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SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



OCTOBER 2012

The San Diego County Childhood Obesity 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.

IN THE NEWS

- Upcoming Meetings
- Domain Update
- Domain Partner Highlight
- Resources
- Announcements
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- Grants
- Legislative Update
- Community Corner
- Local News
- National News

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

Domain 3: Schools and After-school

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

Domain 4: Early Childhood

Tuesday, November 27, 10 - 11:30 a.m.
YMCA Childcare Resource Service
3333 Camino Del Rio South
4th Floor Executive Conference Room
San Diego, CA 92108

Domain 5: Community

TBA (see [calendar](#))

Domain 6: Media

TBA (see [calendar](#))

Domain 7: Business

TBA (see [calendar](#))

DOMAIN UPDATE

Media

The Media domain has been actively promoting the San Diego County Childhood Obesity Initiative's exciting new campaign, 5210 Every Day! This messaging campaign 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.

Campaign materials include an introductory video, posters, brochures, fliers, and other branded materials. All of the materials are provided on our [website](#) in both English and Spanish. Parents, kids, teachers, businesses, and other San Diego residents are invited to download, print, and distribute these free materials.

5210 Every Day! kicked off this summer in Western Chula Vista with the Healthy Weight Collaborative. Since the kick-off, we've been pleased to have partners distribute materials to their patients and clients, place posters and brochures around their offices and in community sites, use the materials in area public health presentations, and include the campaign messages in their organizational newsletters.

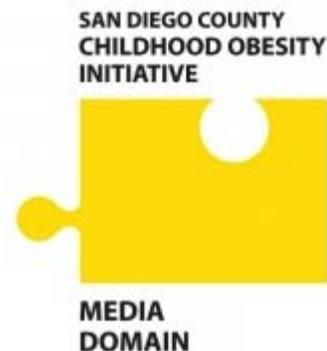
Our domain partners are always working together to expand and enhance the communications that positively impact the health of our community and the people who live in it. For information on this domain and its activities, please contact COI Senior Manager, [JuliAnna Arnett](#).

Check out the San Diego County Childhood Obesity Initiative's social media!

[Facebook](#) | [Twitter](#) | [YouTube](#)

DOMAIN PARTNER HIGHLIGHT

Community





Jennifer Tracy
Executive Director, San Diego Hunger Coalition
Co-chair, COI Community Domain

Last month, the U.S. Department of Agriculture reported that one in six Californians is food insecure. People experiencing hunger in the Golden State include working parents, seniors, people with disabilities, and children. The challenge is daunting, but Jennifer Tracy, Executive Director at the San Diego Hunger Coalition, believes hunger is a solvable problem. Her expertise, passion, and commitment to ensuring every resident of San Diego County can access enough food for a healthy, active life is strengthening our communities and the Community Domain at the San Diego County Childhood Obesity Initiative.

Kids from farming communities understand the true value of food. Jennifer was raised in Hermiston, Oregon, a small agricultural town nestled between the Columbia River and Interstate 84, also known as Old Oregon Trail Highway. Hermiston is famous in the region for growing super-sweet watermelons, but the town boasts just as many small, diversified farms, producing everything from potatoes to green peas to cattle. Jennifer's parents weren't growers themselves, but they instilled in their children a love for the outdoors—and a sense of adventure. Jennifer and her younger brother and sister spent their childhood playing on two acres of land and raising family pets including chickens, goats, and horses.

When she was ready for college, Jennifer took that same spirit of curiosity on the road. She attended Point Loma Nazarene University in San Diego, where she earned a degree in political science. Jennifer said she knew early on that she wanted to focus on poverty and spent most of her class time gathering lessons from around the globe. Jennifer wondered: "How do other countries manage peace and poverty?" At the same time, she started and led a new student group, Students for Social Justice. The club brought thought leaders to speak on campus and worked to promote fair trade products. After graduating from Point Loma, she spent five years at Catholic Charities in San Diego, first in the emergency services department helping to connect people to resources for shelter, food, and economic supports. She was then promoted to manage The Tomorrow Project, a job readiness program for homeless women.

In July 2007, Jennifer brought her talents to the San Diego Hunger Coalition. Through her work with clients at Catholic Charities, she came to see food as a "resource to help people achieve their full potential," not just a solution to physical hunger. In her leadership role at the Hunger Coalition, she's able to put that wisdom into practice. Jennifer focuses most of her time on high-level resource development, relationship-building, and strategic planning. Jennifer is leading her Board of Directors, staff, and partners in the ambitious task of addressing two big questions: "What will it take to solve hunger in San Diego?" and "What is the role of the Hunger Coalition?" Jennifer is confident that answering these questions will make the Hunger Coalition a more thoughtful, effective change agent. Over the last three years at the Hunger Coalition, Jennifer has also completed a Master's degree in the Nonprofit Leadership & Management Program at the University of San Diego.

Jennifer's hobbies further reveal her nature and genuine care for her neighbors. With her Master's program recently completed, she's enjoying free time to read books by her favorite authors, Wendell Berry and Anne Lamott, and listen to podcasts. She admits, "I could probably spend the next hour listing great podcasts," but she is particularly fond of Radiolab,

This American Life, You Look Nice Today, and 99% Invisible. She also mentors the children of family friends living in San Diego.

Despite her Northwestern roots, Jennifer has made San Diego home. She loves to do anything outside, including exploring the California coastline. She frequents San Diego's great restaurants Alchemy Cultural Fare & Cocktails (which also hosts culinary classes for elementary students and makes summer meals for children) and El Zarape, a cozy Mexican diner serving up seafood tacos, enchiladas, and burritos to rave reviews. When asked to identify her favorite thing about San Diego, Jennifer didn't hesitate: "There is such diversity of people here. There are all these little communities; you can get such a different feel from each place."

In fact, ready access to people with unique stories to tell and innovative solutions to community problems helps Jennifer pursue the healthy, hunger-free San Diego she believes is possible. "Every place is different, but we can all learn something from one another."

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.

APHA Infographic on the Benefits of Prevention and Public Health

The American Public Health Association has developed this social media-friendly infographic to communicate how robust funding for prevention and public health—including childhood obesity prevention—benefits communities and saves money in the long-term. Download the graphic and post it to your social media today! [More...](#)

Assessing the Built Environment for Physical Activity

The Built Environment Assessment Training Institute has developed this free webinar for researchers, practitioners and anyone else with an interest in learning how to conduct audits of the built environment. The Online Training for Assessing the Built Environment for Physical Activity is an introductory course to learn how to assess streetscapes, parks and trails for physical activity. Participants will learn about the main variables found in most physical activity-focused built environment audit tools, with a more in-depth look at a few specific tools. The participants will also learn how to customize the tools and train others to conduct assessments. [More...](#)

National Let's Move! Child Care's Farm to Preschool Webinar

Michelle Obama's national initiative Let's Move! Child Care sponsored a webinar, "Farm to Preschool - Digging in to Promote Healthy Eating and Physical Activity" which was recorded on September 12, 2012 and is now available online! Listen to Farm to Preschool experts and providers who are incorporating Farm to Preschool activities in their programs. [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 for more information on HBO Weight of the Nation.](#)

2012 San Diego County Halloween Candy Buy Back

The Candy Buy Back Program is a collaborative effort among local health agencies and other community members to address the issue of childhood obesity and dental health among our local children. After Halloween, participating dentists and physicians purchase unopened candy from young trick-or-treaters for \$1 per pound. They then coordinate with local shippers to send the candy to Operation Gratitude, which fills thousands of care packages for troops overseas. This year, more than 20 area dentists, physicians, and businesses are generously donating their office space and time to participate in the Candy Buy Back.

[More...](#)

Job Opening at Resource Conservation District of Greater San Diego County

The Resource Conservation District of Greater San Diego County is seeking a District Manager. The ideal candidate will have highly developed speaking and writing skills, knowledge of principles of executive management and leadership, and a passion for conserving San Diego's natural resources. [More...](#)

EVENTS/CONFERENCES

San Carlos Community Garden Pumpkin Smash

November 3, 2012

San Diego, CA

The San Carlos Community Garden is hosting its first annual Pumpkin Smash! Bring your own pumpkin to smash and enjoy live music, composting classes, and games for kids. The smashed pumpkins will be incorporated into the San Carlos Community Garden's compost and used to help the garden grow. [More...](#)

Fresh Fruit and Vegetables - A Centerpiece for a Healthy School Environment

November 6 & 7, 2012

San Diego, CA

This free two-day training is designed for school personnel and community partners. Through fun, interactive, and skill-building activities, it provides tools to support an increase of fresh fruits and vegetables on school campuses. Please see the website to register and view the agenda. [More...](#)

Creating and Sustaining Your School Garden

November 10, 2012

Solana Beach, CA

Presented by the Center for a Healthy Lifestyle at the Solana Beach Boys & Girls Club, this hands-on training program will be held at the Sunny Yellow Cottage, surrounded by a beautiful and kid-friendly organic garden. This workshop covers planning and designing a school garden, basic gardening skills, curricular connections, and outdoor classroom management. School garden teams of up to 3 people (teachers, parents, volunteers, school administrators and other personnel) are encouraged to attend. Cost is \$20 per person and includes lunch and workbook. Advanced registration is required. To register, call Carolyn Perkins at 858-436-7502. The training agenda, workshop calendar, and more are available online. [More...](#)

Farm to Preschool 101 Webinar

November 13, 2012

Come learn about the National Farm to School Network's exciting Farm to Preschool initiative (all early childcare settings included). Participants will be introduced to the Farm to Preschool movement and resources, find out how to get involved, and get a closer look at some example programs from across the country. The main webinar presentation will last 20 minutes followed by a question and answer session. [More...](#)

GRANTS

Wal-Mart Foundation Local Giving Program

Deadline for Applications: December 1, 2012

The Wal-Mart Foundation supports programs and initiatives addressing education, workforce development, economic sustainability, and health and wellness. Health and wellness examples include programs that support nutrition and active lifestyles, educating people of all ages about their health, and preventing and managing chronic disease. Multiple awards ranging from \$250-5,000 are available for select applicants. Nonprofit organizations, K-12 schools, church or faith based organizations, and government entities are eligible to apply.

[More...](#)

General Mills Champions for Health Kids Grants

Deadline for Applications: December 3, 2012

Through the Champions for Healthy Kids program, the General Mills Foundation will award 50 grants of \$10,000 to nonprofit organizations working to improve nutrition and physical fitness behaviors for youth (ages 2-18). [More...](#)

Sundt Foundation Grants Program

Deadline for Applications: December 15, 2012

The Sundt Foundation funds activities and programs undertaken by nonprofit organizations that improve the quality of life for disadvantaged children in the communities where Sundt has an established office (Phoenix, Tucson, Sacramento, San Diego, and San Antonio). The Board meets quarterly to review grant requests. [More...](#)

The Aetna Foundation Regional Grants

Deadline for Applications: Rolling

Grant-making in this area focuses on initiatives that create a better understanding of the root causes of the obesity epidemic. This includes all types of funding requests: research, project, and policy grants. Recent project grants include physical education and activity programs. Regional Grant applications are accepted on a rolling basis. [More...](#)

MetLife Foundation Healthy Habits Grants

Deadline for Application: Rolling

MetLife Foundation supports projects to empower people to lead healthy, productive lives and strengthen communities. The Foundation makes grants in health, education, civic affairs and culture. The Healthy Habits program seeks to increase the role of pediatricians and

family physicians in addressing childhood obesity through outreach activities and development of educational materials in local communities. [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

Did you love Gretchen Rubin's *The Happiness Project* or *Animal, Vegetable, Miracle* by Barbara Kingsolver? These books topped national bestseller lists because they were well-written and entertaining, sure, but they were also inspirational. They relayed the struggles and successes of real families trying to change their habits and their lives through yearlong experiments.

Like Gretchen and Barbara, we'd all like our families to live happier, healthier lives, but sifting through existing resources and reimagining our routines can feel overwhelming. Which habits will really make us healthier? Which steps can my family realistically take this year? Finally, a reader-friendly book connects the public health advice we'd love to heed to stories of real families making strides in the fight against childhood obesity.

San Diegans Lakeysha and Xinia joined 18 other families nationwide in sharing their stories for a new book on healthy eating and active living, "A Year of Being Well: Messages from Families on Living Healthier Lives." The book is a 13-month guide for parents interested in becoming family, school, and community health promoters.

Lakeysha served in the Navy for five years. In the book, she describes how the discipline she learned in the military and her willingness to compromise with her kids are helping them all find forms of exercise they love.

"A while ago, I was trying to teach my kids how to run and how to enjoy it. At first they didn't like it. They wanted to do other things. So it became a give-and-take. I tried the things they enjoyed — like skateboarding and swimming — and they kept trying running. Now they like running, and we do 5K races together."

Xinia became active in childhood obesity prevention because she was concerned her children had too few safe places to play and too few healthy menu options at local restaurants. Working with other moms and restaurant owners, she found support and funding for the things she believed were most important to her community.

"I was unhappy when I saw how many unhealthy items were on the menus at the local restaurants near our home. So I called and visited the businesses to ask owners and chefs to serve healthier foods instead of things that were fried... I was surprised when some of them actually started to listen. Now some of those restaurants are serving fruit cups, whole-wheat sandwiches, lean turkey, chicken, and low-fat menu options."

Lakeysha and Xinia's contributions to this national guidebook make San Diego proud and demonstrate how even small changes by ordinary citizens—like running with your kids or talking with local restaurant owners about serving healthier food—can make a big difference.

The families' stories are woven together by narrator Susan Dell, co-founder of the Michael and Susan Dell Foundation. Former President Bill Clinton contributed the foreword.

"A Year of Being Well" is available for [free download](#) online in both English and Spanish. Community organizations, clinics, book clubs, parent associations, and schools can order books bundled with discussion guides and DVDs to start discussion groups or book clubs in their neighborhoods.

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

[Cilantro to Stores: Fresh, local produce now delivered to four Chula Vista convenience stores](#) (p. 40)

[L.A. County launches public health campaign on portion control](#)

NATIONAL NEWS

[Q&A with Susan Blumenthal on recent SNAP report](#)

[American Academy of Pediatrics Launches Institute to Battle Childhood Obesity](#)

[Bowie student, 9, elected to national board on childhood obesity](#)

[Kids, media and obesity: Too much 'screen time' can harm your child's health](#)

[The ABCs of Beating Obesity: Schools called a 'focal point' for prevention by advisory body to the government](#)

[Most students give more healthful state school menus thumbs up](#)

[The Domino Theory, Redux](#)

[Bloomberg's big soda battle heads to court](#)

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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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