



San Diego Childhood Obesity Initiative – Domain Report May 2006

| Domain | Activities |
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| Healthcare Systems & Providers | <p><u>Domain Leadership</u></p> <ul style="list-style-type: none"> • Cheri Fidler from Children’s Hospital & Health Center and Diane Strum from Kaiser Permanente have agreed to participate as domain champions. • James Beaubeaux of the SD County Medical Society has expressed an interest in possible domain leadership. He has taken it to their board for approval. • Healthy San Diego has agreed to participate as a domain leader. Denise Sannicandro of Care 1st Health Plan will represent Healthy San Diego. Other representatives may also wish to participate. <p><u>Accomplishments</u></p> <ul style="list-style-type: none"> • The first healthcare domain planning meeting is scheduled for June 15. • Brought together key partners to discuss development of a comprehensive resource and referral system for nutrition/physical activity programs and services. Conducted an initial planning meeting that included representatives from 2-1-1, the SD Nutrition Network, the Coalition on Children & Weight SD, County HHSA, the SD Diabetes Coalition and CHIP. • Healthy San Diego also agreed to work with the Initiative and HEAC to examine covered health benefits related to obesity. • Represented the Initiative at 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. <p><u>Activities</u></p> <ul style="list-style-type: none"> • Met with Cheri Fidler and Phyllis Hartigan to begin discussing first steps of the healthcare domain. Cheri and her staff are working on a year one timeline outlining possible domain activities. <p><u>Funding Opportunities</u></p> |

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| | <ul style="list-style-type: none"> • CHIP submitted a letter of inquiry to the Vitamin Cases Consumer Settlement Fund for the resource/referral development project in collaboration with the Childhood Obesity Initiative and the SD Diabetes Coalition. |
| 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. • 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. |