



OBESITY PREVENTION PROJECT

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



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👉 Obesity Prevention Project Newsletter Survey 👈
**Complete the survey and be entered in a drawing to win a
\$25 gift card!**

The Obesity Prevention Project invites you to participate in our brief survey. Your feedback will help us to improve and enhance the quality of information we provide to our obesity prevention partners. Please click on the link below to begin the survey (place cursor over link, hold control button & click link).
<http://www.zoomerang.com/Survey/?p=WEB228B59ZH26W>

Announcement! Media/Advocacy Toolkit

This toolkit is a reference manual to assist physicians and healthcare professionals at all stages of obesity prevention advocacy involvement. The toolkit will help advocates to:

- Understand legislative processes at local, state, and national levels
- Identify different forms of media and how to effectively use each
- Communicate elected officials' proposed policies

If interested in obtaining a copy, please contact Jennifer at (916)779-6631 or jcaulfield@thecmafoundation.org.

September In Review

Saturday September 13th Obesity Prevention Project held its **Media/Advocacy Training** in Oakland. Participants walked away with valuable tips and tools for addressing the media and working with elected officials to advocate for obesity prevention and policy change. To name a few, speakers such as Senator Tom Torlakson, Santa Barbara Mayor Marty Blum, and KCRA 3 Anzio Williams provided a wealth of information to help physicians in their advocacy efforts.

Attendees of the **Cultural Competency Symposium** gained knowledge of cultural competent healthcare practices and developed interpersonal communication skills to build trust with patients. The training was progress in making physicians and healthcare professionals more aware of physical activity and nutritional information for specific cultures and ethnicities such as Asian, Native American, African American, and Latino.

In the News

Beach Kids Program

Supported by a grant from the Alliance Healthcare Foundation, the Imperial Beach Health Center is joining the fight against childhood obesity with the launch of their new Beach Kids Program. Low-income overweight/obese children in the community can enroll in the 6-week program involving a weekly educational class, one-on-one counseling sessions, and early evening walks, and a free membership to the Imperial Beach Boys and Girls Club. Children in the program will be taught how to read nutrition labels, count calories, and make healthy meal choices. The purpose of this program is to promote active lifestyles by encouraging children to exercise regularly and eat a balanced diet. <http://www.rwif.org/childhoodobesity/digest.jsp?id=8484&c=EMC-ND138>

Coming Soon- Physician Champion Monograph

Obesity Prevention Project announces its Physician Champion Monograph. The Monograph celebrates the inspiring work our Physician Champions have done in their communities concerning obesity prevention and nutrition education. We have documented the stories of 12 physicians throughout the state as an example of what physicians and healthcare professionals can do to support their communities in fighting the obesity epidemic. We hope the monograph will offer encouragement and guidance to other physicians who wish to participate in raising awareness of the obesity issue in their communities.

Coming Soon! Speakers Bureau Database

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 Jennifer at (916) 779-6631 or jcaulfield@thecmafoundation.org.

If you are interested in becoming a **Physician Champion Speaker** please contact Jennifer (916) 779-6631 jcaulfield@thecmafoundation.org.