



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

Tuesday, December 7, 1 - 2:30 p.m.
Harbor Room

Domain 3: Schools and After-school

Tuesday, November 16, 11 a.m. - 12:30 p.m.
Coronado Room*

*This meeting will be held in the Coronado Room starting in September 2010.

Domain 4: Early Childhood

TBA (See [calendar](#).)

Domain 5: Community

TBA (See [calendar](#).)

Domain 6: Media

Tuesday, December 7, 11 a.m. - 12:30 p.m.
Palomar Room

Domain 7: Business

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DOMAIN PARTNER

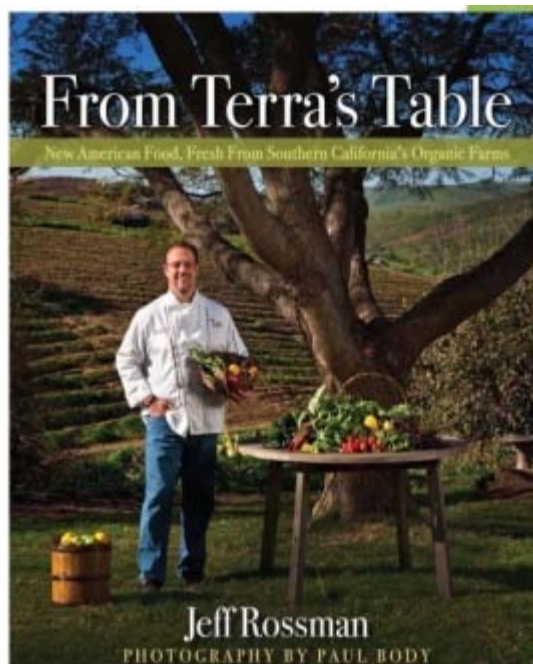
HIGHLIGHT

Business Domain

Chef Jeff Rossman
Executive Chef/Owner
Terra Restaurant

Join us in supporting one of our local Business Domain partners, Chef Jeff Rossman, owner of Terra Restaurant. Chef Rossman's new book, *From Terra's Table* features the childhood obesity prevention work being done across the county by the San Diego County Childhood Obesity Initiative and its partners along with tasty recipes from his restaurant and an overview of San Diego's agricultural bounty, farms and beauty.

Chef Rossman is dedicated to the San Diego community and over the years, he has been involved in the issues of childhood obesity, school nutrition, and the promotion of a local, sustainable food system.



Book Signing

by Chef Jeff Rossman, Author of *From Terra's Table*,
and childhood nutrition advocate

Wednesday, November 17 at 6pm

Point Loma Bookstar at 3150 Rosecrans Place, San Diego, CA 92106
(619) 225-0465

Bookfair benefits High Tech Middle Media Arts Program

**SAN DIEGO COUNTY
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**MEDIA
DOMAIN**

DOMAIN UPDATE

Media Domain

The Media Domain is always on the lookout for opportunities to capture the discussion of childhood obesity and its environmental factors in traditional, social, and emerging media. New forms of media develop almost as quickly as the issues that need coverage; the creative membership of this domain is always working hard to be among the voices that advocate for community understanding of obesity as a product of the social and environmental factors that affect all of us.

This domain works to bring light to the Initiative and its many partners by sharing its work with local media. There are many organizations working in partnership to effect environmental and policy changes. Last month, Initiative partners working under the purview of this domain coordinated coverage of the Halloween Candy Buy Back program taking place in San Diego County. This is a national effort that enables dentists to register to buy excess, unopened Halloween candy back from children and their families in order to ship over as a treat to US troops via a nonprofit called Operation Gratitude. The local efforts were spearheaded by Sabrina Covington RD, a founder of the Healthy Kids' Choice Initiative as well as a dedicated Business Domain partner. Thirteen dental offices across the

county participated as well as a pediatrician's office (the pediatrician is the Initiative's private sector co-chair and former Media Domain chair, Dr. Christine Wood). Although the total amount of candy collected is still unknown, partners are hopeful for big numbers. [San Diego 6 News](#), [Fox 5 San Diego](#), and [Voice & Viewpoint](#) all featured stories about this work.

Over the summer, the Initiative also updated its own media by revamping the [COI website](#). The new website has been designed to be a comprehensive portal that explains the work of each domain and is rich in resources across a number of sectors working on obesity prevention. The Media Domain has been tracking the website and thinking of new and creative ways it can be used as a medium to communicate and coordinate efforts.

These are just a few of the exciting ways that the media domain makes its voice heard. To learn more about this domain and its exciting activities, contact [Melanie Cohn](#).



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.

Colorado's Smart Meal™ Restaurant Program

The Colorado Physical Activity and Nutrition (COPAN) program developed the Smart Meal™ program to help customers identify, and eating establishments promote healthy meal options. The Smart Meal seal clearly identifies menu items that meet the designated healthy guidelines. [More...](#)

State and Local Procurement Policies

This document, brought to you by the Center for Science in the Public Interest, includes information about various state and local procurement policies taking effect around the nation. [More...](#)

Walk Score

Can you survive in Southern California without a car? Walk Score hopes to answer that question by rating neighborhoods for their "walkability." Walk Score is a Seattle-based program which assigns neighborhoods a score on a scale of 0 to 100, giving points for stores, restaurants, schools, and other amenities within a quarter-mile walking distance of an address. [More...](#)

Robert Wood Johnson Foundation Childhood Obesity Twitter

Are you on Twitter? If so, you may be interested in following RWJF's Childhood Obesity Twitter page. Follow them on Twitter for moment-to-moment updates on childhood obesity prevention activities underway across the nation. [More...](#)

Mobile Dairy Council

Six Mobile Dairy Classroom units visit schools throughout California, reaching more than 300,000 elementary school students each year. Students learn the basic anatomy of a cow, the food it eats to stay healthy and the milking process; agriculture's role in supplying the food children enjoy ; and milk and dairy foods' unique contributions to a healthy diet. This outdoor assembly is free throughout certain areas of California. [More...](#)

RWJF Fast Food F.A.C.T.S. (Food Advertising to Children and Teens Score)

A new report from Yale's Rudd Center for Food Policy & Obesity finds that children as young as 2 are seeing more fast-food ads than ever before, and that fast-food restaurants rarely offer parents the healthy kids' meal choices. [More...](#)

LEGISLATIVE UPDATE

Election Day has come and gone, producing a number of new acts of legislation that will impact the health of our communities, state, and nation.

Proposition 21: Would establish an \$18 annual surcharge on vehicle registration to support State parks and wildlife programs. Surcharged vehicles would be granted free day-pass admission to State parks. Outcome: failed.

Proposition 22: Would prohibit the state from borrowing or taking funds used for transportation, redevelopment or local government projects and services. Outcome: passed.

Proposition 23: Would suspend implementation of AB 32 requiring major sources of emissions to report and reduce greenhouse gas emissions that cause global warming, until unemployment drops to 5.5% or less for a full year. Outcome: failed.

Two bills that were passed in 2008 will go into effect on January 1, 2011:

- SB 1420 requires restaurant chains with 20 or more locations to post calorie information on their menus and indoor menu boards.
- SB 441 requires each vendor who operates or maintains a vending machine on state property to satisfy the requirement that at least 35 percent of the food and at least one-third of the beverages offered in the vending machines meet accepted nutritional guidelines.

San Francisco toy ban: On November 2nd, the San Francisco Board of Supervisors gave preliminary approval banning toy giveaways in Happy Meals and similar fast-food offerings aimed at kids unless they meet nutrition guidelines. The board is scheduled to take a final vote next week. If passed, the restrictions wouldn't go into effect until December 2011. Under the proposed ordinance, restaurants may give away a free toy or other incentive item only if the meal contains less than 600 calories, has less than 640 milligrams of sodium and if less than 35 percent of the calories are derived from fat (less than 10 percent from saturated fat), except for fat contained in nuts, seeds, eggs or low-fat cheese. In beverages, less than 35 percent of the total calories can come from fat, and less than 10 percent from added sweeteners. In addition, the meals must contain a half-cup or more of fruit and three-quarters of a cup or more of vegetables. A breakfast meal must contain at least a half-cup of fruit or vegetables.

Healthy, Hunger-free Kids Act: The *Healthy, Hunger-Free Kids Act* (S. 3307) has been passed by the Senate and will be taken up by the House of Representatives when they reconvene in mid-November. This bill includes the first increase in reimbursement for school

meals in more than 30 years, as well as changes to the WIC program. Here are some highlights of the *Healthy, Hunger-Free Kids Act*:

- Updated USDA school meal standards should be released by the end of this year. Increased reimbursement rates included in this bill would allow schools to serve more fruits, vegetables, and whole grains.
- Includes funding for 120,000 more low-income children to receive free school meals each year.
- Would update nutrition standards for all food sold in schools (school meals, vending machines, a la carte lines, etc.).
- Includes funding for 29 million additional after school meals each year.
- Includes \$40 million for Farm to School programs.
- Streamlines WIC certification periods.
- Would update the requirements of school wellness policies by requiring all local educational agencies participating in school meals programs to provide opportunities for public input and transparency in the formulation of policies, as well as a plan for implementation and measuring compliance.

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/?tabid=13227>

ANNOUNCEMENTS

Safe & Healthy Communities Consulting--Project Associate

Safe & Healthy Communities Consulting (SHCC) is seeking an independent contractor to assist with a national "Safe and Livable Communities" project. Project Associate will assist in the development of a national training and toolkit for injury prevention professionals to build their capacity to promote safety and livability through Smart Growth and transportation policies and planning. [More...](#)

Public Health Law & Policy--Planner 1 Position

The successful Planner 1 candidate will work with PHLP's urban planners, staff attorneys, and policy analysts to develop policy solutions to public health challenges. The Planner will conduct research on best practices around a range of built environment issues, as well as develop customized trainings and provide technical assistance to local communities working to implement policy change. [More...](#)

Harder+Company Community Research--Research Associate, Evaluation

Harder+Company Community Research (H+Co) assists nonprofits, public agencies, and foundations to achieve their missions. H+Co seeks to hire a Research Associate. This person would manage initiative-level evaluations (i.e., groups of program pursuing common outcomes) and other program-level evaluations. About 50% of candidate's time will focus on projects related to early childhood development. Candidate should have knowledge of the social service sector, research and evaluation of early childhood health, development, and education programs. [More...](#)

EVENTS/CONFERENCES

Book Signing: Chef Jeff Rossman, Author of *From Terra's Table*

November 17, 2010

San Diego, CA

Join us in supporting one of our local Business Domain partners, Chef Jeff Rossman, owner of Terra Restaurant. Chef Rossman's new book, *From Terra's Table* features the childhood obesity prevention work being done across the county by the San Diego County Childhood Obesity Initiative and its partners along with tasty recipes from his restaurant and an overview of San Diego's agricultural bounty, farms and beauty. [More...](#)

Lincoln High School 4th Annual Health and Community Resource Fair

November 19, 2010

San Diego, CA

The Lincoln High School Wellness Center and Youth Wellness Council are sponsoring their 4th Annual Health and Community Resource Fair, "Stay Healthy, Learn More, Live Longer". This event helps our students increase their knowledge of important community resources to help them attain life-long physical/emotional health and well-being. Over 24500 students, faculty and staff will attend this health fair and they would love your support! [More...](#)

BOOST Healthy Behaviors Conference

December 8-10, 2010

San Diego, CA

This conference is part of the BOOST family of conferences and co-sponsored by the Center for Collaborative Solutions, which developed the Healthy Behaviors Initiative that has demonstrated the power of afterschool programs in addressing the childhood obesity crisis. The Healthy Behaviors Conference intends to appeal to the leaders supporting youth in the out-of-school field. [More...](#)

Youth Engagement & Action for Health (YEAH!) Trainings

December 8, 2010

San Diego, CA

or

December 16, 2010

Chula Vista, CA

Youth can play an important role in creating communities that provide access to healthful foods and opportunities for physical activity. The Youth Engagement & Action for Health (YEAH!) manual is designed to equip community-based organizations with the tools needed to lead youth engagement projects in their neighborhoods. The trainings are FREE and participants will receive a copy of the YEAH! manual, a flash drive with sample presentations, training materials, and technical assistance. [More...](#)

Lecture: Grounding Learning in Place and Community

January 25, 2011

San Diego, CA

San Diego Natural History Museum is hosting a lecture series that address the issue of sustainable environments. At the next lecture in January 2011, explore an approach to teaching and learning that is breaking down the boundary that often stands between schools and the social and natural worlds that exist beyond them. [More...](#)

GRANTS

Health and Obesity Grants

Deadline for Applications: November 15, 2010

The Aetna Foundation is giving \$5,000-250,000 to programs that improve health and the health care system. Proposals may address the rising rate of obesity among U.S. adults and children, racial and ethnic health care equity, or the advancement of high-quality health care. Grant applications that address more than one of these areas will receive priority consideration for funding. [More...](#)

Community Food Projects: Competitive Grant Program

Deadline for Applications: November 17, 2010

The U.S. Department of Agriculture National Institute of Food and Agriculture (NIFA) requests applications for the Community Food Projects Competitive Grants Program (CFPCGP) for fiscal year (FY) 2011 to support: (1) the development of Community Food Projects with a one-time infusion of federal dollars to make such projects self-sustaining; and (2) Planning Projects to assess the food security needs and plan long-term solutions to help ensure food security in communities. NIFA anticipates that the amount available for support of this program in FY 2011 will be approximately \$5,000,000. No single grant for a Community Food Project shall exceed \$125,000 in any single year or more than \$300,000 over three (3) years. [More...](#)

Liberty Mutual - Responsible Sports Community Grant

Deadline for Applications: November 30, 2010

Liberty Mutual is offering grants to programs that foster children's interest in youth sports in the interest of improving the quality of children's health. Award amounts vary. Any nonprofit youth sports organization or educational athletic program that has not previously received a Responsible Sports Community Grant is eligible to apply. [More...](#)

General Mills Foundation Champions for Healthy Kids 2011

Deadline for Applications: December 15, 2010

Each year since the inception of the Champions for Healthy Kids program, the General Mills Foundation has awarded 50 grants of \$10,000 each to community-based groups like this that develop creative ways to help youth adopt a balanced diet and physically active lifestyle. [More...](#)

NFL Youth Football Fund Grassroots Program

Deadline for Applications: December 15, 2010

The NFL Youth Football Fund Grassroots Program is a partnership of the National Football League Youth Football Fund and the Local Initiatives Support Corporation to help nonprofit, neighborhood-based organizations improve the quality, safety, and accessibility of local football fields. The program seeks to redress the shortage of clean, safe, and accessible football fields in low- and moderate-income neighborhoods. A total of \$2.5 million is available through this Request for Proposals. [More...](#)

Recipes for Kids Challenge

Deadline for Applications: December 30, 2010

Let's Move!, in association with the U.S. Department of Agriculture (USDA), is challenging school nutrition professionals, chefs, students, parents and interested community members to create tasty, healthy, exciting new recipes for inclusion on school lunch menus across the country. Get your school district involved! Up to \$12,000 in prizes are available to create nutritious school lunch recipes that kids love to eat! [More...](#)

Nickelodeon –The Big Help

Deadline for Applications: December 31, 2010

The purpose of the Nickelodeon Big Help awards is to award grants to schools and

community organizations that support projects that inspire kids to take care of the environment, lead active and healthy lives, engage in community service, or improve their educational experience. Elementary and middle schools grades K-9, and after-school community-based organizations with 501(c)(3) status serving kids ages 5-15 are eligible to apply. [More...](#)

Robert Wood Johnson Foundation Local Funding Partnerships

Deadline for Applications: Rolling deadline through January 2011

Robert Wood Johnson Foundation Local Funding Partnerships (*italics*) is a matching grants program that connects the Robert Wood Johnson Foundation with local grantmakers to fund new, community-based projects to improve health and health care for vulnerable populations. This special solicitation seeks nominations from diversity-focused funders for projects to reduce violence in traditionally underserved communities. [More...](#)

Welch's Harvest Grants - Harvest Grants Program

Deadline for Applications: February 11, 2011

Welch's is partnering with Scholastic Publishing Company and the National Gardening Association to offer grants to support school garden programs in the belief that hands-on experiences with planting, tending, and growing gardens provide a dynamic setting for learning and benefit kids of all ages. [More...](#)



FARMERS MARKET CORNER

As our readers may know by now, the Initiative and its partners work to support a number of community-driven initiatives that increase access to fresh, affordable, and culturally-appropriate foods. The need for this work is ever-present; efforts and opportunities to expand upon it are always a welcome surprise.

The International Rescue Committee (IRC) is a steward of some of the above-mentioned community-driven initiatives that promote healthy lifestyles and food self-sufficiency. In June 2008, the IRC established the City Heights Farmers' Market to combat some of the health and food access inequities within the community. This market was the first San Diego farmers' market to be situated within a low-income community and to accept Supplemental Nutrition Assistance Program (SNAP) Electronic Benefits Transfer (EBT). In response to significant food-insecurity in City Heights, the CHFM launched a cash incentive program called "Fresh Fund," designed to make the benefits of fresh, locally grown produce accessible to everyone in the neighborhood.

The Fresh Fund program is important for San Diego County, particularly in the current economic climate.

"Many families are facing great food insecurity, i.e. not knowing where their next meal will come from. Fresh Fund provides San Diego's at-risk population access to healthy, local food options by matching the money they spend at the farmers' market. Having an outlet that provides additional resources to afford fresh produce means that families are making healthier choices," explains Mallory Cochrane of the International Rescue Committee. "These choices lead to improved nutrition, lower obesity levels, and aids in disease prevention."

These fundamental benefits of Fresh Fund reach not only eligible residents, but also farmers and the community--64% of Fresh Fund participants say they could not afford to purchase fresh fruits and vegetables at the market without the support of Fresh Fund. When participants spend Fresh Fund dollars at the market, the money goes directly to the growers instead of retailers, packaging and shipping. Fresh Fund supports the local economy and benefits the environment by reducing global warming from food shipments.

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 an initiative like the Fresh Fund.

What will CPPW do for the Fresh Fund? Currently, there are two markets in San Diego County, City Heights and San Marcos that offer the program to over 2000 participants. Since inception, Fresh Fund has provided the community with over \$110,000 to buy fresh, local produce. The program will enjoy an expansion to a total of 6 markets by the end of the CPPW contract term (March 2012). Stakeholders working on the grant have already identified the next three markets for implementation, and are working to roll out the program in the coming months. The next markets to offer the Fresh Fund program will be Linda Vista (this will be a brand new market started by the IRC and SD Farm Bureau), Southeast (Fridays, but will probably switch to People's Produce Project's second market when it opens in March), and Vista.

For more information on the exciting food-access initiatives underway countywide, please contact our CPPW Food Policy Manager, [JuliAnna Arnett](#).

LOCAL NEWS

[Kids Can Cash in on Halloween Candy](#)

[Oceanside Unified School District Winner of 2010 Golden Carrot Awards
School Lunches in Oceanside District Win Honor](#)

[Oceanside: Schools Recognized for Healthy Lunches](#)

["Farm to School" Celebration Planned](#)

[Big Kids, Big Problems: SDSU Researchers Are Out to Reverse an Epidemic of
Childhood Obesity](#)

[Farm To School At Crawford Means Farm At School](#)

NATIONAL NEWS

[Study: Yanking Junk Food Recoups Student Health](#)

[Arteries of Obese Kids Aging Prematurely: Study](#)

[The Great Banana Challenge: How to Dispense Healthy Snacks From A Vending
Machine: Design a Fruit Elevator](#)

[Charity Targets Obesity in Kids](#)

[Inadequate Sleep Increases Childhood Obesity Risk](#)

[E-Mails Reveal Dispute Over City's Ad Against Sodas](#)

[San Francisco to Stop Selling Toys with Fast Food Meals](#)

[Vending Machines Lighten Up](#)

[U.S. Obesity Rate May Hit 42% by 2050](#)

[Overweight Children have Different Eating Patterns than Normal Weight Children](#)

[The Food-Mood Connection](#)

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Disclaimer: The Initiative provides the monthly newsletter solely as a service to its partners to support domain activities and promote other related nutrition and physical activity programs and policy/environmental changes in San Diego County. The newsletter is for educational purposes only and does not constitute an endorsement of any product, resource, legislation, or intellectual content included in the newsletter outside of specified Initiative domain workgroup activities or official partnership statements approved by the Initiative's leadership council.

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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