



Your expertise, credibility and experience as a physician make you uniquely qualified to advocate for childhood obesity prevention and community health. Even with a busy schedule and limited time to invest, you can participate in many activities to advocate for the health of children and families.

858-609-7964  
www.OurCommunityOurKids.org



a project facilitated by:  
COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
making a difference together



American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™  
California Chapter 3 - San Diego and Imperial Counties



## Physician Advocacy à la carte Menu of Options

*How you can advocate for  
obesity prevention in the  
communities you serve*



## Appetizers

Whet your appetite with these advocacy activities, which can be accomplished even with a busy schedule.

### Let's Move

Sign on to First Lady Michelle Obama's "Let's Move" campaign on the American Academy of Pediatrics website at [www.aap.org/obesity/whitehouse](http://www.aap.org/obesity/whitehouse).

### Be Informed

Sign up to receive the monthly e-newsletter of the San Diego County Childhood Obesity Initiative at [www.OurCommunityOurKids.org](http://www.OurCommunityOurKids.org).

### Read Up

Learn about your local school district's wellness policy at [www.OurCommunityOurKids.org/resources/policy-clearinghouse.aspx#providers](http://www.OurCommunityOurKids.org/resources/policy-clearinghouse.aspx#providers).

### Healthy Tips

Attach "Healthy Tips" flyers to completed preschool medical forms.

### Educate Patients

Place books and brochures on the topic of healthy weight and fitness in your waiting area.



## Entrees

If you have slightly more time to give, bite into these juicy opportunities, which will expand your involvement and outreach.

### Get Schooled

Offer to present about childhood obesity at a local school at a back-to-school night, health fair, parent association meeting or staff development day.

### Get Schooled 2

Attend a meeting of a school district's wellness council or school nurses group.

### Start Young

Contact a local preschool or childcare center and offer to present to teachers, staff and parents. Encourage adoption of a wellness policy, which can be found at [www.OurCommunityOurKids.org/media/59950/ymca%20policy%20new.pdf](http://www.OurCommunityOurKids.org/media/59950/ymca%20policy%20new.pdf).

### Buy it Back

Participate in the Halloween Candy Buy-Back Program by using your office as a collection site and paying children who wish to bring in their excess, unopened Halloween candy \$1 per pound. Find out more at [www.OurCommunityOurKids.org/domains-committees/business/halloween-candy-buy-back-program.aspx](http://www.OurCommunityOurKids.org/domains-committees/business/halloween-candy-buy-back-program.aspx).

### Meet for a Purpose

Attend meetings of the San Diego County Childhood Obesity Initiative's domain workgroups: Healthcare, Schools & After-school, or Early Childhood. Find our calendar at [www.OurCommunityOurKids.org/calendar.aspx](http://www.OurCommunityOurKids.org/calendar.aspx).

### Set an Example

Establish a wellness policy at your office to encourage healthy food and physical activity environments and practices.

### Make a Referral

Encourage your patients to contact 211 San Diego by calling 2-1-1 or visiting [www.211sandiego.org](http://www.211sandiego.org) to discover free and low-cost programs and services related to physical activity, nutrition, healthy weight and diabetes management.

## Desserts

Now that you've had a taste of advocacy, sink your teeth into these delicious ways to expand your reach and influence.

### Get Schooled 3

Join a school district wellness council as a regular committee member to provide ongoing advice and recommendations on creating healthy school environments.

### Know Your Community

Practice "community competency" by familiarizing yourself with the food and physical activity resources and environments in the community where you practice.

### Write Now

Write an opinion article or letter to the editor on childhood obesity to a newspaper or news website. Write a series of health articles for your local school or preschool newsletter.

### Get Schooled 4

Present at a school district board meeting to advocate for improved school foods, more physical activity, etc.

### Sweat Equity

Gather your colleagues and volunteer in your community...create a community garden, refurbish a local park, or build a playground.

