Call to Action

San Diego County

Childhood Obesity Action Plan

2006

Our Community
Our Kids

working
together
to shape a
healthy future

Call to Action: San Diego County Childhood Obesity Action Plan

was developed in partnership with the following organizations:

County of San Diego

BOARD OF SUPERVISORS

1600 PACIFIC HIGHWAY, ROOM 335, SAN DIEGO, CALIFORNIA 92101-2470

Dear Friends:

It is our pleasure to present to you the first-ever *"Call to Action: Childhood Obesity Action Plan"* for San Diego County.

The increasing number of overweight and obese children in San Diego County is putting our youngest generations at risk of major health problems. Fortunately, our county has a wealth of community partners - including you - who are dedicated to reversing this trend. This plan is the result of several months of gathering input through regional community forums, expert workgroup meetings, key informant interviews and research to identify multiple strategies that will prevent and reduce childhood obesity.

Through the *Childhood Obesity Action Plan* we are committed to reducing childhood obesity by promoting policy changes at the County of San Diego and in the community - but we can not do it without your support and engagement. The *Childhood Obesity Action Plan* is intended to serve as a "Call to Action" to inspire agencies, institutions and neighborhoods to recognize the importance of nutrition and physical activity by adopting one or more of these strategies. It is also meant to build momentum and support for the many organizations that are already successfully addressing this issue. Working collaboratively, we can leverage resources and promising practices to ensure a healthy future for San Diego County children.

Finally, we would like to thank the members of the Childhood Obesity Action Plan Steering Committee and community members who participated in the planning process for their insight and commitment to a more nutritious and physically fit future for our children.

Sincerely,

PAM SLATER-PRICE
Chairwoman
Third District

RON ROBERTS
Supervisor
Fourth District

BACKGROUND

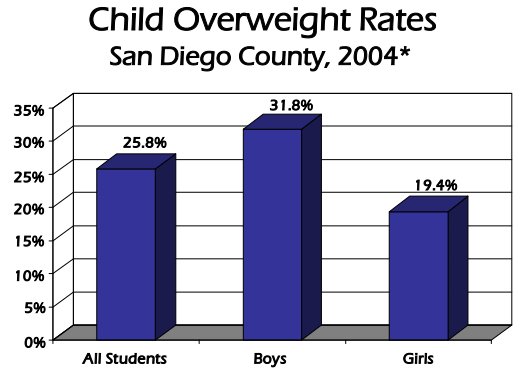
In October 2004, at the recommendation of Chairwoman Pam Slater-Price and Supervisor Ron Roberts, the San Diego County Board of Supervisors unanimously voted "to support the creation, coordination and implementation of a Childhood Obesity Master Plan to end childhood obesity." This effort was designed to build upon the work begun by the Coalition on Children and Weight San Diego. Community Health Improvement Partners (CHIP)—a collaboration of organizations with the common goal of achieving improved health for San Diego communities—assisted in the coordination of the plan. Individuals with special expertise in the areas of healthcare, nutrition and physical activity were invited to serve on a Steering Committee to guide the process. With input from multidisciplinary partners, community residents and others, the Steering Committee developed the *Call to Action: San Diego County Childhood Obesity Action Plan*.

THE CHALLENGE OF CHILDHOOD OBESITY

Childhood overweight and obesity is a significant and growing health concern that has reached epidemic proportions. The percentage of children and adolescents who are overweight has tripled since the early 1970s. It is estimated that 16 percent of U.S. children and adolescents aged six to 19 are overweight and these rates are even higher in California and San Diego County. Latino and African American youth face higher rates of overweight than white and Asian youth.

Being overweight exposes children to serious health problems, now and in the future. Because overweight children are likely to become overweight adults, they are more likely to suffer from cardiovascular disease, cancer and diabetes in adulthood. These chronic diseases are largely preventable and account for two-thirds of all deaths in California. These and other conditions related to overweight and physical inactivity burden the state's economy with exorbitant and preventable long-term costs. As the percentage of children who are overweight and physically inactive increases, and as these children age, the health problems they experience will result in growing costs for medical care, lost productivity and human resources.

With its exceptional climate and numerous outdoor recreational opportunities, San Diego County provides an optimal environment for healthy living. Many activities are currently underway in the county to prevent or reduce childhood obesity, but more work needs to be done. Taking further action to address overweight and obesity will have profound effects on increasing the quality of life and eliminating health disparities in San Diego County.



*From the California Center for Public Health Advocacy based onanalysis of data from the California Department of Education's 2004 Physical Fitness Test

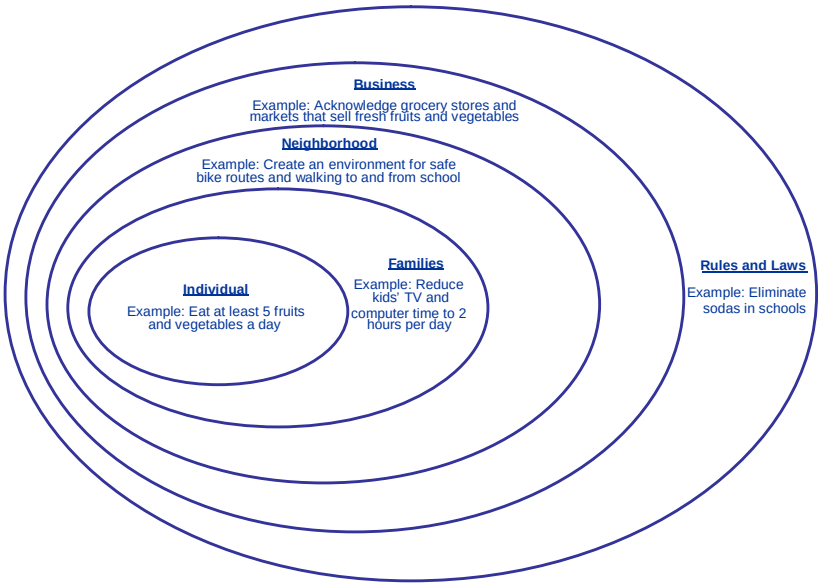
APPROACHING THE CHALLENGE

The San Diego County Childhood Obesity Action Plan Steering Committee was comprised of experts in the areas of healthcare, nutrition and physical activity (see Acknowledgements). Supported by CHIP, County Health and Human Services Agency staff, the Institute for Public Strategies and Moder Research & Communications, Inc., the Steering Committee directed the process for developing recommended strategies and action steps.

Ecological Model

The Steering Committee utilized an ecological model of health promotion in the development of this plan. The ecological model is focused on the environmental changes, behaviors and policies that help individuals make healthy choices in their daily lives. The foundation of the ecological model is the concept that behavior does not change in a vacuum and that a supportive environment is necessary for individuals to make healthy choices. For example, improving access to nutritious foods at schools and on children's menu items at restaurants will increase the likelihood of children making healthy food choices.

This model takes into account the physical and social environments and their relationship to people at individual, interpersonal, organizational and community levels. This approach provides a framework for change that focuses on individuals, families, neighborhoods, businesses and regulations. The ecological model addresses multiple levels of behavioral influence and offers a comprehensive approach to preventing childhood obesity.



Ecological Model of Childhood Obesity Prevention

Planning Process

The planning process included a rigorous literature review as well as input from multidisciplinary partners and communities throughout San Diego County. Input was sought from many sources in numerous settings including work groups with experts from a variety of disciplines; community conversations with residents from different neighborhoods, races/ethnicities, cultures and backgrounds; and one-on-one interviews with key informants. (More information about the planning process can be found in the unabridged supplement to this document at www.ourcommunityourkids.org.)

Recognizing that a multidisciplinary, comprehensive approach to the problem is necessary, the Steering Committee identified seven key domain areas (see next section) that have the most influence on developing environments that support healthy choices and behavior change. As partners from these domain areas and other community members became involved in the planning process, the Steering Committee focused on engaging those who are currently addressing the problem and catalyzing those who could be doing more.

APPROACHING THE CHALLENGE (CONTINUED)

Goals & Objectives

With the overarching goal of improving the health of children and families in San Diego County, the objectives of the *Childhood Obesity Action Plan* include the following:

- Building awareness about the problem of childhood obesity
- Serving as a guide for all those in San Diego County who are interested in addressing childhood obesity, including agencies, institutions and neighborhoods
- Planting a seed and building momentum for action without being prescriptive
- Catalyzing partnerships for those already working on this issue with new organizations and new sectors
- Ensuring that strategies emphasize policy and environmental changes and not just individual and family efforts
- Creating a plan document that supports community partners in their efforts

A CALL TO ACTION

This plan calls for every person in San Diego County to be part of the fight against childhood obesity. The following recommended strategies are presented in seven domain areas:

- County and city governments
- Healthcare systems and providers
- Schools
- Childcare, preschools and before- and after-school providers
- Community-based organizations, faith-based organizations and youth organizations
- Media outlets and marketing industry
- Businesses

The strategies suggested in this plan are not meant to be all-inclusive. Community partners are encouraged to develop additional strategies for the prevention of childhood obesity based on their experience, abilities and communities. (A full list of strategies identified by participating individuals and organizations can be found in the unabridged supplement to this document at www.ourcommunityourkids.org.)

Promising local programs that address childhood obesity are highlighted on the following pages. These programs successfully implement recommended *Childhood Obesity Action Plan* strategies and strive to create an environment that supports healthy choices for children and families.

For more information about these programs, please contact:

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A CALL TO ACTION 1:

Engage COUNTY AND CITY GOVERNMENTS to advance the following strategies to prevent childhood obesity:

A. Modify current city and county general plans so that walking and cycling paths are incorporated into existing communities to safely accommodate pedestrians, cyclists and others using non-motorized transportation. Priorities should be paths that lead to food outlets that serve healthy foods as well as to parks and other venues that provide opportunities for physical activity.

B. Design plans for new communities, capital improvement projects and large construction projects so that schools, parks, stores and other facilities are within easy walking and bicycling distance to residential areas and so that there are walking/cycling paths that encourage physical activity.

C. Establish "safety corridors" and routes to school including "complete streets" design for children to encourage walking and bicycling. This includes wider sidewalks, barriers between the streets and walkways, increased security during hours that children are traveling to and from school, and strictly enforced speed zones.

D. Increase quantity, quality and accessibility of parks and natural open spaces in order to encourage physical activity among youth.

E. Revise and disseminate maps of walking and bicycling routes throughout the county (including information on mileage, sidewalk routes, bike paths, etc.).

The Greater San Diego Recreation and Park Coalition for Health and Wellness

The Greater San Diego Recreation and Park Coalition for Health and Wellness is a collaboration of park and recreation professionals from 13 San Diego area cities and the County of San Diego. Its mission is to create healthy communities by advocating recreation and parks agencies as a first choice for health and wellness activities. In addition to developing new health and wellness programs, Coalition events include:

- The cities of Carlsbad, Encinitas, Escondido and Vista collaborated on a health festival for nearly 400 summer day campers. Activities included nutrition education for children and a variety of unique physical activity options designed to develop long-term interests.
- In partnership with the County of San Diego HHSA, the Coalition sponsored a community health festival in Spring Valley featuring health education information, health screenings, a rock climbing wall and entertainment.

F. Sponsor and promote opportunities for children, youth and their families to engage in physical activities, with focus on the following:
   - A large and varied selection of activities (i.e., competitive and non-competitive; individual and team; separated genders and mixed) that attract persons of various cultures so that any individual is likely to regard one or more as "fun"
   - Activities that are likely to meet needs of people with various abilities and body types
   - Activities that lend themselves to life-long participation
   - Activities that are located in low-income areas and areas with high rates of obesity-related conditions

G. Develop breastfeeding accommodations in public facilities, as breastfeeding helps prevent childhood obesity.

H. Ensure that vending machines on all county- and city-owned and/or leased land, space and facilities have healthy choices and encourage community partners to do the same.

I. Coordinate efforts to address and prevent childhood obesity across government departments and jurisdictions.

J. The County Health and Human Services Agency (HHSA) will coordinate with other County government agencies and incorporated cities to help implement the *Childhood Obesity Action Plan* and will work collaboratively with private and public sectors to increase resources that address childhood obesity.

A CALL TO ACTION 2:

Engage HEALTHCARE SYSTEMS AND PROVIDERS to advance the following strategies to prevent and treat childhood obesity:

A. Include obesity prevention, screening and referrals in routine clinical practice.

B. Include obesity prevention and screening in quality assessment measures for health insurers, health plans, and quality improvement and accrediting organizations.

C. Train healthcare providers and health profession students in effective obesity prevention and treatment techniques.

D. Provide resources and information for healthcare providers on prevention and treatment of overweight and obesity.

E. Routinely track body mass index (BMI) and provide patients with relevant, evidence-based counseling and referrals in a culturally competent manner. Providers should be knowledgeable about patients' cultures, traditions and languages.

F. Develop a family-centered, multidisciplinary curriculum based on best practices for teaching patients about obesity prevention and treatment.

G. Expand and implement culturally appropriate health education classes on exercise, nutrition, food shopping, meal planning, cooking and other areas that would increase patients' knowledge and skills to make healthy changes.

H. Promote breastfeeding, 30 to 60 minutes of physical activity and consumption of a minimum of five fruits and vegetables a day in collaboration with ethnically specific organizations that target nutrition education outreach.

I. Partner with businesses, government, associations of schools, faith communities and other organizations to finance healthcare provider activities including obesity screening and nutrition and physical education.

Provide advocacy to:

J. Classify obesity as a disease category for reimbursement coding.

K. Assure that food assistance programs such as Women, Infants and Children (WIC) provide adequate vouchers for fruits and vegetables and other healthy foods that can be used at farmers' markets and other venues.

L. Reform food labeling so that information can be easily understood by the public.

M. Increase government resources to support healthcare and treatment of obesity.

N. Increase availability of affordable, nutritious and safe foods to decrease hunger and reduce the tendency to fend off hunger with readily available, inexpensive, high-calorie foods that have little or no nutritional value.

KP KIDS Weight Management Program

KP KIDS is a six-week multidisciplinary weight management program that involves nutrition, medical and behavioral education and an exercise component. The goal of KP KIDS is to promote healthy lifestyle changes to maintain and reduce children's body mass index (BMI). Children ages five through 12 may attend with at least one parent or caregiver.

Each 90-minute session presents healthy eating and lifestyle choices in an interactive, fun atmosphere. The children make and sample healthy snacks and play interactive games to get them moving. Children can earn "Kaiser Bucks" to purchase toys from a treasure chest by answering questions during class and completing simple homework assignments such as weekly activity logs. Pedometers are provided to encourage walking and other physical activity between classes.

KP KIDS is currently offered at three Kaiser Permanente centers. At least 70% of the children participating have maintained or decreased their BMI. The course completion rate is higher than for most existing weight management programs.

A CALL TO ACTION 3:

Engage SCHOOLS to advance the following strategies to prevent childhood obesity:

A. Adopt and implement a "Gold Standard" school wellness policy that includes the following provisions:
   - Provide students with health education that addresses nutrition, physical activity and adoption of other obesity preventive lifestyle choices. Use sequential, skills-based and evidence-based curricula that include family involvement.
   - Integrate obesity prevention content into the general education curriculum.
   - Expand physical activity opportunities beyond state physical education requirements.
   - Ban use of food as a reward/punishment.
   - Adopt standards for cafeteria, other food outlets, vending machines and school stores that meet USDA Dietary Guidelines and state mandates.
   - Develop guidelines for healthy fundraising.
   - Eliminate on-campus advertising of high-sugar and high-fat foods and beverages.

B. Provide culturally and linguistically appropriate education on nutrition and physical activity to students, teachers, food service staff, coaches, nurses and parents at low or no cost to participants.

Vista Unified School District Vending Machine Policy

The Child Nutrition Services department at Vista Unified School District developed a vending machine policy that eliminates unhealthy foods and beverages and replaces them with healthy choices.

With support from the superintendent of schools, the project was piloted in 2001 at Vista High School. Child Nutrition Services staff took over vending machine operation as vending contracts expired. They replaced beverage machines that promoted soft drink brands with glass front machines, brought in carousel style snack machines, and cleaned up the areas around vending machines to make them more accessible. Chips and candy were replaced with foods such as fresh fruits, vegetables and yogurt,. Sodas were eventually phased out in favor of water, juice and sports drinks.

The program has been successful on numerous fronts and has been expanded to additional schools in the district. Children now have the opportunity to get a healthy snack at any time during the school day. In addition, revenue from vending machines has increased significantly. For example, vending machine revenue at Vista High School has increased from $9,000 to $41,000 annually.

C. Provide all students with physical education classes and other opportunities for physical activity during the school day to help children have at least 60 minutes per day of vigorous physical activity.

D. Reduce or subsidize student fees related to school athletic activities including the purchase of athletic uniforms and equipment.

E. Establish school gardens and use the resulting produce in school meals.

F. Improve access to and affordability of fresh fruits and vegetables in all schools.

G. Partner with community agencies and healthcare providers to provide school-based counseling programs that address the emotional needs of overweight children and their parents, eliminate related bullying at school, and direct children and families to resources where they can set and meet nutrition and fitness goals.

H. Use school facilities outside of school hours for physical activity programs offered by schools and/or community-based organizations.

I. Partner with businesses, government, faith communities and other organizations to finance school activities including wellness policies and nutrition and physical education.

A CALL TO ACTION 4:

Engage CHILDCARE, PRESCHOOLS AND BEFORE- AND AFTER-SCHOOL PROVIDERS to advance the following strategies to prevent childhood obesity:

A. Train childcare providers, preschool staff and before- and after-school staff to provide education and resources to parents on child and family nutrition and physical activity.

B. Assist teachers and childcare providers to utilize innovative methods and provide fun activities to promote healthy nutrition and physical activity with children.

C. Educate parents on how to assess and select childcare sites, preschools and before- and after-school programs for their healthy nutrition and physical activity opportunities for children, as well as for their ability to involve families in physical activity and nutritional programming.

D. Encourage teachers and childcare providers to model behaviors that demonstrate healthy eating and physically active lifestyles for parents and children.

E. Eliminate advertising, selling and distribution of unhealthy foods and beverages to children and youth at before- and after-school programs.

F. Encourage schools and before- and after-school providers using school space to collaborate to develop healthy policies and facilities for their mutual use.

G. Institute healthy food and beverage standards that are consistent with USDA Dietary Guidelines and state school mandates for all food items available at before-school and after-school programs, childcare sites (including licensed family child care sites) and preschools.

H. Partner with businesses, government, associations of schools, faith communities and other organizations to finance activities including nutrition and physical education.

YMCA Childcare Nutrition and Physical Activity Program

YMCA of San Diego County Childcare Resource Service Department received a grant from the First 5 Commission to develop a model for training childcare providers on ways to prevent childhood obesity. Working in collaboration with the Coalition on Children and Weight San Diego, YMCA staff created a two-hour course offered at no charge to all childcare providers in San Diego County, with a focus on in-home providers. Providers access the course through the YMCA's existing referral system.

Training curriculum includes: health factors related to childhood obesity; nutrition and tips for providing healthy meals and snacks; helping children develop healthy relationships with food; promoting physical activity; limiting screen time; the importance of breastfeeding; food sanitation; oral hygiene; and policy development for childcare centers and sites.

A CALL TO ACTION 5:

Engage COMMUNITY-BASED ORGANIZATIONS, FAITH-BASED ORGANIZATIONS AND YOUTH ORGANIZATIONS to advance the following strategies to prevent childhood obesity:

A. Enlist and empower community-based organizations to reach their members to organize family physical activities and to increase awareness of healthy lifestyles.

B. Enlist and empower faith congregations to reach their members to organize family physical activities and to increase awareness of healthy lifestyles.

C. Enlist and empower youth organizations to reach their members to organize family physical activities and to increase awareness of healthy lifestyles.

D. Take the lead to promote with parents limiting children's and families' screen time (television, computer, etc.) to a maximum of two hours per day.

E. Eliminate advertising and selling of unhealthy foods and beverages to children and youth at community, faith-based and youth organizations.

F. Partner with businesses, government, associations of schools and other organizations to finance healthy youth activities including nutrition education and physical fitness.

G. Develop a common means of communication such as weekly e-messages or mailers so that involved organizations can stay informed about what each entity is doing about obesity.

Faith-Based Approach to Community Health

The Faith-Based Approach to Community Health (F-BACH) is a program of the San Diego Black Health Associates designed to focus attention on diseases that adversely affect the African American community. F-BACH uses the influence of African American churches to target specific diseases and health conditions through monthly forums and dialogue among community members.

Beginning in January 2004, F-BACH has sponsored a series of health-related forums targeting African Americans throughout San Diego County. These forums focus on those diseases and health issues, including obesity, that have a particular impact on African Americans. A different church in local African American communities hosts each forum. A key element of the forums is collaboration with community agencies whose major focus is the same as the monthly health topic.

Healthy Eating, Active Communities

Healthy Eating, Active Communities (HEAC) is a four-year strategic initiative of The California Endowment designed to reduce disparities in obesity and diabetes among children in California by improving food and physical activity environments. One of six collaboratives to receive funding, the South Bay Partnership and its co-grantees—the County of San Diego Health and Human Services Agency, South Region; Sweetwater Union High School District; and Chula Vista Elementary School District—strive to implement environmental prevention strategies in the project area of West Chula Vista. The outcome of this project will be improved access to physical activities and nutritious foods in schools, after-school programs, and neighborhoods.

Through the local HEAC project, youth and adults will be trained to assess environmental conditions and advocate for healthier school environments and policy changes. Healthcare providers will be engaged to play a larger role in advocating for community-based prevention and will be trained to emphasize obesity prevention in their clinical interactions. The business sector will also be engaged in order to positively impact marketing and advertising practices.

A CALL TO ACTION 6:

Engage MEDIA OUTLETS and the MARKETING INDUSTRY to advance the following strategies to prevent childhood obesity:

A. Partner with other domains (i.e., government; healthcare; schools; childcare, preschools and before- and after-school providers; community-based, faith-based and youth organizations; and businesses) to create a culturally sensitive, youth-driven media campaign that addresses healthy lifestyles and portrays diverse youth in a way that makes healthy eating "cool".

B. Partner with other domains to conduct a countywide campaign to foster public awareness of the health benefits of regular physical activity, healthy nutrition choices, and maintaining a healthy weight.

C. Partner with other domains to increase awareness of programs that provide low/no-cost physical activity opportunities for youth.

D. Partner with schools to promote the appeal of healthy foods at primary and secondary schools in the same way fast foods are marketed.

E. Partner with businesses to limit advertising and promotion of unhealthy foods and beverages aimed directly at young children.

F. Partner with businesses, government, associations of schools, faith communities and other organizations to finance marketing activities that promote nutrition education and physical activity.

Get Fit and Thrive Challenge

KyXy-FM 96.5 partnered with Kaiser Permanente, the Coalition on Children and Weight San Diego and local businesses to develop the "Get Fit and Thrive Challenge," an outreach and education campaign designed to improve the health of families. Through 60-second commercials, KyXy listeners were encouraged to complete certain health-related tasks in order to obtain a reward.

Tasks included simple healthy changes families could easily incorporate into their lifestyles and included the involvement of participating sponsors. For example, partnering libraries selected books to create a "health awareness" section for children and sponsoring restaurants added special healthy children's menus. Each task included some kind of "proof of participation," such as receipt from the library or restaurant or a picture of their family exercising.

Participants downloaded a card from KyXy's interactive website, which listed the different tasks to be checked off as they were completed. Participants who completed three of six tasks and mailed in their cards with proof of participation received a child's ticket to Legoland and were entered into a drawing for a grand prize.

At the completion of the challenge, KyXy received over 196,000 website hits and over 100 families returned completed participation cards.

A CALL TO ACTION 7:

Engage BUSINESSES to advance the following strategies to prevent childhood obesity:

A. Include healthier food and beverage choices consistent with USDA Dietary Guidelines at fast food and full-service restaurants.

B. Participate in efforts to publicly acknowledge businesses that support and promote the prevention of childhood obesity through window logos, certificates, media releases, etc.

C. Increase access to certified farmers' markets, food cooperatives, and community gardens to expand healthy and affordable food options, particularly in low-income and underserved neighborhoods.

D. Partner with government, associations of schools, faith communities and other organizations to organize and financially support community physical activity clubs and healthy lifestyle projects.

Healthy Kids' Choice! Initiative

The Healthy Kids' Choice! Initiative is a San Diego based collaborative effort designed to help children eat more nutritious foods and make healthier choices when eating out at restaurants. The goal of the initiative is to create lasting environmental changes so that making healthy choices is an appealing and readily available option.

Local restaurants are invited to participate as Healthy Kids' Choice! Initiative partners by making commitments to offering healthier menu items for children. For example, restaurants may offer a fresh fruit or vegetable substitution for french fries on the kids' menu; provide non-fried, lean entrée choices; offer sparkling water, milk or 100% juice in place of soft drinks; provide a fresh fruit dessert option; and offer a reward to children for choosing healthier options.

Over 40 restaurants have partnered with the Healthy Kids' Choice! Initiative. Participating establishments receive a framed certificate honoring their participation and are highlighted through local and national media efforts.

NEXT STEPS

Much effort is needed to assure the successful implementation of recommended strategies and the sustainability and ongoing support of this plan. Working together with a common purpose, we can make a difference in preventing childhood obesity and improving the health and well-being of children in San Diego County.

Sustainability — How Can We Continue Our Efforts?

The San Diego County Childhood Obesity Action Plan Steering Committee recognizes the need to make systemic changes in the social and physical environments that contribute to unhealthy behaviors. Engagement of organizations and individuals from all domain areas over time will be necessary to establish a strong foundation and assure the ongoing support of childhood obesity prevention efforts. Specific recommendations include:

1. Raise awareness about the *Childhood Obesity Action Plan* through a defined communications strategy, public relations and other efforts.
2. Secure commitments from organizations representing all domain areas to implement recommended strategies including identifying "champions" in each domain area to lead the cause.
3. Create an ongoing countywide infrastructure and oversight team to monitor and coordinate childhood obesity prevention efforts by all domain areas.
4. Initial efforts of the oversight team may include the following:
   - Establishment of evaluation and tracking mechanisms to determine the effectiveness of implemented strategies (see below)
   - Development of a website dedicated to childhood obesity prevention
   - Establishment of countywide domain-specific meetings and an annual summit meeting including all domain areas
   - Securing additional funding to assure ongoing efforts
   - Formal recognition of the efforts of partnering organizations
5. Create and fund the position of a Childhood Obesity Initiative Director, who will be responsible for providing leadership and coordination among stakeholders to facilitate the implementation of the goals and strategies established in the *Childhood Obesity Action Plan.*

Evaluation — How Can We Measure Our Success?

Recommended efforts to establish countywide evaluation measures include:

1. Design an efficient mechanism to track the body mass index (BMI) of the child and youth populations in San Diego County over time, building on present services and opportunities.
2. Develop mechanisms to track over time the eating and physical activity patterns of the child and youth populations in San Diego County, building on present opportunities.
3. Identify experts to evaluate the success of the engagement of the seven domain areas.
4. Advocate with all partnering organizations to ensure that a formal evaluation component is incorporated into the design of all projects that are not evidence-based.

NEXT STEPS (CONTINUED)

Implementation — What Will the County Do?

The County of San Diego is committed to the health and well being of its residents. As such, it is dedicating resources to address the preventable causes of childhood obesity—lack of physical activity and poor nutrition. County activities will involve most sections of County government and focus on the different levels of the ecological model. Additionally, with funding from the County of San Diego Health and Human Services Agency (HHSA) and the First 5 Commission of San Diego, the County will contract for a Childhood Obesity Initiative Director. The Director will work with representatives from the domain areas to secure Commitments of Significance toward implementation of the plan.

The following is a sampling of new County commitments:

1. The Department of Parks and Recreation will open a new gym in Spring Valley that will share facilities with a local middle school, providing opportunities for physical activity outside of school hours.
2. The Department of Farm and Home Advisor will support the establishment of school gardens and nutrition education programs to increase access to and consumption of fresh fruits and vegetables by school-age children.
3. The Department of Planning and Land Use's Multiple Species Conservation Program will increase recreational opportunities by preserving systems of greenbelts and open spaces in County unincorporated areas.
4. The Probation Department will provide health and wellness education to youth in its facilities.
5. The HHSA Child Welfare Services program will provide training and information to foster parents on nutrition and physical activity.
6. The HHSA Food Stamp program will provide access to nutrition education for Food Stamp recipients.
7. The HHSA County Supervised Visitation Centers will provide healthy snacks to children, youth and their families.
8. HHSA will manage overall implementation of the *Childhood Obesity Action Plan*.

NEXT STEPS (CONTINUED)

Implementation — What Can Your Organization Do?

Partnering organizations are encouraged to:

1. Review the calls to action and recommended strategies presented in this plan across all seven domain areas.
2. Conduct an internal review to:
   - determine which recommended strategies you are currently implementing; and
   - identify new strategies your organization can implement.
3. Make a formal commitment to adopt new strategies by completing the "Commitment of Significance" form (see below) available online at www.ourcommunityourkids.org.
4. Work with other organizations within and across domain areas to coordinate efforts.
5. Work with the oversight team to document, evaluate and report your efforts on an ongoing basis.

Our Community
Our Kids

working together to shape a healthy future

COMMITMENT OF SIGNIFICANCE

Before completing this form, please review the *Call to Action: San Diego County Childhood Obesity Action Plan*. To complete this form or review the document online, go to www.ourcommunityourkids.org.

Contact Information

Organization _____

Domain Category (please check one):

❑ Business ❑ Childcare ❑ City and County Government ❑ Media and Marketing ❑ Schools
❑ Community-Based Organization (Youth, Community or Faith) ❑ Healthcare Systems and Providers

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Web Page _____

Strategy Implementation

Is your organization currently implementing strategies for childhood obesity? ❑ Yes ❑ No

If so, what strategies is your organization currently implementing? _____

What new or recommended strategies will your organization commit to and implement? _____

With which other organizations within your domain and/or other domains will you coordinate efforts?

Who in your organization will work with the Childhood Obesity Initiative Director to report and evaluate your efforts?

Name: Title:

Email address: Phone:

Please fax or email your completed form to:
Adrienne Yancey
fax: 619.692.6606 email: adrienne.yancey@sdcounty.ca.gov
Or you may submit online at www.ourcommunityourkids.org

An example of a commitment of significance is the collaboration that led to funding of the Childhood Obesity Initiative Director. The First 5 Commission of San Diego County authorized up to $50,000 per year for a period of three years for the position. These funds will be matched by the County of San Diego Health and Human Services Agency.

ACKNOWLEDGEMENTS

Chairwoman Pam Slater-Price and Supervisor Ron Roberts would like to thank the individuals and agencies listed below for their dedication and efforts related to the *Childhood Obesity Action Plan*:

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Community Health Improvement Partners (CHIP)

Coalition on Children and Weight San Diego

Key Informants

John Elder, Ph.D., Professor
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Program Director, Active Living Research Program

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First 5 Commission of San Diego County

Harold Tuck, M.B.A., M.P.H.
Deputy Chief Administrative Officer
County of San Diego Public Safety Group

Stephen Vance, Senior Regional Planner
San Diego Association of Governments

Tina Zenzola, M.P.H., Executive Director
Safe and Healthy Communities Consulting / Walk San Diego

Community Conversation Partners

African American 5-A-Day

Community Engagement Action Forum

Mid-city Community Action Network

Nutrition Network News

Palomar Pomerado Health

South Bay Partnership

Consultants

Institute for Public Strategies

Moder Research & Communications, Inc.

National Latino Research Center
California State University San Marcos

The Border Agency

Expert Work Group Meeting Participants

Over 700 Community Conversation Participants

For more information , please contact:

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