



Meeting # 14
MEETING SUMMARY

Dec. 4, 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:* **Bob Anderson**, United Winegrowers for Sonoma County; **Jan Bender**, Santa Rosa City Council; **Oscar Chavez**, Community Action Partnership Sonoma County; **Stan Cohen**, Sonoma City Council; **Mike Cohill**, Sutter Medical Center of Santa Rosa; **Terry Davis**, Summit State Bank; **Nancy Dobbs**, KRCB Television and Radio; **Brad Drexler**, Sonoma County Medical Association; **Jerry Dunn**, Sonoma County Human Services Department; Dr. **Bo Greaves**, Sutter Medical Group of the Redwoods; **Sarah Glade-Gurney**, Sebastopol City Council; **Judy House**, PsychStrategies; **Pat Kilkenny**, Kilkenny Advisors; **Kevin Klockenga**, St. Joseph Health System; **Mary Maddux-Gonzalez**, Sonoma County dept. of Health Services; **Suzy Marzalek**, Community Volunteer; **David Rabbitt**, Petaluma City Council; **Carol Russell**, Cloverdale City Council; **Lisa Wittke Schaffner**, Sonoma County Alliance; **Ben Stone**, Economic Development board; **Mary Szcsey**, West County Health Centers; **Lee Turner**, Community Baptist Church.

Welcome and Introductions

- Supervisor Shirlee Zane and Rita Scardaci welcomed Health Action members.
- The group acknowledged Health Action members who are not continuing for the next term with a bouquet of edible greens and a recipe from Shirlee. The group thanked Andrew McGuire, Brad Drexler, Stanley Cohen, and Jerry Dunn for their service.
- The group also recognized Pat Kilkenny for his help developing Health Action's Financing Strategy. He was also awarded a bouquet of edible greens.
- Rita shared how to access the DHS position paper on National Health Care Reform, www.sonoma-county.org/board/agenda.htm (copy of Sonoma County Health Care Reform Board Item), <http://itup.org> (comparison of current health care proposals prepared by the Insure the Uninsured Project is on file with the Clerk of the Board), and <http://healthreform.kff.org> (Kaiser Family Foundation).
- Rita also shared an update on the H1N1 virus. H1N1 remains in the community and Sonoma County continues to have hospitalizations from the virus. The county has done a good job at partnering with the community clinics and the vaccine is flowing to the priority groups. It is important to remain vigilant.

Steering Committee Report

- New Steering Committee members. Jane congratulated the 4 new Steering Committee members who were elected via the email ballot: Judy Coffey, Walter Collins, Nancy Dobbs, and Suzy Marzalek. New members will attend a new member orientation in February, 2010, and will attend their first meeting in March, 2010.
- New Health Action members. Jane announced the new Health Action members:
 - **Eunice Valentine**, Executive Director, Volunteer Center of Sonoma County
 - **Alena Wall**, Executive Director, Northern California Center for Well-Being
 - **Don Chigazola**, Director, Medtronic CardioVascular

- **Bill Shrader**, President, Exchange Bank
- **Willie Tamayo**, former Vice President, La Tortilla Factory
- **Herman Hernandez**, Real Estate Broker, Guerneville
- **Walter Mills**, MD, Assistant Chief Family Medicine Services at SR Kaiser Medical Center
- The Steering Committee will also request that each city/town mayor identify a city council representative on Health Action. We hope to have continuity with existing members to the extent possible, but will also welcome any new city council members that are assigned to Health Action.
- 2010 Health Action meeting schedules are included in the packets. Please mark your calendars. The Steering Committee is still deciding on a meeting date and will send it out to the group.
- Next Steps for 2010. The Steering Committee anticipates devoting its attention to continuing to oversee project implementation, developing mechanisms for tracking and reporting progress and thus effectiveness, launching an integrated community engagement plan, and developing funds to support Health Action and its initiatives.

Implementation Updates

- Ellen provided an overview of Health Action progress over time, as well as brief updates on the 7 projects. A few specifics include:
 - The iWALK School Bus launched in collaboration with Walk and Roll to School Day on October 7, 2009.
 - The Food Systems Alliance launched in October with its first stakeholder meeting.
 - iGROW is planning on launching in January.
 - Patient Centered Medical Home Learning Collaborative will run from March, 2010, to December, 2010. They are currently recruiting 8-12 practices.
 - Healthy Students Initiative (HIS): DHS recently submitted a \$3 million stimulus grant that would fund HIS.
- Health Action members made comments and asked questions.
- Ellen's Power Point presentation will be posted on the Health Action website www.sonomahealthaction.org.

Community Engagement Strategy

- Initial community feedback indicate that Health Action's vision and projects are well-received, but the projects will have more lasting impact if people at all levels are involved to change personal behavior and improve neighborhood and communities.
- Work has begun to develop an integrated Community Engagement strategy.
- Over the past few months, staff and consultants have worked on developing integrated messages, materials and an enhanced website. Health Action staff anticipate that these will be completed by the end of January.
- The Community Engagement Strategy Team also explored a more neighborhood-based, grassroots engagement strategy plan.
- Nancy and Oscar presented on an initial plan to engage the community on a neighborhood level in 6 pilot areas:
 - 4 St. Joseph/ HEAL Areas: Sonoma Valley, Rohnert Park, Petaluma, and West Santa Rosa/Roseland.
 - 2 new pilot areas: Windsor and West County/ Russian River.
- Nancy and Oscar described the pilot areas and gave examples of local attributes and assets, and outlined projected outcomes.
- Health Action members made comments and asked questions.
- Health Action members voted to support the Community Engagement Plan.

- Oscar and Nancy's presentation will be posted on the Health Action website www.sonomahealthaction.org.

Health Action Evaluation: Interim Findings

- Liz Schwarte and Mariah Lafleur presented the results from the stakeholder survey as Step 2 of the process evaluation by Samuels and Associates.
 - Step 1- Health Action and each of the work groups created logic models.
 - Step 2- Stakeholder survey to understand experiences.
- Samuels and Associates interview 19 individuals (12 Health Action members, 5 work group members, and 2 community members) about their involvement in Health Action, thoughts about community awareness, community engagement, and impact of Health Action, and Health Action's successes, challenges, and future priorities.
- Health Action Members asked questions and made comments.
- Liz and Mariah's presentation will be posted on the Health Action website www.sonomahealthaction.org.

Public Comment

Adjourn

The next meeting is scheduled for March 5, 2010 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.