

**Health Action:**  
*Planning for a Healthy Sonoma County*

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**Meeting # 11**  
**MEETING SUMMARY**

April 3, 2009  
8:00 a.m. – 10:00 a.m.  
1030 Apollo Way, Road, Santa Rosa

**Attendance:** *Co-Chairs:* Supervisor **Shirley Zane** and Health Services Director **Rita Scardaci**; *Health Action Members:* **Bob Anderson**, United Winegrowers for Sonoma County; **Gina Belforte**, Rohnert Park 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; **Walter Collins**, United Way Sonoma-Mendocino-Lake; **Terry Davis**, Community Volunteer; **Brad Drexler**, Sonoma County Medical Association; **Jerry Dunn**, Human Services Department; **Naomi Fuchs**, Southwest Community Health Center; Dr. **Bo Greaves**, Sutter Medical Group of the Redwoods; **Sarah Glade Gurney**, Sebastopol City Council; **Pat Kilkenny**, Kilkenny Advisors; Dr. **Mary Maddux-Gonzalez**, Public Health Officer; **Suzy Marzalek**, Community Volunteer; **David Rabbitt**, Petaluma City Council; **Carol Russell**, Cloverdale City Council; **Jo Sandersfeld**, St. Joseph's Health System Sonoma County; **Lisa Wittke Schaffner**, Sonoma County Alliance; **Ben Stone**, Economic Development Board; **Mary Szecsey**, West County Health Centers; **Lee Turner**, Community Baptist Church.

**Welcome and Introductions**

- Rita Scardaci and Supervisor Shirlee Zane welcomed Health Action members and acknowledged that planning has been going on at an accelerated pace in each of the Project Design Teams. Supervisor Zane expressed thanks for the time and effort that Health Action and community members have contributed to this effort.
  
- The major outcomes of today's meeting are to come to agreement on the initial projects proposed by the Project Design teams, so that program and fund development with identified work groups can proceed, and to hear recommendations developed by the Financing Strategy Workgroup to identify adequate and sustainable resources for investments in community health in Sonoma County. Health Action has an important role to play as a catalyst for these investments in community health.

**Recommendations from the Project Design Teams**

- Ellen Bauer provided an overview of the project recommendations from the Project Design Teams. These are described in the *Summary of Project Recommendations* document that was sent out in advance and are posted on the Health Action website ([www.sonomahealthaction.org](http://www.sonomahealthaction.org)). They are the design teams' recommendations for the best first projects to launch Health Action's *Priorities for Action* in the community.
  
- The Steering Committee has reviewed these projects and provided input to the project design teams. The Steering Committee agreed that these initial projects are consistent with the direction given by Health Action and are a great beginning

for making real changes in the community. They advised that the projects should be phased based on their level of readiness and we'll talk more about that later.

- Five (5) project design teams were convened in November 2008 to develop project options that achieve the objectives in Health Action's *2020 Vision for Sonoma County: Action Plan (2009-2012)*. Design team members included content-specific experts from identified local partner organizations, with staffing and support from Health Action and DHS staff and consultants.
- Each design team worked to map out the specific strategies, activities, resources, and partners needed to achieve these objectives. They reviewed the work of the task forces, community meetings, promising practices in other communities, and the criteria developed by Health Action.
- After providing a brief overview of each groups proposed projects, Bauer presented the recommendation that the projects be phased in by their level of readiness, as follows: (*identified work group indicated in parentheses*):

Level 1: Committed Work Group and Initial Funding Already Committed

- iWALK (*iWALK Steering Group*)
- Medical Home Collaborative (*Primary Care Workgroup*)

Level 2: Committed Work Group Identified, Need Resources

- iGROW (*Food Access Work Group*)
- Food System Alliance (*Food Access Work Group*)
- Healthy Students initiative (*Community Activity and Nutrition Coalition*)
- Safe Routes to School (*Healthy By Design*)

Level 3: Lead Work Group and Resources to be Identified

- Worksite wellness (*work group TBD*)
- Co-chair Rita Scardaci then asked each Health Action member to indicate whether they are in agreement that staff and community partners should proceed with planning and fund development for these proposed projects. Health Action members expressed unanimous approval and excitement about the proposed slate of projects.

**Recommendations from the Financing Strategy Workgroup**

- Pat Kilkenny presented the recommendations of the Financing Strategy Workgroup (FSW). This committee met 4 times and despite these difficult economic times came up with some innovative approaches to the long-term financing of Health Action project. Pat acknowledged the following FSW members: Judy Coffey, Walter Collins, Bruce Kyse, Suzy Marzalek, and Jo Sandersfeld
- The FSW explored a number of options for the short-term and long-term financing and sustainability of Health Action strategies. They began by trying to figure out how much funding would be needed before all of the projects were well budgeted. They decided to rely on estimates developed by the Trust for America's Health which used \$10 per person per year in proven community based prevention programs. Based on the Sonoma County population, that gave

an estimate of \$2.5 – 5 million per year. This estimate is in line with estimates developed by staff and the project design teams.

- While at first this seemed like a lot of money as a lump sum, the group realized that it is actually a relatively small investment with potential for significant measurable benefits in our community. The Trust for America's Health study estimated a return of \$5.60 for every \$1 invested. With that frame and ballpark estimate, the FSW proceeded to develop a financing strategy.
- The group developed a set of assumptions:
  - We are beginning Health Action in difficult economic times that require creativity and flexibility.
  - All potential funders (foundations, government grants, businesses and individual donors) have been impacted by the economic crisis and will need to see a strong "return on investment analysis" for Health Action programs.
  - Effective alignment, coordination and collaboration with many community groups will be necessary for Health Action's success.
  - Health Action projects will be phased in over time as resources become available.
  - Sonoma County Department of Health Services will actively continue its support, both financial and programmatically, of Health Action including on-going funding of core staffing.
- The group developed 12 recommendations. The recommendations included pursuing the following potential funding sources:
  - Foundations and Government Funding:
  - Business Community
  - Major Donors
  - Individuals
  - Sonoma County
- In addition, the recommendations included pursuing the following fund development strategies:
  - Membership
  - Online Organizing: United Way Collaboration
  - Community Foundation
  - Fiscal Agent
  - Health Action Product
  - Financing Workgroup
- Co-chair Rita Scardaci asked each Health Action member to indicate whether they are in agreement with the recommendations of the Financing Strategy Workgroup. Health Action members expressed unanimous approval of these recommendations.

### **Update on iWALK**

- Barbara Graves provided an update on iWALK planning activities. Dr. Maddux-Gonzalez has made presentations at city councils about Health Action and iWALK and 5 resolutions in support of Health Action and iWALK have been

passed. More presentations are scheduled in April as follows: Cloverdale (4/8/09), Sonoma (4/15/09), Healdsburg (4/20/09), and Santa Rosa (4/28/09).

- Graves provided an overview of upcoming activities:
  - Website online: May 1<sup>st</sup>
  - Official launch: May 16<sup>th</sup>
  - Media outreach in early to mid-May (with journalism and radio, TV, and newspaper ads)
  - Series of events around the county (still being determined)
  
- Graves asked Health Action members to get involved to support Health Action in the following ways:
  - Publicize in your own organizations and affiliations
  - Lead iWALKs at your worksite or in your community
  - Participate iWALK launch events, such as:
    - Human Race on May 9th
    - Rose Parade on May 16th

### **Healthy Sonoma Website**

- Rita Scardaci provided an update on the Healthy Sonoma website. The Health Department has been working with the Healthy Communities Institute (HCI) in Berkeley to launch this website to provide easy access to non-biased local health and quality of life information and resources.
- The website will be a resource for Health Action and other community partners to help track progress toward the Health Action 2020 goals. Scardaci and Florence Reinisch from HCI provided a brief demonstration of the website, still under construction, to give Health Action members a sense of its features and potential uses.
  
- DHS and Health Action staff and community partners will work to identify and test ways that Health Action can benefit from this resource to create visibility for and engagement in the countywide walking effort and other upcoming Health Action initiatives.

### **Public Comment**

### **Closing Comments**

Next meeting is scheduled for Friday, July 10, 2009, 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](mailto:ebauer@sonoma-county.org) or visit the Health Action website at: [www.sonomahealthaction.org](http://www.sonomahealthaction.org)