

**San Diego County
Childhood Obesity
Initiative
Leadership Council**



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To Whom It Concerns:

The San Diego County Childhood Obesity Initiative (Initiative) offers its support to Mid-City CAN in its endeavor to oversee City Heights' nine-month planning process in preparation for implementation of The California Endowment "Building Healthier Communities Initiative."

The 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. It is the unique responsibility of the Initiative to engage and coordinate community partners in the implementation of the *San Diego County Childhood Obesity Action Plan*, a comprehensive plan to end childhood obesity in San Diego County. In order to accomplish this goal, the Initiative has established active workgroups in multiple domains including government, healthcare, schools/after-schools, early childhood, community, faith organizations, media/marketing, and business to address the environmental factors that impact childhood obesity. The Initiative is funded in part by The California Endowment to carry out its mission and further engage key stakeholders, grassroots community groups, and residents in this work.

Mid-City CAN has been integral in building the health of City Heights, specifically in empowering individuals and organizations to create policy and system changes. This unique collaborative has helped facilitate relationships between schools, community-based organizations, and the County of San Diego; catalyze advancements in public safety, housing, and transportation; and train community residents in civic engagement. Its leadership structure reflects the diversity of City Heights to ensure that activities positively influence the health, education, and economic needs of all of its residents. In preparing for the "Building Healthier Communities Initiative," Mid-City CAN has painstakingly worked to guarantee the community's vision drives its involvement in the planning processing, including the creation of a resident oversight committee to select the community organizations involved with shaping the nine-month planning process. We are confident Mid-City CAN is the best choice to lead City Heights in this process.

The Initiative looks forward to working closely with Mid-City CAN to strategically address the outcomes of this grant and leverage best practices and activities to improve the health of citizens throughout San Diego County. We offer our full support to Mid-City CAN in its continued efforts to improve the physical, social, and economic environment in City Heights.

Sincerely,

Cheryl Moder
Director