

# COI August 09

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### About this Mailing

Campaign Name	COI August 09
Subject Line	News from the San Diego County Childhood Obesity Initiative

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### IN THE NEWS:

### 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, September 1, 1 - 2:30 p.m.,

- [Partner](#) Harbor Room
- [Highlight](#)
- [Domain Update](#) **Domain 3:** School, Before- & After- School Providers  
Tuesday, September 15, 11 a.m. - 12:30 p.m.,  
Harbor Room
- [Legislative Update](#)
- [Events / Conferences](#) **Domain 4:** Childcare & Preschool Providers  
Tuesday, September 22, 10 - 11:30 a.m.
- [Resources](#) YMCA Childcare Resource Center (3333 Camino Del Rio South, 4th Floor, San Diego, Ca 92108)
- [Grants](#)
- [Farmers' Market Corner](#) **Domain 5:** Community Engagement & Empowerment  
TBA (See [calendar.](#))
- [Local News](#) North County Faith Advisory Council  
TBA (See [calendar.](#))
- [National News](#) **Domain 6:** Media Outlets & Marketing Industry  
Tuesday, September 1, 11 a.m. - 12:30 p.m.,  
University Room
  
- Domain 7:** Businesses  
TBA (See [calendar.](#))

## DOMAIN PARTNER HIGHLIGHT

### Government

Yvonne Garrett, Director, Community Services, City of La Mesa

Yvonne Garrett, Director of Community Services for the City of La Mesa is an active partner in the Government Domain. Between meetings and facilitating La Mesa's successful Community Wellness Program and City of La Mesa's Wellness Initiative, Yvonne is an active tennis player.

"One of the reasons La Mesa is such a great city to work in, is the "generational element," said Garrett. "So many of our customers participated in classes and swimming when they were kids, now they are bringing their kids here to learn. People just come back to La Mesa because of the quality of life and now thru Live Well it will continue to be a great place to raise a family."

In July 2006, the La Mesa City Council with the support of local residents, schools, non-profits, hospitals and businesses took action to support a wellness initiative to locally address national concerns about obesity-related illnesses and health problems stemming from sedentary lifestyles. The program works



towards a more walkable city through the promotion of La Mesa's varied recreational opportunities for residents.

One of Yvonne's favorite community projects is the successful CX3 program. CX3 is a youth engagement, community wellness strategy created by the California Nutrition Network that involves identifying community indicators and observing these items to target a community's strengths and gaps. Once the items are mapped, the data is used to develop local action plans for policy, systems and environmental changes. The City of La Mesa was selected to participate in this project and Yvonne and her team worked with local youth to target areas for walkability to La Mesa schools. After careful assessment, the youth selected the area around Helix Charter High School as the school had limited sidewalks, and the area lacked landscaping to buffer pedestrian walkway from the street.

The La Mesa youth developed a Powerpoint presentation, website, photo essay boards and took a day trip to the State Capitol to discuss their project with elected officials and state transportation officials. They successfully advocated for change and have engaged the La Mesa Youth Commission to continue their work to promote a more walkable La Mesa.

Through their efforts and with the support of many La Mesa residents and community partners, the City was awarded \$1.5 million dollars from the Federal Safe Routes to School Program to implement these changes and to support the "La Mesa Kids Walk & Roll to School Program" to conduct education, encouragement, enforcement, engineering and evaluation activities in 6 elementary schools and 2 middle schools. The goal is to engage and encourage children from kindergarten through eighth grade, including children with disabilities to walk and bike to school and make walking and biking the more appealing choice.

*Want to learn more about how to work with the youth in your community? Good news! Yvonne and partners of the Government Domain are creating a youth engagement tool kit which will be available soon.*



## DOMAIN UPDATE

### Childcare & Preschool Providers



Across the county, young children are packing their book bags in preparation for new adventures this fall. For many PreK-age children, this year marks the very first time they will attend childcare or preschool. In order to help ensure childcare and preschool providers have the tools they need to build strong bodies and healthy minds, the Childcare & Preschool Providers Domain (Domain) is establishing new partnerships that can offer providers fun and innovative resources for promoting wellness among their young, new scholars.

The Domain has teamed up with Victory Gardens San Diego (VGSD); a collaboration of nonprofits working together to encourage and assist in the development of sustainable, healthy, Earth-friendly home, community and school food gardens; to encourage gardening in the home-based childcare setting. VGSD and domain partners are currently scouting funding opportunities to support a series of container garden workshops for home-based childcare providers throughout the county. The workshops will include training on container gardening, water conservation, nutrition education, and physical activity. Each participant will also go home with a new container garden toolkit. While continuing to search for resources to get the container garden project off the ground, VGSD partnered with the Domain to identify a home for a new garden in the South Bay. Thanks to VGSD and its team of volunteers, a home-based childcare provider in Chula Vista now has a beautiful garden for growing produce and teaching children about nutrition, physical activity, and life.

The Domain's enthusiasm for all things fresh and healthy does not stop in the garden. This active Domain is partnering with the Center for Food & Justice at Occidental College to pilot a "Farm to Preschool" program which would put newly picked fruits and vegetables from nearby farms on the plates of children at one North County preschool. This pilot program intends to create a replicable model for building connections between local farms and preschools that promote healthy eating habits at a young age. Program partners will assist the pilot preschool site in replacing items of less nutritional value, conducting parent nutrition education and physical activity workshops, and developing a framework for an on-site wellness policy. The site will also act as a demonstration site for other preschool facilities in San Diego County interested in the "Farm to Preschool" model. This pilot is expected to launch in early fall.

Although Domain members are always in the market for healthy, new snack and meal ideas, they are also hard at work promoting physical activity in the

childcare and preschool setting. Through the vision of several creative Domain partners, the domain has established a plan for the development of a wellness program that provides childcare and preschool providers with the training they need to get kids active and eating healthy while instituting on-site wellness policies to ensure lasting implementation of these practices. The Domain is currently seeking funds to begin instituting the program and promote trained childcare and preschool centers to parents across the county.

If you would like to get involved in the work of the Childcare & Preschool Provider Domain or just learn more, please contact [Debbie Macdonald](#).

## 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 Healthy California, and Community Health Improvement Partners have joined with 211 San Diego, a 24/7 multilingual phone service and searchable on-line 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.

### **School Nutrition Operation Report: The State of School Nutrition 2009**

The State of School Nutrition 2009, which was conducted in Spring 2009, represents the feedback of over 1,200 school nutrition directors from districts in 49 states on the quality, cost and preparation of school lunches. Copies of the full report can be ordered from the School Nutrition Association's online bookstore at <http://www.schoolnutrition.org/>.

### **New WIC Food Package Eligible Foods List**

Effective October 1, 2009, the California WIC Program will be offering fresh fruits and vegetables, whole grains and infant food. The California Department of Public Health website provides the new WIC authorized food shopping guide, educational resources for local agencies preparing for the WIC package change, and other comprehensive information on the new foods being added. [More...](#)

### **MyPyramid.gov**

As part of USDA's effort to combat the childhood obesity epidemic, the USDA's MyPyramid website provides nutrition education resources for children, parents and professionals to teach kids how to grow up healthy. [More...](#)

### **Transportation Prescription: Bold Ideas for Healthy, Equitable Transportation Reform in America**

This new report by PolicyLink and Prevention Institute provides key policy and program recommendations that can improve health outcomes in vulnerable communities, create economic opportunity, and enhance environmental quality. The report outlines 11 key policy proposals, including targeting transportation investments to low-income communities and communities of color in order to provide much needed access and lower health disparities. [More...](#)

### **CDC Recommendations for Communities to Address Obesity**

This CDC report identifies 24 recommended strategies for obesity prevention and a suggested measurement for each strategy that communities can use to assess performance and track progress over time. [More...](#)

### **Spanish for Breastfeeding Support**

A new book entitled Spanish for Breastfeeding Support (Hale Publishing, 2009) is a self-guided course which will help people who work in breastfeeding support learn to help nursing mothers in Spanish by covering lessons in language and grammar. Topics include latch and positioning, common breastfeeding challenges, milk supply, infant growth, pumping, returning to work, and weaning. IBCLCs can earn up to 12.9 CERPs for completing the exercises in this book. [More...](#)

## LEGISLATIVE UPDATE

The fall is a wonderful time of year. The change in leaves or breeze—more appropriately stated for San Diego County—signals new horizons and another harvest. The fall marks a very similar change of atmosphere in our State Legislature. In August, legislators return from summer recess and fiscal committees are given one last chance to report bills to the Floor. The bills that make the cut can face amendments and changes until September 4. Then, each bill still alive in the process is given a final vote on or before September 11. Passed legislation is then placed in the hands of the Governor for a signature or veto until October 11.

The struggles during this year's legislative session are well known. California continues to face major challenges with a \$26 billion budget deficit. The Governor is placing State items up for bid in hopes of making a dent in the hefty sum. Programs are getting slashed. Heated discussions are breaking out on everything from water to healthcare, even as the session winds down. Yet, despite these demanding times, legislators continue to push new legislation through the process. Below is a short list of bills still alive in the process that impact nutrition and physical activity options.

**AB 513 (De Leon, D-45)**- Last week, this bill passed the Senate Appropriations Committee with an 8-5 vote. If the bill passes a floor vote, it would require specified health care service plans and health insurers to include coverage for lactation consultation and for the rental of breast pumps, as defined, as part of their health care service plan contracts or health insurance policies that provide maternity coverage.

**AB 627 (Brownley, D-41)**- This assembly bill successfully made it out of the Senate Appropriations Committee last week. If passed, this bill would require the Superintendent of Public Instruction to establish an 18-month pilot program in which licensed child care centers and child day care homes selected by the department that participate in the federal Child and Adult Care Food Program shall implement certain nutrition and physical activity standards in exchange for a higher state meal reimbursement. The bill shall only be implemented if the Superintendent determines that non-General Fund funding sources are available for that purpose, as specified.

**AB 685 (Davis, D-48)**- This bill has moved past the Senate Appropriations Committee. This bill, with respect to athletics-related facilities only, as defined, would require the State Department of Education to include, as part of its review of an application for new construction plan approval, a determination of whether the proposed project would provide the opportunity for gender equitable access to athletic facilities or provide equity in the size and quality of areas to be used exclusively by either boys or girls.

**AB 1158 (Hayashi, D-18)**- This bill passed the Senate Floor on Friday, 22-14. Existing law authorizes a city or county to prepare a transit village plan for a transit village development district that addresses specified characteristics. This bill if chaptered would add the characteristic of other land uses, including educational facilities, that provide direct linkages for people traveling to and from primary and secondary education schools, community colleges, and universities, to the list of specified characteristics that a transit village plan may address.

**SB 257 (Pavley, D-23)**- This bill is currently enrolled and awaits the Governor's signature. If enacted, 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.

For the latest California legislative information, visit <http://e2ma.net/go/6502638571/208002211/208078318/28469/goto: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://e2ma.net/go/6502638571/208002211/208078317/28469/goto:http://www.ncsl.org/programs/environ/healthyCommunity/healthycommunity\\_bills.cfm](http://e2ma.net/go/6502638571/208002211/208078317/28469/goto:http://www.ncsl.org/programs/environ/healthyCommunity/healthycommunity_bills.cfm).

## EVENTS / CONFERENCES

### ADA/SPARK School Walk

Fall 2009

San Diego, CA

The American Diabetes Association and SPARK (research-based coordinated school health programs) are teaming up to bring the School Walk for Diabetes to your local schools. This exciting educational school fund-raising program will promote healthy living, school spirit, and community involvement to your school, while also raising money to help the ADA find a cure for diabetes. Schools that raise \$1,000 or more will receive a certificate for SPARK physical education materials. [More...](#)

### **The Inaugural Salud America! Scientific Summit**

September 9-11, 2009

San Antonio, TX

About 200 leading researchers, policy-makers and community leaders are expected to gather for the inaugural Salud America! Scientific Summit for a series of panels and discussions on a topics such as policy, the built environment, nutrition, physical activity, media and marketing-related to Latino childhood obesity. The event is by invitation only, but results will be shared on the program's Web site. [More...](#)

### **Increasing Breastfeeding Success by Reading Baby Cues**

September 11, 2009

Pomona, CA

This one-day seminar organized by the Breastfeeding Task Force of Greater Los Angeles is designed to help parents and professionals recognize and understand baby body language and behavior. Gaining insight into these cues will help promote and increase effective breastfeeding guidance for mothers both in clinics and at home. [More...](#)

### **2009 School Wellness Conference**

October 6-7, 2009

Anaheim, CA

This year's School Wellness conference will provide access to critical health issues and their link to student achievement, focus on school governance leadership and bring together school and community leaders to share collaborative approaches. The California School Boards Association, the California Department of Education and the California Department of Public Health will bring together a diverse group of school community leaders who play a role in creating sustainable healthy school environments. [More...](#)

### **Food & Nutrition Conference & Expo**

October 17-20, 2009

Denver, CO

The American Dietetic Association will host a food & nutrition expo where attendees can find the latest nutrition science information, food-service trends and access to the top experts. Educational sessions will cover topics such as obesity, alternative medicine, culinary trends, life-cycle nutrition and medical nutrition therapy. [More...](#)

### **2009 Symposium on Food Systems & Public Health**

November 4, 2009

San Diego, CA

Our food systems and choices greatly impact our health, the environment, and the economy. Participants will play an integral role in the first ever Symposium on Food Systems & Public Health by joining an impressive cast of speakers, panelists and moderators who will frame the role of public health in promoting a food system that is 'S3': safe, secure & sustainable. [More...](#)

## **Fresh Fruits and Vegetables: A Centerpiece for a Healthy School Environment**

November 30 & December 1, 2009

San Diego, CA

The San Diego Nutrition Network is offering a free professional development training opportunity that provides participants with tools to support an increase of fresh fruits and vegetables on school campuses through interactive and skill-building activities. [More...](#)

## **GRANTS**

### **Women and Children Program Grants**

**Deadline for Applications:** September 8, 2009

The Women Helping Others (WHO) Foundation will award various amounts to organizations that serve the overlooked needs of women and children. The foundation's priority will be to fund specific projects and programs that address health and social service needs. [More...](#)

### **2009 Hooked on Hydroponics Awards**

**Deadline for Applications:** September 18, 2009

The National Gardening Association is offering grants to schools and youth organizations in the United States that are planning to engage children in a hydroponics gardening project during the 2010 school year. Awardees will be provided with starter kits and informational resources on growing plants hydroponically. [More...](#)

### **Great American Bake Sale Grant**

**Deadline for Applications:** September 30, 2009

The Great American Bake Sale Grants ensure that low-income children receive nutritious food during critical times when they are out of school and particularly vulnerable to hunger. Grants will be awarded to organizations that propose projects that increase participation in the organization's USDA summer and afterschool meal programs. Grants will also be awarded to organizations that propose projects that increase participation in afterschool and summer meal programs through advocacy. Grant awards will range from \$1,000-10,000. [More...](#)

### **Tony Hawk Foundation - Supporting Youth and Public Skateboard Parks Grant**

**Deadline for Applications:** October 1, 2009

The Tony Hawk Foundation promotes high-quality, public skateparks in low-income areas throughout the U.S. The Foundation is currently accepting applications for skatepark projects that are: 1) designed by qualified and experienced skatepark contractors; 2) include local skaters in the design process; 3) are in low-income areas; and 4) can demonstrate strong grassroots commitment to the project. Award amount ranges from \$1,000 to \$25,000. [More...](#)

### **United HEROES Service-Learning Grant**

**Deadline for Applications:** October 22, 2009

The UnitedHealth HEROES service-learning grant program is available for youth-led community education projects in selected U.S. states. These grants of up to \$1,000 support teachers, service-learning coordinators, and students in the health professions to implement service-learning projects around childhood obesity and to engage children and youth ages 5 to 25 as volunteers. [More...](#)

### **Hidden Valley Salad Dressings - Love Your Veggies Grant Program**

**Deadline for Applications:** November 6, 2009

The makers of Hidden Valley Salad Dressings are now accepting applications for the 2009-10 Love Your Veggies grant program. The purpose of the program is to help schools execute innovative programs that will increase the access to, and consumption of, fresh fruits and vegetables in the lunchroom. Ten \$10,000 grants will be awarded to elementary schools across the US to support the development of a vegetable program offering fresh produce to be implemented as early as April 2010 and lasting through the 2010-2011 school year. [More...](#)



## FARMERS' MARKET CORNER

Summer may be drawing to a close, but the offer of farm-fresh produce remains in full swing at San Diego County's farmers markets. While the farmers are working hard to grow the fruits and vegetables sold at the stands, the markets are working hard to grow local revenue, community strength, and opportunities to increase access to nutritious, healthy foods. It is a job that never ends, and there is no limit to the benefits your local farmers market can bring to your neighborhood.

The City Heights Farmer's Market continues to be an excellent example of an outlet working to bring economic, environmental, social, and health benefits to its community. CHFM has been a leader in implementing various ways of increasing access to healthy foods for all members of the community. One program that has been quite successful over the past year is the "Fresh Fund." This program is made possible by a generous donation from the Wholesome Wave Foundation which enables CHFM to provide low-income community residents with the opportunity to make healthy food choices and buy fresh produce from their local farmers by using Fresh Fund dollars. The farmers can redeem Fresh Fund dollars for cash. Since August 2008, CHFM has distributed nearly \$35,000 in Fresh Fund dollars, benefitting families and farmers alike!

CHFM is not the only market making waves as this summer nears its end. This fall, the Farm Bureau plans to equip each of its five farmers' markets with point of service (POS) terminals that accept debit, credit, and EBT cards. Shoppers will be able to access market funds onsite using their debit and credit cards. EBT card holders will continue to access their Supplemental Nutrition Assistance Program (SNAP) benefits (i.e. the program formerly known as food stamps) in the same way. The Farm Bureau, which is working with the San Diego County Childhood Obesity Initiative to make these changes, hopes the new POS terminals will further enhance the shopping experience and improve the sustainability of all five markets—City Heights, Lakeside, National City, San Marcos, and Valley Center.

If you know of a farmers' market in San Diego County promoting health through innovative activities or would like to learn more about a highlighted project, please contact [JuliAnna Arnett](#).

## LOCAL NEWS

[Q & A: School Nutrition Director](#)

[Emory Elementary Wins First Place In 2009 Big Lots "Lots2Give" Video Contest!](#)

## NATIONAL NEWS

[Whole Foods and Anne Cooper Hope to Reform School Cafeterias](#)

[Innovative Projects Addressing Childhood Obesity](#)

[Obama Talks Up Local Food, School Lunches, and Setting Up a Farmers Market Outside the White House](#)

[School Nutrition Association Releases "State of School Nutrition 2009" Survey](#)

[Obesity Remains Number One Health Problem for Kids in 2009](#)

[New Web Site Monitors Kids' Food Choices in School Cafeteria](#)

[Restrictive Diet for Kids May Backfire](#)

[Agriculture Secretary Vilsack Establishes First USDA Volunteer Program for the People's Garden Initiative](#)

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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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