



SAN DIEGO COUNTY
**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

www.OurCommunityOurKids.org



IN THE NEWS

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](mailto:) or phone at 858.614.1549.

SPECIAL ANNOUNCEMENT

Dear Partners:

- [Upcoming Meetings](#)
- [Domain Partner Highlight](#)
- [Domain Update](#)
- [Resources](#)
- [Legislative Update](#)
- [Announcements](#)
- [Events/Conferences](#)
- [Grants](#)
- [Farmers' Market Corner](#)
- [Local News](#)
- [National News](#)

It is my pleasure to announce that Melanie Cohn joined the San Diego County Childhood Obesity Initiative (COI) on August 2, 2010 in the position of Manager. Melanie is replacing JuliAnna Arnett , who will be taking on a new role at COI as Food Policy Manager.

For the past year, Melanie has been working at Price Charities, assisting with community improvement programs and grant review. Prior to working for Price Charities, Melanie was a Senior Field Representative for Assembly Member Lori Saldaña. Melanie advised the Assembly Member on the issues of health care, social services, seniors and children, drugs and alcohol, and faith issues. She also coordinated informational events and performed community outreach and constituent assistance services.

Sincerely,
Cheryl Moder
Director

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, August 3, 1 - 2:30 p.m.

Harbor Room

Domain 3: School & Out-of-School Providers

Tuesday, August 18, 11 a.m. - 12:30 p.m.

Harbor Room

Domain 4: Childcare & Preschool Providers

Tuesday, August 24, 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, September 7, 11 a.m. - 12:30 p.m.

Palomar Room

Domain 7: Business

TBA (See [calendar](#).)

DOMAIN PARTNER HIGHLIGHT

Estrellita (Lita) Moore
Director of Family Resources
North County Community Services



Lita Moore, Director of Family Resources for North County Community Services has been involved with the COI for the past year through her work on the Farm to Preschool project. The Farm to Preschool project has been designed to influence early childhood eating habits and expand farm to school network of programs to bring farm fresh foods to a range of child care and pre-school programs. This project is founded on a simple idea: children should eat well and be healthy.

NCCS Child Development Centers is piloting the two year program with Occidental College in North San Diego County. Occidental College is conducting a rigorous scientific investigation of ways to improve preschool menus, parents' nutrition knowledge, and students' diets and food preferences. Also with the support of the COI and the YMCA, the program involves a combination of partnerships with local farmers and produce distributors to improve school menus, educational and interactive workshops for parents, build gardens and age-appropriate nutrition classroom curricula for students. Currently, there are 200 families represented at the pilot site.

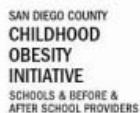
Lita has been with NCCS for 15 years, starting as a site supervisor, moving her way up through the ranks. Lita facilitates the program for NCCS working with a team including the site supervisor, teachers, children and parents. Each month teachers have a curriculum to teach the kids about language and literacy, physical activity, cooking project, taste fresh fruits and vegetables that come from local farmers.

Lita has been working in this arena for than 20 years, and enjoys working directly with families. She is interested in the COI because, in her own words, "I see it every day, I remember one little boy at our site who eats three hot dogs a day for lunch – a four year old – and I told his mother that we weren't going to serve him three hot dogs." Lita is happy to explain how she and her team are working at the site level with kids to change the way they view food. NCCS changed all the menus at their 8 sites, only offering healthy foods including veggies and cutting out the fatty and sugary foods. The children regularly grow and harvest a variety of vegetables and herbs that are used in the meals prepared on site. The impact of the on-site garden has been quite noticeable. Recently a group of children that grew and harvested zucchini which was given to the site cook, blended it in a soup and the kids ate it all up.

Lita was raised in Oceanside but with a father in the United States Marine Corps., she ultimately graduated from high school in Okinawa, Japan. Since finding her way back to San Diego County she has earned a Bachelor's Degree in Human Services Management and is set to graduate with her Master's in Early Education through the University of Phoenix this Winter. Lita has two children, a 22 year old daughter who is seeking a career in dance and attends Palomar College and a 13 yr old son at Madison Middle School in Vista. Her hobbies include traveling with friends, cooking and watching the Food Network while she does her homework.



DOMAIN UPDATE
Schools and After-school Domain



Summer is winding down and hinting at fall; kids are stocking up on school supplies, catching up on summer reading, and spending what free time they have left in the sunny Southern California sun. Of course, children and their families aren't the only ones preparing for the upcoming school year. The Schools and After-School Domain is busy taking on new opportunities that will support healthy growth and change for students across the county.

The County of San Diego Department of Public Health was recently awarded \$16.1 million in federal funding through the American Recovery and Reinvestment Act. Communities Putting Prevention to Work (CPPW), the name of the funded program, will bring resources to our region that will allow communities to work together to reduce obesity and increase opportunities for good nutrition and physical activity. This is a big win for San Diego County, and our schools.

The Initiative is working with a portion of these funds to carry out interventions that will establish community and school gardens across the region, which means our robust Schools and After-school Domain is about to gain even more momentum. Partners will be working together to support and execute joint-use policies between community facilities and local school districts. What is a joint-use policy? It's a question that our partners in this domain are more than ready to answer. According to the definition on jointuse.org, joint use is a way to increase opportunities for children and adults to be more physically active. It refers to two or more entities — usually a school and a city or private organization — that want to share resources to keep costs down and communities healthy. It is a concept that the Domain has supported for a long time, and now has some leverage to create more opportunities to put it into practice.

Joint-use policies are only one way to unify the community to increase healthful opportunities for our schools. In addition, the Domain is working with the County Office of Education, local school districts, community-based organizations, and other invested entities to identify potential inclusion and support for school gardens through district wellness policies, existing school resources, school curricula, and even after-school programs. In fact, one of the planned projects will create pathways for after-school programs to work with Aging and Independent Services (AIS) to bring senior volunteers into school gardens to help the schools maintain them from year to year. This not only keeps the gardens more permanently than schools are traditionally used to, but it also allows local community members to share in the success of the gardens and more importantly, the health of the schools.

Of course, even without considering CPPW projects, the Schools and After-school Domain has their hands full. Recently, some of our domain partners located in East County have reported that they are working with an elementary school in the La Mesa/Spring Valley school district on implementing a Safe Routes to School program this coming fall. This is a national program that involves teachers, school staff, parents, and of course, students to encourage and practice safe opportunities to walk to school.

In addition, several school district food service departments, including that of San Diego Unified School District, are participating in forums and other activities to incorporate more local produce into school lunch menus. The Summer Meal Program, which provides free lunches to children ages 2-18 while school is out, has sponsors that provide fresh produce to the summer meal sites as well.

Our domain partners are always working together to develop and expand community and school gardens, promote accessible places for physical activity, and increase opportunities for physical activity in schools and before/after school programs. For more information on this domain and its activities, please contact [JuliAnna Arnett](#).

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.

CDC's Social Marketing Nutrition and Physical Activity Online Course

The Centers for Disease Control and Prevention (CDC) has developed an online course to broaden the understanding and use of social marketing to promote nutrition, physical activity and obesity-related programs and services. [More...](#)

F as in Fat: How Obesity Threatens America's Future

As the F as in Fat report has documented over the previous six years, efforts to address the skyrocketing rise of obesity rates and obesity-related diseases have slowly been growing across the country, ranging from school districts trying to improve the nutritional quality of school lunches to communities building new sidewalks to make walking safer and more accessible to millions of Americans. The 2010 report examines current obesity trends in America and promising policy approaches, particularly actions taken by the states and federal government. [More...](#)

School Breakfast Program Information

This website provides information about the School Breakfast Program, a federally funded program which assists schools and other agencies in providing nutritious breakfasts to children at reasonable prices. The United States Department of Agriculture is responsible for overseeing the program nationally. In California, the program is administered by the California Department of Education. [More...](#)

Communities Taking Action: Profiles of Health Equity

Communities Taking Action is a collection of profiles developed by Prevention Institute that showcase successful community initiatives aimed at improving health equity. These profiles are meant to demonstrate key steps to creating healthy, equitable environments and inspire similar action in other communities and locales. Click on any of the map icons below to view and browse the profiles. [More...](#)

School Policies and Practices to Improve Health and Prevent Obesity: National Elementary School Survey Results

This report summarizes findings from one of the most comprehensive studies to date of health-related policies and practices in U.S. elementary schools. Our survey examined topics addressed in the federal wellness policy mandate and many other issues relevant to childhood obesity, such as specific foods and beverages offered during school lunches; products sold through competitive venues (e.g., vending machines, à la carte lines); physical education programming; and walking and bicycling to school. [More...](#)

Obesity Prevention Policies for Middle School

The report that follows is an examination of the state- and district-level policies that address the obesity epidemic in the school environment. While statistics for the elementary level are included, in most cases they are there to serve as a reference point to demonstrate the marked differences between the prevalence of policies for elementary, middle, and high schools. [More...](#)

Farmers Market Coalition Resource Library

Welcome to the Farmers Market Coalition Resource Library, an ever-growing database of resources for farmers, market managers, market researchers, and organizations sponsoring or looking to start farmers markets. [More...](#)

Healthy Eating, Active Communities Videos

After many months of work, the California Convergence has launched a multimedia series on people around California putting innovative ideas into action to improve healthy food access and active living. Take a moment to watch one or all of these shorts, which profile farmers, medical professionals, physical education instructors, youth leaders, and inner city entrepreneurs. [More...](#)

LEGISLATIVE UPDATE

Policy Update

Decisions, decisions, decisions. It's hard to believe the end to this year's state and federal legislative sessions are on the horizon. Community residents and elected officials are taking definitive measures on city, state, and federal legislation tied to the health, economics, and natural resources of San Diego County's neighborhoods. City and state elections are slated for November, and policy-makers are working with local residents on bills coming to a head this fall that impact childhood obesity, both directly and indirectly. A few proposed pieces of legislation that readers may want to watch over the next several months include:

Local Cities

Encinitas Bond Measure- This measure would provide \$44.2 million to Encinitas Union School District for renovation work and technological upgrades, including the development of a district-owned farm designed to source fresh fruits and vegetables to the lunch program, at all district schools. The ballot measure is up for vote in November.

State

SB 375 (Steinberg): Redesigning Communities to Reduce Greenhouse Gases- This law enacted in 2008 requires that regions set goals to reduce

greenhouse gas emissions through curbing urban sprawl, integrating disjointed planning activities, and incenting local governments and developers to follow new conscientiously-planned growth patterns. San Diego Association of Governments (SANDAG) is tasked with the responsibility of being the first region to adopt a plan in October 2011.

AB 2084 (Brownley): Child day care facilities: nutrition. This bill would require, except as provided, a licensed child day care facility provide only beverages that meet specific health and serving guidelines (e.g., low fat or nonfat milk, 100 percent juice, no beverages with added sweeteners, water). This Senate Appropriations Committee reviewed the bill on July 15, 2010, and it was sent to the Suspense File.

SB 1413 (Leno): Pupil nutrition: availability of tap water. This bill would require a school district to provide access to free, fresh drinking water during school meal times in school food service areas by January 1, 2012. This bill is currently on the Assembly Floor.

SB 537 (Arambula): Farmers' markets: electronic benefit transfers. This bill would require, with certain exceptions, a flea market, farmers' market, or certified farmers' market that does not have an EBT system in place by January 1, 2012, to designate or assign an interested authorized organization to accept EBT on behalf of the market. This bill is currently scheduled to be heard in the Senate Appropriations Committee on August 2, 2010.

Federal

Child Nutrition and WIC Reauthorization Act- This comprehensive child and school nutrition legislation provides funding, standards, and guidelines for a diverse set of programs including the summer food service program; child and adult care food program; state administrative expenses; Special Nutrition Program for Women, Infants and Children (WIC) and others. This Act expired on September 30, 2009 and was extended until September 30, 2010. The proposed revisions to this year's act includes increased school meal reimbursement rates for meeting nutrition standards, limits the use of school food budget surpluses for school general funds, increases funding for farm to school programs to \$50 million, increases access to meal programs for children, and establishes nutrition standards for foods sold outside the school cafeteria.

Farm Bill- This comprehensive legislation provides the primary foundation for agriculture and food policy in the U.S. and is reauthorized every five years. The bill is slated for reauthorization in 2010. Legislatures, including members of the Senate Agriculture Committee, have begun soliciting feedback on the legislation and will host hearings over the next few months. The bill will likely include more support for local and regional food systems and changes to commodity policy.

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/IssuesResearch/EnvironmentandNaturalResources/HealthyCommunityDesignandAccessToHealthyFoo/tabid/13227/Default.aspx>

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 [JuliaAnna.Arnott](mailto:JuliaAnna.Arnott@sdco.org) or 858.614.1544 for more information. A stipend will be offered.

Healthy Eating, Active Communities Program Manager

The Program Manager for the Healthy Eating, Active Communities initiative in western Chula Vista is supervised by the Senior Director of Community Health Improvement Partners or CHIP, and serves as a technical advisor to the HEAC Steering Committee / South Bay Wellness Coalition and other policy boards. The Program Manager will manage the day-to-day activities of the Partnership's community health and advocacy-focused initiatives, like HEAC, American Recovery and Reinvest Act and other similar initiatives like the National Convergence Partnership. [More...](#)

EVENTS/CONFERENCES

Free Webinar: Let's Walk to School! Reducing Liability Concerns and Getting Kids Active through Safe Routes to School

August 11, 1:00-2:30 pm ET / 10:00-11:30 am PT

In this webinar, participants will learn about the basics of liability in the context of SRTS and how school districts, nonprofit organizations, and others can reduce their liability in SRTS programs. Presenters will put liability concerns in perspective, explain how SRTS programs can leave schools with a lower risk of liability than existed prior to the program, and provide practical advice on best practices for implementing SRTS programs and policies. [More...](#)

Obesity 2010: 28th Annual Scientific Meeting

October 8-12, 2010

San Diego, CA

Obesity 2010 is the event of the year for obesity professionals at all stages of their careers. The meeting brings together the leading players in the field of obesity from world-renowned speakers, researchers and clinicians to educators, advocates, policymakers and practitioners. The meeting provides essential educational and networking opportunities and is a forum for increasing knowledge, stimulating research, and promoting better treatment for those affected by this disease. [More...](#)

Farm to Family

Pre-K to 1st grade: August 14, 2010

2nd to 5th grade: August 28, 2010

San Diego, CA

Join Feeding America San Diego on Saturdays and get up to 30 pounds of food at our new "Mobile Pantry" program. There will be festivities and fun! Limit one bag per family per month. This month's event is for the families of Rosa Parks Elementary ONLY. [More...](#)

San Diego Ag in the Classroom's Second Annual Teacher's Resource Fair

October 26, 2010

San Diego, CA

San Diego Ag in the Classroom will again be organizing a Teacher's Resource Fair at the San Diego Botanic Garden in honor of California School Garden Week (last week of October). There will be food, wine, informational resources, and grab-and-go lessons that tie San Diego agricultural products to the classroom. [More...](#)

Summer Meal Program

June through August 2010

San Diego, CA

From June 24th until August 27th, free summer lunches will be available for children ages 2-18 at park & recreation locations throughout San Diego. Also, Feeding America San Diego will be offering all Summer Cafe participants a Kid Friendly Farmers Market with delicious, fresh fruits and vegetables that they can take home. There is no enrollment, no paperwork and no income qualifications. [More...](#)

GRANTS

US Department of Education – Safe and Supportive Schools

Deadline for Applications: August 9, 2010

The purpose of the Safe and Supportive Schools grant program is to improve learning conditions to create safer schools and reduce substance abuse. Proposals should demonstrate state wide measurement and targeted programmatic interventions to accomplish this goal.

Comprehensive needs assessments and tracking systems can make strong program components. One to seven awards are available ranging from \$1 million to \$12 million each. State educational agencies are eligible to apply. [More...](#)

National Dairy Council and General Mills – School Breakfast Program Grants

Deadline for Applications: August 15, 2010

General Mills has partnered with the National Dairy Council's Fuel Up to Play 60 Program to expand school breakfast programs. Schools already enrolled in the Fuel Up to Play 60 Program and wishing to expand their school breakfast can submit proposals. Proposals should demonstrate how the school breakfast program will be expanded or improved in sustainable ways. [More...](#)

US Department of Health and Human Services, Health Resources and Services Administration - Prevention Center for Healthy Weight

Deadline for Applications: August 16, 2010

The purpose of the funding program is to establish a Prevention Center for Healthy Weight to provide and promote family-centered, community-based coordinated care for children and families aimed at preventing overweight and obesity. The Center will be responsible for planning, implementing, and managing a nationwide healthy weight collaborative. In addition, the Center will be a source of quality information on the prevention and treatment of overweight and obesity. One award of \$5 million is available. Public and private nonprofits are eligible to apply.

[More...](#)

Healthy Eating Research Rapid Response Grants

Deadline for Applications: September 1, 2010

Healthy Eating Research is a national program of the Robert Wood Johnson Foundation (RWJF). The program supports research on environmental and policy strategies with strong potential to promote healthy eating among children to prevent childhood obesity, especially among lower-income and racial and ethnic populations at highest risk for obesity. Findings are expected to advance RWJF's efforts to reverse the childhood obesity epidemic by 2015. [More...](#)

Melinda Gray Ardia Environmental Foundation Grants

Deadline for Applications: September 20, 2010

The Melinda Gray Ardia Environmental Foundation supports curricula that empower and encourage students to become involved in solving environmental and social problems as informed decision makers through the emphasis and application of basic ecological principles. Grants of up to \$1500 are offered each year. [More...](#)

2010 Subaru Healthy Sprouts Awards

Deadline for Applications: October 1, 2010

The 2010 Subaru Healthy Sprouts Award is aimed at supporting schools or organizations who plan to garden in 2011 with at least 15 children between the ages of 3 and 18. The selection of winners is based on the demonstrated relationship between the garden program and education related to environmental, nutrition and hunger issues in the United States. A total of 30 awards will be made. [More...](#)

Bayer USA Foundation – Community Health and Development Grants

Deadline for Applications: Varies

The Bayer USA Foundation supports programs that enhance the quality of life, provide unique and enriching opportunities that connect diverse groups, and ensure preparedness for tomorrow's leaders. The Foundation welcomes proposals from organizations focused on health and human services, education and workforce development, environment and sustainability, and/or arts and culture. [More...](#)



FARMERS MARKET CORNER

Although San Diego hasn't had the hottest summer, we have reached its last few precious weeks. Like many of you, the monthly newsletter took a little vacation last month, but the need for healthful foods never takes a break in the summer. Many of you may be wondering how families, particularly underserved families, are feeding their children healthful meals during the summer.

A Summer Meal Program has existed in San Diego County since 2004, which ensures that any child ages 2 to 18 can get a free, healthful lunch at one of more than 50 locations around the region. This in and of itself is a success; our fearless local partners are

always looking for opportunities to ensure children's health. However, there was a particular part of the program caught our eye this month; a mobile farmers market, just for kids (and their families)!

According to Casey Field, Programs Manager of [Feeding America San Diego](#) (FASD), FASD will be providing 8-10 pallets (about 12,000 lbs) of fresh fruits and vegetables at each of San Diego Unified's Fiesta days this summer. According to Fields, they will deliver the produce to summer meal sites on a mobile pantry truck—10 bay doors, 6 refrigerated, 4 dry, with tables on-board (see attached photo to get a better idea). It is FASD's goal to either pre-bag or have mesh bags available for children and their families to self-select and take home 5 pound bags of produce.

"We call it a 'Kid Friendly Farmer's Market,' but there won't be any transactions involved, obviously," states Fields. Nutrition education handouts about the produce distributed that day will also be provided. This may include recipes, nutrition facts, etc. "We are so excited to support San Diego Unified and to help increase and encourage participation at each of their 23 summer meal sites." All fruits and vegetables come through the California Association of Food Banks Farm to Family Program.

What allows FASD to provide this wonderful service? According to Fields, there is no one entity funding this particular program. The Kresge Foundation provided funding that was used to purchase the mobile pantry truck, and Feeding America national helps offset a portion of the produce cost. This allows local chapters in communities such as San Diego to expand programs and pilot programs like the Kid Friendly Farmers' Market.

Of course, when children return to school, they will continue to enjoy exposure to healthful foods such as fresh produce. During the school year, Feeding America San Diego operates a program called 'Farm2Kids' at 6 schools (5 of the schools are part of San Diego Unified School District) where students are provided a 3-5 lb bag of produce to take home each week. In addition, FASD has been taking their Mobile Pantry to Rosa Parks twice a month to host a Family Farmer's Market with other food items, as well. Both of those programs are sponsored by Price Charities.

While FASD may have the kid friend farmers market, they are just one of many great services that provide our region's children with opportunities to eat nutritious food. The San Diego Food Bank runs a similar food service programs to 19 schools in the county, and feeds elementary school-aged children on weekends and during summer when school breakfast and lunch programs that they rely on during the week are unavailable. Throughout the month of August, SD Food Bank is running a "Food 4 Kids" fundraiser that partners with local restaurants and other community stakeholders to raise money for their programs. For more information on activities that you can support this month, visit the [San Diego Food Bank](#) website and check out their Food 4 Kids Program.

As far as the FASD kid friendly farmers market goes, food stamp outreach is a possibility. As more and more community farmers markets consider and in some cases adopt these services, Fields reported that FASD representatives are currently working on how they might partner with 211 San Diego to incorporate that into their mobile pantry program.

"We like [Feeding America's] positive attitude in approaching the schools with food giveaways," said Joanne Tucker, the marketing director for San Diego Unified School District. "We're very happy with what they're doing with the kids."

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

[New Park Equipment Helps Keep Families Active](#)

[Health Coaching May Save Lives](#)

NATIONAL NEWS

[More Food Choices Come to Chicago-area Drugstores](#)

[The International Olympic Committee and World Health Organization Sign Pact to Promote Healthy Lifestyles](#)

[Health Science Center Students Teach "Healthy Choices for Kids"](#)

[Baseball Players Join First Lady's Anti-Obesity Campaign](#)

[Chef Tapped as City's First Food Policy Director](#)

[Nestlé to Drop Deceptive Health Claim On Children's Drink](#)

[Health Declines Among Latinos](#)

[As American as Apple Pie: Policies that Protect Health](#)

[USDA Report Finds More of Nation's Neediest Families and Children Receiving Nutrition Assistance](#)

[Obesity Prevention Works Best in the Under-5 Crowd](#)

[Vendors Asked to Make Healthy Menus](#)

[Extra Weight Adds to Economic Woes](#)

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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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