



A 2020 Vision for Sonoma County

By the year 2020, we envision that Sonoma County will be the healthiest county in California... It will be a healthy place to live, work, and play... a place where people are healthier, more productive, and better able to achieve their life potential.

Health Action was convened in October 2007 to create the leadership and focus necessary to achieve such a vision for Sonoma County. Health Action has created **A 2020 Vision for Sonoma County** to help build consensus around a community vision for a healthy Sonoma County and to provide a framework for specific health improvement interventions that are most likely to improve health status in Sonoma County.

Steps to a healthy Sonoma County

Address Key Social and Environmental Determinants of Health

- Increase educational attainment and economic opportunities for all residents.
- Increase parental education and ability to provide safe, nurturing family environments for children.
- Assure that community design and policy decisions create environments to support healthy living.

Support Healthy Lifestyles

- Improve healthy eating and physical activity of all residents to prevent obesity, diabetes, and other conditions that decrease the quality and years of healthy life.
- Increase number of residents who are free from dependence on alcohol, tobacco and other drugs.
- Increase number of residents who get help for depression, anxiety and other mental illness when they need it.
- Reduce unintentional injuries.

Assure Access to Health Care Services

- Connect all residents with an ongoing and trusted source of primary care that will encourage and support healthy living through a partnership between medical providers and patients that focuses on preventive care.
- Advocate for universal access to health care.

How do we get there?.....

Implementing Health Action's 2020 Vision: Guiding Principles

The following principles are intended to guide the development and implementation of an effective action agenda for Health Action's 2020 Vision for Sonoma County.

Recognize that health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity: Our efforts must embrace the multiple determinants of health and support the health and healthy development for people of all ages over the lifespan. This includes nurturing vital connections between community members to reduce stigma and isolation.

Maximize impact by focusing on prevention and primary care: Taking action to avoid or remove the root causes of health problems will help us focus our efforts and resources “upstream” where they have the greatest potential for community health promotion and improvement.

Identify and build partnerships: The entire community shares responsibility for improving the health and health care of Sonoma County. Long-term improvements in community health will require the involvement of individuals, employers, local government, health care providers, health insurers, community-based organizations, schools, faith community, and others.

Promote evidence-based interventions and evaluation: We base our interventions on what has been proven to work. Health Action is designed to promote best practices known to improve health, based upon the best available scientific evidence. For each health improvement priority, we will create a series of benchmarks for measuring and tracking improvements in the health of the county.

Prioritize populations in greatest need: Many health problems are experienced in varying degrees among people in different neighborhoods, income levels, age groups, and racial/ethnic groups. Recognizing that some communities and populations are in greater need of public health and health care services than others, Health Action prioritizes its efforts where there is greatest potential to increase quality and years of healthy life and eliminate health disparities.

Address policy barriers: A wide range of community and health care system conditions are barriers to health, health care access, and optimal use of preventive services. To address those, Health Action provides a framework for a local, state, and federal policy agenda with legislative, regulatory, and administrative proposals to improve health.

Identify adequate and sustainable resources for community health improvement: A dedicated and sustainable effort toward community health improvement will require a paradigm shift in how health system resources are invested. Stable funding for health improvement initiatives are needed to support lasting, systemic changes that can address the broad determinants of health. Health Action provides leadership to identify strategies and mechanisms for meaningful and sustainable investments in community health promotion and improvement.

First Steps: Health Action's Priorities for Action

We're starting with the basics.....

To facilitate focused and effective local action, **Health Action** is organizing its initial health improvement efforts around the following first steps:

- 1. Improving healthy eating and physical activity** among all residents to prevent obesity, diabetes, and other health conditions that decrease the quality and years of healthy life.
- 2. Connecting all residents with an ongoing and trusted source of primary care** that will encourage and support healthy living through a partnership between medical providers and patients that focuses on preventive care.

Based on the premise that the entire community shares responsibility for improving the health and health care of Sonoma County, Health Action:

- Engages all sectors of the community to examine local conditions and to develop action plans most likely to improve health status.
- Identifies and acts on opportunities to address contributing factors and disparities in health and health care.
- Mobilizes community partners to implement strategies and evaluate results.

In doing so, Health Action will be sustained and strengthened as a vehicle for positive change in the community health and health care delivery systems in Sonoma County.

Health Action calls upon all Sonoma County residents – individuals and families, employers, local governments, health care providers, community organizations and others – to take steps toward a healthier Sonoma County.