



OBESITY PREVENTION PROJECT

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



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Project Update

Obesity Prevention Project staff continues to work on strengthening the link between physicians and their communities. We are in the long term planning phase of future trainings which could include taking the Media/Advocacy training 'on the road' and a training focusing on preparing physicians and health professionals to speak to specific community organizations about obesity prevention and advocacy.

Newsletter Survey Winners

- Kay Nelson
 - Beverly Juan
 - Nicole Hara
 - Jeanne Hamel
 - Tara Pepin
- Thank you to everyone who participated in our Obesity Prevention Newsletter Survey. Your time and feedback are appreciated and will help us to improve the resources offered to our readers.*

October in Review

An abstract on Physician Champions was accepted by the American Public Health Association and Obesity Prevention staff was able to attend the APHA annual conference in San Diego. There we presented a poster about our innovative approach to training physicians to reduce obesity in California.

Obesity Prevention staff also attended the Association of Christian Schools International Conference in Sacramento. At both these event Obesity staff were able to network and promote obesity prevention awareness.

The Annual Dinner and House of Delegates occurred over the first

weekend in October. This year's event was successful and after days of debating the most important public health issues, physicians and other attendees enjoyed an awards dinner followed by dancing.

Upcoming Events

Obesity Prevention Project Staff will be attending the annual California School Boards Association in San Diego Dec. 4th & 5th. We will have a booth set up promoting our project and sharing resources to attendees and exhibitors.

In the News

Safe Routes to School Funding for 3 California School Districts

Funding for the Safe Routes to School program will go towards bicycle and pedestrian education programs, and infrastructure improvements along popular walking routes. The 3 districts benefiting from the funding are Santa Rosa, Bellevue, and Roseland. These projects, expected to begin in 2010, will improve pedestrian safety and encourage more physical activity by walking to school.

<http://www.rwjf.org/childhoodobesity/digest.jsp?id=8792&c=EMC-ND138>

Ban on Interactive Advertising to Children

A ban on advertisements directed at children through TV & internet has been proposed by the Federal Communications Commissioner. The FCC Commissioner also suggested the agency develop a nationwide campaign to raise awareness about health literacy, healthy food choices and parental controls before interactive advertising becomes an established method. Concerns come from the negative effect television programming has on childhood obesity rates.

<http://www.rwjf.org/childhoodobesity/digest.jsp?id=8791&c=EMC-ND138>

Speakers Bureau Database

Postcards have been mailed to our project partners and Physician Champions announcing the launch of the database and marketing the resources available.

This searchable database links trained Physician Champions with their local community organizations to encourage and facilitate obesity prevention efforts. The CMA Foundation is working to prevent obesity & related diseases by turning practicing physicians into community educators and advocates for healthy eating, physical activity and policy change. If you are interested in scheduling one of our trained Physician Champions to speak at your location please contact Suzanne at (916) 779-6633 or svaughan@thecmafoundation.org.

If you are interested in becoming a **Physician Champion Speaker** please contact Suzanne (916) 779-6633 svaughan@thecmafoundation.org