



SAN DIEGO COUNTY  
**CHILDHOOD  
OBESITY  
INITIATIVE**

Working Together to Shape a Healthy Future

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



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 858.614.1549.

## UPCOMING MEETINGS

### IN THE NEWS

Unless otherwise noted, all San Diego County Childhood Obesity Initiative Meetings are held at County Health Services Complex (3851 Rosecrans Street, San Diego, CA 92110).

- [Upcoming Meetings](#)
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#### Domain 1: Government

TBA (See [calendar](#).)

#### Domain 2: Healthcare

Tuesday, October 5, 1 - 2:30 p.m.

Harbor Room

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

Tuesday, September 21\*, 11 a.m. - 12:30 p.m.

Coronado Room

\*This meeting will be held in the Coronado Room starting in September 2010.

#### Domain 4: Early Childhood

Tuesday, September 28, 10 - 11:30 a.m.

YMCA Childcare Resource Center (3333 Camino Del Rio South, 4th Floor, San Diego, CA 92108)

#### Domain 5: Community

TBA (See [calendar](#).)

#### Faith Advisory Councils

TBA (See [calendar](#).)

#### Domain 6: Media

Tuesday, October 5, 11 a.m. - 12:30 p.m.

Palomar Room

#### Domain 7: Business

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## DOMAIN PARTNER HIGHLIGHT

**Elva Arredondo, PhD**  
**San Diego State University**  
**Institute of Behavioral & Community Health**

Elva Arredondo is an Assistant Professor with the School of Public Health at San Diego State University (SDSU). She earned her PhD in Clinical Health Psychology at Duke University and headed west to San Diego to complete her post doctoral work at SDSU where she now directs the Cambios con Fe project for SDSU's Institute of Behavioral & Community Health.

SDSU was interested in furthering their work with faith communities in hopes of creating healthier neighborhoods when they learned about the Initiative's faith advisory council model in North County. Elva recognized the faith advisory council as a great opportunity to strengthen her project and unite the five participating faith communities she works with in Chula Vista to promote a sustainable structure for continued advocacy work.



Elva has led the charge on the development of the Cambios con Fe project, a partnership between the Initiative, San Diego State University, Walk San Diego and Health Eating Active Communities and funded through the Robert Wood Johnson Foundation. The project focuses on training faith communities on nutrition and physical activity, the importance of policy and environmental change, and advocacy. The goal of the program is to improve the health of the congregation and surrounding community by creating a healthier environment inside the church and in the surrounding neighborhood and provide more opportunities for healthy eating and physical activity.

The project builds on Elva's earlier work conducting community-based participatory research that explores the impact community members can have in the development of healthy communities when trained on healthy food and physical activity environments and advocacy. As a part of the project, Promotoras underwent an eight week training process, and meet weekly to receive additional training and support from SDSU in advocating and promoting for policy and environmental change in the faith setting and community-at-large.

The faith advisory council works with faith communities to explore the connection between faith and health and excite faith communities about the role they can play in childhood obesity prevention. "The partnership with Elva and her team at SDSU has greatly complimented the Initiative's faith advisory council model." "The one-on-one technical assistance she provides faith communities allows these communities to transform from a group of concerned citizens to passionate advocates for health." "This combination of individual training and coalition building is promoting dynamic community change," states JuliAnna Arnett, Food Policy Manager, San Diego County Childhood Obesity Initiative.

In addition to her work in the community, Elva is an avid runner and has 3 marathons under her belt, hoping to compete in the Boston Marathon in Spring 2011. She lives in North Park and has recently taken up biking and enjoys being active in the San Diego sunshine. A self-professed "social justice" advocate, Elva finds working on projects that benefit marginalized communities rewarding and is hopeful the Cambios con Fe project will inspire other communities throughout the region to consider this unique approach for tackling the childhood obesity epidemic.



## DOMAIN UPDATE

### Early Childhood Domain

The San Diego County Childhood Obesity Initiative knows that effective obesity prevention must start at the very beginning of life. Partners of the Early Childhood domain are working hard to keep the subject of wellness afloat in the vast sea of childcare facilities in San Diego County. Partners of the Early Childhood domain demonstrate success in providing the youngest of minds with age-appropriate opportunities to learn about wholesome nutrition and physical activity in their every day childcare and preschool settings.

Jamie Moody of San Diego State University's MOVE/Me Muevo project has been working with the Initiative to develop and distribute a survey to all home- and center-based childcare sites that have been identified around the county. The purpose of the survey is to reach out to childcare providers overseeing these facilities to gauge what wellness strategies, if any, are being used at the facility to ensure that the children learn healthy habits. The results will help domain partners assess what resources may be needed in order to help these providers bolster their wellness strategies. Some of our bilingual partners have been working

closely with providers of other cultures to ensure that everyone in the community can have a good understanding of how they can play a part in maintaining healthy practices for kids.

Kim McDougall of YMCA Childcare Resource Services has been working with the Preschool 4 All program to establish wellness policies at the program's sites. The Initiative's Schools and After-school domain partners have been working with schools to ensure quality wellness policy; Early Childhood domain partners recognize that it is important for younger children as well, and the impact can be quite large, especially with a countywide program like Preschool 4 All. Preschool 4 All is funded by First 5 San Diego, and during the past year, the program held partnerships with 28 preschool agencies and 519 Instructional Teachers to reach the lives of 3600 children and their families!

In addition, North County Community Services Child Development Center's Thunder Drive site is moving into its second year piloting the two year Farm to Preschool program with Occidental College. Occidental College has been working with domain partners and NCCS to conduct a rigorous scientific investigation of ways to improve preschool menus, parents' nutrition knowledge, and students' diets and food preferences. With the support of the COI and the YMCA, the program has involved a combination of partnerships with local farmers and produce distributors to improve school menus, educational and interactive workshops for parents, build gardens and age-appropriate nutrition classroom curricula for students.

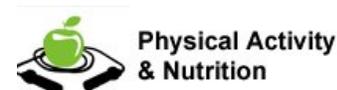
Currently, there are 200 families represented at the pilot site, and in the second year the program will expand to two other preschool sites. With the expansion will come additional publicity for the program, including the development of newsletters and workshops targeted toward parents of the children. By developing media outreach strategies, the farm to preschool program can be shared at home; the newsletters and workshops will aim to provide the parents of preschool-aged children with education on nutrition and recipes that are aligned with the curriculum.

The Early Childhood domain is always seeking new partners to join in the efforts. If you would like to get involved in the work of the domain or just learn more, please contact [Debbie Macdonald](#).

## 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.

#### **RWJF Multicultural Newsroom**

The Robert Wood Johnson Foundation (RWJF) has launched its Multicultural Newsroom, an online resource that provides extensive health-related information for those involved in improving the health of U.S. Latinos and African Americans. The Multicultural Newsroom is offered in English and Spanish. [More...](#)

#### **County Health Rankings**

An online map that ranks all of California's counties based on 2010 health outcomes. Health Outcomes are the primary ranking used to rank the overall health of counties. The county ranked number 1 is considered the healthiest county in the state. [More...](#)

#### **IDEA Health & Fitness Association**

IDEA FitnessConnect is the largest fitness professional directory, connecting more than 16 million consumers to more than 100,000 fitness professionals with credentials verified by the top 14 fitness certification bodies. Join to find a fitness professional, club, or class; it is a free service. [More...](#)

#### **Students Taking Charge**

Students across the country are putting their passion for eating right, being active and living healthy into making their schools healthier places. Use this site to get ideas, plan a project and share your success! [More...](#)

#### **A Health Sector Guide to Food System and Agricultural Policy**

The health care community can play a role in addressing expanding ecological health crises by becoming involved in food and agricultural policymaking. This issue brief highlights a range of policy opportunities that health care leaders can act upon to begin to shift the food system in service of health. [More...](#)

#### **GO-SLOW-WHOA Food List**

Coordinated Approach To Child Health (CATCH) offers this list as a guide for children and families to make healthy choices. The overall message is that all foods can fit into a healthy diet and that a healthy diet consists of more GO foods than SLOW foods and more SLOW foods than WHOA foods. [More...](#)

#### **Preventing Childhood Obesity in Early Care and Education Programs**

This report outlines standards that support key national campaigns for early development of healthy lifestyle habits and specifically assists early care and education programs with the development and implementation of best practices, procedures, and policies to instill healthy behavior and healthy lifestyle choices in our nation's youngest children. [More...](#)

### **LEGISLATIVE UPDATE**

This year's legislative session is winding down, but several major decisions are still pending action, including the state budget. State legislators failed to pass a budget on the final day of the legislative session August 31<sup>st</sup>, marking only the second time in 34 years that California has started September without a budget plan in place. Organizations across the state are feeling the impacts as the state has put a stop to check supporting state-funded programs until the budget is passed.

State legislators appear to be stuck in between a rock and a hard place as they figure out the best method to address the state's \$19 billion deficit. A variety of cuts are on chopping block for consideration, including core healthcare and service programs like welfare-to-work, state subsidized childcare for low-income families, and some public school funding.

It's in another tough session that healthy eating and physical activity bills are still maneuvering through the process of transforming from a bill to law. Below are a short list of policies and bills up for enactment at the local, state, and federal level:

**Expansion of Programs Approved for Physical Education Credits** – San Diego Unified School District is considering a district wide proposal by board member Katherine Nakamura to expand physical education credits to cheerleaders and other activities such as drill team, color guard and show choir. The proposal will go before the superintendent for consideration.

**AB 2084 (Brownley)**- This bill would require licensed child day care facilities to follow specified requirements related to beverages served – e.g., only 1% or skim milk, no more than 1 serving of 100% juice a day, no beverages with added sweeteners, and the continuous availability of clean and safe water. This bill would allow for medical exceptions and is currently awaiting the Governor's signature or veto.

**AB 2720 (Perez / Bass)**- This bill would create the *California Health Foods Financing Initiative Fund*, should California receive any of the \$400 million nationwide seed money, to expand healthy food options in current urban and rural food deserts by increasing the number of grocery stores in low-income areas. This bill is awaiting the stroke of the Governor's hand.

**AB 2468 (De Leon)**- This bill would authorize an employer to use the designation "Breast-Feeding Mother-Friendly Workplace" in its promotional materials if the employer submits its workplace breast-feeding policy to the Labor Commissioner and the Labor Commissioner determines that the employer's policy provides for specified criteria. This bill is awaiting a decision from the Governor.

**HR 5297 (Johanns, R-NE)**- This amendment has been proposed as an offset of the Small Business Jobs and Creation Act. Funds would be

redistributed from the Prevention and Public Health Fund, \$15 billion distributed over 10 years to build the capacity of local public health and support community-based prevention activities.

For the latest California legislative information, visit <http://www.leginfo.ca.gov/> For a look at state legislation across the country focused on wellness, visit the Healthy Community Design Legislation Database at: <http://www.ncsl.org/IssuesResearch/EnvironmentandNaturalResources/HealthyCommunityDesignandAccesstoHealthyFoo/tabid/13227/Default.aspx>

## ANNOUNCEMENTS

### Hollywood, Health & Society - Research Specialist

Hollywood, Health & Society, a program of the USC Annenberg Norman Lear Center is in search of a research specialist, preferably with a PhD. The research specialist will evaluate the impact of TV health storylines on the knowledge, attitudes and behavior of viewers in collaboration with HH&S staff, USC faculty and entertainment industry partners. [More...](#)

### Community Organizer for Green Energy Campaign

Environmental Health Coalition (EHC) is seeking a bilingual (English/Spanish) Community Organizer to build an educated, trained, and active base of leaders, residents, members and allies to support the goals of the EHC Green Energy/Green Jobs Campaign. [More...](#)

## EVENTS/CONFERENCES

### A Lean and Green Kids "Organic" Garden Party

September 18, 2010

Solana Beach, CA

Lean and Green Kids, a San Diego based children's "eco-health" organization is holding a "Garden Party" fundraiser in the enchanting cottage and garden of the Center for a Healthy Lifestyle (part of the Boys and Girls Club) in Solana Beach on September 18th, from 6 to 9pm. Guests will enjoy live music, exotic and delicious plant based food, guest speakers, a silent auction, and the company of fabulous people who care about kids' health and the environment. For more information, visit [leanandgreenkids.org](http://leanandgreenkids.org) or email <mailto:barbara@leanandgreenkids.org?subject=>.

### Latino Health Awareness Month—Healthy Fare Festival

September 25, 2010

Chula Vista, CA

September is Latino Health Awareness Month, and festivities such as the Network for a Healthy California 's Healthy Fare Festival will help families make good health a priority while celebrating their Latino heritage. This event is free to the public and will include healthy food demonstrations, education, and of course, fun. This event will be held at La Bodega market from 12-4pm in Chula Vista. [More...](#)

### International Walk to School Day

October 6, 2010

Nationwide

What is Walk to School Day? Whether your concern is safer and improved streets, healthier habits, or cleaner air, Walk to School Day is an opportunity for your school to organize events that are aimed at bringing forth permanent change to encourage a more walkable America — one community at a time. In 2009, more than 3368 schools from all 50 states participated in Walk to School Day. Visit for event ideas and materials and to register your school's Walk to School event. [More...](#)

### Obesity 2010: 28th Annual Scientific Meeting

October 8-12, 2010

San Diego, CA

Obesity 2010 is the event of the year for obesity professionals at all stages of their careers. The meeting brings together the leading players in the field of obesity from world-renowned speakers, researchers and clinicians to educators, advocates, policymakers and practitioners. The meeting provides essential educational and networking opportunities and is a forum for increasing knowledge, stimulating research, and promoting better treatment for those affected by this disease. [More...](#)

### Uniting Redevelopment & Public Health: Using Redevelopment to Create Healthier Communities

October 13, 2010

San Diego, CA

Please join the San Diego County Childhood Obesity Initiative for an informational workshop exploring the relationship between public health and redevelopment. Experts from Public Health Law & Policy, San Diego County Health & Human Services Agency, and redevelopment agencies will be discussion model healthy redevelopment projects, new opportunities for collaboration and how to use redevelopment funds in your community. [More...](#)

### Fresh Fruits and Vegetables: A Centerpiece for a Healthy School Environment

October 19 & 20, 2010

San Marcos, CA

This free two-day training is designed for school personnel and community partners. It provides tools to support an increase of fresh fruits and

vegetables on school campuses through fun, interactive, and skill-building activities. [More...](#)

### **San Diego Ag in the Classroom's Second Annual Teacher's Resource Fair**

October 26, 2010

San Diego, CA

San Diego Ag in the Classroom will again be organizing a Teacher's Resource Fair at the San Diego Botanic Garden in honor of California School Garden Week (last week of October). There will be food, wine, informational resources, and grab-and-go lessons that tie San Diego agricultural products to the classroom. [More...](#)

### **BOOST Healthy Behaviors Conference**

December 8-10, 2010

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. The Healthy Behaviors Conference intends to appeal to the leaders supporting youth in the out-of-school field. [More...](#)

## **GRANTS**

### **Melinda Gray Ardia Environmental Foundation Grants**

**Deadline for Applications:** September 20, 2010

The Melinda Gray Ardia Environmental Foundation supports curricula that empower and encourage students to become involved in solving environmental and social problems as informed decision makers through the emphasis and application of basic ecological principles. Grants of up to \$1500 are offered each year. [More...](#)

### **Robert Wood Johnson Foundation - Health 2.0 Developer: Blue Button Challenge**

**Deadline for Applications:** September 25, 2010

The purpose of the Health 2.0 Developer: Blue Button Challenge is to challenge applicants to develop a web-based tool to help individuals stay healthy and manage their own care. Applicants should demonstrate how their tool is consistent with the recommended practices of the Markle Common Framework for Networked Personal Health Information in at least two of the target practice areas. [More...](#)

### **2010 Subaru Healthy Sprouts Awards**

**Deadline for Applications:** October 1, 2010

The 2010 Subaru Healthy Sprouts Award is aimed at supporting schools or organizations who plan to garden in 2011 with at least 15 children between the ages of 3 and 18. The selection of winners is based on the demonstrated relationship between the garden program and education related to environmental, nutrition and hunger issues in the United States. A total of 30 awards will be made. [More...](#)

### **National Dairy Council and the NFL: Fuel Up to Play 60**

**Deadline for Applications:** October 1, 2010

Funding is available to K-12 schools enrolled in Fuel Up to Play 60. The competitive, nationwide funding program can help your school jumpstart and sustain healthy nutrition and physical activity improvements. Funds can be used to conduct in-school promotions focused on creating a healthier school and to implement Healthy Eating and Physical Activity Plays. Funds can also be used for professional development, nutrition education materials, and physical education equipment & materials. [More...](#)

### **US Soccer Foundation – Annual Program and Field Grants**

**Deadline for Applications:** October 29, 2010

The US Soccer Foundation supports projects throughout the US that focus on keeping children in vulnerable communities active, healthy, and safe from the dangers of the streets. The Foundation awards grants to help pay for field development, uniforms, player equipment, travel costs, facility rental, registration costs, and training for players, coaches and referees. [More...](#)

### **National Gardening Association and Home Depot – 2010 Youth Garden Grants Program**

**Deadline for Applications:** November 1, 2010

Youth Garden Grants will be awarded to schools and community organizations with child-centered garden programs. Priority will be given to programs that emphasize one or more of these elements: educational focus or curricular/program integration, nutrition or plant-to-food connections, environmental awareness/education, entrepreneurship, and social aspects of gardening such as leadership development, team building, community support, or service-learning. [More...](#)



## **FARMERS MARKET CORNER**

Things keep growing greener and taller on San Diego County's farmers' market landscape. As we move into the "harvest" season, our region keeps enjoying new seeds and sprouts, whether in the form of a new market or one that has just become larger, stronger, or more diverse.

Residents near Mission Valley, Point Loma and University City can speak to this; the farmers markets in these three

communities are providing them with ever-increasing opportunities to access fresh produce and other local fare.

Mission Valley, Point Loma and University City (more commonly referred to as UTC) all now have community farmers' markets that are equipped to accept debit cards and Electronic Benefit Transfer, or EBT cards, to recipients of the Supplemental Nutrition Assistance Program –formerly known as food stamps. With these three markets now accepting debit and EBT, there are a total of seven markets in the county offering these services. Expanding the forms of allowable payment at markets will hopefully increase the number of residents frequenting markets to purchase their food.

Additionally, all three farmers' markets offer drop-off sites for a program similar to Community-Supported Agriculture (CSA). A CSA is structured to allow community residents to buy a share of a farm's fresh produce, which is delivered for a set period of time at a designated drop-off site. Joining a CSA is a unique opportunity to support local farmers and get a fresh box of local, organically grown produce. Brian Beevers, the market manager, said that the CSA program has been very successful; among all of the markets, there are now just under 100 active members and he gets about 5-10 sign-ups every week. The prices are fair and the system is noteworthy because all of the farmers at his three markets contribute to the weekly CSA, which adds to the stability and variety of the weekly delivery.

"The farmers love [the program] because they get the benefit of having pre-sales without having to find or hire the resources to run the program [because it is done at the markets]," states Beevers, who works tirelessly to keep the markets going strong.

The debit card and EBT access is not only available at the markets, but through the CSA program as well.

UTC's farmers' market is the newest in the county, with its grand opening day on Thursday, August 19. The UTC market is located on Genesee Avenue at the Westfield Shopping Plaza in La Jolla. This market's offerings consist primarily of food vendors including hydroponic lettuces, oven baked pizzas, gourmet coffees and teas, and much more. It presents a great way to eat healthy on your way in or out of the mall!

The Mission Valley Certified Farmers' Market is held every Friday from 3-7pm, now enjoying a new location. The market has moved from its location in the east parking lot of Westfield Mission Valley Mall to the Target side of the mall, on the corner of Mission Center Road and Camino Del Rio. Beevers indicated that he has been working toward moving to this location for some time; it is more centrally-located and offers more vendors. It is his hope that the diverse crowd shopping at Target will be attracted to make healthy food choices at the farmers' market next door.

The Point Loma Certified Farmers' Market is open every Sunday from 9:30AM to 2:30PM, rain or shine, at Liberty Station. This market offer food vendors, craftwork from local artisans, and events that cater to the whole family. Last month, this market held a Kids Day, which featured activities, entertainment, shopping and education for kids, along with the usual fresh organic produce, arts, crafts, and other great foods for the older crowd.

For weekly updates, incredible articles, recipes, special coupons and up to date information on the markets and the CSA, the market manager encourages the community to become a friend to the markets and sign up for their newsletter.

if you know of a farmers' market 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

[SD Unified Working To Make School Lunches Healthier](#)

[New Study Finds Racial Disparities in Childhood Obesity](#)

## NATIONAL NEWS

[Latino Market in Providence Gets a Healthier Food Makeover](#)

[Eat an Apple \(Doctor's Order\)](#)

[San Francisco Proposal: Healthier Kids Meals or No Toys](#)

[Chicago Partners with Walgreen to Bring Groceries to Food Desert](#)

[Fixing a World that Fosters Fat](#)

[Shaping Up PE: The Rise in Childhood Obesity Prompts a Gym Class Makeover](#)

[Childhood Obesity Rates Level Off Among Some Groups in California](#)

[A School Fight Over Chocolate Milk](#)

[USDA Requests Applications for Summer Electronic Benefits Transfer for Children Demonstrations](#)

[Health Coalition to Offer Grants for Obesity Programs](#)

[Obesity Rates Keep Rising, Troubling Health Officials](#)

[Obesity Prevention Begins Before Birth](#)

[Obesity Rates Higher Among Minority Girls](#)

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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 including Government, Healthcare Systems & Providers, Schools & Before- & After-school Providers, Childcare & Preschool Providers, Community, Media Outlets & the Marketing Industry, 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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