



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



IN THE NEWS

The San Diego County Childhood Obesity Initiative (Initiative) actively seeks newsletter content from its partners including resources, events, news, legislative updates, and funding opportunities related to childhood obesity prevention and reduction. Individuals and organizations may submit content for inclusion in the newsletter to the editor by [e-mail](#) or phone at 858.609.7964.

UPCOMING MEETINGS

- Upcoming Meetings
- Domain Partner Highlight
- Domain Update
- Resources
- Legislative Update
- Announcements
- Events/Conferences
- Grants
- Farmers' Market Corner
- Local News
- National News

Unless otherwise noted, all San Diego County Childhood Obesity Initiative meetings are held at Community Health Improvement Partners (CHIP), located at 9370 Chesapeake Drive, Suite 220; San Diego, CA 92123.

Domain 1: Government

TBA (see [calendar](#))

Domain 2: Healthcare

Tuesday, September 6, 1 - 2:30 p.m.
CHIP Office

Domain 3: Schools and After-school

Tuesday, September 20, 11 a.m. - 12:30 p.m.
CHIP Office

Domain 4: Early Childhood

Tuesday, September 27, 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, October 4, 11 a.m. - 12:30 p.m.
CHIP Office

Domain 7: Business

TBA (see [calendar](#))

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Government Domain

Parke Troutman, PhD **Land Use and Planning Consultant** **Healthy Works *School and Community Garden Intervention***

Parke Troutman leads a brilliant life, whether he is advocating for improved community garden policy, educating others on urban land use and planning, or simply sitting at home with a good book.

Parke Troutman is the Land Use and Planning Consultant for the Healthy WorksSM *School and Community Gardens Program* being administered by Community Health Improvement Partners and the San Diego County Childhood Obesity Initiative. He plays an important role in the promotion of policy practices that encourage local food production, particularly community gardens. In 2011, Parke worked diligently with the City of San Diego and partners across the city in the passage of the changes to the city's municipal code that allow community gardens by right in all commercial and residential zones. This is great news for those entities that are interested in starting a community garden, but may not have had the budget to overcome hurdles such as permitting fees.

Parke is continuing his foundational work with the Healthy WorksSM *School and Community Gardens Program* by supporting the City of San Diego's efforts to amend Land Development Code to better support urban agriculture. Parke is providing research to the City of San Diego on best policy practices related to urban agriculture on a variety of topics, including bees, goats, fowl, farmers' markets, retail farms and more. He is also helping connect the City to local experts on the issue. His hope is that by looking carefully at current policy, San Diego County can move forward to allow agricultural activities in urban areas, a concept that has largely fell away in the US after World War Two but would advance the vision of a healthy and sustainable local food system for all.

"Parke's work is at the heart of many of the reforms that have just taken place. He has researched, analyzed, and helped encourage community solutions to the regulatory challenges formerly faced by community gardeners. He has a unique skill set that allowed and allows him to work with individuals from every track of life-- grassroots to public office-- to get the job done," said JuliAnna Arnett, Food Policy Manager with the Healthy Works *School and Community Garden Intervention*.

Parke hails from small town Ohio. His background is in sociology, and around the time he began his doctorate, he was intrigued by the allure of the West Coast. He ended up here in San Diego, and at UCSD, he did his dissertation on the politics of San Diego urban and regional planning. He recalls being enthusiastic about Smart Growth, which was attempting to deal with the problems of suburban sprawl that were rampant at the time.

After receiving his doctorate, but before immersing himself in the world of food policy, Parke had several other travels and adventures. For about a year, he lived in Hong Kong with his wife. He describes the experience as "mind blowing" and "radically unlike U.S. cities." After moving back to the states, he taught sociology and urban studies here in San Diego and in upstate New York.

It was during his year in New York that a series of unrelated events struck an interest specifically in food policy. For one, he was put in the position of having to cook for himself for the first time in years, which bolstered his appreciation of fresh ingredients. At the same time, he also started volunteering at a food co-op, as a break from his rigorous teaching job. Food policy started emerging as a hot topic right along the same time, so he devoted a week to food in an introductory sociology class and discovered how poorly his students ate. Prior to serving in his current position, Parke embarked on his new focus in food policy with 1 in 10 Coalition, an organization which promotes policies leading to local food production and long term food shed sustainability in San Diego through advocacy, education, and organizing.

At home, Parke has his own herb garden, and practices worm composting. He enjoys spending time with his wife and young son, and reads when he gets the chance. He is currently reading Thucydides' *History of the Peloponnesian War*, which he enjoys in part because the mercurial Athenians provide great insight into the workings of democracy. Brilliant.



DOMAIN UPDATE

Business Domain

Although the summer sun is still shining strongly, the Business domain is already gearing up for Halloween by coordinating efforts for this year's Halloween Candy Buy Back program taking place in San Diego County.

This is a national effort that enables dentists to register to buy excess, unopened Halloween candy back from children and their families in order to ship over as a treat to US troops via a nonprofit called Operation Gratitude. The local efforts are spearheaded by Business domain champion Sabrina Covington RD, a

founder of the Healthy Kids' Choice Initiative.

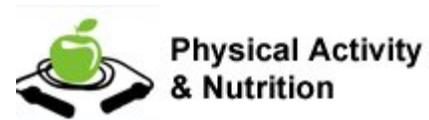
To learn more about this program locally and nationally [click here](#) or contact [Sabrina Covington, RD](#).

The Business domain is confident that the dollars and "sense" of fighting childhood obesity add up. The Domain is always looking for new participants interested in establishing more practices that encourage good health and business. To learn more about the domain or investigate partnership opportunities, please contact [Erica Salcuni](#).

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.



Policy Briefs on Park and Recreational Resources

Active Living Research offers four new briefs on parks and recreation are available from the University of California, Berkeley. Each brief discusses how parks and recreation promote active living and help reduce childhood obesity. They also address racial, ethnic and income disparities in parks and recreation space and funding. [More...](#)

Transportation Issues from the Public Health Perspective

The American Public Health Association (APHA) has developed a health and transportation toolkit to bridge the communications gap between the public health and transportation communities. The toolkit, which includes talking points and outreach materials, is an attempt to create a common language for use by public health advocates that ensures their voices are heard by transportation planners and other related professionals. [More...](#)

Childhood Obesity Prevention Advocacy Tools for Physicians

These documents have been designed in collaboration with the Schools & After-school and Early Childhood domains. They are to be used as resources to assist physicians in their efforts to advocate for childhood obesity prevention. [Click here](#) and scroll to the last item in the table.

Changes in Energy Content of Lunchtime Purchases from Fast Food Restaurants after Introduction of Calorie Labeling

This article examines the impact of calorie labeling on lunchtime purchases from major New York City fast-food restaurants, after the city's 2008 calorie labeling requirement went into effect. In 2009, 15 percent of lunchtime customers reported using the calorie information, and these customers purchased 106 fewer calories, on average, than customers who did not see or use the calorie information (757 calories compared with 863 calories). [More...](#)

LEGISLATIVE UPDATE

Click [here](#) for this month's legislative update. For more information, please contact [Melanie Cohn](#), COI Manager.

EVENTS/CONFERENCES

Healthy School Summit: Cultivating Healthy Central Valley Schools

September 16, 2011

Fresno, CA

Schools play an important role in the fight against obesity. This summit will present promising strategies and policies undertaken by local schools to provide healthier school meals and beverages, increase physical activity and advance student achievement. Keynote speaker is Tom Torlakson, State Superintendent of Public Instruction, California Department of Education. [More...](#)

Food Day

October 24, 2011

Food Day seeks to bring together Americans from all walks of life—parents, teachers, and students; health professionals, community organizers, and local officials; chefs, school lunch providers, and eaters of all stripes—to push for healthy, affordable food produced in a sustainable, humane way. Food Day 2011 is sponsored by the Center for Science in the Public Interest, the nonprofit watchdog group that has led successful fights for food labeling, better nutrition, and safer food since 1971. [More...](#)

Resident Leadership Academy

May 2011 through February 2012

San Diego County

The Resident Leadership Academy empowers residents in San Diego County communities to

advocate for an improved quality of life within their neighborhoods by promoting physical activity and healthy food choices. Each pilot community hosting a Resident Leadership Academy is developing and implementing a community improvement project, resulting in a positive change in their neighborhoods. [More...](#)

Regional Garden Education Center Classes

Spring 2011 through Spring 2012

Locations throughout San Diego County

Take free gardening classes at your local Regional Garden Education Center. A complete listing of classes is available on the [Healthy Works Calendar](#). You can sign up directly with the following Regional Garden Education Centers:

[Olivewood Gardens and Learning Center](#) (National City)

2525 N Ave, National City 91950

Contact: Michelle Cox, (858) 204-6949

[Solana Center](#) (Encinitas)

137 N El Camino Real, Encinitas 92024

Contact: Elizabeth, elizabeth@solanacenter.org, (760) 436-7986 ex 225

[International Rescue Committee](#) (City Heights)

5348 University Ave, San Diego 92105

Contact: Anchi Mei, (619) 641-7510

[San Diego Youth Services](#) (Spring Valley)

3845 Spring Dr, Spring Valley 91977

Contact Steven Jellá, (619) 221-8600 x229

[Wild Willow Farm and Education Center](#) (South San Diego)

2550 Sunset Ave, San Diego 92154

Contact: Erynn Pierce, erynn@sandiegoroots.org, (619) 540-2431

For more information, contact [JuliAnna Arnett](#).

GRANTS

2011 Bikes Belong Foundation Research Grants

Deadline for Applications: September 30, 2011

The Bikes Belong Foundation aims to support its mission and programs by funding a limited number of research grants each year. Applicants are limited to U.S. colleges, universities, or other institutions of higher education and non-profit research organizations. [More...](#)

Share Your Breakfast™ Grants

Deadline for Applications: September 30, 2011

Action for Healthy Kids is teaming up to help schools increase student participation in the School Breakfast Program through Share Your Breakfast™ grants from Kellogg's. The grants range from \$750-\$1,000 and also include significant in-kind contributions from Action for Healthy Kids in the form of people, programs, and policy expertise. (They'll also provide schools with management, expertise and support to develop alternative breakfast programs or start universal breakfast programs.) [More...](#)

Explore Fund Grant Program

Deadline for Applications: October 5, 2011

Outdoor gear company the North Face, a division of VF Outdoor, Inc., Explore Fund is a grant program to support U.S. nonprofit organizations that help young people connect to the

outdoors. The grants are a part of the company's mission to encourage an active healthy lifestyle and protection of the nation's natural landscapes by creating a stronger connection with the outdoors. \$125,000 in grants is available to nonprofit organizations in 2011. Grants of up to \$2,500 each will be awarded to organizations that help children connect to nature, increase access to both front and backcountry recreation, and provide education for both personal and environmental health. [More...](#)

School and Community Garden Grants

Deadline for Applications: December 31, 2011

Whole Foods Market's Whole Kids Foundation, in partnership with FoodCorp, is accepting applications to award 1000 school/community garden grants in the amount of \$2000 each. These grants offer a unique opportunity to increase kids access to fresh, nutritional, local produce. I encourage you all to forward this information to any schools or community groups that may have an interest in applying. [More...](#)

Ben & Jerry's Foundation: National Grassroots Grant Program

Deadline for Applications: Rolling

Through the National Grassroots Grant Program, Ben & Jerry's Foundation grant program aims to further social justice, protect the environment and support sustainable food systems. Grants of up to \$15,000 are provided to grassroots, constituent-led organizations that are using community organizing strategies to accomplish their goals as well as organizations that provide technical support and/or resources to such groups. [More...](#)



FARMERS' MARKET CORNER

Healthy Works is supporting the next phase of garden education in San Diego County. The Healthy Works School and Community Gardens Program is a partnership with the County of San Diego Health and Human Services Agency; University of California San Diego (UCSD); San Diego County Childhood Obesity Initiative (Initiative), a program facilitated by Community Health Improvement Partners (CHIP); and Victory Gardens San Diego (VGSD), a program of San Diego Roots Sustainable Food Project. This three-tier program is promoting the development of garden-friendly policies at school and in the community and places for garden education.

As part of the Healthy Works School and Community Gardens Program, the International Rescue Committee, Olivewood Gardens & Learning Center, San Diego Roots Sustainable Food Project, San Diego Youth Services, and Solana Center for Environmental Innovation have been selected to host Regional Garden Education Centers (RGEC), community-based hubs for garden education and training. The RGEC model is based on the VGSD "University of Gardening" or "U-Gardening" education program which offers hands-on, basic garden education. The RGEC program extends this model to include classes in basic, community, and school gardening. It offers classroom education and hands-on experience.

About the Curricula

Gardening 101: How to Grow Your Own Food

This course offers eight lessons on the basics of gardening, including: organics and permaculture; garden siting and design; soil and composting; plants and botany; seeding and planting; irrigation; weeds, pests, and disease; and harvesting. This series will provide students with a mix of classroom education and hands-on garden experience.

Gardening 201: How to Start and Manage a Community Garden

This course offers six lessons on the fundamentals of community garden organizing and management, including: asset-based community development, finding and obtaining land, budgeting and fundraising, garden design and supplies, day to day operations, and how to be a good neighbor. This series will provide classroom education and opportunities for active discussion and planning.

Gardening 301: How to Start and Sustain a School Garden

This course offers seven lessons on building support for school gardens among peers, educators, and administrators, including: making the case for school gardens, building a school garden leadership team, garden planning and design, budgeting and fundraising for your garden, community partnerships and volunteers, curriculum and outdoor classroom management, and gardens as part of the wellness movement.

This series will provide classroom education and opportunities for active discussion and brainstorming. These sites will provide courses to the public at no cost from May 2011 to February 2012. Each site will host a regional tool lending library, a place where local residents can go to borrow garden tools and resources to support efforts at home or in the community. The RGEC sites are designed to spark a dynamic conversation between local community members and organizations on the role gardens can play in shaping a healthy, sustainable future.

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

[San Diego's Urban Farms: Oases In Food Deserts](#)

[UC San Diego Researchers Tally the Nutritional Value of what Kids Actually Eat at a Fast Food Restaurant](#)

[Helix Charter High Chosen as Site for Community Garden](#)

NATIONAL NEWS

[State Seeks to Educate Food-stamp Recipients about Fast Food](#)

[Is U.S. Farm Policy Feeding The Obesity Epidemic?](#)

[Farmer's Markets Spur Job Growth, New Report Finds](#)

[Vending Machines Replacing Lunch Ladies in Miami-Dade Schools](#)

[Integrated Obesity Prevention Programs Appear Effective for Middle-Schoolers](#)

[U.S. Rejects Mayor's Plan to Ban Use of Food Stamps to Buy Soda](#)

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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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