



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



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

CHIP Office

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

Domain 3: Schools and After-school

Tuesday, March 19, 11:00 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, March 26, 10:00 - 11:30 a.m.

YMCA Childcare Resource Service Building, 4th floor Executive Conference Room

3333 Camino Del Rio South; San Diego, CA 92108

Farm to Preschool Taskforce

Wednesday, March 27, 2:00 - 3:30 p.m.

YMCA Childcare Resource Service Building, 4th floor Executive Conference Room

3333 Camino Del Rio South; San Diego, CA 92108

Domain 5: Community

Friday, February 15, 11:30 a.m. - 12:30 p.m.

CHIP Office

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

Domain 6: Media

TBA (see [calendar](#))

Domain 7: Business

TBA (see [calendar](#))

DOMAIN UPDATE

Schools & After-School

Over the last several months, the Schools & After-School Domain has been tightly focused on supporting school districts as they update their local school wellness policies. These updates are required for all school districts by the end of this academic year pursuant to the federal Healthy, Hunger-Free Kids Act of 2010. School wellness policies include language that guides districts' nutrition education, physical activity, school food standards, and other activities that support student wellness, so making regular updates is a key strategy for schools interested in reducing and preventing childhood obesity. To spur these updates, the COI Leadership Council co-chairs sent a letter to every superintendent in San Diego County reminding them about this mandated update and offering up COI partners' expertise to support their efforts. As a resource, the COI has posted many districts' school wellness policies in its online [policy clearinghouse](#).

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**SCHOOLS AND
AFTER-SCHOOL
DOMAIN**

The Schools Domain has also been working on Garden to Café Trainings, with the goal of helping schools safely bring their school garden-harvested produce to their lunch lines. To achieve this, the San Diego Unified School District's (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," which details all the steps a volunteer school garden coordinator must take to incorporate harvested produce into the school meal. SDUSD and the COI then partnered 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 the first of several quarterly Garden to Café trainings for volunteer garden coordinators and school food services staff. In the first training, held on January 31st, 18 individuals, representing 11 schools and 7,670 students, attended.

The San Diego County Farm to School Taskforce, a subcommittee of the Schools & After-School Domain, has been working over the last few months to develop and coordinate a "Go Local Growers Showcase." The purpose of this showcase, slated for this July, is to connect school district food service directors and food distributors with local produce lines, with the ultimate goal of getting more local, regional, and California-grown produce onto San Diego County schools' cafeteria trays. The showcase will be preceded by a workshop for growers to help them better

understand school districts' product needs and develop a common language to use when negotiating orders with school food service departments.

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



DOMAIN PARTNER HIGHLIGHT

Early Childhood

Laura Avila-Taylor

Program Specialist for Quality Assurance, Neighborhood House Association

Laura Taylor loves the small-town feel of Lemon Grove, CA. As you exit Highway 94 and approach the corner of Main Street and Broadway, the giant, iconic Lemon Grove lemon welcomes you home. In December, the whole city comes out for an all-hands-on-deck community bonfire, and the enthusiasm is reprised in March on Lemon Grove Little League Opening Day. Laura says her neighborhood is quiet and feels safe, and she's gotten to know many local families over the last 29 years living in the city.

Laura's affection for her hometown is matched only by her deep expertise working with childcare providers. Laura, originally from Calexico, CA, ventured west with her family in 1971 to earn her Associate's degree at San Diego City College and her Bachelor's degree in human services at Springfield College's San Diego campus. Since leaving City College, Laura has worked six years as a preschool teacher and nine years as a social service provider for Head Start families. Today, Laura serves as the Program Specialist for Quality Assurance at Neighborhood House Association. In that role, she works with 22 Head Start sites, including preschools in San Diego Unified School District and National School District, to ensure they are in compliance with federal performance standards and state and local regulations around children's health, safe environments, education assessments, nutritional guidelines, and physical activity.

Laura's favorite part about her job is working collaboratively with childcare providers. She said proudly: "I love helping staff at sites come into compliance and doing it in a way that is not threatening, but rather friendly and positive." When Laura started in her department 11 years ago, quality assurance monitors were seen as enforcers rather than resources, and Laura has enjoyed helping reverse that reputation. She also loves the variable and social nature of her work: "It never gets boring, I see new people every day, and I get to be out in the sunshine and not in a cubicle."

Laura became involved with the San Diego Childhood Obesity Initiative (COI) through her work with the Lemon Grove HEAL Zone, the 3-year, 9-month place-based community project facilitated by Community Health Improvement Partners in collaboration with Lemon Grove residents. Laura generously lends her experience working with childcare providers and her passion as a Lemon Grove resident to the HEAL Zone as an Early Childhood Domain Co-chair. In that role, she is an active member of the HEAL Zone Steering Committee and the HEAL Policies Working Group. The HEAL Zone hopes to capitalize on Laura's experience to reach out to childcare providers and work with them to adopt and implement the COI's healthy eating and physical activity policies for early childcare sites.

When asked which HEAL Zone strategy she is most excited about seeing come to fruition in her community, Laura talks excitedly about the group's ideas for a Wellness Hub and the shorter-term "Walk Block" strategy. The Wellness Hub, whose plans are still under development, will be a one square block area around Lemon Grove Academy, the Lemon Grove recreation center, and a large sports field, where an improved physical activity and nutrition environment will make the healthy choice the easy choice. Group members, including Laura, have expressed interest in constructing a permanent walking path around the Hub to boost the area's value to the community. While the group comes to consensus on the plans, the HEAL Zone will also host a

"Walk Block," or regular community walks around the Wellness Hub area to improve residents' physical activity habits.

Laura emphasized that her enthusiasm for the project is not focused solely on the built environment changes themselves but also on the expected improvements in her own health. She said: "I have struggled with my own weight. I love walking, but there aren't many areas to exercise in Lemon Grove. I drive to Balboa Park to walk, but with the rise in gas prices it would be great to have a place to enjoy near home." Laura is sure her neighbors will love the new Wellness Hub, too. She envisions the community outside, enjoying the green space, walking their dogs, and playing with their children.

When these policy and environmental changes are combined with the city's famed "Best Climate on Earth," Laura expects her work with the HEAL Zone project to yield a healthier Lemon Grove for everyone.

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.

SPARK After School Program

SPARK's new After School Program is a physical activity resource for anyone who works with children ages 5-14 outside of PE class. The new program includes videos, music, and easy-to-read lesson plans. [More...](#)

Community Commons Starter Maps

Visit Community Commons to access maps of public health data related to childhood obesity, including maps such as "Households with Children Receiving SNAP," "Access to Affordable Foods," "Obesity in Low-Income Preschoolers," and "Access to Recreation Opportunities." [More...](#)

Economic and Community Development Outcomes of Healthy Food Retail

Jobs and tax revenue aren't the only economic and community development successes that come from increased access to healthy food. This PolicyLink report culls examples and evidence to illustrate the importance of considering the actual and projected economic impacts of healthy food retail. [More...](#)

Lower Calorie Foods: It's Just Good Business

Over the last several years, many restaurant chains have begun to offer more lower-calorie foods and beverages. This Robert Wood Johnson Foundation-funded report is the first to provide a comprehensive analysis of the positive impact those changes are having on companies' business performance. [More...](#)

SNAP and Public Health: The Role of the Supplemental Nutrition Assistance Program in Improving the Health and Well-Being of Americans

This brief from the Food Research and Action Center reviews research showing that SNAP plays a critical role not just in alleviating poverty and food insecurity, but also in improving dietary intake and health, especially among children. [More...](#)

Center for Science in the Public Interest Translates Coca Cola's "Coming Together" Video

Last month, Coca Cola released its "Coming Together" video to communicate to consumers how

they could be part of the fight against obesity. The Center for Science in the Public Interest responded with a "translation" of their message. [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 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 the 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.

Free Plant Giveaway for School Gardens

On March 14th, the Resource Conservation District of Greater San Diego County will facilitate a giveaway of herb and vegetable seedlings for school gardens. To reserve your free plants, fill out this [flyer](#) and return it to Cheryl Lartigau by [e-mail](#) by March 4th.

CalFresh Application Assistance at Bayside Community Center

On Thursday, March 21st from 10 a.m. to 1 p.m., Bayside Community Center will have application assistants available to help San Diego County residents apply for CalFresh. CalFresh (formerly known as food stamps) is a nutrition assistance program that helps families buy fresh fruits, vegetables, cereals, meats, and other healthy foods. [More...](#)

IRC Land Bank Seeking Farmable Land

The IRC Land Bank is working to connect socially disadvantaged farmers with farmable land in nearby communities. These farmers have participated in IRC training programs and are in need of more land to expand their new farm businesses. Whether you have a vacant urban lot or multiple acres of designated farmland, the IRC would love to hear from you. [More...](#)

EVENTS/CONFERENCES

Stehly Farms Organics Open House

March 2, 2013 | Valley Center, CA

Stehly Farms Organics, an active member of the San Diego County Farm to School Taskforce, will host an open house on Saturday, March 2nd from 10:00 a.m. – 2:00 p.m. in Valley Center, CA. Tour the farm, take a tractor ride, and bring a sack lunch to enjoy in the picnic area. [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, 2013 | 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...](#)

North County Transportation Equity Summit

March 23, 2013 | San Marcos, CA

Community residents and others are invited to attend the North County Transportation Equity Summit on March 23, 2013, at CSU San Marcos from 8:45 a.m. -12:00 p.m., hosted by Sustainable San Diego partners, including CHIP. This free event is designed to engage residents who wish to become more active in community and regional planning efforts. Summit attendees will learn the value of complete streets and smart growth, how transportation costs are allocated, and how community leaders can support more active mobility for all residents in their neighborhoods and region. Manuel Pastor, Director of the Program for Environmental and Regional Equity at USC, will be the keynote speaker. Pastor's research focuses on issues of the economic, environmental and social conditions facing low-income urban communities. [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 two-day training "Institutes" in San Diego, which educate participants to become Certified SPARK Instructors. Find out more and register today! [More...](#)

GRANTS

Escondido Charitable Foundation – Safe, Vibrant, and Healthy Communities

Deadline for Applications: March 26, 2013

The Escondido Charitable Foundation invites nonprofit organizations to submit proposals that demonstrate innovative ideas and promote projects that nurture a collective sense of safety, social cohesion, well-being, and vitality in neighborhoods, families, and individuals – imparting a stronger sense of community in Escondido. [More...](#)

WellPoint Foundation Funding – Healthy Generations

Deadline for Applications: April 19, 2013

The WellPoint Foundation invests in domestic initiatives that help improve the lives of people and the health of our communities. The grant supports community investors who commit to improve access to health care, keep healthcare quality high, and drive costs associated with quality care lower. The foundation's mission is to address preventable health concerns through strategic, charitable choices. [More...](#)

USDA 2014 Farm to School Grant

Deadline for Applications: April 24, 2013

The purpose of the USDA Farm to School Grant Program is to assist eligible entities in implementing farm to school programs that improve access to local foods in eligible schools. The USDA is soliciting applications in the areas of planning, implementation, and support services.

[More...](#)

ING Run For Something Better School Awards Program

Deadline for Applications: May 15, 2013

The awards program will provide a minimum of 50 grants up to \$2,500 for each school that desires to establish a school based running program or expand an existing one. [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...](#)

LEGISLATIVE UPDATE

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

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

COMMUNITY CORNER

Y Cooks Community Kitchen Serves Up Healthy Habits in North Park

Most parents admit that it takes a village to raise a child. We in community health would amend the proverb to read: It takes a village to raise a *healthy* child. Real neighborhood resources—like safe streets, public parks, engaged parents and educators, conscientious healthcare providers, and healthy stores and restaurants—are as important to good health as any piece of sound advice.

YMCA Youth and Family Services, the social service department of the YMCA of San Diego County, has demonstrated its commitment to making environmental change to support health by building a new Y Cook Community Kitchen in San Diego's North Park neighborhood. Since 2003, the YMCA Youth & Community Center on Meade Avenue has provided free, drop-in enrichment services to North Park youth ages 8 to 16. The drop-in program offers youth homework help; science and technology activities; drama, arts, and sports clubs; and cooking classes. Until recently, however, the cooking classes' size and activities were limited by the capacity of the Youth Center's small, aging kitchen. Staff lamented that they could only provide basic cooking lessons, despite pent-up demand for more frequent and complex skills trainings.

While at work in late 2012, Liz Hyma, a YMCA board member and sales manager at area business Coles Fine Flooring, recognized an opportunity. Coles was beginning a total remodel of an already beautiful, fully-equipped kitchen. Rather than demolish and dispose of the kitchen's cabinetry and appliances, Liz worked with the home owners and the YMCA to broker a donation of the materials to the Y. The YMCA committed some of its own resources to the new kitchen and hired a contractor to remodel and outfit its space.

Today, what was once a small office kitchenette is a spacious demonstration kitchen fitted with

blond wood cabinets and stainless steel appliances. To the left of the entrance is a wall of hooks offering aprons in sizes for youth and adults. After suiting up, participants stand around four work stations and enjoy participating in cooking demonstrations happening on a large center island, complete with a gas stovetop.

Since opening, the kitchen has offered three key programs. On Wednesdays, young people in the Youth Center's drop-in hours participate in a Junior Chef's program to learn nutrition and basic cooking skills. Each Junior Chef's class builds on the one before it, so students who made egg salad in the first no-heat cooking class are now armed with the skills to bake Halloween-themed pumpkin spice bread and boil up Valentine's Day heart-shaped pasta. Bri Banners, the Y Cook Program Director, focuses on using ingredients that are affordable and available in local stores and ensures that the meals are ones youth can recreate at home with minimal supervision.

The second program is the Kids Cook program, which occurs one or two Fridays each month. Through Kids Cook, youth from the community learn more advanced culinary skills and nutrition lessons, and each of the lessons stands alone, so participants do not need to attend more than one class to gain advanced, transferable skills.

Finally, the Y Cook Community Kitchen offers adults periodic paid classes focused on making seasonal meals or using produce sold at the North Park farmers' market. In a recent class, adults made a pan-seared sea bass, enjoyed their entrée in the company of the other participants, and left with the recipe to create the meal at home.

Though the Y's existing programs have been hugely popular, the staff is interested in expanding their class offerings further and reaching new North Park residents. In the coming months, the Y Cook Community Kitchen hopes to identify the resources necessary to offer more Junior Chefs programs for youth at different skills levels, to begin classes for families to do hands-on cooking together, and to provide cooking and nutrition classes for childcare providers across the County.

Tina Williams, who is working to identify funding sources for these projects, says staff members have been amazed at the healthy food children will eat when they've prepared it themselves. By providing an attractive, accessible place to learn to cook, the Y Cook's Community Kitchen is both serving area youth and helping make the healthy choice the easy choice for the whole North Park community.

To learn more, please call Bri Banners at 704.301.0275 or visit the Y Cook Community Kitchen [online](#).

LOCAL NEWS

[New California Field Poll shows support for 'soda tax'](#)

[Kaiser Making Some Obesity Inroads](#)

NATIONAL NEWS

[The Extraordinary Science of Addictive Junk Food](#)

[U.S. children's caloric intake falls slightly; adults cut down on fast food](#)

[Beverage makers, NYC officials in court to debate delaying sugary drinks size rule](#)

[Consumer group asks FDA to limit sweeteners in soft drinks](#)

[California lawmaker wants to banish sugary drinks from Calfresh menu](#)

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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****WE HAVE MOVED****

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Core funding provided in part by:



Facilitated by:



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