

# HEALTH ACTION

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Planning for a Healthy Sonoma County



**Meeting # 11**  
**Friday, April 3, 2009**

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

# TODAY'S MEETING OUTCOMES

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- **Agree on project recommendations**
- **Agree on financing strategy recommendations**
- **Receive update on iWALK and Healthy Sonoma website**

# WELCOME NEW MEMBER

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– Cheryl Scholar, Town of Windsor



# PROJECT DESIGN TEAMS

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

# PRIMARY CARE

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## **Project:**

Medical Home Collaborative

## **Identified Workgroup:**

Primary Care Workgroup


## **Funding:**

Initial funding secured

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# Medical Home Collaborative


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- Support widespread adoption of the primary care medical home in Sonoma County
  - 18-month collaborative with 6-8 medical home pilot projects from diverse primary care practices in the county
  - Primary care capacity study
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# Medical Home Collaborative

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## Expected outcomes:

- Improved access
  - Improved coordination of care
  - Optimized use of clinical and staff resources
  - Improved patient safety and reliability of care
  - Strengthened relationship between activated patient and care team
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# COMMENTS OR QUESTIONS

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# HEALTHY FOOD

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## **Projects:**

Grow Healthy Food Initiative (iGROW)

Food System Alliance

## **Identified Workgroup:**

Food Access Workgroup


## **Funding:**

Grant source identified

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# iGROW

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- Connect people with resources to grow their own food - in yards, planters, or community gardens
  - Coordinate with many community partners to provide information, tools, resources
  - Create learning community
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# iGROW

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- Community engagement focus
  - Integrates well with iWALK
  - Builds on significant community interest and leverages wide range of existing community organizations and resources
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# iGROW



# iGROW



# iGROW


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## **Expected Outcomes:**

- iGROW garden on every block (focus on low-access areas)
  - Community garden in every neighborhood
  - Lots of people actively participating in iGROW gardens
  - Increase access to fresh, affordable food in priority areas
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# Food System Alliance

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- Convene diverse stakeholders to find broadly supported system change efforts
  - Leverage resources and identify creative solutions by encouraging partnerships between public and private groups
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# Food System Alliance

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## San Mateo Food System Alliance

- Farm to Institution
    - Connections between hospitals and farmers
    - County policy for preference for local produce
  - Farm to School
    - Locally grown food at every school
    - Garden-based education at every school
  - Water storage for farmers
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# Food System Alliance

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## Expected Outcomes:

- Strong network of stakeholders work together to address the needs they identify
  - Annual cycle of 1-3 priority areas for the alliance to implement
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# COMMENTS OR QUESTIONS



# SCHOOL WELLNESS

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## **Projects:**

Healthy Students Initiative

Safe Routes to School

## **Identified Workgroups:**

CAN-C

Healthy By Design


## **Funding:**

To be determined

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# HEALTHY STUDENTS INITIATIVE


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- Work with selected schools to transform school culture and environment
  - Based on Shasta County model
  - Countywide school wellness report card to increase awareness and stimulate interest
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# HEALTHY STUDENTS INITIATIVE

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## Expected Outcomes:

- Wellness policies implemented, including policy and systems changes
  - Teachers trained and engaged
  - Improved healthy food indicators, including school lunch, gardens and garden-based nutrition education
  - Improved physical activity indicators
  - Improved student health and academic indicators
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# SAFE ROUTES TO SCHOOL

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- Identify successful countywide SRTS models with sustainable funding sources
  - Strategize the development of a countywide program in Sonoma County
  - Identify a lead organization to administer and coordinate the program
  - Securing ongoing funding
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# WHY SAFE ROUTES TO SCHOOL?


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- Only about 15% walk or bicycle (60% 30 years ago)
  - 30% 5th graders are overweight or obese
  - Brisk walking and bicycling helps kids get needed physical activity and also has shown to improve school performance.
  - SRTS proven effective and aligned with other bold efforts in the county
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# SAFE ROUTES TO SCHOOL

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## Expected Outcomes:

- Model program and funding options identified
  - Community needs/resources assessed
  - Funding plan developed
  - Commitment from a lead organization
  - Sustainable funding received
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# COMMENTS OR QUESTIONS



# WORKSITE WELLNESS

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## **Projects:**

Worksite Wellness Initiative

## **Identified Workgroups:**

To be determined


## **Funding:**

To be determined



# WORKSITE WELLNESS

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- Education and marketing
  - Technical assistance, resources and support
  - “Healthy Business” recognition program
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# COMMENTS OR QUESTIONS

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# PHASING OF PROJECTS

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## **Committed Work Group and Initial Funding**

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

## **Committed Work Group. 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*)

## **Work Group and Resources to be Identified**

- Worksite wellness (*work group TBD*)
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# FINANCING STRATEGY WORKGROUP

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- Pat Kilkenny, chair
  - Judy Coffey
  - Walter Collins
  - Bruce Kyse
  - Suzy Marzalek
  - Jo Sandersfeld

# **RESOURCES NEEDED**

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**Estimated:**

**\$2.5 – 5 million per year**

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# RESOURCES NEEDED


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..... One mocha latte per person per year




# ASSUMPTIONS

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- Difficult economic times require creativity and flexibility
  - Will need to see a strong “return on investment analysis”
  - Need effective alignment, coordination and collaboration with many community groups
  - Projects will be phased in over time as resources become available
  - Continued support by DHS for core staffing
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# Potential Funding Sources

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- Foundations and Government Funding
  - Business Community
  - Major Donors
  - Individuals
  - Sonoma County
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# Fund Development Strategies

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- Membership
  - Online Organizing
  - United Way Collaboration
  - Community Foundation
  - Fiscal Agent
  - Health Action Product
  - Financing Workgroup
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# COMMENTS OR QUESTIONS

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**iWALK**

it's a movement

sonoma

# iWALK

together



3 generations of the Chavez family — Spring Lake Park

# iWALK

power yourself



sonoma

Kirk Pappas, M.D., Kaiser Permanente • Jane Bender, Santa Rosa City Council • Efrén Carrillo, 5th District Supervisor • Evelyn Cheatham, Chef, Worth Our Weight

sonoma

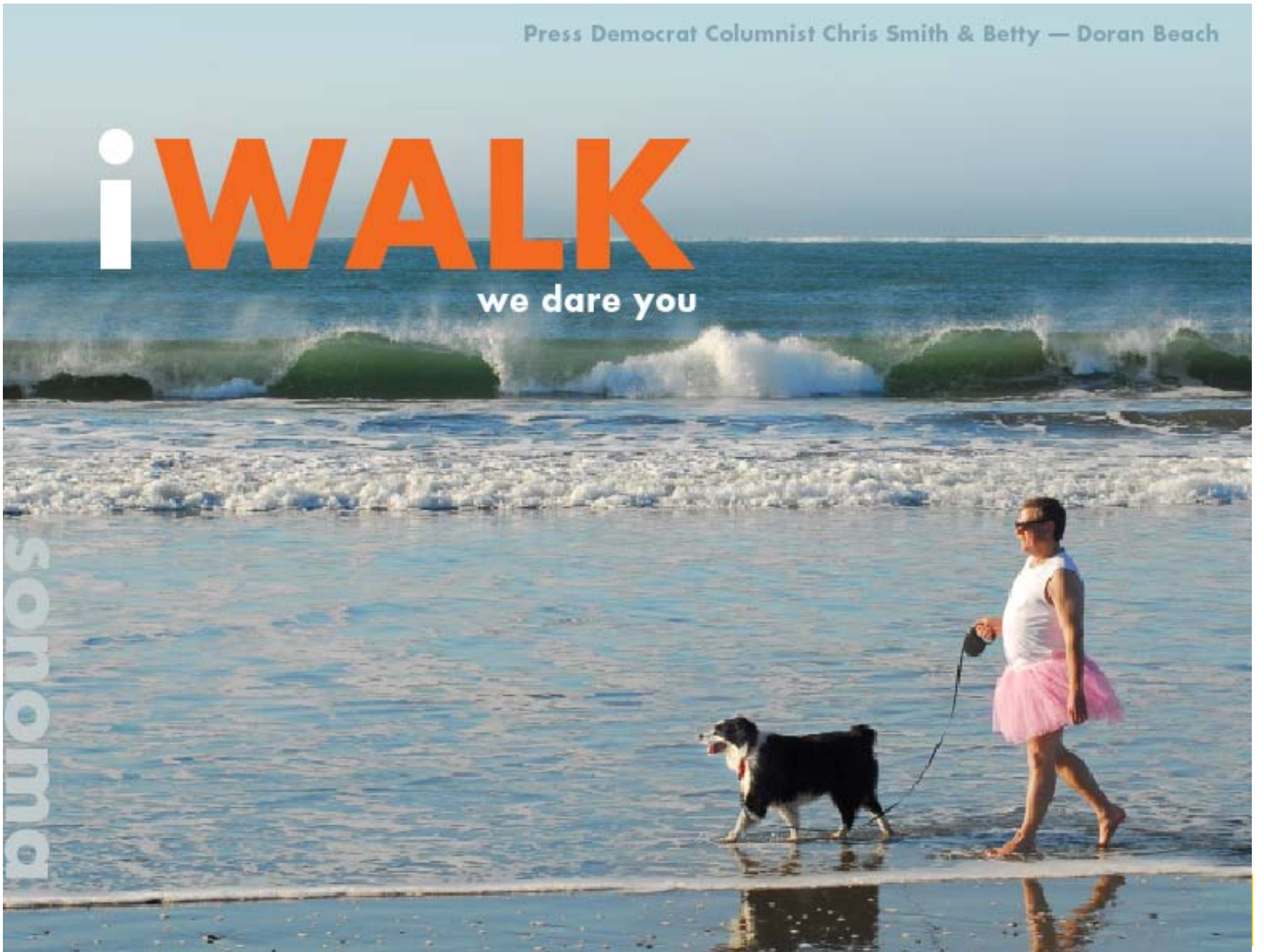
**iWALK** it's a movement

Press Democrat Columnist Chris Smith & Betty — Doran Beach

# iWALK

we dare you

sonoma



# iWALK UPDATE

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- Website online May 1<sup>st</sup>
  - Official launch on May 16<sup>th</sup>
  - Media blitz in early, mid-May
  - Series of events around the county, including:
    - May 9<sup>th</sup>: Human Race
    - May 16<sup>th</sup>: Rose Parade
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# Become an iWALK Champion

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- 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

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- Community website that will provide local health and quality-of-life information and resources
  - Help track progress toward our 2020 goals and objectives
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# HEALTH ACTION

A 2020 VISION  
FOR SONOMA COUNTY