

COI Newsletter May 2010

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SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



The San Diego County Childhood Obesity Initiative (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 858.614.1549.

IN THE NEWS

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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 Street, San Diego, CA 92110).

Domain 1: Government

TBA (See [calendar](#).)

Domain 2: Healthcare Systems & Providers

Tuesday, June 1, 1 - 2:30 p.m.
Harbor Room

Domain 3: School & Out-of-School Providers

Tuesday, July 20, 11 a.m. - 12:30 p.m.
Harbor Room

Domain 4: Childcare & Preschool Providers

Tuesday, June 22, 10 - 11:30 a.m.

YMCA Childcare Resource Center (3333 Camino Del Rio South, 4th Floor, San Diego, CA 92108)

Domain 5: Community

TBA (See [calendar.](#))

Faith Advisory Councils

TBA (See [calendar.](#))

Domain 6: Media Outlets & Marketing Industry

Tuesday, June 1, 11 a.m. - 12:30 p.m.

Palomar Room

Domain 7: Business

TBA (See [calendar.](#))

DOMAIN PARTNER HIGHLIGHT

**Kimberly Wright, RD, MPH, CHES
Menu Systems Development Dietitian
San Diego Unified School District**



Kimberly Wright, Menu Systems Development Dietitian, San Diego Unified School District has a lot on her plate these days. She is responsible for menu planning and special diet menu planning for the second largest school district in the state which is comprised of more than 200 schools and programs. Kim works with her peers on recipe development and ensures each menu offering meets USDA guidelines. In addition, should a child require a special meal due to allergy or otherwise, Kim writes up the menu plan. To put her workload in perspective, there are roughly 260 special menu plans district wide. Every day brings a new challenge and when not working on menu planning, Kim assists with program implementation and monitoring, food safety and nutrition education.

"It's wonderful to have Kim representing our largest school district on the School & After-School Domain committee. Kim provides valuable information and perspective about opportunities and challenges related to school meals and is always willing to discuss new ideas. We look forward to working with Kim on the farm-to-school project and finding ways to spread breakfast in the classroom to more schools and school districts," states Deirdre Kleske, domain champion, School & After-School Domain.

One program close to Kim's heart is the innovative Breakfast in the Classroom, which ensures each student starts the day right, with a nutritious breakfast in more than 45 elementary schools in the district. Launched during the 2007-08 school year, Breakfast in the Classroom guarantees kids eat breakfast as they have it by making it part of class time. The program is available only at schools with students' families that are more than 80 percent qualified for the federal government's Free and Reduced Lunch Program.

Another key project that Kim and her team are working on is the adaptation of a new computer system which will integrate production, inventory and nutrition analysis. According to Kim "we will be stepping into the 21st century." The food system will be streamlined to ensure the menus are correct at all schools. With this new technology, food service personnel can focus on food safety and standardization rather than processing paperwork.

School food is a hot topic these days and Kim welcomes the community's input on how to deliver more healthful foods to students. Kim and her team are working on menus and food system changes that will decrease the amount of processed foods in school meals while integrating more fresh foods and vegetables. Knowing creativity is the key to getting kids to select the more healthful meals, they are looking at food presentation. One idea is to increase the number of "assembled meals," (pasta bowl featuring homemade pasta sauce

and meatballs) which are made with cleaner, healthier ingredients, to the menu. Kim and her team are working diligently to create menu items that kids will like and are more nutritious. They are looking at new food providers like local farms and are meeting with farmers now to figure out ways to work together more regularly.

Kim has been with the SDUSD for little over a year. Prior to joining the SDUSD team, she was a case management specialist for children with special needs with California Children Services. A self proclaimed military brat, Kim was raised all over the country including three years in Germany then settling in Alabama at Auburn University for her first four years of college. Looking for sunny days and less humidity, Kim attended San Diego State University earning a Master Degree in Public Health. She says she learned the most though during her 11 month dietetic internship at the Detroit Medical Center in downtown, Detroit, Michigan - it prepared her for anything. Today, Kim lives in Mira Mesa with her husband and two sons' ages 4 and 5. She is vying for the Triple Crown this year, competing in three San Diego half marathons. With two completed, Kim will receive her extra medal after finishing the America's Finest City marathon this August. Go Kim!



Ray Kau of Whole Foods Market (pictured right) presented San Diego County Childhood Obesity Initiative representatives Dr. Chris Wood, Deirdre Kleske, and Dr. Chris Searles (pictured right to left) with a check for \$9,546.00. Whole Foods Market donated 5% of its net sales from a community giving day on May 5th to the Initiative to support the development of sustainable school gardens.

(prenatal through postpartum). This group originated as a result of discussions in the healthcare domain, and is currently seeking funding opportunities to support its efforts with families and children, ages 0 - 5. A partnership between the American Academy of Pediatrics, CA Chapter 3 (AAP-CA3) and Women, Infant, and Children (WIC) is also sparking new opportunities to deliver health messages and improve services for children, ages 0 - 5. This partnership will focus on increasing knowledge and utilization of the new WIC food package through the dissemination of WIC materials at local pediatrician offices and physician training on the WIC referral process, food packages, breastfeeding support, and nutrition messages. The changes to the WIC food packages ensure that families not only receive consistent messages, but that are supported by WIC retail environments that now carry fresh fruits and vegetables, whole grains and culturally-appropriate foods in line with the package revisions.

The Domain recognizes if healthcare providers are to deliver consistent messaging related to obesity they will need support and adequate time with patients. As part of its effort to supply providers with the resources they need, the healthcare domain hosted its first CME-training on obesity-related medical coding / reimbursement and cultural competency in January 2010. The webinar included an all-star cast with local experts Drs. Shaila Serpas and Christine Wood and national expert Dr. Scott Gee. Approximately 40 medical providers from across the county attended the webinar, including doctors, nurses, nurse practitioners, and dentists. The high turn-out for the domain's first webinar highlighted the growing demand for practical tips and resources for the prevention and treatment of obesity; domain partners are already discussing additional training opportunities. Resources from the webinar will be posted online in July 2010.

DOMAIN UPDATE

Healthcare Domain

Most healthcare providers agree that prevention is the best medicine and environments that support healthy eating and physical activity are critical to keeping patients well. If patients are to live a healthy lifestyle and follow medical advice, healthy options must be both affordable and accessible. It is in this spirit that healthcare leaders from across San Diego County are coming together to prevent and reduce childhood obesity.

The Healthcare Domain (domain) is beginning its work from the time of preconception— recognizing the importance of getting families off to a healthy start. The "Partnership for Primary Prevention" (PPP) is a group of researchers representing University of California- San Diego (UCSD), San Diego State University (SDSU), and Rady Children's Hospital with the goal of identifying collaborative opportunities for primary prevention throughout the childbirth continuum

The domain's collaborative project with UCSD, icansandiego, Rady Children's Hospital, Network for a Healthy CA, and 211 San Diego has helped establish a one-stop shop for San Diego County residents to access obesity prevention and treatment services, such as parks, cooking classes, diabetes self-management programs, and nutrition assistance programs. Rady Children's Hospital worked with healthcare providers throughout San Diego County to increase utilization of the database and provide patients with database prescriptions. The 211 San Diego Nutrition, Healthy Weight, Physical Activity and Diabetes Database launched in November 2008, and has received more than 1,700 phone calls and 22,000 web site hits to date. Visit 211sandiego.org to check it out.

While the domain is working on better training and resources for obesity prevention and treatment, it is also looking at opportunities to improve BMI surveillance in San Diego County. Currently, local BMI data is gathered through several sources, including the California Health Information Surveillance (CHIS) and California Physical Fitness Testing, administered in grades 5, 7, and 9. Identifying the need for more comprehensive BMI surveillance, the domain partnered with the San Diego Immunization Registry (SDIR) in 2009 to have height and weight added to the registry. With this new function, providers can easily input BMI data and chart patient BMI trajectories. It also opened the doors for tracking countywide obesity trends. The Altarum Institute, a research organization focused on systems-based solutions to healthcare issues, provided SDIR and the domain with more than \$100,000 in in-kind support to increase utilization of the registry and enhance its capacity to supply BMI data in the form of patient BMI charts or comparative reports divisible by clinic, zip code, ethnicity, gender, and / or age. Altarum Institute is currently providing support to North County Health Services San Marcos, Imperial Beach Health Center, and La Maestra Health Center-- National City in utilization of the registry.

This domain is consistently seeking new and innovative ways to support healthcare providers and families in preventing and treating obesity. To learn more about the domain or investigate partnership opportunities, please contact [JuliAnna Arnett](#).



**Physical Activity
& Nutrition**

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.

How the Health Care Reform Law Will Help Prevent and Reduce Childhood Obesity

Center for American Progress has recently released this report, which examines The Patient Protection and Affordable Care Act, or PPACA. This federal act contains a number of provisions to address childhood obesity in the context of health care and public health. The purpose of this paper is to describe areas within PPACA that have the potential to address childhood obesity. [More...](#)

Addressing the Intersection: Prevention Violence and Promoting Healthy Eating and Active Living

What does safety have to do with physical activity and healthy eating? A great deal, according to a first-of-its-kind report released today from Prevention Institute. This report finds that we must prevent violence if we are to be successful in preventing chronic disease.

[More...](#)

Physical Activity and Physical Education Resources

California School Board Association offers a variety of policy briefs, fact sheets, and other resources on school physical activity and physical education programs. [More...](#)

Assessing School Breakfast Potential

The USDA's School Breakfast Program guide provides resources that allow district and school administrators to analyze their current program and identify strategies to expand School Breakfast Program. [More...](#)

Food Insecurity and Risk for Obesity Among Children and Families: Is There a Relationship?

The majority of U.S. households are food secure, meaning they have steady and dependable access to enough food to support active, healthy lives for all household members. Unfortunately, the remaining 15 percent of U.S. households have limited or uncertain access to adequate food—they are food insecure. Healthy Eating Research, a program of Robert Wood Johnson Foundation, recently released this report which explores the relationship between food insecurity and obesity. [More...](#)

Nature Bytes Video Database

The Nature Bytes Video website is a growing collection of over 300 free short videos about the natural world. They were primarily filmed in San Diego and the Southern California region. This site is a great resource for naturalists, educators, students and another else interested in assessing the Culture, Geology, Biology of natural environments in San Diego County. [More...](#)

Reauthorizing the Child Nutrition Act and WIC

The American Public Health Association (APHA) fully supports measures to continually improve quality and access to the federal child nutrition programs in the CNA and WIC (Women, Infants, and Children). This resource offers facts, figures, and information on the health benefits of supplemental nutrition programs. [More...](#)

LEGISLATIVE UPDATE

This legislative session may be one of the toughest to date. The State's budget gap currently stands at \$17.9 billion. The Governor is proposing severe program spending reductions, including the elimination of California Work Opportunity and Responsibility to Kids (CalWORKs) and need-based, subsidized childcare. If enacted, these cuts would abolish cash grants and welfare-to-work services for more than 1 million low-income Californians and displace childcare funding for more than 200,000 children, respectively. With decisions like these on the line, legislators are taking a hard look at any legislation that might cost the State— directly or indirectly. It is not surprising that in this economic landscape we are beginning to see both the rise and fall of several nutrition and physical activity bills. Here's the short list of bills still being considered and those in suspense:

Active:

(These bills are still moving through the legislative process.)

AB 537: (Arambula) Farmers Markets: Electronic Benefits Transfer. This bill would allow the State Department of Social Services to designate or assign an interested Food and Nutrition Service (FNS)-authorized organization to a flea market, farmers' market, or certified farmers' market for the operation of an EBT acceptance system if a market, with certain exceptions, does not have an EBT system in place by January 1, 2012.

AB 2084: (Brownley) California Child Day Care Facilities: Nutrition. This bill would require a licensed child day care facility to follow specified requirements relating to the provision of beverages— serve only 1 percent milk to children ages 2 and older, serve only 100% juice and make it available no more than once a day, serve no beverages with added sweeteners, and make clean, safe water readily available throughout the day. A facility shall be exempt from these requirement to the extent necessary to meet the medical needs of

children documented by a physician as needing "medical food". Beverages provided by a parent or legal guardian for his/ her child are also exempt at a licensed child day care facility.

AB 2468: (de Leon) Lactation Accommodation. This bill would authorize an employer to use the designation "*Breast-Feeding Mother-Friendly Workplace*" in its promotional materials if the employer submits its workplace breast-feeding policy to the Labor Commissioner and the Labor Commissioner determines that the employer's policy provides for specified criteria-flexible work schedules; sanitary, safe, and private location to express milk; and a convenient, clean, and private water source.

Suspense:

(These bills are no longer active, but may reemerge in next year's legislative session.)

AB 2705 (Hall) Education: physical education. This bill would have taken several actions to increase moderate to vigorous physical activity in schools and after-school programs by the start of the 2013 – 14 school year, including:

- require after-school programs participating in the After School Education and Safety program to add an additional physical fitness element that includes at least 30 minutes per day of moderate to vigorous physical activity
- require After School Education and Safety program applicants to specify that the physical activity content includes at least 30 minutes per day of moderate to vigorous physical activity
- require that at least 50% of the time spent in physical education be spent in moderate to vigorous physical activity

If enacted, AB 2705 would have also stated the intent of the Legislature to increase the flexibility of joint use policies and practices between schools and community / government agencies.

SB 1210: (Florez) Taxation: Sweetened Beverage Tax: Children's Health Promotion Fund. This bill would impose a tax on every distributor, at the rate of \$0.01 per teaspoon of added caloric sweetener in bottled sweetened beverage or concentrate sold or offered for sale to a retailer in this state, or on a retailer who sells bottled sweetened beverages or concentrate in this state to consumers on which the tax has not been paid by a distributor.

SB 1413 (Leno, D- San Francisco) Schools: food service areas: water. This bill would require school districts to provide access to free, fresh drinking water in school food service areas by January 1, 2012.

ANNOUNCEMENTS

Faith Engagement & Relations Intern

The San Diego County Childhood Obesity Initiative is seeking a Faith Engagement & Relations Intern to support its efforts to engage and equip faith communities in the prevention and reduction of childhood obesity. The Initiative has established two regional (i.e. North County, South Bay) Faith Advisory Councils to bring together faith leaders from all traditions to learn about childhood obesity, discuss barriers and assets in the development of healthy communities, identify and share best practices, and network. Under the supervision of the Initiative Coordinator, the student intern will participate in all aspects of faith-based program planning, implementation and support for projects. English and Spanish proficiency is required. Please contact JuliAnna Arnett at jarnett@hasdic.org or 858.614.1544 for more information. A stipend will be offered.

EVENTS/CONFERENCES

Controversies in Breastfeeding Support and Management

June 14, 2010
Los Angeles, CA

Overfeeding in infancy increases the risk for childhood obesity. This evidence based one day seminar will provide tools that can be used to support exclusive breastfeeding in community, clinic and hospital settings. Seminar participants will gain important insight into what babies

are trying to communicate in their unique and often difficult-to-understand body language.

[More...](#)

SPARK Webinar

June 16, 2010

Every third Wednesday of the month at 3pm PST, SPARK hosts a free webinar! This month's topic is after school clubs/programs. Do you work for a Parks & Recreation Department, a Boys and Girls Club, a YMCA, or any other public or private after school agency/organization? Do your programs engage youth in physical activity? This webinar will provide participants with resources and strategies to enhance the quality of the activity and social behavior within after - and out-of-school programs. [More...](#)

Making Local Policy and Environmental Changes for Healthy Food and Physical Activity

June 17, 2010

Join Association of Community Health Improvement to learn how the collaborative's mapping project utilizes GIS technology coupled with youth involvement to facilitate health changes in neighborhoods. Hear the ways in which healthy snacking policies for youth have made a significant and lasting impact. See how successful use of social marketing has attracted a broad base of advocates for healthy eating, physical activity issues, and for general education on living a healthier lifestyle. [More...](#)

36th Annual Dance & Movement Workshop for Educators

July 8-13, 2010

San Diego, CA

San Diego State University Department of Music and Dance is sponsoring this 6-day, dynamic workshop for dance and movement educators. Participation is open to any adult (21 years or older) who has taught one year in a school or studio, holds a valid teaching credential, is a credential candidate, or simply has a love for teaching dance. Workshop participation is open only to those who are in good physical health. [More...](#)

Ag Tour and Seminar 2010

June and July dates available

Kings County, CA

The EAT Foundation sponsors an annual 3-day summer training for school educators, administrators and counselors. The workshops include tours of local farms, dairies, and packing houses, as well as active participation in local farming and gardening techniques. Several local and statewide guest speakers will also attend to discuss the importance of education, nutrition, and agriculture. Stay as guests with farm families, or other arrangements can be made for those not wanting to stay with a host family. [More...](#)

The American Horticultural Society's 18th Annual National Children & Youth Garden Symposium

July 22-24, 2010

Pasadena, CA

Join educators, garden designers, community leaders, and children's gardening advocates to address this year's theme - The Vitality of Gardens: Energizing the Learning Environment. Come learn how to create and use gardens to provide dynamic environments for experimentation, social engagement, self-expression, and connection to the natural world. Hear from youth, the adults in their lives, and national experts about the vital role of gardens in the lives of today's youth. [More...](#)

GRANTS

Head Start Body Start Grants

Deadline for Applications: June 1, 2010

Head Start Centers nationwide are eligible to apply for a Head Start Body Start Play Space Grant of up to \$5,000 to improve their outdoor play spaces. Approximately 380+ grants will be given each year through 2012. [More...](#)

BIC 4 Good Grants

Deadline for Applications: June 15, 2010

BIC 4 GOOD Grants are targeted towards established programs and organizations that have a large impact, proven sustainability, and measurable success. The best applicants are those that are self-driven, unique, community-oriented with measurable impact. Ten outstanding projects or organizations will be awarded \$2,000 BIC 4 GOOD Grants and 1 exceptional project or organization will be awarded the Grand Prize \$5,000 BIC 4 GOOD Grant! [More...](#)

Wellpoint Foundation

Deadline for Applications: August 8, 2010

The WellPoint Foundation invests in domestic initiatives that help improve the lives of people and the health of our communities. We support fellow community investors who commit to improve access to health care, keep healthcare quality high, and drive costs associated with quality care lower. Our mission is to address preventable health concerns through strategic, charitable choices. [More...](#)

Wal-Mart State Giving Grant Program

Deadline for Applications: August 20, 2010

Through the State Giving Program, the Wal-Mart Foundation seeks to support organizations that create opportunities so people can live better. The Foundation has four areas of focus: Education, Health and Wellness, Environmental Sustainability and Workforce Development/Economic Opportunity. The Foundation strives to award grants that have long-lasting impact for the most people in the most meaningful way. [More...](#)

Active Living Research: Building Evidence to Prevent Childhood Obesity

Deadline for Applications: July 1, 2011

This call for proposals will support opportunistic, time-sensitive studies on emerging or anticipated changes in physical activity-related policies or environments. Rapid-response grants are expected to accelerate progress toward policy and environmental strategies to prevent and reduce childhood obesity. For maximum impact, studies should be completed in as short a time frame as realistically possible, and results disseminated using methods designed to reach local, state or national decision-makers in time to help inform key policy decisions. [More...](#)

Fruit Tree Planting Foundation

Deadline for Applications: Rolling

The FTPF, with support from the Stretch Island Fruit Co., is sponsoring Fruit Tree 101, which invites parents to submit their children's schools to receive a special schoolyard planting in honor of their son or daughter. No matter the location, if the winning school is a suitable public school equipped with enough green space to sustain an orchard, parents can help the environment and bring tasty treats to their children's classmates. Fruit Tree 101 will also present the winning family with a fruit tree that can be planted at or near their home. Students of the winning school will also receive an hour-long lesson about the importance of trees, culminating in a group tree planting exercise that activates students to take positive action for their environment. [More...](#)

Finish Line Youth Foundation Grants

Deadline for Applications: Rolling

Finish Line Youth Foundation focuses funding on organizations that provide opportunities for youth participation in community-based programs addressing active lifestyle and team building skills. Award amounts will vary from \$1,000 to \$5,000 although the foundation may occasionally make significant, larger grants to maximize funding impact in areas of interest. [More...](#)

Operation Green Plant

Deadline for Applications: Rolling

The America the Beautiful Fund is offering free vegetable, flower, and herb seeds to outdoor community projects. Their Operation Green Plant Program helps grow food for the hungry and beautify roadways, parks, and neighborhoods in 20,000 communities across the country. The program is now inviting applicants to request vegetable seeds, flower seeds, and/or herb seeds to help beautify their own communities. [More...](#)



FARMERS MARKET CORNER

As the San Diego sun gears up to get hotter and stronger in the upcoming summer months, local residents have more to look forward to than just pleasant weather. With the new season come new additions to our farmers' market community, making fresh food and community services more accessible, and promoting cohesion in more neighborhoods.

Mission Valley and Point Loma will both enjoy some new developments in their neighborhood farmers markets. The Mission Valley Certified Farmers Market and the Point Loma Certified Farmers Market are both preparing to accept Electronic Benefit Transfer, or EBT cards, to recipients of the Supplemental Nutrition Assistance Program –formerly known as food stamps. This pair of markets is among some of the first in San Diego County to offer this service to its customers. Expanding the forms of allowable payment at markets will hopefully increase the number of residents frequenting markets to purchase their food.

In addition, these two markets will offer a Community-Supported Agriculture (CSA) program. A CSA is structured to allow community residents to buy a share of a farm's fresh produce, which is delivered to them for a set period of time at a designated drop-off site. Joining a CSA is a unique opportunity to support local farmers and get a fresh box of local, organically grown produce.

Brian Beevers, the manager of both farmers markets, is excited about future developments at the markets. He reported that earlier this month, he received approval from Food and Nutrition Services (a division of the USDA) to become SNAP accessible. The equipment to process EBT payments is on its way, and shoppers can expect to see these additions enacted shortly.

The EBT access will not only be available at the markets themselves, but through the CSA as well. This is one of the first farmers' markets in San Diego County currently providing the option.

The Mission Valley Certified Farmers Market is open every Friday from 3PM to 7PM at Westfield Mission Valley Mall's east parking lot in between Bank of America and Bennigan's Restaurant.

The Point Loma Certified Farmers Market is open every Sunday from 9:30AM to 2:30PM, rain or shine, at Liberty Station.

For weekly updates, incredible articles, recipes, special coupons and up to date information on the markets and the CSA, the market manager encourages the community to [become a friend](#) to the markets and sign up for their newsletter.

Beevers says it best on the markets' message boards: "We are working very hard to provide [Mission Valley and Point Loma] with markets that have a diverse selection of fresh produce, gourmet foods, arts, and crafts. It takes the whole community to support a farmers' market, so please spread the word and come see us."

LOCAL NEWS

[PE. Health and Athletics Director Receives State Award](#)

[School Lunch Flunk?](#)

[Schools Chief Touts Breakfast in the Class](#)

NATIONAL NEWS

[Food Companies Try to Slim Down](#)

[A New Map of Childhood Obesity in the U.S.](#)

[Food Stamp Tally Nears 40 Million, Sets Record](#)

[IBM's Almaden Lab Focuses on Public Health, Childhood Obesity](#)

[U. S. Schools Add Fresh Food without Busting Budgets](#)

[Leading Health Organization Applauds Passage of Nation's First Ordinance Addressing Restaurant Toy Giveaways](#)

[Senate Panel Shelves Soda Tax That Aimed To Curb Childhood Obesity](#)

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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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