



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, February 7, 1 - 2:30 p.m.
CHIP Office

Domain 3: Schools and After-school

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

Domain 4: Early Childhood

Tuesday, February 28, 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 7, 11 a.m. - 12:30 p.m.
CHIP Office

Domain 7: Business

TBA (see [calendar](#))

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DOMAIN PARTNER HIGHLIGHT

Media Domain

Chelsea Fiss

Retail Program Manager

Network for a Healthy California Marketing/Healthy Works
Division of Child Development and Community Health, UCSD

Chelsea Fiss is on a mission to bring the people of San Diego County the tools they need to live enriched, healthy lives. She is truly an ambassador for the Network for a Healthy California using her talent and business savvy to increase opportunities for affordable, culturally-appropriate healthy food and support for increased physical activity and active living environments.

Chelsea not only works with businesses, she is also a teacher in the community. Her diverse background gives her the unique set of skills she needs to get messages of healthy eating and physical activity to families across San Diego County. She takes her talents one step further by tirelessly working to show these families not only what they can do to live healthy lives, but how they can do it.



Chelsea works as the Retail Program Manager the Network for a Healthy California. The Network for a Healthy California - Retail Program facilitates partnerships between neighborhood stores and community health agencies to help increase the consumption and purchase of fruits and vegetables among food stamp eligible Californians. Chelsea also works part time on the Healthy Works media campaign.

Chelsea has been an invaluable asset to the San Diego County Childhood Obesity Initiative in the implementation and promotion of Cilantro to Stores (CTS), a program which aims to increase access to locally-grown produce in Western Chula Vista by working with four corner stores to create the capacity to stock, merchandise and sell fresh fruits and vegetables, which are sold by local certified farmers. By providing tools and resources like the Network Produce Handling guide, the program successfully trained store owners about various produce they'd be sourcing to ensure that the project was beneficial for store owners, farmers, and customers alike. She also assisted in placement of marketing materials in the stores that provide nutrition education and recipe tips alongside the produce that customers buy.

"It's been really wonderful to see people's expressions as they come in and see the produce in the stores," Chelsea said as she reflected on the success of CTS thus far.

"Chelsea Fiss and the Network for a Healthy California have been instrumental in the implementation of Cilantro to Stores," said Melanie Cohn, Manager with the Initiative.

"Chelsea was an eloquent and gracious speaker during the media kickoff event, and she helped coordinate healthy food demonstrations and store tours throughout the kickoff week. We truly appreciate Chelsea's hard work and contributions to Cilantro to Stores."

Chelsea started out as a marketing specialist with the SDNN, creating an identity that the collaborative could share countywide. She developed the SDNN social media outreach plan, and served as the lead contact for coordinating events for SDNN forums. Chelsea recently organized a forum focused on social media and nutrition, which attracted attendees from all over the region as well as Irvine, LA, etc. With marketing as one of her passions, Chelsea really enjoys sharing tips, tricks, and resources to help agencies build messages that the community can believe and understand.

Chelsea's background is a great mix of experiences, which she feels have culminated nicely in her current position with the Network. Chelsea has studied marketing, public relations,

physical activity, and has a passion for dance. She has taught sign language to elementary school kids in San Diego Unified School District, has worked in the public relations department at the La Jolla Playhouse, has managed several local professional sports teams, and has even studied dance on scholarship at the Ailey School in New York.

When asked what she does for fun, Chelsea's love for living is clear in her response. "You name it, I'm probably there." In her downtime, she enjoys sailing, going to the beach, trying new restaurants, and loves live music. It's no surprise that her New Year's Resolution is to "plan less"!



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.

The domain continues to be 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 2011.

With COI staff's technical assistance and many dedicated community partners, there are currently close to 10 YEAH! projects underway right now.

These projects could not have come to fruition without the dedication of partners that have been leading the youth through their health improvement efforts. Recently, a group of 6th graders from High Tech Middle School led by Outside the Lens were able to practice the advocacy skills they have learned from their YEAH! project; a visit to City of Chula Vista Councilmember Steve Casteneda's office showed them that decision-makers are there to hear their concerns and suggestions for positive change.

The Community domain has also been working with colleagues at Community Health Improvement Partners (CHIP) 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. The RLA operated in four communities throughout 2011, in National City, Southeast San Diego, Oceanside, and Lemon Grove. The community engagement established in Lemon Grove will support the success of the recently-announced Kaiser Permanente Healthy Eating, Active Living (HEAL) Zone \$1 Million grant awarded to CHIP.

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



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.

Urban Agriculture: A Sixteen City Survey of Urban Agriculture Practices Across the Country

This report, produced by the Turner Environmental Law Clinic, examines the land use policies and zoning ordinances of sixteen cities in the United States in order to determine how these cities incorporate urban agriculture into their city plan. [More...](#)

2011-2012 Child and Adolescent Obesity Provider Toolkit

The California Medical Association compiled this toolkit with physicians, Medi-Cal, and other health providers to address the prevention, identification, and weight management education of overweight children and adolescents. This resource aims to equip health care providers with strategies and tools to effectively assess, prevent, and manage overweight and obese pediatric patients as well as offer pertinent information to providers when discussing obesity issues with patients from diverse backgrounds. [More...](#)

Healthy Food, Healthy Communities: Promising Strategies to Improve Access to Fresh, Healthy Food and Transform Communities

This report was commissioned by PolicyLink and the University of Southern California to discuss the types of food policy that have an impact on reducing obesity. The report offers strategies that help public health officials reach vulnerable populations through public policy approaches. [More...](#)

LEGISLATIVE UPDATE

[Click here](#) for a comprehensive update on obesity prevention-related legislation that has taken place in 2010 and 2011.

For more information, please contact COI Manager, [Melanie Cohn](#).

EVENTS/CONFERENCES

Accelerating the Movement: SNAP-Ed to NEOP

March 5-6, 2012

Sacramento, CA

The Network for a Healthy California Statewide Conference will focus on the Healthy Hunger-Free Kids Act of 2010 that directed the USDA to develop new regulations to transform SNAP-Ed into a Nutrition Education and Obesity Prevention grant program. All network partners and organization involved with obesity prevention are encouraged to attend. Free registration for the conference begins December 2012. [More...](#)

Active Living Research Annual Conference

March 12-14, 2012

San Diego, CA

The 2012 ALR conference will highlight research that examines socioeconomic and racial-ethnic disparities in environmental opportunities for physical activity, policies that may lead to environmental disparities, and potential solutions to these disparities. [More...](#)

Healthy Schools, Healthy Budgets Conference

March 21, 2012

Los Angeles, CA

The Dairy Council of California is hosting a conference regarding low-cost ways to implement wellness policies in everyday school activities while maintaining a healthy budget. This all-day conference will take place at the California Endowment in Los Angeles. [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, (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, (619) 540-2431

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

GRANTS

Grants for Sports Programs: LA84

Deadline for Applications: February 24, 2012

This grant is intended for the development of sports programs for underserved communities targeting ethnic minorities, girls, and physically challenged children. Non-profits and tax-exempt organizations may apply. [More...](#)

School Nutrition and Physical Activity Policies, Obesogenic Behaviors and Weight Outcomes

Deadline for Applications: January 7, 2013

This is a funding opportunity for researchers evaluating how policies can influence school physical activity, nutrition environments, youth behavior and weight outcomes. The program is intended to support small research projects that can be carried out in a short period of time with limited resources. [More...](#)



FARMERS' MARKET CORNER

When we think about where to purchase fresh produce, dozens of places come to mind, but are they easy to access? Is there a place to buy fresh fruits and vegetables in every neighborhood? Furthermore, did any of these products come from local farms right here in our community? With the Cilantro to Stores (CTS) program in Western Chula Vista, the answer is "yes".

The CTS program aims to increase access to local, fresh farmed fruits and vegetables in Western Chula Vista by working with four corner stores to source a variety of local produce such as lemons, limes, mandarins, persimmons, pomegranates, tomatoes, avocados, spinach, cucumbers, carrots, green beans, zucchini, squash and chili peppers. The corner stores are as follows:

Broadway Liquor
151 Broadway
Chula Vista, CA 91910

Bobar Market & Gas #8
600 F Street
Chula Vista, CA 91910

Sunset Market & Liquor
985 Broadway
Chula Vista, CA 91911

Eagle Liquor Market
1296 3rd Avenue
Chula Vista, CA 91911

Genevieve Fong, the San Diego County Childhood Obesity Initiative's Market Outreach Coordinator, has been working diligently with planning partners (listed below), the City of Chula Vista, the corner stores, and "Farmer Steve" White of Ramona to ensure delivery and attractive placement of these colorful fruits and vegetables. Farmer Steve has been farming for over 30 years, and makes the long drive south every week to source his organic produce to these stores.

CTS is made possible by a federal pass-through grant from the San Diego Association of Governments (SANDAG's) Healthy Community Planning Grant Program. SANDAG is a partner of the County of San Diego's Healthy and Human Services Agency (HHSA), which received a \$16.1 million grant from the Communities Putting Prevention to Work funding program, better known in San Diego County as [Healthy Works](#). CTS is administered by the City of Chula Vista in conjunction with COI, facilitated by the Community Health Improvement Partners. Additional funds are provided by the City of Chula Vista. This program has been received input and support from a diverse group of community partners,

as well: the Network for a Healthy California; HHS South Region; the Institute for Public Strategies (IPS); Neighborhood Market Association; Chula Vista Elementary School District; Neighborhood Market Association; and San Diego State University.

After several months of planning, produce made its debut in these stores in December 2011; there has been a great response from the community and the store owners are happy with the sales numbers so far. [The change speaks for itself in these before-and-after shots from Bobar Market & Gas #8.](#)

The program enjoyed a kickoff week, which took place from December 5-9, with each store enjoying its own program kickoff day, which included store tours and healthy food demonstrations. The program enjoyed a robust media kickoff event at Sunset Market & Liquor. Speakers included Chula Vista Mayor Cheryl Cox, Chula Vista Elementary School District Superintendent Dr. Francisco Escobedo, Deputy Public Health Officer for Public Health Services at HHS Dr. Eric McDonald, Network for a Healthy CA Retail manager Chelsea Fiss, Sunset Market & Liquor Manager Roy Mikha, community member Rubi Vanegas, and the program was hosted by Initiative Director, Cheryl Moder. CTS and its contributors enjoyed (and are still enjoying!) media coverage from local outlets such as KPBS, CBS8, San Diego Union Tribune, and La Voz. Visit the "Local News" section just below this article to see some of the coverage.

CTS establishes a much-needed business model for underserved communities. A survey of Chula Vista residents showed strong support for a program that serves the community in the way CTS does. The hope is that establishing this connection between small store owners and local farmers here in Western Chula Vista is just the beginning.

To learn more about the funders, partners, and overall development and implementation of the program, please [visit our Cilantro to Stores page](#), or contact COI Manager, [Melanie Cohn](#).

LOCAL NEWS

[Kaiser Permanente Tackles Obesity In Lemon Grove with \\$1 Million Grant](#)

[Lettuce Go Green](#)

[Cilantro to Store: Farm Fresh to the City](#)

[Fruits, Vegetables Go direct to Markets: Cilantro to Stores Wants to Boost Healthy Food Access](#)

NATIONAL NEWS

[In Northwest Pasadena, Access to Healthful Food is Limited](#)

[Obesity Rate Falls for New York Schoolchildren](#)

[Food Stamps: The Safety Net That Deserves Its Name](#)

[Exercise info, Not Calorie Counts, Helps Teenagers Drop Sodas](#)

[Top Six Food Politics Lessons Learned in 2011](#)

[Overweight 7-Year-Olds Face Higher Risk of Asthma](#)

[In New Ads, Health Department Offers Supersize Warning](#)

[Are Georgia's Anti-Obesity Ads Unfair to Fat Kids?](#)

[Obesity Rates Stall, But No Decline](#)

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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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