



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

- Domain Partner Highlight
- Domain Update
- Resources
- Legislative Update
- Announcements
- Grants
- Farmers' Market Corner
- Local News
- National News

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.

• Events/Conferences **Domain 1: Government**

TBA (see <u>calendar</u>)

Domain 2: Healthcare

Tuesday, June 7, 1 - 2:30 p.m.

CHIP Office

Domain 3: Schools and After-school

Tuesday, June 21, 11 a.m. - 12:30 p.m. CHIP Office

Domain 4: Early Childhood

Tuesday, July 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 <u>calendar</u>)

Domain 6: Media

Tuesday, June 7, 11 a.m. - 12:30 p.m. CHIP Office

Domain 7: Business

Subscribe to our email list

SAVE THE DATE: Show the City Council that San Diego supports an easier permitting process for community gardens!

Tuesday, June 7

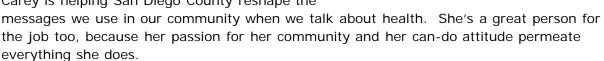
Council Chambers, 12th Floor, City Administration Building, 202 C Street, Downtown San Diego. More...

DOMAIN PARTNER HIGHLIGHT

Media Domain

Carey Riccitelli, MPH
Supervising Community Health Promotion
Specialist, County of San Diego HHSA
Communications Coordinator, Healthy Works

Looking for a lively, charismatic message about healthy living? Carey Riccitelli has it. As a Supervising Community Health Promotion Specialist with the County of San Diego Health and Human Services Agency, and the Communications Coordinator for Healthy Works, Carey is helping San Diego County reshape the



Although Healthy Works is a new kid in town, Carey is not. Originally from Canada, Carey and her family moved to Carlsbad when she was just a little girl, and she has been here ever since. Carey isn't new to public health or obesity prevention either. Throughout her 17 years with the County of San Diego, Carey has worked on a number of community health programs related to public health issues such as tobacco prevention, immunization, and obesity prevention. Her most recent work with obesity prevention has been through HealthLink, a school-health focused, public/private partnership to improve health and education outcomes for North San Diego County's school children.

In the early 2000s, HealthLink's focus turned to childhood obesity. HealthLink and the Coalition on Children and Weight San Diego, the entity that preceded the Initiative, partnered to address this issue together. In 2005, they hosted the School Food Summit, followed by the School Fitness Summit. At around the same time, the San Diego County Childhood Obesity Action Plan was being developed by County Board Supervisors Ron Roberts and Pam-Slater Price.

"Carey has been a champion for childhood obesity prevention since long before it was such a popular cause," according to Cheryl Moder, director of the San Diego County Childhood Obesity Initiative. "Her leadership of the School Food and School Fitness Summits helped set the stage for development of the San Diego County Childhood Obesity Action Plan and the Initiative. In addition to her professionalism and dedication to health promotion, Carey's congenial nature and positive attitude set an example for her peers and colleagues."

Carey's experience in obesity prevention work has prepared her for Healthy Works. The purpose of Healthy Works is to create healthier communities through sustainable, proven,



population-based approaches such as broad-based policy, systems, organizational and environmental changes in communities and schools. Each of the Healthy Works contractors (UCSD, San Diego County Office of Education, San Diego Association of Governments, San Diego State University's Graduate School of Public Health, and Community Health Improvement Partners) coordinate with COI partners to deliver the messages of Health Works to the community at large.

Carey's favorite part about Healthy Works is the opportunity to work with so many different people who are so knowledgeable and passionate about the work that they do. It has broadened her horizons about how many people are committed to obesity prevention efforts.

"San Diego County is a great community; people want to live in a dynamic, healthy place. We're seeing that through the partnerships that make up Healthy Works."

Carey lives in North County with her husband (who was her high school sweetheart at Carlsbad High School!) and her 2 children. They're a very active family, camping and windsurfing are among the favorite family pastimes. The Riccitellis are also avid veggie gardeners; her favorites are homegrown potatoes, raspberries, and fresh roma tomatoes right as they're picked off the vine.

Carey Riccitelli works hard and plays hard. She lives by the philosophy that success is simply a question of attitude, and as she works tirelessly to improve our community, there is no question that she has the right attitude.



DOMAIN UPDATE

Community Domain

The Community Domain is comprised of community, faith, youth, grassroots and public organizations committed to the prevention and reduction of childhood obesity. This domain functions to serve the entire community, exactly as its name implies. This is no small feat, but by enlisting and empowering community residents and local organizations to create healthier environments in their neighborhoods, this domain houses a large team of dedicated partners.

Lately, the domain has been engaged in youth engagement all across San Diego County. Readers may recall from our last Community domain check-in that SDSU Research Foundation applied for and was awarded a grant from the Robert Wood Johnson Foundation's Active Living Research funding program; the foundation and the COI have partnered to use the funding for ongoing evaluation of YEAH! projects that have been implemented since the trainings held throughout 2010 and early 2011. With COI staff's technical assistance and many dedicated community partners, there are currently close to 10 YEAH! projects underway right now.

There are youth groups working through their schools or other agencies on YEAH! projects in the following places: San Ysidro High School and San Ysidro Middle School, Mission Hills High School in San Marcos, Lincoln High School in Southeast San Diego, and Navy school/youth programs in National City and Linda Vista.

Not only has the domain enjoyed the success of watching these groups come together, it has also had the honor of watching the youth impact real change. For instance, one of the YEAH! groups at San Ysidro High School dedicated themselves to the improvement of the breakfast menu, and have successfully worked with food services to replace white flour

tortillas with whole wheat tortillas!

These projects could not have come to fruition without the dedication of partners that have been leading the youth through their health improvement efforts. Aside from some of the amazing leaders that have stepped up within each of the schools and agencies, there are also college-aged students that have found the YEAH! program to be an opportunity to become better acquainted with their potential future careers in public health. San Diego State University Graduate School of Public Health hosted a practicum course on childhood obesity this past semester, and the students engaged in the class served as project leaders for a portion of these projects. Cal State University, San Marcos nursing students are also serving as leaders for YEAH! efforts in San Marcos. These are just a few of the partners that have contributed to the success of the YEAH! program all across San Diego.

The Community domain has also been working with colleagues at Community Health Improvement Partners to help shape the success of the Resident Leadership Academy, which is a Healthy Works project that trains community residents to become advocates for community health within their own neighborhoods. Both YEAH! and RLA operate in a way that will engage community residents, both young and old, to think about how change can start within their own communities, no matter how small or large.

Our domain partners are always working together to develop and expand and enhance efforts that positively impact the health of our community and the people that define it. For more information on this domain and its activities, 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.

County Health Rankings

How healthy is your county? Published by the University of Wisconsin Population Health Institute and RWJF, the County Health Rankings is the only tool of its kind that allows people to see how their county compares with others in their state and against national benchmarks in a variety of measures that affect health, and makes it possible for leaders in all sectors to identify gaps and work together to develop solutions. More...

A New Way to Talk about the Social Determinants of Health

Robert Wood Johnson Foundation has recently issued research on innovative ways to talk about the social determinants of health. This research represents responses from the American public to answer one primary question: How do we find a common language that will expand Americans' views about what it means to be healthy? More...

Farm Bill 2012: Building Coalitions for Change

To begin developing a collective vision for farm bill reform, leaders from a diverse field of

organizations came together for a workshop hosted by NPLAN and Yale Law School in April 2010. The discussions that took place were a first step in establishing a vision for reshaping farm bill policies. This report provides an overview of the discussion, with recommendations for future research and action. More...

California Certified Farmers' Markets and Farm Stands: A Closer Look at State Law California certified farmers' markets and farm stands can help bring fresh fruits and vegetables directly to the communities that need them most. This resource explains how state law works to encourage this type of "direct marketing," which creates a win-win for farmers and consumers alike. Understanding how the regulations work can help communities pursue direct marketing options to increase access to healthy fresh produce. More...

Nourish Interactive

This resource is a free one stop resource for fun nutrition games for kids, interactive nutrition tools and tips for parents and health educators to use to promote healthy living for the whole family. Created by nutrition and health care professionals, Nourish Interactive's nutrition education website gives children and families the knowledge and skills they need to make healthy choices. The resource is also available in Spanish. More...

Empower Me

Founded by the American Heart Association and the William J. Clinton Foundation, Empower Me's goal is to end childhood obesity by 2015. The resource brings together kids to motivate each other to be healthier by participating in polls, joining in conversations with peers about the challenges of and solutions to obesity, and sharing their own success stories about how they have improved policy at their schools and in their communities. More...

After School Physical Activity

The San Diego County Office of Education, County of San Diego HHSA and the Region 9 Technical Assistance Center have created a resource designed to increase the quality of after-school programs. Some highlighted features include a wealth of information on physical activity guidelines, games for students, and physical activity curriculum as well as a directory to connect users to local community-based physical activity resources. More...

LEGISLATIVE UPDATE

Click <u>here</u> for this month's legislative update. For more information, please contact <u>Melanie</u> <u>Cohn</u>, COI Manager.

EVENTS/CONFERENCES

Free Garden Lecture Series

May 28, 2011

Poway, CA

Join Sunshine Care Homes for a free garden lecture series that will explore topics such as how to grow fruits and vegetables and fun ideas for gardening with kids. For more information or to RSVP, please call 858/674-1255 x 204. More...

Sesame Street Live

June 4 - 5, 2011

San Diego, CA

Elmo's Healthy Heroes show will take place at Valley View casino. Elmo and his friends teach lessons on health and nutrition through song and dance. Tickets on sale now. More...

Free Network Webinar: Providing Meals in Afterschool Programs

June 7, 2011, 10:00 to 11:30AM

Participate in this free webinar hosted by the California AfterSchool Network to learn how your afterschool program can provide federally-reimbursed meals in addition to snacks.

More...

Whole Foods Market Community Day

June 8, 2011

San Diego, CA (Hillcrest & La Jolla)

Shop at either of San Diego's Whole Foods Market locations on June 8 to support Olivewood Gardens, a unique 6.85 acre property in National City, donated by the Walton family. Olivewood Gardens serves as a learning cetner for sustainable agriculture and environmental stewardship through hands on cooking and gardening classes. Whole Foods Market Hillcrest and La Jolla will donate 5% of the stores' net sales for the day. 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 Impact Project: Advancing Smarter Policies for Healthier Communities *Deadline for Applications:* June 1, 2011

The Health Impact Project, a collaboration of the Robert Wood Johnson Foundation and The Pew Charitable Trusts, encourages the use of health impact assessment (HIA) to help decision-makers better identify the potential health effects of proposed policies, projects and programs, and make recommendations that enhance their health benefits and minimize their adverse effects and associated costs. More...

Children's Health Grants

Deadline for Applications: June 1, 2011

The Gerber Foundation seeks to fund research projects aimed at finding solutions to children's health and nutritional problems. Of particular interest are projects offering a promise of meaningful advances in the prevention and treatment of diseases and those that can be applied to the general population. More...

Home- and Family-Based Approaches for the Prevention or Management of Overweight or Obesity in Early Childhood

Deadline for Applications: June 5, 2011

Funding is available for institutions and organizations that test home- or family-based interventions for the prevention or management of overweight in infancy and early childhood. Applications should focus on infants and young children (up to age 6) and emphasize the role of home environment and the influence of family/extended family members and parents (including guardians/substantial care-providers) within the child's home environment. The direct goal of this initiative is to fund research that will advance

knowledge for innovative approaches to the prevention or management of overweight in children younger than 6 years of age. <u>More...</u>

Saucony Run for Good Program

Deadline for Applications: June 13, 2011

The Saucony Run for Good Program encourages active and healthy lifestyles in children. The Foundation is seeking to fund applicants that initiate and support running and fitness programs for kids. More...

Community-Based Partnerships for Childhood Obesity Prevention and Control: Research to Inform Policy

Deadline for Applications: June 16, 2011

The purpose of this funding opportunity announcement (FOA) is to enhance childhood obesity research by fostering the formation of local, state, or regional teams consisting of researchers, policymakers, and other relevant stakeholders (e.g., community representatives, public health practitioners or officials, educators) in order to identify research questions and hypotheses, design and implement the relevant research, and translate the research into evidence relevant to potential policy efforts in this area. More...

Active Living Research: Building Evidence to Prevent Childhood Obesity *Deadline for Applications:* July 1, 2011

The purpose of the grant is to support research to inform policy and environmental strategies for increasing physical activity among children and adolescents, decreasing their sedentary behaviors and preventing obesity. The program places emphasis on reaching children and youths who are at highest risk for obesity: Black, Latino, American Indian and Asian/Pacific Islander children, as well as children who live in under-resourced and lower-income communities. 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 (HHSA), 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 <u>JuliAnna Arnett</u>.

LOCAL NEWS

San Diego Offers Free Gardening Classes To Produce Healthy Lifestyles

Happy Rich Broccoli from San Diego Growers

NATIONAL NEWS

U.S. Seeks Stricter Limits on Food Ads Aimed at Children

Interactive Web Tool Maps Food Deserts, Provides Key Data

Ronald McDonald No Longer on the Menu for McDonald's

Soft Drink Industry Fights Proposed Food Stamp Ban

50 Michigan Hospitals Launch Effort to Curb Obesity

U.S. Parents Want Kids More Active During School Day: Poll

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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, 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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