



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



April 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
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- 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

Monday, May 6, 11:00 a.m. - 1:00 p.m.

CHIP Office

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

Domain 2: Healthcare

Tuesday, May 7, 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, May 21, 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, May 28, 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

Wednesday, May 15, 1:00 - 2:30 p.m.

CHIP Office

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

Domain 7: Business

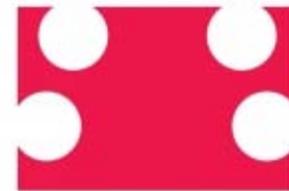
TBA (see [calendar](#))

DOMAIN UPDATE

Community

The COI Community Domain is busy putting San Diego County residents at the center of healthy eating and active living projects. Over the last two years, the COI has helped make possible 21 youth engagement projects through Youth Engagement and Action for Health! (YEAH!). Projects have expanded water access in schools and installed new salad bars in cafeterias. In City Heights, a YEAH! project won dedicated exercise classes for Muslim women at Copley Family YMCA. Other accomplishments include new sidewalks and new, healthier menu offerings in schools. An evaluation of YEAH! is currently being finalized and will be presented in a panel presentation at the upcoming 2013 Biennial Childhood Obesity Conference in Long Beach, CA, in June.

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COMMUNITY
DOMAIN

In the coming months, the Community Domain looks forward to coordinating advocacy efforts associated with YEAH!, RLA, and CX3 projects across the County. Participants in many of these projects advocate for similar changes, and the Community Domain champions will be looking for ways to leverage group members' common interests to amplify their voices in the community. The COI will also be developing a proposal process by which to engage new partners in YEAH! projects. COI Manager, Melanie Cohn, will continue to provide group leaders with the training and technical expertise they need to be successful, while the new process will offer additional direction and resources for YEAH! groups. Over time, the Community Domain hopes that YEAH! projects become a regular part of organizations' portfolios of programs.

In East County, the Lemon Grove HEAL Zone's Community Domain and Community Engagement Working Group have been making significant progress achieving their goals of implementing community mapping projects, hosting a Resident Leadership Academy (RLA), forming YEAH! groups, and creating a youth council. The City of Lemon Grove recently selected City Place Planning to develop and implement a health element for its general plan. City staff members are negotiating the final scope of work with the firm now and hope to include community mapping in the final agreement. The HEAL Zone's first RLA (and the second RLA offered in Lemon Grove) is now in its eighth session of a ten-session, 14-week curriculum to educate community residents on how environments shape health outcomes and empower them to advocate for healthy food access, improved public safety, and increased physical activity opportunities in their neighborhoods. RLA participants recently heard a presentation about leading YEAH! projects in Lemon Grove.

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

DOMAIN PARTNER HIGHLIGHT



Faith Domain

Pastor Jeff Lettow

Senior Pastor, First Baptist Church of Lemon Grove
Faith Domain Co-chair, Lemon Grove HEAL Zone

In 1970, Robert K. Greenleaf coined the phrase “servant-leader” – someone whose leadership is driven not by a desire to influence his community but to address its deepest needs. It becomes clear in speaking with Jeff Lettow, Senior Pastor at First Baptist Church of Lemon Grove and Faith Domain Co-chair of the Lemon Grove HEAL Zone, that he is just such a shepherd of change.

Jeff, originally from Lancaster, CA, spent his younger years finding his niche as a public servant. Jeff grew up in Florida and southern California and attended UCLA, where he earned a degree in political science. “I thought I wanted to get into politics,” Jeff recalled with a chuckle, but in the end he answered a call to serve the Church. He went from UCLA to a seminary in Los Angeles and then spent a year as a missionary in Mexico City, where he met his future wife, a South Carolina native.

The two returned to California, and in 1983, Jeff took a position as youth pastor at First Baptist Church of Lemon Grove. He became senior pastor five years later and focused his efforts on faithfully serving his congregation. Around 2009, though, Jeff said he got a wake-up call: “I need to be more involved in the community. I need to get outside of the four walls of this church.” Jeff began by volunteering as a reading tutor at “Everyone a Reader,” a reading program for first- and second-graders at Lemon Grove Elementary.

Jeff also opened up his church to host community meetings, through which he formed new relationships and was invited to participate in the 2011 Lemon Grove Resident Leadership Academy (RLA). RLA is a 10-session, comprehensive curriculum that educates community residents on how environments shape health outcomes and empowers them to advocate for healthy food access, improved public safety, and increased physical activity opportunities in their neighborhoods. Jeff says he had a “great time” getting to know Dana Richardson and Yeni Palomino, Community Health Improvement Partners staff who facilitate RLAs across the County, as well as the other 16 members of the cohort. In fact, Jeff became so engaged in the first few sessions of the RLA that he invited two deacons and youth member of First Baptist to join the class.

Jeff’s dedication to community health eventually let him to be invited to serve as a Faith Domain Co-Chair of the Lemon Grove HEAL Zone. In this role, he serves on the Steering Committee that helps oversee and guide the project, and participates in the Active Living Working Group, which focuses on making changes to policy and the built environment to encourage Lemon Grove residents to move more as a part of daily life. In addition, Jeff generously volunteered to help recruit the newest Lemon Grove RLA cohort by organizing and hosting “meet and greet” events at the County library.

When asked how healthy eating and physical activity training has impacted his work at First Baptist, Jeff was humble. “I’ve never preached a lesson about it, specifically. I guess we’ve done a few things...” He went on to explain a number of impressive changes – both proposed and implemented – he has inspired at his church. For example, Jeff worked with the director of the church’s school, which serves 34 children in kindergarten through fifth grade, to remove sugary drinks and candy from classrooms and common eating areas, to promote healthy student celebrations, and to start a running club. Jeff is also talking with lay leaders at the church about improving the options in their onsite vending machine and ensuring their once-monthly “Family Connection Lunch” includes healthy options.

Personally, Jeff has committed to walking more. He identified a walking buddy, and they walk Lemon Grove a couple of times each week. Jeff also enjoys spending time with his family,

reading, exploring new areas of San Diego, and traveling abroad. Favorite past trips include excursions to Europe – including memorable stops in Israel and Greece – Africa, and Central America.

When asked which of the HEAL Zone's strategies he's most excited to see come to fruition, Jeff spoke enthusiastically about the Wellness Hub, 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. "I'm excited for an all-weather track and lights, so families can be out late into the evening," he said.

In the end, Jeff's service with the HEAL Zone is all about building up the community he loves. Jeff said: "I can't wait to see more of Lemon Grove come out and take their health seriously."

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.

Rethink Your Drink – Healthy Beverage Toolkit for Healthcare

This toolkit, developed by the Illinois Public Health Institute in collaboration with Health Care Without Harm and the American Heart Association, was developed for hospitals and health care institutions interested in reducing consumption of sugar-sweetened beverages. The toolkit includes sample project timelines, communications, policy language, and collateral materials. [More...](#)

RWJF County Rankings and Roadmaps

County Health Rankings & Roadmaps help communities create solutions that make it easier for people to be healthy in their own communities, focusing on specific factors that affect health, such as education and income. Ranking the health of nearly every county in the nation, the County Health Rankings illustrate what we know when it comes to what's making people sick or healthy. The County Health Roadmaps show what we can do to create healthier places to live, learn, work, and play. [More...](#)

Physical Activity Guidelines for Americans Midcourse Report – Strategies to Increase Physical Activity Among Youth

This report is intended to identify interventions that can help increase physical activity in youth across a variety of settings. The report discusses the importance of each of the five settings and its relation to youth physical activity, presents a review of and conclusions about the strength of evidence supporting interventions to increase physical activity, and describes research needs. The report also discusses several notable precedents for policy involvement in youth physical activity and describes the potential for policy and programs to further encourage increased physical activity among youth. [More...](#)

Healthy Eating Research Recommendations for Healthier Beverages

This document, developed by a national panel of experts convened by Healthy Eating Research, recommends healthy beverages by age group and distinguishes between beverages that are healthy and beverages that can prevent excess weight gain. [More...](#)

National Public Health Week Infographic Contest Winners

These infographics, developed for the National Public Health Week Infographic Contest,

communicate in social media-friendly terms the return-on-investment of preventive health work. [More...](#)

Physical Activity, Park Access and Park Use Among California Adolescents

In California, 2.15 million adolescents (62.9%) do not engage in at least 60 minutes of physical activity five or more days per week. This report by the UCLA Center for Health Policy Research finds that adolescents who visited a park in the past month and those who live in a park service area are more likely to meet this goal. [More...](#)

Hunger, Obesity, and Food Literacy in the United States

Fifty million Americans, or one in six Americans, struggle to put food on the table. At the same time, more than two-thirds of Americans are overweight or obese. View video from this April 9th webinar to hear panelists discuss how hunger, obesity, and nutrition are interrelated, and how the government, nonprofit sector, and private industry are working together to improve food literacy in the United States. [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

Lemon Grove HEAL Zone Now on Facebook!

The Lemon Grove HEAL Zone, a 3-year, 9-month initiative funded by Kaiser Permanente and facilitated by Community Health Improvement Partners, organizes and mobilizes Lemon Grove to build a community where residents eat better and move more as a part of daily life. The HEAL Zone is now on Facebook and eager to build its online community. Please "like" the page, share the content, and connect online with a dedicated group of Lemon Grove residents. [More...](#)

San Diego Roots Sustainable Food Project - Spring 2013 Session Now Enrolling

This three-month program, beginning May 2, equips students with enough basic farming knowledge to begin working in agriculture on their own. The course is open to community college students and paying community residents. [More...](#)

The City of San Diego is Updating Community Plans

The City of San Diego's population and geography are so diverse that the land use element of its general plan is made up of more than 40 community plans. City planners are working to update several community plans this spring, and they need your help! See if your neighborhood's community plan is being updated and attend an upcoming community workshop to make your voice heard. [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...](#)

EVENTS/CONFERENCES

Day of Dialogue - Honoring the Legacy of Cesar Chavez

April 27, 2013 | San Diego, CA

Project New Village will host its 13th annual César E. Chávez Community Tribute and Celebration in southeastern San Diego. This year's event will feature cultural presentations and a town hall discussion on achieving food equity, looking at the pending Farm Bill and its impact on communities of color. The event will also include educational exhibits and a communal, locally sourced meal. [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...](#)

Smarter Lunchrooms: Influencing Meal and Beverage Choices and Improving Participation

May 2, 2013 | Online

A smartly run lunchroom nudges students toward making better choices on their own by changing the way their options are presented. Join the Dairy Council of California in this free webinar to discover low- or no-cost ways to promote the consumption of healthy school lunch options, using the evidence-based principles of the Smarter Lunchrooms Movement. [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

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...](#)

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

Deadline for Applications: May 3, 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...](#)

2013 Chargers Champions School Grant Program

Deadline for Applications: May 3, 2013

The Chargers Champions School Grant program was created to assist San Diego County schools with meeting some of the basic physical fitness, nutrition, and athletic needs of their students. The program annually provides selected schools with grants of up to \$75,000 for high schools, up to \$40,000 for middle schools, and up to \$30,000 for elementary schools. Previously awarded projects include outdoor fitness trails, weight rooms, running tracks and SPARK equipment.

[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

Castle Park: A Place for Children to Learn, Grow, and Succeed

Thriving gardens, parent centers, and after-school academic support are just some of the successful efforts already underway for the Castle Park neighborhood of Chula Vista – all due to Chula Vista Promise Neighborhood (CVPN).

Led by South Bay Community Services (SBCS), CVPN is one of seven awardees of the U.S. Department of Education's Promise Neighborhood Grant that supports academic excellence and college bound aspirations. The comprehensive plan brings together a collaboration of partners – 28 local government agencies, non-profit organizations, and businesses –who have signed on to provide over \$33 million in matching funds, making the total investment more than \$60 million. The holistic approach focusing on family, education, health, and community promises to change statistics and build a sustainable initiative for a community that has long been struggling.

The work began during the planning phase, when in 2011, SBCS was awarded \$500,000 for a one-year Promise Neighborhood Planning Grant. During the year-long process, partners moved forward on select pilot projects, and SANDAG came on board to conduct a detailed needs assessment of the neighborhood.

CVPN's target neighborhood of Castle Park covers 33 census blocks and has a population of 6,744. It is characterized by high rates of poverty, low English Language proficiency, and lack of early learning supports. About 67 percent of adults do not have their high school diploma and 52 percent of households do not have an adult employed full time. A Chula Vista Elementary School District report shows that almost 25 percent of students in the area are obese. CVPN supports Castle Park Elementary, Middle and High Schools and Hilltop Middle and High Schools.

"When we started working with parents, they had two main areas of concern: low literacy scores and childhood obesity," CVPN Community Engagement Specialist Rachel Morineau said. "So they decided to take on a project that they felt helped both – the revitalizing of a neglected Castle Park Elementary garden."

For years, the garden was brown and empty. Castle Park residents, supported by the CVPN team, applied for the City of Chula Vista's Love Your Block grant. They were awarded \$1,000 to purchase supplies from their local Home Depot, and then Home Depot, moved by their efforts, kicked in some extra saving. Parents, grandparents, and community members rebuilt and planted. Today, it's a thriving area of the school.

The after-school program, run by CVPN, holds monthly intergenerational reading and gardening events. Students are learning about fruits and vegetables. The concept is now running strong at Hilltop Middle as well, with a new "Dig It" after school program teaching students fundamentals of gardening, composting, and healthy cooking. This spring break, middle school students helped plant fruit trees in their new campus garden. Plans are underway to build more school gardens and a larger community garden.

The work of CVPN has just begun and partners are anxious to kick off the full plan at the start of the 2013/14 school year.

"The ultimate goal of CVPN is to support children from the minute they are born to college completion," Morineau said. "We're committed to bringing that promise to reality."

LOCAL NEWS

[Why the Farm Bill Matters to San Diego](#)

[Needy Students to Get Bus Pass Discounts](#)

[The Limits of a Community Plan](#)

[Alchemy at a Whole Foods Near You](#)

[County \[of Sonoma\] Launches Online Gardener Certificate Program](#)

[\[Santa Clara\] County Improves Nutrition Standards](#)

[Report Highlights Influence of Soda Industry in Beating Back Anti-Obesity Measures in Richmond, Elsewhere](#)

[Bikes and Transit: A Complimentary Relationship](#)

NATIONAL NEWS

[Construction that Focuses on Health of Residents](#)

[Tread Lightly: Labels that translate calories into walking distance could induce people to eat less](#)

[Community Transformation Grants Creating a Culture of Health](#)

[Surgeon General Announces Walking Campaign, Kicks off National Public Health Week](#)

[Consumption Junction: Childhood obesity determined largely by environmental factors, not genes or sloth](#)

[The Most Important Thing to Remember About America's Food Stamp Boom](#)

[School Lunches Can Help Fight Childhood Obesity](#)

[Obesity Often Hides a Hungry Person](#)

[New APHA Video Depicts Return on Public Health Investments](#)

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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