



San Diego Childhood Obesity Initiative – Domain Report April 2006

Domain	Activities
Healthcare Systems & Providers	<p><u>Domain Leadership</u></p> <ul style="list-style-type: none"> • Meetings are scheduled with Cheri Fidler from Children’s Hospital & Health Center and Diane Strum from Kaiser Permanente to discuss possible domain leadership roles and activities. • James Beaubeaux of the SD County Medical Society has expressed an interest in assisting with the Initiative. Kristin and Cheryl will meet with him to discuss possible domain leadership. • Plan to present to Healthy San Diego to engage the organization as a domain leader. <p><u>Accomplishments</u></p> <ul style="list-style-type: none"> • Brought together key partners to discuss development of a comprehensive resource and referral system for nutrition/physical activity programs and services. An initial planning meeting is scheduled for May 15 to include representatives from 2-1-1, the SD Nutrition Network, the Coalition on Children & Weight SD, County HHSA, the SD Diabetes Coalition and CHIP. <p><u>Activities</u></p> <ul style="list-style-type: none"> • Invited to serve on and attended Molina Healthcare’s Community Advisory Committee. • Attended CHIP’s Steering Committee meeting to get feedback on possible domain champions and activities. • Invited to sponsor, promote and attend the La Jolla Institute for Molecular Medicine’s Innovations in Women’s Health Research’s seminar entitled “Obesity: Every Woman’s Concern” on May 11. • Working with HEAC to examine health care coverage for obesity. <p><u>Funding Opportunities</u></p> <ul style="list-style-type: none"> • Met with Phyllis Elkind, Adrienne Yancey and Tracy Delaney to discuss possible funding

	<p>from the Vitamin Cases Consumer Settlement Fund. This round of funding will be used for grants to public agencies and nonprofit organizations “for the purpose of improving the health and nutrition of citizens in California...” CHIP is considering pursuing funding for the resource/referral development project on behalf of the Childhood Obesity Initiative and the SD Diabetes Coalition in collaboration with the agencies mentioned above. Letters of inquiry are due May 22.</p>
<p>General</p>	<ul style="list-style-type: none"> • Met with The California Endowment to provide an update on the Childhood Obesity 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. • 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.