



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 858.609.7964.

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SPECIAL ANNOUNCEMENT!!!

The San Diego County Childhood Obesity Initiative has relocated! Community Health Improvement Partners, our facilitating organization, moved its office location in **December 2010**.

Please note new COI staff contact information:

Cheryl Moder, Director

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

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The CHIP office address:

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 Community Health Improvement Partners (CHIP), located at 9370 Chesapeake Drive, Suite 220; San Diego, CA 92123.

Domain 1: Government

TBA (See [calendar.](#))

Domain 2: Healthcare

Tuesday, March 1, 1 - 2:30 p.m.

CHIP Office

Domain 3: Schools and After-school

Tuesday, March 15, 11 a.m. - 12:30 p.m.

CHIP Office

Domain 4: Early Childhood

Tuesday, February 22, 10 - 11:30 a.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, March 1, 11 a.m. - 12:30 p.m.

CHIP Office

Domain 7: Business

TBA (See [calendar.](#))

DOMAIN PARTNER HIGHLIGHT

Schools and After-school Domain

Kay Stuckhardt
Community Outreach Liaison
Palomar Pomerado Hospital

Kay Stuckhardt, Community Outreach Liaison for Palomar Pomerado Health (PPH) has been a passionate advocate for the work of the San Diego County Childhood Obesity Initiative, particularly in North County. Strike up a conversation with Kay about her list of activities and you might wonder if she is able to squeeze 40 hours out of a day. The amount she gets accomplished while not tempering her enthusiasm inspires us all.



As community outreach liaison for PPH, Kay manages the Community Action Councils (CAC) for Escondido, San Marcos and Pauma/Valley Center. The CACs utilize Community Health

Improvement Partners' community health needs assessment, Charting theCourse to identify the most critical health issues in their community and work together on projects to solve them. With a focus on obesity/diabetes prevention, the CACs are implementing Project 21 – TODAY program (Transforming Obesity and Diabetes Awareness in Youth), a school-based campaign to increase awareness of obesity and diabetes among 5th grade students and their families. The program supports families and link those identified at-risk students to a medical provider for low- or no-cost health insurance, periodic health assessments and nutrition classes. The TODAY program is a collaborative effort coordinated through the CACs in the five PPH regions. Partners include: Neighborhood Healthcare and North County Health Services, San Diego County Health and Human Services, Ramona, Escondido, Poway, and San Marcos school districts, and Network for a Healthy California.

Kay found her way to the Initiative when she managed the Faith & Health Partnership for PPH serving as the lead for the North County on the Faith Advisory Council. Her good work led to a contract with the COI and SDSU for the Cambios con Fe project where she led the South Bay Faith Advisory Councils. Kay is very active in her own faith community and leads a Health Ministry at her church promoting healthy eating and physical activity.

Kay just doesn't work from the top down she works right alongside her community leaders. Her dedication to obesity prevention is demonstrated through her service as co-chair for the Valley Center/Pauma Unified School District's wellness council. "Kay is an ideal partner. She is well-connected, well-liked, and passionate about obesity prevention. She makes things happen. She is a real asset to the Initiative and the communities of San Diego's North County region," states JuliAnna Arnett, *Healthy Works* Food Policy Manager with the Initiative and Community Health Improvement Partners.

Originally from Oregon, Kay attended Oregon State and then received her MPH from San Jose State University. She says the sunshine brought her to San Diego in 1980. She lives in Escondido with her husband Mike and enjoys time with her 3 grown children and 2 grandkids. She is a local advocate for the Parks and Recreation Department in Escondido and is working with her community to encourage city leadership to become a HEAL city (The Healthy Eating Active Living Campaign works with California cities to adopt policies that will improve the physical activity and food environments for all residents.)

In her spare time, Kay loves to walk and travel with her husband. They visited Spain and France last year for three weeks, are headed to Yellowstone this summer and already have two weeks booked in Turkey next Fall. She epitomizes the well known phrase...*Work hard, play hard!*



DOMAIN UPDATE

Healthcare Domain

Most healthcare providers agree that prevention is the best medicine and aligning messages and practices that support healthy lifestyles are critical to keeping patients well. It is in this spirit that healthcare leaders from across San Diego County are coming together to prevent and reduce childhood obesity.

The Healthcare Domain (domain) understands that it is important to work on obesity prevention from the time of preconception—recognizing the importance of getting families off to a healthy start, in some cases, before

the family even gets started. A partnership between the American Academy of Pediatrics, CA Chapter 3 (AAP-CA3) and Women, Infant, and Children (WIC) is sparking new opportunities to work with local OB/GYN offices to deliver health messages and improve services for expecting mothers. This partnership will focus on increasing knowledge and utilization of WIC materials as well as the dissemination of healthy gestational weight gain messaging. Domain members have offered their contacts and expertise to contribute to the success of this work; Jojo Drinkwater, domain representative and Community Outreach Associate with American Red Cross WIC, has been working with physicians within the domain that have expressed interest in being physician champions to work alongside WIC in creating awareness among OB/GYNs and other clinicians under the auspices of this project. Rady Children's Hospital Center for Healthier Communities has submitted a proposal to WIC to help coordinate and schedule presentations with various clinics. The proposal also offers coordination of input from various stakeholders, including the physician champions, clinic representatives, etc. to be sure the right information is being sent to the right groups.

Another exciting project on the horizon that has been garnering interest from the domain is the formation of the Healthcare Leadership Team, which will convene to promote healthy, sustainable food practices in hospitals. These healthy, sustainable food practices have broad community impact; harnessing the purchasing power of healthcare institutions to promote economic development, environmental stewardship, and public health. The leads on the project include JuliAnna Arnett, the Healthy Works Food Policy Manager with the Initiative, Zach Schlagel of UCSD and Cheri Fidler, Healthcare domain co-chair and representative of Rady Children's Hospital Center for Healthier Communities. These partners are working with Healthcare Without Harm's Physicians for Social Responsibility program (an organization in the Bay Area that has pioneered this work) to engage healthcare leaders across San Diego County in efforts to promote healthy, sustainable food practices in the healthcare sector and community-at-large.

This domain is consistently seeking new and innovative ways to support healthcare providers and families in preventing and treating obesity. To learn more about the domain or investigate partnership opportunities, 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.

Winter Vegetable Gardening

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

School Wellness Policies: Perceptions, Barriers, and Needs among School Leaders and Wellness Advocates

School wellness policies are a key component to the prevention of adolescent obesity. According to a 2006 national research study, school board members were most confident in their ability to develop, implement and monitor wellness policies. There is an opportunity for school board, public health directors and school wellness advocates to assist districts on wellness issues such as physical education/activity and strategies for implementing and monitoring wellness policies. [More...](#)

Local Public Health Departments in California: Changing Nutrition and Physical Activity Environments for Obesity Prevention

A survey of key California public health department personnel finds that monitoring obesity rates and providing leadership for obesity prevention are important roles for public health. A majority of respondents express that funding and staff skill may influence the degree of public health department engagement in obesity prevention. Public health departments are engaged in obesity prevention using environmental and policy change approaches. [More...](#)

Promoting Healthy Communities and Preventing Childhood Obesity: Trends in Recent Legislation

The National Conference of State Legislatures (NCSL) has witnessed an increasing interest by states in adopting policies designed to promote healthy communities and prevent childhood obesity. The report includes enacted legislation in 2009 in two broad policy categories—healthy eating and physical activity, and healthy community design and access to healthy food. [More...](#)

Translating Epidemiology into Policy to Prevent Childhood Obesity: The Case for Promoting Physical Activity in School Settings

Health authorities have identified policy interventions as promising strategies for creating population-wide improvements in physical activity. The specific case study focused on energy expenditure through physical activity and especially physical education (PE). The issues they faced provide leverage points for practitioners, policy makers, and researchers as they seek to translate epidemiology to policy. [More...](#)

Agricultural Policy and Childhood Obesity: A Food Systems and Public Health Commentary

The thirty-five year long U.S. “cheap food” policy has prompted the production of nutrient-poor and calorie-rich commodity crops which are key contributors to childhood obesity. The paper includes policy recommendations, including support to farmers who produce fruits and vegetables, to build a more effective agricultural policy which promotes healthy eating. [More...](#)

Where Food Planning and Health Intersect

Four of the six leading causes of death—heart disease, stroke, diabetes, and some cancers—are diet-related diseases. This article focuses in on four communities working on the public health and food planning intersection. In an effort to address the inadequacies of our food system, individuals, community groups, organizations, and local governments are reforming local and regional food systems across the country one partnership at a time. [More...](#)

LEGISLATIVE UPDATE

Thanks to First Lady Michelle Obama’s Let’s Move campaign, the launch of Healthy Works, and growing awareness of obesity prevention through environmental design and policy

change, some exciting bills are being considered by policy makers in the beginning of 2011. First, the San Diego City Council is in the process of changing the City's zoning regulations that currently make it difficult to establish community gardens. If the ordinance is approved, a community organization that wants to start a garden simply finds available land that's zoned commercial and negotiates with the owner. Community gardens are on the agenda for the City's next Community Planning Meeting on February 22nd. It's also hoped that restrictions will be eased in residential areas, where fees and community planning reviews can come into play.

A variety of state and federal proposals are also attempting to support healthy lifestyles and provide greater access to fresh fruit and vegetables. Below is a list of legislation that has been introduced.

A.B. 70 (Monning, D-27):

Introduced on December 16, 2010, this bill would require the California Health and Human Services Agency to apply for federal community transformation grants under the Patient Protection and Affordable Care Act (PPACA), and the Healthy, Hunger-Free Kids Act of 2010 (HHFKA). The bill would also require the agency to make information regarding federal grant opportunities under the PPACA and the HHFKA available to local government agencies, local public health departments, school districts, state and local nonprofit organizations, and Indian tribes through existing channels, and by placing a link on each relevant department's existing Internet Web site. These grant opportunities provide funding for preventive health activities and support the provision of school lunches, breakfasts, and summer food service and improve the quality and availability of healthful food in underserved communities. The bill was referred to Committee on Health on January 27th.

A.B. 200 (Hayashi, D-18)

This bill would require the State Board of Education to establish the Physical Education Award Program to recognize schools that conduct their physical education courses pursuant to the model content standards and demonstrate that increasing numbers of pupils enrolled in those schools meet minimum standards on the physical performance test designated by the state board. The bill was introduced on January 27th.

H.R. 207 (Petri, R-WI):

This bill, introduced on January 13, 2011 and referred to Committee on Education and the Workforce, would authorize schools and local educational agencies participating in the school lunch program under the Richard B. Russell National School Lunch Act to donate excess food to local food banks or charitable organizations.

H.R. 317 (Baca, D-CA) Fresh Fruit and Vegetable Grower Tax Incentive Act of 2011:

This bill, introduced on January 19, 2011, would amend the Internal Revenue Code to allow a credit against tax for certain fruit and vegetable farmers. Farmers whose gross receipts attributable to fruit and vegetable farming were not more than \$500,000 for the previous taxable year would receive a business-related tax credit equal to the lesser of \$10,000 or the taxable income attributable to fruit and vegetable farming. The bill defines "fruit and vegetable farming" as the farming and sale of fruits, vegetables, or both in fresh form generally considered as perishable, but not including any grains or any perishable fruits and vegetables which have been manufactured into articles of food of a different kind or character. The bill has been referred to Ways and Means Committee.

H.R. 350 (Serrano, D-NY):

This bill would provide greater access to the supplemental nutrition assistance program (food stamps) by reducing duplicative and burdensome administrative requirements, and award

grants to certain community-based non-profit feeding and anti-hunger groups. This bill was introduced on January 21st, 2011 and was referred to Committee on Agriculture.

S. 174 (Harkin, D-IA) HeLP America Act:

Senator Harkin has been introducing the HELP America Act each year since at least 2005. This bill would assist improvements in preschool nutrition and physical activity, expand the fruit and vegetable snack program, limit sodium levels in food, require nutrition labeling for food service projects, require the physical activity guidelines to be updated every five years, curb food marketing to children, among other provisions. As of February 3, 2011, the bill was referred to Committee on Finance.

S. 294 (Sanders, I-VT):

Introduced on February 9, 2011, this bill would provide grants to states to establish a State Early Care and Education System with elements that are informed by data and recommendations from, among others, Preventing Childhood Obesity in Early Care and Education Programs and include the provision of comprehensive services that include health and nutrition. In addition, the programs would provide ongoing promotion of proper nutrition and their evaluation would include the use of health specialists or nutritionist to train or mentor staff. The bill was referred to Committee on Health, Education, Labor and Pensions.

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

County Unveils 'Healthy Works' Program

Healthy Works is the San Diego County initiative of *Communities Putting Prevention to Work* (CPPW), a federally funded grant program administered by the County of San Diego, and includes the University of California San Diego, San Diego Association of Governments, San Diego County Office of Education, Community Health Improvement Partners and San Diego State University, along with numerous community-based partners. [More...](#)

FoodCorps Recruiting First Class of Service Members for School Food Systems

Today, FoodCorps, a brand new and much anticipated national service program, opens applications for its first class of service members. Those selected will dedicate one year of full-time public service in school food systems – sourcing healthful local food for school cafeterias, expanding nutrition education programs, and building and tending school gardens. [More...](#)

EVENTS/CONFERENCES

USDA FNS 2011 Summer Food Service Program (SFSP) Webinar Series

February & March 2011

The Summer Food Service Program (SFSP) can help to fill the summer meal gap for low-income children. Faith-based, community and private non-profit organizations can make a difference in the lives of hungry children by serving meals with SFSP, a federally funded program administered by states that reimburses organizations for meals served to children during the summer. Join us to learn more about how you can help and hear the benefits to being a part of the Summer Food Service Program! [More...](#)

A Good Place to Grow Up is Green

Tuesday, March 8, 2011; 6:30–8 PM

San Diego, CA

Building on the Growing Up in Cities program of UNESCO and the Child Friendly Cities Initiative of UNICEF, this lecture shares methods for enabling young people to evaluate their communities and design places that are a “genial green:” where they feel safe, engaged, valued, and empowered to care for their communities and the larger web of life. [More...](#)

Amp Up! Middle School After-school Conference

March 8-10, 2011

San Diego, CA

Join the only conference of its kind focusing specifically on middle school after-school programs! Amp Up! will feature engaging workshops, keynote presentations, youth performances, and networking opportunities. Program staff, directors, middle school site administrators, and technical assistance providers are encouraged to attend. [More...](#)

California Office of Traffic Safety 2011 Leadership and Training Seminar

April 20-22, 2011

San Diego, CA

The California Office of Traffic Safety will be holding its 2011 Leadership and Training Seminar here in San Diego on April 20-22. I'm on an ad hoc committee helping them develop the bicycle and pedestrian safety track. Mostly it's aimed at engineers and law enforcement, but the OTS staff told us they are interested in attracting a diverse group of participants, including planning and public health professionals. Here's a link to the web site for the event in case you are interested or want to pass it along to others. [More...](#)

GRANTS

Lowe's Toolbox for Education

Deadline for Applications: February 18, 2011

Now in its 5th year of helping build better schools and communities, the Lowe's Toolbox for Education program has provided more than \$20 million to nearly 5,000 schools across the country. This grant provides an opportunity to build on your parent-teacher group success.

[More...](#)

National Programs to Improve the Health and Educational Outcomes of Young People

Deadline for Applications: March 4, 2011

The purpose of the National Programs to Improve the Health and Educational Outcomes of Young People is to improve child and adolescent health by helping schools and communities create an environment that fosters a culture of wellness and makes healthy choices the easy choice. [More...](#)

2011 Childhood Obesity Conference Scholarships

Deadline for Applications: March 18, 2011

Do you know or work with young leaders who are making their schools or communities healthier places? California Project LEAN (Leaders Encouraging Activity and Nutrition) is providing full scholarships for teams of youth ages 14 to 18 and their adult allies to attend and participate in the 2011 Childhood Obesity Conference, all expenses covered! For more information, contact Katherine Hawksworth at (916) 552-9959 or

katherine.hawksworth@cdph.gov.

Health and Wellness Grants

Deadline for Applications: April 1, 2011

The Rite Aid Foundation is offering funding to programs that focus on health and wellness in the communities in which Rite Aid operates. [More...](#)

Shade Structure Grant Program

Deadline for Applications: April 22, 2011

The American Academy of Dermatology's (AAD) Shade Structure Program awards grants for the purchase of permanent shade structures designed to provide shade and ultraviolet ray protection for outdoor areas. AAD also provides a permanent sign to be displayed near the shade structure that promotes the importance of sun safety. [More...](#)

The California Wellness Foundation - Responsive Grantmaking Program (California)

Deadline for Applications: Rolling

The California Wellness Foundation is dedicated to improving the health of the people of California by offering program grants for health promotion, wellness education, and disease prevention. The foundation is offering grants to programs which address a number of health issues. [More...](#)



FARMERS MARKET CORNER

Where can you go to explore connections between plants, history, science, art, literature, math and nutrition all in the context of organic gardens and a demonstration kitchen? Olivewood Gardens and Learning Center, of course!

Started in February 2010, Olivewood Gardens is a nonprofit community and garden resource center located in National City. Olivewood Gardens is not just a community garden. While over an acre of their property is devoted to growing fruits, vegetables and other plants, the rest of the land lends itself to experiential lessons in sustainable agriculture, environmental stewardship and so much more.

Olivewood Gardens and Learning Center's robust education programming can be partially attributed to its amazing staff. The Education Coordinator, Michelle Cox, came to Olivewood Gardens with a background in environmental education. She ran multiple county-wide environmental education programs prior to accepting a position with Olivewood Gardens. Michelle has worked on garden and nutrition curricula and integration of the environmental curriculum she had previously developed. The program model is also integral to the success of Olivewood Gardens. This makes Olivewood Gardens the perfect spot for schools to send young minds for education on healthy lifestyles.

"Students don't come for a one time visit. They come 4 times during the school year," explains Amy Carstensen, Executive Director. Local students and their families are exposed not only to standards-based education, but also to fresh fruits and vegetables on a regular basis. The students are even given hands on experience preparing simple, healthy recipes with their own hands! Focus groups done with parents of participating students have indicated an increase in preference for produce the students have eaten and prepared.

The gardens have inspired not only young minds, but more experienced minds as well. Recently, through the National City School District Wellness Program, Olivewood Gardens inspired the director of food services to add local organic oranges from a farm in Valley Center to the school lunch program. Additionally, Olivewood Gardens has conducted other advocacy through the National City School District, the office of the Mayor of National City, and school board members to promote healthier and more active living.

The staff at Olivewood Gardens and Learning Center also recognizes the importance of keeping their programming accessible. Amy Carstensen fundraises to provide the program to district schools closest to the garden at no cost to the district.

Olivewood Gardens and Learning Center offers free tours every Tuesday at 10am, so to learn more about the exciting work they are doing, stop by!

Community gardens are a great way to educate the community 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

[University Heights Park Reopens after 13 Years](#)

[Carmel Mountain Ranch Gets New Playground](#)

[California Still Second to Last in Food Stamp Participation, Federal Officials Report](#)

[Restaurant Opts for Healthier Choices](#)

[Food Services Technology, New Menu Lauded by Industry Magazine](#)

NATIONAL NEWS

[Michelle Obama, Wal-Mart Partner on Healthy Foods Program](#)

[CDC Study: More Initiatives Needed to Combat Childhood Obesity](#)

[Overburdened Food Banks Can't Say No To Junk](#)

[More Food Banks Offer Fresh Fruits, Vegetables](#)

[Free School Meals for Foster Children Announced](#)

[Virginia Lawmakers Approve PE Requirement for Elementary, Middle School Students](#)

[First Lady Sees Military as Model for Fitness Effort](#)

[Tax Credit May Lure Grocers to Urban Sites](#)

[World Health Organization Calls for Junk Food Ban in Schools, Playgrounds](#)

[Nutrition Information Aimed at Package Fronts](#)

[More Californians See Childhood Obesity as Major Health Problem](#)

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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, i.e. community sectors, including Government, Healthcare, Schools & After-school, Early Childhood, Community, Media, 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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