



# OUR COLLECTIVE IMPACT

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## COI Partner Highlight: Tina Zenzola



**Tina Zenzola- Obesity Prevention Programs Director and the Interim Unit Director for the Chronic Disease and Health Equity Unit, Public Health Services Division of HHSA.**

### **Bio:**

Tina Zenzola is the Obesity Prevention Programs Director and the Interim Unit Director for the Chronic Disease and Health Equity Unit in the Public Health Services Division of HHSA. In these roles, she oversees state and federal grant-funded programs that apply a health equity lens in reducing chronic disease and obesity through policy, systems, and environmental change strategies.

Prior to joining the County, Tina served in a number of capacities. She founded Safe & Healthy Communities Consulting and served for over ten years as Executive Director. Safe & Healthy Communities Consulting was one of the first private organizations to help local, state, and national public health and planning agencies integrate public health goals into land use and transportation planning. She

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was Associate Director of the Center for Injury Prevention, Policy and Practice where she managed statewide and local-level violence and injury prevention programs and policy efforts. Tina was also fortunate to serve as the first Executive Director and a Board Member of Walk San Diego (now called Circulate San Diego), a San Diego non-profit organization that advocates for walkable and bikeable neighborhoods and land use that promote sustainable growth.

Tina holds a Masters of Public Health degree from the UCLA School of Public Health and a Bachelor of Arts degree in molecular/cellular biology from Humboldt State University in California.

**When did you know that you wanted to work in this career field?**

It was after I graduated from college, I was originally pursuing medicine and I got into medical school, but my interests shifted from direct care and treatment to the realm of public health. I was drawn to it because it works at the intersection of health and social justice. It was then that I decided to go to graduate school for public health.

**How did you become involved in the COI?**

Due to my role working with the County and because of our involvement in the COI. Internally, I was one of the project leads centered on active transportation so the Government Domain was a natural choice for me.

**Why do you stay involved with the COI?**

Well, because I think that it is one of the very few forums that bring together such a diverse group of partners that are very passionate and want to address the upstream factors. I think this is very important.

**What do you love about of your job?**

I love the ability to really focus on the social determinants of health and on the issue of equity. The other thing I love is that we've got an amazing and talented team of people working in our chronic disease and health equity unit at the County. Despite the challenges of working in a large institution, the team continues to be effective, cutting-edge, and develop nationally recognized programs. Working at this level and with such a creative team is what I love.

**What are three words that describe you?**

Adventurous, Strategic, Contemplative

**What is your favorite place in San Diego?**

Sycamore Canyon

**What do you do for fun?**

I love hiking and being out in nature with my partner, Nicola, and our dog Wally.

**What is your proudest professional accomplishment?**

It would probably be during the time that I worked for the Center for Injury Prevention, Policy and Practice and was able to get the County of San Diego Board of Supervisors to adopt a drowning prevention ordinance. This was a policy that required pool owners to install barriers between their house and pool. Ultimately, it has helped prevent drowning and saved hundreds of toddler's lives. Not many people know this, but drowning is the leading cause of death for children ages 1-5 years, and most of them drown in a backyard swimming pool. It's a completely preventable death! The neat thing about this work wasn't just the fact that we got the ordinance passed, but it was the cross sector allies that came together to work on it. It went beyond just the typical public health advocates, those pushing for the ordinance included a fire chief, a trauma surgeon, even a major developer in San Diego County speaking from the side of business. So it was really gratifying to have such a diverse group of people there fighting collectively for something that made so much

sense and would make a difference. That win was fantastic!

### What are your three greatest passions?

1. Healthy and livable environments for people.
2. Preservation of wilderness and wild places.
3. Growing, cooking, and eating healthy food.

### What might someone be surprised to know about you?

I was a whitewater river rafting guide throughout my college years; it helped me pay for school and was a great way to spend each summer! And yes.....I have actually flipped a boat in a rapid! Luckily, no one was hurt and we all learned some things about the power and unpredictability of whitewater.

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## Announcements

- Congratulations to the Environmental Health Coalition for being awarded round two of the COI Mini-grant program! Funding will be used to create a new herb garden in Chicano Park along with a mural and bench seating.
- Community Health Improvement Partners is happy to announce that Lyndsey Tapia has joined our team as the Project Assistant for the COI.
- On December 8, COI will host a New Partner Orientation for both new and existing partners that would like to learn more about the COI domain workgroups. Stay tuned for more details.
- Congratulations to Rosa Parks Elementary and Birney Elementary as being nationally recognized for being among the healthiest schools in the country. The schools were honored by The Alliance for a Healthier Generation for their extraordinary wellness program. The schools were broadcasted on [KUSI](#) and [NBC San Diego](#) news segment.



Lyndsey Tapia-  
COI Project Assistant

- Nathan Moreno from Chula Vista Elementary School District was nominated for the Dairy Council of California's Student Health All-Star Award for helping to create a video to show other students how to properly perform a push up. Nathan was recognized by the COI with a certificate at the CVESD Wellness Meeting for his efforts and commitment to helping others achieve better health.



Nathan and his PE teacher receiving their certificate alongside family and COI partners.

- Mental Health America is seeking calls for proposals for the 2018 conference titled, Fit for the Future. For my information click [here](#).
- We still have free [5-2-1-0](#) collapsible water bottles, beach balls, seed stakes, and wet-erase boards! Contact [Lyndsey Tapia](#) if you would like to pick some up.
- Check out the 2017 Candy Buy Back Program for participating locations, dates, and times on their [Facebook page](#).
- While you are on social media, make sure to **"like" us on Facebook** and **"follow" us on Twitter**.
- The COI workgroups completed their domain-level strategic planning! If you haven't attended a workgroup meeting in a while, now is a great time to get involved and to keep updated with the next 2 year plans!
- Circulate San Diego is now hiring for their Executive Director position. For more information click [here](#).
- MAAC is currently accepting applications for their Assistant Director Program Support position. For more information click [here](#).



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## 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 [Lyndsey Tapia](mailto:Lyndsey.Tapia) content by the 15th of the month and it will be included in the next newsletter.



Photo courtesy of Dunk Tank Marketing

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## News of Note

### San Diego's Newest Superhero is Fighting for Pedestrian Safety

### SDUSD Love Food Not Waste

### Feds Spend \$429,220 Tracking Eye Movements of Latinos at Grocery Stores to Fight Obesity

### A Look at the Pros of A Sugar-Sweetened Beverage Tax

### In This Digital Age, Physical Education is More Crucial than ever for Your Kids



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## Events

### Recess: Why it Should Rock

Online Webinar | October 24

Hear why recess is an evidence-based strategy to enhance learning environments. Learn about technical assistance and professional development on recess, indoor recess strategies, recess policies and more-including examples and best practices from around the country! For more information and to register, click [here](#).



### STEM Minds Start Early

San Diego | October 27

Find out the latest that cities including Pittsburg and Boston, Miami and Phoenix are doing to fan the flames of early STEM. Join fellow San Diego STEM champion for a meet & greet with complimentary beverages and light appetizers followed by an interactive panel discussion. For more information click [here](#).

### Central Kitchen Phase II Ribbon Cutting

San Diego | October 30

Phase II of the NHA's Central Kitchen, tour the NEW Nutrition Services Training Facility, and sample the fresh, healthy food the award-winning Central Kitchen is known for. For more information, click [here](#).

### iEngageU: Hunger Free Kids

San Diego | November 1

The San Diego Hunger Coalition will be previewing the soon-to-be released report Hunger Free Kids: Opportunities by District to End Child Hunger. This report is the first of its kind to analyze our region's implementation of federally-funded child nutrition programs by both school districts and community-based organizations.

For more information, click [here](#).

### Live Well Advance

San Diego | November 8

The event will bring together 1,000 partners and stakeholders to advance a shared vision of a healthy, safe and thriving San Diego region. Representatives from every sector and County



America Walks, is excited to announce another round of their popular micro grant funding. This program will award grantees up to \$1,500.00 in community stipends for projects related to creating healthy, active, and engaged places to live, work, and play.

[For more information...](#)

#### **Weingart Foundation**

Application Deadline: Rolling

Award Amount: \$10,000 - \$25,000

The primary purpose of the Small Grant Program is to increase access to funding and strengthen the capacity of small, community-based, and developing organizations. Highest priority is given to organizations or programs that provide greater access for people who are economically disadvantaged and under-served.

[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 support education, arts, social services, youth, health and the environment. Through transformational grants that build partnerships with other non-profits to increase impact, and to support and address the needs of our local community.

[For more information...](#)

#### **Cal Wellness Grant**

Application Deadline: Rolling

Award Amount: Varies

The mission of The California Wellness Foundation is to improve the health of Californians by making grants for health promotion, wellness education, and disease prevention.

[For more information...](#)

#### **Children's Obesity Fund**

Application Deadline: Rolling

Award Amount: Varies

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 support non-profit organizations who share the goal of eliminating the epidemic of childhood obesity.

[For more information...](#)

#### **LA84**

Application Deadline: Rolling

Award Amount: \$10,000 or less

LA84 is awarding grants that support youth sports programs and activities. Allowable expenses include sports equipment and renovations to facilities and fields.

[For more information...](#)

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#### **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 Lyndsey Tapia.

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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