



OBESITY PREVENTION PROJECT

'IF CURRENT TRENDS CONTINUE UNCHECKED, THE ENTIRE U.S. POPULATION WILL BE OVERWEIGHT BY THE YEAR 2040...'



Calendar of Events

12th Annual Network for a Healthy California Conference
March 4-5, 2009
Sacramento, CA

This conference features 35 workshops on physical activity and nutrition education, with over 100 speakers offering insight on tools and strategies on how to make positive change happen in your community.

Childhood Obesity Conference
June 9-12, 2009 Westin Bonaventure Los Angeles

The Childhood Obesity conference addresses the most pressing issues related to childhood obesity including: food access, nutrition, physical activity and physical environment.

Save the Dates

NEPO will be participating on the following Legislative Days

Legislative Briefing

March 20, 2009

CMA Legislative Day

April 14, 2009

EMOS/NEPO Legislative Day

June 3, 2009

For more information contact

Phoua Moua, NEPO

Coordinator,

pmoua@thecmafoundation.org

or (916) 779-6636

March 2009 E-Newsletter

Physician Champion of the Month

Dr. Michael B. Fisher, MD

Founder, President and Medical Director of the Diabetes Resource Center of Santa Barbara County



Dr. Michael B. Fisher is being recognized for his tireless commitment and on-going dedication to preventing and reversing the effects of obesity and diabetes. As a clinical nephrologist practicing in Santa Barbara for 34 years, he has witnessed the detrimental effect the obesity epidemic has on his community.

Seven years ago he founded the Santa Barbara Diabetes Resource Center to provide children and their families with educational resources & programs to manage and prevent their diabetes. Most recently, Dr. Fisher has successfully launched the **Carpinteria Early Wellness Center (EWC)**. The primary objective of the **EWC** is to prevent and delay childhood obesity. The center works to instill the lasting benefits of good fitness and nutrition practices. Statistics show that Latino children suffer a disproportionately high rate of Type 2 Diabetes and obesity. As a result, the center aims its services towards low-income, Latino children and their families. The center operates on the belief that early prevention and education have a long-term, life-altering impact on the health and well-being of children and families in the community.

The **EWC** provides education and training regarding healthy lifestyles and food choices. Mothers and children will also engage in both on and off-site activities that support and promote nutritious eating and exercise/fitness practices. In an interview with the Santa Barbara Diabetes Resource Center public relations coordinator, Dr. Fisher stated that "by educating young family members in the pre-natal period about wellness and prevention for their children and themselves, the family will become important role models for the children." Dr. Fisher's commitments go further. He has accepted an invitation from the CMA Foundation to be a Super Physician Champion and will be working with us on mentoring physician champions in his region as well as work with other super champions on policy and advocacy efforts.



Association of Black Cardiologists, Heartbeats Program

In collaboration with the Association of Black Cardiologists (ABC), the Obesity Prevention Project held Media and Advocacy trainings in Oakland and San Diego. Both trainings provided volunteers with the skills necessary to advocate for community reforms to improve access to health and medical services and to influence legislation at the local and state levels to improve community access to nutritious food and safe recreational activities.

We would like to take this opportunity to thank Dr. Scott Gee of Kaiser Permanente for speaking at both trainings and giving attendees great tips for becoming effective community advocates. We would also like to thank Luan Burman Rivera, Kathy Kinley, Lara York, and Leslie Reynolds, present and past school board members who gave attendees a great perspective on working with local school board members and a special thank you to Councilman Jeff Ritterman for taking time out of his busy schedule to give the audience tips for working with their local elected officials. We simply cannot thank all these fantastic speakers enough for their contributions of time and expertise to the trainings!

Project Reaches out to Network Partners

We recently sent out communication to our Network partners to help facilitate more partnerships with community based organizations and our Physician Champions. The communication promotes our resources available including the Speakers Bureau Database, the Community Based Organization Guide, and the monthly newsletter. We look forward to the collaboration of our Network partners with our Physician Champions.

SUPER CHAMPIONS



The Obesity Prevention Project is excited to announce Michael B. Fisher MD, Jyoti Rau MD, and Jeannie Huang MD have agreed to participate in our Super Champions Program. As one of the Super Champions they will mentor other Physician Champions in their region and address policy issues related to obesity prevention. We are grateful for their willingness to contribute their time to this valuable project.



Hot Opportunity!

In this section you will find events, trainings, and programs on healthy eating and physical activity available in your community. If you or your organization has an event you would like shared in this newsletter or has any questions regarding the information in this section, please contact Suzanne Vaughan at 916-779-6633 or svaughan@thecmafoundation.org.



CHAMP – Childhood Health Awareness Mentoring Program

In this unique program Santa Barbara Sansum Clinic pediatric department addresses childhood obesity and prevention by focusing on positive changes. The target audience is children in 4th-7th grades considered to be overweight. Keys to the success of the program are:

- Fun interactive program content & weekly goal setting
- Whole family involvement & healthy snack
- Positive & practical focus on healthy eating and exercise & prizes awarded for goal attainment



Santa Maria Valley YMCA Family Fun & Healthy Kid's Day Saturday April 18th, 2009 1pm-5pm

This is one of the largest national health days for children. Please join in the event celebration to promote an active & healthy lifestyle for the community. All activities are free for the day and will include Family Olympics, Bounce House, Carnival games, prizes, as well as free health care screenings to all. Diabetes screenings for adults and youths will be offered and free healthy cookbooks.

2009 Network for a Healthy California Conference

The Obesity Prevention Project staff presented a poster and hosted a booth at the 2009 Network for a Healthy California Conference on March 4th & 5th at the Sacramento Convention Center. Attendees were able to visit the booth and learn more about the Foundation and how they might get involved in the Obesity Prevention Project.

National Initiative for Children's Healthcare Quality 2009 Forum

The CMA Foundation's Obesity Prevention Project Director is presenting a poster on the Child & Adolescent Provider Toolkit on March 9 - 12 at the 8th Annual Forum for Improving Children's Healthcare in Grapevine, Texas.