



SAN DIEGO COUNTY  
**CHILDHOOD  
OBESITY  
INITIATIVE**

Working Together to Shape a Healthy Future

[www.OurCommunityOurKids.org](http://www.OurCommunityOurKids.org)



### IN THE NEWS

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

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, July 3, 1 - 2:30 p.m.  
CHIP Office

#### Domain 3: Schools and After-school

Tuesday, July 17, 11 a.m. - 12:30 p.m.  
CHIP Office

#### Domain 4: Early Childhood

Tuesday, July 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

TBA (see [calendar](#))

#### Domain 7: Business

TBA (see [calendar](#))

[Subscribe](#) to our email list

## DOMAIN PARTNER HIGHLIGHT

### Early Childhood Domain

Joangrace Espiritu  
Program Director of Marketing  
YMCA Childcare Resource Service



It might come as a surprise to some folks, but the first five years of a child's life are easily the most important when it comes to forming healthy life-long habits. The San Diego County Childhood Obesity Initiative (Initiative) is lucky to have a partner like Joangrace Espiritu, who is not only the Program Director of Marketing for the YMCA Childcare Resource Service, but also the mother of a young child, and a communications guru with business savvy (among other things!). Joangrace is an expert when it comes to advancing healthy living messages that support our community's youngest minds and bodies.

Joangrace is a San Diego native, growing up mainly in Rancho Peñasquitos. She has many happy memories of her upbringing within a big family. In the Filipino culture, she explains, family is more than just your immediate family and blood relatives; your community is your family and your family is your community. Perhaps this is one reason that Joangrace's career involves enriching the lives of families in San Diego County.

Joangrace arrived at the YMCA Childcare Resource Service as a temp, but was compelled to stay because she quickly discovered the joy in working for something bigger than herself and making positive change. Joangrace has her undergraduate degree in Communications, so it is no surprise that she has plenty to say when it comes to the benefits of working in the realm of early childhood. Joangrace is very passionate about being able to articulate that progress during these early years is so important to share, especially with people that do not have much knowledge about this field.

Joangrace has the big job of reaching out to childcare providers all over the county, both home-based and center-based, to inform them about the multitude of programs provided by the YMCA Childcare Resource Service. Recently, she helped organize a Childcare Provider Appreciation event, a two-day celebration of childcare providers and the hard work they do.

"Everybody has teacher appreciation in school, but childcare providers can sometimes be forgotten. They're raising your kids too, so it's important to recognize them."

Although childhood obesity prevention is just one aspect of Joangrace's marketing and education efforts, she emphasizes that it is a cornerstone in her agency's mission to ensure that all children and families grow up healthy--emotionally, mentally and physically. One thing Joangrace finds particularly interesting about partnership with the Initiative is what she has been able to bring home to her own family in terms of healthy eating and physical activity information. Joangrace has been instrumental in Early Childhood domain efforts related to the [5210 messaging campaign](#), which promotes four easy-to-remember practices that can be adopted daily by children and families to improve overall health and avoid obesity.

"5210 is really helpful for me, both within my job and at home with my family," Joangrace said as she talked about promotion of the campaign. "[These messages] allow us to teach our families that small steps will help in the long run, and it really helps us get that across to people. It gives us actions that resonate better to families."

Joangrace also played a critical role in the promotion and development of the innovative [Farm to Preschool program in San Diego County](#). Farm to Preschool represents an ongoing effort to promote healthy, fresh food access and improve preschoolers' eating habits. The Initiative and its partners (Occidental College Urban & Environmental Policy Institute, YMCA Childcare Resource Service and North County Community Services) worked together on a pilot program to establish these efforts locally. Joangrace knew that this creative way of exposing young children to fruits and vegetables, connecting providers to farmers markets, and establishing gardens and garden education was truly amazing and she thought, it would be a shame if this message is lost. Joangrace knows that visuals help people connect emotionally to messages, so she approached the Initiative with her idea to create a how-to DVD for child care providers that gives detailed steps and tips on how to start a farm to preschool program. Joangrace's background in digital and visual communications combined with her passion for quality child care programming allowed the team to bring this idea to life, and the video has been passed along to thousands of childcare providers in San Diego County and beyond.

Joangrace is always cheerful, expressive and laid back, but do not be fooled by her calm presence—she is one busy woman! She's not only a dedicated employee of the YMCA and partner of the Initiative, but also a loving wife and mother as well as a student at San Diego State University where she is working on her MBA. When does she have time for fun?

Joangrace chuckles a little at this question. When she does get free time, she enjoys CrossFit and loves her gym community. She enjoys walking, reading, spending time with her family, and has a dog, which she affectionately calls a "chipuggle" because it is a mix of the Chihuahua, Pug and Beagle breeds. Joangrace also enjoys Broadway musicals—her favorite play is entitled In the Heights, which features all different musical genres and dance.

SAN DIEGO COUNTY  
CHILDHOOD OBESITY  
INITIATIVE



SCHOOLS AND  
AFTER-SCHOOL  
DOMAIN

## DOMAIN UPDATE

### Schools and After-school Domain

The San Diego County Childhood Obesity Initiative (Initiative) Schools and After-school domain is committed to helping our region's school districts "make the grade" when it comes to coordinated school health.

In 2010, Schools and After-school domain partners worked together to obtain 40 wellness policies from school districts throughout San Diego County in order to identify examples of policy language related to 20+ coordinated school health topics. In 2011, the Initiative

created an online database containing the coordinated school health topics that were examined, the districts that cover each topic, and the actual policy language used for each health topic. All school districts participating in the School Lunch Program are required by law to develop a district wellness policy; this is a valuable resource for school administrators as they outline goals and standards for improving physical activity and nutrition at schools and in school-based activities. It also allows school administrators to see how their wellness

standards measure up to other districts in the region. The Initiative staff and Schools and After-school domain is committed to keeping this database current, and will work together over time to be sure that it contains the most up-to-date policies available. [Click here to learn more about this database.](#)

What is next for the COI Schools and After-school domain? Some key stakeholders from agencies such as the San Diego County Office of Education, California Project LEAN, and the Network for a Healthy California will be identifying best practices in physical education and physical activity programming with the help Teri Moore, a PhD candidate from University of Arizona who will be conducting a case study of best practices with six districts around San Diego County. It is the domain's hope that by highlighting some of the districts that are successfully meeting physical education requirements, they can empower other districts with resources to do the same.

To learn more about the domain or investigate partnership opportunities, please contact [JuliAnna Arnett.](#)

## 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.



### **Where to Locate Schools? What to Consider – Why It Matters**

School siting by districts has placed schools too far away for children to practically walk or bike to school. In the meanwhile, obesity rates in children and adolescents have more than tripled. ChangeLab Solutions (formerly known as Public Health Law & Policy) has developed a package of school siting policies for school districts that want to ensure that their school siting decisions support the educational success, physical health, and overall wellness of their students and their communities. [More...](#)

### **National Food Policy Programs Improve Access to Healthy Foods**

The Yale Rudd Center recently published this article published in the Journal of the Academy of Nutrition and Dietetics showing that access to healthy food in underserved communities has improved significantly after changes to federal nutrition and food assistance programs.

Specifically, the article shows that revisions in food packages for Women, Infants, and Children programs (WIC) has improved access to healthy foods in WIC-authorized and non-WIC convenience and grocery stores. [More...](#)

## ANNOUNCEMENTS

### **HBO Weight of the Nation**

Obesity is a problem all segments of our community must address. As a proud sponsor of this documentary, Kaiser Permanente's hope is that these films will prompt meaningful discussions and catalyze individuals, groups and communities to act. Looking for ways to take steps NOW for yourself, your family and/or your community? Here are a few ideas:

- SPREAD THE WORD: Pledge for Progress to confront the obesity epidemic. [Like The Weight of the Nation™ on Facebook.](#)
- HOST A SCREENING: [Get the free DVD screening kit and discussion guides.](#) To help employers, faith-based organizations, schools and others take action, check out the [Get Engaged information](#) that provides easy-to-use tools to support your efforts and stimulate change in your community.
- GET MOVING. GET INVOLVED. SIGN UP for the [Every Body Walk!](#) program and add more activity to your day:

[Click here or more information on HBO Weight of the Nation.](#)

## EVENTS/CONFERENCES

### Imperial Beach Community Clinic Nutrition Classes

July 11, 2012

Imperial Beach, CA

Imperial Beach Community Clinics provides free nutrition classes once a month to the population of South Bay. Classes cover a variety of topics: Smart shopping; How to read a food label; How much sugar is enough?; Healthy Holiday eating and much more. Classes are interactive and always have a variety of healthy snacks, prizes and recipes for attendees. Offered in both English and Spanish and usually always held the first Wednesday of the month from 5:30-6:30pm. [More...](#)

### Youth Engagement & Action for Health (YEAH!) Training

July 31, 2012

San Diego, CA

Youth can play an important role in creating communities that provide access to healthful foods and opportunities for physical activity. The Youth Engagement & Action for Health (YEAH!) manual is designed to equip community-based organizations with the tools needed to lead youth engagement projects in their neighborhoods. The trainings are FREE and participants will receive a copy of the YEAH! manual, a flash drive with sample presentations, training materials, and technical assistance. [More...](#)

### 2012 Summer Meal Sites in San Diego County

June 2012 through September 2012

This calendar provides parents and referral agencies with a list of locations where children may receive free nutritious meals during school vacation and off-track periods. [More...](#)

## GRANTS

### Healthy Eating Research: Building Evidence to Prevent Childhood Obesity

**Deadline for Applications:** August 9, 2012

The Robert Wood Johnson Foundation (RWJF) is offering two types of grants through their Healthy Eating Research: Building Evidence to Prevent Childhood Obesity program. The program supports research on environmental and policy strategies with strong potential to promote healthy eating among children to prevent childhood obesity, especially among lower-income and racial and ethnic populations at highest risk for obesity. This grant calls for research and policy papers that describe the work being done at the forefront of obesity prevention in the United States. [More...](#)

### Innovative Ideas Challenge

**Deadline for Applications:** September 1, 2012

The California Endowment is offering grants ranging from 3,000 to 3 million dollars to California non-profits to address the persistent and emerging health issues that impact

underserved communities in California. Projects should align with the 10 outcomes or 4 big results from the Building Healthy Communities plan, including reversing the childhood obesity epidemic. [More...](#)

### Healthy Communities Grants

**Deadline for Applications:** September 7, 2012

The WellPoint foundation is offering grants to non-profit organizations that help improve the lives of people and the health of local California communities. The Foundation promotes healthy behaviors, health-risk prevention, and healthy environments with a focus area on childhood obesity prevention;. Proposals for national and local initiatives are welcome. [More...](#)

### Responsible Sports Community Grant

**Deadline for Applications:** November 20, 2012

Liberty Mutual is offering fifteen grants of 2,500 dollars to non-profit youth sports organizations and educational athletic programs. These grants must go towards the operational costs of running a successful sports program. [More...](#)

## LEGISLATIVE UPDATE

[Click here](#) for a comprehensive update on obesity prevention-related legislation.

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



## COMMUNITY CORNER

Just in case you haven't heard yet, the San Diego County Childhood Obesity Initiative (Initiative) is excited to spend Summer 2012 rolling out an exciting new campaign called 5210 Every Day! here in San Diego County, a messaging campaign which highlights behaviors that can lead to better overall health in children, adults, families, and communities. The campaign calls for four daily behaviors to improve

health:

- 5 or more servings of fruits and vegetables
- 2 hours or less recreational screen time\*
- 1 hour or more of physical activity
- 0 sugary drinks, more water and low fat milk.

\*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

The 5210 Every Day! campaign was developed in Maine and is a nationally recognized, evidence-based campaign to encourage healthy eating and active living. While this messaging campaign can be applied to people of all ages, it is particularly applicable to young children while they are formulating healthy habits that will stay with them for the rest of their lives. Childhood obesity rates have more than tripled nationwide in the last thirty years, and children today are more at risk for heart disease, diabetes, high cholesterol, and high blood pressure than ever before.

5210 Every Day! kicked off in Western Chula Vista via the Healthy Weight Collaborative, a project of the Health Resources Services Administration (HRSA) and the National Initiative for Children's Healthcare Quality (NICHQ) which was formed to create partnerships between

primary care, public health, and community organizations to discover sustainable ways to promote healthy weight and eliminate health disparities.

Western Chula Vista was selected as a focus because it has the highest rates of childhood obesity in the county, but the Initiative is planning to spread the messaging throughout the county through the leadership of its seven domains, so be on the look out for the 5210 Every Day! logos, posters, flyers, and more!

The Initiative is excited to disseminate these messages far and wide; for more information and for free materials to share within your community, please visit [www.5210SanDiego.org](http://www.5210SanDiego.org) and click on the 5210 logo, or contact [Erica Salcuni](#).

## LOCAL NEWS

[San Diego named 16th Fittest City](#)

[San Diego County Launches Campaign Against Childhood Obesity](#)

## NATIONAL NEWS

[Farm Bill Reform Could Trim Americans' Waistline](#)

[San Francisco Bay Area City Puts Soda Tax on November Ballot; Money Would Go to Fight Obesity](#)

[NYC's Mayor Wants to Ban Super-Sized Sodas at Restaurants; Soft-drink Industry is Furious](#)

[USDA to Push Access to Farmers' Markets](#)

[Too Much Screen Time May Harm Kids' Fitness](#)

[Produce Stands Legalized in Chicago](#)

### FUNDED IN PART BY ::



KAISER PERMANENTE

### FACILITATED BY ::



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

[Cheryl Moder](#) : Director | 858.609.7961  
[JuliAnna Arnett](#) : CPPW Food Policy Manager | 858.609.7962  
[Melanie Cohn](#) : Manager | 858.609.7963  
[Erica Salcuni](#) : Coordinator | 858.609.7964

9370 Chesapeake Drive, Suite 220, San Diego, CA 92123

This email was sent to .

To ensure that you continue receiving our emails, please add us to your address book or safe list.

[manage](#) your preferences | [opt out](#) using TrueRemove®

Got this as a forward? [Sign up](#) to receive our future emails.



[EmailNow](#) powered by Emma