



San Diego Childhood Obesity Initiative – Domain Report April 2006

Domain	Activities
County & City Government	<p><u>Domain Leadership</u></p> <ul style="list-style-type: none"> • Andy Hamilton, Tracy Delaney and Adrienne Yancey have been identified as domain champions. <p><u>Accomplishments</u></p> <ul style="list-style-type: none"> • A domain planning meeting is scheduled for May 17; the first domain meeting is scheduled for May 24. • County of San Diego Department of Parks & Recreation passed a new vending machine policy requiring 100% healthy food and beverage choices at recreation and sports facilities and 50% healthy food and beverage choices at parks and open space facilities. <p><u>Activities</u></p> <ul style="list-style-type: none"> • Discussions are underway to develop new vending machine policies for all county departments. • Working with Tracy Delaney to plan upcoming land use workshop, scheduled for June 19. • Participated in an audioconference: "Using Your Parks and Recreation Department to Combat Youth Obesity" sponsored by the National League of Cities. • Participated in Enact legislative advocacy training in Sacramento. Visited legislative offices of Assemblymembers Mark Wyland and Lori Saldana and Senator Christine Kehoe to distribute and discuss the Action Plan. <p><u>Funding Opportunities</u></p> <ul style="list-style-type: none"> • A Local Public Health Built Environment Funding mini grant in the amount of \$4,975 has been received for the land use workshop and domain development activities.
General	<ul style="list-style-type: none"> • Met with The California Endowment to provide an update on the Childhood Obesity

	<p>Initiative and discuss possible funding opportunities. They expressed an interest in funding a comprehensive evaluation effort that would measure the overall effectiveness of the Initiative. In addition, The Endowment may be interested in funding domain development, particularly in domains where there is the most potential for serving marginalized and underserved populations.</p> <ul style="list-style-type: none">• Pennysaver ads are now running in various neighborhood editions.• Completed a Community Awareness Plan for the Initiative. This plan will be delivered to County HHSA with the April monthly report and will be shared with the Leadership Council upon approval.• Completed a Financial Strategic Plan for the Initiative. This plan will be delivered to County HHSA with the April monthly report and will be shared with the Leadership Council upon approval.
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