



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

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 858.609.7964.

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SPECIAL ANNOUNCEMENT!!!

The San Diego County Childhood Obesity Initiative has relocated! Community Health Improvement Partners, our facilitating organization, moved its office location in **December 2010**.

Please note new COI staff contact information:

Cheryl Moder, Director

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The CHIP office address:

9370 Chesapeake Drive, Suite 220

San Diego, CA 92123

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

CHIP Office

Domain 3: Schools and After-school

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

CHIP Office

Domain 4: Early Childhood

Tuesday, January 24, 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, February 1, 11 a.m. - 12:30 p.m.

CHIP Office

Domain 7: Business

TBA (See [calendar.](#))

DOMAIN PARTNER HIGHLIGHT

Healthcare Domain

Cheri Fidler

**Director, Center for Healthier Communities
Rady Children's Hospital**

Cheri Fidler, director, Center for Healthier Communities at Rady Children's Hospital, domain champion of the Healthcare Domain and member of the Initiative's Leadership Council needs no introduction, but we'll do our best. Just in case you are new to town and haven't had the pleasure of meeting Cheri and want to learn a little bit about the kind of person she is, look no further than her email signature and the quote at the bottom, "Become a possibilitarian. What you see, you become, so raise your sights and see the possibilities. . . .they are always there." Cheri is a true possibilitarian.



Cheri has been committed to our cause since she arrived in San Diego in 1988. Shortly after

her arrival, she was hired by Children's Hospital to oversee community relations, community education, prevention and wellness – which at the time also included oversight of the auxillary, gift shop, thrift house and Volunteer Services. In the early 1990's Cheri and her team began meeting with leaders who represented organizations that served children to find ways to work together to better serve the community. Through their efforts the concept of a centralized convener and virtual center dedicated to community-based child health improvement took shape and in 1996 the Center for Healthier Communities was formed. The Center focuses on five priority areas including injury prevention, oral health, maternal child health, youth development and nutrition and healthy lifestyle. At the Center, Cheri provides leadership for children's health, safety, and wellness programs; shapes public policy; and collaborates with many community partners including most of those within the Initiative.

"After CHIP signed the contract with the County of San Diego Health & Human Services Agency to get the Initiative up and running, the very first meeting I scheduled was with Cheri Fidler and Diane Strum. Cheri is such a significant leader in the healthcare sector and has been an advocate for the Initiative ever since, she embodies the spirit of partnership," states Cheryl Moder, director, San Diego County Childhood Obesity Initiative.

Just a few weeks ago, Cheri received the Outstanding Community Partner Award from Community Health Improvement Partners for her commitment to making San Diego a healthier place for us all, and was recently appointed to the Child Advocacy Council for NACHRI – the National Association of Children's Hospitals and Related Institutions.

Advocating for a health isn't just her job it's her way of life, too. Cheri grew up in Syracuse, NY, graduated from LeMoyne College and then headed west to attend Graduate School at Sacramento State University, earning a teaching credential. In 2004, Cheri became a licensed massage therapist, acupressurist and holistic health practitioner. She and her husband Jack raised four boys along with various animals and she lives and enjoys her life in Lakeside. She loves to spend time with her family, downhill ski, cook and take her dog Luna for long walks, really long walks. For many years, Cheri has participated in the Susan G. Komen 3-day Walk for breast cancer research in honor of all women, but especially her grandmother. Let's cheer her on as she trains for her seventh walk later this year.

**SAN DIEGO COUNTY
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**GOVERNMENT
DOMAIN**

**DOMAIN
UPDATE**

Government Domain

As many of our readers may know, the County of San Diego Department of Public Health was awarded \$16.1 million in federal funding last spring through the American Recovery and Reinvestment Act to enable communities to work together to reduce obesity and increase opportunities for good nutrition and physical activity. No other municipality in the nation received as much funding through this grant for obesity prevention efforts. With such notoriety in the realm of obesity prevention, it is no surprise that the Initiative's Government domain is one busy group of partners.

In October, the Initiative partnered with Public Health Law & Policy, HHSA, the League of California Cities, the Healthy Eating Active Living Cities Campaign and the Urban Land Institute to conduct a workshop exploring the relationship between public health and redevelopment. Topics covered included model healthy redevelopment projects underway in San Diego as well as in other parts of California, opportunities for collaboration, and information on how redevelopment funds can be used to improve public health.

Subsequently, The Initiative partnered with California Center for Public Health Advocacy and the Healthy Eating Active Living Cities Campaign to kick off its biannual breakfast series in November with an informational event that explored how local government can enhance public health through healthy food and beverage policy implementation. Special guest speaker Herb Schultz Regional Director, U.S. Department of Health and Human Services,

Region IX, presented information about how healthcare reform will impact prevention and the First Lady's Let's Move Cities and Towns Campaign. County of San Diego Supervisor Ron Roberts announced that San Diego County is pursuing the country's first ever Let's Move County designation.

In addition, San Diego County is the first in the state to be eligible for accreditation for its Parks & Recreation department, and part of achieving this accreditation includes the development of a countywide Recreation Master Plan. Elements of the plan include conducting inventory of programs and facilities; community needs assessments; local, state, and national trends in recreation; program evaluation and more. Christine Lafontant, Government domain champion and program manager of the Department of Parks and Recreation, reported that 7,500 randomly-selected residents received the community needs assessment survey, which includes questions on the importance of specific recreation programs and services and if those needs are being met. Another major component of this work plan is the development of a 3-5 year plan for short- and long-term strategies and programs.

While the County Parks & Recreation Department works on its Master Plan and awaits the exciting possibility for accreditation, Government domain partners are tackling efforts to improve the built environment within individual cities and towns around the county. For instance, Parks & Rec has been working alongside the Lakeside Skate Park Committee to build a skate park for the youth of Lakeside in Lindo Lake Park. Completion date is estimated for Spring/Summer 2012. In September, a consultant was hired to collect community input on the project; there is support for the concept plan at this level. Christine noted that the department has appropriated funds to secure the services of their preferred design consultant, Active Sports Design. Plans will be developed for a wheel-friendly park, approximately 1,000 sq. feet; will apply to BMX biking, inline skating, and skateboarding.

The Government domain is always looking for new participants interested in establishing more practices that encourage health in all policies. To learn more about the domain or investigate partnership opportunities, please contact [Melanie Cohn](#).



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.

Winter Vegetable Gardening

Gardening this winter? This guide provides examples of vegetables that do well in cold weather. [More...](#)

2010-11 National Implementation of the U.S. Physical Activity Plan

National Coalition for Promoting Physical Activity recently launched the U.S. Physical Activity Plan (The Plan) to provide a roadmap for Americans to incorporate physical activity into each

day. It addresses the behavioral, policy, educational, medical and physical infrastructure issues that affect how and why so many Americans have difficulty incorporating physical activity into their daily lives. The Plan outlines a vision for the achievement of these goals.

[More...](#)

National Fruit & Vegetable Alliance 2010 Report Card

In 2005, a National Action Plan was developed, providing a new and comprehensive approach for improved public health through increased fruit and vegetable consumption. Building on that framework, the objective of the 2010 National Action Plan was to provide a Report Card to determine how much progress has been made since 2005 and offer updated strategies for creating a healthier America by closing the persistent, ongoing gap between actual and recommended fruit and vegetable consumption. [More...](#)

Maintaining Diversity In America's Transit-Rich Neighborhoods: Tools for Equitable Neighborhood Change

More than 3,000 transit-rich neighborhoods in U.S. metropolitan areas have fixed-guideway transit stations and hundreds more such neighborhoods could be created over the next decade. Will current neighborhood residents, many of them low income and/or people of color, benefit from planned transit stations? Or will they be displaced by wealthier and less diverse residents lured not only by transit but also by the other amenities that come with transit-induced neighborhood revitalization? This report is based on research that was designed to address this dilemma. [More...](#)

Young People for Healthy Change

For three weeks in October 2010, Robert Wood Johnson Foundation provided a forum to give young people across the country an opportunity to discuss what they find important when it comes to eating healthy and being physically active. RWJF posed questions about the food in school cafeterias, whether physical education should be required throughout high school years and how youth felt they could help make their communities healthier. [More...](#)

National Farm to School Network

Farm to School connects schools (K-12) and local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing agriculture, health and nutrition education opportunities, and supporting local and regional farmers. [More...](#)

Setting the Record Straight: Nutrition and Health Professionals Define Healthful Food

This document outlines the perspective of health and nutrition professionals in advocating for healthful and sustainable food. Strategies include calling for government and industry policies that reshape our food system into one that supplies us with healthful food. [More...](#)

LEGISLATIVE UPDATE

January brings a new legislative session at all levels of government, and newly elected officials are familiarizing themselves with their positions and colleagues. San Diego has numerous newly elected representatives, including Assembly Member Toni Atkins, Assembly Member Brian Jones, Assembly Member Ben Hueso, and State Senator Juan Vargas at the State level. Lorie Zapf and David Alvarez have joined the San Diego City Council, and other cities throughout the County have gained new representatives.

2011 also brings a familiar challenge: the state deficit. Faced with a \$25 billion deficit, Governor Jerry Brown has proposed \$12.5 billion in budget cuts and plans to hold a special election in June, where voters will decide whether to extend some sun-setting tax increases and increase the vehicle license fee.

The governor's budget proposal includes the following cuts:

\$1.5 billion from CalWorks (California's welfare program)

\$1.7 billion from Medi-Cal

\$1 billion from the University of California and California State University systems

Eliminate Secretary of Education

Eliminate Redevelopment Agencies

For a summary of the Governor's budget proposals, visit the California Budget Project at http://www.cbp.org/documents/110101_Budget_Release.pdf

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/?tabid=13227>

ANNOUNCEMENTS

CalFresh Rollout

California Department of Social Services has recently announced that the Food Stamp Program (FSP) has been rebranded in California as *CalFresh*. This rebranding marks the beginning of a fresh new program that empowers clients to eat fresh food and live a healthy lifestyle. [More...](#)

The People's Produce Project Farmers' Market Grand Opening

The People's Produce Project (PPP) is an initiative of Project New Village, a collaborative aiming to promote personal and community wellness in the Southeastern San Diego region. This initiative is pleased to announce the grand opening of their farmers' market on Friday, December 3, 2010 at 606 Euclid between Guymon & Market. [More...](#)

EVENTS/CONFERENCES

"Healthy Communities" Central Region Meeting

January 20, 2011

San Diego, CA

The County of San Diego Health and Human Services Agency is convening the first Healthy Communities – Central Region community meeting this month. We hope you will join us for an update of HHSA's Building Better Health initiative and to discuss continued and new partnership opportunities to improve the health and well-being of Central Region community members. Your input and participation are very important to this process. To enable us to better plan for this gathering, please RSVP to Jayne Reinhardt at Jayne.Reinhardt@sdcounty.ca.gov or if you have any questions, please call (619) 229-5411. [More...](#)

Lecture: Grounding Learning in Place and Community

January 25, 2011

San Diego, CA

San Diego Natural History Museum is hosting a lecture series that address the issue of sustainable environments. At the next lecture in January 2011, explore an approach to teaching and learning that is breaking down the boundary that often stands between schools and the social and natural worlds that exist beyond them. [More...](#)

Healthy Food, Healthy Farms Webinar: Preventing Obesity by Acting Locally

Monday, January 31, 2011

12–1 p.m. PST/3–4 pm EST

The recent and exploding epidemic of child obesity is upon us. The solution is multifaceted, but local government action is essential. Sponsored by Healthy Food Action & The IATP

Food & Society Fellows, this webinar will focus on preventative actions for local governments. [More...](#)

Celebration of Girls and Women in Sports

February 12, 2011

San Diego, CA

SDSU Women's Basketball and San Diego County Office of Education have partnered to give girls aged K-8 the opportunity to play with SDSU's women's athletic teams. Includes post-game autograph session with the women's basketball team. [More...](#)

The Eighth Active Living Research Annual Conference

February 22-24, 2011

San Diego, CA

The theme for the 2011 conference is Partnerships for Progress in Active Living: From Research to Action, which recognizes the importance of engaging experts from multiple disciplines to address critical public health issues, especially active living and obesity.

[More...](#)

Amp Up! Middle School After-school Conference

March 8-10, 2011

San Diego, CA

Join the only conference of its kind focusing specifically on middle school after-school programs! Amp Up! will feature engaging workshops, keynote presentations, youth performances, and networking opportunities. Program staff, directors, middle school site administrators, and technical assistance providers are encouraged to attend. [More...](#)

California Office of Traffic Safety 2011 Leadership and Training Seminar

April 20-22, 2011

San Diego, CA

The California Office of Traffic Safety will be holding its 2011 Leadership and Training Seminar here in San Diego on April 20-22. I'm on an ad hoc committee helping them develop the bicycle and pedestrian safety track. Mostly it's aimed at engineers and law enforcement, but the OTS staff told us they are interested in attracting a diverse group of participants, including planning and public health professionals. Here's a link to the web site for the event in case you are interested or want to pass it along to others. [More...](#)

GRANTS

Community Volunteer Grants

Deadline for Applications: January 25, 2011

Americorps Corporation for National & Community Service - Community Volunteer Grants
Americorps, the Corporation for National & Community Service is offering grants to programs which engage volunteers in intensive service to meet critical needs in communities. Americorps is interested in funding improvements in the community in the areas of education, health, the environment, economic opportunity, veterans, disaster services, and others. [More...](#)

Welch's Harvest Grants - Harvest Grants Program

Deadline for Applications: February 11, 2011

Welch's is partnering with Scholastic Publishing Company and the National Gardening Association to offer grants to support school garden programs in the belief that hands-on experiences with planting, tending, and growing gardens provide a dynamic setting for learning and benefit kids of all ages. [More...](#)

Fuel Up to Play 60

Deadline for Applications: February 15, 2011

Fuel Up to Play 60, a campaign made possible by the National Dairy Council® and the NFL, has announced new nationwide funding initiative for K-12 schools enrolled in the in-school wellness program. The funding initiative provides money to help schools jumpstart and sustain healthy nutrition and physical activity improvements. The funds can be used for a variety of activities and tools, such as foodservice materials and equipment, nutrition and physical education materials, student and staff incentives, staff development and overall Fuel Up to Play 60 program implementation. [More...](#)

Health and Obesity Grants

Deadline for Applications: February 15, 2010

The Aetna Foundation is giving \$5,000-250,000 to programs that improve health and the health care system. Proposals may address the rising rate of obesity among U.S. adults and children, racial and ethnic health care equity, or the advancement of high-quality health care. Grant applications that address more than one of these areas will receive priority consideration for funding. [More...](#)

2011 Childhood Obesity Conference Scholarships

Deadline for Applications: March 18, 2011

Do you know or work with young leaders who are making their schools or communities healthier places? California Project LEAN (Leaders Encouraging Activity and Nutrition) is providing full scholarships for teams of youth ages 14 to 18 and their adult allies to attend and participate in the 2011 Childhood Obesity Conference, all expenses covered! For more information, contact Katherine Hawksworth at (916) 552-9959 or katherine.hawksworth@cdph.gov.

Shade Structure Grant Program

Deadline for Applications: April 22, 2011

The American Academy of Dermatology's (AAD) Shade Structure Program awards grants for the purchase of permanent shade structures designed to provide shade and ultraviolet ray protection for outdoor areas. AAD also provides a permanent sign to be displayed near the shade structure that promotes the importance of sun safety. [More...](#)

The California Wellness Foundation - Responsive Grantmaking Program (California)

Deadline for Applications: Rolling

The California Wellness Foundation is dedicated to improving the health of the people of California by offering program grants for health promotion, wellness education, and disease prevention. The foundation is offering grants to programs which address a number of health issues. [More...](#)



FARMERS MARKET CORNER

A community garden can come to fruition in a number of ways; as the name suggests, its development depends on many hands within the community, both in the planning and planting stages.

Tucked away about 100 yards off of North River Road in City of Oceanside, the seedlings of a new community garden are taking root.

The site, dubbed River Road Farms, sits on an approximated ½ acre of land, which North County Community Services (NCCS) leased from the nearby Shepherd of the Valley Lutheran Church.

Stan Miller, the Executive Director of NCCS, recalls the day in March 2010 when he first spoke with stakeholders at the church about the use of the land. They told Stan that they were thinking of using the land for a community garden.

“At that point I just smiled,” Stan explained. It wasn’t long before the church leased the land over to NCCS. Over the summer, NCCS installed vegetable beds, launching the

beginnings of this promising opportunity for gardening and community outreach.

Stan described the site as a "blank slate" when the project first began. Thanks to community partners such as Genentech, Home Depot, Life Technologies, QuickCrete, Mountain Meadow Mushrooms, Boy Scouts, Volunteer San Diego, Eagle Creek and the general public, this site is nearly ready to open its doors to community gardeners.

At this point, the final raised beds have been installed. Most of 2010 was devoted to garden infrastructure development. The result is 42 20-foot raised beds that will be designated for residents looking to have their own plot of land to garden...inexpensively. It costs \$50 per year to get 2 4x20' plots of land.

Further, there is an additional swath of land that NCCS is devoting to its child development and preschool programs. If successful, NCCS may be able to provide a Community-Supported Agriculture (CSA) program to the families that will benefit from these services. LocalHarvest.org defines a CSA as such: a popular way for consumers to buy local, seasonal food directly from a farmer. A farmer offers a certain number of "shares" to the public. Typically the share consists of a box of vegetables, but other farm products may be included. Interested consumers purchase a share and in return receive an order of seasonal produce each week throughout the farming season.

Some exciting things planned for the site in the future include the construction of an outdoor barbecue and even a pizza oven! Stan and the board president of Shepherd Valley have had conversations about these ideas and many others, and already have generated a ton of interest from volunteer groups in and around the area.

"It's nice to see a resurgence of the interest in gardens," Stan said. He grew up on a farm, where planting and eating fresh produce was second nature. He brings his fond memories and experiences to present day.

North County Community Services has hired an Americorps VIP member, Abby Weglarz, to set up the community garden's rules and regulations. Abby has past experience with the development of community gardens and coordinates the volunteers that have built the garden. She will also assist community members interested in cultivating the plots of land.

The community will be invited to apply for land plots soon; the application forms are being finalized with the church. For more information, contact Abby Weglarz at aweglarz@sdnccs.org and let her know you are interested in the garden on River Road.

Community gardens are a great way to educate the community on a variety of topics, including nutrition, food knowledge, and much more. For more information on the exciting food-access initiatives underway countywide, please contact our CPPW Food Policy Manager, [JuliAnna Arnett](#).

LOCAL NEWS

[Public School Food Service: What Are Your Kids Eating?](#)

[Green Elementary Students Take Up First Lady's Challenge](#)

[City Councilman Kevin Faulconer names Katie Hansen As His Chief of Staff](#)

[SDSU Study: Too Little Exercise in Organized Sports](#)

[Del Mar Pediatrician Stepping Up in Fight Against Childhood Obesity](#)

NATIONAL NEWS

[Kids active only about half of time in sports practices President Obama Signs Child](#)

[Nutrition Bill, a Priority for First Lady](#)

[Consumer Group Sues McDonald's Over Happy Meal Toys](#)

[Next Agriculture Chief Stops State's Push to Bar Flavored Milk in Schools](#)

[Children Dental Health Reflects Parent's Habits](#)

[Student Researches Connection between Grocery Stores and Obesity](#)

[CDC Study on Relationship between Childhood Obesity and Socioeconomic Status](#)

[Childhood Obesity Can Begin as Early as 9 Months Old](#)

[Critics of Government Action on Obesity Are Misguided](#)

[Low-income New Yorkers Use Food Stamps at City's Open-air Food Markets, Show Need for Fresh Produce](#)

[Kids Active Only About Half of Time in Sports Practices](#)

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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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