



# Health Action of Sonoma County: Evaluation Findings

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*Presented by:*

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# Methodology

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- Logic Modeling
  - Created logic models for HA overall and individual workgroups
- Stakeholder Surveys
  - Confidential phone interviews, ~30 min. in length
  - Conducted with 19 individuals
    - 12 HA members
    - 5 HA workgroup members
    - 2 other community members
  - Questions around involvement, impressions, awareness, successes, challenges, future priorities of HA



# Findings: Member involvement and commitment

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- Involvement with Health Action (HA)
  - Majority of interviewees directly invited to participate, a few heard about HA through personal/work contacts
  - Half of respondents involved in multiple committees, councils, workgroups
- Reason for Commitment to HA
  - Would like to improve access to/quality of health care in Sonoma County
  - Motivated by diverse group working on initiative
  - Agree with HA's holistic approach to prevention

*"I think having a community wide diverse council that has spent time studying the issues and putting forward a progressive plan for health in our community is great. No one organization can do it, you need community partners; through [HA's] research and partnerships, they have a good chance of succeeding."*



# Findings: Community awareness

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- Sonoma County residents' awareness of HA
  - Half stated community overall not yet aware of HA
  - Some thought those involved in iWALK very aware
  - A few stated those involved in health care and local organizations largely aware
  - A few stated whole community aware due to good news coverage



# Findings: Community engagement

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- To improve community awareness & engagement, most interviewees mentioned increasing PR/public promotion of HA
- Methods discussed to increase promotion:
  - Focused marketing campaign, consistent & persistent messaging
  - Target kids/youth and local businesses
  - Collaborate with other entities that have contact with the public
  - Outreach specifically to target audiences
  - Increase grassroots community and neighborhood organizing



# Findings: Impact of HA

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- Most respondents believe HA will have a very positive impact on Sonoma County and specifically mentioned:
  - Healthier food in the community
  - Improved focus on physical activity and nutrition
  - Healthier worksites
  - Improved availability of a medical home
  - Increased insurance coverage
  - Focus of health care will move to prevention strategies
  - Less diabetes, obesity and chronic disease overall

*“Assuming we are successful, I think it could have a profound impact. The potential is there for increasing the average activity level of county citizens, increasing awareness and access and availability to healthy foods and there is potential to truly improve the access to prevention oriented primary care.”*



## Findings: Improved capacity

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- HA has influenced members' thinking
- Deepened commitment
- Personal education and increased awareness
  - Health care systems
  - Public health
- HA: Something "to hang the work on"
- Opportunities to connect, network, leverage

*"I have been empowered to speak about how poverty is a determinant of health and how all aspects of your life contribute to having optimal health. Our organization is focusing more on health advocacy because of it, not only those we serve but our own employees."*



## Findings: HA's successes thus far

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- The majority believe HA's greatest accomplishment has been involving and maintaining the interest of a diverse group of community leaders and representatives
- Other successes mentioned:
  - iWalk activities and participation
  - Overall organization/preparation thus far
  - Identified priorities and 2020 Vision
  - HA's presence in the community
  - Clever imaging and marketing of programs



## Findings: Challenges for HA

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- Lack of funding and staffing resources
- Changing residents health practices/behaviors
- Difficult to mobilize and engage residents
- Larger systemic challenges in the health care system
- Health not always a priority in tough economy

*“One of the greatest challenges is to mobilize and engage residents, to really take responsibility to improve their own communities. . . Also the big black cloud of the fiscal crisis makes everything more challenging. It makes everything more difficult with less resources.”*



# Findings: Future Priorities

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- Wide range of priorities identified:
  - Identify and apply for continued funding
  - Keep existing HA members engaged
  - Establish HA's name in community
  - Focus on achieving small success to maintain momentum
  - Work with youth where the most change can be affected
  - Continue to accommodate all diverse members on HA team
  - Focus on iWALK, iGROW and Prevention Focus Primary Care
  - Engage and represent the Latino community in the county
  - Try to expand successful programs to other counties



# Findings: How will you know HA has been successful?

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- Interviewees identified a range of expected outcomes of HA's work
  - HA's strategies fully implemented
  - Improved access to health care
  - Healthier work environments
  - Breadth and depth of participation in HA activities
  - Individuals eating healthier foods, exercising more
  - Overall improved population health
  - Obesity reduction



# Findings: Five Year Vision for Health Action

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- Most believe HA will continue:
  - Interventions will be integrated and established in the community
  - Broader representation of the population in HA
  - Individuals and communities will have embraced HA concepts

*"There will be real projects with residents and neighborhoods implementing and living the iWALK and iGROW concepts. I see HA planting and nurturing those seeds in a handful of communities where you really begin to see people changing their habits."*



# Findings: Sustaining Health Action's Work

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- Ongoing funding
- Infrastructure, staffing, broad-based leadership
- Community engagement
- Keep "doing"!

*"I started with a two-year commitment to Health Action and now I have a lifetime commitment."*

*"The leadership group of HA is very strong and committed, but I also think it could be integrated into more organizations and that more businesses could be involved."*



# Conclusions

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- HA has successfully built a foundation for implementing key strategies
- Members are increasing their knowledge capacity and are engaged in HA's agenda
- Members have a positive view of HA's future impact
- Sustainability will depend upon securing further support and funding and sustaining member involvement



# Contact Information

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