

Health Action:
Planning for a Healthy Sonoma County

Meeting #2
MEETING SUMMARY

November 9, 2007
8:00 a.m. – 10:00 a.m.

3313 Chanate Road, Santa Rosa

Attendance: Co-Chairs: Supervisor **Tim Smith** and Health Services Director **Rita Scardaci**; Members: **Jane Bender**, Santa Rosa City Council; **Efren Carrillo**, Redwood Credit Union; **Oscar Chavez**, Community Action Partnership; **Judy Coffey**, Kaiser Permanente; **Stanley Cohen**, Sonoma City Council; **Walter Collins**, United Way Sonoma-Mendocino-Lake; **Terry Davis**, Summit State Bank; **Nancy Dobbs**, KRCB Television and Radio; Dr. **Brad Drexler**, Sonoma County Medical Association; **Jerry Dunn**, Human Services Department; **Heather Foote**, SEIU-UHW; Dr. **Bo Greaves**, Primary Care Associates; **Judy House**, PsychStrategies; **Pat Kilkenney**, Kilkenny Advisors; **Bruce Kyse**, Press Democrat; Dr. **Mary Maddux-Gonzalez**, Public Health Officer; Dr. **Tom Maloney**, Area Agency on Aging Advisory Council; **Suzy Marzalek**, Community Volunteer; **Andrew McGuire**, Trauma Foundation and Health Care for All-California; **Cynthia Murray**, North Bay Leadership Council; **David Rabbitt**, Petaluma City Council; **Lisa Wittke-Schaffner**, Healdsburg City Council; **Ben Stone**, Economic Development Board; **Mary Szecsey**, West County Health Centers; Dr. **Carl Wong**, Sonoma County Office of Education

Opening Comments

- Co-chairs Supervisor Tim Smith and Health Services Director Rita Scardaci welcomed Health Action members and thanked them for their participation and leadership.
- Tim Smith reminded Health Action members that this planning effort will require each member to put aside his or her special interests to work collaboratively to make lasting changes and improvements to the health of the community.
- Rita Scardaci provided an overview of the intended outcomes of the day's meeting and previewed planned outcomes for upcoming meetings in December and January.

New Member Roundtable

- New members shared their perspectives on why they were interested in participating in Health Action and their particular interests in health in Sonoma County.

Overview of Key Community Health Issues

- Mary Maddux-Gonzalez, M.D., Sonoma County Public Health Officer, presented an overview of data on demographic trends and key health issues facing Sonoma County (see www.sonomahealthaction.org for a copy of this presentation).
- The presentation highlighted a key concern that unhealthy lifestyles and environments are key contributors to the leading causes of death in Sonoma County (mostly chronic diseases).

- Dr. Maddux-Gonzalez stressed that more resources and attention need to be given to preventing chronic disease rather than costly treatment. She noted that 95% of the trillion dollars spent on health in the US goes to medical care services, while only 5% are allocated to population-wide approaches to health improvement.

Health Action Decision-making Process

- Bobbie Wunsch, project consultant, reviewed the proposed process for Health Action decisions using a process of agreement that asks each member to indicate their position using one of the following 3 statements:
 1. Endorsement
 2. Endorsement with reservations
 3. Formal disagreement

Criteria for Identifying Priority Issues

- Bobbie Wunsch presented the following draft criteria for identifying priority issues to be addressed by Health Action:
 1. **Significant impact.** The issue significantly impacts the community's health as well as the health care delivery system.
 2. **Requires a comprehensive approach.** Long-term solutions to this issue must address both the community conditions that contribute to the issue and needed improvements to the health care system.
 3. **Realistic scope and scale.** The scope and scale of the issue offer opportunities for feasible and effective local solutions.
 4. **Mobilizes community resources.** Working on this issue can leverage partnerships and strategic opportunities to align community resources for action.
 5. **Community commitment to system change.** This issue generates a high level of community interest and commitment to create lasting, systemic change.
- Health Action members were asked to indicate their support for the draft criteria using the agreement process described above. Health Action members expressed unanimous support for the prioritization criteria, with the addition of the wording "engagement" to criterion #5 to read: "This issue generates a high level of community interest, engagement, and commitment to create lasting, systemic change."
- Further discussion ensued on whether Health Action should add an additional criterion regarding the opportunity for advocacy work at the local, statewide or national level to create lasting policy change that ensures the enduring impact of Health Action efforts. Staff will draft wording for such a criterion to be discussed and reviewed by members at the December 7th meeting.
- Other comments by Health Action members included:
 - Important to clarify that any focus on the health care delivery system will not be just about cutting costs. Rather we are looking to make improvements that result in better care and improved health status.
 - Important to look at the root causes of any issue, rather than jumping too early to search for solutions. We should search for effective interventions that address the root causes of our priority health issues.

- Need to consider issues of measurement, to document health needs and to track progress on improved health outcomes.

Public Comment

Closing Comments

Next meeting is Friday, December 7, 2007, 8:00 –10:00 a.m. at 3313 Chanate Road, Santa Rosa.

For more information please contact Ellen Bauer at 565-6684 or ebauer@sonoma-county.org or visit the Health Action website at: www.sonomahealthaction.org