



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



January 2013

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
- Events/Conferences
- Grants
- Legislative Update
- Community Corner
- Local News
- National News

UPCOMING MEETINGS

Please note that **Community Health Improvement Partners has moved** to our new location at 5095 Murphy Canyon Drive, Suite 105; San Diego, CA 92123.

Domain 1: Government

TBA (see [calendar](#))

Domain 2: Healthcare

Tuesday, February 5, 1:00 - 2:30 p.m.

CHIP Office

5095 Murphy Canyon Road, Suite 105; San Diego, CA 92123

Nutrition in Healthcare Leadership Team

Tuesday, February 26, 3:30 - 5:00 p.m.

CHIP Office

5095 Murphy Canyon Road, Suite 105; San Diego, CA 92123

Domain 3: Schools and After-school

Tuesday, February 19, 11 a.m. - 12:30 p.m.

CHIP Office

5095 Murphy Canyon Road, Suite 105; San Diego, CA 92123

SD County Farm to School Taskforce

Friday, March 15, 10:00 - 11:30 a.m.

San Marcos Unified School District

255 Pico Avenue, Suite 250; San Marcos, CA 92069

Domain 4: Early Childhood

Tuesday, February 26, 10 a.m. - 11:30 a.m.

YMCA Childcare Resource Service Building, 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](#))

DOMAIN UPDATE

Healthcare

The Healthcare Domain of the San Diego County Childhood Obesity Initiative (COI) has been hard at work promoting obesity prevention in hospitals and among individual healthcare providers. San Diego Children's Physicians Medical Group, a COI partner, is piloting a new wellness program with its staff, and other COI partners are distributing the program materials to the leadership at their respective organizations. Additionally, the Healthcare Domain worked with 211 to make updates to its free, publicly accessible [Physical Activity and Nutrition Database](#) to include the COI's 5210 Every Day! messaging.



In 2013, the Healthcare Domain looks forward to developing a survey tool to learn how to resource and work better with its partners, particularly physicians. The Domain will also undergo a rigorous strategic planning process, which will set its goals and direction for the coming year.

The Nutrition in Healthcare Leadership Team (NHLT), a subcommittee of the Healthcare Domain, has also been busy promoting nutrition in hospitals across San Diego County. In October 2012, the group finalized its mission, vision, and strategic plan, which set the group's course for the next three years.

Among its other projects, the NHLT has been promoting the [Healthier Hospitals Initiative](#), a coordinated effort by 11 sponsoring health care systems and three non-profits to get healthcare organizations across the United States to shift to a more sustainable business model and address the health and environmental impacts of their industry. A growing number of hospitals are joining the Healthier Hospitals Initiative, and the Initiative recently gained the support of the Hospital Association of San Diego and Imperial Counties, spurring more hospitals to sign on. Over the next few months, NHLT will hold a CEO roundtable of hospital executives to make the health and business case for healthier food in healthcare settings and to encourage hospitals to make system-wide nutritional improvements.

NHLT is also proud to report that several hospitals have signed a pledge with [Healthy Food in Healthcare](#), a project of the non-profit Health Care Without Harm. By signing this pledge, hospitals commit to supporting sustainable agriculture, minimizing food waste, and improving the nutritional quality of the food they make available to patients, staff, and visitors. To catalyze their commitments, COI partners involved in NHLT are planning a Food Matters training for hospital staff to demonstrate how the food system impacts patient health, and to train physicians, nurses, and other clinicians to advocate for a better food environment in their hospitals.

Finally, Rady Children's Hospital and Palomar Health have embarked on ambitious ["Rethink Your Drink"](#) campaigns to increase patient, staff, and visitors' consumption of healthy beverages, and

reduce their consumption of sugar-sweetened beverages. The campaigns, adapted from a successful effort in Boston, MA, help simplify beverage consumption choices by designating different types of beverages as "green" (drink plenty), "yellow" (drink occasionally), or "red" (drink rarely or never) choices. Rady's and Palomar Health have reduced the volume of "red" beverages available and rearranged the beverages in their cafeterias' refrigerated cases so that "green" beverages are on top, "yellow" are in the middle, and "red" are on the bottom and clearly labeled. Posters, flyers, and prominent signage in eating areas help educate diners about their choices. In Rady Children's Hospital, tools also include buttons for clinicians to wear, table tents, and an aggressive communications strategy. Preliminary data suggest the campaign is indeed reducing consumption of unhealthy beverages in Rady Children's Hospital.

To learn more or investigate partnerships, please contact JuliAnna Arnett by [e-mail](#) or at 858.609.7964.



DOMAIN PARTNER HIGHLIGHT

Schools & After-School

Health Link Public Health Nurses

This month, the San Diego County Childhood Obesity Initiative was honored to present the county's six Health Link Public Health Nurses with certificates of recognition for their outstanding work with the Schools and After-School Domain.

Health Link nurses are Registered Nurses who have special education and experience working with individuals and families in the home; with groups with common health interests; and on population-focused health issues. They are the key ambassadors of the Health Link Program, a collaboration between the Public Health Nurses, San Diego County Health and Human Services Agency personnel, schools, and community partners to improve the health and well-being of the county's school-aged children and their families.

As part of their work, the Public Health Nurses participate in several area partnerships and collaboratives, including Live Well San Diego! Regional Collaboratives, school wellness committees, and the COI. They have been working hard to leverage these cross-cutting relationships to disseminate the 5210 Every Day! messaging and to strengthen school wellness policies, which are required to be updated by the end of this school year by the federal Healthy, Hunger-Free Kids Act.

After the nurses' recognition ceremony at the Schools & After-School Domain meeting earlier this month, the COI asked them what led them to become public health nurses, what inspires them to continue their work, and what they love to do most in their hometown. Their responses revealed their deeply felt commitment to their work and genuine affection for San Diego kids and families.

Debal L. Acquaro PHN, MSN - North Coastal Region

Attraction to the job: I find it very creative connecting with people in a role that promotes health and helps them find positive solutions.

Inspiration: I love working with people of different cultural backgrounds and with immigrant populations. Coming from an immigrant family myself helps me to empathize with the struggles they face.

Favorite San Diego pastime: By attending my kids' soccer games all over San Diego County I enjoy discovering and sampling little tucked away ethnic markets and restaurants that I would otherwise never know about.

Naomi Brown, RN, Sr. PHN - North Inland Region

Attraction to the job: After graduating from college and then working in hospitals, I was always

interested in what could have been done to prevent patients from ending up in the hospital. The public health focus on education and prevention was a natural fit for me.

Inspiration: Seeing programs built and integrated into San Diego County communities; seeing youth, their parents, and community partners become active participants; and seeing positive results in health and wellness.

San Diego pastime: I enjoy my "attempt" to garden. I also enjoy doing simple and fun things such as visiting the beach with my San Diego grandchildren and patronizing local restaurants.

Laura Carter, RN, Sr. PHN - East Region

Attraction to the job: The challenge of taking a different approach to the "traditional" nursing role. The rewards of Public Health Nursing are infinite when it comes to helping people and supporting communities.

Inspiration: My inspirational moments happen on a daily basis, especially when I get to work with kids who pick their first fresh vegetable from a garden they helped plant and say: "So this is where these come from; I never knew that!"

Favorite San Diego pastime: Hiking, horseback riding, fishing, and camping in the backcountry and mountainous areas.

Barbara Gee, PHN - South Region

Attraction to the job: Working to ensure healthy and safe communities.

Inspiration: The South Region communities are working hard to make the area a wonderful place to live by providing walkable, safe communities, healthy food access, and improved graduation rates among high school students. It's wonderful to work with a community that cares about the people living there.

Favorite San Diego pastime: Hiking and driving our Jeep in the desert.

Karee Hopkins RN, BSN, PHN - North Central Region

Attraction to the job: Focusing on prevention of illness and promotion of health throughout the lifespan.

Inspiration: I am inspired when I am able to encourage people to make small changes that enable them to make better choices and lead healthier lives.

Favorite San Diego pastime: I enjoy taking advantage of the beautiful weather by running or hiking outside and exploring the city.

Shahla A-Sepah, MS, RN, PHN - Central Region

Attraction to the job: I enjoy "meeting" the patient in his/her environment. Patients' health practices and beliefs originate from their families and communities. We as Public Health Nurses use that community knowledge to provide appropriate intervention and education in our case management.

Inspiration: Reaching the underserved community.

Favorite San Diego pastime: Walking the five miles around Miramar Lake on a regular basis. It is great exercise and a great way to relax and get ready for a busy week.

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.

Power Play! 4th and 5th Grade Nutrition and Physical Activity Curriculum Now Available

UCSD is providing San Diego County elementary schools where more than 50% of students are eligible for free or reduced-price lunch with FREE nutrition education and physical activity lessons and resources. The Children's Power Play! Campaign is one of the top 10 programs in the world for showing increased consumption of fruits and vegetables in 9-11 year-old students. UCSD offers exciting incentives for students and teachers to participate. Additional information about Power Play! is available [here](#). Fill out and return a [registration form](#) to [Kate McDevitt](#) to receive materials.

Shape of the Nation Report

Through the "Shape of the Nation," the National Association for Sport and Physical Education and the American Heart Association provide current information on the status of physical education in each of the states and the District of Columbia. Advocates can use this information in presentations, letters, and other communications with federal and state policymakers, the media, and the general public to expand and improve physical education. [More...](#)

Spinach to Schoolyards: Fact Sheet on Starting School Produce Stands in California

More than a million Californians have extremely limited access to grocery stores where they live - but most, at least, live near a neighborhood school. That's prompted some communities to try to start produce stands at local schools, purchasing fruits and vegetables to resell on school property to area residents. What's required to start one at your school? Download this fact sheet from ChangeLab Solutions to learn more. [More...](#)

FRAC School Breakfast Scorecard

Did you know California's School Breakfast Program participation ranks 30th in the nation? The Food Research & Action Center annually reviews students' access to the School Breakfast Program. The latest *School Breakfast Scorecard*, released this month, analyzes school breakfast participation among low-income children nationally and in each state and the District of Columbia for the 2011-2012 school year, and discusses effective federal, state, and local strategies for increasing participation in the program. [More...](#)

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.](#)

ANNOUNCEMENTS

Submit an Abstract for APHA's 141st Annual Meeting and Exposition "Think Global, Act Local"

The American Public Health Association's Call for Abstracts for its 141st Annual Meeting and Exposition to be held Nov. 2-6, 2013, in Boston is now open! Submit abstracts in all areas of public health as well as abstracts that focus on the Annual Meeting theme. Deadlines for submission range from Feb. 4-8, depending on the Section, Special Primary Interest Group, Caucus, or Forum to which you submit your abstract. Note that submission implies a commitment

to present at the Annual Meeting. [More...](#)

Mid-City CAN Hiring Leadership Development Specialist

Mid-City CAN is seeking a community organizer to work as part of a community organizing staff team and in partnership with resident leaders of City Heights and supporting organizations in the design and on-going implementation of issue-based community organizing campaigns. This position is specifically focused on community organizing on the issues of land use, transportation, and food justice. [More...](#)

Submit Student "Go Green" Artwork for Touching Minds, Shaping Futures Conference

The Children's Initiative needs themed artwork for the upcoming TMSF Conference on Saturday, March 16th, 2013. Send your unique recycled art, environment-friendly messages, and other artwork related to our theme, "Go Green," by Friday, March 8th, 2013. Please label (including name, school, and district) and mail or deliver all artwork to The Children's Initiative (Attn: After School Team) at 4438 Ingraham Street, San Diego, CA 92109. Please direct questions to Christine McKenna by [e-mail](#) or phone at 858.581.5888.

EVENTS/CONFERENCES

Free Public Health Courses by Coursera

January 2013

Coursera is a social entrepreneurship company that partners with the top universities in the world to offer courses online for anyone to take, for free. In 2013, Coursera will offer several free courses related to childhood obesity prevention.

- "An Introduction to the U.S. Food System: Perspectives from Public Health" beginning Jan. 23, 2013 (6 weeks)
- "Nutrition for Health Promotion and Disease Prevention" beginning January 28, 2013 (6 weeks)
- "Principles of Public Health" beginning January 28, 2013 (5 weeks)

Sign up online for upcoming courses. [More...](#)

"Let's Move - Preventing Childhood Obesity, Promoting Health in Policy"

February 21, 2013 | San Diego, CA

Save the date for an interactive discussion with UCSD staff and community partners, using "Let's Move" as an example of partnership to change policy in addressing a complex issue. The event will feature presenter Dr. Shale Wong, a pediatrician and Associate Professor at the University of Colorado, School of Medicine, and Senior Program Consultant for the Robert Wood Johnson Foundation. [More...](#)

National Anti-Hunger Policy Conference

March 3 - 5, 2013 | Washington, D.C.

The National Anti-Hunger Policy Conference draws anti-hunger and anti-poverty advocates; federal, state and local government officials; child advocates; representatives of food banks and food rescue organizations; and nutrition and anti-obesity groups, for three days of training, networking, and Capitol Hill advocacy. [More...](#)

The Children's Initiative "Touching Minds, Shaping Futures" Conference

March 16, 2012 | San Diego, CA

TMSF is a free, bi-annual professional development conference for before and after-school staff. Workshop topics include academic & homework support, alignment to the Common Core standards, enrichment activities, youth development, behavior management, health & fitness, STEM (Science, Technology, Engineering, & Math), gang awareness & prevention, and program & staff development. [More...](#)

Upcoming in 2013 (Registration Open Now!)

BOOST Conference

May 1 - 4, 2013 | Palm Springs, CA

Join the nation's largest conference for after school and out-of-school time professionals. Set in a retreat-like atmosphere, this extraordinary event will rejuvenate your passion and boost your direction for quality programming. [More...](#)

Biennial Childhood Obesity Conference

June 18 - 20, 2013 | Long Beach, CA

The Childhood Obesity Conference is an important way for health care professionals, policy makers, educators, and community advocates to share strategies, develop partnerships, and coordinate their efforts to combat the epidemic of childhood obesity. The 2013 conference will showcase the latest research, evidence-based best practices, and policy and environmental change strategies. [More...](#)

SPARK Institutes

Summer 2013

SPARK strives to improve the health of children, adolescents, and adults by disseminating evidence-based Physical Education, After School, Early Childhood, and Coordinated School Health programs to teachers and recreation leaders serving Pre-K through 12th grade students. Each summer, SPARK conducts 2-day training "Institutes" in San Diego, which educate participants to become Certified SPARK Instructors. Find out more and register today! [More...](#)

GRANTS

Community-Based Partnerships for Childhood Obesity Prevention and Control: Research to Inform Policy

Deadline for Applications: February 16, 2013

The National Institute of Child Health and Human Development, NIH, and the U.S. Department of Health and Human Services provide support to enhance childhood obesity research by fostering the formation of local, state, or regional teams consisting of researchers, policymakers, and other relevant stakeholders in order to identify research questions and hypotheses, design and implement the relevant research, and translate the research into evidence relevant to potential policy efforts in this area. [More...](#)

LA84 Foundation Grants for Sports Programs

Deadline for Applications: February 22, 2013

This grant program funds groups focused on the development of youth sports below the elite level for groups and communities underserved by traditional sports programs, including girls, ethnic minorities, and people with physical disabilities. Non-profit, tax exempt organizations that serve southern California with sports programs for youth ages 6-17 are eligible to apply. [More...](#)

Albertsons Community Grants

Deadline for Applications: Rolling

Albertsons is accepting grant applications in the areas of hunger relief, dietary health, and nutrition education. Nutrition Education includes healthy lifestyles and nutrition promotion and education, as well as access to healthy foods. Eligible applicants are non-profit organizations and schools in areas where Albertsons grocery stores operate. [More...](#)

The Aetna Foundation Regional Grants

Deadline for Applications: Rolling

The Aetna Foundation supports 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. [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

Soon, In a School Near You: Garden Harvested Fruits and Vegetables

Over the past several years, San Diego parents have been clamoring for more school gardens. Gardens provide new opportunities to teach kids science, nutrition, and environmental lessons; they produce fresh fruits and vegetables; and they offer a great tool for engaging students directly in creating a healthy school environment. Vanessa Zajfen, Farm to School Specialist for the San Diego Unified School District (SDUSD), and her colleagues in the SDUSD Food Services Department agreed that school garden-grown produce would be a welcome addition to the school meal program, but they also knew they couldn't make it happen alone.

At the same time, the San Diego County Childhood Obesity Initiative's partners in the Schools & After-School Domain were reporting difficulty building sustainable garden programs and integrating harvested produce into the school day. Together, SDUSD and the COI recognized a unique moment to leverage COI's existing relationships with gardening organizations across the county to help teach garden champions and school food service staff how to get harvested garden produce past the gate and onto the plate.

To kick off this effort, the SDUSD Food Services Department worked closely with the County of San Diego Department of Environmental Health to craft a "Conditional Approval of a Food Source for SDUSD's Garden-to-Café Program." This document, now approved by the district, details all the steps a volunteer school garden coordinator must take to incorporate harvested produce into the school meal, such as reviewing and completing the form; abiding by particular composting, growing, and harvesting protocols; acquiring the signature of the school principal; and having the Food Services Department inspect the garden.

To help catalyze the creation of garden-to-café projects under this new protocol, SDUSD and the COI are partnering with Olivewood Gardens, the Master Gardener Association of San Diego, the Square Food Gardening Foundation, Victory Gardens San Diego, San Diego Roots Sustainable Food Project, the County of San Diego's Healthy Works initiative, and the Solana Center for Environmental Innovation to conduct quarterly "Garden to Café" trainings for volunteer garden coordinators and school food services staff. The trainings will include a brief composting workshop, information on SDUSD's new garden-to-café protocols, step-by-step instruction for enrolling in the program, question and answer time with food services staff, and guidance and resources for school gardens from local garden organizations. In the end, the trainings should result in more, and more varied produce on school lunch trays across the district.

The first of these quarterly trainings for SDUSD's school garden coordinators will be Thursday, January 31, from 3:00 – 5:00 p.m. at Crawford High School. To learn more, download our January [training invitation](#) or contact COI Senior Manager [JuliAnna Arnett](#).

LOCAL NEWS

[Refugees Discover New Ways to Plant Roots in America](#)

[California's School Health Clinics Receive More Than \\$14 Million Under ACA](#)

[Groups Fight to Save a Generation From Obesity](#)

[Lemon Grove School District Gets \\$43,920 USDA Grant](#)

NATIONAL NEWS

[In Ads, Coke Confronts Soda's Link to Obesity](#)

[Seed Money: USDA offers small loans to farmers who grow for local customers, farmers markets](#)

[Fries and Health Don't Mix: Many hospitals stop serving McDonald's](#)

[School Cafeterias Join Fight Against Obesity](#)

[Food Companies Cut TV Spending to Kids in Obesity Crisis](#)

[Study Finds Modest Declines in Obesity Rates Among Young Children From Poor Families](#)

[United States of Obesity: How are states battling bulging health costs?](#)

[Poll: Few Americans know all the risks of obesity](#)

[Poll: Americans split over government role on obesity](#)

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](#) : Senior Director, Collaborative Impact | 858.609.7961

[JuliAnna Arnett](#) : Senior Manager | 858.609.7962

[Melanie Briones](#) : Senior Project Manager | 858.609.7976

[Melanie Cohn](#) : Manager | 858.609.7963

[Marie Lawrence](#) : Coordinator | 858.609.7964

****WE HAVE MOVED****

5095 Murphy Canyon Road, Suite 105; San Diego, CA 92123

Core funding provided in part by:



Facilitated by:



9370 Chesapeake Dr Suite 225 | San Diego, CA 92123 US

This email was sent to catherine.marie.lawrence@gmail.com. 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.

