

# HEALTH ACTION

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**Planning for a Healthy Sonoma County**

**Meeting # 8**  
**Friday, October 3, 2008**

[www.sonomahealthaction.org](http://www.sonomahealthaction.org)

# TODAY'S MEETING OUTCOMES

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- **Discuss community meetings and community feedback**
- **Review Action Plan and gain agreement**
- **Confirm next steps in planning process using Design Teams**

# Community Conversations Overview

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- 21 meetings
- 278 residents
- Purpose: Get feedback on Priorities for Action
  - Increase consumption of healthy foods
  - Increase physical activity
  - Connect residents with a trusted source of prevention-focused primary care


# Community Conversations Overview

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- Diverse sample: age, race, education, income-level, language, geography
- Participants: migrant laborers, seniors, small business owners, community clinic staff, etc.

# Community Conversations Overview


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- Locations: Cloverdale, Windsor, Healdsburg, Santa Rosa, Guerneville, Occidental, Sebastopol, Sonoma, Petaluma
  - 9 meetings public
  - 6 meetings conducted in Spanish
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# Methodology

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Community Hosts recruited community members.

- Focus Group structure
    - 4 - 25 participants
    - Open-ended, standardized questions
    - Focused on Health Action's priority goals and objectives
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# Qualitative Research

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- Strengths
  - Created a diverse sample
  - Used standardized questions
  - Explored if priorities resonated with residents.
  - Explored related themes and issues
- Limitations
  - Small sample size, self-selected population not generalizable to larger population


# Findings

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- Consensus across groups regarding five key challenges:
    1. Accessing fresh produce and other healthy foods is expensive/difficult for low-income, senior, rural population
    2. Public schools not serving healthy foods
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# Findings Continued

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3. Lack of affordable health care for low-income adults 18-64
  4. Access to healthy food and preventative health care services is limited by lack of transportation
  5. Lack of awareness regarding existing health promotion resources and lack of coordination among providers of those resources
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# Findings Continued

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- Strategies receiving greatest support:
    - Community/school gardens
    - Healthy food in schools
    - Increasing physical education
    - Increasing walking and biking infrastructure
    - Expanding primary care capacity
    - Market existing health promotion resources
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# Findings Continued

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- Health Action as Advocate
  - Focus on impacting state and national policy
  - Increasing reimbursement rates
  - Expanding investment in prevention
  - Universal Health Care

# Findings Continued

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- Other Key Strategies:
  - Creating a community-wide tool for accessing health and social services
  - Invest in already-existing projects (E.g. Palm Drive primary care, CAN-C food scans etc.)

# 2020 VISION

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***By the year 2020, we envision that Sonoma County will be the healthiest county in California... It will be a healthy place to live, work, and play... a place where people thrive and achieve their life potential.***

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# GOALS FOR VISION 2020


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## **By the year 2020, we envision the following:**

- Sonoma County youth graduate from high-school on time
  - Sonoma County families have the economic resources to make ends meet
  - Sonoma County residents are connected to their communities and participate in community life
  - Sonoma County residents eat healthy foods
  - Sonoma County residents are physically active
  - Sonoma County residents do not abuse alcohol and other drugs and are tobacco free
  - Sonoma County residents enjoy good mental health
  - Sonoma County residents take steps to prevent injury
  - Sonoma County residents have health care coverage
  - Sonoma County residents are connected with a trusted source of prevention-focused primary care
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# GUIDING PRINCIPLES

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- **Recognize that health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity**
  - **Maximize impact by focusing on prevention and primary care**
  - **Identify and build partnerships**
  - **Promote evidence-based interventions and evaluation**
  - **Prioritize populations in greatest need**
  - **Address policy barriers**
  - **Identify adequate and sustainable resources for community health improvement**
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# **Priorities for Action**

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## **Goal 1:**

**Strengthen and support a culture of active, healthy living in Sonoma County**



# **Priorities for Action**

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**Goal 2:**

**Increase consumption of  
healthy food**




# **Priorities for Action**

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## **Goal 3:**

**Increase physical activity for  
all residents**




# Priorities for Action

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## Goal 4:

Connect all residents with a trusted source of prevention-focused primary care and community resources to support healthy living




# FINANCING

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- Develop a diverse funding strategy to identify funding opportunities for identified short-term initiatives
  - Explore options for development of longer-term resources for a sustained community investment in health promotion and disease prevention
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# NEXT STEPS: PROJECT DESIGN

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- Project Design Teams convened in November
  - Will include content-specific experts from local partner organizations
  - Will develop 3-year work plans and identify resources needed for implementation
  - Present implementation plans to Health Action in March 2009
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# PROJECT DESIGN TEAMS

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- **Community Engagement**
  - Barbara Graves, Director, Prevention and Planning, DHS
- **Worksite Wellness**
  - Ben Stone, Economic Development Board
  - Alena Wall, Northern California Center for Well-Being; CAN-C
- **School Wellness**
  - Lynn Walton, Program Manager, DHS; CAN-C
- **Access to Affordable Healthy Food**
  - Joseph McIntyre, Ag Innovations Network
- **Primary Care Collaborative**
  - Bo Greaves, Sutter Medical Group of the Redwoods
  - Naomi Fuchs, Southwest Community Health Center

# HEALTH ACTION

A 2020 VISION  
FOR SONOMA COUNTY