

Health Action:
Planning for a Healthy Sonoma County

Meeting # 8
MEETING SUMMARY

October 3, 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; **Jane Bender**, Santa Rosa City Council; **Oscar Chavez**, Community Action Partnership Sonoma County; **Judy Coffey**, Kaiser Permanente; **Stanley Cohen**, Sonoma City Council; **Mike Cohill**, Sutter Medical Center of Santa Rosa; Dr. **Brad Drexler**, Sonoma County Medical Association; **Jerry Dunn**, Human Services Department; **Heather Foote**, SEIU-UHW; **Naomi Fuchs**, Southwest Community Health Center; Dr. **Bo Greaves**, Primary Care Associates; **Judy House**, PsychStrategies; **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; **Jo Sandersfeld**, St. Joseph's Health System Sonoma County; **Lisa W. Schaffner**, Healdsburg City Council; **Ben Stone**, Economic Development Board; **Lee Turner**, Community Baptist Church; **Carl Wong**, Sonoma County Office of Education;

Opening Comments

- Supervisor Tim Smith welcomed everyone to the eighth Health Action meeting and introduced Jo Sandersfeld, from St. Joseph Health System, who has taken the place of George Perez, who recently resigned from St. Joseph.
- Smith reviewed the anticipated outcomes for the meeting:
 - Discuss community meetings and community feedback
 - Review Action Plan and gain agreement
 - Confirm next steps in planning process using Design Teams
- Smith also announced the creation of a Financing Strategy Workgroup to look at long-term financing options for Health Action initiatives. This will be discussed in more detail at the November Health Action meeting.

Community Meeting and Summary of Feedback

- Tim Smith introduced Selena Polston, a Sebastopol-based research consultant hired to obtain community input on Health Action's initial set of health improvement goals and strategies concerning healthy eating, physical activity and access to preventive health care and community resources.
- Ms. Polston presented the methodology that she used to conduct a series of 21 community meetings during the summer of 2008 and reviewed the highlights and major findings from this process. See www.sonomahealthaction.org for copy of the Powerpoint presentation with selected findings.

- Following the presentation, Health Action members asked a number of questions and commented on the findings. Comments on the findings that pertain to upcoming project design work included:
 - Need to look at access points outside of the medical model, such as in schools, churches or places that can reach people where they are. We don't have capacity within the medical model.
 - Feedback from the community seems to have a lot of alignment with Priorities for Action.
 - Findings confirm the need to tell the public where to get what they need. Need to get the word out about existing services and how to access them.
 - In addition to this feedback from the community, we need to plan for problems that we know are coming, but that the general population may not know yet. For example, we know that the crisis of lack of access to primary care, while currently strongly felt by low income people, will soon hit the middle class. Need to think about how we redefine primary care, not just in the medical office, but also in the community.
 - Need to consider the issues raised by lack of transportation (to access healthy food, medical services, etc) and other basic needs (e.g. housing for seniors).

Action Plan and Recommendations

- Rita Scardaci presented highlights from the Action Plan, which incorporates Health Action's 2020 Vision, Priorities for Action, and recommendations for developing resources to fund Health Action initiatives.
- Scardaci explained that the 2020 Vision begins with a statement saying that we envision Sonoma County as the healthiest county in California. To achieve this vision, Sonoma County must address key social, economic, and environmental determinants of health, must support healthy behaviors and lifestyles, and must assure access to quality health care services. Scardaci explained that a review of existing research and local data were conducted to identify 10 health goals that would significantly contribute to improved health status in Sonoma County.
- For each of these goals, Health Action set targets to help align community efforts and to help assess progress. These indicators and targets are seen in Table 1 of the Action Plan. Health Action members provided comment and suggestions for minor revisions to the selected indicators and targets and recommended addition of more information on methodology and data sources. These revisions will be made before the Action Plan is presented to the Board of Supervisors.
- Scardaci briefly reviewed the short-term Priorities for Action developed by the Community Health Task Force and the Health Care Delivery System Task Force. The task forces finalized these recommendations at their final meetings on September 24, 2008. Health Action members accepted these recommendations without further revision.
- Scardaci explained that in November Health Action will ask the Board of Supervisors to accept the Action Plan (2009-2012), which contains:
 - 2020 Vision
 - Priorities for Action
 - Recommendations regarding resource development

- Health Action members suggested that the presentation to the Board of Supervisors should also highlight the alignment of the Health Action goals with those of the County's Strategic Plan, other jurisdictional plans, and goals of non-profit organizations (e.g., United Way and Community Action Partnership).
- It was also suggested that in addition to accepting the Action Plan, the Board of Supervisors should be asked to show leadership by recommending that other Departments and contractors also adopt goals specified in the Action Plan.

Next steps and Timeline

- Ellen Bauer explained that Project Design Teams will be convened to develop project options and to identify resources needed for implementation of Health Action objectives.
- Project Design Team members will include content-specific experts from the identified local partner organizations and DHS, with staffing and support DHS staff and consultants. Design Teams will reach out to the many identified partner organizations identified by the task forces to receive input and participation in project design.
- Implementation plans are expected to be completed by March 2009.
- Bauer agreed to provide Health Action members with periodic updates on design team progress via email.

Public Comment

Closing Comments

Next meeting is Friday, November 7, 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