



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 858.609.7964.*

## IN THE NEWS

- Upcoming Meetings
- Domain Partner Highlight
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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, April 5, 1 - 2:30 p.m.  
CHIP Office

### Domain 3: Schools and After-school

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

CHIP Office

### Domain 4: Early Childhood

Tuesday, April 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

Tuesday, April 5, 11 a.m. - 12:30 p.m.  
CHIP Office

### Domain 7: Business

TBA (see calendar)

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## DOMAIN PARTNER HIGHLIGHT

### Early Childhood Domain

**Debbie Macdonald**  
**Executive Director, YMCA Childcare Resource Service**



Debbie Macdonald, Executive Director of YMCA Childcare Resource Service (CRS) and co-champion for the Initiative's Early Childhood domain, is exactly that--a champion for early childhood. Prior to assuming her present-day position as Executive Director at YMCA CRS and co-champion for Early Childhood domain, Debbie has held a number of positions that have allowed her to make a difference in the lives of young children. Debbie has also worked at East County YMCA as Program Director, where she ran all of the childcare programs. As Executive Director of YMCA CRS, Debbie visits the State Capitol on a monthly basis to advocate for early childhood education and child development programs to protect and defend the policies that ensure the quality of childcare development.

It is no surprise that Debbie Macdonald has chosen a career that enhances the lives of young children. She comes from a family of teachers—her father was a professor at SDSU and her mother was a middle school teacher.

At the beginning of Debbie's career, she was living in Berkeley, California, where she began teaching at an alternative school for young children. At the time, her interest in early childhood education flourished and she eventually became the director of the school. Debbie later embarked on a northerly adventure by moving to Alberta, Canada. Here, she began working in subsidized childcare, while also teaching at a community college giving instruction on early childhood programming. On top of all that, Debbie also started her own family, having two sons who now live in Los Angeles.

Throughout the years, Debbie built a diversified educational background; she attended Stanford for a degree in Political Science, obtained a Masters degree in Child Development from San Francisco State University, and finally returned to her home town of San Diego to finish her education. The apple did not fall too far from the tree; Debbie attended SDSU, the school at which her father spent the years of his career, to attain her MBA. Debbie is a true leader. Her favorite thing about her job is collaborating with other agencies to come up with developmentally appropriate programming for children. She also said that hiring great people is the most important thing.

"Debbie's commitment to the well-being of young children is unsurpassed," according to Initiative Director Cheryl Moder. "We are lucky to be able to draw on her expertise and leadership in our early childhood domain. She not only comes up with great ideas, she is also willing to back them up with resources and support. Her passion for her work is complemented by her witty sense of humor."

Debbie Macdonald is many things, including a leader, an advocate, a mother, and a teacher. Did you know that she is also a lover of all sports and a former coach? Some of Debbie's hobbies include going to Padre games, Charger games, walking with her partner, and interacting with her sons. She also loves to travel, and has been to many exciting places around the globe including Israel, Spain and England. True to her love of both sports and travel, she will be heading to Florida for Major League Baseball spring training at the end of March!

One thing you may not know about Debbie? She is the only female little league manager in San Diego County that took a team to the all-stars. Ever.

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SCHOOLS AND  
AFTER-SCHOOL  
DOMAIN

## DOMAIN UPDATE

### Schools and After-school Domain

Spring has sprung! As the season brings with it (hopefully) pleasant weather, budding plants, and new opportunities for San Diego County, the Schools and After-school domain are working hard on some fresh new ideas to keep kids healthy while they're learning.

The role of the Schools and After-school domain is to engage schools and after-school providers in providing training, communication and resources to school districts regarding wellness policies; serve as district liaisons between the domain and school districts; and advocate for school policy and environmental changes with school boards and policy and decision-makers. The domain's partners take their role to heart and thus, have had much success engaging the school and after-school community to focus on providing quality physical activity and education as well as nutrition programming.

One of the domain's major accomplishments as of late is the collection of wellness policies from 40 out of the 42 school districts in San Diego County and publishing them on the COI's website for public use. Each district's wellness policy is listed on the "School Wellness Policy Summaries" chart available on the COI's website under the policy clearinghouse link. This chart lists the name of each school district and provides a link to that district's wellness policy. It was noted by domain members that this chart was used by the Health & Human Services Agency as a tool to assist with choosing which school districts could serve as sites for [Healthy Works](#), a program of the County of San Diego Health and Human Services Agency, funded by the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act (ARRA).

Another recent activity that this domain can hang its hat on is its development of a set of trainings to teach implementation strategies for school wellness policies. There were 32 school districts participating in the trainings; the trainings were also opened up to those outside the school district including staff from the HHSA, COI partners and school support personnel. These trainings reached a large and diverse group of people interested in supporting successful implementation of school wellness policies.

Many of the school domain's activities are integrated with [Healthy Works](#) projects as the San Diego County Office of Education is a subcontractor for [Healthy Works](#). Six school districts are participating in enhanced interventions as part of this program. One example of a project that has been bolstered by the momentum of [Healthy Works](#) partners is the Farm-to-School project; in late Fall 2010, domain partners reported that the number of schools practicing some element of farm-to-school went from 0 to 13 in just one month! The domain is also hoping to work with the Healthy Works media campaign to get the word out to families about school wellness policies and how to best support their local implementation.

Our domain partners are always working together to develop and expand community and school gardens, promote accessible places for physical activity, and increase opportunities

for physical activity in schools and before/after school programs. For more information on this domain and its activities, please contact [JuliAnna Arnett](#).

## 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.

### **Smarter Lunchrooms 2011**

Smarter Lunchrooms is a Cornell University created program which works with schools to guide smarter choices in the lunchroom. The recommended changes are both low cost and low effort and are aimed to improve children's eating behavior. [More...](#)

### **Let's Move in School**

Let's Move in School promotes increased and improved physical activity in schools and provides roles for physical education teachers, administrators, school boards and parents. The campaign allows youth to achieve 60 minutes of physical activity a day to improve health and academic performance. [More...](#)

### **WHO Releases Physical Activity Recommendations**

The World Health Organization (WHO) has released its recommendations on the frequency, duration, intensity, type and total amount of physical activity needed in several age groups. [More...](#)

### **New Spanish Obesity Resources Online**

The Alliance for a Healthier Generation has new Spanish-language resources available through the translation of popular portions of its Web site, including tips on how to speak to doctors about childhood obesity, how to add physical activity into family time and more. [More...](#)

### **Your Food Environment Atlas Updated**

Your Food Environment Atlas, a Web-based mapping tool developed by the U.S. Department of Agriculture Economic Research Service, has been updated. The atlas allows users to compare dozens of aspects of the food environment across the U.S. down to the county level, as well as other health statistics and community characteristics. [More...](#)

### **Child Health Scorecard**

This interactive U.S. map draws from The Commonwealth Fund State Scorecard on Child Health System Performance. Use the map to view state-specific rankings and results compared to benchmarks and to view the potential gains in terms of healthy lives and access to coverage and care. [More...](#)

### **Community Garden Legal Toolkit**

The Community Garden Legal Toolkit is designed to help individuals, communities or other private enterprises, including nonprofit organizations, start community gardens. It includes the legal framework, which simplifies the process of creating an agreement that benefits both landowners and the community. [More...](#)

## **LEGISLATIVE UPDATE**

Brown has proposed \$12.5 billion in spending cuts and \$12 billion in temporary tax extensions to help close a \$26.6 billion budget shortfall over 18 months. His plan calls for more than \$6 billion in cuts to health care and welfare-to-work services for low-income residents.

Despite California budget woes, the legislature is moving forward on a variety of proposals which attempt to support healthy lifestyles and provide greater access to fresh fruits and vegetables. Below is a list of legislation that has been introduced.

### **Proposed State Legislation**

#### **A.B. 70 (Monning, D-27):**

Introduced on December 16, 2010, this bill would require the California Health and Human Services Agency to apply for federal community transformation grants under the Patient Protection and Affordable Care Act (PPACA), and the Healthy, Hunger-Free Kids Act of 2010 (HHFKA). The bill would also require the agency to make information regarding federal grant opportunities under the PPACA and the HHFKA available to local government agencies, local public health departments, school districts, state and local nonprofit organizations, and Indian tribes through existing channels, and by placing a link on each relevant department's existing Internet Web site. These grant opportunities provide funding for preventive health activities and support the provision of school lunches, breakfasts, and summer food service and improve the quality and availability of healthful food in underserved communities. The bill was referred to Committee on Health on January 27<sup>th</sup>.

#### **A.B. 200 (Hayashi, D-18):**

This bill would require the State Board of Education to establish the Physical Education Award Program to recognize schools that conduct their physical education courses pursuant to the model content standards and demonstrate that increasing numbers of pupils enrolled in those schools meet minimum standards on the physical performance test designated by the state board. The bill was introduced on January 27<sup>th</sup>. It was referred to the Committee on Education on February 10<sup>th</sup> and is scheduled for a vote there on March 16<sup>th</sup>.

#### **A.B. 669 (Monning D-27): CA State Tax on Sweetened Beverages**

This bill would impose a penny-per-ounce tax on sugar-sweetened beverages, such as soda and sport drinks, to fund childhood obesity activities. If successful, AB 669 could raise \$1.7 billion for prevention and education programs. The bill was introduced February 17<sup>th</sup>. As of March 7<sup>th</sup>, the bill has been referred to the Committee on Revenue and Taxation and the Committee on Health.

### **Proposed Federal Legislation**

#### **H.R. 207 (Petri, R-WI):**

This bill, introduced on January 13<sup>th</sup> and referred to Committee on Education and the

Workforce, would authorize schools and local educational agencies participating in the school lunch program under the Richard B. Russell National School Lunch Act to donate excess food to local food banks or charitable organizations. The bill has been referred to the Subcommittee on Early Childhood, Elementary and Secondary Education.

**H.R. 317 (Baca, D-CA) Fresh Fruit and Vegetable Grower Tax Incentive Act of 2011:**

This bill, introduced on January 19<sup>th</sup>, would amend the Internal Revenue Code to allow a credit against tax for certain fruit and vegetable farmers. Farmers whose gross receipts attributable to fruit and vegetable farming were not more than \$500,000 for the previous taxable year would receive a business-related tax credit equal to the lesser of \$10,000 or the taxable income attributable to fruit and vegetable farming. The bill defines "fruit and vegetable farming" as the farming and sale of fruits, vegetables, or both in fresh form generally considered as perishable, but not including any grains or any perishable fruits and vegetables which have been manufactured into articles of food of a different kind or character. The bill has been referred to Ways and Means Committee.

**H.R. 350 (Serrano, D-NY):**

This bill would provide greater access to the supplemental nutrition assistance program (food stamps) by reducing duplicative and burdensome administrative requirements, and award grants to certain community-based non-profit feeding and anti-hunger groups. This bill was introduced on January 21<sup>st</sup>, and was referred to Committee on Agriculture.

**H.R. 576 (Baca, D-CA): The Healthy Children through School Nutrition Education Act**

This bill would require that students receive 50 hours of school nutrition education per school year. The instruction must be consistent with nutritional requirements for food served under the school lunch, school breakfast, and child and adult care food programs. The bill was introduced February 9<sup>th</sup> and was referred to the House Committee on Education and the Workforce.

**S. 174 (Harkin, D-IA) HeLP America Act:**

Senator Harkin has been introducing the HELP America Act each year since at least 2005. This bill would assist improvements in preschool nutrition and physical activity, expand the fruit and vegetable snack program, limit sodium levels in food, require nutrition labeling for food service projects, require the physical activity guidelines to be updated every five years, curb food marketing to children, among other provisions. As of February 3<sup>rd</sup>, the bill was referred to Committee on Finance.

**S. 294 (Sanders, I-VT):**

Introduced on February 9<sup>th</sup>, this bill would provide grants to states to establish a State Early Care and Education System with elements that are informed by data and recommendations from, among others, Preventing Childhood Obesity in Early Care and Education Programs and include the provision of comprehensive services that include health and nutrition. In addition, the programs would provide ongoing promotion of proper nutrition and their evaluation would include the use of health specialists or nutritionist to train or mentor staff. The bill was referred to Committee on Health, Education, Labor and Pensions.

**S. 392 (Udall, D-NM):**

Introduced February 17<sup>th</sup>, this bill supports and encourages the health and well-being of elementary school and secondary school students by defining school physical education and health education as core academic subjects. It authorizes the Secretary of Education to award grants to, and enter into contracts with, local educational agencies (LEAs), community-based organizations and nonprofit organizations to initiate, expand and improve health education programs for students in kindergarten through grade 12. The bill was referred to the Committee on Health, Education, Labor, and Pensions.

## EVENTS/CONFERENCES

### **Sustainable Feast**

Saturday, April 2, 2011

San Diego, CA

The Sustainable Feast commemorates 65 years of connecting kids to science and nature. The free event includes live music and a kids' zone with interactive science and nature activities. The event pairs local farms with top San Diego chefs. Restaurant tasting tickets are available and include 10 tastings, a commemorative cookbook and a raffle ticket. Proceeds will benefit the Outdoor Education Foundation's scholarship fund. [More...](#)

### **"Navigating with Wisdom: Finding Common Pathways to Address Eating Disorders and Obesity Treatment"**

Wednesday, April 13th, 2011

Solana Beach, CA

Join the San Diego Chapter of International Association of Eating Disorder Professionals (iaedp) for this interactive course led by author, advocate and clinician, Dr. Wendy Oliver-Pyatt. Attendees will learn about tools and strategies that promote emotional and physical health and well-being for all, reduce risk factors for the development of disordered eating and eating disorders, emphasize dynamics of food and eating and the development of a healthy, cohesive self. [More...](#)

### **California Office of Traffic Safety 2011 Leadership and Training Seminar**

April 20-22, 2011

San Diego, CA

The California Office of Traffic Safety invites all traffic, law enforcement, engineering, and bicycle and pedestrian safety professionals to attend the "2011 OTS Leadership and Training Seminar." This Training Seminar provides a forum in which traffic safety professionals are trained on the latest traffic safety trends. [More...](#)

### **Best of Out-of-School Time Conference**

April 27 - April 30, 2011

Palm Springs, CA

The BOOST Conference is one of the largest, most recognized, and highly comprehensive professional development opportunities in the country, convening over 2,000 professionals that work with and serve youth in the out-of-school time hours. Set in a retreat-like atmosphere, this extraordinary event will rejuvenate your passion and boost your direction for quality programming. [More...](#)

### **Smart by Nature: Schooling for Sustainability**

Tuesday, May 3, 2010; 6:30-8 PM

San Diego, CA

Discover how K-12 schools nation are greening their education to prepare young people to overcome today's environmental challenges and inspire sustainable living practices and solutions. The Center for Ecoliteracy, a leader in the green-schooling movement, supports and advances education for sustainable living. [More...](#)

### **6th Biennial Childhood Obesity Conference**

June 28 - July 1, 2011

San Diego, CA

The sixth biennial childhood obesity conference is the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity. This year's

conference will bring together nearly 2,000 attendees and will highlight the latest research, strategies and best practices incorporated through built environment, transportation and agriculture. [More...](#)

## GRANTS

### Health and Wellness Grants

**Deadline for Applications:** April 1, 2011

The Rite Aid Foundation is offering funding to programs that focus on health and wellness in the communities in which Rite Aid operates. [More...](#)

### 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...](#)

### USDA Childhood Obesity Prevention Funding

**Deadline for Applications:** May 18, 2011

The USDA recognizes its unique responsibility for the food system in the United States. The USDA's Childhood Obesity Prevention grant provides funds for multi-function programs which aim to reduce childhood obesity among 2 to 19 year olds. [More...](#)



## FARMERS' MARKET CORNER

Gardens serve broad and multifaceted roles wherever they take root. Whether a garden is built in the school environment or in a neighborhood, gardens offer experiential learning experiences and an opportunity for people of all ages to learn about the food system, cultivate food, engage in physical activity, and taste the most local food possible.

The Initiative is working in partnership with [Healthy Works](#) stakeholders to ensure that gardening in San Diego County is taken to the next level. In case you have not yet heard, [Healthy Works](#) is a program of the County of San Diego Health and Human Services Agency (HHS), funded by the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act (ARRA). In partnership with the University of California, San Diego (UCSD), Community Health Improvement Partners (CHIP), San Diego County Childhood Obesity Initiative, and Victory Gardens San Diego, [Healthy Works](#) is establishing community-based hubs for basic, school, and community garden education.

One of the exciting developments that has resulted from this work is the establishment of a Regional Garden Education Center (RGEC) program. The RGEC program is designed to create community gathering places for garden knowledge and expertise. It builds on Victory Gardens San Diego's (VGSD) "University of Gardening" or "U-Gardening" education model. The RGEC program will teach courses on basic gardening, how to start and manage a community garden, and how to integrate gardening into the school setting. Partners are hopeful that RGEC sites will spark a dynamic conversation between local agencies and community residents on the role gardens can play in creating a healthy, sustainable future.

Another priority for the Initiative and its [Healthy Works](#) partners is the promotion of joint-use agreements. A joint-use agreement refers to two or more entities, such as a school and a city or private organization, formally or informally agreeing to share indoor and outdoor spaces like gymnasiums, athletic fields, and even gardens. Establishing joint-use agreements can foster the involvement of after-school programs, clubs and community partnerships in the care of school gardens, which will expand the nutrition and physical activity benefits and can greatly encourage garden sustainability.

If you know of a food access initiative in San Diego County promoting health through innovative activities or would like to learn more about a highlighted project, please contact [JuliAnna Arnett](#).

## LOCAL NEWS

[Broccoli Is Latest Local Vegetable On School Lunch Menu](#)

[Four Workshops Planned on Getting Kids Walking](#)

[Healthy Works - Paths to Healthy Living](#)

[A No Need For a Truck Local Salad](#)

[Lemon Grove School District Health and Wellness Committee](#)

[Training Healthy Living Promotores](#)

[Café Hooking Up Healthy Kids' Eats](#)

## NATIONAL NEWS

[Tax Junk Food: Fight Obesity One Penny at a Time](#)

[Obesity Rate Will Rise to 42% of the Population Based on Contagion](#)

[Worldwide Obesity Rates Have Almost Doubled since 1980, but Some Countries Show Improvements in High Blood Pressure, Cholesterol](#)

[More than a Third of Adults Estimated to Have Prediabetes](#)

[Healthy Living Program for Bronx Families Shows Positive Results](#)

[Slimming the Future: What Should We Do about Childhood Obesity?](#)

[Small Change Looms Large in Chicago's Grocery Battle](#)

[Mobile Recreation Program Keeps Sunnyvale Kids Fit](#)

[Mental Health of Obese Children a Primary Concern](#)

[How to Make Oatmeal . . . Wrong](#)



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

Disclaimer: The Initiative provides the monthly newsletter solely as a service to its partners to support domain activities and promote other related nutrition and physical activity programs and policy/environmental changes in San Diego County. The newsletter is for educational purposes only and does not constitute an endorsement of any product, resource, legislation, or intellectual content included in the newsletter outside of specified Initiative domain workgroup activities or official partnership statements approved by the Initiative's leadership council.

The San Diego County Childhood Obesity Initiative (Initiative) is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change. The Initiative oversees implementation of the San Diego County Childhood Obesity Action Plan, a comprehensive plan to end childhood obesity in San Diego County. The purpose of the Initiative is to create, support and mobilize partnerships among multiple domains; provide leadership and vision; and coordinate countywide efforts to prevent and reduce childhood obesity. The Initiative has established active workgroups in multiple domains, i.e. community sectors, including Government, Healthcare, Schools & After-school, Early Childhood, Community, Media, and Business to act as a forum for the development, replication, and leverage of best practices and resources.

**San Diego County Childhood Obesity Initiative**

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