



Meeting # 13
MEETING SUMMARY

Sept. 11, 2009

8:00 a.m. – 10:00 a.m.

1030 Apollo Way, Road, Santa Rosa

Attendance: *Co-Chairs:* Supervisor **Shirley Zane** and Department of Health Services Director **Rita Scardaci**; *Health Action Members:* **Jan Bender**, Santa Rosa City Council; **Tom Chambers**, Healdsburg City Council; **Walter Collins**, United Way Sonoma-Mendocino-Lake; **Terry Davis**, Community Volunteer; **Nancy Dobbs**, KRCB Television and Radio; **Brad Drexler**, Sonoma County Medical Association; **Naomi Fuchs**, Southwest Community Health Center; Dr. **Bo Greaves**, Sutter Medical Group of the Redwoods; **Pat Kilkenny**, Kilkenny Advisors; **Suzy Marzalek**, Community Volunteer; **Cynthia Murray**, North Bay Leadership Council; **Carol Russell**, Cloverdale City Council; **Lisa Wittke Schaffner**, Sonoma County Alliance; **Mary Szecsey**, West County Health Centers; **Carl Wong**, Sonoma County Office of Education.

Welcome and Introductions

- Supervisor Shirlee Zane and Rita Scardaci welcomed Health Action members.
- Supervisor Zane announced that Health Action received a NACo Achievement Award (National Associations of Counties), which is given in recognition of effective and innovative programs. Ellen accepted the award on behalf of Health Action in Nashville, TN in late July.
- The county Department of Health Services (DHS) is developing a health care reform position paper. Rita is currently getting feedback from the Board of Supervisors. She will send the paper to Health Action members and welcomes comments.
- Rita distributed an H1N1 handout and gave an update on the virus. DHS is working closely with Carl Wong and all superintendents of schools to coordinate response efforts. Vaccine will be available by the middle of October. Everyone is advised to stay home if sick.

Public Comment

Steering Committee Report

- Jane Bender reminded members that at the July 10th Health Action meeting, the members approved the Health Action Governance Policies. The Steering Committee has used these guidelines to make progress on membership issues and to consider advocacy and endorsement opportunities.
- Steering Committee slate of candidates In accordance with the approved guidelines, the Steering Committee has developed the following slate of candidates for 4 additional Steering Committee members in 2010: Judy Coffey, Walter Collins, Nancy Dobbs, and Suzy Marzalek. A vote among Health Action members will be conducted via email prior to the December 4th meeting.
- Membership selection process
 - The Steering Committee is in the process of assessing the existing Health Action membership, confirming commitments for a second 2-year term, and

identifying additional representation needed to further the goals and objectives of Health Action.

- The Steering Committee is developing a list of potential new members for the next 2-year term (2010-2011) based on recommendations from Health Action members, Steering Committee members, other community input, and self-nominated candidates. The Steering Committee will select a pool of potential candidates from this list to invite to apply for membership and keep the others in a reserve pool.
- The Steering Committee developed a brief application process and plans to review submitted applications and select new members in November and December. New members would attend a new member orientation in February 2010 and attend their first meeting in March 2010.
- Advocacy and Endorsement process. The Steering Committee has also had the opportunity to review several applications for endorsement and has approved three projects that meet the approved Advocacy and Endorsement Guidelines.
 1. Worksite Wellness Project
 2. Smart Meal project
 3. Healthy Food Outlet Project

Each of these 3 projects is closely aligned with Health Action's priorities. Each provides an opportunity to support related-efforts in the community that further our goals and objectives. Each of these projects seeks to use the Health Action name and logo for co-branding of their projects. The Steering Committee is developing an agreement process to formalize the terms and expectations of an endorsement. The programs will give an update to Health Action members at a future meeting. Health Action suggested that we issue a press release to make the community aware of endorsed programs.

iWALK: Phase 2

- Becky Lunders presented an update on the progress of the iWALK project.
 - The iWALK Steering Group has developed a 2-year strategic plan focused on the four pillars of iWALK (general community engagement, iWALK school bus, employee walking groups, and trails and parks).
 - The iWALK school bus will launch with International Walk and Roll to School Day on Wednesday, October 7, 2009, in partnership with the Safe Routes to School Initiative.
- Health Action members made comments and asked questions.
- Becky's Power Point presentation and all the presentations from this meeting will be posted on the Health Action website www.sonomahealthaction.org.

Launching iGROW and Food System Alliance

- Ellen Bauer reported on development of the iGROW project.
 - The goals of iGROW are to: 1) engage significant numbers of people as food gardeners in Sonoma County, 2) increase the number of food gardens in Sonoma County, 3) build skills in food garden design, maintenance, food production, and processing, and ultimately, 4) increase consumption of fresh, healthy food.
 - The Workgroup is currently creating "products and services" to support food growing based on the needs that have been identified in the community.
 - The Food Access Workgroup's application to the USDA's Community Food Project grant program was not selected. In the absence of funding, the group is working with an energetic group of partner organizations to develop iGROW and to identify how to launch the project given available resources. The groups is currently planning an iGROW launch in Spring 2010.

- Joe McIntyre and Dan Shurman from Ag Innovations Network presented an update on the Sonoma County Food System Alliance. Ag Innovations is coordinating the convening and facilitation of this project, which is one of the 7 projects approved by Health Action in April. Co-conveners are: Dr. Mary Maddux-Gonzalez, Sonoma County Public Health Officer and Health Action member; Cathy Neville, Sonoma County Agricultural Commissioner; and David Goodman, Executive Director of the Redwood Empire Food Bank.
 - The Food System Alliance is a model that has been used successfully in other communities to bring together diverse stakeholders to envision, advocate for, and create a vibrant local food system. This project was recommended by the Access to Healthy Food Project Design Team as a way to improve access to healthy food in Sonoma County by bringing together producers, food security organizations and advocates, and community leaders to find opportunities for systems change.
 - About 50 people from many difference sectors of the food system were invited to the first meeting scheduled for the beginning of October.
- Both Power Point presentations are available on the Health Action website: www.sonomahealthaction.org.

Transforming Primary Care in Sonoma County

- Bo Greaves, Naomi Fuchs, and Pamela Moore presented an update on the Patient-Centered Medical Home Learning Collaborative
 - Bo distributed a handout and gave an overview of the difference between today's medical care versus how to approach care with a medical home
 - The Learning Collaborative aims to work with 6-8 primary care practices to transform their practices to patient- centered medical homes.
- Pamela provided an update on the Primary Care Capacity Study that aims to answer three main questions:
 - What primary care resources do we currently have? What resources are we likely to need? How will the transition to a medical home impact the need for primary care resources?
 - The group aims to collect and analyze survey data by December 2009, analyze results by March 2010, write a report and work plan by June 2010, and present results to Health Action in July 2010.
- The Power Point presentation is available on the Health Action website: www.sonomahealthaction.org.

Closing Comments

Adjourn

The next meeting is scheduled for Friday, December 4, 2009, at the 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.