

Health Action:
Planning for a Healthy Sonoma County

Meeting # 9
MEETING SUMMARY

November 7, 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; **Mike Cohill**, Sutter Medical Center of Santa Rosa; **Walter Collins**, United Way Sonoma-Mendocino-Lake; 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 Kilkenny**, Kilkenny Advisors; 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; **Ben Stone**, Economic Development Board.

Review Health Action Year One Accomplishments

- Supervisor Tim Smith welcomed everyone to the ninth Health Action meeting and reviewed the anticipated outcomes for the meeting:
 - Celebrate Year One accomplishments
 - Update on Health Action timeline and structure
 - Discuss creation of Financing Strategy Workgroup
- Smith recalled that it has been just over one year since Health Action first gathered last October to address the pressing health and health care issues facing Sonoma County. He provided a brief overview of the work accomplished over this past year and thanked Health Action members for their participation and the energy committed to this effort.
- Smith recalled that we began the process in October 2007 by asking Health Action members to be open to new paradigms and perspectives when looking for ways to improve community health. The group was encouraged by Dr. Robert Ross, President of The California Endowment, to think about focusing health improvement efforts “upstream” by addressing the social determinants of health and looking for opportunities for prevention. In reviewing our Action Plan and Priorities for Action, Smith noted that Health Action has done an excellent job heeding Dr. Ross’ advice.
- During November and December 2007 Health Action spent time reviewing data and trends on the key health and health care issues in the county and developed criteria to prioritize and focus its efforts.

- During January through March 2008 Health Action spent time digging deeper into the issues and using developed criteria to narrow its focus.
- By April 2008 Health Action decided to focus its initial efforts on supporting health eating and physical activity. Two task forces were established to look for ways to improve both community conditions and the health care delivery system to support these goals.
- While Health Action agreed that this would be the initial focus of its health improvement agenda, it also agreed to develop a broader “blueprint” or vision for the community’s health. Thus was born the **2020 Vision for Sonoma County** that Health Action approved at the October 2008 meeting.
- The task forces, which were comprised of Health Action members plus additional experts from the community, worked diligently from April through September 2008 to identify potential strategies based on further assessment of the data and review of best practices, receive input from the community, and finalize these into final recommendations, called **Priorities for Action**. These strategies, or **Priorities for Action**, set the stage for the detailed project design work that begins later this month.
- Smith thanked Health Action members for the time invested to learn about the pressing issues facing our county and to participate in the vigorous dialogue over the past year. He concluded that this process has helped to fulfill Health Action’s goals of enriching our collective understanding of health and health care issues in the county, of creating a shared vision for improving the health of Sonoma County residents, and identifying effective, first steps that we can take right here and right now.

Acknowledge Task Force Co-Chairs

- Supervisor Tim Smith thanked and acknowledged the 5 Health Action members that served as co-chairs for the task force work:
 - Jane Bender, Community Health Task Force
 - Oscar Chavez, Community Health
 - Bo Greaves, Health Care Delivery System Task Force
 - Judy House, Health Care Delivery System Task Force
 - Andrew McGuire, Health Care Delivery System Task Force
- In addition to participating in all of the learning and discussion at the Health Action meetings, these co-chairs worked hand-in-hand with staff to plan the flow of work and to develop an effective process. Smith thanked them for the extra hours that they devoted to guide this process and said he was very pleased with the work they have been able to deliver. As a token of appreciation, the task force co-chairs were presented with gift baskets filled with produce from local farms and representing the bounty of Sonoma County.

Acknowledge Supervisor Tim Smith

- As he will be retiring from the Sonoma County Board of Supervisors, this was Supervisor Tim Smith's last Health Action meeting as co-chair. Health Action co-chair Rita Scardaci acknowledged the leadership provided by Supervisor Smith during Health Action's first year. His vision and words of encouragement helped to energize and galvanize commitment of the group. Scardaci thanked him and on behalf of all Health Action members offered him a gift basket of farm produce as a token of appreciation.
- Dr. Bo Greaves shared some additional words of thanks for the vision and leadership provided by Supervisor Smith and awarded him with a custom-made Health Action hula hoop, to inspire his health and well-being in retirement.

Update on Health Action timeline and structure

- Rita Scardaci reviewed the Health Action timeline, noting that the next phase of work will be to develop specific project and financing options to make the ***Priorities for Action*** a reality. To accomplish this work, five (5) Project Design Teams will be convened later this month to develop project options for consideration by Health Action at the March 2009 meeting. Project Design Team members will include content-specific experts from identified local partner organizations and DHS. Design Teams will reach out to the many identified partner organizations identified by the task forces to receive input and participation in project design. Please feel free to contact Ellen Bauer at ebauer@sonoma-county.org with any questions or with any ideas or resources that you'd like to share with the design teams. Ellen will be sending Health Action members periodic updates on their progress. A new Project Design Team section on the Health Action website will have information and resources related to their work.
- An ad hoc Financing Strategy Workgroup, chaired by Health Action member Pat Kilkenny, will be convened to explore funding options to implement and sustain Health Action priorities. These will be presented at the March 2009 Health Action meeting. See more detail on Financing Strategy Workgroup below.
- A Health Action Steering Committee will be convened to provide direction and oversight to the Health Action design teams, workgroups, staff and consultants in between Health Action meetings. Seven Health Action members have agreed to serve on a steering committee to provide direction and oversight during this next phase of work. These include 4 task force co-chairs, who have agreed to continue on as Health Action advisors, and Health Action members Tom Maloney, Carl Wong, and Pat Kilkenny.
- We will expect to hear a report back from these groups at the March 6th Health Action meeting regarding their recommendations for project and funding options. Health Action will not be meeting in December or January, but may convene on February 6, 2009 if there are preliminary recommendations to review and discuss. Health Action members will be notified of any schedule updates and an updated schedule will be posted on the Health Action website at www.sonomahealthaction.org

Financing Strategy Workgroup

- Supervisor Tim Smith was pleased to announce some initial grants to support Health Action, but acknowledged that stable funding for health improvement initiatives is needed to support the work of Health Action and to create lasting, systemic changes in community health. He explained that the Financing Strategy Workgroup will have the critical task of exploring both short- and long-term funding options to support this work. The workgroup will initially convene for three meetings during December 2008 and January and February 2009. The primary outcome will be a Resource Development Plan to be reviewed and approved by Health Action. Supervisor Smith thanked Pat Kilkenny, who has agreed to chair this workgroup, and the other Health Action members who have agreed to participate.
- Pat Kilkenny provided some remarks regarding his vision for workgroup and then Health Action consultant Bobbie Wunsch presented an overview of the functions of the group, which include:
 - Identify potential strategies to secure long-term funding including foundations, corporate sponsorships, fees and taxes and other innovative approaches.
 - Explore which strategies have the most potential for success with elected officials, health care sector and key business leaders.
 - Build on learnings from other counties who have explored these issues for similar projects.
 - Learn which potential strategies will generate the most income and which strategies can be implemented on a short timeline and which strategies might be longer term.
 - Propose plan to Health Action for next steps in March 2009.
- Wunsch then opened up to the discussion to Health Action members and asked for their ideas for raising funds. During a brief brainstorming session the following ideas emerged:
 - Model fund development efforts after BarackObama.com. This approach has revolutionized fundraising. Consider learning from their social networking approach.
 - Think about how to use YouTube.
 - Consider identifying a few key community leaders with financial resources to champion the Health Action vision and fundraising effort.
 - Develop clear message that communicates the vision, the budget, and what we will deliver.
 - Challenge grants can be successful. Create match challenges in the community. Develop a clear message that can frame the importance of

this investment in the future (e.g. this will help avoid costs and will be money well spent)

- Be careful not to take money away from existing programs and nonprofits.
- Consider non-financial resources (e.g. the use of existing public land for community garden projects).
- Look for ways to integrate our work with existing programs and resources (e.g. Measure O and gang prevention in Santa Rosa). Look for ways to engage youth in these programs with our work.

Public Comment

Closing Comments

Next meeting is tentatively scheduled for Friday, February 6, 2009, 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