



SAN DIEGO COUNTY  
**CHILDHOOD  
OBESITY  
INITIATIVE**

Working Together to Shape a Healthy Future

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



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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

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, June 5, 1 - 2:30 p.m.

CHIP Office

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

Tuesday, June 19, 11 a.m. - 12:30 p.m.

CHIP Office

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

Tuesday, June 26, 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**

TBA (see [calendar](#))

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

TBA (see [calendar](#))

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## DOMAIN PARTNER HIGHLIGHT

### Schools and After-school Domain

Jamie Moody  
Project Manager  
Institute for Behavioral & Community Health  
San Diego State University Research Foundation



Some people are natural collaborators, moving fluidly between community sectors and encouraging them to work together to improve health outcomes. Jamie Moody, Project Manager with the SDSU Institute for Behavioral & Community Health (IBACH), takes it one step further. Jamie's dedication to childhood obesity prevention shines not only through her expertise, but also through her mentorship of students that will become future health professionals in our community.

Jamie is not only a champion of the San Diego County Childhood Obesity Initiative (Initiative)'s Early Childhood domain, she has also spearheaded efforts that have enhanced collaborative opportunities in the Schools and After-school and Healthcare domains. Jamie truly understands the importance of cross-collaboration in enhancing nutrition and physical activity environments for children and families in San Diego County; in her many roles at SDSU, she has demonstrated her commitment to the reduction of childhood obesity. Jamie hails from Marion, Wisconsin, a small farm town of 1200 people. Growing up, she milked cows before and after school, in a setting where a big plate of food was a symbol that your family was able to "sufficiently provide." These humble beginnings caused her to look at her own health and the importance of incorporating opportunities for good health into education.

Jamie obtained her undergraduate degree in Psychology and a Masters in Recreation Administration, both from Arizona State University. Recalling the limited activity options in some of her own PE classes as a kid, she became passionate about recreation because she felt all children should have an opportunity to explore recreation at their own level and pace.

Like many of our outstanding partners, Jamie has worn many hats throughout her career, a testament to her versatility and broad interests. In the beginning, she worked in various mental health and social service community settings, including probation, drug and alcohol services, depression treatment programs, and had the opportunity to develop innovative, interactive recreation programs for troubled adolescents, such as wilderness ropes courses.

It's clear that Jamie has both an interest in and a knack for teaching. She says she also typically has an "on the side job" and has done everything from balloon decorating to filling galley orders on a sport fishing boat!

Jamie's career in both research and obesity prevention came when she saw a research job advertised by SDSU for integrating community physical activity programs into schools. It was one of the first research studies that focused on the food and physical activity environment, which really excited her. It was through this position that she was first introduced to the school setting, and it provided her with an opportunity to collaborate with parks and recreation departments and other agencies throughout the county with the goal of enhancing the physical activity environment within 24 San Diego County schools.

Jamie often jokes that "no one grows up wanting to be a researcher." When she was obtaining her Masters degree, Jamie had a misperception of research, thinking it was

conducted in a lab environment, focusing solely on data and numbers. Her first position with SDSU exposed her to the fact that research is also about community interaction and program development. She has spent many years since educating young people, especially those from under-represented populations, to realize their academic and career goals in research. Jamie and her team of interns regularly attend Initiative Schools and After-school domain meetings, where they have shared their obesity prevention research projects.

“It’s a natural give and take,” Jamie says of training and leveraging the use of interns.

“There are so many students that are looking for opportunities to get involved in public health. It’s fun watching students come in with wide eyes, getting hands-on experience with professors and community members. It helps them grow more confident. It makes a richer environment.”

Today, Jamie is serving as a Project Manager for Our Choice/Nuestra Opción, a multimillion-dollar obesity prevention research project in Imperial County. This highly innovative study gives her a chance to do what she does very well—collaborate across domains to focus on children and their families. Funded by the Centers for Disease Control and Prevention, the purpose of this project is to inform Congress on strategies for obesity prevention.

True to her passion for recreation, Jamie enjoys biking, and is preparing to do a 2-day 100-mile bike ride for Multiple Sclerosis. She and her husband enjoy playing volleyball and softball, and enjoy watching football—they’re both Chargers fans (and she’s a Green Bay Packers fan). They live in Mission Valley, but enjoy being outside and having barbecues at the beach—Jamie’s favorite thing about San Diego is the beach!



## DOMAIN UPDATE

### Healthcare Domain

The San Diego County Childhood Obesity Initiative (Initiative) Healthcare domain members always find a way to fit obesity prevention advocacy into their very busy schedules. 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:** In 2011, 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 worked hard to get these resources out to the provider community; it has been featured in a number of publications, including but definitely not limited to the American Academy of Pediatrics (AAP) Coastal Currents newsletter, California Pediatrician, and the San Diego County Medical Society magazine. It has also been presented at a number of trainings and conferences taking place throughout the provider community since its creation, including but not limited to the California Medical Association Foundation, AAP School Health conference and most recently, the National Association of Pediatric Nurse Practitioners local chapter conference.

The Healthcare domain has been busy connecting its members in different health fields to

one another toward the common goal of reducing childhood obesity. A shining example of this can be seen from the Fourth Annual Anderson Memorial Conference, which was hosted in March by the Anderson Center for Dental Care of Rady Children's Hospital. The primary purpose of this conference was to bring together a mix of dental providers and medical providers to discuss cross-collaboration for communicating obesity prevention messages to families, and Children's Physicians Medical Group offered its physician members incentives to attend. Speakers included Jeannie Huang, MD, MPH (creator of the HOPE Modules); Alison Grover, DDS, MA (who discussed her research related to dentists combating obesity); and James Carter, PhD (who discussed motivational interviewing techniques). The conference was attended by both medical and dental professionals and was well attended by both groups, and spurred partially out of a Healthcare domain presentation in late 2011 by Grover, who highlighted research findings that patients are willing to listen to obesity prevention messages from their family dentist.

To learn more about the domain or investigate partnership opportunities, 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.

### **Registry-Based BMI Surveillance: A Guide to System Preparation, Design and Implementation**

The Altarum Institute released this report on Registry-based BMI surveillance to serve an audience that may be evaluating the possible benefits of a registry-based BMI surveillance model or that is implementing such a system. It provides information, analysis, resources, and a potential roadmap for anyone interested in creating or implementing a registry-based childhood obesity surveillance system built upon a state's immunization information system at a city or county-wide level. The concept of registry-based BMI was developed through partners in San Diego County and Michigan. [More...](#)

### **Healthy Planning Policies: A Compendium of California General Plans**

In recent years, a new understanding of the environmental impact on health has brought the public health community and planners together to develop innovative land use policies that promote health. Public Law Health and Policy created a compendium excerpting language from general plans that have gone beyond the traditional to build healthier communities, reflecting the growing diversity of strategies for integrating health into planning. [More...](#)

### **National Research Briefs by Salud America!**

Salud America!, the RJWF Research Network to Prevent Obesity in Latino Children, released three national research briefs regarding the influence of media, nutrition, and physical activity in overweight and obese Latino youth. These research briefs review current evidence and provide policy recommendations with respect to Latino youth. [More...](#)

## ANNOUNCEMENTS

### HBO Weight of the Nation

Obesity is a problem all segments of our community must address. As a proud sponsor of this documentary, Kaiser Permanente's hope is that these films will prompt meaningful discussions and catalyze individuals, groups and communities to act. Looking for ways to take steps NOW for yourself, your family and/or your community? Here are a few ideas:

- SPREAD THE WORD: Pledge for Progress to confront the obesity epidemic. [Like The Weight of the Nation™ on Facebook.](#)
- HOST A SCREENING: [Get the free DVD screening kit and discussion guides.](#) To help employers, faith-based organizations, schools and others take action, check out the [Get Engaged information](#) that provides easy-to-use tools to support your efforts and stimulate change in your community.
- GET MOVING. GET INVOLVED. SIGN UP for the [Every Body Walk!](#) program and add more activity to your day:

[Click here or more information on HBO Weight of the Nation.](#)

### Job Opening: Program Coordinator, San Diego County Childhood Obesity Initiative

Community Health Improvement Partners is seeking a program coordinator for the San Diego County Childhood Obesity Initiative. Prospective candidates must possess a diverse skill set that enables them to assume various levels of responsibility within multiple sectors of the community. Requirements include excellent phone manner, public relations, written and oral communication skills; the ability to enthusiastically work on multiple projects and juggle rapidly changing priorities and deadlines; and outstanding organizational skills. For more information, please see the attached job description. Only qualified candidates who meet all job requirements will be considered. If interested in applying, please submit your resume and cover letter by **May 30, 2012** via email to Initiative Director, [Cheryl Moder.](#)

## EVENTS/CONFERENCES

### Golden Avenue Elementary 3rd Annual Golf Tournament

June 10, 2012

Lemon Grove, CA

Golden Avenue Elementary in Lemon Grove will be hosting its 3rd Annual Golf Tournament to raise funds to sustain its all-school P.E. program. All proceeds will go directly to the Comprehensive Wellness Program that provides incredibly rich experiences for students so they can learn how to become lifelong movers. You can be a tremendous supporter by assisting in a number of different ways! [More...](#)

### Live Well, San Diego! Summit 2012

June 15, 2012

San Diego, CA

The County of San Diego's *Live Well, San Diego!* Summit will focus on building a healthy community for all ages by envisioning the ways that different generations can work together to strengthen one another and the community. The summit will have nationally recognized experts that will help develop intergenerational programs into the fabric of existing policy and programs. [More...](#)

### A Taste of Summer San Diego

June 22, 2012

San Diego, CA

This event will feature small plates created by San Diego's premier chefs in celebration of the launch of the San Diego chapter of the Positive Plate. All of the dishes will be made using local, organic, and seasonal ingredients. Net proceeds from the event will benefit Olivewood Gardens and Learning Center, the San Diego Hunger Coalition, and Ecoefficiency.org. [More...](#)

## GRANTS

### Fuel Up to Play 60 Grants

**Deadline for Applications:** June 1, 2012

The National Football League is offering multiple grants to schools to implement their wellness programs. The grant money can be used for food service materials and equipment, nutrition and physical education materials, staff development, and overall Fuel Up Play 60 programming. Awards of up to 4,000 will be granted to selected applicants. [More...](#)

### Farm to School Grant Program

**Deadline for Applications:** June 15, 2012

The USDA Farm and Nutrition service is awarding multiple grants to support efforts that improve access to local foods in schools as part of the implementation of the Farm to School program mandated by the Healthy, Hunger-Free Kids act of 2010. Grants are being offered for both planning and implementation of these farm-to-school programs in the first funding cycle. [More...](#)

### Healthy Eating Research: Building Evidence to Prevent Childhood Obesity

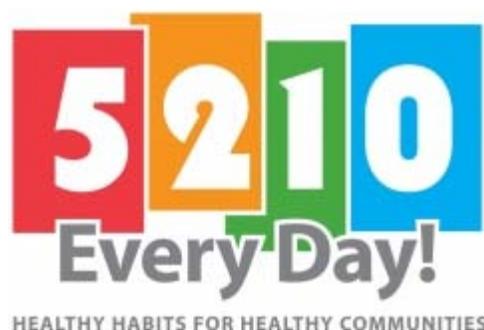
**Deadline for Applications:** August 9, 2012

The Robert Wood Johnson Foundation (RWJF) is offering two types of grants through their Healthy Eating Research: Building Evidence to Prevent Childhood Obesity program. 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. This grant calls for research and policy papers that describe the work being done at the forefront of obesity prevention in the United States. [More...](#)

### School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes

**Deadline for Applications:** January 7, 2013

This is a funding opportunity for researchers evaluating how policies can influence school physical activity, nutrition environments, youth behavior and weight outcomes. The program is intended to support small research projects that can be carried out in a short period of time with limited resources. [More...](#)



## COMMUNITY CORNER

On May 21, the San Diego County Childhood Obesity Initiative (Initiative) kicked off its new messaging campaign at Harborside Park in the City of Chula Vista. The campaign, called 5210 Every Day!, highlights behaviors that can lead to better overall health in children, adults, families, and communities. The

campaign calls for four daily behaviors to improve health:

- 5 or more servings of fruits and vegetables
- 2 hours or less recreational screen time\*
- 1 hour or more of physical activity
- 0 sugary drinks, more water and low fat milk.

\*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

The kickoff event was attended by public officials from a variety of backgrounds, reflecting the collaborative nature of this messaging campaign. County Supervisors Ron Roberts and Greg Cox attended and discussed the County of San Diego's longstanding commitment to reducing childhood obesity. Supervisor Cox also connected the 5210 messaging campaign to the County's Live Well, San Diego! campaign, a 10-year plan that aims to improve unhealthy behaviors like poor diet, lack of exercise, and use of tobacco products in an effort to reduce four diseases: cancer, heart disease, type 2 diabetes, and respiratory illness.

Chula Vista Mayor Cheryl Cox called to attention other Chula Vista-based programs such as Cilantro to Stores, which facilitates access to healthier food options like fresh fruits and vegetables in local liquor stores. Dr. Wilma Wooten, County of San Diego Public Health Officer, and Dr. Shaila Serpas of the Scripps Family Medicine Residency Program discussed the health effects that obesity can have on a child, and reiterated the importance of a dedicated community and environmental effort to preventing and reducing the effects of childhood obesity.

The 5210 Every Day! campaign was developed in Maine and is a nationally recognized, evidence-based campaign to encourage healthy eating and active living. While this messaging campaign can be applied to people of all ages, it is particularly applicable to young children while they are formulating healthy habits that will stay with them for the rest of their lives. Childhood obesity rates have more than tripled nationwide in the last thirty years, and children today are more at risk for heart disease, diabetes, high cholesterol, and high blood pressure than ever before.

5210 Every Day! kicked off in Western Chula Vista via the Healthy Weight Collaborative, a project of the Health Resources Services Administration (HRSA) and the National Initiative for Children's Healthcare Quality (NICHO) which was formed to create partnerships between primary care, public health, and community organizations to discover sustainable ways to promote healthy weight and eliminate health disparities. Western Chula Vista was selected as a focus because it has the highest rates of childhood obesity in the county, but the Initiative is planning to spread the messaging throughout the county through the leadership of its seven domains.

Superintendent Francisco Escobedo of the Chula Vista Elementary School District (CVESD) also spoke at the kickoff, and shared some sobering statistics from a 2011 survey of height and weight of students in CVESD: of the boys, one in two is overweight and one in three is obese and of the girls, one in three is overweight and one in four is obese. He also highlighted linkages between healthy weight and higher test scores suggesting that overall health may have a positive effect on academic achievement. The messaging materials will be provided to healthcare facilities, schools, and childcare centers to promote behaviors that can prevent childhood obesity, offering specific advice and ideas on how families can implement more healthy behaviors into their everyday lives.

The Initiative is excited to disseminate these messages far and wide; for more information and for free materials to share within your community, please visit [www.5210SanDiego.org](http://www.5210SanDiego.org) and click on the 5210 logo, or contact [Erica Salcuni](#).

## LOCAL NEWS

[San Diego named 16th Fittest City](#)

[San Diego County Launches Campaign Against Childhood Obesity](#)

## NATIONAL NEWS

[Obesity rates Rise Among Mexican-Americans](#)

[Hospitals Urge Peers to Ditch Fast Food, Turn Down the Lights](#)

[Obesity Linked to Neighborhood Features: Do You Live in a Fat Neighborhood?](#)

[64 Calories a Day: What Kids Need to Reverse the Obesity Trend](#)

[Fast Food Chains in Cafeterias Put Restaurants in a Bind](#)

[Getting Access to Fresh Foods; Two Farmers Markets in Red Bluff Will Take EBT Cards](#)

[Green Carts Put Fresh Produce Where the People Are](#)

[Studies Question the Pairing of Food Deserts and Obesity](#)

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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, 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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