



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



May 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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- Community Corner
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UPCOMING MEETINGS

Domain 1: Government

July 15, 11:00 a.m. - 12:30 p.m.

CHIP Office

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

Domain 2: Healthcare

TBA (see [calendar](#))

Domain 3: Schools and After-school

Tuesday, June 18, 11:00 a.m. - 12:30 p.m.

County of San Diego Health and Human Services Agency, East Region

7065 Broadway, Lemon Grove, CA 91945

Domain 4: Early Childhood

Tuesday, June 25, 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

Monday, June 10, 1:00 - 2:00 p.m.

CHIP Office

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

Domain 6: Media

Tuesday, June 11, 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

Media

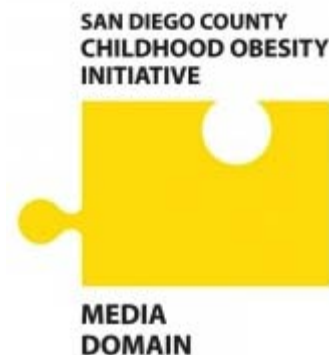
Over the past several months, the COI Media Domain has been working hard to develop and implement a plan to ensure that partners, media, and the public recognize the COI as a hub of local obesity prevention activity and a place where local experts on healthy eating and physical activity gather to collaborate.

Early this year, the Media Domain developed a Communications Plan that lays out how the COI will tell its story over the coming year. The ambitious document includes plans to enhance the COI website, improve the COI e-newsletter, expand the COI's social media presence, and win earned media coverage. Integral to the COI's story are the individual successes and contributions of its partners. With that in mind, the Media Domain has committed to continue highlighting key partners through the e-newsletter, the website, and the distribution of recognition awards.

The Media Domain will also continue its successful effort to reach every corner of the county with the evidence-based "5210 Every Day!" messaging campaign. The COI is in the process of reproducing thousands of 5210 materials. Once complete, the Media Domain will lead the charge to get these materials into the hands of partners across the county, with an emphasis on those who reach children ages 0-5.

Finally, the Media Domain has committed to putting its communications skills to work by developing key messages around the COI's newly adopted overarching strategies. This spring, the COI Leadership Council committed to an all-hands-on-deck effort to "Increase Safe Routes to Healthy Places" and "Reduce Access to and Consumption of Sugar-Sweetened Beverages." These two overarching strategies are points of collective impact, where all COI domains will contribute to have a measurable impact on childhood obesity across San Diego County. The Media Domain will support both strategies by identifying those messages that convey key facts, move people to action, and spread easily through our partners' social media channels.

For more information or to investigate partnerships, please contact Melanie Cohn via [email](#) or at 858.609.7964



DOMAIN PARTNER HIGHLIGHT

Business Domain

Ray Kau

Marketing Representative, Whole Foods Market

Dwight Detter

Local Forager, Whole Foods Market

Where does your food come from? Ray Kau and Dwight Detter have dedicated their careers to helping people answer this important economic, health, and environmental

question. As representatives of Whole Foods Market, Ray and Dwight have also brought their

local sourcing experience to schools involved in the San Diego County Farm to School Taskforce.

The Farm to School Taskforce was established through a series of fortuitous connections in 2010. While working at the Whole Foods Market in Hillcrest in 2010, Marketing Representative Ray Kau got to know Gary Petill. Ray quickly learned that Gary was not only a regular customer but also the Food Service Director at San Diego Unified School District (SDUSD). Gary was interested in getting high-quality, local fruits and vegetables onto the lunch trays in his district, and Ray agreed to meet with him to advance his goal.

At the same time, Whole Foods was working to locally source more of the products on its own shelves. Whole Foods brought together SDUSD food services and local growers to advance their shared interests in local procurement, but other districts soon caught wind of the informal meetings and expressed interest in participating. Sensing the opportunity for wide-scale change, the San Diego County Childhood Obesity Initiative (COI) asked Ray if he would be willing to open the group to additional districts. He generously invited the COI to partner with Whole Foods on the initiative, and the San Diego County Farm to School Taskforce was born.

After helping to lead and solidify the group's membership, Ray passed the torch to his colleague Dwight Detter. Dwight had joined Whole Foods Market in 1999 and was pleased to take on the role of local forager in 2010, when the position first became available. When asked what exactly a local forager does, Dwight explained that foraging means nurturing small companies that hope to bring quality, local products to market. Dwight works with the companies to obtain farm permits, meet food standards, arrange licensing, and coordinate distribution, among other logistics. About his unique position, Dwight said: "I love helping people channel their energy and act on their dreams."

Dwight has brought this niche experience to bear as an active member and innovative force on the Farm to School Taskforce. During Dwight's time on the Taskforce, Whole Foods has contributed vital funding to support the COI and the Taskforce's work. Dwight has also seen the Taskforce through an evolution of its membership and focus. Dwight recalled: "At first, we had a number of people sitting at the table, not sure what to do next. We now have a great group of people with a solid jumping off point."

One of those "jumping off points" was the recent *"Let's Go Local!"* Produce Showcase, designed to connect school food and institutional buyers with growers and distributors with local produce to sell. On behalf of Whole Foods Market, Dwight helped to plan a pre-event workshop for growers and provided vital coordination assistance for the May 2nd Showcase, which attracted more than 100 attendees. Ray also attended the Showcase, and the two men walked away with visions of the next iteration. Dwight said: "I'm excited to look at the evaluations of the event and strategize around next steps. What did people get from it and how can we make it a relevant, recurring event?"

Thanks in large part to Ray and Dwight's energy, commitment, and unique expertise, the San Diego County Farm to School Taskforce is slowly changing the way our students eat lunch across San Diego County.

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.



**Physical Activity
& Nutrition**

Educating the Student Body: Taking Physical Activity and Physical Education to School

Schools historically have been central in supporting the well-being of youth by providing health screenings, immunizations, and nutrition programs and also by training them for lifelong learning. Schools also can and should play a major role in efforts to make children and adolescents more active. The recommendations in this report from the Institute of Medicine provide approaches for strengthening and improving programs and policies for physical activity and physical education in the school environment, including before, during, and after school. [More...](#)

The Economic Impact of National School Nutrition Standards on Schools and the Beverage Industry

In response to the U.S. Department of Agriculture's proposed nutritional standards for competitive foods, the Center for Science in the Public Interest released this report predicting the standards' impact on schools and the beverage industry. [More...](#)

Implications of California's Healthy Beverages in Child Care Law

In January 2012, a new California law (AB 2084) went into effect, requiring all licensed childcare centers and family day care homes to comply with healthy beverages standards. This resource from California Food Policy Advocates outlines how the law has affected the healthy eating environment in childcare sites since the law went into effect. [More...](#)

WalkSanDiego BestWALK App

Use WalkSanDiego's new BestWALK smart phone app to rate what it's like to walk in your community. Results will contribute to the Walk Scorecard and help create a map of necessary improvements. [More...](#)

"Steps to a Walkable Community" Guide

Walksteps.org is an interactive online resource aimed at putting innovative, pro-walking tactics in the hands of citizens, planners, and engineers, allowing you to create your own pro-walking plan and collect your favorite tactics from a range of disciplines. The website also offers information and case studies on advocacy, policy, land use, design and engineering, encouragement and education, and enforcement. [More...](#)

Healthy & Active Preschoolers Website

Healthy and Active Preschoolers Learning Center is a suite of resources to assist childcare professionals in providing a "nutrition-rich" environment that promotes healthy eating practices. The site includes nutrition and nutrition-related courses, classroom nutrition education curriculum, nutrition tips for child care staff and parents, nutrition and physical activity songs and storybooks, and nutrition and physical activity calendar of events. [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 School District Partners with "Yoga Rascals"

Yoga Rascals, a children's yoga company based in La Mesa, has partnered with Lemon Grove School District's Extended Day Program to teach yoga to elementary school students during their after-school care. Yoga Rascals made alliances with the school district through the Community Health Improvement Partners' (CHIP) Lemon Grove HEAL Zone, a 3-year project funded by a \$1-million grant from Kaiser Permanente to promote healthy living in the community. [More...](#)

San Diego County Announces Summer Meals Sites

Summer Food Service Program sites across San Diego County are opening their doors to provide free meals to children who normally receive free or reduced-price meals when school is in session. The program combines food and fun, providing nutritious meals and snacks, as well as activities to keep kids' minds and bodies active.

As we enter summer, please let the families you work with know:

- In San Diego County, there are FREE, HEALTHY SUMMER MEALS FOR KIDS (available to children 0-18 years old) when school is out of session. There is NO enrollment. NO paperwork. NO income qualifications. ALL children 18 and younger are welcome.
- Families can dial 2-1-1, provide their zip code, and be directed to the closest free summer meal site for kids. Or go to: www.211sandiego.org/SummerLunch
- Families can also call 2-1-1 to see if they are eligible for the [CalFresh program](#) to help stretch their food dollars and buy more fruit, vegetables, whole grains, lean protein and other healthy foods.

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...](#)

EVENTS/CONFERENCES

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...](#)

Maximizing City Involvement in Safe Routes to School: Educating Municipal Transportation Departments

June 20, 2013 | Online

Municipal transportation departments work to move people safely from one place to the other no matter how they choose to get there. Safe Routes to School practitioners should connect with transportation departments to affect long and short-term planning and ensuring that the vision for future transportation improvements includes opportunities for safe and accessible connections to schools via walking and bicycling. Please join the Safe Routes to School National Partnership to hear from staff from municipal transportation departments that prioritize walking and bicycling in a number of ways. [More...](#)

GRANTS

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

“Let’s Go Local” Produce Showcase Reveals Vast Market for Local Food in Schools

On May 2nd, more than 100 local produce growers and distributors, school food service employees, and institutional buyers visited a rooftop patio at the San Diego County Operation Center. What appeared to outsiders as a jam-packed farmers' market was actually a private event designed to bring these sometimes disconnected parties together to meet and talk.

The “Let’s Go Local!” Produce Showcase, the first such event ever held in San Diego County, brought together five distributors, nine growers, 22 school districts, and 18 non-profit and government partners under the common goal of getting more local fruits and vegetables in school meals. For school food service employees and institutional buyers, the event demonstrated the wide array of available products to meet the growing demand for fresh, local fruits and vegetables on school lunch trays. For growers, the Showcase offered an opportunity to learn about the emerging market that school districts provide and to meet potential customers and business partners.

Attendees spent most of their time networking and sampling local produce. In the early afternoon, the audience paused to hear brief remarks from San Diego County Supervisor Ron Roberts; Cheryl Moder, Director of the San Diego County Childhood Obesity Initiative facilitated by Community Health Improvement Partners; Nessia Berner, Program Specialist at the U.S. Department of Agriculture Western Regional Office; Casey Anderson, Marketing and Membership Manager at the San Diego County Farm Bureau; Trieste Chiquete, Director of Child Nutrition at Coronado Unified School District; and Pamela Lambert, Director of Child Nutrition Services at Alvord Unified School District. Each speaker praised the event as essential to the fight against childhood obesity. Cheryl Moder summarized the mounting energy behind local sourcing: “Farm to School is a proven strategy for enhancing the quality of school meals and promoting life-long healthy behaviors in children. And it has the co-benefit of boosting the local economy by supporting our local farmers and produce distributors.” Attendees left the event with new contacts, printed resources, and a bag full of sweet smelling fruits and vegetables.

Attendee evaluations of the event were overwhelmingly positive. School food service employees and institutional buyers were pleased by the number of growers in attendance. Growers and distributors were similarly impressed by institutions’ interest in purchasing local, regional, and California-grown produce. Evaluation respondents commented that the opportunity to engage in rare face-to-face networking was particularly valuable as districts look to ramp up local sourcing.

The “Let’s Go Local!” Produce Showcase was a project of San Diego County Farm to School Taskforce, a subcommittee of the San Diego County Childhood Obesity Initiative, facilitated by Community Health Improvement Partners, in partnership with Whole Foods Market, the San Diego Hunger Coalition, and the County of San Diego Health and Human Services Agency.

For more information or to investigate partnerships with the San Diego County Farm to School

Taskforce, please contact JuliAnna Arnett via [email](#) or at 858.609.7964.

LOCAL NEWS

[County Has Nationally-Recognized Recipe for Combating Childhood Obesity](#)

[Produce Growers Hope to Find Place in Local School Cafeterias](#)

[Soda Tax Is a Critical Part Of Obesity Solution](#)

[San Diego 7 Politically Speaking: Farm Bill](#) [video]

[Updating a City, Block by Block](#)

[Schools Get Health Award](#)

[Report highlights influence of soda industry in beating back anti-obesity measures in Richmond, elsewhere](#)

[Navigating the Road to More Livable Communities](#)

[Public Health Community Mourns Dr. Toni Yancey](#)

[Statewide Soda Tax Gaining Momentum in California Legislature](#)

NATIONAL NEWS

[House Bill Would Force HHS to Prescribe Exercise Guidelines 'for all Americans'](#)

[More Gym for Kids Means Less Chance of Obesity, Cornell Study Finds](#)

[Food Policy Could Expand Access to Healthy Produce, Support Local Farmers](#)

[NYC Public School Swaps Chicken Nuggets for Tofu, Before First All-Vegetarian Cafeteria](#)

[Dodgeball on the Hill: Saving Physical Play](#)

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

Core funding provided in part by:



Facilitated by:



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