



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 Update
- Domain Partner Highlight
- 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, September 4, 1 - 2:30 p.m.
CHIP Office

Domain 3: Schools and After-school

Tuesday, September 18, 11 a.m. - 12:30 p.m.
CHIP Office

Domain 4: Early Childhood

Tuesday, September 25, 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](#))

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DOMAIN UPDATE

Early Childhood

The Early Childhood domain is as full of energy as the population of small children it serves. The role of this lively partnership is to engage the early childhood community to provide a support system for families to encourage adoption and implementation of effective wellness policies to promote healthy nutrition and physical activity for children and their families.

There have been some recent developments in the leadership of the Early Childhood domain, which acquired two new domain champions this month! Both have been heavily involved in the work of the San Diego County Childhood Obesity Initiative and the domain is privileged to have them join as champions.

Joanne Drinkwater, MS, RD, IBCLC is a Community Outreach Associate for the American Red Cross Women, Infants and Children (WIC) Program. In her role at WIC, Joanne (or "Jojo," as she prefers to be called) educates healthcare providers, community members, and the American Academy of Pediatrics on WIC resources and how they can best be utilized to serve WIC clients. WIC has been the premier public health nutrition program for 35 years, and has helped pregnant women, new mothers and young children eat well, stay healthy, and be active. Approximately 40-50% of all US children are on WIC during their preschool years. Jojo brings to the domain her extensive knowledge of not only the WIC program, but also the community of providers and young families that WIC serves.

Kristine Smith, RD, Director of Nutrition Services at Neighborhood House Association (NHA), is joining Jojo as the other new champion of the Early Childhood domain. In her role at Neighborhood House Association, Kristine has done an exemplary job working with her kitchen staff to create healthy, nutritious meals for young children in the NHA Head Start program—that's thousands of meals a day, cooked from scratch! Kristine is not only a new leader within the early childhood domain, she has also worked with her agency in the adoption of the [Farm to Preschool program](#), designed by the Urban and Environmental Policy Institute at Occidental College. With the help of Occidental partners, this innovative program was cultivated locally by early childhood domain partners in 2009 and piloted at several childcare sites in North County Community Services. Now, thanks to the leadership of the pilot sites and Neighborhood House Association, Farm to Preschool programming reaches just over 4,000 preschool-aged children in San Diego County every year!

What is next for the Early Childhood domain? Our domain partners are always working together to develop and expand and enhance early childcare programming. For more information on this domain and its activities, please contact [JuliAnna Arnett](#).



DOMAIN PARTNER HIGHLIGHT

Government

Lindsey McDermid, MS
Program Director, Chronic Disease and Health Equity Unit
Maternal, Child and Family Health Services



County of San Diego Health and Human Services Agency

Lindsey McDermid is a true leader, and one that is truly making a difference in the health of our sunny little corner of the United States.

Lindsey grew up in Elk Grove, California, a city south of Sacramento which boasts a slogan on its website, "Proud Heritage, Bright Future." Although Lindsey left Elk Grove to pursue her education, career and life, she certainly carried the spirit of her hometown with her here to San Diego. Public Health in San Diego County has a bright future with a woman like Lindsey working in our community.

Lindsey recently became Program Director of the Chronic Disease and Health Equity Unit at the County of San Diego Health and Human Service Agency's (HHS) Maternal, Child and Family Health Services branch. In her new role, Lindsey oversees all programming within the Chronic Disease and Health Equity Unit, which includes all nutrition and obesity prevention programming. Lindsey will also be largely responsible for the Community Transformation Grant (CTG) awarded to the County of San Diego last year. The CTG funding supports community-level efforts to reduce chronic diseases such as heart disease, cancer, stroke, and diabetes. San Diego County will be able to build up its chronic disease prevention approach in a number of ways, and Lindsey will be a key player in its execution. In addition to all of this, Lindsey is the Government domain champion for the San Diego County Childhood Obesity Initiative (Initiative). She has a very big job ahead of her, but Lindsey McDermid is more than prepared and even jokes a bit. She's expecting a child in just a couple of months, and she said she now feels like she's "more part of the team" in the Maternal, Child and Family Health Services branch of HHS.

Lindsey knew fairly early in her career that she wanted to impact health. She obtained her Bachelor's degree from Stanford University, where she focused on urban studies and human biology. She interned for the California Department of Public Health during the summers, and it was there that she realized the potential to get involved in active communities, which combined her interests in community design and public health. Following her undergraduate years, she was selected for a leadership program with the Great Valley Center and then worked for the California Department of Public Health, where she was able to get a taste of government and a more complete view of her home state and its public health needs. It was at this time she became intrigued by Southern California and its influence on public health. Lindsey was motivated to go back to graduate school to obtain her Master's in Public Health, and grew tremendously in her career at the prestigious Harvard University. There she worked with the Associate Deans to develop a new core curriculum that focused on public health practice. She authored the first case study for the curriculum, which focused on childhood obesity prevention in California. She drew on her experience working for the state, and highlighted the work of the Childhood Obesity Initiative as a local best practice.

When she moved to San Diego after completing her degree, she contacted HHS with an interest in getting involved in public health at the County level. Somewhat serendipitously, it wasn't long before the County received funding from the CDC to develop community-based obesity prevention interventions through Communities Putting Prevention to Work

(CPPW), known in San Diego County as Healthy Works. Lindsey came on board with the County in 2010 and has worked hard to help shape public health in San Diego County, and loves what she does.

"It's such an amazing team to work with here--the work that's being done in chronic disease prevention at all levels of the County. It's such a unique exciting opportunity to help to shape public health," Lindsey says enthusiastically of her role. "We're on the cusp of a new model in public health; we're looking at the upstream causes of health outcomes to determine what really impacts health. There is huge potential to reduce healthcare costs and approach public health from a new, innovative way."

Lindsey is a true visionary, but she's also a down to earth person that loves to be active and spend time with her family. She and her husband Garrett own a tandem bike that they ride often! They like exploring San Diego together, and they both value being outdoors; their first date was a hike to Three Sisters Waterfalls in Descanso. Together, they are starting a family here in San Diego, which thanks to people like Lindsey, has a bright and healthy future.

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.

Sustainable Community Case Study Database

Recently launched by The Partnership for Sustainable Communities, the Sustainable Community Case Study database provides access to reports on communities that are working with the U.S. Department of Housing and Urban Development, U.S. Department of Transportation, U.S. Environmental Protection Agency and other federal agencies. The case studies are organized to allow interested individuals to search for "transit" specific case studies. [More...](#)

Kaiser Permanente's 2011 Community Benefit and Corporate Annual Reports

Kaiser Permanente's 2011 Community Benefit Annual Report, "Deeper and Stronger," and the Corporate Annual Report, "Together in Total Health," are now available. Together, the two reports underscore how Kaiser Permanente's commitment to total health continues to grow and reinforce our mission to improve the health of our members and the communities we serve. [More...](#)

Healthy Communities Atlas

The Healthy Communities Atlas maps existing conditions for social and physical factors, or determinants, that affect health outcomes and disparities in the San Diego region. These determinants of health are based on current evidence and research. The Atlas is a series of maps and accompanying explanatory text and tables. The underlying data is available for download in GIS format. [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

Media Advocacy Training

September 19, 2012

San Diego, CA

The San Diego Nutrition And Physical Activity Collaborative invites you to attend this year's media advocacy skills-based training, hosted by the Berkeley Media Studies Group. This training will help participants develop the skills needed to shape media coverage of health issues to advance systems and environmental changes that promote the health of underserved communities. Space is limited! [More...](#)

San Diego Association for the Education of Young Children Fall Conference 2012

October 20, 2012

San Diego, CA

The SDAEYC Fall Conference, Happy, Healthy Me! will focus on health and safety of childcare programs and the community of San Diego County. [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 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...](#)

Health Impact Project

Deadline for Applications: September 14, 2012 (Program Grants) &
September 28, 2012 (Demonstration Project Grants)

The Health Impact Project: Advancing Smarter Policies for Healthier Communities, a collaboration of the Robert Wood Johnson Foundation and The Pew Charitable Trusts, encourages the use of health impact assessments (HIA) to help decision-makers 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 any associated costs. Five demonstration project grants of up to \$75,000 and three program grants of up to \$250,000 will be awarded to select applicants. [More...](#)

Connecting Youth to the Outdoors Grant Program

Deadline for Applications: September 19, 2012

The National Environmental Education Foundation in partnership with the National Fish and Wildlife Foundation, the Bureau of Land Management, and the US Forest Service, has announced a new initiative that seeks to catalyze efforts to increase the number of pre-K-12 youth, particularly urban and/or underserved youth, who build a connection with public lands as places for recreating, learning and volunteering. [More...](#)

Responsible Sports Community Grant

Deadline for Applications: November 20, 2012

Liberty Mutual is offering fifteen grants of \$2,500 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

When you think of what kind of tools you might use to increase the effectiveness of your workout routine, would you ever consider that the answer lies in your cell phone? The County of San Diego Parks and Recreation Department recently launched a program which allows smartphone owners to access free guided exercises from certified fitness instructors with just a swift scan of a code.

The [QR \(Quick Response\) Fit Trails program](#) is allowing San Diego County to equip several parks around the region with QR codes, placed along fitness trails and walkways. While you may be scratching your head over the definition of a QR code, you have probably seen one before. These black and white square codes can be "read" by smartphones much in the way barcodes are scanned at grocery stores and retail outlets. Patrons of all fitness levels can use their smartphones to scan the QR codes placed along park trails to gain access to a series of short exercise videos, which will be changed monthly so users can experience a variety of tips, tricks and routines. The best part? No equipment is necessary to perform any of the workouts!

In an age where technology is often associated with a lack of physical activity, the County Parks & Recreation Department has found a creative way to use technology to advance health and fitness.

Currently, the QR Fit Trails program is available at the following parks: 4S Ranch Sports Park in the Scripps Ranch/Rancho Penasquitos area; Hilton Head County Park in El Cajon; Guajome Regional County Park near Oceanside; and Sweetwater Regional County Park in Bonita. QR Fit Trails are also coming soon to the County Operations Center in Kearny Mesa later this summer. For more information on this exciting resource, see the link below in the Local News section.

If you know of an innovative project in your community that advances San Diego County's opportunities for fresh food access and physical activity, please contact [JuliAnna Arnett](#).

LOCAL NEWS

[Changes in Cafeteria Menus as Vital as Classroom Innovation](#)

[Free, Reduced Lunch Policy Set for 2012-2013](#)

[Smartphone Fitness Hits County Parks](#)

[Growing Community Spirit through Gardening](#)

NATIONAL NEWS

[Adult Obesity Rates Exceed 30 Percent in 12 States](#)

[Curbing Competitive School Foods and Drinks May Help Fight in Childhood Obesity](#)

[What if We Regulated Junk Food the Way We Do Alcohol?](#)

[City Market Gets Feds' Praise](#)

[\\$3 Million in Grants Target Obesity in Louisiana](#)

[Baltimore Program Connects Farms and Corner Stores](#)

[Health Disparities Found Among Black, White and Latino Children](#)

[NYC Schools Get Salad Bar from Supermarket Chain](#)

[Study: Cartoon Stickers May Sway Kids' Food Choices](#)

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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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