

Health Action:
Planning for a Healthy Sonoma County

Meeting # 7
MEETING SUMMARY

July 11, 2008

8:00 a.m. – 10:00 a.m.

1030 Apollo Way, Road, Santa Rosa

Attendance: *Co-Chairs:* Supervisor **Tim Smith** and Health Services Director **Rita Scardaci**; *Health Action Members:* **Bob Anderson**, United Winegrowers for Sonoma County; **Oscar Chavez**, Community Action Partnership Sonoma County; **Judy Coffey**, Kaiser Permanente; **Mike Cohill**, Sutter Medical Center of Santa Rosa; **Terry Davis**, Community Volunteer; **Nancy Dobbs**, KRCB Television and Radio; Dr. **Brad Drexler**, Sonoma County Medical Association; **Jerry Dunn**, Human Services Department; **Naomi Fuchs**, Southwest Community Health Center; Dr. **Bo Greaves**, Primary Care Associates; **Judy House**, PsychStrategies; **Pat Kilkenny**, 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; **George Perez**, St. Joseph's Health System Sonoma County; **Lisa W. Schaffner**, Healdsburg City Council; **Ben Stone**, Economic Development Board; **Carl Wong**, Sonoma County Office of Education; *Task Force Community Members:* **Mark Charnas**, PyschStrategies; **Mary Clemens**, Sonoma County Regional Parks; **Damon Doss**, Petaluma Community Health Care District; **David Goodman**, Redwood Empire Food Bank; **Mark Ihde**, Goodwill Industries Redwood Empire; **Ezbon Jen**, Santa Rosa Junior College; **Barbara Mackenzie**, Community Member; **Shan Magnuson**, Asthma Coalition; **Bud Martin**, Martin Financial Insurance Services; **Walt Mills, MD**, Kaiser Permanente; **Alena Ritch-Wall**, Northern California Center for Well-Being; Dr. **Greg Rosa**, SCMA/Palm Drive Hospital; **Kirk Pappas, MD**, Kaiser Permanente

Opening Comments

- Supervisor Tim Smith welcomed everyone to the seventh Health Action meeting and recognized the Task Force community members that were present. He reminded everyone that the current focus is on the large countywide vision, but that there will be plenty of time to get into the details once we finalize our strategies. For now our challenge is to find ways to harness the entire community in the work we want to do together. Smith also recognized the need to finance these efforts – long term – and indicated that he would begin that discussion in the coming months.

Health Action's 2020 Vision for Sonoma County

- Oscar Chavez reminded members that at the April meeting he suggested the need for an overarching philosophical statement about our vision for a healthy community. Chavez explained that having such a framework will help align the efforts of the many agencies and organizations in our community to work together towards common goals. He thanked staff for drafting an initial **2020 Vision** document for comment. Chavez explained that the **2020 Vision** document will be helpful to the community in many ways:

- It reflects our research and study of pressing health and health care issues
 - It will help build consensus around a community vision for health
 - It provides a framework for specific health improvement interventions that are most likely to improve health status in Sonoma County
- Rita Scardaci reviewed draft **2020 Vision** with Health Action members to get feedback on the general approach. She explained that once we are in agreement with the “big picture”, staff can research and create specific benchmarks for each of the changes that we want to achieve. The **2020 Vision** will guide our work at Health Action overall. We will use it to communicate what we are trying to achieve long term and hopefully it will stimulate others to work with us. The **2020 Vision** is intended to be a framework. It doesn't include everything, but does include the most pressing issues that we think will have the greatest impact of improving the health of Sonoma County. Scardaci explained that Health Action will also create short-term goals, or **Priorities for Action**. This is what the task forces have been working on. In reviewing the **2020 Vision**, Scardaci highlighted the importance of engaging the community in this work and building partnerships. She said that success will take the active involvement of the whole community.
 - Health Action members responded favorably to the draft **2020 Vision** document. They were pleased that it reflected many of the key issues that have been discussed during the previous months of study and agreed that it will provide a valuable framework to help align the efforts of the many agencies and organizations in our community. Specific comments on the **2020 Vision** included:
 - It adds credibility and provides a broader view of our work. Helps make it clear that we understand the breadth and complexity of the issues.
 - Provides a framework that will help us “re-focus” over time as we address other issues. We can use this framework to see how our subsequent decisions are aligned with this vision.
 - The focus on 2020 provides an opportunity to follow a cohort over time. The class entering first grade this year will be the graduating class of 2020. Our actions now will impact what their future is going to look like.
 - This is a helpful way to see how the work of the task forces relates to the larger context.
 - Helps to convey the idea of where we are going.

Draft Priorities for Action from Task Forces

- Task Force Co-Chairs Judy House, Oscar Chavez and Bo Greaves presented the results of the work of the task forces and acknowledged their hard work over the last several months. Judy House explained that the goal of today's meeting is to reach agreement on the draft **Priorities for Action** so that these ideas can be taken to the community through the community engagement process this summer. The feedback from the community will then be used to refine the draft strategies and guide implementation planning. The **Priorities for Action** are short-term goals and strategies that meet the Health Action criteria and summarize the best work of the task forces.
- Health Action members were asked for their feed back about the **Priorities for Action**. In a roundtable discussion, Health Action members indicated that they

were pleased and excited about strategies developed by the task forces as presented in the **Priorities for Action** document. They indicated that they look forward to seeing more detailed recommendations from the task forces in October. Specific comments on the **Priorities for Action** included:

- The priorities are at the right level and provide good images. This is holistic approach that takes an important look at things like local food production. Love the idea of a county walking program.
 - No big red flags. There are pieces of this for everyone. Something that everyone can embrace.
 - Some of these strategies will take hard work and advocacy. We will need to put “our walk behind our talk” and commit to stand by these ideas.
 - These ideas align well with other areas of policy change (e.g. open space)
 - Increasing public awareness of these issues will have a strong ripple effect.
 - The focus of these strategies is exactly right, but we will need to put muscle behind them. They are not a city or county responsibility. They will only work if it’s a community effort. Will require advocacy.
 - This is the wave of the future. Will take a lot of work, but having the vision will help.
 - We will need to consider how to prioritize our focus to address social and economic disparities.
 - Can tap into the movement of events (like walkathons, move-a-thons, etc)
 - With all the pent us stress about the health system, this helps show that there are lots of things that people can do to improve health.
 - Primary care capacity must include consideration of facilities, providers and electronic health records (EHRs).
 - EHR’s are also an important source of population health data.
 - Recommendation to include advocacy for universal access to health care. (added to *2020 Vision* document to reflect the value of this as a longer-term community health goal)
 - In addition to access, need to consider quality. Some people get too much care, to their own detriment.
 - Remember to consider the 2-1-1 initiative when thinking about community resources and measuring community need.
 - Focusing on improvements for the class of 2020 will help all of us. “What’s good for the gosling is good for the goose and gander.”
 - In doing this work, we need to remember the older adults in our community.
 - Leadership will be important in this work (role modeling healthy behavior, stress management, etc).
 - Hope that mental health issues will be addressed. These are in the 2020 Vision document.
 - Need to be sure to integrate this work with existing community efforts.
- Judy House reminded Health Action members that staff and consultant Selena Polston are organizing a series of 20-25 focus groups and community meetings with diverse representation from all over the county to get feedback on these short term priorities. The following types of questions will be asked at the meetings: Do these strategies make sense? How might they work in your community? What needs to happen to make them successful in your community? Health Action members were asked to sign up to attend or help host one of these meetings. Selena will be getting in touch with Health Action members, but you

can contact her if you have additional ideas. Her contact information is at the bottom of the calendar. A listing of the public meetings will be posted on the Health Action website.

Planning for Communications Strategy

- Communications consultants Bob Klose and Belinda Fernandez presented ideas about communications strategy and initial communications materials to the group for feedback.
- Bob Klose outlined the plan for getting Health Action messages to the public, including:
 - Op Ed columns offered to all the papers.
 - A press release offered well in advance of the upcoming community meetings to give editors a chance to editorialize.
 - Overtures to radio and television to invite Health Action to their studios for interviews, talk shows, etc.
 - Providing materials to Health Action members to share with their affiliates.
 - Beginning the branding process of Health Action.
- Belinda Fernandez discussed some of the initial design concepts.

Public Comment

Closing Comments

Next meeting is Friday, October 3, 2008, 8:00 –10:00 a.m. at North Coast Builders Exchange at **1030 Apollo Way, 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