


COI May 09

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IN THE NEWS:

ANNOUNCEMENTS

The San Diego County Childhood Obesity Initiative is accepting nominations for a new private sector co-chair of the Leadership Council. If you feel that you or anyone you know would be a qualified nominee, please click [here](#) to learn more about this exciting opportunity.

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).

- [Announcements](#)
- [Upcoming Meetings](#)
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- Domain 1:** Government
TBA (See [calendar](#).)
- Domain 2:** Healthcare Systems & Providers
Tuesday, June 2, 1 - 2:30 p.m.,
Harbor Room
- Domain 3:** School, Before- & After- School Providers
Tuesday, June 16, 11 a.m. - 12:30 p.m.,
Harbor Room
- Domain 4:** Childcare & Preschool Providers
Tuesday, June 23, 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, June 2, 11 a.m. - 12:30 p.m.,
University Room

Domain 7: Businesses
TBA (See [calendar](#).)

DOMAIN PARTNER HIGHLIGHT

Community Engagement & Empowerment



Tia Anzellotti, Executive Director, San Diego Hunger Coalition

Tia Anzellotti, Executive Director of the San Diego Hunger Coalition, has been working with the Community Engagement & Empowerment Domain since 2007. She understands that at first glance, people might think that if someone is hungry, they can't be obese, but has worked diligently through partners within the COI to share the message that food insecurity and obesity issues go hand in hand. Tia is quick to share that while nutrition education is important, if a family must stretch their food dollar each month, they tend to purchase inexpensive and unhealthy food which negatively impacts their health. Solutions to this ever-growing problem have been shared and acted upon through the work of the Domain.

"San Diego County has been very fortunate to have an advocate with Tia's passion and expertise. Tia has been an outstanding partner and we have worked closely together on the related issues of food insecurity and obesity prevention," said Cheryl Moder, director, San Diego County Childhood Obesity Initiative.

A key project that the Domain is working on is the promotion of the food stamp program to local residents, which provides households the resources to purchase healthy foods. As a part of that project, through Tia's leadership and the collaboration of domain partners, the City Heights Farmers' Market (CHFM) took shape in June of last year. The market is a terrific example of how to create a new access point for families to purchase nutritious and cost-effective foods. The CHFM is San Diego's first market to accept Electronic Benefits Transfer (EBT) cards (i.e. Supplemental Nutrition Assistance Program "SNAP" benefits or the program formerly known as food stamps) and is celebrating its one year anniversary next month.

Tia has been a fantastic partner and we will miss her greatly as she will soon be leaving the San Diego Hunger Coalition to pursue other goals and spend time with her family. We wish her well in her future endeavors.



SAN DIEGO COUNTY
CHILDHOOD
OBESITY
INITIATIVE
HEALTHCARE SYSTEMS
& PROVIDERS

DOMAIN UPDATE

Healthcare Systems & Providers

The Healthcare Systems & Providers Domain (Domain) recently restructured to more effectively leverage and expand the work being done by its partners and promote future innovative collaborations. However, the Domain is still adhering to its original focus, which is provider support / training and advocacy. With these areas at the core of all Domain activities, this group of forward-thinking individuals is moving ahead at a rapid pace to advance childhood obesity prevention and treatment efforts in San Diego County.

The restructuring process is estimated to take four months, as Domain members share their existing body of work and discuss opportunities for partnering and enhancing these activities. In March, Domain members presented on the Health & Obesity: Prevention & Education (HOPE) project; San Diego State University's (SDSU) research project on primary prevention of childhood overweight and obesity; Share the Care; and University of California San Diego's (UCSD) Center for Obesity and Health pediatric research studies. As an outcome of the presentations, the HOPE project, an online education curriculum designed to train pediatricians and dental clinicians on childhood obesity assessment and management, connected with the Anderson Center for Dental Care at Rady Children's Hospital and UCSD's Center for Obesity and Health to discuss a possible collaboration on an evaluation of HOPE with dental hygiene students. The County of San Diego's Share the Care program, which links children to emergency dental care and promotes healthy eating and physical activity, worked with the Initiative's Faith Advisory Council, Council of Community Clinics, and Children's Physician Medical Group to distribute handouts on local healthy eating options and physical activity venues / programs to residents of Escondido, Chula Vista, and San Marcos. This pattern of building partnerships and enhancing programs continued in April and May with presentations on the 211 Nutrition, Healthy Weight, Physical Activity, and Diabetes Database; Chula Vista Healthy Eating, Active Communities (HEAC); UCSD's Healthy Offerings and Baby Friendly Hospital Programs; and the new Women, Infants, and Children (WIC) food packages.

The Domain has also taken an active leadership role in supporting several new resources and collaborations to support the healthcare community in addressing childhood obesity. Dr. Phil Nader (UCSD pediatrics professor emeritus and chair of the Initiative's evaluation committee) and staff at the San Diego Regional Immunization Registry (SDIR) have worked closely with the Initiative to incorporate a screening tab in the SDIR that tracks Body Mass Index (BMI). Dr. Nader, SDIR, and others are working closely with San Diego's community clinics to pilot the BMI component of the SDIR and looking at ways to populate the database by linking with electronic medical records. In addition to providing a new mechanism for surveillance of childhood overweight/obesity from birth, the system also provides an opportunity for practice enhancement. Healthcare professionals currently using the registry can immediately print out their patients' BMI charts (or height/weight charts for children under age two) as a feature of the registry. Other future enhancements may include providing clinicians with messaging and/or printed information on available resources for patients who are at a certain BMI percentile. Organizations like the Centers for Disease Control (CDC) are looking to San Diego and a collaborative project in Michigan as a national model to capture and track BMI data. In May, Dr. Nader presented this model at a hearing in Washington D.C. along with William Dietz, MD, Ph.D., Director of the Division of Nutrition and Physical Activity at the Centers for Disease Control, Charles Homer, MD, MPH, CEO and President of the National Initiative for Children's Healthcare Quality, and representatives from the Michigan project.

The newly revamped 211 Nutrition, Healthy Weight, Physical Activity, and Diabetes database is up and running. This database includes information on more than 1066 local obesity- and diabetes-related program locations ranging in services and programs from parks to healthy cooking classes. In addition, a listing of local clinical trials was recently added to the website. The database can be accessed at: <http://www.211sandiego.org/heal>.

Domain participants including SDSU, Rady Children's Hospital, and UCSD, are working together with Dr. Phil Nader as the Partnership for Primary Prevention (PPP) to investigate new intervention models and primary prevention funding opportunities. PPP's group of providers and investigators are interested in identifying effective primary prevention strategies that can take place in the health system starting with prenatal care. In addition, the Domain has recently established a listserv to encourage the sharing of news, resources, programs, and research studies announcements that can advance healthcare providers' childhood obesity prevention and treatment efforts.

If you would like to learn more about the Domain or are interested in becoming an advocate, please contact JuliAnna Arnett for more information.

If you would like to learn more about the Domain or are interested in becoming a physician advocate, please contact [JuliAnna Arnett](#) for more information.

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 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.

National School Boards Association (NSBA) School Health Programs' Promising District Practices Website

This database is a collection of stories about local school district successes in developing, implementing, and evaluating policies and practices that address health risk behaviors and health promotion issues submitted by school districts and schools across the country. Additional input can be submitted at any time for review and possible publication in order to help others build effective school health approaches that may strengthen students' health and education outcomes. [More...](#)

Food and Justice: Policy Initiatives for Community Food Security in California

This policy report brought to you by the California Food and Justice Coalition explores recommendations that comprise the beginning steps to strengthening community food security in the state, especially for the most vulnerable—seniors, mothers, and children. [More...](#)

Leadership for Healthy Communities' Action Strategies Toolkit

This toolkit serves as a guide for local and state leaders that are working to prevent childhood obesity through the promotion of healthy, active communities and access to affordable healthy foods. The strategies in this toolkit include promising and evidence-based practices that advance these goals and build upon the work in which policy-makers are already engaged.

[More...](#)

California Women Infants & Children (WIC) Association Food Package Webinars

The nation's WIC program has made several key changes to its food packages. A series of interactive Web forums are currently available which allow participants to learn about these changes and find ways to effectively promote them with the families they serve in their community. [More...](#)

National Collaborative on Childhood Obesity Research (NCCOR)

NCCOR's website offers a variety of resources including the latest childhood obesity research, news, funding opportunities and

web forums to accelerate the progress in reducing childhood obesity in the United States. [More...](#)

The SPARK Programs

SPARK is a research-based organization that strives to improve the health of children and adolescents by disseminating evidence-based physical activity and nutrition programs. These programs provide curriculum, staff development, follow-up support, and equipment to teachers of Pre-K through 12th grade students. [More...](#)

LEGISLATIVE UPDATE

California's budget has been a daily topic of discussion as the State faces a \$24.3 billion budget deficit. In response to the budget shortfall and voters rejection of five of the 6 propositions on this month's special election ballot-- totaling nearly \$6 billion, Governor Schwarzenegger has called for startling cuts to education and programs that serve the poor. California's K-14 schools are slated for a \$6.1 billion in cuts while CalWorks and Healthy Families face a possible total elimination. Elected officials and state workers are also feeling the pinch. Starting next year, elected officials pay will receive an 18 percent pay cut. The Governor is also pushing legislators to impose a 5 percent salary cut on the State's 235,000 employees.

Despite these budget cutbacks, nutrition and physical advocates continue to encourage the State to address constituents' health by taking positive legislative action. Although bills that come with a price tag face imminent rejection, there are a number of bills that are still on the table for discussion. It is more important than ever in these times that legislators enact laws that support residents in all neighborhoods in nutritious eating, physical activity, and healthy behaviors. Listed below are just a few of the bills up for consideration that may positively or negatively impact the health of San Diego County.

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.

SB 257 (Pavely, D- 23)- This bill would require every state agency and department to notify each female employee nearing maternity leave of existing State law regarding breast-feeding including provision of a reasonable amount of break time and private accommodation(s) to employees desiring to express milk, information regarding lactation accommodation on the Internet Web site of the Department of Public Health, and a listing of other comprehensive breast-feeding support organizations with Internet links.

AB 1057 (Beall, D-57)- This bill would change existing redetermination of food stamp recipients eligibility and grant amounts from a quarterly to semiannual basis, streamline the verification process at application, and no longer require fingerprinting from CALWORKS applicants. Fingerprinting would still be required by food stamp applicants, who apply for or receive designated non-health benefits associated with county aid and relief to indigents.

AB 1488 (Hall, D-52)- This bill would require the Department of Food and Agriculture, in consultation with the State Department of Public Health and the State Department of Social Services, to provide recommendations to the Legislature regarding actions that need to be taken to promote food justice in the state.

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.

ACR 29 (Jones D-9)- This measure would request that the California Health and Human Services Agency provide leadership to ensure that, within existing resources and programs, departments within the agency implement programs, activities, and strategies that place a priority focus on preventing, reducing, and eliminating health disparities among racial and ethnic population subgroups.

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/enviro/healthyCommunity/healthycommunity_bills.cfm.

EVENTS / CONFERENCES

Cooking Class for Teens Living with Diabetes

June 6, 2009
San Diego, CA

San Diego teenagers living with diabetes are invited to join the American Diabetes Association at Kitchen Art Studio for a fun and interactive cooking class where they will learn how to cook a healthy diabetes-friendly meal. Registration deadline is June 1 so do not hesitate to sign up! [More...](#)

Tracking Children's Well-Being in San Diego County

June 4, 2009
San Diego, CA

Children NOW will host a convening to present information on a tool that tracks indicators, current measures, and trends pertaining to children's well-being. The tool also supports cross-county collaboration by highlighting the relative performances of counties on every indicator and provides participants with the opportunity to delve more deeply into localized data, highlighting examples of how cross-sector collaboration has benefited San Diego County's children. [More...](#)

Health ExChange Academy: Primary Prevention for Change

June 12, 2009
San Diego, CA

The California Endowment invites you and two members from your organization to attend The Center for Healthy Communities' Health Exchange Academy, a series of trainings designed to improve the effectiveness of health-related nonprofit organizations throughout California. Attendees may participate in any training regardless of past experience. [More...](#)

Local Trainings on the New WIC Foods

June 30 & July 1, 2009
San Diego, CA

The California WIC Program and the California WIC Association have partnered to provide Regional Food Package Training for you and your staff. This day-and-a-half event will provide information on the new WIC foods; infant assessment; and the new ISIS screens! The format will be hands-on trainings designed for frontline staff, Training Coordinators or other representatives. [More...](#)

2009 SPARK Institutes

Summer 2009
San Diego, CA

The Spark Institutes is directed towards education, early childhood, physical education, and out-of-school program professionals interested in increasing physical activity and healthy behaviors of students pre-K to High School. Two-day sessions are scheduled throughout the summer to train program-grade specific professionals. [More...](#)

Summer Fun Café Barbeque Kickoff Event

June 24, 2009
San Diego, CA

The San Diego Unified School District Food Services Department and the City of San Diego Park and Recreation Department bring San Diego youth the Summer Fun Café. This summer all children ages 2-18 are invited to come to one of the many participating community parks around the district and enjoy free lunches. Join us at Skyline Hills Community Park to kick off the Summer Fun Café program with a fun barbecue. [More...](#)

The 2009 Youth Services Summit

July 30-31, 2009
Washington, DC

At this conference you will learn to harness the presidential administration focus on youth to benefit your work today and in the future; prepare, plan for, obtain and manage funds under the Recovery Act to increase the workforce and drive results for your program; develop and utilize performance measures to evaluate progress and develop a plan to increase youth outcomes; cultivate successful relationships with the business community, foundations, government agencies and youth serving-systems to create new opportunities. [More...](#)

GRANTS

Paradise Valley Community Health Fund 2009 Grant Awards

Deadline for Letter of Intent: June 8, 2009

The Advisory Committee of the Paradise Valley Community Health Fund is pleased to announce the release of its 2009 grant guidelines. The Committee may award up to \$1,000,000 this year in grants ranging from \$100,000 to \$500,000 to support programs that will improve access to primary/preventive care and behavioral health services for residents in the areas served by Paradise Valley Hospital. [More...](#)

Home Depot Building Healthy Communities Grant Program

Deadline for Applications: June 15, 2009

The Home Depot Corporation is seeking to improve the physical health of communities by supporting projects that involve planting trees, developing green spaces, and/or updating school facilities and community centers so that healthier and more stable communities can thrive. Grants up to \$2,500 made in the form of Home Depot gift cards for the purchase of tools and materials will be awarded to selected applicants. [More...](#)

Youth Service America and Disney – Disney Minnie Grants

Deadline for Applications: June 15, 2009

Youth Service America and Disney are seeking to fund children's efforts to improve their communities. The Disney Mini Grants are for youth or the organizations that engage them. Selected applicants will be awarded \$500 to implement youth-led service projects focusing on the following community issues: sustainable community development, poverty, education, hunger, sustainable community development, environment, and disaster prevention and relief. [More...](#)

Head Start Body Start (HSBS) Play Space Grant Award

Deadline for Applications: July 1, 2009

Head Start Body Start is offering grants up to \$5,000 to local Head Start centers nationwide to improve their outdoor play spaces for young children. Recipients will also receive targeted training and technical assistance from HSBS including on-site consultation from a physical activity expert, and access to on-line training. [More...](#)

The 4th Annual California Governor's Council on Physical Fitness and Sports Spotlight Awards

Deadline for Applications: June 30, 2009

Each year, the Anthem Blue Cross Foundation presents awards that honor individuals, organizations and events that positively impact the physical activity and fitness levels of California's children and youth. Nominated candidates can receive up to \$10,000 to further promote physical activity in their communities. [More...](#)

Active Living Research: Investigating Policies and Environments to Support Active Communities

Deadline for Applications: July 29, 2009

Active Living Research is a national program of the Robert Wood Johnson Foundation (RWJF) that supports research to identify promising policy and environmental strategies for increasing physical activity, decreasing sedentary behaviors and preventing obesity among children and adolescents. This grant will provide up to \$336,000 in research and publication funding for new investigators from historically disadvantaged and underrepresented communities. [More...](#)



FARMERS' MARKET CORNER

This Farmers' Market Corner is all about celebration. City Heights Farmers' Market (CHFM) is throwing a party for all of its neighbors and supporters on Saturday, June 6 in honor of its first birthday. CHFM is San Diego's first market to accept Electronic Benefits Transfer (EBT) cards (i.e. Supplemental Nutrition Assistance Program "SNAP" benefits, or the program formerly known as food stamps). During this same time period, the number of EBT markets serving San Diego County has grown from one to five. Readers, it's time to take a moment and celebrate these strides in our community's health!

Over the past year, CHFM not only launched the first EBT accessible farmers' market, it also prescreened neighborhood residents for SNAP eligibility and supported an estimated 75 individuals and families in the application process. Through its innovative "Fresh Funds" program, which provides SNAP, SSI, and WIC clients five dollars each week to purchase produce at the market, the market made high-quality produce more affordable and accessible to the local community. In fact, 88 percent of market shoppers report eating a lot more fruits and vegetables because of the "Fresh Funds" program.

While healthy produce is at the heart of the CHFM, it is not the only reason shoppers find this market special. Roughly two-thirds of the market's customers were born outside of the USA, and over 15 languages are spoken by patrons. The market offers something to pique the interest of everyone. It is home to regular health programming; Family Fitness Days, a free monthly and family-oriented physical activity event; Spoonful of City Heights, a weekly cooking demo focused on the benefits of eating local; and Bikes del Pueblo, a bike workshop offering free tune-ups, instruction, and monthly bike rides, just to name a few highlights. It also operates the only "Backyard Growers" program in San Diego, allowing community residents to sell produce from their yard or garden on consignment at the market.

The City Heights Farmers' Market one-year anniversary celebration is from 9 a.m. to 1 p.m. on June 6 at the corner of Wightman and 43rd in City Heights. The market will kick-off an expansion of produce, hot foods, and craft vendors in honor of the one-year mark. The day's events will include local entertainment, a Tamale Contest, raffles, and more.

If you aren't able to make this event, remember San Diego County now offers five EBT-accessible markets—City Heights Farmers' Market, Lakeside Certified Farmers' Market, National City Certified Farmers' Market, San Marcos Certified Farmers' Market, and Valley Center Certified Farmers' Market. Spread the word to colleagues and neighbors and friends looking for new outlets to redeem their EBT dollars. In addition, these markets are WIC- and Senior Farmers Market Nutrition Program-accessible.

If you know of a farmers' market in San Diego County promoting health through innovative activities or are interested in conducting these types of activities, please contact [JuliAnna Arnett](#) for more information and possible inclusion in next month's newsletter.

LOCAL NEWS

[Carmel Mountain Ranch: Planners Hopeful for Final Shoal Creek Bridge Funding](#)

[Weekly Cardio Classes for Teens at YMCA](#)

[SDUSD Food Service Award Winners Announced](#)

[UCSD Researchers Seek Families for Clinical Trial on Obesity](#)

NATIONAL NEWS

[L.A. Unified Schools Violate Junk Food Ban](#)

[Berkeley Sees Local, Sustainable Food As Solution to Climate Change](#)

[U.S. Preschoolers Are Not Busy Little Bees](#)

[Sodas a Tempting Tax Target](#)

[Kaiser Permanente Farmers Markets Put Nutrition Within Reach](#)

[Texas House Approves New Physical Education Plan](#)

[Menu Labeling Bill Introduced by U.S. Lawmakers](#)

[Redskins, GlaxoSmithKline Unveil 'Youth Fitness Zone'](#)

[Obesity May Raise Kids' Allergy Risk](#)

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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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