

COI March 09

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**CHILDHOOD
OBESITY
INITIATIVE**

Working Together to Shape a Healthy Future

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IN THE NEWS:

- [Upcoming Meetings](#)
- [Domain Partner Highlight](#)
- [Domain Update](#)
- [Legislative Update](#)
- [Events / Conferences](#)
- [Resources](#)
- [Grants](#)
- [Farmers' Market Corner](#)
- [Local News](#)

UPCOMING MEETINGS

Unless otherwise noted, all San Diego County Childhood Obesity Initiative meetings are held at County Health Services Complex (3851 Rosecrans St., San Diego, CA 92110).

Domain 1: County & City Governments
TBA (See [calendar](#).)

Domain 2: Healthcare Systems & Providers
Tuesday, April 7, 1 - 2:30 p.m.,
Harbor Room

Domain 3: School, Before- & After- School Providers
Tuesday, April 21, 11 a.m. - 12:30 p.m.,
Harbor Room

Domain 4: Childcare & Preschool Providers
Tuesday, April 28, 10 - 11:30 a.m.
YMCA Childcare Resource Center (3333 Camino Del Rio South, 4th Floor, San Diego,
Ca 92108)

Domain 5: Community Engagement & Empowerment
TBA (See [calendar](#).)
North County Faith Advisory Council
TBA (See [calendar](#).)

[National News](#)

Domain 6: Media Outlets & Marketing Industry
Tuesday, April 7, 11 a.m. - 12:30 p.m.,
University Room

Domain 7: Businesses
TBA (See [calendar](#).)

DOMAIN PARTNER HIGHLIGHT

Schools & Before- & After- School Providers

Shohre Zahedi, a nutritionist, former food industry insider and founder of Hygia, a weight management and nutrition consulting firm, is a founding member of the Schools & Before- & After- Schools Domain.



Shohre's passion for food and nutrition is known throughout the region and most importantly, she knows what she is talking about when it comes to the science and technology of food. Shohre holds a B.S. from the University of California, Davis and an M.S. from California State University, Northridge and is a member of the American Dietetic Association.

Her professional background which includes experience in food microbiology and product development for large consumer brands wouldn't make her the first person one would think to show up at a Domain meeting ready to get involved, but she is one of the most committed volunteers at the table.

"One of Shohre's valuable qualities is that she patiently works at something even in the face of obstacles; it is so great to recognize one of our domain's hard working members," said Deirdre Kleske, Domain Champion and Regional Lead for California Project LEAN. Naomi Butler, Domain Co-Chair and Public Health Nutrition Manager, County of San Diego Health and Human Services Agency added, "She is the sweetest thing too."

Shohre initially volunteered to assist The McGill School, a charter school, to help them identify nutrition education resources, grant opportunities and to develop and implement a school wellness policy. Shohre served on the Schools & Before- & After-Schools Domain breakout session committee for the San Diego County Childhood Obesity Summit in Sept. 2007.

This month, she presented her experiences at a "Wellness Policy for Charter Schools" training facilitated by the following partners: San Diego County Office of Education, San Diego County Childhood Obesity Initiative, California Project LEAN and San Diego County Health and Human Services Agency. The training was attended by representatives from 30 charter schools. Shohre is currently the Domain's District Representative for the Del Mar Union School District and Solana Beach School District.



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DOMAIN UPDATE

Childcare & Preschool Providers

In San Diego County, spring showers may not bring May flowers, but, four growing seasons can produce an abundance of food and a wealth of nutrition education opportunities. This season, the Childcare and Preschool Providers Domain (Domain) is leveraging the county's mild climate to expand garden access at childcare facilities and encourage healthy eating habits in young children.

Under the continued leadership of the YMCA Childcare Resource Center, the workgroup is identifying childcare and preschool leaders with on-site gardens to act as health promotion and garden role models. It is also reviewing materials and curricula that can support providers in using gardens as a tool for childhood obesity prevention and physical activity promotion. Since gardens require time and constant maintenance, the Domain is investigating opportunities to assist providers through university students, interns, and community volunteers. New research reveals that children as young as 3 are experiencing health problems linked to obesity; gardens are a perfect instrument for helping keep our kids fit while teaching them life-long healthy habits.

Preschool for All, one of San Diego County's largest preschool providers and an active member of Domain workgroup, is taking this message to heart. With recent funding from the First 5 Commission of San Diego, four of its childcare sites are installing on-site gardens and a nutrition education curriculum has already been selected. If you would like to take part in this innovative work, please contact [Debbie Macdonald](#).

LEGISLATIVE UPDATE



The California State Legislature is back in action and has proposed a number of bills involving nutrition and physical activity. For a quick overview of this session's proposed legislation, please see below.

AB 346 (Torlakson, D-11)- This bill would amend the State's existing joint-use school facilities legislation. The revisions would authorize the board to grant funds for projects on property adjacent to a school site and owned by a government entity, expand the types of projects eligible for grant funds, make vacant school space available for rent or lease to specified commercial and noncommercial agencies, allow schools to include specified real estate, land, and equipment towards shared cost requirements, and establish standards for the amount of grant monies available for each joint-use project.

SB 257 (Pavley, D-23)- This bill would require every state agency and department, including local offices, to notify each female employee nearing maternity leave of California's lactation accommodation legislation and the Department of Health and Human Services Employees' Guide to Breastfeeding and Working.

AB 95 (Torlakson, D-11)- This bill would specify that, if the Superintendent of Public Instruction determines that the appropriation set forth in the Budget Act of 2008-09 is insufficient to fully fund all free and reduced price meal reimbursement claims, the State Department of Education shall notify the Legislature of the statutory funding amount necessary to reimburse school districts at the prescribed rate and appropriate \$19,500,000 to reimburse claims.

AB 719 (Lowenthal, D-54)- This bill would require the State Department of Social Services to create the Transitional Food Stamps for Foster Youth Program. The program would provide independent foster care adolescents who are not eligible for CalWORKs or SSI benefits, with eligibility for food stamps without regard to income or resources.

AB 1488 (Hall, D-52)- This bill would require the Department of Food and Agriculture, in consultation with the State Department of Public Health and the State Department of Social Services, to provide recommendations to the Legislature regarding actions that need to be taken to promote food justice in the state.

AB 1057 (Beall, D-57)- This bill would change existing redetermination of food stamp recipients eligibility and grant amounts from a quarterly to semiannual basis, streamline the verification process at application, and no longer require fingerprinting from CALWORKs applicants. Fingerprinting would still be required by food stamp applicants, who apply for or receive designated non-health benefits associated with county aid and relief to indigents.

AB 351 (Salas, D-79)- This bill would authorize the governing board of a school district to exempt any pupil from courses in physical education if the pupil participates in California Cadet Corps, cheer team or dance team, color guard or drill team, Junior Reserve Officer Training Corps, or marching band.

AB 554 (Furutani, D-55)- This bill would allow pupils, with parent or guardian consent, to substitute a career technical course/s for one course in visual or performing arts or foreign language and two courses in physical education. State law currently requires students to complete one course in visual or performing arts or foreign language and two courses in physical education, except as specified, in order to receive a high school diploma.

For the latest California legislative information, visit <http://www.leginfo.ca.gov/>. For a look at state legislation across the country focused on wellness, visit the Healthy Community Design Legislation Database at: http://www.ncsl.org/programs/enviro/healthyCommunity/healthycommunity_bills.cfm.

EVENTS / CONFERENCES

New Roots Community Farm: Seed Swap

April 4, 2009
San Diego, CA

The International Rescue Committee is conducting a seed swap for community gardeners. Individuals can

bring packets of at least 25 seeds in reused or eco-friendly packages to swap for heirloom and new varieties of fruits and vegetable seeds. [More...](#)

2009 San Diego Regional School Garden and Nutrition Conference

April 18, 2009

Del Mar, CA

This conference will assist educators and administrators in designing and enhancing garden-based learning programs. [More...](#)

BOOST Conference: Growing Healthy Behaviors; Growing Healthy Children Strand

April 22-25, 2009

Palm Springs, CA

The 2009 Best of Out-of-School Time (BOOST) Conference is designed to assist after school and out-of-school staff and administrators in developing long-term professional development goals and the highest quality of programming. This year, the BOOST Conference is partnering with the Center for Collaborative Solutions to offer a special series of workshops designed to equip attendees with the tools needed to improve the physical fitness and eating habits of children and young people. [More....](#)

Unlocking the Playground: Achieving Equity in Physical Activity Spaces

April 28, 2009

San Diego, CA

Many communities lack safe and accessible spaces to be physically active. Join CPEHN in looking at opening up public facilities, such as schools, as a solution; hear how your fellow community members have developed joint use agreements with their local organizations; and strategize on local and statewide advocacy on this important, emerging issue. [More...](#)

K-12 Grade Teacher Workshop: Water-Wise Gardening

April 30, 2009 and May 28, 2009

San Diego, CA

The San Diego County Water Authority (SDCWA) is hosting a five-hour workshop on basic instructions for building water-wise gardens, and will pay for substitutes so teachers can attend. Participants receive a binder with ideas, curriculum, and resources for creating educational school gardens. Mini-grants are also available to attendees for developing their school garden. [More...](#)

2009 Childhood Obesity Conference: Creating Healthy Places for All Children

June 9- 12, 2009

Los Angeles, CA

The Childhood Obesity Conference is the largest gathering of professionals dedicated to pediatric overweight in the nation. This year's theme emphasizes the most innovative research, healthcare, marketing, school/after school, early childhood and community-based efforts to reduce childhood obesity. Some of the most prominent childhood obesity experts are slotted to present at the conference. [More...](#)

RESOURCES

Farmers' Market Coalition Resource Library

This database is a collection of resources, policies, and practices from farmers' markets across the country. It is designed to assist farmers, farmers' market managers, market researchers, and organizations in every phase of developing successful farmers' markets from start-up to evaluation.

[More...](#)

New Media, Same Old Tricks: A Survey of the Marketing of Food to Children on Food Company Websites

This Consumer International report assesses the marketing of unhealthy foods to children through the web sites and new media of 10 global food and drink companies with the highest global advertising expenditures. The report includes a review of common marketing techniques and recommendations for food and beverage marketing to children. [More...](#)

Multicultural Health Web Portal

CPEHN's easy-to-use online web portal allows health advocates to quickly access health disparity information on both a local and state level and includes race/ethnicity-specific demographic and health statistics data for San Diego County. [More...](#)

Safe Routes to School 2009 Policy Report

The report explores the challenges and opportunities raised during the implementation of the federal Safe Routes to School program. [More...](#)

Breakfast in the Classroom

This video offers insight into the delivery of the Breakfast in the Classroom program at San Diego Unified School District. Teachers, students, and administrators talk about the impact of the program on their classroom cleanliness, time, and productivity. [More...](#)

ENACT (Environmental Nutrition and Activity Community Strategies):

Safe Communities

Strategic Alliance's ENACT tool is designed to help stakeholders implement nutrition and physical activity changes through seven key environments in their community. The tool includes topical information on each strategy based on current research and practice, model policies and programs, hands-on tools, resources, articles, and other publications. This strategy emphasizes the promotion of safe and aesthetically pleasing atmospheres as a means to encourage physical activity. [More...](#)

Setting the Record Straight: Nutritionists Define Healthful Food

The Strategic Alliance and Prevention Institute offer a holistic definition of healthful food including its production, processing, transportation, and marketing. [More...](#)

GRANTS

Action for Healthy Kids (AFHK) School Breakfast Grants

Deadline for Applications: April 10, 2009

AFHK is accepting school breakfast expansion applications from schools with 50 percent or more of students eligible for free or reduced-price lunch. Funding awards ranging from \$500 to \$2000 will assist schools in increasing school breakfast participation through implementation of alternative breakfast programs, marketing and promotion, and nutrition education activities. [More...](#)

American Legion: Child Welfare Foundation Grants

Deadline for Application Requests: July 1, 2009

The American Legion is accepting proposals from nonprofits to fund projects that promote the physical, mental, emotional, and spiritual health of children in large geographic areas. [More....](#)

Dare to Dream Grants

Deadline for Applications: July 6, 2009

For Kids Only, Inc. funds programs with specific faith based components geared towards "at risk" children, ages 0 - 12, that have specific measurable spiritual and academic outcomes, and serve as a model in their local community. [More...](#)

Garden Crusader Award

Deadline for Nominations: June 15, 2009

Gardener's Supply is seeking nominees of individuals making strides in education, hunger, or urban renewal and restoration through gardening. Organizations can receive up to \$2500 in cash and a \$2500 Gardener's Supply gift certificate in the name of the Awardee. [More...](#)

Children's Health Funds Special Gifts / Grants

Deadline for Applications: May 8, 2009

Rest Haven is making up to \$200,000 available to assist organizations in San Diego and Imperial Counties in providing healthcare to meet the physical, medical, or emotional needs of children, ages 0-18. [More...](#)

Smart Growth Implementation Assistance

Deadline for Applications: April 23, 2009

The Environmental Protection Agency is seeking applications from states, regions, and communities

interested in receiving technical assistance from national experts to develop smart growth practices that further national environmental and public health goals. Eligible entities must demonstrate a partnership with a local government entity and request assistance with policy analysis or public participatory processes.

[More...](#)



FARMERS' MARKET CORNER

It's almost been a year since the City Heights Farmers' Market (CHFM) first opened its doors and became a catalyst for change. As the second farmers' market in San Diego County to accept the Supplemental Nutrition Assistance Program (SNAP) -- the program formerly known as food stamps -- the CHFM helped the local community see farmers' markets as a tool for increasing access to fresh and affordable foods, particularly in underserved neighborhoods.

With the San Diego Farm Bureau (Farm Bureau) and International Rescue Committee (IRC) at the helm, the CHFM has taken on a unique community feel while developing replicable practices. The Farm Bureau's first venture into market management provided the CHFM with access to the county's wealth of farmers while allowing the IRC to focus efforts on community programming. The Farm Bureau embraced its new role and became a strong proponent of SNAP-accessible farmers' markets seeing it as an opportunity to increase farmers' sales and expand access to healthy food choices. The Farm Bureau now manages three SNAP-accessible markets including sites in Lakeside and Valley Center, and a fourth is planned for San Marcos.

The CHFM has continued to promote innovative programming. The CHFM was recently awarded \$25,000 from Price Charities to expand its Fresh Fund program, which gives SNAP, WIC, and SSI recipients five dollars in "Fresh Funds" to purchase fruits and vegetables at the market. To date, the program has served nearly 1,500 individuals. The market also continues to encourage physical activity with a Mid-City Community Bike Ride the second Saturday of every month. Cyclists depart at 10:30 a.m. for a comfortable, family-friendly ride around San Diego's Mid-City.

The CHFM is inviting the community-at-large to join its one-year anniversary celebration on Saturday, June 6th. The event will feature new vendors, family activities, special guests County Board of Supervisor Ron Roberts and San Diego Councilman Todd Gloria, and a tamale taste-off.

If you know of a farmers' market in San Diego County promoting health through innovative activities, please contact [JuliAnna Arnett](#) for highlight in next month's newsletter.

LOCAL NEWS

[Running and Walking Clubs: Fill the School PE Gap](#)

[A Weighty Situation Families Can't Afford to Take Sitting Down](#)

[Maria Shiver Announces Plan for Garden](#)

NATIONAL NEWS

[Obamas to Plant Vegetable Garden at White House](#)

[Fructose Metabolism By The Brain Increases Food Intake And Obesity](#)

[Nutrition Project Gives Childcare Givers Insight into Healthy Meal Planning](#)

[Study: Being Obese Can Take Years Off Your Life](#)

[North Carolina School Posts Calorie Information on Digital Cafeteria Menu Boards](#)

[Iowa Senator Calls for Higher Nutrition Standards in School Lunches](#)

[Physically Fit Students Better Behaved, More Focused, Study Finds](#)

[Obesity Harms Kids as Young as 3, University of Miami Study Shows](#)

[Too Many Kids Spend Little Time Outdoors](#)

[Ex-New York Health Commissioner Is F.D.A. Pick](#)

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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 including Government, Healthcare Systems & Providers, Schools & Before- & After-school Providers, Childcare & Preschool Providers, Community, Media Outlets & the Marketing Industry, 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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