



San Diego Childhood Obesity Initiative – Domain Report May 2006

Domain	Activities
Business	<p><u>Domain Leadership</u></p> <ul style="list-style-type: none"> • Continued discussions with Mike Nagy of the Greater San Diego Chamber of Commerce regarding domain leadership and activities in the business domain. • Other possible domain leaders include the San Diego Padres and the San Diego Chargers, which operates a community foundation that funds school sports and fitness programs. <p><u>Activities</u></p> <ul style="list-style-type: none"> • Invited to present at the Chamber’s Policy & Infrastructure Committees. • Invited to provide information about how obesity impacts business in the Chamber’s newsletter.
General	<ul style="list-style-type: none"> • Created and distributed the first bi-monthly Initiative newsletter. • Attended the Coalition on Children & Weight San Diego board meeting. • Attended the Initiative’s Evaluation Committee meeting. • Continued discussions with The California Endowment regarding funding for a comprehensive evaluation effort to measure the overall effectiveness of the Initiative. • Met with Phil Nader, co-chair of the Initiative’s Evaluation Committee, to discuss a comprehensive evaluation effort and identify possible collaborative partners. Planning to create an evaluation concept paper for distribution and discussion. • Pennysaver continue to run in various neighborhood editions. • Created an ad to be run at no charge for the local <i>Health/Salud</i> publication. • Submitted a Community Awareness Plan and Financial Strategic Plan for the Initiative. These plans will be shared with the Leadership Council upon approval.

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| | <ul style="list-style-type: none">• Conducted interviews with interns who will work on the Childhood Obesity Initiative. We expect to have one to two interns hired within the next few weeks. |
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