



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](#) or phone at 858.609.7964.

UPCOMING MEETINGS

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

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, May 3, 1 - 2:30 p.m.
CHIP Office

Domain 3: Schools and After-school

Tuesday, May 17, 11 a.m. - 12:30 p.m.

CHIP Office

Domain 4: Early Childhood

Tuesday, April 26, 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, June 7, 11 a.m. - 12:30 p.m.
CHIP Office

Domain 7: Business

TBA (see [calendar](#))

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Community Domain

Sheila Krotz **San Ysidro High School**

Sheila Krotz walks a path paved with passion, and has gained many followers along the way. Passion is contagious, and Sheila's commitment to obesity prevention and the overall health of the community shines through the work she does every day. Whether teaching her students or conducting advocacy in her community, she is a true leader.



Sheila is a science teacher at San Ysidro High School, as well as the coordinator for the Medical Pathway program and the MEDICS club. Both of these programs recruit high school students interested in a career in healthcare. The Medical Pathways program is marked with courses and internship opportunities that increase students' knowledge of the field and better prepare them to succeed as they transition into further education. Its after-school counterpart, MEDICS club, is extension to the in-class training the students receive. It is with these passionate and conscientious students that Sheila conducts Youth Engagement & Action for Health (YEAH!) projects in partnership with the San Diego County Childhood Obesity Initiative's Community domain and San Diego State University's Graduate School of Public Health.

"You can make a difference in your own community by taking what you know and educating others, especially children, because this is where you can make the most difference," Sheila said. She recognized that a YEAH! project would be an amazing learning experience for her students to see how an idea can shape or change a policy. The results so far? One of her YEAH! groups met with the principal at San Ysidro High School, the Sweetwater School District Food Services Director, and a representative from the school's Food Services Program, where the students advocated and were successful in getting healthier options on the school lunch menu. Sheila's students are leading these efforts largely because of the lessons they have learned in her classroom. "I am glad that they took the message that they can make a difference and are carrying out this message through their projects without me looking over their shoulder," she added.

Sheila's passion for making a difference started in her home state of Illinois, where she took an interest in science and medicine, leading her to a career in nursing. Before long, an educator inspired her to take interest in the field of teaching, so she took a leap of faith and enrolled in school. Her love of science and medicine stayed true; she started the Medical Pathways program while teaching in her home state of Illinois. Her efforts to establish this concept at the school where she was teaching in Illinois served as a pilot for a lot of other schools in the area.

Sheila moved to San Diego 15 years ago and fell in love with the great weather, which she believes allows for a healthier lifestyle. She came to San Diego with her two small children, delighted to be in a great place to raise kids. Aside from all of the great work she's done here, she also enjoys a very peaceful and active life, and enjoys going to the beach, reading, boating, swimming, water sports, and spending time with her daughters and grandchildren.

A lot of things propel Sheila to strive for improvement. The message she sends out to her community is that everyone can make a difference.

“As Ghandi says, ‘You must be the change you wish to see in the world’. We can’t wait for someone else to make the change. We all have the responsibility to try to contribute what we can.”



DOMAIN

UPDATE

Early Childhood Domain

The Early Childhood domain is as full of energy as the population of small children it serves. The role of this lively partnership is to engage the early childhood community to provide a support system for families to encourage adoption and implementation of effective wellness policies to promote healthy nutrition and physical activity for children and their families.

The Farm-to-Preschool project in San Diego County continues to be a success for this domain. Farm-to-Preschool represents an ongoing effort to promote healthy, fresh food access and improve preschoolers' eating habits. The Initiative and its partners (Occidental College Urban & Environmental Policy Institute, YMCA Childcare Resource Service and North County Community Services) established these efforts locally in Fall 2009. The North County Community Child Development Centers' Thunder Drive site served as the pilot for the program; now well into its second year, the project has also expanded to two NCCS preschool sites in Escondido, CA.

Since Farm-to-Preschool has enjoyed many successes, the partnership is holding a workshop for other preschools to show them how the program works in case other preschools would like to adopt the model. The events of the day will be videotaped so that preschool directors and agencies can learn about the program model even if they are unable to attend the demonstration. The event will be held on Friday, April 29 from 8:30am to 12:30pm, and will feature lessons on how to incorporate fresh produce into the school menu; a visit to the preschool garden, even cooking demonstrations from the chefs on staff!

A second very successful project was updating and improving the Maximizing Access to Advance our Communities (MAAC) project brochure for families. This collaboration grew out of MAAC project staff attending the early childhood domain meetings and asking for feedback on their brochure. Domain members worked together to update and improve the information so a new and improved brochure could be distributed to MAAC project families. The power of partnership!

What is next for the Early Childhood domain? Well, it continues its outreach to San Diego County childcare providers in every way it can. Currently, the domain is offering \$100 mini-

grants that are being awarded to licensed preschool providers for implementing healthy eating/physical activity guidelines at their preschools. The funding is made possible by the YMCA Childcare Resource Service and Moody Consulting, SDSU IBACH, and the YMCA CRS are collaborating to implement the project through domain.

Our domain partners are always working together to develop and expand and enhance early childcare programming. For more information on this domain and its activities, please contact [Erica Salcuni](#).



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.

Healthier Communities Through Redevelopment

Public Health Law and Policy (PHLP) introduces a new guide for public health professionals and other community leaders looking to influence the way our neighborhoods are designed. Our new guide explains how the process of redeveloping blighted areas generally works, outlining a variety of ways to partner with local agencies on community revitalization projects to make sure opportunities for better nutrition and active living are part of the plan.

[More...](#)

County Health Rankings

How healthy is your county? Published by the University of Wisconsin Population Health Institute and RWJF, the County Health Rankings is the only tool of its kind that allows people to see how their county compares with others in their state and against national benchmarks in a variety of measures that affect health, and makes it possible for leaders in all sectors to identify gaps and work together to develop solutions. [More...](#)

New York City's Active Design

New York City received the 2011 Translating Research to Policy Award. The city's Fit Nation campaign, calls for improvement of the built environment to support healthier options. New York City's Active Design promotes physical activity through improved public transportation access, bicycle storage, stair promotion, the NYC FRESH Program and world class streets.

[More...](#)

New Obesity Laws Taking a Longer View

The obesity epidemic will not be solved in a short time and no single policy intervention will lead to drastic short term improvements. This is because there is no single cause that has led to the obesity crisis. Similar to the fight against tobacco, combating obesity requires the combination of obesity prevention policies, the establishment of new attitudes about eating and physical activity, and time. [More...](#)

Let's Move in the Clinic

Let's Move in the Clinic is an initiative to encourage health care providers to make a clinical commitment to measuring BMI and counseling patients about optimal nutrition and physical. Pledge your support to the Let's Move in the Clinic initiative now and receive a personalized Let's Move! Certificate to post in your clinic. [More...](#)

A New Way to Talk about the Social Determinants of Health

Robert Wood Johnson Foundation has recently issued research on innovative ways to talk about the social determinants of health. This research represents responses from the American public to answer one primary question: How do we find a common language that will expand Americans' views about what it means to be healthy? [More...](#)

LEGISLATIVE UPDATE

Proposed State Legislation

Despite California budget woes, the legislature is moving forward on a variety of proposals which attempt to support healthy lifestyles and provide greater access to fresh fruits and vegetables. Below is a list of legislation that has been introduced.

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

Introduced on December 10, 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. A vote is scheduled for April 26th in the Assembly Committee on Health.

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. A vote is scheduled for May 4th in the Assembly Committee on Education.

A.B. 441 (Monning, D-27):

This bill would require the California Transportation Commission to include health issues, as specified, in the guidelines promulgated by the commission for the preparation of regional transportation plans. The commission shall, in consultation with the appropriate state agencies and departments as needed, include health and health equity factors, strategies, goals, and objectives in the guidelines prescribed by the commission for the preparation of regional transportation plans. This bill is currently located in the Assembly Committee on Local Government.

A.B. 669 (Monning D-27): CA State Tax on Sweetened Beverages

This bill would impose a penny-per-ounce tax on sugar-sweetened beverages, such as soda

and sport drinks, to fund childhood obesity activities. If successful, AB 669 could raise \$1.7 billion for prevention and education programs. The bill was introduced February 17th. A vote is scheduled for April 25th in the Assembly Committee on Revenue and Taxation.

A.B. 727 (Mitchell D-47):

This bill would require, beginning January 1, 2014, at least 50% of food and beverages offered by a vendor in a vending machine on designated state property to meet accepted nutritional guidelines, and by January 1, 2016, at least 100% of the food and beverages offered by such a vendor to meet those nutritional guidelines. The bill also would revise the definition of accepted nutritional guidelines for this purpose. This bill would additionally require, beginning January 1, 2014, any food sold in a state-owned or leased building to meet the standard criteria for food and nutrition guidelines for concessions as determined under the federal Health and Sustainability Guidelines for Federal Concessions and Vending Operations. This bill would also require the Department of General Services, when approving contractors for the purchase of food sold in any state-owned or leased building, to give preference to food which meets certain criteria, as specified, and would require the Department of General Services to provide state agencies with the federal Health and Sustainability Guidelines for Federal Concessions and Vending Operations. The bill is set for a vote in the Assembly Committee on Business, Professions and Consumer Professions on April 12th.

EVENTS/CONFERENCES

Smart by Nature: Schooling for Sustainability

Tuesday, May 3, 2010; 6:30–8 PM

San Diego, CA

Discover how K–12 schools nation are greening their education to prepare young people to overcome today's environmental challenges and inspire sustainable living practices and solutions. The Center for Ecoliteracy, a leader in the green-schooling movement, supports and advances education for sustainable living. [More...](#)

Free Garden Lecture Series

May 14 and May 28

Poway, CA

Join Sunshine Care Homes for a free garden lecture series that will explore topics such as how to grow fruits and vegetables and fun ideas for gardening with kids. For more information or to RSVP, please call 858/674-1255 x 204. [More...](#)

UCSD PhUN RUN Annual 5K FUNdraiser

May 15, 2011

San Diego, CA

All proceeds from this annual 5k race go to UCSD Student-Run Free Clinic Project, which provides high quality, free-of-cost, evidence-based healthcare to San Diego's underserved population. Continuing operation of the free clinics relies on supporters like you. [More...](#)

Bike to Work Week

May 16-22, 2011

San Diego, CA

Bike to Work Week takes place May 16th through May 22nd. The event is sponsored by the San Diego Association of Government (SANDAG)'s iCommute Program and the County of San Diego Health and Human Services Agency. [More...](#)

Eat, Play, Love: A Live Webinar

Wednesday, May 18, 12:00 – 1:00 pm PDT

Registered dietitians will present the fundamentals behind raising healthy eaters. This free, 60 minute webinar for registered dietitians and parenting writers will address the practical, actionable steps that parents and caretakers can use to approach mealtime and children's eating behaviors with a positive attitude. Register for Eat, Play, Love: Raising Healthy Eaters webinar today. [More...](#)

6th Biennial Childhood Obesity Conference

June 28 - July 1, 2011

San Diego, CA

The sixth biennial childhood obesity conference is the nation's largest, most influential collaboration of professionals dedicated to combating pediatric obesity. This year's conference will bring together nearly 2,000 attendees and will highlight the latest research, strategies and best practices incorporated through built environment, transportation and agriculture. [More...](#)

GRANTS

Run for Something Better Program

Deadline for Applications: May 1, 2011

Global financial institution ING and the National Association for Sport and Physical Education (NASPE) have partnered to promote the ING Run for Something Better School Awards Program. Funding will be given to schools that desire to establish a school-based running program or expand an existing one, to help fight childhood obesity and introduce youth to the benefits of running. [More...](#)

2011 PEP Grant Applications

Deadline for Applications: May 13, 2011

Each year, the Carol M. White Physical Education Program (PEP) awards millions of dollars to schools and community-based organizations to initiate, expand, and improve physical education programs. [More...](#)

USDA Childhood Obesity Prevention Funding

Deadline for Applications: May 18, 2011

The USDA recognizes its unique responsibility for the food system in the United States. The USDA's Childhood Obesity Prevention grant provides funds for multi-function programs which aim to reduce childhood obesity among 2 to 19 year olds. [More...](#)

Health Impact Project: Advancing Smarter Policies for Healthier Communities

Deadline for Applications: June 1, 2011

The Health Impact Project, a collaboration of the Robert Wood Johnson Foundation and The Pew Charitable Trusts, encourages the use of health impact assessment (HIA) to help decision-makers better identify the potential health effects of proposed policies, projects and programs, and make recommendations that enhance their health benefits and minimize their adverse effects and associated costs. [More...](#)

Children's Health Grants

Deadline for Applications: June 1, 2011

The Gerber Foundation seeks to fund research projects aimed at finding solutions to children's health and nutritional problems. Of particular interest are projects offering a promise of meaningful advances in the prevention and treatment of diseases and those that can be applied to the general population. [More...](#)

Saucony Run for Good Program

Deadline for Applications: June 13, 2011

The Saucony Run for Good Program encourages active and healthy lifestyles in children. The Foundation is seeking to fund applicants that initiate and support running and fitness programs for kids. [More...](#)



FARMERS' MARKET CORNER

Gardens serve broad and multifaceted roles wherever they take root. Whether a garden is built in the school environment or in a neighborhood, gardens offer experiential learning experiences and an opportunity for people of all ages to learn about the food system, cultivate food, engage in physical activity, and taste the most local food possible.

The Initiative is working in partnership with [Healthy Works](#) stakeholders to ensure that gardening in San Diego County is taken to the next level. In case you have not yet heard, [Healthy Works](#) is a program of the County of San Diego Health and Human Services Agency (HHS), funded by the federal Centers for Disease Control and Prevention through the American Recovery and Reinvestment Act (ARRA). In partnership with the University of California, San Diego (UCSD), Community Health Improvement Partners (CHIP), San Diego County Childhood Obesity Initiative, and Victory Gardens San Diego, [Healthy Works](#) is establishing community-based hubs for basic, school, and community garden education.

One of the exciting developments that has resulted from this work is the establishment of a Regional Garden Education Center (RGEC) program. The RGEC program is designed to create community gathering places for garden knowledge and expertise. It builds on Victory Gardens San Diego's (VGSD) "University of Gardening" or "U-Gardening" education model. The RGEC program will teach courses on basic gardening, how to start and manage a community garden, and how to integrate gardening into the school setting. Partners are hopeful that RGEC sites will spark a dynamic conversation between local agencies and community residents on the role gardens can play in creating a healthy, sustainable future.

Another priority for the Initiative and its [Healthy Works](#) partners is the promotion of joint-use agreements. A joint-use agreement refers to two or more entities, such as a school and a city or private organization, formally or informally agreeing to share indoor and outdoor spaces like gymnasiums, athletic fields, and even gardens. Establishing joint-use agreements can foster the involvement of after-school programs, clubs and community partnerships in the care of school gardens, which will expand the nutrition and physical activity benefits and can greatly encourage garden sustainability.

If you know of a food access initiative 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

[San Diego School Lunchrooms Go Green](#)

[Money Starts Flowing for Community Gardens](#)

[Café Cooking Up Healthy Kids' Eats](#)

[South Bay Food Directors Talk New Kind of Healthy, Happy Meal](#)

[Money Coming to Imperial Beach Aimed at More Walkable Streets](#)

[Kids Get Back to Nature at San Dieguito Lagoon](#)

NATIONAL NEWS

[Only 1 in 3 California Students Make the Grade in Physical Fitness Test](#)

[Let's Move! Can It Make a Dent in the Childhood Obesity Problem?](#)

[LA Times: Study, Parents May be an Essential Component of the Children's Weight Loss](#)

[Reuters: US NIH Obesity Plan Focuses on Real-World Research](#)

[Overweight Kids Who Exercise Improve Thinking, Math Skills](#)

[County Health Rankings Show there is More to Health Than Health Care](#)

[FDA Proposes Calorie Labels for Fast Food Chains, Restaurants Nationwide](#)

[Experts Say Tackling Michigan's Obesity Issue Required Broad Approach](#)

[Not Just Jell-O Anymore: Local Food Now Served on the Hospital Tray](#)

[An Open Letter to President Obama about the Importance of the Prevention and Public Health Fund](#)

[Innovative Physical Activity Joint Use Agreements](#)

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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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