

Fresh News from the Center for Community Health!

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**UC San Diego**  
SCHOOL OF MEDICINE

**Center for  
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**Fresh Designs for Fresh Food Markets**

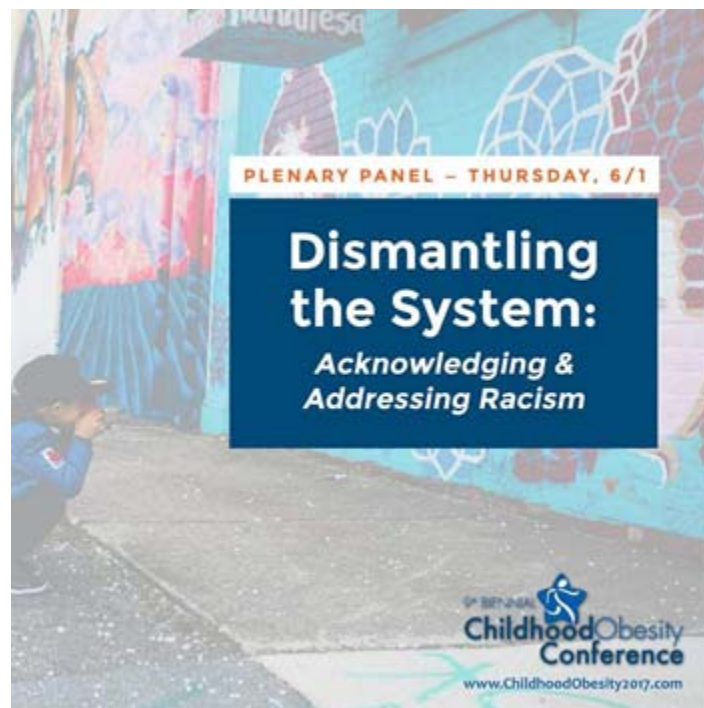


This month the *Live Well Community Market* team, funded by the County of San Diego Health and Human Services Agency (HHSA), finished a fun, thoughtful, and much needed design project with San Diego State University Graphic Arts Design students. Pairs of student designers worked with the businesses to help them build a brand, refresh their look, and offer new design elements and inspiration to extend their business potential to a wider customer base. Read more about the project [here](#).



## It's Almost Here: The 2017 Childhood Obesity Conference!

The 9th biennial Childhood Obesity Conference is right around the corner. Be sure to check out some of the plenary panels, including one conversation on racism, operationalizing health justice and community-driven efforts to achieve health equity by addressing racism. The UCSD Youth Advisory Council (YAC) will be participating in the discussion, along with The California Endowment, CDC's National Center for Chronic Disease Prevention and Health Promotion, and The Praxis Project. To read more about the YAC's involvement in the conference, read [this article](#) featured in the UC Food Observer.





## **Top Women in Grocery Award**

Community and retail partner **Teresa Blanco** has been awarded the title of **Top Women in Grocery 2017** by Progressive Grocer. Teresa has worked with CCH in many capacities, including in the most recent USDA grant for the *¡Mas Fresco!/More Fresh!* program. This initiative provides a dollar for dollar financial incentive rebate of up to \$40 per month to CalFresh clients when they purchase fruits and vegetables. In the last year, the *Viva la Salud* program headed by Teresa Blanco hosted over 700 impactful events in all 40+ Northgate Market locations. Teresa also coordinated a USDA/UCSD \$3.4 million grant this year that increases affordable

healthy food access to members of the Supplemental Nutrition Assistance Program. Furthermore, in the last year, Teresa received the Health Champion Award from the Martin Luther King Health Foundation, the Community Outreach Award Addressing Youth Development for Cooking Up Change from the Food Market Institute, and the Outstanding Service & Community Partnership as well as the More Than Pink Award from Susan G Komen affiliates. Teresa is truly an inspiration and powerful asset to the Northgate Gonzalez Family. Please join the Center in congratulating Teresa on her prestigious and well-deserved award. CCH is very happy to partner with her!

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## **Employee of the Year: Elle Mari**

Elle Mari, Director of Urban Food Environments, was one of ten staff members acknowledged as "Employee of the Year" for her exemplary work in the community. For the last two years, she has worked one-on-one with more than a



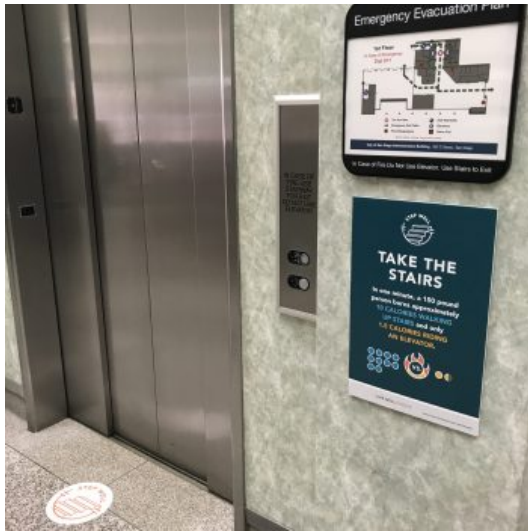
dozen small markets in Southeastern San Diego, City Heights and other low-income neighborhoods to help improve access to fresh and healthy foods as well as stimulate economic growth. Through the Live Well Community Market Program, with support from the County of San Diego Health and Human Services Agency (HHSA), Elle works with store owners to promote their business, access financing and grant opportunities, become connected to local food procurement options and get involved in peer learning exchanges. Read more about Elle and her award [here](#).



## **San Diego Food System Alliance Spotlight: Georgette Gomez**

The San Diego Food System Alliance selected and interviewed City of San Diego Councilmember Georgette Gomez on her thoughts about opportunities to ensure all San Diegans have access to high quality food at all times. Read the full article [here](#).

# Center Updates



## City of San Diego Takes the Stairs

The City of San Diego recently launched a Step Well campaign in partnership with Live Well @ Work to encourage the use of stairs over elevators as a way to encourage active living. Employees and visitors who approach an elevator in the lobby or any of the thirteen floors in the City Administration

Building are met by signs reminding them how much healthier is it to use the stairs instead. Read more [here](#).

## Save the Food San Diego Launch

Save the Food San Diego is a county-wide food waste awareness partnership that leverages the national "Save the Food" public



service campaign, a partnership between National Resources Defense Council (NRDC) and the Ad Council. Click [here](#) to read more about the launch.

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### **Lessons in Cultural Literacy**

On Wednesday, April 12, UC San Diego Center for Community Health joined the African Advisory Committee for Mental Health to present a cultural competency training module to San Diego law enforcement. For more information about the training, click [here](#).

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### **Breastfeeding-Friendly Child Care in San Diego County**

Many new mothers return to work or school within the first three months of their child's life. Concerns about pumping at work and placing their infant in child care can discourage new moms from beginning and/or continuing to breastfeed. The Breastfeeding-Friendly San Diego (BFSD) project helps licensed family child

care homes and child care centers support and promote breastfeeding-friendly practices in their sites. Increasing the number of breastfeeding-friendly child care sites in San Diego County breaks down barriers to continued breastfeeding, which means healthier babies, healthier moms and healthier

future generations.

BFSD is currently recruiting child care providers throughout San Diego County to participate in the program. Providers will receive FREE training, assistance, materials, resources, incentives and recognition.

Breastfeeding-Friendly San Diego is a project of *Live Well San Diego* implemented by UC San Diego Center for Community Health, Lactation Supportive Environments, funded by First 5 San Diego. This work supports the County's *Live Well San Diego* vision for a healthy, safe and thriving region.

To learn more, contact Shana Wright Bruno at 619-681-

0644 [smwright@ucsd.edu](mailto:smwright@ucsd.edu) or attend our upcoming [training](#) on May 31<sup>st</sup>.

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### **Mind Your Health: Mental Health Summit for San Diego's East African Refugee Program**

On Friday, April 14<sup>th</sup>, the UC San Diego Center for Community Health took part in organizing a mental health conference for the refugee community of San Diego.



As partners of the new African Advisory Committee for Mental Health, the Center's mission is to unite health professionals and community organizers to develop culturally competent services, as well as reducing the stigma of mental health in our community. The first event was held in the East African Cultural and Community Center, where culturally competent mental health professionals took turns discussing various topics including brain health, trauma and the struggles of the East African male refugee. Go to the CCH [website](#) to read more about the event.

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## Workshop with Democracy at Work

On Friday, May 5<sup>th</sup> the UC San Diego Center for Community Health partnered with the Democracy at Work Institute. The Democracy at Work Institute (DWI) was created to ensure that worker cooperative development in

economically and socially marginalized communities is adequately supported, effective, and strategically directed. With the collaboration of the United Women of East Africa Support Team (UWEAST) and the Partnership for the Advancement of New Americans (PANA), the Center gathered over twenty women at the East African Cultural and Community Center here in City Heights to discuss the process of building a worker-owned cooperative. Full article [here](#).



## Youth Voices at ENACT Day

Some Youth Advisory Council (YAC) members had the opportunity to go to Sacramento and meet with several different San Diego representatives. The youth discussed the importance of investing in legislation that supports and promotes healthy eating and physical activity. Read more on the YAC blog [here](#).



## **Childhood Obesity and the Need to Address Health Equity**

Click [here](#) to read the Times of San Diego article about addressing childhood obesity and health equity at the Childhood Obesity Conference next week. More than one in three American children are obese, and there is a marked disparity among children from minority and low-income communities. The Childhood Obesity Conference hopes to bring the focus of childhood obesity to health equity and promote the conference's theme of "good health for all."



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## **The CalFresh Challenge**

This month, some San Diegans took part in the CalFresh Challenge to raise

awareness about the CalFresh program, where participants receive less than \$5 a day for food. The Center for Community Health, which is working with Northgate Gonzalez Market to enroll CalFresh recipients in the [iMas Fresco!](#) program, was recently featured in a story about the CalFresh Challenge. See the full story on ABC News [here](#).



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Funders of the projects highlighted include but are not limited to the County of San Diego Health and Human Services Agency (HHSA), the California Department of Public Health's Nutrition Education and Obesity Prevention Branch (NEOPB), the United States Department of Agriculture (USDA), the Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), and the Prevention Institute.

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