

# HEALTH ACTION

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**Meeting # 13**  
**Friday, September 11, 2009**

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

# TODAY'S MEETING OUTCOMES

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- **Receive Steering Committee Report**
- **Receive updates on progress of Health Action projects**
- **Identify ways Health Action members can support Health Action projects**


# **STEERING COMMITTEE REPORT**

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- Steering Committee candidates
- Membership selection process
- Advocacy and Endorsement process


# Steering Committee Nominees

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- Judy Coffey
  - Walter Collins
  - Nancy Dobbs
  - Suzy Marzalek
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# Membership Process

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- Review current membership and gaps in representation
  - Create list of potential new members to achieve desired diversity
  - Steering Committee selects pool of candidates from this list to invite to apply for membership
  - Steering Committee reviews applications and selects new members
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# Advocacy and Endorsements

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- **SmartMeal program**

Community Activity and Nutrition Coalition  
(Santa Rosa)

- **Worksite Wellness program**

Northern California Center for Well-Being  
(Countywide)


- **Healthy Food Outlet project**

Community Activity and Nutrition Coalition  
(Santa Rosa)



# HEALTH ACTION PROJECTS

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- **iWALK**
  - **iGROW**
  - **Food System Alliance**
  - **Medical Home learning collaborative**
  - Worksite wellness initiative
  - Healthy Students Initiative
  - Countywide Safe Routes to School
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# THE 4 PILLARS OF iWALK

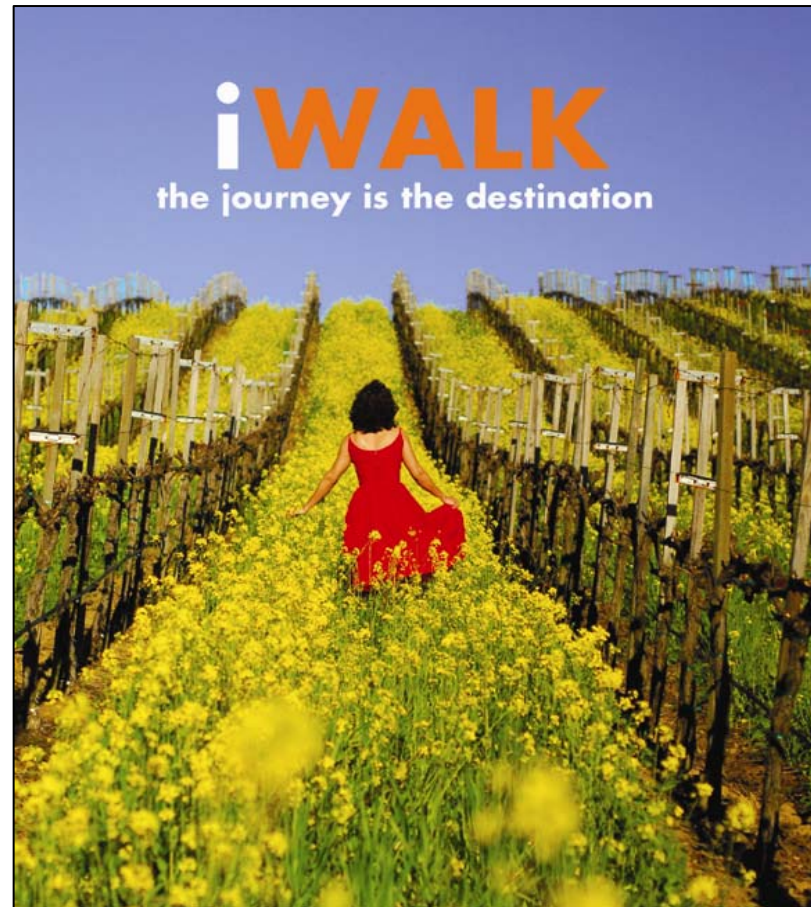
- General Community Engagement
- iWALK School Bus
- Employee Walking Groups
- Trails and Parks



# GENERAL COMMUNITY ENGAGEMENT

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- Utilize existing relationships
- June focus: Summer Fun and Fitness
- iWALK spot
- Community events



# iWALK SCHOOL BUS

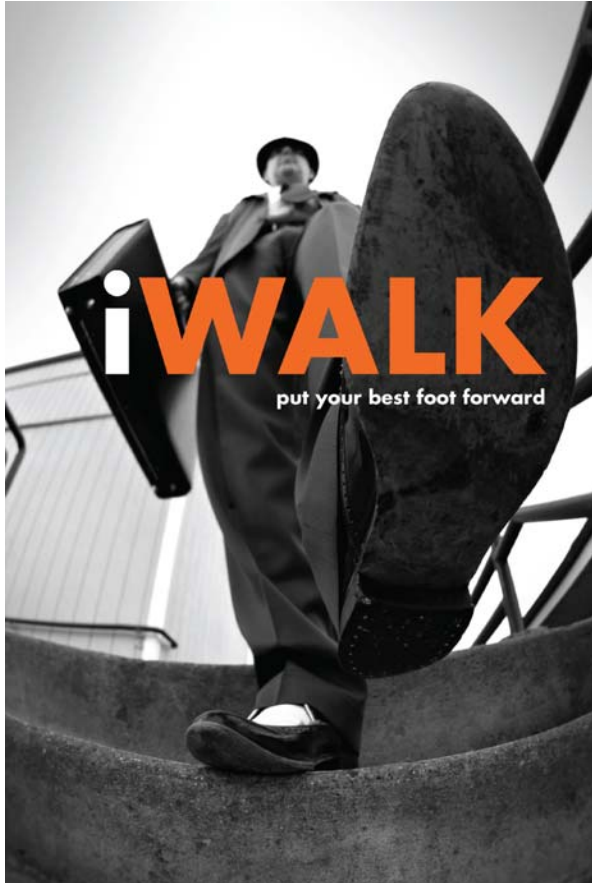
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- October launch
- Link to Walk & Roll Day
- Partner with schools
- Incentives



# EMPLOYEE WALKING GROUPS

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- Ongoing recruitment of employer walking groups
- Target business parks & employers with leadership buy-in
- January marketing focus: New Year's Resolutions
- Incentive for sustained participation

# TRAILS AND PARKS



- April marketing focus: Parks and Hiking
- Partner with County Parks promotion
- Utilize Open Space via LandPath docents

# Moving Forward.....



# GOALS

- Engage significant numbers of people as food gardeners in Sonoma County
- Increase number of food gardens in Sonoma County (“a food garden on every block”)
- Build skills in food garden design, maintenance, food production and processing
- Increase consumption of fresh, healthy food

**iGROW**  
**sonoma**



# KEY FEATURES

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- Builds on growing interest in community
- Provides easy access to information and resources
- Provides ongoing support

# Phase One: May - December 2009

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- Formalize partnerships with existing gardens and organizations
- Develop iGROW “Products and Services”
- Launch iGROW website
- Develop iGROW “Grow Your Own” pilot project



## Phase Two: Spring 2010 - ongoing

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- Launch **iGROW** with media events and promotion
- Launch “Grow Your Own” pilot program
- Develop expanded “Products and Services”
- Enhance website and resources
- Create learning community

# A Culture of Healthy Eating



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# **Sonoma County Food System Alliance**

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# **Transforming Primary Care in Sonoma County**

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# HEALTH ACTION

A 2020 VISION  
FOR SONOMA COUNTY