

Achievements

January 2002 – March 2007

| Achievement | Details |
|---|---|
| Awards | <ul style="list-style-type: none"> ✦ 2005 Outstanding Community Service Award From HealthNet of California ✦ 2006 Community Service Award from Blue Cross of California for the School Fitness Summit (a collaboration between CCWSD, the County of San Diego Health and Human Services Agency HealthLink Program, and County Supervisor Ron Roberts) |
| Remarkable Growth | <ul style="list-style-type: none"> ✦ Established January 2002 – have now attracted over 500 participants. ✦ Established active workgroups with goals, objectives, and achievements. ✦ In collaboration with Supervisor Ron Roberts, issued Proclamation for San Diego County Child Health Day, October 4, 2004, announcing plans to coordinate the development of a master plan to address childhood overweight in San Diego County. ✦ In 2006/2007, the three CCWSD Workgroups (Early Childhood, Education & Outreach, School & After School) became Champions/Leads of the three respective Domains of the San Diego County Childhood Obesity Initiative. ✦ In Spring 2007, modified the structural relationship between CCWSD and the San Diego county Childhood Obesity Initiative to increase coordination, efficiency, and impact on creating a healthier environment for children and families. ✦ Conduct six general meetings annually that include informative presentations on childhood overweight-related issues and information sharing. |
| Communication | <ul style="list-style-type: none"> ✦ Developed and maintain a website that supports both CCWSD and the San Diego County Childhood Obesity Initiative. ✦ Distribute a monthly newsletter with updates, events, resources, legislative updates, and funding opportunities related to childhood overweight. ✦ Participated in California Childhood Obesity Conference 2007. Coalition members who gave presentations included Dr. Christine Wood, Patty Kimbrell, and Cheryl Moder. ✦ Presented a CCWSD exhibit at the California Childhood Obesity Conference in 2007 (sponsored by HealthNet) and 2005. |
| Advocacy & Legislation | <ul style="list-style-type: none"> ✦ Hosted a regional planning meeting to help the Strategic Alliance determine statewide nutrition and physical activity policy and legislative efforts for 2004. ✦ Members communicated with legislators on policy issues through letters and personal meetings, 2006. |
| Technical Assistance for Institutional Changes | <ul style="list-style-type: none"> ✦ Worked with the County Office of Education to encourage environmental changes at various schools throughout the county and to provide school districts with technical assistance in writing and implementing School Wellness Policies, 2004-2007. ✦ Conducted workshops for school district wellness policy leads and council members on the implementation of School Wellness Policies, 2005-2007. ✦ Co-coordinated 2005 School Food Summit to assist 265 school/after school leaders in strategizing on ways to improve access to healthful foods and beverages on school campuses. ✦ Co-coordinated 2006 School Fitness Summit to assist over 400 school/after school leaders in strategizing on ways to increase opportunities for physical activity on school campuses. |
| Promotion of Community Environmental Changes | <ul style="list-style-type: none"> ✦ Collaborated with KyXy on two radio campaigns (2005 and 2006 “Get Fit and Thrive Challenge”) to encourage youth to engage in healthful eating and physical activity. The KyXy website received nearly 100,000 hits in 2005, and in 2006 it received 127 entries from children, 25,000 “click-throughs” to the web page, and 509 listener downloaded a challenge card. |

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- ✧ Created and disseminated 12,000 County and City Parks and Recreation brochures to families of children in Head Start to encourage the use of community recreational facilities and programs countywide.
- ✧ Supported “Walk to School Day” by providing schools with starter kits developed at the state level.
- ✧ Published articles in *Salud & Health* magazine and participated in television news events.
- ✧ Developed letter in support of Local Wellness Policies for school districts to distribute to parents. It informs parents of the actions they can take to support their schools, 2006.
- ✧ Collaborated on letter to school district superintendents to encourage implementation of school breakfast, 2006
- ✧ Worked with High Tech High students to conduct a survey on student perceptions regarding nutrition and physical activity. The results were presented to school directors, 2006.
- ✧

Education

- ✧ Developed various informational materials about childhood overweight and distributed to school administrators and personnel, parent-teacher organizations, Head Start programs, community collaboratives, parents, and the media.
- ✧ Collaborated with County Office of Education in 2004 to conduct a forum, “Nutrition and Physical Activity: Winning Combination.” It was attended by after school programs in 36 of the 42 school districts in San Diego County.
- ✧ Prepared and disseminated childhood overweight information and tools to 220 San Diego County Child Health and Disability Prevention (CHDP) pediatricians to share with patients, 2004.
- ✧ Developed an informational packet for 300 before-and 300 after-school childcare facilities to encourage sites to play an active role in preventing childhood overweight by providing healthful foods and physical activity. Site self-assessment tools were developed and included, 2004.
- ✧ Developed and conducted presentations for school administrators and PTA’s on childhood overweight and the role they can play to reduce its prevalence, 2004-2006.
- ✧ Collaborated with the American Academy of Pediatrics, San Diego Chapter to conduct two Pediatric Obesity Conferences (2005 and 2006) to educate healthcare providers about resources and community strategies for childhood overweight prevention.
- ✧ Worked with the YMCA to educate 275 early childhood providers on “Raising Healthy Children,” 2005/2006.
- ✧ Developed letter and distributed it to all school district superintendents, so they could use it to inform parents in their district about their school wellness policy, 2006.
- ✧ Collected summaries of school district wellness policies for posting on the CCWSD website, so parents will be able to become informed about them, 2006/2007.

Resources Developed

- ✧ Maintain a library of childhood overweight prevention/treatment literature, curricula, and materials, which may be borrowed by community members.
- ✧ Created materials for community members, many of which are available on the website:
 - ◆ “A Health Professional’s Guide for Childhood Obesity Prevention: A Toolkit for School Board Advocacy and Practice Management”
 - ◆ “Resources to Prevent/Treat Childhood Overweight in San Diego” (available in English and Spanish)
 - ◆ Created, pilot-tested, printed, and distributed “Children and Weight: What Families Can Do” Later revised to “Active & Healthy Tips for Families” –

information about ways families can increase physical activity and healthful eating (available in English, Spanish, Chinese, Vietnamese, Hmong, and Cambodian)

- ◆ Developed PowerPoint presentation, “Raising Healthy Children” for childcare providers.
- ◆ Developed PowerPoint presentations for school administrators and PTA’s to inform them about the childhood overweight epidemic and the roles they can play to reduce its prevalence.
- ◆ Get More Energy – certificate for parents and children to commit to small but significant changes to improve health and weight (available in English and Spanish)
- ◆ Healthful Food & Activity Choices (available in English and Spanish)
- ◆ Fact Sheet on Childhood Overweight – statistics and information
- ◆ “Let’s Go,” County and City Parks and Recreation Brochure – recreational facilities and programs
- ◆ “Kids, Sports, and Snacks”: letter to youth sports coaches and tip sheet
- ◆ “For New Parents”: Ways new parents can set the stage for raising healthy children
- ◆ “Alternatives to Food as Rewards”
- ◆ “Kids, Sports & Snacks” – healthful snack recommendations for youth sports teams; letter for coaches
- ◆ “For New parents” – recommendations for parents about changes they can make during an infant’s first year to create a home environment that will help their child grow up to be healthy