



SAN DIEGO COUNTY  
**CHILDHOOD  
OBESITY  
INITIATIVE**

Working Together to Shape a Healthy Future

[www.OurCommunityOurKids.org](http://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
- Resources
- Announcements
- Events/Conferences
- Grants
- Legislative Update
- Community 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, August 7, 1 - 2:30 p.m.  
CHIP Office

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

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

### **Domain 4: Early Childhood**

Tuesday, August 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**

TBA (see [calendar](#))

### **Domain 7: Business**

TBA (see [calendar](#))

[Subscribe](#) to our email list

The San Diego County Childhood Obesity Initiative newsletter is offering an abbreviated version of our newsletter for the month of July. Please stay tuned for our August edition, complete with our usual features and articles! For more information, please contact [Erica Salcuni](#).

## 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.

#### **Assessing the Economics of Obesity and Obesity Interventions**

This report released by the Robert Wood Johnson Foundation describes the necessity of legislative bodies to address the costs of obesity over a longer period of time to fully assess the efficacy of obesity interventions. Numerous studies have shown that strategic investments in proven, community-based prevention programs can save lives and money, but justifying these investments to legislative bodies can be difficult because of the time frame used for cost projections. [More...](#)

#### **States Continued Targeted Legislative Action to Prevent Childhood Obesity in 2011**

State legislatures in 2011 continued to enact laws to promote healthy communities and prevent childhood obesity, according to a new report by the National Conference of State Legislatures (NCSL). These findings are part of the 2011 edition of State Actions to Promote Healthy Communities and Prevent Childhood Obesity: Summary and Analysis of Trends in Legislation, an annual analysis conducted by NCSL examining state legislative action to address childhood obesity. [More...](#)

#### **"We're Not Buying It" Campaign**

From soda companies using school marketing campaigns disguised as charities, to food package labeling meant to mislead parents, to online games like trixworld.com, We're Not Buying It takes just two minutes to debunk industry claims that they're trying to be part of the solution in the fight for kids' health. Parents simply can't compete with the \$2 billion a year spent hawking kids foods that are laden in sugar, salt and fat, the video reveals.

[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

### 2012 Summer Meal Sites

June 2012 through September 2012

Locations throughout San Diego County

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...](#)

### American Public Health Association 140th Annual Meeting & Exposition

October 27-31, 2012

San Francisco, CA

The APHA Annual Meeting & Exposition is the oldest and largest gathering of public health professionals in the world, attracting more than 13,000 national and international physicians, administrators, nurses, educators, researchers, epidemiologists, and related health specialists. APHA's meeting program addresses current and emerging health science, policy, and practice issues in an effort to prevent disease and promote health. [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](mailto:Erica.Salcuni).

## LOCAL NEWS

[YMCA Offers Women-Only Swim Hours for Muslim Women](#)

[Chula Vista School Educates Families to Combat Childhood Obesity](#)

## NATIONAL NEWS

[Despite Obesity Concerns, Gym Classes are Cut](#)

[USDA Puts 'Meatless Mondays' Back into the Pen](#)

[Physical Inactivity Can Contribute to Premature Deaths](#)

[TV habits 'Can Predict Kids' Waist Size and Fitness'](#)

[A Fresh Look at what School Menus Can Be](#)

[Study Links Traffic Noise and Heart Attack Risk](#)

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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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