



## **NEWS**

Date: September 20, 2007  
Subject: San Diego County Childhood Obesity Initiative Summit  
Contact: Katie Shultz, 619.749.3442  
Katie@prizepublicrelations.com

### ***San Diego County Childhood Obesity Initiative Hosts Summit More than 500 individuals come together today to combat childhood obesity***

(San Diego, CA)\*\*\*\*The San Diego County Childhood Obesity Initiative (Initiative) today will host the first San Diego County Childhood Obesity Summit at the Town & Country Hotel & Convention Center in Mission Valley. More than 500 are expected to attend.

The Initiative is a public-private partnership designed to create a supportive environment for the implementation of the goals and strategies established by the *Call to Action: San Diego County Childhood Obesity Action Plan (Action Plan)*, which was released in 2006. The Initiative is a working collaborative focused on making policy and environmental changes in San Diego County. With more than 100 public and private agencies and organizations working together on this issue, it is the hope of the Initiative's Leadership Council that this event will inspire more people to come to the table and get involved.

“Our goal today is to share the idea that everyone has a role to play in reducing and preventing childhood obesity in San Diego. We have brought together experts from local, regional and national programs that are making a difference in their communities to share their successes,’ states Dr. Nick Yphantides, co-chair of the Initiative. Everyone is here to learn from each other and bring back ideas to their workplace, organization and family.”

In 2005, County Supervisors Ron Roberts & Pam Slater-Price led the effort with a host of health and nutrition experts, as well as educators and other community leaders, to create the *San Diego County Childhood Obesity Action Plan*. The plan calls for environmental, behavioral and policy changes to help families make healthy choices in their daily lives. It seeks the development of walk-able communities and safe routes to schools, training healthcare providers in effective obesity prevention and treatment, increasing parks and natural open spaces, and improving access to nutritious food.

“Childhood obesity is a problem that has been festering for years, said Supervisor Roberts. “The simple truth is, far too many of our kids are out of shape today because of poor eating habits and a lack of physical activity. Television, video games and computers certainly have their place, but they are helping to produce a growing population of children who have become far too inactive. We must act now or there will be severe long-term consequences – socially, physically, and financially.”

The Initiative through the guidance of the Leadership Council, Domain Champions and more than 100 individuals and organizations are working tirelessly to implement the *Action Plan*. The Initiative identifies seven sectors or domains that have the most influence on creating healthy environments including county and city governments; healthcare systems and providers; schools and before and after-school providers; childcare and preschool providers; community-based, faith-based and youth organizations; media outlets and the marketing industry; and businesses.

“Obesity is frequently in the news,” Supervisor Pam Slater-Price said. “Stories often showcase the results of unhealthy living. Rarely do we hear stories of communities coming together to work towards walk-able communities, or vending machines with health options. We’re here to change that.”

The county selected Community Health Improvement Partners to direct the Initiative, which is funded by the County of San Diego Health & Human Services Agency, First 5 Commission of San Diego County and The California Endowment. “We are grateful to all of our funding partners for beginning this important project in our community,” states Kristin Garrett, director of Community Health Improvement Partners..”

### **San Diego County Childhood Obesity Summit Sponsors**

Supervisors Ron Roberts & Pam Slater-Price; Community Health Improvement Partners; The California Endowment; County of San Diego Health & Human Services Agency; First 5 Commission of San Diego County; Rady Children’s Hospital; Kaiser Permanente; Local Government Commission; Sharp HealthCare; Junior League of San Diego; Cox Communications; San Diego Padres Foundation; JMA Architecture; Whole Foods; Palomar Pomerado Health; Robeks; Spark; LA Gym Equipment; Scripps; Citi; Tierra Miguel Foundation; Health Net; University of California San Diego Health Sciences; Blue Cross of California; AT&T; Souplantation; Sudberry Properties, Inc.; American Cancer Society; Barona Band of Mission Indians; Community Health Group; Healthy San Diego; Hospital Association of San Diego and Imperial Counties and Sport Chalet.

***2007 San Diego County Childhood Obesity Summit  
Working Together to Shape a Healthy Future  
September 20, 2007***

## **Event Agenda**

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7:30 a.m.      **Early Registration, Continental Breakfast & Exhibit Viewing**

8:00 a.m.      **Breakout Session 1- Schools and Before- and After School Domain  
“Working Together to Implement School Wellness Policies”**

The Schools and Before- and After- School Domain Breakout Session features a diverse panel of speakers who will discuss effective strategies for working together with community stakeholders to reduce childhood obesity. Speakers will highlight local models of successful collaboration with healthcare providers, private business, elected officials, and community groups to implement school district wellness policies.

**Breakout Session 2- Community-Based, Faith-Based and Youth Organizations  
Domain**

**“Physical Activity Breakout Session”**

The Physical Activity Breakout Session is perfect if you're looking for new partners and resources, live demonstrations, and promising practices to help you and your organization put physical activity in motion. Join us for the launch of two new exciting resources: the San Diego and Imperial County Physical Activity database and the Prescription Card Initiative.

### **General Session Begins at 9:30 a.m.**

9:00 a.m.      **Registration, Continental Breakfast & Exhibit Viewing**

9:30 a.m.      **Introduction**

*Dr. Nick Yphantides*, Co-chair, San Diego County Childhood Obesity Initiative, Emcee  
**(more)**

9:35 a.m.      **Welcome & Opening Remarks**

*Ron Roberts*, Chairman, San Diego County Board of Supervisors  
*Pam Slater-Price*, San Diego County Board of Supervisors

- 9:45 a.m.     **Awards**  
*Jean Shepard*, Director, County of San Diego Health and Human Services Agency  
*Wilma Wooten*, MD, MPH, County of San Diego Public Health Officer
- 10:15 a.m.     **Schools and Before- and After- School Domain Presentation**  
                  **“Building Healthy Schools & Bright Futures”**  
*Jack O’Connell*, California State Superintendent of Public Instruction (Video Address)  
*Randolph Ward*, EdD, San Diego County Superintendent of Schools
- 10:45 a.m.     **Business Domain Presentation**  
                  **“Growing Good Nutrition through Successful Collaborations”**  
*Jeff Rossman*, Chef, Co-Founder, Terra Restaurant
- 11:15 a.m.     **Physical Activity Break “What Up Warm Up” & Exhibit Viewing**  
*Kelly Breaux*, Master Trainer, KidTribe
- 11:30 a.m.     **Government Domain Presentation**  
                  **“Planning Principles, Tools & Resources for Designing Healthy Neighborhoods”**  
*Paul Zykofsky*, BArch, MUP, AICP, Director, Land Use and Transportation Programs,  
Local Government Commission
- 12:00 p.m.     **Luncheon**
- 12:15 p.m.     **Healthcare Domain Presentation**  
                  **“The Future of Childhood Obesity Prevention”**  
*Mark Horton*, MD, MSPH, Director California Department of Public Health; California  
State Public Health Officer  
*Loel Solomon*, PhD, National Director, Community Health Initiatives and Evaluation,  
Kaiser Permanente  
*Kathleen Sellick*, President, CEO, Rady Children’s Hospital
- 1:15 p.m.     **Physical Activity Break “I Like to Move It” & Exhibit Viewing**  
*Kelly Breaux*, Master Trainer, KidTribe
- 1:30 p.m.     **Community-Based, Faith-Based and Youth Organizations Domain Presentation**  
                  **"Body & Soul: Health Ministry in African American Churches/Preventing**  
                  **Obesity!"**  
*Glovioell Rowland*, PhD, Executive Committee Co-Chair, Health Disparities Co-Chair,  
Network for a Healthy California; Assistant Pastor, Pastor of Health, Pasadena Church of  
God
- 2:00 p.m.     **Media Outlets & Marketing Industry Domain Presentation**  
                  **“The Role of Media & Advertising in Childhood Obesity Prevention”**  
*Eileen Espejo*, Principal Associate, Children & the Media, Children Now
- 2:30 p.m.     **Coronado Speed Spinners**
- (more)
- 2:45 p.m.     **Early Childcare Domain Presentation**  
                  **"Obesity Prevention for Preschools: Healthy-Start and Animal Trackers"**

*Christine Williams, MD, MPH, Co-Director, Healthy Start, LLC; Professor of Clinical Pediatrics, Director of the Children's Cardiovascular Health Center, Columbia University*

- 3:15 p.m.     **Physical Activity Break “Hooper Size It” & Exhibit Viewing**  
*Kelly Breaux, Master Trainer, KidTribe*
- 3:30 p.m.     **Keynote Presentation**  
**“Everyone has a Role to Play in Shaping a Healthy Future”**  
*Dale Brown, Florida’s Child Nutrition and Physical Activity Champion and Two-time National Basketball Coach of the Year*
- 4:00 p.m.     **Closing Remarks**  
**“Inspiration to Move Forward & Take Action”**  
*George Flores, M.D., M.P.H., Senior Program Officer, Disparities in Health, The California Endowment*
- 4:30 p.m.     **Adjournment**

For more information, the public can refer to the Initiative’s website at [www.ourcommunityourkids.org](http://www.ourcommunityourkids.org).

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