



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

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, May 1, 1 - 2:30 p.m.

CHIP Office

Domain 3: Schools and After-school

Tuesday, May 15, 11 a.m. - 12:30 p.m.

CHIP Office

Domain 4: Early Childhood

Tuesday, May 22, 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](#))

[Subscribe](#) to our email list

DOMAIN PARTNER HIGHLIGHT

Healthcare Domain

James Beaubeaux
COO/CFO
San Diego County Medical Society

James Beaubeaux is a jack of all trades, and has the energy to be a master of all trades, too! The San Diego County Childhood Obesity Initiative's Healthcare domain is lucky to be led by his charisma.

James is the Chief Operations Officer *and* the Chief Financial Officer for the San Diego County Medical Society, a network of physicians in San Diego County with a mission to promote the science and art of medicine, the quality care and wellbeing of patients, the protection of the public health, and the overall betterment of the medical profession, just to name a few of its objectives. It is one of the fastest-growing medical societies in the United States, and he turns many of the cogs that make it so.

James has worn many hats throughout his professional career, each a true testament to his vibrancy, energy and entrepreneurial spirit. During his "for-profit years" as he calls them, he was a magician who entertained 100,000 kids throughout San Diego County, and a book store owner in Lemon Grove. His career in non-profit service started in 1992 as the CFO for Lamb's Players Theatre. In 2005, he joined the San Diego County Medical Society (SDCMS), which he describes as a serendipitous leap from the arts non-profit world into healthcare non-profit. No matter what his particular focus has been, he has always been committed to serving his community.

James Beaubeaux grew up in National City, and although he and his wife (a former Miss National City and Fairest of the Fair!) now live in Coronado, he remains a dedicated contributor to his childhood stomping ground. At age 18, the mayor of National City appointed him to head up a teen-focused campaign for his successful re-election in 1974.

Today, James is involved with the National City 8th Street Corridor Revitalization, a multi-million dollar project launched in 2009 which aims to invigorate the downtown section of National City.

James first became intrigued by the issues of community health, and specifically childhood obesity as a result of concerns about his own health. At one particular doctor's visit, his physician warned him about the serious health consequences of being overweight, and he spent the two subsequent years completely changing his lifestyle. He and his wife walk at least one hour every day, a commitment he has not broken since this fateful conversation with his doctor. In his role at the SDCMS, he knows that obesity impacts doctors' lives every day, and he is passionate about expressing the medical community's viewpoint to other stakeholders while in turn sharing the latest public health information with the medical community.

At around the same time he arrived at SDCMS, stakeholders in San Diego began working on the countywide action plan to reduce childhood obesity that ultimately spurred the birth of the Childhood Obesity Initiative. With his passion for community, health, and community



health, he knew he had to get involved. Today, he serves a co-chair for the Initiative's Healthcare domain, and has since Day 1.

"Obesity is a game changer," he said. "In 2005, this wasn't as much of a widely-discussed issue, but it's exciting to know that since then, obesity rates in our county have dropped 3.7%. That isn't the case throughout our state."

James also serves in a leadership role at Community Health Improvement Partners (CHIP), the public health nonprofit that hosts the Initiative. He chairs CHIP's Executive Partner Committee, is on the Board of Directors, co-chair on the Community Health Needs Assessment Committee, and is a member of both CHIP's Public Policy Committee and Fund Development Committee. He also serves on boards and steering committees for a myriad of other health-focused organizations in San Diego County. Is there anything this man *doesn't* do?

James' joie de vivre shines through his leisure activities as well. He and his wife enjoy walking with their two dogs, kayaking, and camping; he cites Yosemite as the most beautiful place on earth, and it's only eight hours away! He and his wife celebrate 37 years of marriage this year, and they have a son who serves his country as a U.S. Navy corpsman practicing in family medicine. The apple does not fall far from the tree.

**SAN DIEGO COUNTY
CHILDHOOD OBESITY
INITIATIVE**



**GOVERNMENT
DOMAIN**

DOMAIN UPDATE

Government Domain

The Government domain is getting ready to host its next educational legislators' breakfast. The breakfast series hosts events twice a year to inform elected officials and their staff about timely and relevant issues surrounding obesity prevention. The next breakfast, on June 1, is entitled "Planning for Healthy Lives" on the role that government policy plays in enhancing the health of communities and neighborhoods. By taking health issues and objective health data into consideration in planning and policy decisions, elected officials can better guarantee positive health outcomes.

A collaboration of the San Diego County Childhood Obesity Initiative, SD County Health and Human Services, and Community Health Improvement Partners, these breakfasts will inform policymakers in all levels of government about their role in making sure that health issues are considered in all policymaking.

The domain has also played a critical role in the horticulture therapy program taking place through the County of San Diego Probation Department. This innovative program was developed with the support of Healthy Works and has been successful in teaching juvenile offenders at the East Mesa Juvenile Detention Facility horticultural, gardening, and cooking skills that they can use in the future. This program is also a recognized as a Regional Occupation Program, giving offenders tangible training and mentorship from community leaders. The program will be sustained with the support of Juvenile Courts and Community schools through the San Diego County Office of Education.

Last but certainly not least, the Government domain has been working closely with the County of San Diego Health and Human Services Agency (HHS) in the implementation of HHS's ten-year health plan "Live Well, San Diego!", which takes a preventative and environmental approach to overall wellness. This all-encompassing plan focuses on reducing the negative health impacts of tobacco use, poor diet, and physical inactivity through better service delivery, supporting healthy choices, policy and environmental change, and changing

culture within for the County's 15,000 employees as a part of its roll out to the entire county. Both HHSA and the Initiative are committed to the idea of an 'accountable care community' in which all stakeholders in a community (from healthcare providers, businesses, employers, non-profits, and schools) are responsible for positive health outcomes. The Initiative and HHSA continue to partner together to create strong community organizations dedicated to ending childhood obesity through an environmental approach designed to improve access to healthcare and incentivize healthy behaviors.

To learn more about the domain or investigate partnership opportunities, please contact [Melanie Cohn](#).

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.

2009 California County Health Profiles

The UCLA Center for Health research Policy has created 'health profiles' of the most common health statistics for adults in all of California's counties, as well as a "Statewide Health Profile" examining 10 year trends in health throughout California. The Health Profiles were created using data from the 2009 California Health Interview Survey. [More...](#)

Growing Change: A Farm Bill Primer for Communities

Public Health Law and Policy has released this primer to describe the parts of the 2012 Farm Bill, and reasons why local and state stakeholders should pay attention to the Farm Bill reauthorization process. The Farm Bill is a major piece of agriculture and nutrition legislation that has a profound impact on public health, affecting not only farming and food production but also the types and costs of food that we eat. [More...](#)

Assessing the Economics of Obesity and Obesity Interventions

This report released by the Robert Wood Johnson Foundation describes the necessity of legislative bodies to address the costs of obesity over a longer period of time to fully assess the efficacy of obesity interventions. Numerous studies have shown that strategic investments in proven, community-based prevention programs can save lives and money, but justifying these investments to legislative bodies can be difficult because of the time frame used for cost projections. [More...](#)

It's Dinnertime: A Report on Low-Income Families' Efforts to Plan, Shop for and Cook Healthy Meals

Contrary to commonly-held assumptions, most low-income families make dinner at home at least 5 nights a week. They usually prepare foods "from scratch" and use easy-to-prepare packaged foods on other nights. ConAgra Foods Foundation funded the study, which also found that many families incorrectly believed fresh fruits and vegetables are more healthful than frozen or canned fruits, which are generally less expensive. [More...](#)

LEGISLATIVE UPDATE

[Click here](#) for an update on the latest in obesity prevention-related legislation.

For more information, please contact COI Manager, [Melanie Cohn](#).

EVENTS/CONFERENCES

Weight of the Nation: Moving Forward, Reversing the Trend

May 7-9, 2012

Washington D.C.

The CDC Division of Nutrition, Physical activity, and Obesity will host Weight of the Nation, a conference that will serve as a national forum to highlight the progress being made in the prevention and control of obesity through policy and environmental strategies. Weight of the Nation will present policy, system, and environmental approaches that show demonstrated success, inform and engage policymakers on key obesity prevention priorities, and establish coordination with the media on defining and portraying health issues. [More...](#)

AskCHIS Online Workshop

May 11, 2012 from 1-3PM

The UCLA Center for Health Policy Research invites community members to a free online workshop to demonstrate the use of AskCHIS, the web tool that enables individuals to search for statistics on county, region, and state levels. The workshop will help participants formulate data questions, build queries, graph data, and interpret results on topics like obesity, health access, and mental health. [More...](#)

The Weight of the Nation: Documentary Series of the Obesity Epidemic

May 14 & 15, 2012 (HBO will be FREE to watch these evenings)

This HBO miniseries consists of four documentaries that aim to increase community awareness about the severity of the obesity epidemic. The first of a 3-part series for kids, "The Great Cafeteria Takeover," debuts on May 16. The programs are a collaboration of HBO and the Institute of Medicine (IOM), in association with the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH). Community organizations interested in hosting the series can get more information, view a trailer, and request free screening kits from the project website. [More...](#)

Child Care Provider Appreciation Day

May 19, 2012 at UltraStar Cinemas in Hazard Center

May 20, 2012 at PETCO Park

San Diego, CA

As San Diego County's largest child care provider, the YMCA Childcare Resource Service will honor more than 1,000 child care providers at two events on Child Care Appreciation Day. On Saturday, May 19, the Y will host a movie morning at UltraStar Cinemas in Hazard Center and on Sunday May 20, the Y will be at the Padres v. Angels game at PETCO Park.

[More...](#)

Healthy You, Healthy Students: Free School Wellness Webinar

May 23, 2012 from 3:00-3:45 (PST)

The Dairy Council of California is offering this free 45 minute webinar which will feature success stories from California educators, administrators and parents. The webinar will explore how campus-wide wellness programs can increase a sense of community, empowering teachers and staff to be healthy role models for students. [More...](#)

GRANTS

Roadmaps to Health Community Grants

Deadline for Applications: May 2, 2012

The Roadmaps to Health Community Grants program (Community Grants) will support communities to implement policy or system changes to address one of the social or economic factors that, as defined by the County Health Rankings, most strongly influence health outcomes in their community. These include: education; employment and income; family and social support; and community safety. [More...](#)

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...](#)

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...](#)



SCHOOL & COMMUNITY GARDENS CORNER

In a time of shrinking budgets, joint use projects provide an opportunity for schools and communities to work together to maximize resources and achieve shared goals. A joint use garden is one shared by a community and a school, typically on school land, with some plots designated for school use and some for community residents. Establishing a joint use garden is a great way to share resources, build relationships that strengthen a community, promote exercise and healthy eating, and ensure the sustainability of a school garden.

Healthy Works made it possible for the San Diego County Childhood Obesity Initiative (Initiative) to work with community partners in the development of four joint-use garden pilot sites to test out the realities of this concept. [Healthy Works](#) is a program of the County of San Diego Health and Human Services Agency (HHSA), funded by the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act (ARRA). In partnership with University of California San Diego (UCSD); the Initiative, a project facilitated by Community Health Improvement Partners CHIP); and Victory Gardens San Diego, Healthy Works established a number of interventions in support of gardening and gardening education. In 2011, partnerships between school districts and nonprofit or government agencies were invited to jointly apply to pioneer the idea of a garden shared by a school and the community.

The pilot projects that took place were as follows: Montgomery Middle School with Bayside Community Center (San Diego Unified School District, or SDUSD); Springall Academy with San Carlos United Methodist Church (SDUSD leased school); Helix Charter High School with City of La Mesa (Grossmont Union High School District), and La Mirada Elementary with Harmonium, Inc. (San Ysidro School District).

These partners worked together to pave a new road in San Diego County, one marked with innovative ideas for replicating this work to keep gardens a sustainable source of health and education for citizens young and old.

San Ysidro School District (SYSD)

San Ysidro School District joined up with Harmonium, Inc., an after-school program as their partner, and developed a joint implementation plan, fundraising plan, and school integration plan for a garden at La Mirada Elementary School. Doug Reiss, COO of Harmonium, Inc., explained that Harmonium and SYSD are still seeking funds to support the continuation of the garden program. In the case funds are secured, Harmonium plans to hire a garden coordinator and the district plans to be the fiscal agent and pay for the garden's water. The garden coordinator will liaise between the two agencies to keep them on the same page about the garden, and will work to engage the surrounding community to be aware of the garden and how they can contribute to its sustainability.

Grossmont Union High School District (GUHSD)

The City of La Mesa and Grossmont Union High School District's (GUHSD) pilot project was supported by a team of people who are well-versed in joint-use agreements, gardens and wellness. Grossmont Union High School District and city employees worked on the agreement for 4 months, but the agreement was rejected in a 3-2 final decision by the school board. The community invested in the project decided a garden was too important to let go and the initial garden proposal has now blossomed into two separate gardens. A school garden only is being placed at Helix Charter High School with help from the community. The gardeners are continuing to look for a new site to establish a garden open to the community.

San Diego Unified School District (SDUSD)

San Diego Unified School District enjoyed the establishment of two school-community garden pilot sites under its jurisdiction, and agreed to formalize joint-use agreements for both! A draft license agreement has been worked up for the Montgomery Middle School and Bayside Community Center partnership. The other partnership, between Springall Academy and San Carlos United Methodist Church is drafting their own separate agreement to share responsibilities for the site.

Kelly Wood, President of ForBenefit Enterprise and project manager for the San Carlos Community Garden initiative said their partnership has experienced a wonderful response from the community with desire to get involved in many different ways; community citizens and businesses are showing their interest in volunteering their time or donating resources to help build the garden. They are also in the process of creating Legacy Sponsorship opportunities for organizations or businesses that in exchange for funding can sponsor a particular area within the garden.

Janice Pezzoli, one of the project managers for the partnership between Montgomery Middle School and Bayside Community Center, said they plan to form a garden team of parents, community members, students, teachers and Bayside CC staff in the efforts to raise funds and get the word out about the garden. Pezzoli explained that one path toward keeping the garden sustainable will be to connect with local businesses within the Linda Vista community to get support and gardening equipment and supplies. Students at the school have also been forming garden clubs and showcasing their knowledge at local venues, such as the Montgomery Middle School health fair, to show the community they're just as committed to the garden as those who organized it.

The future success of all of these wonderful projects depend on whether the school districts

and communities working in partnership are successful in securing additional resources to hire garden coordinators that can continue to provide support to the current participants and keep both agencies on track and focused on the gardens.

Gardening 301: How to Start and Sustain a School Gardening Program, a course offered throughout San Diego County at the 5 Regional Garden Education Center course garden sites hosted by Healthy Works in 2011 and 2012, includes a section on school community gardens. Partners continue to work together to ensure these pilot school-community gardens are all able to enter successful joint-use partnerships. It is our hope that these pilot programs can offer a model to other schools in promoting school garden sustainability.

We are excited so much activity is happening across the county to ensure that residents have access to healthy foods and can even participate in the process as the most local food is that grown in your own yard. For more information on how gardening opportunities are sprouting throughout San Diego County, please contact [JuliAnna Arnett](#).

LOCAL NEWS

[City Harvesting Benefits Homeowners and the Hungry](#)

[19 Named to Panel Advising How to Spend \\$1 Million on Local Health](#)

NATIONAL NEWS

[Bill Seeks to Provide Nutritious Meals for Charter School Students](#)

[Bill Monning Drops Bill to Restrict California Food Trucks](#)

[Obesity Rates Declining Around LA, New Report Finds](#)

[Food Stamps are too Valuable to Waste on Junk Food](#)

[On Track – or Sidewalk – for Better Health](#)

[FORUM: Nutrition is Important Factor in Education Gap](#)

[Food Distribution Inequity a Target of Talks](#)

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

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

FUNDED IN PART BY ::



KAISER PERMANENTE.

FACILITATED BY ::



COMMUNITY HEALTH
IMPROVEMENT PARTNERS
making a difference together

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

This email was sent to .

To ensure that you continue receiving our emails, please add us to your address book or safe list.

[manage](#) your preferences | [opt out](#) using TrueRemove®

Got this as a forward? [Sign up](#) to receive our future emails.



[EmailNow](#) powered by Emma