

HEALTH ACTION

Planning for a Healthy Sonoma County



Meeting # 9
Friday, November 7, 2008

www.sonomahealthaction.org

TODAY'S MEETING OUTCOMES

- **Celebrate Year One accomplishments**
- **Update on Health Action timeline and structure**
- **Discuss creation of Financing Strategy Workgroup**

YEAR ONE ACCOMPLISHMENTS

October 2007:

- Community leaders convened

Nov- Dec 2007:

- Reviewed data and trends
- Developed criteria for prioritizing health issues


Jan – Mar 2008:

- Further study and narrowing our focus

April 2008:

- Initial focus area selected

Apr – Sep 2008:

- Task forces developed recommendations
 - Community feedback on draft priorities
- 

THANK YOU.....

..To Our Task Force Co-Chairs

Jane Bender

Oscar Chavez

Bo Greaves

Judy House

Andrew McGuire

And many thanks to.....

Supervisor

Tim Smith

Tim Smith, a leader by any criteria:

- Where there is no vision, the people perish.

Proverbs 29:18

- The ultimate measure of a man is not where he stands in moments of comfort, but where he stands at times of challenge and controversy.

Martin Luther King, Jr.

- Go to the people. Learn from them. Live with them. Start with what they know. Build with what they have. The best of leaders when the job is done, when the task is accomplished, the people will say we have done it ourselves.

Lao Tzu

-

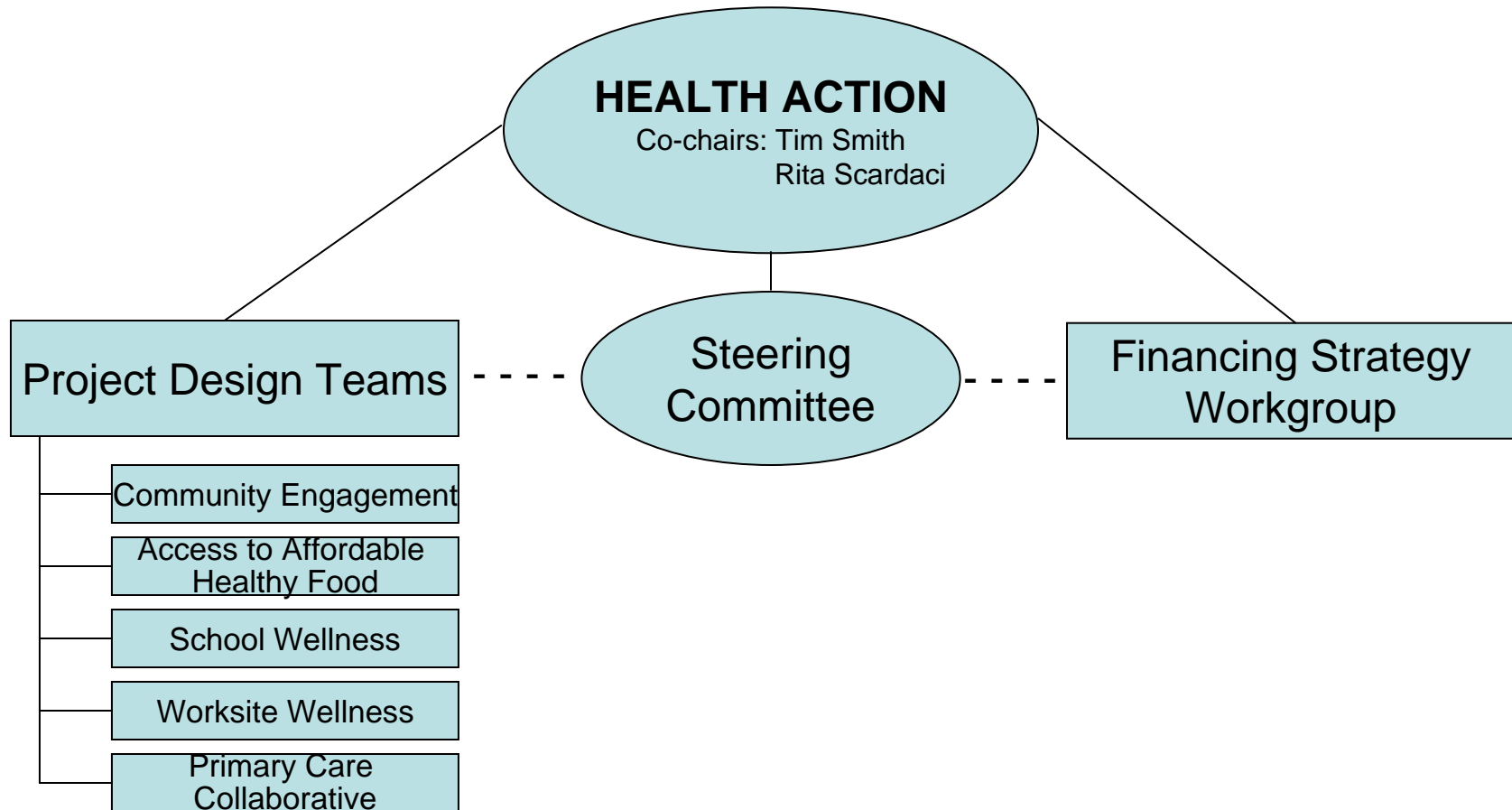




TIMELINE

2007			2008											2009									
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
Assessment and Prioritization			Develop Recommendations					Implementation Planning						Implement Plans and Monitor Progress									


ORGANIZATION




PROJECT DESIGN TEAMS

- **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

STEERING COMMITTEE

- To provide direction and oversight to work and activities between Health Action meetings
 - **Members:** Jane Bender, Oscar Chavez, Bo Greaves, Judy House, Tom Maloney, and Carl Wong.
- 

FINANCING STRATEGY WORKGROUP


- Convened in December 2008
 - Will explore funding options to implement and sustain Health Action priorities
 - Will present recommendations to Health Action at March 2009 meeting.
- 

FINANCING STRATEGY WORKGROUP

Chairperson: Pat Kilkenny

Members: Judy Coffey
Walter Collins
Bruce Kyse
Suzy Marzalek
Jo Sandersfeld
others..... TBD.....

FINANCING STRATEGY WORKGROUP

- 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.
- 

HEALTH ACTION

A 2020 VISION
FOR SONOMA COUNTY