



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

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

SPECIAL ANNOUNCEMENT!!!

The San Diego County Childhood Obesity Initiative is moving! Community Health Improvement Partners, our facilitating organization, will be moving its office **December 10, 2010**.

COI staff contact information will be changing as follows:

Cheryl Moder, Director

Phone: 858.609.7961

Email: cmoder@sdchip.org

Melanie Cohn, Manager

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JuliAnna Arnett, Food Policy Manager, Communities Putting Prevention to Work

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Erica Salcuni, Coordinator

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Effective December 10, 2010, the CHIP office address will be changing as follows:

9370 Chesapeake Drive, Suite 220

San Diego, CA 92123

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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).

Several domain meetings will meet at different locations starting in January 2011. More information will be forthcoming.

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, December 14, 11 a.m. - 12:30 p.m.

San Diego Room

Domain 4: Early Childhood

Wednesday, December 15, 1 - 2:00 p.m.

YMCA Childcare Resource Service, 4th Floor executive conference room
3333 Camino Del Rio South, San Diego, CA 92108

Domain 5: Community

TBA (See [calendar.](#))

Domain 6: Media

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

Palomar Room

Domain 7: Business

TBA (See [calendar.](#))

DOMAIN PARTNER HIGHLIGHT

Government Domain

Vikrant Sood

**Senior Regional Planner, Public Health Planning Specialist
SANDAG**



San Diego is wooing talent from places like Los Angeles and San Francisco, just look at the latest hire at the San Diego Association of Governments. Vikrant Sood, Senior Regional Planner is the first Public Health Planning Specialist hired at SANDAG. Vikrant was brought on board to oversee the interventions of the Communities Putting Prevention to Work (CPPW) grant in partnership with the County of San Diego Health & Human Services Agency (HHSA).

In March 2010, HHS received \$16.1 million from the Centers for Disease Control and Prevention for the CPPW grant program. The overarching goal of the grant program is to expand the use of evidence-based strategies and programs to address obesity rates, physical inactivity and poor nutrition resulting from transportation infrastructure investments and land use patterns. The goals and objectives of CPPW are being achieved through partnerships between HHS, community partners and contracted agencies including University of California San Diego, San Diego County Office of Education, San Diego State University, Community Health Improvement Partners, including the Childhood Obesity Initiative, and SANDAG.

In particular, HHS partnered with SANDAG to implement interventions that relate to the design of the built environment. SANDAG provides the public forum for regional policy decisions about growth, transportation planning and funding, transit construction, environmental management, economic development, housing, open space, energy, public safety, and bi-national topics.

Vikrant is responsible for overseeing the many CPPW interventions underway at SANDAG including the Healthy Communities Campaign which will integrate public health considerations in the design of the built environment through policy, programs, projects and institutional change. A big piece of the Healthy Communities Campaign is the grant program, which will provide \$ 850,000 to local jurisdictions to incorporate public health into planning efforts, and promote pedestrian and bicycle friendly neighborhoods throughout the region. SANDAG will be calling for projects at the end of December.

Vikrant grew up in New Delhi, India, recognized as a very walk-able community with plenty of public spaces and access to public transit. In fact, Vikrant likes to joke that he didn't drive a car until he came to the United States in 2000. Here in San Diego, along with his three colleagues at SANDAG that work together on the CPPW grant, he takes public transportation to work.

Vikrant has been in San Diego just two short months, settling in Hillcrest. He comes to us by way of Berkeley, California where he worked on the City of Richmond General Plan Update for MIG, Inc., a planning and design firm. Since moving to town, he has already found a few hiking trails, both rural and urban that he likes very much, including the 14 mile trek which includes a mix of urban space and ocean views in Pt. Loma. He is very proud to be with SANDAG at a time when they are giving this level of emphasis to public health. He grew up in a family that shopped daily and always cooked fresh. So much so that the only reason they kept a refrigerator was to cool drinks and keep the occasional tub of ice cream frozen.

*Although Vikrant is a newcomer to San Diego, he is a familiar face to the Initiative. He presented at the *Healthy General Plans* workshop. This Government domain event provided hands-on training for cities to incorporate health elements into general plans.



DOMAIN UPDATE

Business Domain

The Initiative's Business Domain is always a great source of innovative ideas and projects. Partners working under the purview of this domain share the idea that good health makes good business sense for all.

More and more business owners and associates are becoming interested in obesity prevention activities, and the domain is happy to help connect them to projects that not only promote good health within the

community but also the heart of the business. Chef Jeff Rossman, owner of Terra Restaurant, is a shining example of a domain partner who has supported community health through his work as a chef and restaurateur. 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.

The Business domain has also recently partnered with other Initiative domains on successful projects. For instance, San Diego Unified School District (SDUSD) was the first school district to regularly include locally-grown produce as part of its Harvest of the Month (HOM) program. The district offers the highlighted local food once a week for a month on its 118 school salad bars. These efforts were combined with those of participants in the Farm to School Taskforce, a joint-effort of Whole Foods Market and San Diego County Childhood Obesity Initiative to bring together chefs, farmers, food service directors, and public health professionals to increase farm to school and healthy food procurement in San Diego County. Taskforce members worked closely with SDUSD and Tierra Miguel Foundation to create formal relationships between local food distributors and farmers. As a result, a total of 13 school districts aligned efforts in October 2010 to conduct farm to school activities.

The Halloween Candy Buy Back is another project that has been headed up by a Business domain partner. This is a national effort that enables dentists to register to buy excess, unopened Halloween candy back from children and their families. The candy is shipped to U.S. troops via the non-profit organization Operation Gratitude. The local efforts were spearheaded by Sabrina Covington RD of the Healthy Kids' Choice Initiative and dedicated business domain partner. Thirteen dental offices across the county participated as well as a pediatrician's office; a total of 3,852 pounds of candy (nearly two tons!) was collected across the county and shipped to the troops. Local shipping businesses around the county donated time and resources to make this aspect of the program successful. To see the program in action, [click here](#) to view photos from one dental office.

The San Diego County Farm Bureau continues to work in conjunction with the COI as it operates EBT / Debit / Credit POS terminals as a pilot project at its weekly farmers' markets. The pilot will provide data on the impact of electronic card transactions on market sales and profitability.

The Business domain is confident that the dollars and "sense" of fighting childhood obesity add up. The Domain is always looking for new participants interested in establishing more practices that encourage good health and business. To learn more about the domain or investigate partnership opportunities, please 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.

Winter Vegetable Gardening

Gardening this winter? This guide provides examples of vegetables that do well in cold weather. [More...](#)

Dietary Data Brief: Snacking Patterns of U.S. Adolescents

Data on the prevalence of snacking among adolescents and its association with body mass index and with food and nutrient intakes are presented in this report. [More...](#)

Garden in Every School® Search

Tens of thousands of schools across the globe have gardens, greenhouses, and/or schoolyard habitats that enrich learning. This registry has been developed to document and highlight these projects and includes a search tool to help users find to connect with other school gardeners. [More...](#)

Health Champions Youth Program

Nearly eighteen percent of today's teens (12-19) are obese and we want this to change! The Center for Healthier Communities provides high schools and youth organizations with the *Health Champions* program. The program aims to increase physical activity and healthy lifestyle behaviors and teach youth to become advocates for a healthy environment.

[More...](#)

Approaches to Measuring the Extent and Impact of Environmental Change in Three California Community-Level Obesity Prevention Initiatives

Despite growing support among public health researchers and practitioners for environmental approaches to obesity prevention, there is a lack of empirical evidence from intervention studies showing a favorable impact of either increased healthy food availability on healthy eating or changes in the built environment on physical activity. This report describes evaluation of initiatives targeting the community environment to expand the evidence base for environmental interventions. [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. Its conclusions are critical for informing the Child Nutrition Reauthorization legislation, including policies related to competitive foods and school meals. [More...](#)

Water in Schools

Access to free drinking water is important for health and obesity prevention. Learn more about recent steps to promote water consumption in schools with this web-based toolkit.

[More...](#)

Let's Move Toolkit for Faith Based and Neighborhood Organizations

First Lady Michelle Obama recently launched Let's Move Faith-based and Communities. Children learn many lessons about healthy living and well-being in faith- and community-based settings that set the foundation for their lifestyle as adults. Let's Move has published a toolkit that is designed to help faith-based and neighborhood organizations transform neighborhoods, engage communities, and promote healthy choices. There are a variety of activities and resources provided in this toolkit and you are invited to explore the menu of options and to see which ones could work best for your organization. [More...](#)

LEGISLATIVE UPDATE

San Francisco toy ban: Under the 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.

The San Francisco Board of Supervisors passed the regulation on November 9th. San Francisco Mayor Gavin Newsome vetoed the measure on November 12th and the Board of Supervisors overrode the veto on November 24th. The measure will go into effect in December 2011.

Let's Move Faith and Communities: On November 29th, First Lady Michelle Obama expanded her "Let's Move" initiative to reduce childhood obesity to include working with religious and community organizations. Joshua DuBois, executive director of the White House Office of Faith-based and Neighborhood Partnerships, said charities involved in "Let's Move" have helped develop goals for 2011, including walking a collective 3 million miles, developing 10,000 community gardens and farmers markets and hosting 1,000 new summer feeding sites for needy children.

A toolkit and additional information are available at:

www.letsmove.gov/communityleaders.php

SDUSD delays decision on P.E. for cheerleading: The San Diego Unified school board on November 30th discussed the possible reinstatement of physical education credits for cheerleaders, drill team and other groups after cheerleaders across the district complained that their year-round workouts should still be counted. Those activities lost their P.E. status in 2008 when state mandates for strengthening such programs prompted the district to review its own policy. The board protected Junior ROTC's status for legitimate P.E. credit along with marching band, but not cheerleading and drill team.

It will be up to the new city school board to determine whether physical education credits should be reinstated these groups. For the second time, the trustees on December 2nd put off dealing with the request pushed by cheerleaders and their supporters. Two new members will join the board Tuesday — Scott Barnett and Kevin Beiser, who were elected to replace John de Beck and Katherine Nakamura.

Healthy, Hunger-free Kids Act (Child Nutrition Act): The *Healthy, Hunger-Free Kids Act* (S. 3307) was passed by the House of Representatives on December 2, 2010. It now awaits President Obama's signature. 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

CalFresh Rollout

California Department of Social Services has recently announced that the Food Stamp Program (FSP) has been rebranded in California as *CalFresh*. This rebranding marks the beginning of a fresh new program that empowers clients to eat fresh food and live a healthy lifestyle. [More...](#)

The People's Produce Project Farmers' Market Grand Opening

The People's Produce Project (PPP) is an initiative of Project New Village, a collaborative aiming to promote personal and community wellness in the Southeastern San Diego region. This initiative is pleased to announce the grand opening of their farmers' market on Friday, December 3, 2010 at 606 Euclid between Guymon & Market. [More...](#)

EVENTS/CONFERENCES

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...](#)

Community Health Improvement Partners (CHIP) End-of-Year Community Partner Celebration

December 17, 2010

San Diego, CA

Please join us to celebrate the Community Health Improvement Partners (CHIP) "2010 Yearbook" on Friday, December 17 from 9:00 – 11:00a.m. The San Diego County Childhood Obesity Initiative (COI) is a project facilitated by CHIP. This event will highlight the

accomplishments of community partners, including those that work on the initiative. Please RSVP your attendance to CHIP.RSVP@gmail.com by Friday, December 10. [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...](#)

The Eighth Active Living Research Annual Conference

February 22-24, 2011

San Diego, CA

The theme for the 2011 conference is Partnerships for Progress in Active Living: From Research to Action, which recognizes the importance of engaging experts from multiple disciplines to address critical public health issues, especially active living and obesity.

[More...](#)

GRANTS

Saucony Run For Good Grants

Deadline for Applications: December 13, 2010

The Saucony Run for Good grant program encourages active and healthy lifestyles in children and is now accepting applications. Grants are open to community nonprofit organization that initiate running programs and up to \$10,000 will be awarded. [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...](#)

Healthy, Active Native Communities \$2,500 Mini-Grant Opportunity

Deadlines for Applications: January 14, 2011

The Association of American Indian Physicians is now accepting applications for the Healthy, Active Native Communities \$2,500 Mini-Grants. The \$2,500 awards will be awarded to 10 organizations, which support innovative, culturally sensitive environment and policy approaches to improve nutrition and physical activity through community wide policies, systems, and environmental changes. For more information about these Mini-Grants, please email Kristy Smithson at ksmithson@aaip.org for updates.

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

Fresh food access initiatives are beneficial for everyone, whether they manifest themselves at community farmers' markets, gardens, or healthy food giveaways. Access to whole fruits and vegetables keeps a community healthy and is especially important in the earliest years of life. That's why the Initiative and its partners support Farm to

Preschool projects!

Farm to Preschool projects have been designed to influence early childhood eating habits by bringing farm fresh foods to a range of child care and preschool programs. These projects are founded on a simple idea: children should eat well and be healthy.

The first (official) Farm to Preschool project in San Diego County began in Fall 2009 at North County Community Services (NCCS) Child Development Centers' Thunder Drive site in Oceanside. This project developed in partnership with Occidental College, which 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' markets and produce distributors to improve school menus, educational and interactive workshops for parents, build gardens and age-appropriate nutrition classroom curricula for students.

The NCCS Farm to Preschool project is entering its second year of a two year pilot program with Occidental College. During the first year at the Thunder Drive site, 200 families were represented. On December 1, the project was introduced to two more NCCS child care sites in Escondido, nearly doubling the number of students and families that will receive the curriculum.

Lita Moore, the NCCS Director of Family Resources, has overseen the establishment of the program from the beginning. She is excited about the successes the project has brought to the preschool setting thus far. "The teachers love it because it fits right into what they would be teaching the kids anyway. [Occidental College] has made the curriculum so user-friendly."

Each month, teachers have a curriculum to teach kids about language and literacy, physical activity, cooking projects, and taste tests of fresh fruits and vegetables. Incorporating the Farm to Preschool education into the day has had great impacts not only at Thunder Drive, but all 9 NCCS child care sites. The menus have been changed to offer only healthy foods, including fruits and vegetables. The children regularly grow and harvest a variety of vegetables and herbs that are used in the meals prepared on site.

The expansion of the project will provide the new pilot sites with all of the same components used in the first year at the Thunder Drive site, but there will be some additions. For instance, monthly newsletters and workshops are being developed to educate and inform NCCS parents on the health messages their children are receiving through the program. Also, NCCS is looking to connect with a local farmer or farmers to source the foods used in the curriculum. Lita reported that the produce used in the curriculum is currently being purchased at local farmers' markets, such as those Vista, Escondido, and Oceanside. Stakeholders working on this project are continuing to look for a local farmer that is able to supply the amount of product needed for the curriculum at the three child care sites.

Farm to Preschool projects are a promising way to educate students on a variety of topics, including nutrition, food knowledge, and much more. For more information on the exciting food-access initiatives underway countywide, please contact our CPPW Food Policy Manager, [JuliAnna Arnett](#).

LOCAL NEWS

[SD Unified Delays Decision on PE for Cheerleading](#)

[Principal's Fitness Plan Working Out Fine for Kids](#)

[Farm Stand to Open at Golden Avenue Elementary](#)

[Students at Emerson Elementary Enjoy a Natural and Locally Grown Menu](#)

NATIONAL NEWS

[Less Salt in Teenagers' Diet May Improve Heart Health in Adulthood](#)

[Better Beef, It's What's For Lunch? Kids in Four of the Nation's Largest School Districts Are Served Sustainably Produced Meats](#)

[Mayor Gavin Newsom Vetoes Fast-food Toy Ban](#)

[School Cafeterias to Try Psychology in Lunch Line](#)

[Study: Hometown Grocery Stores Play Important Role in Rural Living](#)

[Surgeon General: Childhood Obesity Endangers Future Work Force](#)

[School Nutrition Bill Could Be Revived in Congress](#)

[Kern County: Health Department Seeks New Ideas to Combat Obesity](#)

[Walgreens Tackles 'Food Deserts'](#)

[Urban, Hip and Healthy: Can Wellness Be a Priority in Plans for Future Planning](#)

[Children Replacing Meals with Snacking, Finds Survey](#)

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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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