

Health Action:
Planning for a Healthy Sonoma County

Meeting #4
MEETING SUMMARY

January 11, 2008

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: **Bob Anderson**, United Winegrowers for Sonoma County; **Jane Bender**, Santa Rosa City Council; **Judy Coffey**, Kaiser Permanente; **Stanley Cohen**, Sonoma City Council; **Walter Collins**, United Way Sonoma-Mendocino-Lake; **Nancy Dobbs**, KRCB Television and Radio; **Jerry Dunn**, Human Services Department; **Heather Foote**, SEIU-UHW; **Naomi Fuchs**, Southwest Community Health Center; Dr. **Bo Greaves**, Primary Care Associates; **Judy House**, PsychStrategies; **Pat Kilkenny**, Kilkenny Associates; **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; **George Perez**, St. Joseph's Health System Sonoma County; **David Rabbitt**, Petaluma City Council; **Lisa Wittke-Schaffner**, Healdsburg City Council; **Lee Turner**, Community Baptist Church

Opening Comments

- Co-chairs Supervisor Tim Smith and Health Services Director Rita Scardaci welcomed Health Action members and thanked them for their commitment to this process.
- Rita Scardaci provided an overview of the intended outcomes of the day's meeting and reviewed the Health Action timeline.

Spotlight on Community Health Planning Efforts

- Rita Scardaci introduced the following speakers representing local organizations that are already working to link community health issues with improvements in the health care delivery system in Sonoma County:
 - Sonoma County Oral Health Access Coalition – Marie I. Ibanez
 - Community Activity and Nutrition Coalition – Elisabeth Chicoine
- Each speaker provided a brief overview of their organization's focus and current efforts (see www.sonomahealthaction.org for a description of each organization and contact information).

Dialogue on Key Issues for Consideration

- Bobbie Wunsch, project consultant, explained that the goal of today's meeting is to identify 3-4 key issues for further research and analysis by Health Action members during February and March. The findings of this research and analysis will then be brought back to Health Action in March and April for discussion, with the final goal of identifying 1-2 key issues that best meet the established criteria (attached) and have the potential to harness the entire community to make changes.

- Each Health Action member was asked to participate in a small group discussion for 20 minutes to identify key issues that meet the criteria. The small group facilitators then reported out identified issues to the large group. Issues were sorted, discussed, and categorized into the following main categories:
 - Child and youth health and well-being
 - Behavioral health issues (mental health and alcohol and other drug issues)
 - Older adult health and well-being
 - Provider supply and access to care
- Health Action members agreed that these are the key issue areas that will be researched and analyzed further in February and March, with the final goal of identifying 1-2 key issues for Health Action to focus on.
- Two Task Forces will then be convened in April to develop strategies for addressing the identified key issues. The Community Health Task Force, co-chaired by Jane Bender and Bo Greaves, will look at community conditions that contribute to the selected health issue and will develop recommendations for improvement. The Health Care Delivery System Task Force, co-chaired by Judy House and Andrew McGuire, will look at potential improvements to the health care delivery system for that particular issue.
- In addition to Health Action members who would like to serve on a task force, task force co-chairs may appoint additional community members who can offer a critical perspective on these issues and who can provide expertise and/or resources (e.g. data, best practices) needed to develop recommendations. Information on selection of priority issues will be posted on the Health Action website (www.sonomahealthaction.org). Individuals with background or expertise in these issue areas, who wish to serve on a Task Force, should contact Ellen Bauer at ebauer@sonoma-county.org or 565-6684.

Public Comment

Closing Comments

Next meeting is Friday, March 7, 2008, 8:00 –10:00 a.m. at North Coast Builders Exchange at **1030 Apollo Way, Santa Rosa.**

Please note that this is a change in meeting location.

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

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Prioritizing Community Health Issues

The following criteria will be used to help identify priority health issues in Sonoma County.

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, engagement, and commitment to create lasting, systemic change.
6. **Policy impact.** This issue creates opportunities for local, statewide, or national advocacy for policy and systems change to support local health improvement efforts.