



SAN DIEGO COUNTY  
**CHILDHOOD  
OBESITY  
INITIATIVE**

Working Together to Shape a Healthy Future

[www.OurCommunityOurKids.org](http://www.OurCommunityOurKids.org)



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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

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, August 2, 1 - 2:30 p.m.  
CHIP Office

#### **Domain 3: Schools and After-school**

Tuesday, August 16, 11 a.m. - 12:30 p.m.  
CHIP Office

#### **Domain 4: Early Childhood**

Tuesday, August 23, 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, August 9, 11 a.m. - 12:30 p.m.  
CHIP Office

#### **Domain 7: Business**

TBA (see [calendar](#))

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## Business Domain

### Mike O'Malley

#### Owner

#### Mailboxes & More, Escondido, CA

It makes sense that Mike O'Malley's business would be called 'Mailboxes & More', as he offers so much more to his community than just shipping services. Mr. O'Malley owns two stores in Escondido, California, where he works, lives, and participates in activities that positively affect the health of not only the children in his community, but also fellow countrymen overseas.

Mike O'Malley is one of the several business owners involved in the success 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 are spearheaded by Business domain champion Sabrina Covington RD, a founder of the Healthy Kids' Choice Initiative and a customer at Mailboxes & More.

Mike recalled the day Sabrina came into the store and explained the program. Mike not only agreed to donate his business's time and services to ship the candy overseas to US troops, but he mobilized other shipping businesses in the area to become involved as well. Mike is a true believer of the idea that good health starts at an early age. Supporting a program that supports children's health seemed like a good fit for Mike and the role he wanted to play in making a difference. He recognizes that childhood diabetes and childhood obesity are big problems not only across the nation, but right at home as well.

After his first year participating in the Halloween Candy Buy Back in 2009, he recognized and appreciated a feeling of being a part of his community. Mike turned his two stores into collection centers for the candy—and this past year, collected approximately 700lbs to 800 pounds of candy! The grocery store next store donated their left over candy to the program as well. His involvement in such a community-wide effort has opened up doors to help him meet people he may not have met otherwise.

"I wasn't looking at this from an angle to get business, but it actually helped. We're supposed to be taking care of each other. It's a business's responsibility to really work in the community."

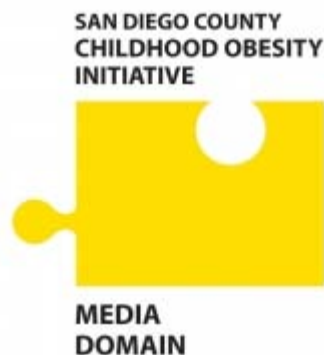
Mike appreciates the efforts of other partners involved in the Candy Buy Back program as well. Although this has been a simple program to administer, he was fortunate to have some financial support from Palomar Pomerado Health, which stepped up to help sponsor the shipping. He also recognizes the critical involvement of the community's dentists.

"The dentists [and pediatricians] were donating their own money to buy back all this excess candy from kids, and it was great. In the past few years, it has been so hard to get by in this economy, so watching people in all different parts of the community contribute has been amazing," Mike said.

Mike is from Midlothian, Illinois, a small town just south of Chicago. As a young man, he joined the Navy, came to San Diego and never looked back. Having served in the armed forces himself, he understands how something as small as candy can raise the morale of the troops, particularly because in many cases they are young men.

"Whenever we got a package of anything from any one, it meant a lot to us," he said in his recollection of his time in the service.

When Mike isn't busy operating his two stores and helping organize his business community around events such as the Candy Buy Back, he is enjoying his life here in sunny California. Mike has been married for 23 years and has two kids. He enjoys playing golf, and paying visits to Monterey to see his son.



## DOMAIN UPDATE

### Media Domain

The San Diego County Childhood Obesity Initiative is pleased to announce the launch of its social media!

[Facebook](#)

[Twitter](#)

[YouTube](#)

Our domain partners are always working together to expand and enhance the communications that positively impact the health of our community and the people that live in it. 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



### Physical Activity & Nutrition

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.

### 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...](#)

### Implementing Strong Nutrition Standards for Schools: Financial Implications

The Division of Adolescent and School Health (DASH) is pleased to share a new resource. The "Implementing Strong Nutrition Standards for Schools: Financial Implications" fact sheet summarizes the existing evidence of the financial impact on schools that have implemented strong nutrition standards. [More...](#)

### ChooseMyPlate.gov

The United States Department of Agriculture provides a balanced Dietary guideline to encourage consumers to make better choices when it comes to portioning our meals with healthier options to bring changes within our lifestyle. We can still enjoy food by eating less, making better choices, and feel better, stronger, and happier. [More...](#)

### Trends in Television Food Advertising to Young People: 2010 Update

Television food advertising has negatively impacted children, adolescents, and young adults through the increasing availability of unhealthy products from beverages to sugary snacks. From 2004 to 2008, there were improved progresses of harmful food advertising by 12% however, in 2010, children were exposed to 9% more of unhealthy food advertisings while adolescents viewings increased at 11% rate. [More...](#)

### **6th Biennial Childhood Obesity Conference**

The 6th Biennial Childhood Obesity Conference was held in San Diego from June 28-30, 2011. With more than 1,800 participants from across the country in attendance, the Conference continued its strong history of leadership and commitment to childhood obesity prevention, showcasing the latest research, evidence-based best practices, and policy and environmental change strategies with a focus on the concept of "Health in All Policies." [More...](#)

## **ANNOUNCEMENTS**

### **City of Irvine, Senior Management Analyst**

The City of Irvine seeks an analytical and highly motivated professional to work within the Community Services Department to support the vision and values of the City of Irvine Strategic Plan for Children, Youth and Families. The Management Analyst II/Senior Management Analyst for the Strategic Plan for Children, Youth and Families will develop, implement and evaluate a wide range of health, human services and park programs to achieve the goals of the City of Irvine Strategic Plan for Children, Youth and Families. [More...](#)

### **Neighborhood House Association, Head Chef**

One full-time position is available with the Neighborhood House Association Central Kitchen at 1929 Hancock Street in San Diego (92110). Reports to the Director of Nutrition Services and supervises culinary staff in the preparation of meals to be delivered daily to 40 sites throughout San Diego County. Designs and implements cutting-edge, creative, and seasonal menu using fresh, local, and whole foods. [More...](#)

### **Resource Conservation District, Education Assistant (P/T)**

This is an at-will, funding dependent, part-time position for the 2011-2012 school year (September 2011 to June 2012); weekly work schedule will be dependent on classroom presentation schedule. Responsibilities include helping to coordinate and present watershed education programs for students and adults in a variety of public settings throughout San Diego County; maintaining and writing detailed reports on presentations, grade pre/post tests, prepare teacher packets; monitor grant budget to contain all income/expenditures within the contracted budget, and more. The Education Assistant will work out of the RCD's Lakeside office. [More...](#)

### **Farm to Institution Coordinator, University of California, San Diego**

Under the supervision of the Healthy Works Project Director, the Farm to Institution Coordinator promotes establishes, and manages sales contracts with local institutions interested in increasing utilization of locally produced food within their meal plans (San Diego County School Districts, hospitals, probation centers, large non-governmental organizations, and other organizations). [More...](#)

## **LEGISLATIVE UPDATE**

Click [here](#) for this month's legislative update. For more information, please contact [Melanie](#)

[Cohn](#), COI Manager.

## EVENTS/CONFERENCES

### **Regional Garden Education Center Classes**

Spring 2011 through Spring 2012

Locations throughout San Diego County

Take free gardening classes at your local Regional Garden Education Center. A complete listing of classes is available on the [Healthy Works Calendar](#). You can sign up directly with the following Regional Garden Education Centers:

[Olivewood Gardens and Learning Center](#) (National City)

2525 N Ave, National City 91950

Contact: Michelle Cox, (858) 204-6949

[Solana Center](#) (Encinitas)

137 N El Camino Real, Encinitas 92024

Contact: Elizabeth, [elizabeth@solanacenter.org](mailto:elizabeth@solanacenter.org), (760) 436-7986 ex 225

[International Rescue Committee](#) (City Heights)

5348 University Ave, San Diego 92105

Contact: Anchi Mei, (619) 641-7510

[San Diego Youth Services](#) (Spring Valley)

3845 Spring Dr, Spring Valley 91977

Contact Steven Jellá, (619) 221-8600 x229

[Wild Willow Farm and Education Center](#) (South San Diego)

2550 Sunset Ave, San Diego 92154

Contact: Erynn Pierce, [erynn@sandiegoroots.org](mailto:erynn@sandiegoroots.org), (619) 540-2431

For more information, contact [JuliAnna Arnett](#).

### **Linda Vista Farmers' Market**

Thursdays, 3pm – 7pm

San Diego, CA

Come to the Linda Vista Farmers' Market from 3 to 7 p.m., every Thursday at Linda Vista Rd. between Comstock St. & Ulric St. [More...](#)

### **People's Produce Certified Farmers Market**

Fridays, 2pm – 7pm

San Diego, CA

Join the People's Produce Farmers Market from 2 to 7 p.m., every Friday on 606 Euclid Ave., in Southeast San Diego. [More...](#)

### **Summer Movies in the Park**

Summer 2011

San Diego, CA

Enjoy Summer Movies in the Park held on Fridays and Saturdays held until September 17. Enjoy the breezy summer nights with some entertaining films while they last! [More...](#)

## GRANTS

### **Challenge to Make Obesity Data Accessible**

**Deadline for Applications:** August 15, 2011

The Aetna Foundation invites health services researchers, software developers, designers, clinicians and others to make important data about obesity and related data sets available and accessible to health services researchers, public health officials, policy makers and similar stakeholders. The Challenge involves the creation of an interactive browser-based application, with the possibility of basic data visualization, predictive modeling, and social networking. [More...](#)

### **The Nathan Cummings Foundation**

**Deadline for Applications:** August 15, 2011

A health Program grant dedicated to bettering people's health targeting families and communities with a disadvantaged socioeconomic status believes that there must be a solid foundation in implementing health access, environmental health, and capacity building to empower a healthy lifestyle for individuals. [More...](#)

### **Healthy Generation Grants: Signature Program**

**Deadline for Applications:** September 2, 2011

WellPoint Foundation & Blue Cross the Blue Shield Association Funding is available to address key health issues including childhood obesity, diabetes prevention, and adult physical activity. Sites are required to demonstrate measurable, sustainable impacts by the end of the one year grant period. [More...](#)

### **California Wellness Foundation**

**Deadline for Applications:** Rolling

The mission of the California Wellness Foundation is to improve the health of the people of California by making grants for health promotion, wellness education, and disease prevention. Non-profit organizations and government agencies are eligible to apply and should submit a letter of interest. Award Amount varies from \$20,000-\$300,000. [More...](#)

### **The Kaiser Permanente Southern California Grants Program**

**Deadline for Applications:** Rolling

The Kaiser Permanente Southern California Grants Program provides support to nonprofit organizations in Kaiser Permanente service areas throughout Southern California. Current funding priorities include improving community health and obesity prevention. Kaiser Permanente developed the Healthy Eating Active Living (HEAL) initiative in Southern California to address the increasing obesity epidemic. Letters of Inquiry are required and are reviewed on an on-going basis. [More...](#)



## FARMERS' MARKET CORNER

Healthy Works is supporting the next phase of garden education in San Diego County. The Healthy Works School and Community Gardens Program is a partnership with the County of San Diego Health and Human Services Agency; University of California San Diego (UCSD); San Diego County Childhood Obesity Initiative (Initiative), a program facilitated by Community Health Improvement Partners (CHIP); and Victory Gardens San Diego (VGSD), a program of San Diego Roots Sustainable Food Project. This three-tier program is promoting the development of garden-friendly policies at school and in the community and places for garden education.

As part of the Healthy Works School and Community Gardens Program, the International

Rescue Committee, Olivewood Gardens & Learning Center, San Diego Roots Sustainable Food Project, San Diego Youth Services, and Solana Center for Environmental Innovation have been selected to host Regional Garden Education Centers (RGEC), community-based hubs for garden education and training. The RGEC model is based on the VGSD "University of Gardening" or "U-Gardening" education program which offers hands-on, basic garden education. The RGEC program extends this model to include classes in basic, community, and school gardening. It offers classroom education and hands-on experience.

### **About the Curricula**

#### *Gardening 101: How to Grow Your Own Food*

This course offers eight lessons on the basics of gardening, including: organics and permaculture; garden siting and design; soil and composting; plants and botany; seeding and planting; irrigation; weeds, pests, and disease; and harvesting. This series will provide students with a mix of classroom education and hands-on garden experience.

#### *Gardening 201: How to Start and Manage a Community Garden*

This course offers six lessons on the fundamentals of community garden organizing and management, including: asset-based community development, finding and obtaining land, budgeting and fundraising, garden design and supplies, day to day operations, and how to be a good neighbor. This series will provide classroom education and opportunities for active discussion and planning.

#### *Gardening 301: How to Start and Sustain a School Garden*

This course offers seven lessons on building support for school gardens among peers, educators, and administrators, including: making the case for school gardens, building a school garden leadership team, garden planning and design, budgeting and fundraising for your garden, community partnerships and volunteers, curriculum and outdoor classroom management, and gardens as part of the wellness movement.

This series will provide classroom education and opportunities for active discussion and brainstorming. These sites will provide courses to the public at no cost from May 2011 to February 2012. Each site will host a regional tool lending library, a place where local residents can go to borrow garden tools and resources to support efforts at home or in the community. The RGEC sites are designed to spark a dynamic conversation between local community members and organizations on the role gardens can play in shaping a healthy, sustainable future.

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**

[Chula Vista Schools Plan to Combat Obesity](#)

[San Diego Explained: Backyard Chickens](#)

## **NATIONAL NEWS**

[Food Fight Over Vending Machines](#)

[To Fight Obesity, Even Babies Should Exercise](#)

[Kaiser Permanente, CHW Contribute \\$3.5M to California Healthy-food Fund](#)

[Using Carrots, Not Sticks, to Get Companies to Do Good](#)

[Big Retailers Make Pledge of Stores for 'Food Deserts'](#)

[Public Health Needs in Spotlight](#)

[USDA Releases First Farm to School Evaluation](#)

[Combating Childhood Obesity on School Campuses](#)

[Childhood Obesity: A Call for Parents to Lose Custody](#)

[New Report: Adult Obesity Increases in 16 States in the Past Year](#)

[Overweight Teens Less Likely To Get Help](#)

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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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