



OUR COLLECTIVE IMPACT

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COI Highlight:

Activate Change: Stand For Health in Today's Challenging Landscape



Pat Libby, author of *The Lobbying Strategy Handbook: 10 Steps to Advancing Any Cause Effectively*

Public policy is instrumental in creating environments that support health. On May 2, the COI and Arborea Group hosted a forum titled, "Activate Change: Stand for Health in Today's Challenging Landscape". This full-day event taught community-based organizations and residents effective policy advocacy strategies to build their skills and expertise to create healthy environments throughout San Diego County.

Pat Libby, author of *The Lobbying Strategy Handbook: 10 Steps to Advancing Any Cause Effectively*, kicked off the morning by making the case for why nonprofits should advocate. Alfred Mata, of Public Health Advocates, then inspired participants by sharing successful examples throughout California.

The afternoon sessions honed in on local efforts and featured panel discussions with elected officials and non-profit advocates that are advancing health policies countywide. Below are the top ten takeaways from Pat Libby's presentation titled, "Lobbying is Not a Four Letter Word".

1. You don't have to be a vet to own a pet and you don't have to be an expert in lobbying in order to lobby successfully. You just have to be an expert on your issue.

2. There are 4 ways to lobby:

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- o Taking a position
- o Communicating with law-makers
- o Telling the public how to vote
- o Urging your members to vote

3. Things that are *not* lobbying:

- o Influencing regulations
- o Communicating with members
- o Testifying
- o Discussing broad social/economic issues
- o Doing nonpartisan research
- o Self-defense lobbying

4. As a nonprofit, you can never endorse a political candidate, but you *can*:

- o Register people to vote
- o Initiate/endorse a ballot question
- o Pay for TV/radio ads
- o Tell your members to vote
- o Employees can volunteer up to 10% of their time per month without being listed as an expenditure
- o Invite politicians who have jurisdiction over your nonprofit
- o Survey election candidates with open questions
- o Collaborate with other nonprofits to host a candidate debate

5. Establish close relationships with your elected officials so they know you on a first name basis.

6. The 501(h) removes the ambiguity of how much your nonprofit is allowed to spend on lobbying.

7. If you receive government money, you can still lobby with other funds (i.e. member dues, donations, fundraising).

8. Advocacy is trying to influence the general public or legislation in a general purpose, not asking for government money. It becomes lobbying when you try to influence laws.

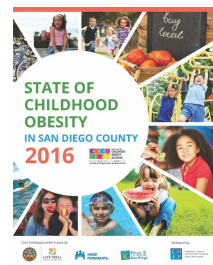
9. Alliance for Justice helps organizations lobby.

10. Don't be afraid, do it!

View Pat Libby's presentation for free at patlibby.com

Announcements

- The [State of Childhood Obesity](#) report in San Diego County is now available online. We'd like to thank you, our partners, for your support and assistance in the creation of this document.
- We are excited to welcome Stacey Kurz, with the City of Chula Vista, and Laura Jeanes, with Neighborhood House Association, as new co-chairs of the Government and Early Childhood Domains!
- The COI Mini-Grant [Request for Applications](#) is now open. If you have an environmental change project in mind, the application deadline is June 30!
- We'd like to thank Kristine Smith with Neighborhood House Association for her leadership co-chairing the Early Childhood Domain. Kris is no longer able to serve as co-chair, but will always be part of the COI family!



- Schools and After-school Domain recently recognized Imperial Beach Charter School for an innovative healthy fundraiser featuring an inflatable slide and obstacle course that got kids moving and having fun!
- Registration is now open for the 5th Annual [Good Food Showcase](#). Make sure to register before early bird pricing ends in July!
- COI Director Dan Fesperman and his wife welcomed a new addition to their family! Chase Nelson Fesperman was born May 26th.
- School Garden Support Organization Leadership Institute has a limited number of travel [scholarships](#) available to attend the conference January 21-26, 2018 in Santa Cruz, CA. Scholarship deadline is July 20, 2017.
- First 5 San Diego in partnership with Energy 103.7 are asking parents to join [AJ's Fruit and Veggie club](#) by submitting photos of their kids - 5 and under - eating their favorite fruits and veggies for a chance to win \$50 Ralph's gift card.
- Take the Kaiser Permanente [Get Fit and Thrive Challenge](#) for a chance to win free admission to the San Diego Zoo or Safari Park, or a two-night stay at the Hotel Del Coronado.
- City Heights Community Development Corporation is seeking an [Executive Director](#).



Deirdre Kleske (left) and IB Charter School Staff

Collaboration Corner

The "Collaboration Corner" is a section of the newsletter where we are asking partners to post collaborative opportunities, such as partnering on grant applications, volunteer opportunities, and other requests COI partners may be interested in supporting. Please email [Nina Ghatan](#) content by the 15th of the month and it will be included in the next newsletter.



Photo courtesy of Dunk Tank Marketing

News of Note



[New Report Looks at Childhood Obesity in San Diego County Public Schools](#)



[Chula Vista Elementary School District Shows Significant Gains in Losing Weight](#)

[Weighing in on Fruit Juice: AAP Now Says No Juice Before Age 1](#)

[Experts Define Obesity as a Disease](#)

[Seattle Will Tax Sugary Soda- But Not Diet](#)

Events

Live Well San Diego 5K

San Diego | July 30, 2017

The Live Well San Diego 5K is an annual event that brings thousands of San Diegans together for a run/walk and an interactive, family-friendly Discovery Expo in support of a healthy, safe and thriving San Diego County. Click [here](#) for more information.



6th Annual North County Grandparents Raising Grandchildren Event

Escondido | August 26

Grandparents Raising Grandchildren event invites relative caretakers, community members, and advocates to a community resource fair at the North Inland Live Well Center. Lunch and childcare will be provided. Click [here](#) for more information.

2017 NACHC Community Health Institute and Expo

San Diego | August 27 - 29, 2017

The National Association of Community Health Centers CIH conference will foster opportunities for health center professionals and consumer board members to network, share perspectives and best practices, and stay competitive and relevant in the healthcare marketplace. A host of educational sessions and events will be offered on major topics relevant to the operations and governance of health centers. Click [here](#) for more information.

5th Annual Good Food Showcase

Encinitas | September 15

Registration is now open for the Good Food Showcase. The event celebrates the good food movement by bringing together local farms and institutional buyers to support a sustainable regional food system and strives to increase education and awareness of how community well-being is tied to a healthy food system. Early bird pricing ends in July. Click [here](#) for more information.

Academy of Breastfeeding Medicine 22nd Annual International Meeting

Atlanta | November 9 - 12, 2017

Experts from around the world will present research on important topics and discuss new findings to support and promote breastfeeding worldwide. Click [here](#) for more information.

Research and Resources

Get Outside San Diego

Get Outside San Diego is new website dedicated to helping connect San Diegans to any of the 1,100 local parks! The website allow users to sort by location, adventures, and amenities.



Modest Increases in Kids' Physical Activity Could Avert Billions in Medical and Other Costs

Research at Johns Hopkins Bloomberg School of Public Health suggests that small increases in physical activity among elementary school children in the US would avoid billions of dollars in medical costs and lost wages over the course of their lifetimes.

Breast Milk Appears to Aid White Matter Microstructural Organization in Premies' Developing Brains

Studies conducted by the Children's National Health System show that in addition to strengthening the bond between mother and baby and lowering infants' risk for infection and obesity, breastfeeding enhances the development of cerebral white matter in premature infants.

Another Reason Bedtime Matters for Preschool Children

A UK Millennium Cohort Study shows that three year old children lacking consistent bedtime schedules, regular mealtimes or limits on television/computer screen time were much more likely to be obese by the age of eleven.

Grant Opportunities

COI Environmental Change Mini-Grant

Application Deadline: June 30, 2017

Award Amount: up to \$5,700

COI is requesting applications for our second round of environmental change mini-grants that improve the physical and social environment by promoting healthy behaviors throughout the community. [For more information...](#)



Cathay Bank Foundation

Application Deadline: August 31, 2017

Award Amount: up to \$10,000

The Cathay Bank Foundation considers grants in health prevention and education targeted to conditions such as diabetes, obesity, asthma; insurance enrollment of uninsured children and adults; mental health services; and fitness and nutrition. Grant awards generally range from \$1,000 to \$10,000. All nonprofit organizations wishing to apply for a grant through the Cathay Bank

Foundation must first submit a Letter of Intent (LOI).

[For more information...](#)

Brittingham Family Foundation

Application Deadline: Rolling

Award Amount: Award amounts vary

The Brittingham Family Foundation is a private foundation whose goal is to be an enlightened community partner by supporting education, arts, social services, youth, health and the environment. Our goals are to make grants that are transformational in scale, build partnerships with other non-profits to increase our impact, and to support and address the needs of our local community. The Foundation evaluates grant requests throughout its fiscal year from the following states: CA, CO and WI. [For more information...](#)

Cal Wellness Grant

Application Deadline: Rolling

Amount to be Awarded: Award amounts vary

The mission of The California Wellness Foundation is to improve the health of the people of California by making grants for health promotion, wellness education and disease prevention. Cal Wellness makes grants to nonprofit organizations, public agencies, religious organizations and tribal governments. To apply for funding, applicant organizations must generally have a valid tax exempt status under Section 501(c)(3). Applications begin with a LOI. [For more information...](#)

Children's Obesity Fund

Application Deadline: Rolling

Award Amount: Award amounts vary

The Children's Obesity Fund seeks to educate parents and children about the rising obesity rates in America, reverse the statistics and dangerous trends, and help prevent the next generation from continuing down this alarmingly unhealthy road. The fund would like to give money and support nonprofit organizations who share the goal of eliminating the epidemic of childhood obesity. [For more information...](#)

How do you like our eNewsletter? [Send us feedback.](#)

We actively seek newsletter content from our partners. If you or your organization would like to submit content, please [email](#) it to Nina Ghatan.

The San Diego County Childhood Obesity Initiative is a public-private partnership facilitated by [Community Health Improvement Partners](#), a San Diego-based 501(c)3.

Disclaimer: The newsletter is for educational purposes only and does not constitute an endorsement of any product, resources, legislation, or intellectual content included in the newsletter outside of specified workgroup activities or official partnership statements approved by our Leadership Council.

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