SCHOOLS
In his words
Hoover High school student tells his story of fleeing war-torn Somalia and overcoming major hardships.  [P4]

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Free lunch program
Summer Fun Cafe offers free, healthy meals to children at four City Heights locations.  [P7]

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Closing the gap
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Early-century beginnings
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LETTER FROM THE PUBLISHER
Introducing City Heights Life
Welcome to the first issue of City Heights Life! This is a free monthly publication focusing on issues affecting City Heights residents. It will be distributed through schools, community clinics and other high-traffic areas throughout City Heights. It will also be available online at www.cityheightslife.com.

Life is funded by a grant from the Price Family Charitable Fund with the mission of informing, uplifting, and unifying its readers. Content will be provided by people who live and work in the community. The editorial team is committed to providing articles that keep you informed on a variety of topics: health and human services, education, public safety, business, access to the political process, and community events.

Life welcomes unsolicited news articles, story ideas, photographs of community events, and calendar listings. Please email your submissions to the editorial team at editor@cityheightslife.com.

City Heights Life does not endorse or take contributions from political or religious organizations, nor does it accept advertising or take editorial positions.

We hope you enjoy City Heights Life. We would love to get your feedback. Together, let’s make City Heights a better place to live, work, and play.

CARTA DEL EDITOR
Presentando a City Heights Life

Life es patrocinado por el Price Family Charitable Fund y su misión es informar, motivar y unir a sus lectores. El contenido de la publicación es escrito por personas que viven y trabajan en la comunidad.

El equipo editorial se compromete a ofrecer artículos variados, entre ellos artículos acerca de salud y servicios humanos, educación, seguridad pública, negocios, acceso a los procesos políticos y eventos comunitarios.

Life acepta artículos voluntarios, ideas para historias, fotos de eventos comunitarios y anuncios de eventos. Puede comunicarse con el equipo editorial escribiendo a editor@cityheightslife.com.

City Heights Life no apoya ni acepta contribuciones de ninguna organización política o religiosa y tampoco publica anuncios comerciales o editoriales que expresen la opinión particular de su autor.

Esperamos que disfrutes de City Heights Life. Queremos escuchar tu opinión. Juntos podemos hacer que City Heights sea un mejor lugar para vivir, trabajar y divertirse.
As a child, Katherine Bui was frequently in and out of the hospital. Born with a weak immune system, she was prone to getting fevers. Her family was poor and had to rely on public health care, which was not always available due to cutbacks.

Because of her childhood experience and her love for her community, Bui aspires to become a pediatrician and come back to open her own clinic for children in City Heights.

“Growing up low-income, it’s very hard to do what you want to do,” she said. “Her parents divorced when she was 2, and her mother works two jobs to support an extended family of nine. Bui is determined to make something of herself to honor her mother for all the sacrifices she’s made.

When Bui starts at UC Berkeley in the fall, she will be the first in her family to attend college.

“My mom is my biggest influence and motivation. She does everything for me. My motivation is to do everything for her,” she said. “I hope to get a college degree, do something I love and make a good enough living to support her and give her the life she deserves.”

At school, Bui has challenged herself to take a series of rigorous AP courses, including AP world history, AP U.S. history, AP physics, AP psychology and AP English literature. She loves English and enjoys writing.

Out of class, Bui has taken on leadership roles. She’s president of the National Honor Society at her school and treasurer for the Associated Student Body (ASB).

When Aly Asli entered Hoover High School as a freshman, graduation and college seemed unrealistic to her. No one in her family had gone to college. Juggling school and work, she was failing her classes on the path to becoming a dropout.

“I didn’t know what graduation was. I saw it in movies but I didn’t have a clear idea of what it was about,” she said.

The turning point came in her sophomore year when she was accepted into Cardinals Interact, a program created by Price Charities, San Diego Rotary and Hoover High to help students reach their full potential.

Through Cardinals Interact, she found the social, emotional and academic support that she needed to thrive. She learned that it was up to her to make the right choices.

Her grades started improving, and she became a leader at her school. She’s president of the advisory board for the Academy of Information Technology at Hoover, a writer for the school yearbook and newspaper, a mentor for fellow students, and a youth leader at her church.

In December 2010, she spent two weeks in Turkey as part of the Rotary Youth Exchange program. Until then, she had never been on an airplane or even seen much of the world outside of City Heights. The trip abroad and her experience of having to overcome many difficulties in her personal life have made her strong, confident and cosmopolitan.

Cristales grew up not knowing who her father was. Due to an unstable home environment, she moved out and started living on her own at the beginning of her senior year.

Despite everything, she has persevered and achieved what she once thought was impossible. A long list of universities accepted her, including UC San Diego, UC Berkeley, UC Irvine and several California state campuses.

She will attend UCSD in the fall, with plans to major in psychology and become a social worker. Her career choice is inspired by her experience of having to support a social worker involved in her life.
Building Healthy Communities initiative underway

By Adam Ward
Mid-City CAN

Nonprofits educate the East African community on the Affordable Care Act.
Refugees from around the world work together to improve the availability of healthy, locally-grown food in their City Heights’ neighborhoods.
Projects like these in City Heights and elsewhere in the region are being funded by more than $6 million over two years in grants from The California Endowment, a private health foundation whose mission is to expand access to affordable, quality health care for underserved communities. The foundation’s grants are going to nearly 40 organizations with programs in City Heights and surrounding areas.

These grants represent the beginning of the Building Healthy Communities initiative, a $1 billion, 10-year commitment by the Endowment to improve the health of underserved areas in California. Fourteen communities, including City Heights, have been selected to be part of the initiative.

“Where you live shouldn’t determine how long you live,” said Steve Eldred, City Heights program manager for The California Endowment. “And yet a child’s address is one of the strongest predictors of health status, longevity, and quality of life. The Building Healthy Communities initiative grants intend to make fundamental improvements in policies and the conditions in which families live to transform the health of the entire community of City Heights.”

The idea that people’s environment shapes their health is new for some. Therefore, some of the grants focus on teaching City Heights residents how transportation, land use, and related policy decisions affect the health of their community. With that understanding, residents will learn how they can protect the quality of the air they breathe and become informed on walk-ability and other factors that enhance the health of their families and neighbors.

The Mid-City Community Advocacy Network (Mid-City CAN), a 22-year-old community collaborative, plays a role in the Building Healthy Communities initiative by creating a central-table where grantees, community members and other partners can come together to make shared decisions.

“Mid-City CAN is working to create a big-picture outlook on City Heights’ future,” said Diana Ross, Mid-City CAN collaborative director.

One way the organization accomplishes this is through regular work group meetings focused around specific outcomes sought by the Building Healthy Communities initiative. Another way is by sharing decision-making and information with residents.

At the end of the 10-year process, The California Endowment and Mid-City CAN hope to change the definition of “health.” The organizations want to shift the focus from treating illnesses to highlighting prevention and safe environments that promote the well-being of the entire community.

— Adam Ward is the Mid-City CAN staff writer and a former San Diego Union-Tribune editor. Adam has lived in San Diego for nearly a decade and is the father of a young son. He can be contacted at award@midcitycan.org or (619) 283-9624 ext. 210.

Grantees celebrate at a meeting with Mid-City CAN.

BUILDING HEALTHY COMMUNITIES GRANTEES IN CITY HEIGHTS AND SURROUNDING AREAS

- Center for Bridging Communities
- Center on Policy Initiatives
- Childhood Obesity Initiative – Community Health Improvement Partners
- The Children’s Initiative
- City Heights Community Development Corporation
- City Heights Foundation/City Heights Business Association
- Dad’s Clubs — SAY San Diego
- Employee Rights Center
- Environmental Health Coalition
- Foundation for Change
- Horn of Africa
- Huda Community Center
- International Rescue Committee
- La Maestra Family Health Services
- Mid-City CAN
- Mind Treasures
- Monroe Clark Middle School
- National Conflict Resolution Center
- Nile Sisters
- Nonprofit Management Solutions — East African Healthcare Reform Roundtable
- Projecto Casas Saludables
- Rady Children’s Hospital — FACES for the Future at Hoover High School
- San Diegans for Healthcare Coverage
- San Diego Family Care
- San Diego Hunger Coalition
- San Diego Legal Aid Society/Consumer Center for Health Education and Advocacy
- San Diego Organizing Project
- San Diego State University Research Foundation — Wellness & Restorative Practices Partnership
- Scripps Health — City Heights Hope
- Somali Bantu Community of San Diego
- Somali Family Services
- Somali Youth United
- South Sudan Christian Youth and Community Organization
- Southern Sudanese Community Center
- Speak City Heights
- Sterlington Consulting
- Sustainable San Diego — San Diego Housing Federation
- Unity Tech Fitness Center
- Youth Empowerment Focus (San Diego Youth Services)
Overcoming tragedy and starting a new path in the U.S.

By Hussien Mumin
City Heights Life Guest Columnist

I was born in 1993 in Somalia. My family owned a farm, which helped us live a stable life. I was always remembered outside, smelling the fresh fruits and vegetables, such as oranges, bananas, and lettuce. This type of atmosphere made me feel humble and grateful for what I had in life. I remember one season it was raining hard almost every day, and my dad was worried about something, but I did not know what. One month later, a huge flood came toward our city, and my family and I had to evacuate our house. A few days later, we found out our farm was hit. This was not good because my mom was pregnant. My feelings were unexplainable because we had to start over. My childhood was destroyed.

We could not move back to that town because the war was getting closer to our area. One night I heard gunshots, and my next-door neighbors crying because a bullet hit one of their family members. My family and I instantly evacuated our home and went on a boat to another town so we could live with my aunt.

Hungry with no food to eat, we finally made it to our aunt’s house. The next day my mom had a daughter, which made me a very happy 4-year-old. My family was also excited because this was like a new beginning. My grandma, who was in the United States, tried her best to bring us to America. My dad also wanted us to move to the States because he wanted us to get our education.

Nov. 7, 1997 was the most painful day in my life. My mom passed away in her room. A few months later, my little sister passed away too. I saw the pain in my older siblings and my dad crying. After their deaths, I was quiet. We were just waiting for our tickets to go to America. When I got to the States, I put all the tragedy behind me and started a new path for my life. My brother and I were very curious about how we would adjust to this new environment. I was always worried that I would not fit in with the fluent English speakers. Cartoons, such as “Caillou,” “Arthur,” and “Dragon Land,” helped me maintain my exposure to America.

Coming from a place where there was barely any electricity and where war was always going on, I felt very humbled to be given the opportunity to live in a society such as America, which gave me lights and a roof over my head. To me, education and a house with lights were a big advantage because it gave me a reason to stay on top of my schoolwork. When I was going to school in America, I felt as if it was impossible for me to learn the material my classmates were learning. For example, the teacher was moving at a pace that I was not prepared for. Knowing that I did not have a good vocabulary, I asked my teacher to put me in a class that was on my level. Though other students were making fun of me because I flunked a grade, it did not bother me because I knew I had to start from the bottom in order to make it to the top.

As years went by in elementary school, my teachers supported me and made sure my reading, speaking, and writing levels improved. This made me feel that America was built on love and liberty because of the way my teachers cared for me. America will always have a place in my heart because it gave me opportunities and helped me achieve many things that I thought I was not capable of.

Every Saturday I do community service at the YMCA. I perform duties, such as serving snacks, officiating sports, and cleaning the courts. To me community service is not just a way for me to succeed in high school, it’s a way for me to gain more knowledge and responsibility in order to go somewhere in life after high school.

I hope to go to San Diego State University, so I can take care of my dad and get a stable job and start a new family.

— Hussien Mumin is a 17-year-old student at Hoover High School.
Affordable housing is a major focus at City Heights CDC

Nonprofit manages more than 700 units, many for families under median income level

By Laura Ann Fernea  
City Heights CDC

A big gap exists between the demand for quality affordable housing in City Heights and the supply available to those with limited income. One of the agencies dedicated to closing the gap is the City Heights Community Development Corp. The nonprofit organization, known also as CHCDC, has been in existence for 30 years. A core program of CHCDC is to increase the quality and availability of affordable housing for very low-income residents in City Heights. The CHCDC owns and manages 749 housing units in the community, the majority of which are for families whose income is 50 percent or under the area median income. Those interested in the organization’s housing programs can stop by its office at 4283 El Cajon Blvd., Suite 220 for information and ask to be put on the housing wait list. The agency is open from 8:30 a.m. to 5 p.m. Monday through Friday. Its phone number is (619) 584-1535.

The City Heights Community Development Corp. also supports the revitalization of low and moderate-income neighborhoods by removing blight. Neighborhoods are enhanced through the renovation of property exteriors and the surrounding landscape. Over the years, the nonprofit has completed rehabilitation and construction of 13 multifamily housing projects totaling more than 749 units. It recently finished renovating 60 units at five locations while managing a multimillion-dollar rehab budget funded by federal resources. The renovation included structural, mechanical, plumbing, electrical, and energy sustainability upgrades as well as interior finishes.

On June 23, CHCDC will hold its annual meeting from 5 p.m. to 8 p.m. at the Regional Transportation Center, 4001 El Cajon Blvd. This year it will celebrate 20 years of service by its retiring executive director, Jay Powell. The H.C. “Jay” Powell Youth Scholarship Fund has been started to support at least three City Heights youths to pursue higher education. Anyone is welcome to donate to the fund at www.cityheightscdc.org or attend the annual meeting.

— Laura Ann Fernea is the resource development and communications manager for CHCDC.

Neighborhood eWatch keeps you informed of crime near you

By Helen Gao | City Heights Life

City Heights residents who want to be kept up to date on criminal activity in their neighborhood can take advantage of a free email service from the San Diego Police Department.

The police department offers a program called Neighborhood eWatch, which sends email alerts to subscribers to let them know about recent crime in their area.

“This free subscription service acts as a “cyber” neighborhood watch, providing citizens with information to help reduce crime in their neighborhoods,” the police department said on its website. Another goal of the program is to increase interaction between neighbors and the police.

It takes only a few simple steps to subscribe. Visit http://apps.sandiego.gov/ewatch. First, you are prompted to enter an address or a street intersection, such as the location of your home or workplace. Up to three addresses within the boundaries of the City of San Diego may be entered, but you need to subscribe separately for each address. Other cities in the county are not included in the program.

Next you are asked to define an area of interest that’s within a certain radius of your address or street intersection. Finally, you are asked to check off boxes to select the types of crime that you want to be notified of. Seventeen categories of crime, everything from prostitution and robberies to murders and auto thefts, are listed. Instead of choosing to be alerted to certain types of crime, you can check off a single box to be alerted to all criminal activity in your area.

Once the form is complete, you will get to preview a map showing your defined area of interest. An email confirming your subscription should arrive within 24 hours. If you do not receive confirmation after 24 hours, contact webmaster@pd.sandiego.gov.

For Spanish, see Page 9
Para el español, vea Página 9.
The first annual Taste of Little Saigon in City Heights drew more than 200 people looking to explore Vietnamese cuisine and culture.

On Saturday, May 14, the Little Saigon Foundation, KPBS, and the El Cajon Boulevard Business Improvement Association hosted Taste of Little Saigon. Seven Vietnamese businesses participated in the event: A Chau, Pho King, Minh Hoa Supermarket, Song Huong Food To-Go, Hoai Hue, Cali Baguette Express and Maxim’s Seafood Restaurant. Every restaurant showcased its best recipes and presented a unique look into Vietnamese culture.

The taste event took place 1 p.m. to 4 p.m. on El Cajon Boulevard between Euclid and Highland avenues. The area was easy to locate because of bright red, Asian-themed lampposts marking the “Little Saigon” business district. The streets were packed.

“Little Saigon” tours took place every half hour to give visitors the opportunity to learn about the history of Vietnamese businesses and immigrants who have made their home in City Heights. The tours highlighted destinations like Minh Hoa Supermarket with its savory aroma of fried fish and Pho King, a restaurant known for its delicious soups and noodles. Attendees sampled specialties like Song Huong Food To-Go’s Thai Tea and A Chau’s Banh Mi baguette sandwiches and egg rolls.

Minh Hoa Supermarket served a variety of unique fruits found throughout the Asian-Pacific region, including dragon fruit, Korean melon, rambutan, Asian pear, star fruit and durian. The supermarket also served assorted rice cakes wrapped in banana leaves — some filled with coconut while others had banana, mung bean, shrimp and pork. “Minh Hoa had a package of strawberries that went untouched because all of the attendees wanted to try the exotic fruits,” said one of the attendees at the Minh Hoa taste table.

Taste of Little Saigon brought visitors from all over San Diego and opened their eyes to a new world of delicious foods that have always been in their backyard. The event was part of the Little Saigon Foundation’s ongoing initiative to recognize the six-block stretch of El Cajon Boulevard between Euclid and Highland avenues as “Little Saigon.”

By Blanca Iniquez
Little Saigon Foundation Intern

Above: Denny Thai, owner of Maxim’s Seafood Restaurant, serves his Kung Pao chicken during the first Taste of Little Saigon event on May 14. Left: Tram Lam, organizer of Taste of Little Saigon, serves unique fruits from the Asian-Pacific region to event attendees in front of Minh Hoa Supermarket.

Photos courtesy of the Little Saigon Foundation
Free lunches available to kids throughout summer

By Helen Gao
City Heights Life

Free and nutritious lunches for children 18 and under will be served throughout the summer at San Diego schools and park and recreation centers, including four sites in City Heights.

The Summer Fun Cafe program, coordinated by the San Diego Unified School District, will be offered Monday through Friday at the following City Heights locations:
- Azalea Recreation Center, 2596 Violet St., July 25-Aug. 26, noon-1 p.m.
- City Heights Recreation Center, 4380 Landis St., July 25-Aug. 26, noon-1 p.m.
- Cherokee Point Elementary School, 3735 38th St., July 25-Aug. 19, noon to 12:20 p.m.
- Monroe Clark Middle School, 4388 Thorn St., July 25-Aug. 19, noon to 12:20 p.m.

The schools are open to the public during lunch time. No application is required. Everyone under 18, regardless of family income, is welcome. To take advantage of the program, simply show up at the designated time at one of the locations.

This year, 23 recreation centers, 22 schools and 13 other locations are participating in Summer Fun Cafe. A complete list of locations will be posted on the district website, www.sandi.net. “Children benefit nutritionally from some help in stretching their food dollars,” the district said.

Meal sites will have BBQ Days and Domino’s Pizza Days. On BBQ Days, food banks will distribute fresh fruits and vegetables. Azalea Recreation Center will host BBQ Days on July 28 and Aug. 8 and Pizza Days on Wednesdays; the City Heights Recreation Center will host BBQ Days on July 25 and August 11 and Pizza Days on Tuesdays.

Snacks will also be served in the afternoon as part of Summer Fun Cafe, but snack time has not been determined. Call the district at (858) 627-7340 for details as it gets closer to the start of the program.

Funded by the U.S. Department of Agriculture, the summer program is designed to ensure that low-income children still get healthy meals when school is out. Sixty percent of the students in the San Diego Unified School district qualify for free and reduced-price meals during the academic year. Partnering with the San Diego Park and Recreation Department, the district has run the summer program since 2004.

Healthy and fruitful, for 14 years

Frutilandia has been a staple of healthy eating in City Heights since it was established 14 years ago at its original site on Fairmount Avenue. Today it’s located at the southwest corner of University and Cherokee avenues.

Frutilandia is a traditional Mexican-style “fruteria,” more commonly known as a fruit and juice bar in the United States. The store serves smoothies, milkshakes, fruit salads, strawberries and cream, pico de gallo (cup of large chunks of fruit topped with chile powder) and escamocha (cup of finely chopped fruit with toppings). Shrimp ceviche rounds out the menu and provides a full meal for the health-conscious eater. Everything is prepared fresh and in plain sight of the customer.

Alfonso and Maria Camacho founded the business after immigrating to City Heights from Mexico. Alfonso initially worked at a local Mexican candy-making factory but decided to go into business for himself after seeing the success of a friend’s business nearby. Today Frutilandia is run by his sons, Alfonso Jr. and Alejandro.

Alfonso Jr. is a Hoover High School graduate and has been working for the family business since its inception. As a youth he worked the counter after school. Today he’s actively involved in all phases of the business, still working counter shifts while negotiating contracts, supervising employees and maintaining quality control.

Alfonso Jr. says the most popular dish is probably the strawberries and cream, which some of his American-born customers call “fruit parfait.”

Frutilandia is located at 3647 University Ave. Its hours of operation are 7 a.m. to 8 p.m. Monday through Friday and 8 a.m. to 8 p.m. on weekends.

— Staff report

Frutilandia is located at 3647 University Ave. Staff photo
Hoover High student-athlete signs with Arizona Wildcats

By Stephanie Perez
Hoover High School

A dedicated student-athlete will be flying away from his alma mater, Hoover High School, into a new stage of life at the University of Arizona, where he will play defensive end for the Wildcats football team. Dame Ndiaye, a native of Senegal, was courted by several other universities’ athletics programs.

Born in 1993, he spent the first seven years of his life in Africa before joining his father in New York. Growing up in the Big Apple gave him a new way of seeing life and sparked in him a desire to discover the world around him.

New York was the perfect place for him to learn about different cultures and people. He lived there for about fourteen years.

Before beginning high school, he decided he needed a change in his life so he moved to San Diego to live with his brother. “I wanted to go to high school somewhere different than New York. New York was all I knew,” Ndiaye said.

When he first moved to San Diego, he had great expectations about the area, especially what high school here would be like. He wasn’t disappointed. At Hoover High, he felt comfortable and welcomed, even though it was completely different from New York. He participated in different clubs, sports and organizations. Some of the programs he has been part of include: Advancement Via Individual Determination (AVID), Young Life, varsity football and basketball, and track and field. Being part of these programs has led him to become a great student and athlete, as well as discover someone different within himself. Although Ndiaye is planning a career in football, he did not hit the gridiron until his senior year at Hoover. For a good part of his high school career, he was better known for his skills on the basketball court.

“Hoover has been everything I expected it to be. I don’t think I could ask for it to be different or change anything over these last four years. Being part of basketball, football and AVID and other clubs and organizations has given me friends and a new family, but it has also helped me grow as a student and a person. I love Hoover.”

DAME NDIAYE
HOOVER GRADUATE

“Hoover has been everything I expected it to be. I don’t think I could ask for it to be different or change anything over these last four years. Being part of basketball, football and AVID and other clubs and organizations has given me friends and a new family, but it has also helped me grow as a student and a person. I love Hoover.”

DAME NDIAYE

Crawford calculus teacher Jonathan Winn named a Teacher of the Year

Jonathan Winn, who has made calculus a popular course at the Crawford High Educational Complex, was honored in May by the San Diego Unified School as one of the 2011 Teachers of the Year. Winn is a member of the faculty at Crawford’s CHAMPS (Community Health and Medical Practices).

The charismatic teacher is known for the amusing antics he uses to engage his students. On occasion, he has put on a wig and a white ruffled shirt to play mathematician Gottfried Wilhelm Leibniz (1646-1716) doing calculus in Paris.

Winn, who has a B.A. in mathematics from Keene State College, has also been featured as a “Masterful Teacher” on the George Lucas Educational Foundation’s Edutopia website.

Hoover High’s Vargas headed to Europe

Edgar Vargas, a member of Hoover High School’s class of 2012, is headed to Europe this summer for a fully-funded Rotary Youth Exchange Summer Camp in Amsterdam. He will be there from June 25 through July 9.

The camp gives young people the opportunity to explore a different part of the world and experience a foreign culture.

Vargas is a JROTC cadet and a member of Cardinals Interact, a program created by Price Charities, San Diego Rotary, and Hoover High to help students reach their full potential.

Rosa Parks’ Hightower honored as outstanding administrator

Irene Hightower, vice principal at Rosa Parks Elementary School, was one of 27 school administrators countywide recognized by the Association of California School Administrators for their achievements and dedication to public education.

The administrators were feted at an “Honoring Our Own” awards dinner at the Sheraton San Diego Resort and Marina on April 29, where they were also saluted by the San Diego County School Boards Association.

Hoover High students achieve financial savvy

Nearly 100 students from Hoover High School’s Academy of Information Technology received financial literacy certifications from EverFi in May, after completing a free, six-hour online course on savings, budgeting, taxes, insurance, consumer fraud and other financial topics.

EverFi’s Financial Literacy Platform for High Schools teaches students more than 600 financial concepts using animation and other forms of media. The curriculum is tailored to both state and national requirements.

Crawford students competed in engine challenge

Students from the Crawford High Educational Complex participated in a regional competition in May to disassemble and rebuild a GM 350 small-block engine in the shortest time. The team from Crawford’s Invention and Design Educational Academy nabbed 11th place in a competition held in Torrance by Hot Rodders of Tomorrow. They spent 150 minutes on their assembly.

— Stephanie Perez, is a senior at Hoover High School and editor-in-chief of The Cardinal.
A circle of care

La Maestra offers affordable health care and many other services

By Lindy Webb
La Maestra Community Health Centers

How is your health today? If you answered anything except “perfect,” La Maestra offers affordable health care and a host of other social services to underserved and economically diverse communities. Its name means “The Teacher” in Spanish because it believes that the basis for any social change and effective health care is education.

La Maestra’s main facility in City Heights is a newly-built, award-winning landmark at 4060 Fairmount Ave., between University and Polk avenues. This three-story building is distinguished by bold exterior colors, contemporary designs and cutting-edge green features.

The Fairmount Avenue center is a home to a host of programs, including: the Main Medical Clinic, Pediatric Unit, Women’s Clinic, Behavioral Health Services - Family Wellness Unit, Optometry, Community Pharmacy, Outreach & Eligibility Services, Housing and Community Development Center, Inc., Health Education Unit, and the MicroEnterprise, Job Development and Placement Center. The Main Medical Clinic is open 8:30 a.m. to 6 p.m. Monday through Friday and 9 a.m. to 2 p.m. on Saturday. For more information, call (619) 280-4213 or visit www.lamaestra.org.

La Maestra helps low-income and uninsured patients apply for Medi-Cal, Healthy Families and other government-subsidized programs to cover the cost of care. It also offers very low rates and payment plans to people who don’t qualify for insurance.

In addition to medical, dental, vision and mental health services, La Maestra has a pharmacy, laboratory, access to ultrasound imaging and a variety of specialties in City Heights. Its health educators teach residents how to manage their weight, blood pressure and blood sugar. Services also include pre- and post-natal care, breast and cervical cancer screening, family planning, senior specialty care, immunizations and pediatric care, individual therapy and support groups.

If you are new to the neighborhood, La Maestra can help you find education, job training and employment opportunities, safe affordable housing, transportation, food and other resources.

La Maestra has been serving City Heights for more than two decades. Many of its employees are from the community. The staff speaks more than 20 languages and understands cultural diversity.

— Lindy Webb is the executive assistant at La Maestra Community Health Centers.

WHAT: La Maestra Community Health Centers
WHERE: 4060 Fairmount Ave.
MAIN MEDICAL CLINIC HOURS: 8:30 a.m. to 6 p.m. Mondays through Fridays and 9 a.m. to 2 p.m. on Saturdays
INFO AT: (619) 280-4213 or www.lamaestra.org

These hours refer only to the main clinic. There are many other programs at that address.

EN SU servicio

‘Neighborhood eWatch’ te mantiene informado de los delitos que ocurren cerca de ti

Por Helen Gao | City Heights Life

Los residentes de City Heights que quieren enterarse de los delitos que se cometen en el vecindario pueden suscribirse a un servicio de email gratuito que ofrece el Departamento de Policía de San Diego.

El Departamento de Policía tiene un programa llamado “Neighborhood eWatch”, las personas que se suscriben al programa reciben mensajes de email informándoles de los delitos más recientes en su vecindario. De acuerdo al sitio web del Departamento de Policía: “este servicio suscripción gratuito funciona como una especie de vigilancia vecinal “cibernética”, ofreciéndole a los ciudadanos información que ayudará a reducir la delincuencia en sus vecindarios”. Otro objetivo del programa es aumentar la interacción entre los residentes y la policía.

Para suscribirte solo tienes que seguir unos cuantos pasos sencillos. Primero, visita el sitio web http://apps.sandiego.gov/ewatch. Tienes que escribir una dirección o intersección específica, puede ser la dirección de tu casa o de tu trabajo. Puedes escoger hasta tres direcciones dentro de la Ciudad de San Diego pero tienes que suscribir cada una por separado. Las demás ciudades del Condado aun no forman parte del programa. Después tienes que definir un área de interés dentro de un perímetro específico de la dirección o intersección que escogiste. Finalmente, tienes que escoger de qué tipo de delitos quieres ser notificado. El sitio web incluye 17 categorías de delitos, desde prostitución y asaltos hasta asesinatos y robos de auto. También puedes marcar una casilla si prefieres enterarte de todos los delitos que ocurren en tu vecindario en lugar de solo algunos de ellos.

Cuando hayas terminado de llenar el formulario, pasarás a ver un mapa en el que aparece marcada el área de interés que definiste. Debes recibir un email confirmando tu suscripción en las próximas 24 horas. Si no recibes el email de confirmación en 24 horas, escribe a sdpdwebmaster@pd.sandiego.gov.
SDPD Neighborhood Policing Resource Team shares tips on preventing shoplifting

Shoplifting costs retailers billions of dollars each year. Shoplifters may be of any age, gender, ethnicity, or economic background. They often work in pairs or groups to divert the clerk’s attention while they steal. They like to strike when employees tend to be less alert, such as at store opening and closing times, lunch and dinner breaks, and shift changes. Shoplifters may also take advantage of crowded stores during peak hours.

Merchants can combat shoplifting by making use of the following tips:

**Protective measures**
- Make the shoplifters feel watched. Elevate the cashier’s platform by making use of the following tips:
  - Install surveillance cameras on a regular basis to catch false returns, such as ones without returned merchandise-only vouchers.
  - Require receipts for merchandise on the tops of boxes. Require a photo ID and signature for returns without a receipt. And then give merchandise-only vouchers.
  - Have another sales person help legitimate customers. A simple “Can I help you?” warns shoplifters they are being watched. Keep a close watch on people who seem nervous or refuse assistance.
  - Be especially alert when the store is crowded. Shoplifters often operate when sales people are busy helping legitimate customers.
- Watch for shoppers walking with an unnatural gait, which may indicate that they are concealing lifted items.

**Stopping a shoplifter**
- If you suspect that someone may be considering lifting something, approach the person and ask “Can I help you?” If someone leaves your store without paying for an item, have an employee follow the suspect and get a good description of the person and vehicle used, and call 911 to report the crime. Do not have your employee attempt to detain the suspect unless he or she has been trained in apprehension and arrest procedures.
- California Penal Code Section 490.5(f) deals with “merchant’s privilege” in detaining a person suspected of shoplifting. The law covers topics such as the need for probable cause, use of force, period of detention, limits on searches, and defenses in civil actions brought by a detained person.

By Megan Burks
Speak City Heights

Get ready for the press corps, City Heights! In an effort to strengthen news coverage of City Heights, the California Endowment invested $315,000 in a project called Speak City Heights, a collaboration of KPBS, voiceofsandiego.org, The AjA Project, Media Arts Center San Diego and Mid-City CAN.

The project will send reporters, photographers and videographers into the community to tell stories about the issues that matter most to residents—the policies and patterns that prevent a healthy, safe community and what’s being done about them. Speak City Heights will bring quality journalism to a neighborhood that has long been underrepresented in area news.

“We want to be able to point our microphones not just at problems, but also toward the people affected by policies,” said Suzanne Marmion, KPBS’s director of news and editorial strategy.

This kind of neighborhood reporting has had real impact: voiceofsandiego.org reporter Adrian Florido’s stories on the bureaucratic defenses in civil actions brought by people with loose or nervous or refuse assistance.

**Display strategies**
- Keep display and clothing racks away from entrances and exits to discourage “hit-and-run” thieves.
- Alternate hangers front-to-back to prevent thieves from quickly grabbing bundles of display cases. Have sales people show only one item at a time from display cases. Have sales people keep small and expensive merchandise.
- Pick up stray receipts around the store.
- Be aware of shoplifters’ tactics to confuse and distract you. For example, when working in teams, one shoplifter will create a disturbance, such as complaining loudly or knocking over merchandise, to draw attention away from the other who is doing the lifting.
- Be attentive to people in your area. This helps legitimate customers and deters shoplifters. A simple “Can I help you?” warns shoplifters they are being watched. Keep a close watch on people who seem nervous or refuse assistance.
- Cover their entire area of responsibility, even blind spots.
- Have another sales person cover your area when you leave the floor, for example, to check for items in the stockroom.
- Be especially alert when the store is crowded. Shoplifters often operate when sales people are busy helping legitimate customers.
- Watch for shoppers walking with an unnatural gait, which may indicate that they are concealing lifted items.
Only in City Heights can you sample cuisine from Ethiopia, Vietnam, Laos and many other countries all without having to travel more than a mile or two. There is no question that City Heights is unique in the region for its cultural diversity, the question to ask is “How did it occur?”

This article is the first of a series of stories that I will write to shed light on City Heights’ past. With each article, my goal is to bring readers closer to an understanding of how this Mid-City community became the melting pot that it is today. My column will also cover major historical figures, milestones and landmarks.

The history of City Heights is a story that is rarely told so it remains largely unknown even to the residents who live there. Journey with me, together we will explore how the community’s past is inextricably linked to its present.

City Heights was originally called Teralta and Teralta Heights, possibly from the Spanish word for high ground. In the early decades of the 1900s, it was also commonly known as East San Diego.

The founders were adventure seekers looking for a new home in the West. These pioneers settled the area because it was on high ground and had a year-round Mediterranean climate. Today, the neighborhoods bounded roughly by El Cajon Boulevard, the I-15, University Avenue and Euclid Avenue are called Teralta East and Teralta West. A park at Orange Avenue and 40th Street also carries the Teralta name.

In 1912, City Heights was incorporated as East San Diego and became the second largest city in the county with a population of 4,000.

The city’s founding fathers set high standards for the community and outlawed liquor sales, gambling, dance halls, carrying guns, and driving faster than 15 miles an hour. These rules and the fact that there was no jail, no arrests, no hobos, and no idle rich was why the community was nicknamed, “The Golden Rule City.” The Golden Rule has existed since biblical times. It states “One should treat others as one would like others to treat oneself.”

The city trustees even served without pay, yet held meetings at least twice a week. And the city’s first chief of police was coincidentally named O.W. Justice.

City Heights residents of 1912 were proud of their rapidly growing city with high moral aspirations. Over the last century, City Heights has changed dramatically, but it is safe to say that residents in the community can still be proud of it.

Next month’s column will focus on early 20th century races held on University Avenue to celebrate the Fourth of July.

Jon Luna is a first-generation Filipino-American who was raised in City Heights. A San Diego State University graduate, he still lives there and works regularly as a substitute teacher at Hoover High School and other City Heights public schools. He is also pursuing a master’s degree in history from the University of San Diego. Jon’s research comes from the archives of the San Diego History Center.

We want to hear from you!
Send your letters, ideas, comments and submissions to editor@cityheightslife.com. Also, submit your photos taken in City Heights for publication consideration, as well as a chance for one of your photos to be chosen as the “Photo of the Month.”
### June

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<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>15</td>
<td>noon to 6 p.m. &lt;br&gt;Teen Center Activities &lt;br&gt;(ages 11-17 years old)</td>
<td>City Heights Recreation Center</td>
<td>12:30 to 3 p.m.</td>
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<td></td>
<td>Contact: (619) 516-3082</td>
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<td>16</td>
<td>noon to 1 p.m. &lt;br&gt;Mid-City Gymnasium &lt;br&gt;Step, Circuit Training and Meditation</td>
<td>City Heights Wellness Center “Ask a Health Professional” Interactive Discussion Nights</td>
<td>5 to 7 p.m.</td>
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<td>Contact: (619) 321-2920</td>
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<tr>
<td>17</td>
<td>10 a.m. &lt;br&gt;City Heights/Weingart Library &lt;br&gt;Storytime</td>
<td>City Heights Wellness Center</td>
<td>9 a.m. to 1 p.m.</td>
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<td>Contact: (619) 641-6100</td>
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<td>18</td>
<td>9 a.m. to 1 p.m. &lt;br&gt;Family Health Night &lt;br&gt;City Heights Wellness Center</td>
<td>City Heights/Weingart Library</td>
<td>2:30 to 4 p.m.</td>
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<td>Contact: (619) 641-6100</td>
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<td>20</td>
<td>11 a.m. to 1 p.m. &lt;br&gt;Youth Water Polo (ages 6-17: $25/month)</td>
<td>City Heights Wellness Center</td>
<td>3 to 7 p.m.</td>
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<td>City Heights Wellness Center</td>
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<td>22</td>
<td>10 a.m. &lt;br&gt;Krypton Yvonne: “Earth, Your Home Sweet Home,” a humorous show about ecology at the City Heights Library, (619) 641-6100</td>
<td>City Heights Wellness Center</td>
<td>9 a.m. to 1 p.m.</td>
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<td>Contact: (619) 321-2920</td>
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<td>23</td>
<td>10 a.m. &lt;br&gt;Family Health Night &lt;br&gt;City Heights Wellness Center</td>
<td>City Heights Wellness Center</td>
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<td><a href="http://www.althealnet.org">www.althealnet.org</a> (619) 321-2920</td>
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<td>24</td>
<td>10 a.m. &lt;br&gt;Craig Newton: “Popular American Songs,” a chance for kids to see and hear a variety of musical instruments</td>
<td>City Heights/Weingart Library</td>
<td>5 to 6 p.m.</td>
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<td>25</td>
<td>9 a.m. to 1 p.m. &lt;br&gt;Youth Water Polo (ages 6-17: $25/month)</td>
<td>City Heights Wellness Center</td>
<td>5 to 6:30 p.m.</td>
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<td>City Heights Swim Center</td>
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<td>27</td>
<td>7 p.m. &lt;br&gt;The 6th annual “Say it Loud! A Celebration of Black Music in Honor of Black History Month”</td>
<td>City Heights/Weingart Library</td>
<td>noon to 1 p.m.</td>
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<td>28</td>
<td>4 p.m. &lt;br&gt;Youth Water Polo (ages 6-17: $25/month)</td>
<td>City Heights Wellness Center</td>
<td>4:30 to 6 p.m.</td>
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<td>29</td>
<td>noon to 1 p.m. &lt;br&gt;Youth Water Polo (ages 6-17: $25/month)</td>
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<td>30</td>
<td>5 to 7 p.m. &lt;br&gt;Parenting Program &lt;br&gt;Family Health Night</td>
<td>City Heights Wellness Center</td>
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<td>31</td>
<td>5 to 6 p.m. &lt;br&gt;Healthy Lifestyle Nutrition</td>
<td>City Heights Wellness Center</td>
<td>3 to 7 p.m.</td>
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### July

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<td>7</td>
<td>7 p.m. &lt;br&gt;City Heights Urban Village Performance Annex &lt;br&gt;Movie: “Tangled”</td>
<td>City Heights Urban Village Performance Annex</td>
<td>9 a.m. to 1 p.m.</td>
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<td>8</td>
<td>8 p.m. &lt;br&gt;Youth Water Polo (ages 6-17: $25/month)</td>
<td>City Heights Swim Center</td>
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<td>21</td>
<td>noon to 1 p.m. &lt;br&gt;Interactive Discussion Nights &lt;br&gt;“Ask a Health Professional” Interactive Discussion Nights</td>
<td>City Heights Wellness Center</td>
<td>9 a.m. to 1 p.m.</td>
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Submit your events to editor@cityheightslife.com.