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**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org

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UPCOMING MEETINGS

Unless otherwise noted, all San Diego County Childhood Obesity Initiative meetings are held at County Health Services Complex (3851 Rosecrans St., San Diego, CA 92110).

Domain 1: Government
TBA (See [calendar.](#))

Domain 2: Healthcare Systems & Providers
Tuesday, May 5, 1 - 2:30 p.m.,
Harbor Room

Domain 3: School, Before- & After- School Providers
Tuesday, May 19, 11 a.m. - 12:30 p.m.,
Harbor Room

Domain 4: Childcare & Preschool Providers
Tuesday, May 26, 10 - 11:30 a.m.
YMCA Childcare Resource Center (3333 Camino Del Rio South, 4th Floor, San Diego, Ca 92108)

Domain 5: Community Engagement & Empowerment
TBA (See [calendar.](#))
North County Faith Advisory Council
TBA (See [calendar.](#))

Domain 6: Media Outlets & Marketing Industry
 Tuesday, May 5, 11 a.m. - 12:30 p.m.,
 University Room

Domain 7: Businesses

TBA (See [calendar](#).)

DOMAIN PARTNER HIGHLIGHT

Childcare & Preschool Providers

Kim McDougal, MPH, HealthLine Director at the YMCA Childcare Resource Service



Kim McDougal, MPH, HealthLine Director at the YMCA Childcare Resource Service has been an active partner of the Childcare and Preschool Providers Domain for the past two years.

On behalf of the domain, Kim conducted environmental health assessments of child care and preschools to assess the meals and snacks being served and level of physical activity on site. The assessment included monitoring the healthy behaviors modeled by the child care/preschool providers and the results helped to shape the development of a Healthy Eating Physical Activity (HEPA) Policy for child care providers. Domain partners worked collaboratively to review and revise the content and a final version of the policy will be made available to child care providers in the coming months. An outreach strategy to inform child care providers of this policy is now being developed by the domain.

The domain is currently identifying two family child care sites to receive free gardens installed and supported by the Victory Gardens Group. The hope is to expand this program through the wider preschool community. In addition, Kim is leading the outreach to faith based child care and preschool groups to involve them in the domain as well as encourage them to integrate the HEPA policy.

Kim loves her job and is a self proclaimed public health nerd. When asked what she loves the most about what she does, she was quick to highlight two projects: Outreach to the San Diego County Preschool for All Program to encourage them to incorporate the HEPA policy and to promote gardens in the preschool setting; and the domain's assessment of current childhood obesity curriculum used in the child care/preschool environment. To date, the domain has reviewed examples from around the nation and is pursuing grant funding to implement a county wide child care educational campaign to encourage providers to use the recommended curriculum.



SAN DIEGO COUNTY
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 SCHOOLS & BEFORE &
 AFTER SCHOOL PROVIDERS

DOMAIN UPDATE

Schools & Before- & After- School Providers

The Schools and Before- and After- School Providers Domain continues to demonstrate the power of collaboration in creating healthy environments for school-aged children.

Since the last domain update, this active workgroup has held numerous school wellness trainings including one targeting charter schools and another focusing on parent engagement. These trainings were held in conjunction with the San Diego County Office of Education, County of San Diego Health and Human Services Agency, and CA Project LEAN and the San Diego Padres, respectively. In addition, the Network for a Healthy California and The Children's Initiative hosted "Cardio Carnivale", a physical activity forum for after school staff and volunteers, to prepare them to implement fun physical activities into their programs.

Monthly domain meetings have continued to build coordination among the workgroup's diverse partners ranging from school nurses to nutrition and physical activity organizations. Most recently, the domain hosted presentations from ICANSANDIEGO, an obesity and diabetes prevention program designed to help individuals and communities make small changes and reach long-term goals; Egoscue Foundation, an organization that donates fitness equipment to schools; and Lean and Green Schools, an organization working to integrate and promote plant-based school lunches and balanced nutrition education materials, to discuss possible partnerships and opportunities to jointly improve children's health. "District Representatives" have aligned their efforts with most of the county's 42 school districts to provide district wellness policy support and technical assistance.

Domain members have helped spearhead innovative activities across the county. Bea Moniz, a Public

Health Nurse with North Inland Health and Human Services Agency, recently presented to the Ramona School Board on the importance of district wellness policies. She was also an instrumental player in bringing Palomar Pomerado Health's TODAY Project, a Body Mass Index (BMI) and voluntary glucose blood test screening of school-aged children, to school districts throughout North County including Poway, Valley Center/Pauma, Ramona, San Marcos, and Escondido Union. The Network for a Healthy California and the California Dairy Council provided nutrition education to students at these schools. East Mesa Juvenile Detention Facility has started a horticultural therapy program to provide students nutrition education and job skills, largely due to the efforts of Naomi Butler and the garden collaborative.

The Healthy & Ready to Learn Awards took place on April 30, 2009 recognizing schools for exemplary work in three aspects of Coordinated School Health. The Junior League of San Diego provided \$2,000 and \$500 mini grants to the winners and honorable mentions in each category, respectively. In the category of Staff Healthy Promotion, San Ysidro High School was named the winner while honorable mention was given to East Lake High. Albert Einstein took home the grand prize in Family/Community Involvement, and an honorable mention went to Farb Middle School. In Healthy School Environment, Field Elementary secured first place, and McMillan Elementary received an honorable mention. Thank you to the 11 partners that made it possible to highlight these schools' innovative work in coordinated school health.

If you would like to learn more about this domain or see how you can you get involved, contact domain co-chair Deirdre Kleske at dkleske@yahoo.com.

LEGISLATIVE UPDATE



The legislative process is in full swing with the Assembly and the Senate hearing bills in their respective Houses. This year, there are a number of bills that could significantly impact the health of Californians. Unfortunately, any bill that comes with a price tag requiring State dollars is liable for defeat later this month in the Appropriations Committee. Bills that advance forward from its original House still face a number of challenges, including possible revisions and defeat. In order to keep abreast of the bills that could positively or negatively change the nutrition and physical activity landscape of your neighborhood, continue to review our monthly legislative update. A few bills moving through California's legislative process have been listed below.

AB 346 (Torlakson, D-11)- This bill would amend the State's existing joint-use school facilities legislation. The revisions would authorize the board to grant funds for projects on property adjacent to a school site and owned by a government entity; expand the types of projects eligible for grant funds; allow schools to include specified real estate, land, and equipment towards shared cost requirements; and establish standards for the amount of grant monies available for each joint-use project.

AB 351 (Salas, D-79)- This bill would authorize the governing board of a school district to exempt any high school pupil from courses in physical education if the pupil participates in California Cadet Corps, cheer team or dance team, color guard or drill team, Junior Reserve Officer Training Corps, or marching band as part of the regular school-sponsored extracurricular activities.

AB 537 (Arambula, D-31)- This bill would require all farmers' markets, certified farmers' markets, and other open-air markets selling fresh produce to have a Point of Service (POS) terminal in place by January 1, 2012 to accept Supplemental Nutrition Assistance Program (SNAP) benefits or the program formerly know as food stamps. The said markets would also be allowed to contract with a third-party nonprofit to operate the POS terminal on their behalf at the market.

AB 627 (Brownley, D-41)- This bill would require, as a condition of licensure, that a licensed child day care facility meet specified health- and nutrition-related requirements including, but not limited to offerings of fruits, vegetables, beverages, processed meat products, and screen time. Additionally, to the extent allowed by federal law, and if an increase in the reimbursement rate for the program occurs, it would require a participating entity to meet specified health and nutrition criteria as a condition for receipt of funds pursuant to the child care food program. Facilities could be exempted from the requirements if a child is documented with exceptions for medical necessity.

AB 513 (De Leon, D-45)- This bill would require every health care service plan contract, except a

specialized health care service plan contract, that provides maternity coverage, and that is issued, amended, renewed, or delivered on or after January 1, 2010, to provide coverage for lactation consultation with an international board certified lactation consultant (IBCLC) and for the rental of breast pumps.

For the latest California legislative information, visit <http://www.leginfo.ca.gov/>. For a look at state legislation across the country focused on wellness, visit the Healthy Community Design Legislation Database at: http://www.ncsl.org/programs/envirom/healthyCommunity/healthycommunity_bills.cfm.

EVENTS / CONFERENCES

Network for a Healthy California Retail Program: Fruit and Veggie Fest

May 2, 2009

National City, CA

The Network for a Healthy California–San Diego & Imperial Region Retail Program (Retail Program) and Grocery Outlet is hosting Fruit and Veggie Fest in National City, as part of a month-long statewide effort to empower low-income families to make healthy, active living a priority. This event is free to the public and offers shoppers a fun-filled day of educational, interactive activities designed to highlight ways they can overcome challenges to make healthy choices for their families. [More...](#)

It's OK to Eat and Run - Integrating Nutrition & Health into Physical Education/Activity

May 6, 2009

Research indicates that healthy children are better learners. SPARK offers educational tools you need to integrate health and nutrition concepts. Join this webinar and learn strategies that really work. In this webinar participants will learn about benefits and strategies to incorporate health and nutrition concepts into their classrooms. [More...](#)

2-1-1 San Diego, 5th Annual Luncheon Event: Join Our Journey

May 12, 2009

La Jolla, CA

Join 211 San Diego and the 211 Calling Circle Honorary Committee in honoring Dr. Paul Jacobs, a key community leader and 211 partner. Jacobs (Chairman of the Board and CEO at Qualcomm, Inc.) and his team will be recognized for providing critical volunteer support to our organization. [More...](#)

Bi-Monthly Brown Bag Lunch Series: "Walkability Defined"

May 15, 2009

San Diego, CA

Each month, WALKSanDiego sponsors a free forum to exchange information and ideas on walkability in the San Diego region. This month's installment features a special guest presentation by Michael Singleton, Vice President of the planning and landscape architecture company KTU+A. Free lunch will be provided. [More...](#)

Hunger Action Day

May 20, 2009

Sacramento, CA

Each year, hundreds of low-income advocates, soup kitchen volunteers, nutritionists, food bank supporters and others concerned about the 3.1 million Californians experiencing hunger meet in Sacramento to educate their legislators about hunger and support anti-hunger legislation. [More...](#)

Voices for Change: Connecting the Dots between Prevention and Care

June 30, 2009

Los Angeles, CA

Our neighborhoods and communities have a great impact on our well being. Join CPEHN in sharing policy solutions, and advocacy tools and solutions that offer a holistic approach to create a more comprehensive approach to achieving health equity for communities of color and low-income communities. [More...](#)

Turnoff Week

September 20-26, 2009

The Center for Screen-Time Awareness will institute a second Turnoff Week, an event designed to reduce the amount of time kids spend in front of a television or computer screen. According to the organization's website, screen-time-reduction is a vital and integral part of all plans that improve health, education and wellness while building stronger families and communities. The upcoming Turnoff Week is scheduled to coincide with the early part of the new school year and television season. [More...](#)

RESOURCES

Academy for Eating Disorders

This website provides comprehensive information about studies that focus on body weight and self-image in youth. While many studies have been done on obesity and youth at risk for eating disorders, few of those examine obesity prevention. This resource lists guidelines for childhood obesity prevention to be used in developing school- and community-based interventions. [More...](#)

FTC (Federal Trade Commission) Staff Report on Mobile Commerce Market Place

The FTC has issued a staff report regarding consumer protection issues arising in the mobile commerce market place. The report, "Beyond Voice: Mapping the Mobile Marketplace," includes findings related to the regulation of unsolicited text messages, Children's Online Privacy Protection Rule, and more.

[More...](#)

Nourishing the Nation One Tray at a Time

Recently, lawmakers and their staff have worked together to assess and reauthorize federal Child Nutrition programs in order to ensure up-to-date measures to provide children with access to healthy foods in schools. The Community Food Security Coalition, National Farm to School Network, and School Food FOCUS have partnered to issue a report detailing farm to school initiatives as outlined in the 2009 Child Nutrition Reauthorization. [More...](#)

Public Health and Climate Change Action Plan

Public Health Law & Policy (PHLP) provides the public health community with practical tools, policy strategies, and legal resources needed to effectively participate in climate change planning activities taking place at the state, regional, and local levels. This Action Plan represents an important initial assessment of public health's abilities and limitations to fully engage in climate change work as well as a preliminary set of recommended actions. [More...](#)

Beyond Health Care: New Directions to a Healthier America

The Robert Wood Johnson Foundation Commission to Build a Healthier America issued 10 cross-cutting recommendations for improving the nation's health. The Commission focuses on some key factors that go beyond medical care to identify practical and innovative strategies for improving the nation's health.

[More...](#)

CATCH (Coordinated Approach to Child Health) Training Workshops

CATCH Training Workshops employ a variety of interactive techniques that both teach and demonstrate strategies for effective implementation. They are designed to identify specific campus needs and facilitate practical solutions toward guiding school communities in their efforts to help children be healthy for a lifetime. [More...](#)

GRANTS

Life Lab School Garden Video Contest

Deadline for Applications: May 5, 2009

How does the garden help you grow? Life Lab wants to know! Create a short video (30 seconds to 2 minutes) incorporating photos, clips, words, songs and more to show the world what your garden program means to you and your school. One winner will receive \$300 in garden supplies and \$100 cash

for the creator of the video, the runner up will receive \$100 in gardening supplies and \$50 cash for the video creator. [More...](#)
www.lifelab.org

San Diego Nutrition Network Mini-Grants

Deadline for Applications: May 15, 2009

Mini-Grants are available for short-term projects through SDNN which utilizes nutrition education to increase fruit and vegetable consumption, increase physical activity, and decrease childhood overweight and adult obesity among Supplemental Nutrition Assistance Program (SNAP)-, formerly known as Food Stamp, eligible populations in San Diego & Imperial County. [More...](#)

ING Run For Something Better School Awards Program

Deadline for Application: June 1, 2009

ING Run For Something Better, in partnership with the National Association for Sport and Physical Education (NASPE), seeks to increase physical activity in students and help fight childhood obesity nationwide through the creation of school-based running programs. The new awards program will provide fifty (50) \$2,000 grants to schools that desire to establish a school-based running program or expand an existing one. [More...](#)

Network for a Healthy California—African American Campaign Faith Projects

Deadline for Application: June 12, 2009

The Network for a Healthy California will award funding to non-profit faith associations to increase the use of effective, innovative nutrition education interventions in faith-based organizations, to encourage daily physical activity, and to promote access to healthy food for low-income African Americans. Up to four Faith Projects will be awarded at an annual maximum award of \$150,000. [More...](#)

Active Living Research & Healthy Eating Research Rapid Response Grants Round 2

Deadline for Application: July 17, 2009

The Robert Wood Johnson Foundation is making up to \$1.675 million total available for studies to evaluate changes in policies or environments with the potential to reach children who are at highest risk for obesity, including African-American, Latino, Native American, Asian-American and Pacific Islander children (ages 3 to 18) who live in low-income communities or communities with limited access to affordable healthy foods and/or safe opportunities for physical activity. [More...](#)

CVS Caremark Community Grants

Deadline for Applications: October 31, 2009

The CVS Caremark Community Grants program awards funds to nonprofit organizations including public schools promoting greater levels of inclusion in student activities and extracurricular activities, and projects that increase access to physical activity. Selected organizations meeting the above criteria will be eligible for receiving award amounts up to \$5,000. [More...](#)



FARMERS' MARKET CORNER

Farmers' Markets are popping up all around San Diego County with a new emphasis on making fresh fruits and vegetables accessible to all. With the transition of Supplemental Nutrition Assistance Program (SNAP) benefits (i.e. food stamps) from paper stamps to Electronic Benefits Transfer (EBT) cards, many farmers' markets became inaccessible to SNAP recipients. The cards, which operate similarly to a debit card, use a Point-of-Service (POS) terminal that requires electricity and phone service, both precious and often unavailable commodities at farmers' markets. To help farmers' markets bridge this digital divide and serve clients of all income levels, the California Department of Social Services provides free POS terminals to farmers' markets across the state. To date, 62 of California's 500 farmers' markets serve SNAP clients and the number is ever growing.

In San Diego County, SNAP recipients can use their allotted food dollars at three farmers' markets, all run by the San Diego Farm Bureau (Farm Bureau) -- City Heights Farmers' Market, Lakeside Certified Farmers' Market, and Valley Center Certified Farmers' Market. This number continues to expand as the Farm Bureau opens two more markets in National City and San Marcos. The National City Certified Farmers' Market is scheduled to operate each Wednesday from 2:00 to 6:00 p.m. on "A" Avenue, between 7th and 8th Street starting May 6, 2009. California State University San Marcos is promoting the county's bounty of local farms to residents and students. The San Marcos Certified Farmers' Market is slated to open on May 13 and operate every Wednesday from 3:00 to 7:00 p.m. in parking lot "B" of

the campus. In addition to SNAP, the new farmers' market sites accept the Women, Infants, and Children (WIC) and Senior Farmers' Market Nutrition Program.

If you know of a farmers' market in San Diego County promoting health through innovative activities, please contact [JuliAnna Arnett](#) for highlight in next month's newsletter.

NEWS

[Co-op Seeks to Bridge Sagging Food Budgets](#)

[New York City Lawmaker Proposes Fast Food Zoning Laws for Schools](#)

[Dutch Obesity Prevention Program Posts Positive Results](#)

[School District Aims to Raise Bar for Physical Activity and Employee Wellness](#)

[NY Nutritionists List Top 5 Functional Foods](#)

[Hospitals Adding Fresh, Organic Food to the Menu](#)

[When Fast Food Gets in the Fast Lane](#)

[Childhood Obesity is Linked to Chemicals in Plastics](#)

[Latino Teens Benefit from Small Dietary Steps](#)

[Top Restaurant Chain Opens its Doors to We Can!](#)

[National Nonprofit Aims to Identify 100,000 Play Spaces for Children](#)

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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 including Government, Healthcare Systems & Providers, Schools & Before- & After-school Providers, Childcare & Preschool Providers, Community, Media Outlets & the Marketing Industry, 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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