

# Addressing Childhood Obesity: Practical Office-Based Resources and Strategies, HEDIS Measures, Latino Cultural Competency and Real Life Case Studies

Thursday, January 21, 2010

12:00 p.m. – 2:00 p.m.

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California Chapter 3 - San Diego and Imperial Counties



# Accreditation/CME

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Rady Children's Hospital San Diego is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

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For privacy questions or concerns about one of the RCHSD's Web sites, please contact [cme@rchsd.org](mailto:cme@rchsd.org)

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# Agenda/Speakers

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**12:00-12:10**—Introductions and Overview

Cheryl Moder, Director

San Diego County Childhood Obesity Initiative

**12:10-12:55**—Improving HEDIS Performance on BMI Screening and Lifestyle Counseling

Scott Gee, MD, FAAP

Director, Prevention & Health Information, Kaiser Permanente Northern California

**12:55-1:15**—Obesity Prevention in Latino Communities

Shaila Serpas, MD

Assistant Program Director, Scripps Family Medicine Residency Program

**1:15-1:35**—Christine Wood, M.D.

Co –Chair San Diego County Childhood Obesity Initiative

Co-investigator SDSU Research Foundation

Pediatrician, Author

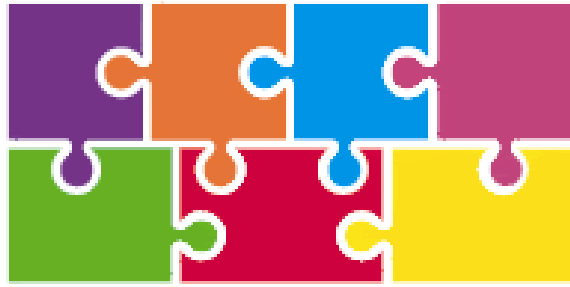
**1:35-2:00**—Q & A & wrap up

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SAN DIEGO COUNTY  
**CHILDHOOD  
OBESITY  
INITIATIVE**

Working Together to Shape a Healthy Future

[www.OurCommunityOurKids.org](http://www.OurCommunityOurKids.org)

## The **San Diego County Childhood Obesity Initiative**

is a public/private partnership whose mission is to reduce and prevent childhood obesity in San Diego County by creating healthy environments for all children and families through advocacy, education, policy development, and environmental change.

*Core funding provided in part by:*



*Facilitated by:*



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*

# Initiative Purpose & Goals

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Purpose: To create, support, and mobilize partnerships among multiple domains; provide leadership and vision; and coordinate county-wide efforts to prevent and reduce childhood obesity.

Seeking improvements in:

- Healthy food access
  - Opportunities for physical activity
  - Economic, social, service, and built environments
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# Sectors

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## Key domains:

- Governments
  - Healthcare
  - Schools/after-school
  - Early childhood
  - Community
  - Media
  - Businesses
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# Healthcare Domain

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- Centralized resource/referral network   
[www.211sandiego.org](http://www.211sandiego.org)
- BMI tracking and surveillance through the SD Immunization Registry
- Partnership for Primary Prevention
- Training for clinicians
- Monthly meetings (1<sup>st</sup> Tuesdays, 1:00-2:30)

# Contact Information

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Cheryl Moder

Director

San Diego County Childhood Obesity  
Initiative

619-523-2001

[cmoder@hasdic.org](mailto:cmoder@hasdic.org)

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# Resources

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- HOPE Project: contact Lindsay Dillon  
ldillon@ucsd.edu
- Resource packet will be e-mailed
- Available soon on website:

[www.OurCommunityOurKids.org](http://www.OurCommunityOurKids.org)

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# CME Evaluation

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<http://take-survey.com/moder/RCHSD.htm>

- We will e-mail this link to all participants
  - CME credits will be mailed upon completion of the survey
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# Questions

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Type questions into “Chat” box with  
**All Participants** selected

-or-

Raise your hand

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