



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



March 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
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- Legislative Update
- Community Corner
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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

Thursday, April 18, 11:30 a.m. - 1:00 p.m.

CHIP Office

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

Domain 2: Healthcare

Tuesday, April 2, 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, April 16, 11:00 a.m. - 12:30 p.m.

CHIP Office

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

Domain 4: Early Childhood

Tuesday, April 23, 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

Domain 5: Community

TBA (see [calendar](#))

Domain 6: Media

Tuesday, April 23, 2:00 - 3:30 p.m.

CHIP Office

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

Domain 7: Business

TBA (see [calendar](#))

DOMAIN UPDATE

Early Childhood

The Early Childhood Domain has been busy promoting healthy eating and active living in childcare and preschool sites across San Diego County. Jamie Moody, longtime COI partner and project manager at the Institute for Behavioral and Community Health (IBACH) at SDSU, partnered with YMCA Childcare Resource Service to complete a baseline survey of childcare providers in San Diego County and worked extensively with four sites to implement some aspects of the [COI early childhood wellness policy](#). The COI looks forward to recognizing the commitment of these sites later this spring.



The Early Childhood domain recently revised its wellness policy around the 5210 Every Day! messaging and is currently revising its Healthy Party Policy in the same manner. This policy offers guidelines to childcare providers to ensure that food and activities included as part of childcare and preschool celebrations reflect the providers' broader commitment to healthy eating and physical activity.

At the same time, YMCA Childcare Resource Service's Health Services Director, Kim McDougal, is heading up a new Farm to Preschool Subcommittee of the COI Early Childhood Domain to help bring gardens, staff trainings, and nutrition curriculum to providers across the county.

This work is coming together in exciting ways as part of the Lemon Grove HEAL Zone. The Lemon Grove HEAL Zone is a \$1 million, 3-year, 9-month project funded by Kaiser Permanente and facilitated by Community Health Improvement Partners to empower Lemon Grove residents to increase consumption of healthy foods and beverages, increase physical activity, and decrease calorie intake. The HEAL Zone's early childhood stakeholders look forward to using an adapted version of IBACH's childcare provider survey to survey providers in Lemon Grove. The Lemon Grove HEAL Zone will also be working with childcare providers to implement the COI early childhood wellness policy, including the Healthy Party Policy, and to implement farm to preschool programs and gardens.

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

DOMAIN PARTNER HIGHLIGHT

Community and Media Domains

Blanca Meléndrez

Executive Director, *Network for a Healthy California-San Diego and Imperial Counties*



Late in 2012, the Federal Trade Commission released a highly anticipated report revealing that American food and beverage companies spend nearly \$1.8 billion marketing to kids and teens. In the face of these findings, Blanca Meléndrez, Executive Director of the *Network for a Healthy California*, is working to reclaim media and marketing for health promotion.

Blanca was born and raised in a rural town in Zacatecas, the central Mexican state running along Highway 54 between Guadalajara and Monterrey. Seeking new academic and economic opportunities, Blanca and her family immigrated to the United States when Blanca was 17. When she arrived in San Diego, however, she found that her limited English fluency kept her from advancing through school as quickly as her top grades warranted. Blanca spent three years in community college before gaining acceptance to a four-year college, an ordeal Blanca describes as “total culture shock” and an exercise in perseverance. At UC San Diego, Blanca graduated with honors with degrees in political science and Latin American literature, followed by a Master’s degree in literature.

Pursuing her dream to work on politics, Blanca took jobs at the UCSD Center for U.S.-Mexican Studies, in international relations in the United States, and with a number of other government and non-profit organizations focused on the biggest issues facing the Americas – immigration, economics, and health. She also returned to her university alma mater to teach literature. Looking back, Blanca says her experience working with government, teaching young people, and learning to harness media to inform and influence, helped her succeed in her next job: helping to lead the 5 a Day Campaign at what would soon become the *Network for a Healthy California* (*Network*).

Blanca is currently the Executive Director of the *Network* and manages more than 20 professionals who deliver comprehensive, multi-level social marketing campaigns in San Diego and Imperial counties. Her work involves engaging diverse public sector, non-profit, and business entities to improve nutrition, physical activity, and food security, especially for underserved populations. Blanca’s team manages seven comprehensive campaigns, and Blanca speaks proudly of the way their innovative work in Southern California has been replicated across the state by the *Network*. Among many project she has been honored to oversee, Blanca has helped introduce San Diego’s first Latino regional nutrition policy forum, increase healthy menus at restaurants, develop retail merchandising for grocery chains, and lead the *Network’s* Champion Mom Initiative. Having come from a low-income immigrant family, Blanca says her favorite part of her job is addressing health disparities and hunger among the most vulnerable members of our community.

Blanca has brought the *Network’s* vast resources and her own experience to the COI since their very first joint project: bringing to City Heights a farmers’ market with the capacity to accept CalFresh. Blanca now volunteers her time and expertise to the COI as champion of both the Community and Media Domains and looks forward to raising the profile of the COI and delivering its healthy eating and active living message to a broader audience.

Blanca’s passion has even led her to explore media opportunities outside San Diego. She moonlights as the statewide spokesperson on health for the “Got Milk?” campaign and participates on statewide media campaigns to encourage underserved youth and young women of color to graduate high school and attend college. Blanca has also written jingles and has been the voice of Disney on Ice and Baja Duty Free. When she’s not on the airwaves, Blanca enjoys spending time with her husband and two children in Otay Ranch, a community Blanca describes as safe and walkable.

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.

Infographic on Increasing Physical Activity

This infographic from the U.S. Department of Health and Human Services makes the case for consistent messaging and increased physical activity opportunities in multiple settings where children live, learn, and play. [More...](#)

March was National Nutrition Month!

This flyer from the Academy of Nutrition and Dietetics offers practical nutrition tips for a healthier 2013. [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

Alliance for a Healthier Generation Seeks Healthy Schools Manager

The Alliance for a Healthier Generation is seeking a manager to implement its Healthy Schools Program, including overseeing the recruitment of schools; delivering direct technical assistance to schools; coordinating technical assistance needs with national Alliance staff; developing, cultivating, and managing key relationships within target/recruited schools; providing hands-on guidance and support to key school champion(s) coordinating the implementation of the Healthy Schools initiative in their schools; and being accountable for specific outcomes demonstrated by the schools. [More...](#)

Lakeside USD Seeks Child Nutrition Lead

Under the direction of the Director of Child Nutrition, the Child Nutrition Lead would organize and coordinate the preparation and distribution of food items from the central kitchen to school sites; prepare and maintain a variety of records and reports; and train and provide work direction to assigned personnel. [More...](#)

Register Your Booth for the April 21st Clairemont Day at the Bay Community Fair

The Clairemont Coalition invites you to host a booth and share your special services with the students and families of 17 local schools. Booths should be kid/family friendly and include an interactive activity to share with participants. [More...](#)

Spread the Word: Free Meals Available to Students during Spring Intersession

Good nutrition can't end when school is out. San Diego Unified School District is making free school meals available to students at several school, community, military, and parks & recreation sites this April. No proof of income or paperwork necessary. Download the half-page flyer in English and Spanish and share widely. [More...](#)

Applications Open for American Lung Association's "SCAMP Camp"

The American Lung Association in California's Southern Asthma Management Program (SCAMP) Camp is an overnight camp for kids with asthma. For one week, campers can enjoy activities like hiking, swimming, arts and crafts, and archery while learning how to better manage their asthma. Applications are due May 15th. [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

2013 Farm Bill Forum: What's at stake for San Diego families and farmers?

April 2, 2013 | San Diego, CA

Join the 1 in 10 Coalition to get an overview of farm bill crop insurance, subsidy, conservation, nutrition, local and healthy food programs, and more – including the local impacts and what we can do together to make a better bill. This is the first of a series of exciting Farm Bill events in April! [More...](#)

Food Access & Health Impacts: Trends & New Research Webinar

April 4, 2013 | Online

Limited retail access to healthy foods affects the dietary patterns and health outcomes of many Americans. Join this webinar to learn how new research and evaluation practices are helping to generate innovative solutions that stimulate change in local communities. [More...](#)

TRUST Conference

April 12, 2013 | San Diego, CA

The TRUST (Teens Reflecting and Understanding Stigma Together) Conference and its partners are planning and preparing an incredible experience for high school students from around San Diego County. Topics covered include depression, anxiety, bullying, panic, "bi-polar disorder, mental illness, "self-esteem, "eating disorders, "self-harm," LGBTQ," alcohol, tobacco, drug abuse, and wellness. The conference is totally free, and food will be provided. Alternate sessions will be held for teachers. [More...](#)

"Let's Go Local!" Produce Showcase

May 2, 2013 | San Diego, CA

The "Let's Go Local!" Produce Showcase, a project of the San Diego County Farm to School Taskforce, is designed to create one-on-one opportunities for growers and distributors to share local produce options with school food services, and to introduce school food services to new farm to school sourcing opportunities. Distributors and growers with local produce lines and school food service and other institutional buyers across San Diego County are encouraged to attend. [More...](#)

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

Action for Healthy Kids – School Breakfast Program Creation / Expansion Grant

Deadline for Applications: April 19, 2013

Action for Healthy Kids is pleased to release its School Grants for Healthy Kids opportunities for the 2013-2014 school year. Selected schools will receive funding and significant in-kind contributions from Action for Healthy Kids in the form of people, programs, and school breakfast expertise with the goal of developing strong alternative and universal breakfast programs.

[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...](#)

Presidential Youth Fitness Program Grant

Deadline for Applications: April 30, 2013

The Presidential Youth Fitness Program is a voluntary program that includes an assessment, professional development, and motivational recognition to empower students to adopt and maintain an active lifestyle. The inaugural funding opportunity will facilitate participation in the Presidential Youth Fitness Program for the 2013-2014 and 2014-2015 school years. Applications will be accepted online from April 1 through April 30, 2013. [More...](#)

Saucony Run for Good Foundation

Deadline for Applications: June 13, 2013

Eligible applicants are programs whose participants are 18 years of age or less, have 501(c)(3) status, and can demonstrate their program positively impacts the lives of participants through their increased participation in running. Funding is available for items such as supplies, awards, equipment, running shoes, and healthy snacks. [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

Hunger Advocacy Network shows value of CalFresh to fighting hunger, boosting health

Did you know that federal programs designed to address hunger also protect kids' health? On February 27th, the [Hunger Advocacy Network](#) (HAN), in collaboration with the leading [San Diego organizations](#) that participate as HAN partners, held an elected officials' breakfast to make the case for more robust nutrition assistance for the most vulnerable residents of San Diego County.

The event began with an introduction to hunger – a pervasive but often invisible struggle for San Diegans. USDA's nationally-representative survey of "food insecurity" found that from 2009 to 2011, 16.2 percent, or about one in six households in California, had low or very low food security. A similar portion of California families live below the poverty line.

At the same time, just 11 percent of Californians receive CalFresh, the state name for SNAP or food stamps. This means that nearly half of all California families eligible to receive CalFresh aren't receiving it; in fact, California's participation rate is the very lowest in the country. We know that every \$1 spent on CalFresh generates \$1.79 in local economic activity, so low CalFresh participation means fewer federal dollars are arriving and circulating in our communities. If every San Diego County family who was eligible for CalFresh participated, the County would see \$284 million more in benefits every year.

Low participation in CalFresh and other nutrition assistance programs is also bad news for those of us who want children to grow up healthy and do well in school. Research shows a clear link between food insecurity and low birth weight, anemia, more frequent colds, developmental risk, mental health concerns, poor educational outcomes, and obesity. Though it seems counterintuitive, many people who experience hunger also battle weight issues, as they end up buying cheaper foods of lower nutritional quality. By increasing families' food budgets, CalFresh allows families to buy healthier foods, including more fresh fruits and vegetables.

Other nutrition programs have the same protective effect on children's health. In a study of 772 low-income families across the country, food insecure girls participating in the school lunch, school breakfast, or SNAP programs (or all three programs combined) had a lower risk of overweight compared to food insecure girls from non-participating households. Similar findings are discussed in a [recent report](#) from the Food and Research Action Center in Washington, D.C.

By morning's end, the message was clear: Nutrition programs are important weapons in the fight to end both hunger and obesity.

The Hunger Advocacy Network is a collaborative of San Diego hunger stakeholders who conduct state-level anti-hunger/food security advocacy. To learn more, contact HAN Coordinator, Amanda Lasik, at 858.637.3363 or via [e-mail](#).

LOCAL NEWS

[Restaurant Meals Program Increases Hot Food Options](#)

[Lindbergh Schweitzer teacher honored by national physical education group](#)

[Horton Elementary School Wins Healthier US School Challenge Award](#)

[Work to Reduce Chula Vista Students' Obesity Is Paying Off](#)

[Running Lemon Grove Gives City Manager a Different View](#)

[America's New Love: Water](#)

NATIONAL NEWS

[School's Creativity Gets Kids Exercising](#)

[Food Giants Get Ranked: New Index Grades Nutrition Attitudes](#)

[Minority Groups and Soda Bottlers Team Up in Battles over Soda](#)

[Neb. Lawmaker Proposes Soda Tax to Help Fund Childhood Obesity Research and Health Programs](#)

[One More Reason to Rein in Childhood Obesity: It's a threat to national security](#)

[Partnership for a Healthier America Unveils Progress on Private Sector Commitments](#)

[Selling Kids on Veggies When Rules Like 'Clean Your Plate' Don't Work](#)

[Michelle Obama Launches School Exercise Program](#)

[A Poll About Children and Weight: Crunch Time During the American School and Work Week – 3 pm to Bed](#)

[Nursing Longer Doesn't Protect Against Obesity, Study Says](#)

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****

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

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