



DECEMBER 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.

UPCOMING MEETINGS

IN THE NEWS

- Upcoming Meetings
- Domain Update
- Resources
- Announcements
- Events/Conferences
- Grants
- Legislative Update
- Community Corner
- Local News
- National News

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

San Diego County Childhood Obesity Initiative meeting locations will be announced prior to each meeting. Please check the calendar for the most up-to-date information.

Domain 1: Government

TBA (see [calendar](#))

Domain 2: Healthcare

Tuesday, January 15, 1 p.m. - 2:30 p.m.
Location TBA

Domain 3: Schools and After-school

Tuesday, January 15, 11 a.m. - 12:30 p.m.
Location TBA

Domain 4: Early Childhood

Tuesday, January 22, 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

Government

With the looming fiscal cliff taking center stage in Washington, D.C., the Farm Bill debate has been relegated to the legislative back burner. However, the San Diego County Childhood Obesity Initiative is still fighting hard to educate constituents and legislators about what might happen if Congress doesn't pass a new bill by the end of the year.

A little background: Congress adjourned for the 2012 summer recess without passing

th



a new version of the Farm Bill, and the 2008 Farm bill expired on September 30 . There are several possible next steps, and the odds are split more or less evenly among them: Congress might negotiate a new Farm Bill during the current lame duck session, passing it on its own or attached to a budget bill. Alternately, Congress could pass an extension of the 2008 Farm Bill to help farmers plan for the 2013 planting season and to continue conservation and other programs whose funding has been suspended. Or the bill could stay in limbo indefinitely.

For many of the biggest programs in the Farm Bill, there is still time before things change dramatically. Funding for SNAP will continue under the budget extension that was passed in September, which extends the 2012 budget for an additional six months (past the normal start of a new budget on October 1st). Commodity payment programs for crops like corn and soybeans remained in place through the recently concluded growing season, but it is unclear how programs will change for crops planted next year.

But other programs have already been reduced, or will be hit soon. The major conservation programs have continued this fall, but with much reduced funding that seriously restricted how many acres were enrolled in the program. Some other conservation programs designed for specific regions or specific types of land (like grasslands) have expired. And many programs for organic production, beginning farmers, and other alternatives will not continue past this year unless Congress passes a new Farm Bill that includes them.

When the Farm Bill expired, the Milk Income Loss Contract program (which compensates dairy farmers when milk prices drop in relation to feed costs) ended abruptly. At the same time, feed grain costs shot up because of drought, the use of corn and soy for biofuel production, and overseas demand. Many operators sold cattle to survive. With fewer cows producing, the cost of milk and dairy products has increased slightly and will likely continue rising over the coming months. Some independent dairy farmers went out of business, furthering concentration of ownership in a sector already dominated by a few major producers. And if Congress does nothing by the end of this month, U.S. dairy policy will revert to a 1949 law under which the government hoards milk at astronomical subsidy rates. Milk prices could double almost overnight as a result.

In dollars and cents, the Farm Bill mostly consists of food assistance programs (SNAP, or CalFresh in California, being the largest one) and subsidies for large farmers of five crops: soy, corn, wheat, cotton and rice. Conservation programs and subsidies for small farmers have traditionally been a small part of the Farm Bill. Providing additional support for small farmers (San Diego County has the largest number of small farms of any county in the country) and maintaining or enhancing funding for food assistance programs would allow more low-income families to purchase fresh fruits and vegetables and would support our local economy.

In her role as the San Diego Hunger Advocacy Network Co-Chair, COI Manager Melanie Cohn has been participating in Farm Bill education efforts with elected officials. COI has been working with Network partners such as the San Diego Hunger Coalition, Jewish Family Service, the Jacobs and Cushman Family Food Bank, and Feeding America to write, call, and hold meetings with elected officials to discuss the consequences of continuing without a current Farm Bill, cutting food assistance programs, and maintaining the status quo of subsidies for corporate farming.

To learn more or investigate partnerships, please contact [Melanie Cohn](#).

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



Physical Activity
& Nutrition

accessed via phone by dialing "2-1-1" or clicking on the green apple icon above.

Get to Know Your New School Meals

New school meal requirements resulting from the Healthy, Hunger-Free Kids Act of 2010 mean positive changes for your students' school meals! Learn more about San Diego County's new, improved school meals, and help spread the word!

- [San Diego Unified School District Food Services Department Website](#) - Information on SDUSD's new menu items, salad bars, dipper bars, and more!
- [The School Day Just Got Healthier](#) - USDA toolkits for school administrators, school employees, parents, students, community residents, and members of the media.
- ["Build a Healthy Lunch!" Flyer](#) - This Team Nutrition Iowa flyer helps kids choose a well-balanced (and federally reimbursable) lunch.
- ["School Lunches Get a Makeover" Fact Sheet](#) - A reader-friendly fact sheet for parents.

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 ePoster Proposal for the CleanMed 2013 Conference by Dec. 21st

More than 800 health care managers, GPO executives, architects, designers, and environmental stewards from diverse disciplines of the health care sector are expected to attend the 2013 CleanMed Conference & Exposition in Boston this April. Gain visibility for your public health project by submitting a proposal for a digital poster to be displayed in the conference cyber lounge. Proposals are due via electronic submission by December 21, 2012. Selected entrants will then develop and upload their posters over the following weeks. [More...](#)

Resident Leadership Academy in El Cajon Begins January 2013

The Resident Leadership Academy (RLA) is a FREE 14-week course empowering residents in San Diego County communities to improve the quality of life in their neighborhoods with changes promoting physical activity and healthy food choices. Seasoned community activists and new leaders alike are welcome. Click [here](#) to learn more about the upcoming RLA in El Cajon.

Attention Youth: Show Off Your Community's Success, Win Money!

Through December 22nd, youth can post a photo and a brief description on CANFIT's Facebook page showing what they are doing to improve the health of their schools and neighborhoods. They can also enter by sending a photo on their own Twitter or Instagram accounts while including the tags #MO2012 and @CANFIT. There will be one daily winner every day (\$100 for best photo). Each photo submitted will also count as an entry into the Grand Prize: an iPad Mini and \$500 for a nonprofit organization of their choice! [More...](#)

International Rescue Committee Seeks Farm Business Counselor

The IRC is seeking a full-time employee with demonstrated experience with small business counseling, technical assistance or strong entrepreneurial background, preferably in agriculture, to increase business and marketing self-reliance of refugee and disadvantaged farmers and to assist them in increasing their farm business viability. [More...](#)

San Diego Unified School District Seeks Farm-to-School Specialist

SDUSD's Food Services Department is seeking a full-time employee to collaborate with local farmers, community food advocates, garden coordinators, teachers, kitchen staff, and students of SDUSD to support the Farm-to-School program and its continued expansion across the District, both inside the kitchen and classroom. [More...](#)

Disney Commits to Stop Advertising Junk Food to Children

This year, the Walt Disney Company announced it will no longer accept advertisements for junk food on its child-directed television, radio, and online sites. Disney also updated its nutrition standards for foods that can be advertised to children. Ask Nickelodeon to do the same. [More...](#)

EVENTS/CONFERENCES

School Employee Wellness Webinar

January 29, 2012

Save the date for the California Department of Public Health's free webinar, "From Vision to Reality: Your Health, Your Choice - Celebrating Employee Wellness at the Elk Grove Unified School District." The webinar will cover planning and implementing an employee wellness program, incorporating a negotiated wellness rebate into an employee wellness program, engaging employees through communications, tackling obstacles, and measuring program success. More details will be available early next month.

Free Public Health Courses by Coursera

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.

- "Introduction to Sustainability" beginning Jan. 14, 2013 (8 weeks)
- "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 to receive a reminder before the course begins. [More...](#)

GRANTS

Sodexo Foundation Youth Grants

Deadline for Applications: January 31, 2013

Sodexo Foundation Youth Grants of \$500 are available for youth-led service projects that bring together young people, families, Sodexo employees and other community members to address childhood hunger. U.S. young people, ages 5-25, are eligible to apply. Projects will take place on or around Global Youth Service Day, April 26-28, 2013. [More...](#)

Breastfeeding Support Funding

Deadline for Applications: January 14, 2013

Grants of up to \$2,500 are available for activities and events that enhance access to information and resources that promote and support breastfeeding. Community-based partnerships and collaborations are strongly encouraged to apply. Activities that educate health professionals and employers about breastfeeding support are also encouraged. [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

All San Diego County residents share at least one thing in common: We all participate in San Diego County's food system. We are growers, manufacturers, truckers, school food workers, restaurant staff, retailers, public health professionals, environmentalists, community food advocates, and consumers. As such, we are also key stakeholders in any effort to improve the system that employs and nourishes us. In this spirit, the recently launched [San Diego County Food System Alliance](#) brings together community members and leaders to create a better food system for everyone in the county.

The creation of the Alliance was a recommendation of the San Diego County Food System Working Group, convened in 2010, and the "Urban-Rural Roundtable" organized in 2012 by County Supervisor Ron Roberts and City of San Diego Mayor Jerry Sanders. Both groups concluded that the county's food system could better support food producers and enhance the food security of consumers through targeted action. Both reports also recognized that time-limited working groups were not enough to finish the job. We needed a community institution that would be durable, adhere to enduring principles, and act in the long-term interests of everyone involved in food and agriculture, to suggest which changes should ultimately take place.

In 2012, The California Endowment generously granted funds to start the Alliance under its Building Healthy Communities initiative, and the Ag Innovations Network, a non-profit headquartered in Sebastopol, CA, agreed to help facilitate the work, making the San Diego the eighth county in California to have a food system or ag futures alliance. (Learn more about Ag Innovation Network's alliances [here](#).)

On October 2, 2012, the San Diego County Food System Alliance held a successful launch meeting. In all, 45 individuals were present, representing 39 organizations in the county. Already, the Alliance has adopted the two reports mentioned above as its seminal documents. Its members are taking formative steps to build a strong foundation, including participating in stakeholder understanding exercises, developing an Alliance Charter, and planning learning journeys to expose members to parts of the food system they may not ordinarily engage with. The Alliance also has a new [Facebook page](#) to connect with current and future participants.

Over the next 18 months, the Alliance will examine:

- Public policy and community action for regional food systems support and development;
- Developing and advocating for comprehensive countywide programs and policies to reduce childhood obesity;
- Supporting an emerging regional food system, including developing facilities to support the incubation of new food and farming businesses; and
- Creating partnerships between Alliance members that increase their individual and collective capacity to address community health issues.

If you are interested in learning more about the San Diego County Food System Alliance, please e-mail [Keryna Johnson](#), Alliance Coordinator, or contact her by phone at 619-631-4490.

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

[Chula Vista Won Smart Growth America's 2013 Free Technical Assistance](#)

[Less than a Third of California Students Post Healthy Fitness Scores](#)

[USDA to Allow More Meat, Grains in School Lunches](#)

NATIONAL NEWS

[Obesity in Young Is Seen as Falling in Several Cities](#)

[President Obama, Athletes, Health Advocates Set Fitness Guidelines](#)

[Use Social Media to Fight Childhood Obesity, Health Experts Say](#)

[Can Big Food Kick Its Obesity Habit? Does It Really Want To?](#)

[In U.S., More Cite Obesity as Most Urgent Health Problem](#)

[Startups Compete to Fight Childhood Obesity](#)

[Drink Ingredients Get a Look](#)

FUNDED IN PART BY :

FACILITATED BY :



COMMUNITY HEALTH
IMPROVEMENT PARTNERS
making a difference together

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](#) : Director | 858.609.7961

[JuliAnna Arnett](#) : CPPW Food Policy Manager | 858.609.7962

[Melanie Cohn](#) : Manager | 858.609.7963

[Erica Salcuni](#) : Coordinator | 858.609.7964

9370 Chesapeake Drive, Suite 220, San Diego, CA 92123

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.

