I am pleased to recognize Kate McDevitt as the Employee of the Year for her accomplishments to elevate childhood obesity prevention and improve the lives of both ethnic and underserved children in San Diego and Imperial counties. Ms. McDevitt runs the California Department of Public Health-Children’s Power Play! Campaign, one of top 10 programs worldwide for increased fruit and vegetable consumption, physical activity and food security among low-income youth. Over the past year, she has made numerous contributions to reducing the risk of chronic diseases among children, from establishing and leveraging partnerships with numerous community organizations, creating innovative initiatives to address food security and obesity, to generating funding (and saving the University money) for increasing opportunities for both physical activity and healthy nutrition programs in the community. This year Kate’s Program reached over 10,000 children. Highlights of her endeavors and accomplishments are as follows:

- Implemented a million dollar impact evaluation of the *Children’s Power Play! Campaign* in partnership with the University of California, Berkeley - Atkins Center for Weight and Health. The evaluation of the intervention included over 100 teachers, 2,500 students, 1,600 children in an after-school setting, and over 40 schools. Intervention results will be used to make significant changes and strides towards creating a more effective childhood obesity prevention curriculum and social marketing campaign throughout California.
- Established partnerships with local farmers and food banks to improve access to healthy, locally grown food. More than 2,500 pounds of fresh mandarin oranges were distributed to as many students for interactive taste test activities, amounting to a $5,000 donation.
- Garnered a $10,000 donation from the San Diego Padres Foundation for physical activity incentives, including hats, backpacks, and sweatbands for after-school programs participating in the impact evaluation.
- Established a partnership with The Padres to address childhood obesity. Highlights include: developing a Fitness Path at Petco Park to promote physical activity; Pad Squad Appearances at major Power Play! events; Padres Talent for PSA/Radio Spots; and Power Play! Messaging on Petco Park billboard during games.
- Established the San Diego Summer Lunch Task Force, a county-wide committee of public, private, and faith-based sectors to overcome the challenges of the Summer Lunch Program. This work will be showcased to the Speaker of the California State Assembly during his visit in 2013. During the summer months, there are nearly 125,000 children in San Diego at risk for hunger. These statistics were the driving force behind the development of a new task force dedicated to increasing access to summer meals in San Diego.
- Developed a county-wide committee, with representatives from 15 different community agencies, to coordinate the “Eat, Grow San Diego!” Food Day School Passport Challenge which brought nearly 1,000 San Diego children/parents to farmers’ markets in different neighborhoods in our community. This project resulted in an in-kind donation of $15,000, as well as the Center for Science in the Public Interest nominated this work to be a national model for engaging public and private sectors in an integrated and cohesive Food Day program.
- Established a Harvest of the Month initiative that identifies local/seasonal fruits and vegetable to be featured on school salad bars and seasonal produce donations available through local food assistance agencies and business partners.
- Established a partnership with Institute of Medicine and received $30,000 to pilot a national project with restaurants to encourage youth to make healthy decisions when eating out.
- Advise School District Wellness Councils on nutrition and physical activity policy improvements
- Council schools on environmental changes that increase safe routes to schools and student wellness
- Serves as a Board Member for Slow Food Urban San Diego chapter. She was appointed to Slow Food USA’s National Working Group for the Farm Bill and later the National Biodiversity Working Group. As a Chair of Slow Food’s first Food Justice Committee in the United States, she presented on her community advocacy and social justice achievements at Slow Food National Congress.
- She’s a Founding Member of San Diego County Food System Alliance. Conduct comprehensive cross-sector evaluation of local food production, distribution and access and advocated for new ordinances, systems and environmental changes around urban agriculture in San Diego County

Ms. McDevitt has earned Employee of the Year for addressing and finding creative solutions to end childhood obesity and hunger in San Diego and Imperial counties.