Ms. Fong will provide marketing, technical and educational assistance and resources to store owners, including:

- Information on local/community demand for fresh produce
- Liaison between store owners and Chula Vista Farmers' Market
- Assistance in improving store layout for storage and display
- Information and training on how to purchase, price, stock and market healthy food
- Marketing to current and new customers living and working near the store
- Small business development resources (i.e. loan assistance, applying for WIC authorization)

To learn more about this program and its work to improve San Diego County's nutritional environments, visit the [Cilantro to Stores webpage](#) or contact [Genevieve Fong](#), Market Outreach Coordinator with Cilantro to Stores. To learn about other activities underway through the Government domain, please contact [Melanie Cohn](#), Manager at the San Diego County Childhood Obesity Initiative.

## **RESOURCES**



## Physical Activity & Nutrition

### **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.

### **Childhood Obesity Prevention Advocacy Tools for Physicians**

These documents have been designed in collaboration with the Schools & After-school and Early Childhood domains. They are to be used as resources to assist physicians in their efforts to advocate for childhood obesity prevention. [Click here](#) and scroll to the last item in the table.

### **Industry Progress to Market a Healthful Diet to American Children and Adolescents**

In 2005, the Institute of Medicine released an expert committee report that assessed the nature, extent, and influence of food and beverage marketing practices on the diets and health of American children and adolescents. The report concluded that prevailing marketing practices did not support a healthful diet and offered recommendations for diverse stakeholders to promote a healthful diet. This study examines the progress that industry stakeholders have made since. [More...](#)

### **Healthy Food, Healthy Communities: Promising Strategies to Improve Access to Fresh, Healthy Food and Transform Communities**

This report will help advocates, policymakers, community-based organizations, residents, and other stakeholders replicate and create successful models for ensuring that all communities have access to healthy food and the wide range of benefits it brings. [More...](#)

### **American College of Preventative Medicine's Adolescent Obesity Time Tool**

Developed by ACPM with support through a cooperative agreement from the Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau (Title V, Social Security Act), Office of Adolescent Health, the Adolescent Obesity Time Tool provides information and medical guidance to help healthcare providers address obesity and discuss concerns about nutrition and weight with adolescents and parents. [More...](#)

## **LEGISLATIVE UPDATE**

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

## **EVENTS/CONFERENCES**

### **Youth Engagement & Action for Health (YEAH!) Training**

October 7, 2011

San Diego, CA

Youth can play an important role in creating communities that provide access to healthful foods and opportunities for physical activity. The Youth Engagement & Action for Health (YEAH!) manual is designed to equip community-based organizations with the tools needed to lead youth engagement projects in their neighborhoods. The trainings are FREE and participants will receive a copy of the YEAH! manual, a flash drive with sample presentations, training materials, and technical assistance. [More...](#)

### **Food Day**

October 24, 2011

Nationwide Event

Food Day seeks to bring together Americans from all walks of life—parents, teachers, and students; health professionals, community organizers, and local officials; chefs, school lunch providers, and eaters of all stripes—to push for healthy, affordable food produced in a sustainable, humane way. Food Day 2011 is sponsored by the Center for Science in the Public Interest, the nonprofit watchdog group that has led successful fights for food labeling, better nutrition, and safer food since 1971. [More...](#)

### **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

### Explore Fund Grant Program

**Deadline for Applications:** October 5, 2011

Outdoor gear company the North Face, a division of VF Outdoor, Inc., Explore Fund is a grant program to support U.S. nonprofit organizations that help young people connect to the outdoors. The grants are a part of the company's mission to encourage an active healthy lifestyle and protection of the nation's natural landscapes by creating a stronger connection with the outdoors. \$125,000 in grants is available to nonprofit organizations in 2011. Grants of up to \$2,500 each will be awarded to organizations that help children connect to nature, increase access to both front and backcountry recreation, and provide education for both personal and environmental health. [More...](#)

### 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...](#)

### 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

With the change of harvest and season quickly approaching, the People's Produce Certified Farmers' Market offers the community members of the Southeastern San Diego fresh, ripe, and affordable produce.

Initiative partners, such as [Healthy Works](#), have been assisting local Farmers' markets in efforts to promote personal and community wellness through various food vendors, gardening workshops, health screenings, and Electronic Benefit Transfer (EBT), the payment system for participants of the CalFresh food assistance program (formerly known as "food stamps").

All of the produce sold at this market is supplied by farmers from less than 25 miles away (Zip codes 92105, 91950, 91938) which makes this marketplace a valuable asset in providing truly local products to the community. To grasp a better picture of what goes on at the People's Produce Farmers' Market, anyone that has visited the market over the past

few weeks can talk about how it generates a plethora of diverse social activities. The market offers prepared food vendors selling everything from Mexican to African delights to talented artisans and entrepreneurs showcasing beautiful imports from far-away places like Pakistan. There is even a children's area, courtesy of students from Morse High School.

Curley Palmer, a Health Information Specialist with the County of San Diego, believes that providing quality service and building direct relationships with the members of Southeastern San Diego County are equally vital ways to bring the "absolute best quality service for ourselves, our families and our neighbors."

This quality service extends its need to those with financial barriers while 75% of the payments in areas such as City Heights come as EBT dollars. Participants of this Federal Subsidy are able to receive double their value with their purchase. Several other farmers' markets throughout the region accept participants with food stamps, WIC vouchers, and CalFresh EBT cards, enabling them to make food purchases more accessible and affordable.

Recent events at the market include the Celebration of Mexican Independence Day on Friday, September 16, which featured traditional and popular Mexican Cultural expressions including food, dance, music and more. Community members frequenting the market will host a fall harvest event in late October. Events change on a bi-weekly basis, so stay tuned for more information on the upcoming events at this market!

The Peoples' Produce 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 2pm - 7pm at 606 Euclid Avenue, 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

[San Diego Launches New Era of Food Waste Composting](#)

[Healthiest, Freshest Food Offerings Increasing in Cafeterias](#)

[Logan Elementary School Produces a Breakfast in the Classroom "How-to" Video](#)

## NATIONAL NEWS

[More Restaurants Targeting Customers Who Use Food Stamps](#)

[Child Care Centers Must Improve Obesity Efforts, Research Finds](#)

[Half of Americans Sip Sugary Drinks Daily](#)

[With Very Few Exceptions, America is No Place for Cyclists](#)

[The Health Status of Children is Linked to Socioeconomic Status](#)

[First Lady names Boston Doctor Head of Childhood Obesity Initiative](#)

[Breakfast in the Classroom](#)

[Chicago Schools Get Healthy Vending](#)

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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**

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