



# Working Together for a Healthy Sonoma County

Report to the Community

April 2010

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

## Health Action Members (as of April 2010)

|                       |  |
|-----------------------|--|
| Bob Anderson          | United Winegrowers for Sonoma County                                     |
| Jane Bender           | Santa Rosa City Council  |
| Efren Carrillo        | Sonoma County Board of Supervisors                                       |
| Tom Chambers          | Healdsburg City Council  |
| Oscar Chavez          | Community Action Partnership Sonoma County                               |
| Don Chigazola         | Medtronic Cardio Vascular  |
| Judy Coffey           | Kaiser Permanente  |
| Mike Cohill           | Sutter Medical Center of Santa Rosa                                      |
| Walter Collins        | United Way of the Wine Country   |
| Terry Davis           | Summit State Bank  |
| Nancy Dobbs           | KRCB Television and Radio  |
| Jerry Dunn            | Sonoma County Human Services Department                                  |
| Naomi Fuchs           | Santa Rosa Community Health Centers                                      |
| Bo Greaves            | Sutter Medical Group of the Redwoods                                     |
| Sarah Glade Gurney    | Sebastopol City Council  |
| Susan Harvey          | Cotati City Council  |
| Herman Hernandez      | Real Estate Broker   |
| Judy House            | Psych Strategies   |
| Pat Kilkenny          | Kilkenny Advisors  |
| Kevin Klockenga       | St. Joseph Health System – Sonoma County                                 |
| Mary Maddux-Gonzalez  | Sonoma County Department of Health Services                              |
| Suzy Marzalek         | Community Volunteer  |
| Walter Mills          | Kaiser Permanente and Santa Rosa Family<br>Medicine Residency Consortium |
| Cynthia Murray        | North Bay Leadership Council   |
| David Rabbitt         | Petaluma City Council  |
| Carol Russell         | Cloverdale City Council  |
| Rita Scardaci         | Sonoma County Department of Health Services                              |
| Lisa Wittke Schaffner | Sonoma County Alliance   |
| Cheryl Scholar        | Windsor Town Council   |
| Bill Schrader         | Exchange Bank  |
| Ben Stone             | Sonoma County Economic Development Board                                 |
| Mary Szecsey          | West County Health Centers   |
| Willie Tamayo         | La Tortilla Factory  |
| Lee Turner            | Community Baptist Church   |
| Eunice Valentine      | Volunteer Center of Sonoma County  |
| Alena Wall            | Northern California Center for Well Being                                |
| Carl Wong             | Sonoma County Office of Education  |
| Shirlee Zane          | Sonoma County Board of Supervisors                                       |

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*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 thrive and achieve their life potential.*

## Executive Summary

Health Action is a partnership of community leaders, organizations and individuals committed to improving the health of all Sonoma County residents. Health Action is working together with individuals and families, schools, employers, health care providers, local governments and others to create a healthier community through collective action. In November 2008, Health Action created an Action Plan to identify priority health issues and to develop local approaches to improve the health of the community. The Action Plan included the following components:

- ▶ A vision for a healthy Sonoma County and 10 specific goals to achieve that vision by 2020.
- ▶ *Priorities for Action*, first steps for focused and effective local action to 1) strengthen and support a culture of healthy, active living; 2) increase consumption of healthy food; 3) increase physical activity; and 4) connect all residents to a trusted source of prevention-focused primary health care.
- ▶ Strategies to obtain sustainable resources for prevention-focused investments in community health.

For each of its goals, Health Action identified specific indicators and set ambitious targets to align community efforts and help track progress. This *Report to the Community* provides a summary of progress made on these goals and indicators. The data presented in this report show that while progress is being made in some areas, there is significant work to be done.

Health Action created its *Priorities for Action* as first steps for focused and effective local action. This report summarizes the activities and accomplishments related to the implementation of its seven (7) initial health improvement projects: iWALK, iGROW, Food System Alliance, Patient-Centered Medical Home Learning Collaborative, Healthy Students Initiative, Safe Routes to School, and a Worksite Wellness Initiative. As of March 2010, the first 4 projects have been officially launched in the community. The remaining 3 projects are under development and will be launched as resources become available.

This *Report to the Community* also provides examples of the ways that many community organizations and individuals are working together on initiatives that advance Health Action's 2020 Vision and action agenda. Health Action will continue to stimulate and support steps that individuals, health care providers, businesses, and community organizations are taking help reach our ambitious goals by 2020.

Moving forward, Health Action will focus its energy in the following areas:

- ▶ Continue to expand relationships and community partnerships;
- ▶ Continue to engage the community and build capacity of neighborhood residents and organizations to lead efforts to improve the health and sustainability of their neighborhoods and the broader community;
- ▶ Track and report progress in order to keep the community engaged and focused on our vision and goals; and,
- ▶ Continue to develop funds and resources to support Health Action and its community health improvement initiatives.

Please visit [www.sonomahealthaction.org](http://www.sonomahealthaction.org) to find out how you or your organization can get involved.

# Overview of Health Action

## What is Health Action?

Health Action is a partnership of community leaders, organizations and individuals committed to improving the health of all Sonoma County residents. In November 2008, Health Action created an Action Plan to identify priority health issues and to develop local approaches to improve the health of the community. To achieve its ambitious goals, Health Action is working together with individuals and families, schools, employers, health care providers, local governments and others to create a healthier community through collective action.

## Action Plan

Since its inception in 2007, Health Action assessed data on health issues impacting Sonoma County, created a shared vision for community health improvement that is based on the multiple determinants of health, developed criteria for focusing its efforts, developed an initial set of health improvement strategies, received input on these strategies from the community, and has begun the process of implementing specific projects beginning in the spring of 2009.

In December 2008, the Board accepted Health Action's *2020 Vision for Sonoma County: Action Plan (2009-2012)* with the following components:

- ▶ A vision for a healthy Sonoma County and 10 specific goals to achieve that vision by 2020.
- ▶ *Priorities for Action*, first steps for focused and effective local action to 1) strengthen and support a culture of healthy, active living; 2) increase consumption of healthy food; 3) increase physical activity; and 4) connect all residents to a trusted source of prevention-focused primary health care.
- ▶ Strategies to obtain sustainable resources for prevention-focused investments in community health.

Please visit [www.sonomahealthaction.org](http://www.sonomahealthaction.org) for a copy of the *2020 Vision for Sonoma County: Action Plan (2009-2012)*.

## Guiding Principles

The following principles were established by Health Action to guide the development and implementation of an effective action agenda for its 2020 Vision.

- ▶ **Recognize that health is a state of 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 health and health care in 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 and therefore have the most to gain from 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 is needed to support lasting, systemic changes that can address the broad determinants of health. Health Action provides leadership to identify strategies and mechanisms for sustainable investments in community health promotion and improvement.

## Health Action's 2020 Vision

By the year 2020, Health Action envisions 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 thrive and achieve their life potential.

To move aggressively in this direction, Health Action drew upon existing research to identify the following

10 health goals that would significantly contribute to improved health status in Sonoma County.

**By the year 2020,** Health Action envisions the following:

- Sonoma County youth graduate from high-school on time
- Sonoma County families have the economic resources to make ends meet
- Sonoma County residents are connected to their communities and participate in community life
- Sonoma County residents eat healthy food
- Sonoma County residents are physically active
- Sonoma County residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs
- Sonoma County residents enjoy good mental health
- Sonoma County residents take steps to prevent injury
- Sonoma County residents have health care coverage
- Sonoma County residents are connected with a trusted source of prevention-focused primary care

## Measuring Progress

For each of its goals, Health Action identified specific indicators and set ambitious targets to align community efforts and help track progress.

Table 1 provides a summary of these indicators, showing progress made in 5 of the 21 indicators. Figures 1-13 show trends for those indicators where multiple years of data are available.



**Table 1: 2020 Vision for Sonoma County: Goals, Targets and Progress**

| Goals  | Indicator   | 2020 Target | Baseline 2008 | Status 2010 | Progress |
|--|---|-------------|---------------|-------------|----------|
| Sonoma County youth graduate from high school  | Increase the proportion of 9th graders that graduate from high school 4 years later   | 90%         | 72%           | 75.7%       | =        |
|  | Increase proportion of Sonoma County 4th graders that are proficient or advanced in English language arts                               | 90%         | 61%           | 66%         | ++       |
| Sonoma County families have the economic resources to make ends meet                                       | Increase the proportion of Sonoma County residents that live in households above 300% of the federal poverty level                      | 75%         | 61%           | 60%         | =        |
|  | Decrease the proportion of renters who spend 30% or more of household income on rent  | 25%         | 52%           | 54.3%       | =        |
| Sonoma County residents are connected to their communities and participate in community life               | Increase the percent of eligible voters that are registered to vote   | 90%         | 71%           | 76%         | =        |
| Sonoma County residents eat healthy food   | Increase proportion of Sonoma County residents who eat 5 or more fruits and vegetables per day  | 75%         | 56% (adults)  | *           | NA       |
|  | Decrease the proportion of Sonoma County adults that are obese  | 15%         | 24%           | 28%         | —        |
| Sonoma County residents are physically active  | Increase the proportion of Sonoma County adults who engage regularly, preferably daily, in moderate or vigorous activity.               | 50%         | 38%           | 39.1%       | =        |
|  | Increase proportion of 7th graders that achieve the Healthy Fitness Zone for all 6 areas of the annual California Physical Fitness Test | 75%         | 35%           | 34.8%       | =        |
|  | Increase the proportion of adolescents and children who walked, biked, or skated to or from school in the past week                     | 50%         | 22%           | *           | NA       |
| Sonoma County residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs | Increase the proportion of adolescents (12-17 years) not using alcohol or any illicit drug during the past 30 days                      | 90%         | 55%           | 60%         | NA       |
|  | Reduce the proportion of adults binge drinking alcoholic beverages during the past 30 days  | 6%          | 20%           | *           | NA       |
|  | Decrease the proportion of adults smoking a cigarette in the past 30 days   | 10%         | 13%           | 11.5%       | ++       |
| Sonoma County residents enjoy good mental health   | Increase the proportion of adults who report needing help for mental/emotional problems who saw a mental health professional            | 75%         | 50%           | *           | NA       |
|  | Eliminate suicide deaths for Sonoma County youth ages 10-24 (annual number)   | 0           | 6             | 9           | =        |
| Sonoma County residents take steps to prevent injury   | Reduce rate of deaths due to motor vehicle collisions (deaths per 100,000)  | 9.2         | 11.7          | 10.8        | ++       |
|  | Reduce rate of pedestrian deaths (per 100,000)  | 1           | 1.4           | 1.2         | =        |
|  | Reduce rate of hip fractures for women ages 65+ (hospitalizations per 100,000)  | 416         | 811           | 783.2       | ++       |
| Sonoma County residents have health care coverage  | Increase the proportion of persons under age 65 with health insurance   | 100%        | 85%           | 86%         | ++       |
| Sonoma County residents are connected with a trusted source of prevention-focused primary care             | Increase the proportion of Sonoma County residents with a usual source of care  | 96%         | 92.3%         | *           | NA       |
|  | Increase proportion of Sonoma County children who have had a dental visit in the past year  | 90%         | 83%           | 84%         | NA       |

\* No new data available

++ = progress made

— = Trend in wrong direction

= = Equivalent to baseline

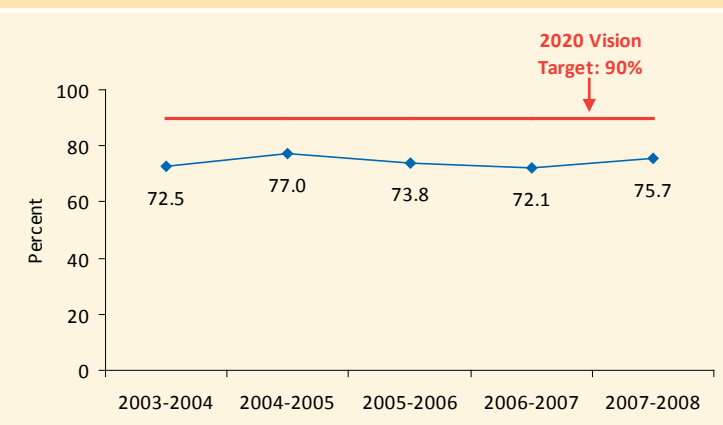
NA = Not Available

Data sources for Health Action’s 2020 Vision indicators is shown in Appendix A.

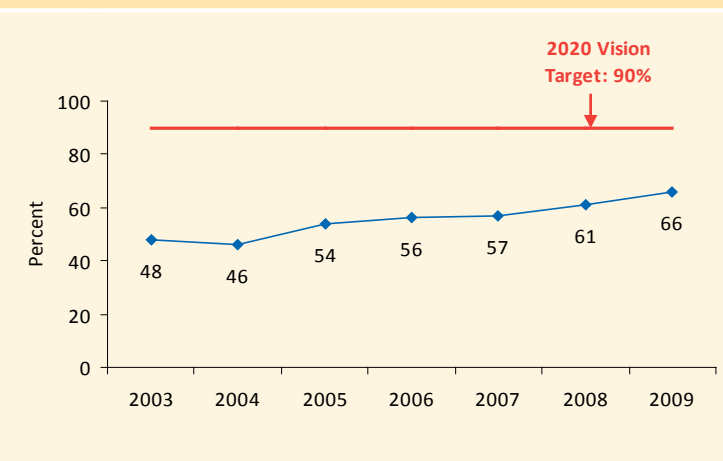
These data show that while progress is being made in some areas, there is significant work to be done. Findings include:

1. **Getting students through high school remains a challenge in Sonoma County.** The percent of 9th grade students who graduate from high school 4 years later is far below the 2020 target of 90% (see Figure 1).
2. **More 4th graders are proficient in English language arts.** The percent of 4th graders proficient in English language arts shows a steady increase over the years, with the most recent data showing that 66% of 4th graders are proficient or advanced (see Figure 2).
3. **Many families still struggle to make ends meet.** The percentage of households living below 300% of poverty and spending more than 30% of income on rent remains relatively unchanged in recent years and below the 2020 targets set by Health Action (see Figures 3 and 4).
4. **The rate of obesity shows an alarming increase in Sonoma County.** Following national and state trends, the percentage of obese adults in Sonoma County has climbed sharply over the past years to 28% in 2007 (see Figure 5). Health Action has identified the significant and growing health problems caused by unhealthy eating and sedentary lifestyles (such as obesity and diabetes) as a priority in the coming years (see discussion on these Priorities for Action below).
5. **Sonoma County youth are not meeting state fitness goals.** Only about one-third of Sonoma County 7th graders achieve the Healthy Fitness Zone for all areas of the California fitness test (see Figure 6). Health Action envisions that 75% of Sonoma County students will reach these fitness goals and has proposed specific strategies to increase physical activity for youth and adults in its Priorities for Action.

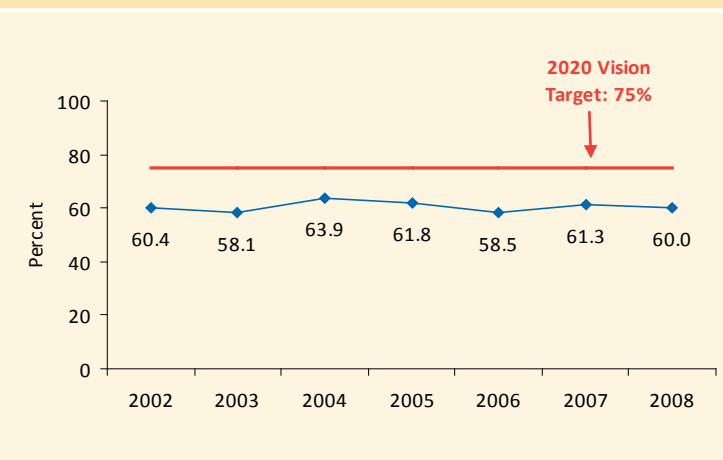
**Figure 1** Percent of Sonoma County 9th graders that graduate from high school 4 years later, 2004-2008.



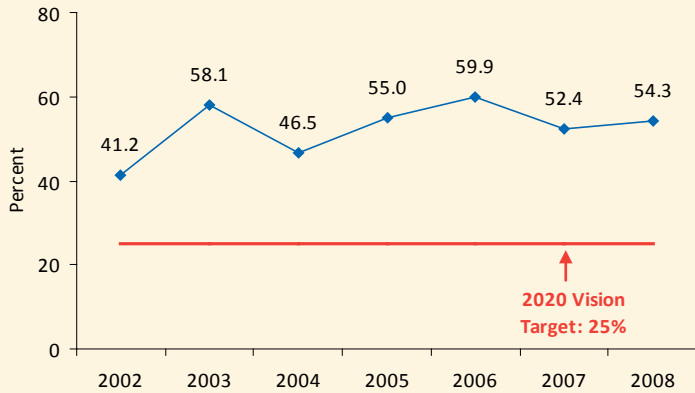
**Figure 2** Percent of Sonoma County 4th graders that are proficient or advanced in English language arts, 2003-2009.



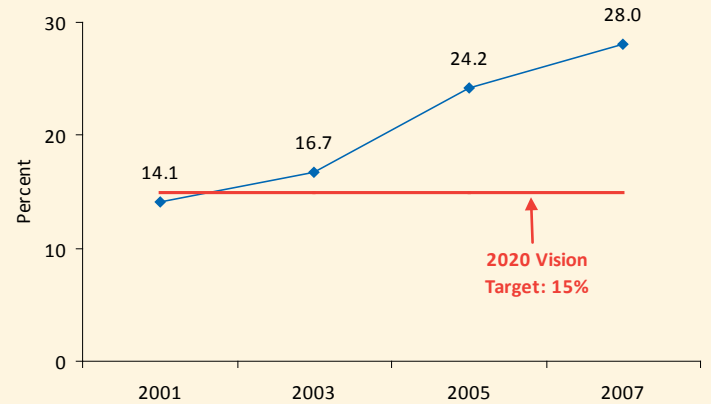
**Figure 3** Percent of the population that live in households above 300% Federal Poverty Level, Sonoma County 2002-2008.



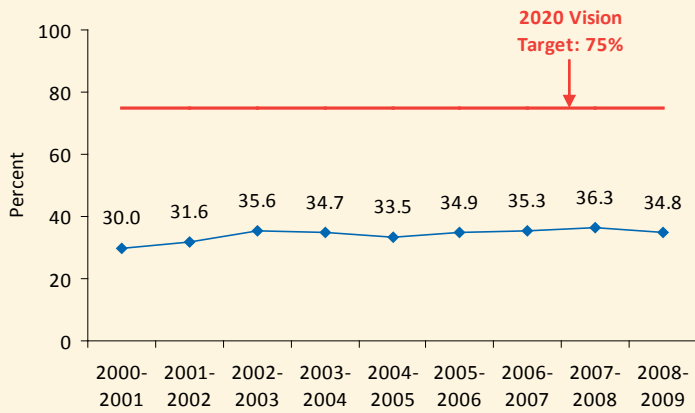
**Figure 4** Percent of Sonoma County renters that spend 30% or more of household income on rent, 2002-2008.



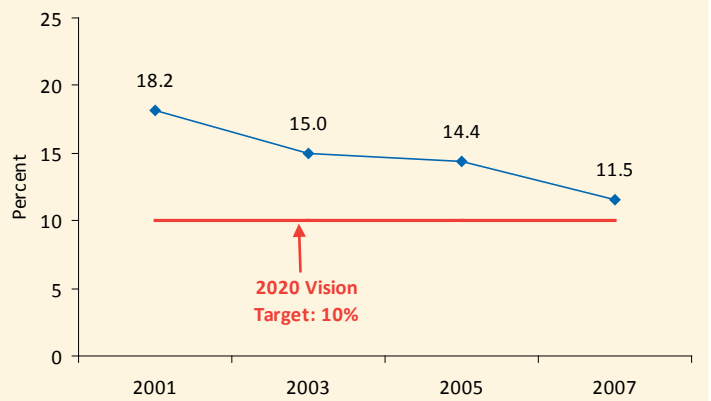
**Figure 5** Percent of Sonoma County adults that report being obese, 2001-2007.



**Figure 6** Percent of Sonoma County 7th graders that achieve the Healthy Fitness Zone for all areas of CA fitness test, 2000-2009.



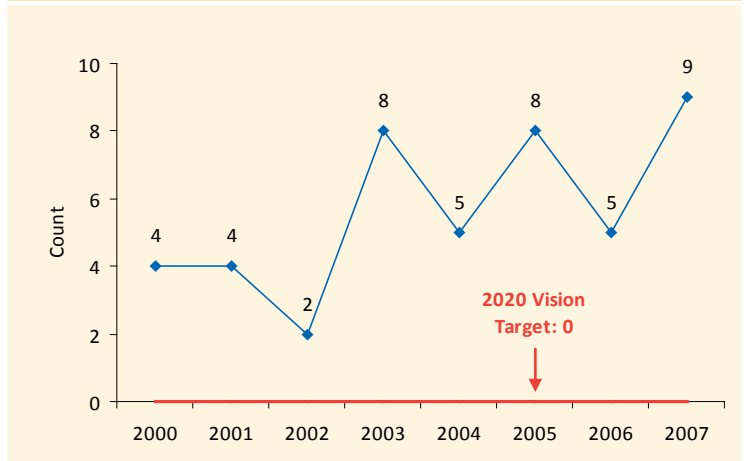
**Figure 7** Percent of Sonoma County adults who report being current smokers, 2001-2007.



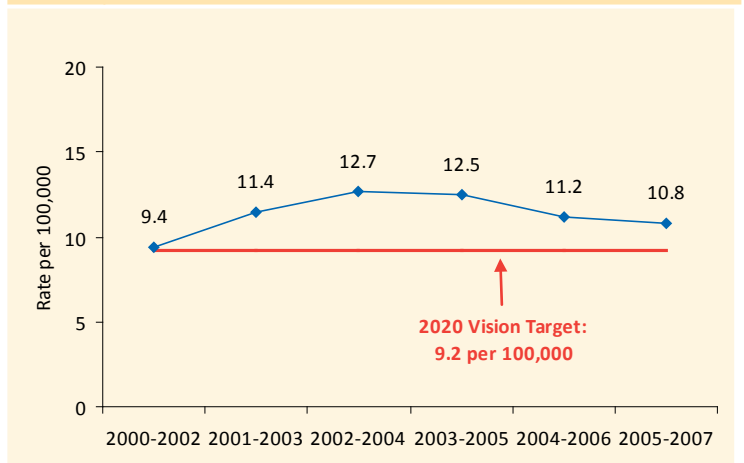
*Only about one-third of Sonoma County 7<sup>th</sup> graders achieve the Healthy Fitness Zone for all areas of the California fitness test.*

6. **Cigarette smoking continues to decline in Sonoma County.** Sonoma County has made significant gains over the past 10 years in reducing the percent of adults who report being current smokers (see Figure 7). The most recent data show that 11.5% of adults report being smokers, which is close to Health Action’s 2020 target of 10%.
7. **Youth suicide remains a problem of concern.** Health Action determined that any youth suicide is unacceptable and that the community must take steps to prevent youth suicide deaths. While the reported deaths appear few and fluctuate from year to year (see Figure 8), the community must assure that Sonoma County youth have the services and support needed to prevent future deaths.
8. **Reduced rates of motor vehicle deaths and hip fractures.** Sonoma County showed some reductions in these injury indicators, while no significant change in the rate of pedestrian deaths. All 3 of these indicators remain above the 2020 targets set by Health Action (see Figures 9, 10, and 11).
9. **Gradual increase in percent of residents with health insurance.** While Health Action envisions a community where all residents have health insurance, most recent data show that the percent insured remains below this 2020 target. Gradual increases in the percent of Sonoma County residents less than 65 years of age with insurance are seen in Figure 12, with 86% reporting health insurance in 2007.
10. **Sonoma County needs to assure that all residents are connected with an ongoing source of health care.** Improving access to prevention-focused primary care depends in part on ensuring that people have a usual source of care (i.e., a place to go when sick or in need of health advice). The most recent data for Sonoma County show that 92.3% of all residents report having a usual source of care (not an emergency room).

**Figure 8** Number of deaths from suicide to Sonoma County residents ages 10-24, 2000-2007.



**Figure 9** Death rate from motor vehicle collisions, three year moving averages, Sonoma County 2000-2007.



**Figure 10** Pedestrian death rate, three year moving averages, Sonoma County 2000-2007.

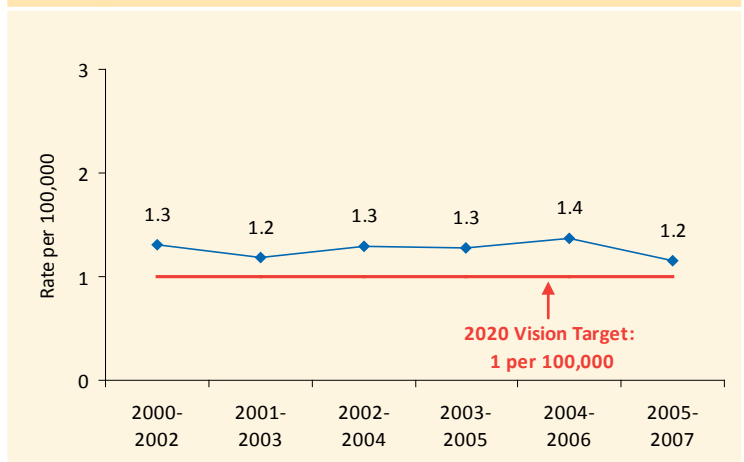


Figure 11 Hospitalization rate from hip fractures, females 65+ years, three year moving averages, Sonoma County 2000-2007.

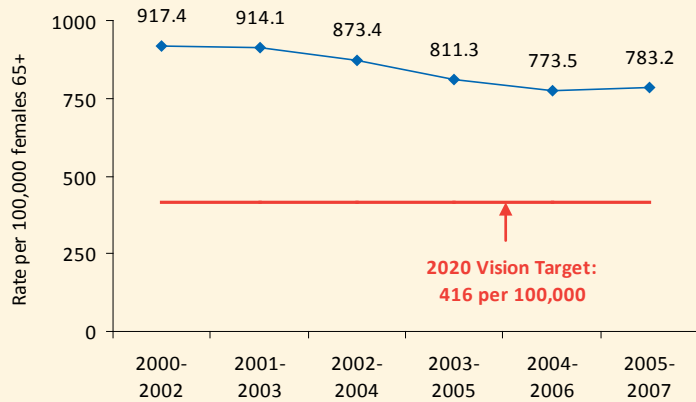


Figure 12 Percent of Sonoma County residents less than 65 years of age with health insurance, 2000-2007.

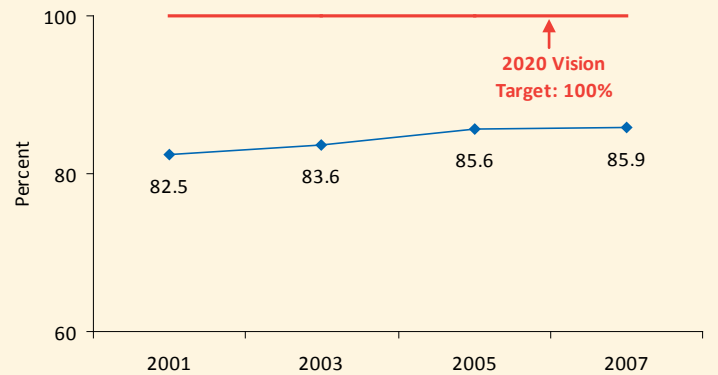
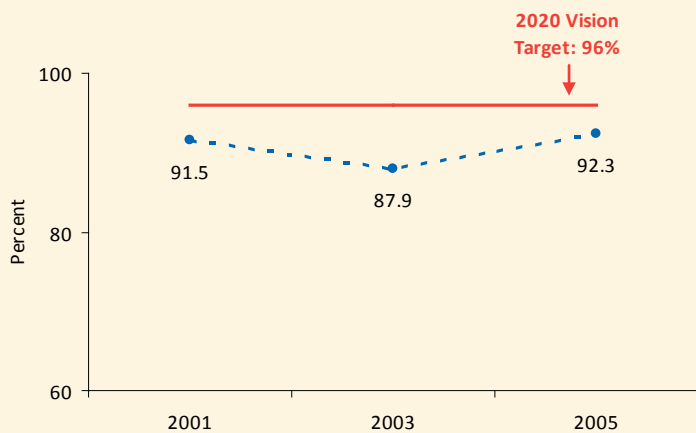


Figure 13 Percent of Sonoma County residents with a usual source of care, 2001-2005.



*Improving access to prevention-focused primary care depends in part on ensuring that people have a usual source of care.*

## Priorities for Action: Key Activities and Accomplishments

Health Action created its Priorities for Action as first steps for focused and effective local action to increase consumption of healthy food, increase physical activity, connect all residents to a trusted source of prevention-focused primary health care, and strengthen and support a culture of healthy, active living in Sonoma County. Figure 14 presents a visual representation of the proposed goals, objectives and expected outcomes of Health Action's Priorities for Action.

In May 2009, the Board of Supervisors accepted Health Action's recommendations for seven (7) initial health improvement projects: iWALK, iGROW, Food System Alliance, Patient-Centered Medical Home Learning Collaborative, Healthy Students Initiative, Safe Routes to School, and a Worksite Wellness Initiative. As of March 2010, the first 4 projects have been officially launched in the community. The remaining 3 projects are under development and will be launched as resources become available.



The following section presents a summary of Health Action's key activities and accomplishments since its inception in 2007 through 2009.

### Increase consumption of healthy food

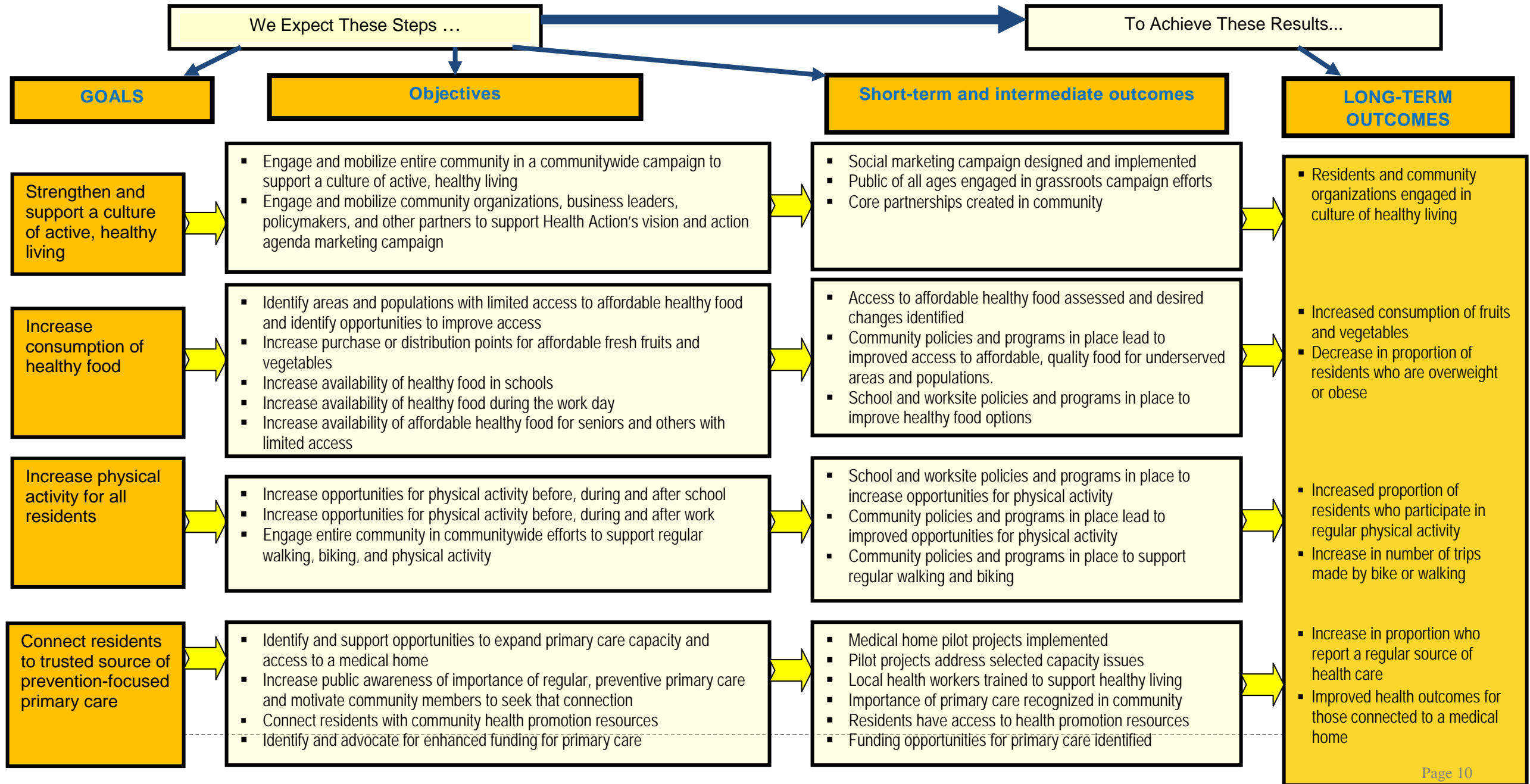
#### Health Action Objectives:

- ▶ Identify areas and populations of the county with limited access to affordable, healthy food and identify opportunities to improve access.
- ▶ Increase purchase or distribution points for affordable fresh fruits and vegetables.
- ▶ Increase availability of healthy food in schools.
- ▶ Increase availability of healthy food during the work day.
- ▶ Increase availability of affordable healthy food for seniors and others with limited access.

#### 2008-2009 Key Activities and Accomplishments:

- ▶ A Food Access Workgroup (FAW) convened with wide range of community partners in May 2009 to develop and launch Health Action's healthy food initiative, called iGROW. The FAW collaborated with local partners to assemble information, tools, and resources to support individuals and families throughout the county to grow food and connect with local sources of healthy food in the community. In February 2010, the iGROW website was launched ([www.igrowsonoma.org](http://www.igrowsonoma.org)) as a community resource to support growing, eating, and sharing of healthy food.
- ▶ The Sonoma County Food System Alliance (FSA) convened in October 2009. Community leaders representing agriculture, health and hunger/food security were identified to serve as co-conveners of the FSA. These are: Cathy Neville, Sonoma County Agricultural Commissioner; Dr. Mary Maddux-Gonzalez, Sonoma County Public Health Officer; and David Goodman, Executive Director, Redwood

**Figure 14: Priorities for Action – Goals, Objectives and Expected Outcomes**



Empire Food Bank. The FSA brings together diverse stakeholders to assess the local food system needs and identify opportunities for collective action to create a vibrant local food system. As of October 2009, 33 diverse food system stakeholders have committed to participate. The FSA is facilitated by Ag Innovations Network, a local nonprofit organization that works to create a better future for farmers, consumers, and communities. <http://foodsystemalliance.org/sonoma/>

- ▶ A Healthy Students Initiative (HSI) planning group was convened in August 2009 as a subcommittee of the Community Activity Nutrition Coalition to oversee planning and implementation of Health Action’s Healthy Students Initiative. In January 2010, the HSI conducted survey of school districts, principals, and food service directors to ascertain readiness to implement healthy eating/physical activity policies and projects and to identify potential school partners to pilot the HSI in Sonoma County.
- ▶ In collaboration with St. Joseph’s Health System, two charter schools in Sonoma Valley were selected to begin a Healthy Students Initiative pilot based on the Healthy 4 Life program developed by St. Joseph’s Health System and successfully implemented in Orange County to increase healthy eating and physical activity among school students.

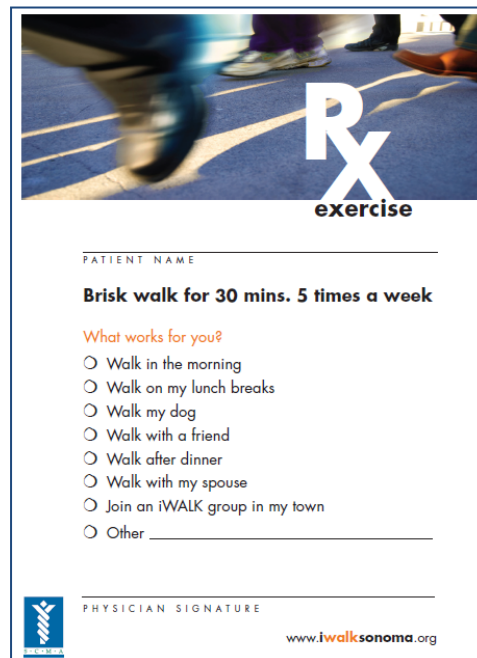
## Increase physical activity for all residents

### Health Action Objectives:

- ▶ Increase opportunities for physical activity before, during and after school.
- ▶ Increase opportunities for physical activity before, during and after work.
- ▶ Engage entire community in communitywide efforts to support regular walking, biking, and physical activity.

### 2008-2009 Key Activities and Accomplishments:

- ▶ Health Action launched iWALK, a countywide walking campaign, on May 16<sup>th</sup>, 2009 with a series of walking events around the county, including resolutions in support of iWALK from 8 city councils in Sonoma County, and the iWALK website ([www.iwalksonoma.org](http://www.iwalksonoma.org)) to provide basic information and resources to support walking, to post walking events and walking groups.
- ▶ Conducted community educational campaign to promote iWALK through advertisements, marketing materials (posters, info cards, etc), electronic newsletter, community presentations, and presence at community events throughout Sonoma County.
- ▶ In partnership with Sonoma County Medical Association, created an iWALK prescription pad to be distributed to all physicians in the county (in English and Spanish) to encourage discussions with patients about the importance of regular physical activity.



The image shows a prescription pad for iWALK exercise. At the top, there is a photograph of people walking on a blue track with a large white 'Rx' symbol overlaid and the word 'exercise' below it. Below the photo, there is a line for 'PATIENT NAME'. The main instruction reads 'Brisk walk for 30 mins. 5 times a week'. Underneath, it asks 'What works for you?' and lists several options with radio buttons: 'Walk in the morning', 'Walk on my lunch breaks', 'Walk my dog', 'Walk with a friend', 'Walk after dinner', 'Walk with my spouse', 'Join an iWALK group in my town', and 'Other' followed by a blank line. At the bottom, there is a line for 'PHYSICIAN SIGNATURE' and the website 'www.iwalksonoma.org'.

- ▶ Launched the iWALK School Bus campaign in elementary schools in Sonoma County by partnering with Safe Routes to Schools and Walk & Roll to School Day to encourage kids to walk to school on an ongoing basis. Walking school buses can be registered on the iWALK website. Posters and information packets went to 95 elementary school administrators in the county via the Office of Education.



- ▶ Launched an iWALK Champion program to connect with volunteers who are passionate about iWALK. The iWALK coordinator has mobilized these volunteer leaders to serve as spokespersons, presenters, and outreach ambassadors when iWALK opportunities arise.
- ▶ Countywide Safe Routes to School (SRTS) Workgroup convened with members from Sonoma County Transportation Authority, Sonoma County Bicycle Coalition, and other local bike and pedestrian advocates to research successful SRTS models in other communities, with a focus on how they pay for them, and to identify strategies to sustain a SRTS program in Sonoma County.
- ▶ Convened a Worksite Wellness Workgroup (WWW) in August 2009 to develop tools and resources to support local employers implement worksite wellness policies, programs or activities. The WWW worked with the Northern California Center for Well-Being to develop an affordable

Employee Wellness Product Package, which was endorsed by Health Action; developed a Worksite Wellness Survey to assess what employers are currently doing to support worksite wellness and where they might need assistance and support; and is working to develop a “Healthy Business” recognition program in conjunction with the Sonoma County Economic Development Board.

## Connect all residents to trusted source of prevention focused-primary care.

### Health Action Objectives:

- ▶ Identify and support opportunities to expand primary care capacity and access to a medical home.
- ▶ Increase public awareness of importance of regular, preventive primary care and motivate community members to seek that connection
- ▶ Connect residents with community health promotion resources.
- ▶ Identify and advocate for enhanced funding for primary care.

### 2008-2009 Key Activities and Accomplishments:

- ▶ Convened cross-sector Primary Care Workgroup to support the widespread adoption of the primary care medical home in Sonoma County with representatives from Community Network for Appropriate Technologies, Veteran’s Administration Outpatient Clinic, Sonoma County Indian Health Project, Inc., Santa Rosa Family Medicine Residency Program, Kaiser Permanente, Sonoma County Department of Health Services (DHS), Redwood Community Health Coalition (RCHC), Santa Rosa Community Health Centers, Sutter Medical Group, and West County Health Centers.
- ▶ Received grant funding from The California Endowment to support strategic planning for the

design and implementation of a patient-centered medical home learning collaborative, a primary care capacity study and patient/community engagement activities.

- ▶ Designed an 8-month learning collaborative for primary care practices to promote and support patient-centered medical attributes in primary care settings. The goal of the learning collaborative is to assist participant practices in transforming to patient-centered medical homes by demonstrating how to: provide timely access to care and information; adopt a culture of continuous quality improvement; and, provide seamless compassionate coordination of patient care that respects patient values, preferences and culture.
- ▶ The Primary Care Workgroup, through individual contacts, small group presentations and the Sonoma County Medical Association e-newsletter, invited primary care practices to participate in the learning collaborative. Ten primary care practices representing health centers, family medicine residency and large group practices signed up to participate in the learning collaborative, which convened for the first time on March 18, 2010.
- ▶ The Health Action Primary Care Workgroup in cooperation with representatives from the Sonoma County Medical Association designed a county-wide survey to assess the County's medical community's capacity to provide primary care for County residents now and within the next 10 years. This survey will provide County leaders with the information they need to assess how best to support the spread of patient-centered medical homes and to insure that patient access to primary medical care remains a top priority. Study issues include but are not limited to: measuring the total number of licensed primary care providers relative to population, full-time vs. part-time provider status, use of mid-level practitioners, demographic trends within county populations, technology changes and

reimbursement rates for primary care services. The primary care capacity study is scheduled for distribution to primary care practices in March 2010.

- ▶ A Patient Engagement Advisory Group was created to develop an outreach and education plan to engage patient participation in the spread of patient-centered medical homes in Sonoma County. It is anticipated that patient-centered outreach and education presentations to promote the medical home will begin in Spring 2010.
- ▶ Community presentations to promote practice transformation into medical homes and to encourage professional and community interest in the medical home model were given to: the North Bay Business Journal 2009 Annual Health Care Conference, Community Action Partnership 6th Annual Community Dialogue, Sutter Medical Center of Santa Rosa Grand Rounds Conference, the Sonoma County Medical Association Board, Jewish Family and Children Services, Sonoma Health Alliance, Sonoma County Department of Health Services, Soroptimist Club of Healdsburg, the Health Action Steering Committee and the Sonoma County Community Health Centers.



## Strengthen and Support a Culture of Active, Healthy Living

### Health Action Objectives:

- ▶ Engage and mobilize entire community in a communitywide campaign to support a culture of active, healthy living
- ▶ Engage and mobilize community organizations, business leaders, policymakers, and other partners to support Health Action's vision and action agenda

## 2008-2009 Key Activities and Accomplishments:

- ▶ Convened a Community Health Task Force and a Health Care Delivery System Task Force from April through September 2008 to review priority health issues and develop initial set of health improvement goals and strategies concerning healthy eating, physical activity, and access to prevention-focused primary care.
- ▶ Convened 21 community meetings during July and August 2008 with 278 residents from across the county to obtain diverse input on initial goals and strategies.
- ▶ Convened 5 project design teams from November 2008 through May 2009 to develop specific community health improvement projects to implement the strategies identified in the *2020 Vision for Sonoma County: Action Plan (2009-2012)*. Design team members included content-specific experts from identified local partner organizations, with staffing and support from Health Action and Department of Health Services staff and consultants.
- ▶ Project Design Teams developed a slate of 7 initial community health improvement projects. Six project workgroups convened to oversee ongoing implementation of the projects.
- ▶ Public Health Officer made presentation to 8 city councils, where resolutions were adopted in support of Health Action's 2020 vision and action agenda.
- ▶ Health Action awarded National Association of Counties 2009 Achievement Award as an effective and innovative county initiative.
- ▶ Launched Healthy Sonoma website ([www.healthysonoma.org](http://www.healthysonoma.org)) as a source of non-biased health information and as a tool to track Health Action progress on the selected indicators for its 2020 Vision.

- ▶ Mobilized partnerships and resources to broaden community understanding of Health Action's 2020 vision and to implement its slate of initial community health improvement projects.

## 2020 Vision Indicators: Activities and Accomplishments in Sonoma County

Sonoma County is well-known for its culture of collaboration and partnership. Many community organizations and individuals are working together on a wide range of initiatives that advance Health Action's 2020 Vision and action agenda. Health Action will continue to stimulate and support steps that individuals, health care providers, businesses, and community organizations are taking help reach our ambitious goals by 2020.

For each of Health Action's 10 goal areas, examples of activities and accomplishments by community partners are provided below to illustrate the many ways that community organizations are working together for a healthy Sonoma County. This summary is not exhaustive, but serves to illustrate how our community is working in partnership toward a shared vision.



## **Sonoma County youth graduate from high school**

- ▶ Twenty-two school districts along with 21 partner agencies are participating in Aiming High, a Sonoma County initiative designed to close the achievement gap for English learners. The Sonoma County Association of School Administrators (SCASA) and Sonoma County Office of Education (SCOE) are providing joint leadership for this effort. The Aiming High initiative released data showing the in school year 2008-09 the percentage of English learners reaching proficiency in language arts increased by eight points over the previous year, while proficiency levels in mathematics rose by seven points. These gains are well above the three-point annual goal established by the group and the 4.5-point increase posted by the state in 2008-09.  
<http://www.scoe.org/pub/htdocs/aiming-high.html>
- ▶ Six school districts are partnered with United Way of the Wine Country to implement the Schools of Hope initiative. Schools of Hope is designed to increase the reading proficiency of students entering fourth grade by implementing a tutoring program based on national best practices to improve reading proficiency.
- ▶ The Mike Hauser Algebra Academy, a partnership between the Santa Rosa Chamber of Commerce, local businesses and educators, was launched in Summer 2008 targeting sixty English Language Learner students entering the ninth grade in the fall. Enrolled students spend one week at sponsor companies, learning algebra standards and their application to high-tech real-world situations.
- ▶ Through the Sonoma County Innovation Action Council, funding was given to five projects that focused on workforce development, with the ultimate goal of raising educational attainment for Latino students and closing the achievement

gap in Sonoma County. Funded projects included the Mike Hauser Algebra Academy through the SR Chamber, the MESA program at Sonoma State University, Youth Build through Community Action Partnership, the Work-Ready Certificate through the Sonoma County Office of Education. Additionally, a pilot Youth Mentor Coordinator position was launched through the Sonoma County Workforce Investment Board. The Mentor Coordinator has been responsible for promoting four types of mentoring: one-on-one, academic tutoring, life skills workshops and job shadowing. The position coordinates mentoring services for older youth (ages 14-21) with a focus on out-of-school youth.

- ▶ In FY 08-09, 3,048 children in low-performing school districts participated in early childhood education programs coordinated by Community Action Partnership and funded by First 5 and the Sonoma County Office of Education that prepared them to succeed in kindergarten and engaged parents as partners in their child's learning.

## **Sonoma County families have the economic resources to make ends meet**

- ▶ The 2009 Summer Youth Ecology Corps (SYEC) employed more than 300 young people ages 14-24 on various projects throughout the county to restore and enhance local habitat. This project was launched by a coalition that included Sonoma County Water Agency, the Workforce Investment Board, the Sonoma County Human Services Department, the Sonoma County Office of Education, New Ways to Work, over 32 project hosts, and 5 youth-serving agencies.
- ▶ The Sonoma County Innovation Action Council developed recommendations that focus on business retention as a method of maintaining businesses and jobs within Sonoma County. Part of the IAC's efforts have included promoting business retention efforts through local area chambers of commerce.

- ▶ Sonoma County Human Services Department (HSD) implemented a subsidized employment program for 400 low-income families. HSD also worked with the Human Services Commission and United Way to promote free tax services that enabled Sonoma County residents to apply for and receive Earned Income Tax Credits.
- ▶ Local nonprofit organizations like Burbank Housing and Habitat for Humanity continue to work on increasing the supply of housing in Sonoma County so that low-income people of all ages, backgrounds, and special needs will have a better opportunity to live in decent and affordable housing.

**Sonoma County residents are connected to their communities and participate in community life**

- ▶ Through training and ongoing mentorship of grassroots community leaders in low-income neighborhoods, St. Joseph Health System – Sonoma County’s Neighborhood Care Staff have engaged their existing partners in Health Action initiatives. The following groups are engaged in community gardening: Rohnert Park’s Concerned Citizens of Rohnert Park, Sonoma Valley’s Nuestra Voz, Roseland’s United Southwest Association – USA2000, Petaluma’s Sunrise Garden Committee, and the day laborers of Fulton, who are creating a legally constituted garden cooperative. Grassroots leaders in Petaluma, Sonoma and Santa Rosa also actively participate in iWALK.
- ▶ The South Santa Rosa Healthy Eating Active Living program (HEAL) is a community health initiative that aims to reduce disparities in obesity and associated preventable diseases by improving the eating and physical activity environment for children and adults living and working in south Santa Rosa. In early 2009, HEAL, in partnership with St. Joseph’s Health System, initiated the South Santa Rosa Leadership Training to develop community leaders capable of creating healthy changes in

their community; and to create long-term healthy changes in South Santa Rosa neighborhoods. In 2009, HEAL trained 30 community residents who are now continuing to advocate for improvements to enhance access to healthy food and safe physical activity.

**Sonoma County residents eat healthy food**

- ▶ Sonoma County Regional Parks launched its Healthy Earth, Healthy Bodies program at Tolay Regional Park in Petaluma. This program, which focuses on the connection between our health, our choices, and our environment, teaches students the benefits of eating healthy foods as they experiment, exercise, and explore at this unique farm-park and reinforces K-6 grade-level content standards in science, health, and social studies.
- ▶ In 2009, HEAL launched two initiatives to increase access to healthy food in South Santa Rosa. The Healthy Food Outlet and Smart Meal programs are designed to work with local retail establishments and restaurants to increase their offering of healthy food options. There are currently five restaurants and five food outlets participating in the program, with plans to expand the programs in 2010.
- ▶ Harmony Union School District in West Sonoma County committed to improve the quality of the school lunch program by preparing all meals on site using the highest quality ingredients affordable (with the intention of eventually serving all organic meals). They developed new compliant menus, set up the infrastructure to include garden recipes that highlight seasonal produce from the one-acre organic school garden and local farms, and eliminated from menu any products with high fructose corn syrup. Currently the program is operating within budget and is projected to increase revenue due to increase in full-pay lunch purchases.

- ▶ In Sonoma Valley, a collaborative of businesses, agencies and individuals formed the Springs Community Garden Coalition to establish a garden in Larson Park in Boys Hot Springs. Efforts are also under way to establish gardens in every Sonoma Valley school yard.



**Sonoma County residents are physically active**

- ▶ City and County Park and Recreation departments throughout the Sonoma County offer a wide range of physical activity classes and outings for residents of all ages.
- ▶ In partnership with its non-profit partners, the Sonoma County Agricultural Preservation and Open Space District provides recreational and educational outings to more than 5,000 Sonoma County residents and students, on more than 40,000 acres of protected lands, annually.
- ▶ Four school districts in Sonoma County are currently implementing Safe Routes to School programs funded by federal grants (Santa Rosa City Schools, Bellevue and Roseland School Districts in south Santa Rosa, and Sebastopol Union).

**Sonoma County residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs**

- ▶ Three cities in Sonoma County (Petaluma, Sonoma, and Sebastopol) have taken steps to reduce underage alcohol consumption by adopting Social Host Ordinances that promote the reduction of underage drinking at private parties by holding adults accountable for what occurs on their property and addressing the threats to the peace, health, safety in these communities, and the general welfare of youth. In addition, Rohnert Park is currently working on strengthening its party ordinance to include social host liability, specifically incorporating language into rental agreements since the majority of party disturbance calls are from rental properties.
- ▶ Five Sonoma County cities (Healdsburg, Windsor, Santa Rosa, Rohnert Park, and Petaluma) have smoking ordinances that regulate smoking in various outdoor areas including parks, dining, and/or entryways. Rohnert Park now has protections in place for people living in multi-unit housing.
- ▶ The Sonoma County Aging Adults Substance Abuse Prevention Coalition was convened to increase public awareness of substance abuse among older adults; improve the ability of caregivers and providers to identify potential substance abuse; and, increase the capacity of the treatment community to effectively address substance abuse in the older adult population.
- ▶ Adolescent Treatment Program (ATP) Outreach Pilot Project was launched in cooperation with Sonoma County Juvenile Probation and Montgomery High School. An ATP outreach counselor is working with students cited for drug related offenses. In lieu of suspension students are assessed on Monday mornings at the high school. On Wednesday evenings of the same week the student and a parent/guardian meet

with the counselor at the Orenda Center for further assessment, counseling and referral. If students attend both sessions the school is alerted and the student is able to continue classes.

- ▶ The Family Recovery Project is a systems integration strategic planning process to help better serve families with substance use disorders who are involved with child welfare and probation. Probation, Human Services and Health Services staff are working collaboratively to identify ways to quickly identify and refer families for treatment services that will benefit them and interrupt multi-generational substance use.

### **Sonoma County residents enjoy good mental health**

- ▶ Sonoma County DHS awarded \$3,643,562 in contracts to community organizations for mental health prevention and early intervention services in the areas of early childhood prevention and intervention, school-based student assistance programs, crisis intervention for transitional age youth, reducing disparities in access to mental health services, and mental health system enhancements.
- ▶ First 5 Sonoma County and the DHS Mental Health Division combined tobacco tax revenues and Mental Services Act dollars to jointly fund implementation of the Triple P--Positive Parenting Program, an evidence-based program proven to reduce child abuse.



- ▶ Mental Health Coalition of Sonoma County (MHCSC) formally incorporated as a 501(c)3 non-profit corporation to continue its work as a convener of individuals and organizations advocating for improved mental health and integrative health care. MHCSC recognizes the interconnectedness of physical, mental, and spiritual well-being, and its primary goal is to create an integrative safety net to promote the overall health of Sonoma County with specific focus on mental health.

### **Sonoma County residents take steps to prevent injury**

- ▶ 400 Sonoma County seniors participated in the “A Matter of Balance” falls prevention series offered by the Sonoma County Area Agency on Aging/Adult & Aging Division/Human Services Department (2006-2009). As a result of this training, 92% of participants reported feeling more comfortable talking with others about fear of falling, 85% made changes to their environment to prevent falls, 94% reported feeling more comfortable increasing their level of activity, and 96% said they planned to continue exercising.
- ▶ Safe Kids Sonoma County partnered with the American Red Cross and the Sonoma County Water Safety Committee to promote the “Vamos A Nadar” swimming safety program at 5 locations throughout the county. Safe Kids also promoted bike and pedestrian safety by supporting 34 bike rodeos and distributing 1,546 bike and multisport helmets through the Herb Greenberg helmet bank
- ▶ Provisional License Action Network (PLAN) implemented its “Need for Control: Downshift” teen driver safety campaign at 12 of the largest high schools in Sonoma County. Data indicate that the provisional license law and PLAN's promotion of the law and education efforts have contributed to the steady decline in teen driving fatalities and injuries in Sonoma County.

### **Sonoma County residents have health care coverage**

- ▶ Each year, Healthy Kids Sonoma County enrollment workers help over 9,000 children enroll or re-enroll into Healthy Kids, Healthy Families, Kaiser Child Health Plan and Medi-Cal. In FY 08-09, 5,765 first-time applicants were enrolled in health insurance, and health insurance was purchased with First 5 funding for 173 children aged 0-5 who were not eligible for any other insurance product. Over the past five year, Healthy Kids Sonoma County has enrolled over 5,000 uninsured children into Kaiser Child Health Plan.
- ▶ Over the last five years through Redwood Community Health Coalition's Certified Application Assistant program, enrollment workers at community health centers in Sonoma County have helped over 40,000 families enroll and re-enroll into public health coverage – Medi-Cal, Healthy Families, CMSP, Healthy Kids, Healthy Families, and Kaiser Child Health Plan.

### **Sonoma County residents are connected with a trusted source of prevention-focused primary care**

- ▶ On October 1, 2009 approximately 48,000 Medi-Cal members in Sonoma County became part of the Partnership HealthPlan managed Medi-Cal program. Partnership HealthPlan (PHC) is a regional managed care plan, contracted with the State, operating in Napa, Solano, Yolo and now Sonoma County to provide health care to members with Medi-Cal coverage. As part of this transition to managed Medi-Cal, members were asked to select their own primary care physician or clinic to provide medical care and arrange for specialty medical services. The PHC program encourages use of preventative care services, assists members with obtaining appropriate care through their Member Services

Department and monitors access and quality of care provided to Medi-Cal enrollees.

- ▶ Santa Rosa Community Health Centers has two major expansions underway. The Lombardi Court Health Center will open 7 additional exam rooms with 2.5 FTE providers in April 2010, which will serve an additional 3,000 patients. In addition, SRCHC will open a new health center location on Round Barn Circle in October 2010 that will serve an additional 9,500 patients.
- ▶ In FY 08-09, 2,824 children under age six received oral health screening and treatment through Community Action Partnership, St. Joseph Dental Clinic, and the Pediatric Dental Initiative with funding provided by First 5 Sonoma County.

These examples of community accomplishments represent only a fraction of the many steps Sonoma County residents and organizations are taking to improve the health and well-being of our community, but they serve to illustrate how our community is working in partnership toward a shared vision.

## Next Steps: Focus in Upcoming Years

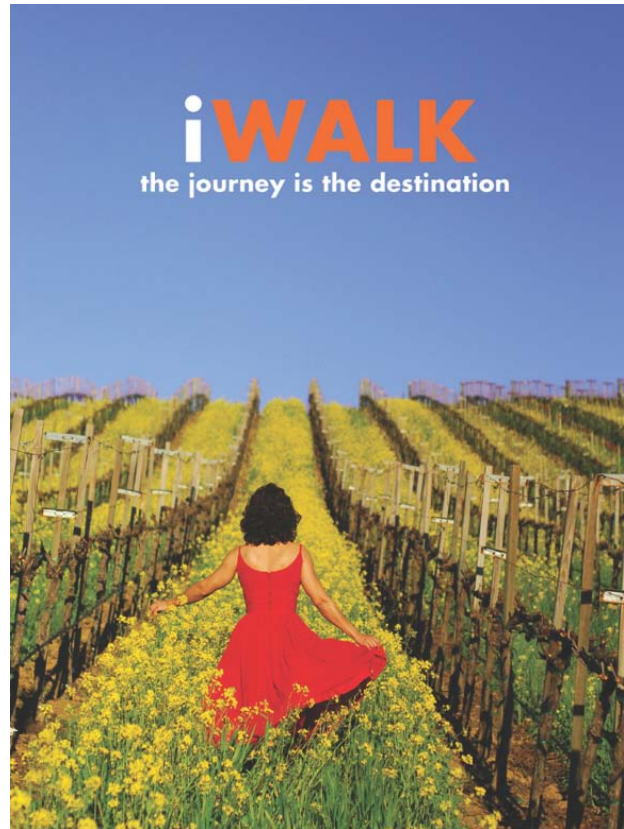
Over the past two and one-half years, Health Action has engaged the community in vigorous dialogue to examine local conditions that impact health and identify opportunities for action that are most likely to improve the health status on Sonoma County residents.

By creating its 2020 Vision and indicators for progress, Health Action is committed to stimulating local action to improve conditions that impact health. Health Action will continue to serve as a catalyst to leverage partnerships and strategic opportunities throughout the community. Our 2020 vision is a framework that shows how our many community efforts are aligned and working in partnership toward a shared vision.

Moving forward, Health Action will focus its energy in the following areas:

- ▶ Continue to expand relationships and community partnerships;
- ▶ Continue to engage the community and build capacity of neighborhood residents and organizations to lead efforts to improve the health and sustainability of their neighborhoods and the broader community;
- ▶ Track and report progress in order to keep the community engaged and focused on our vision and goals; and,
- ▶ Continue to develop funds and resources to support Health Action and its community health improvement initiatives.

Please visit [www.sonomahealthaction.org](http://www.sonomahealthaction.org) to find out how you or your organization can get involved.



## Appendices:

### A. Data Sources for Health Action's 2020 Vision Indicators

| Indicator   | Baseline  | Status  |
|---|---|---|
|   | 2008  | 2010  |
|   | Data Sources  | Data Sources  |
| Increase the proportion of 9th graders that graduate from high school 4 years later   | California Dept of Education, DataQuest High School Completion Ratio 2006-2007            | California Dept of Education, DataQuest High School Completion Ratio 2007-2008            |
| Increase proportion of Sonoma County 4th graders that are proficient or advanced in English language arts                               | California Dept of Education, DataQuest STAR Test Results 2008                            | California Dept of Education, DataQuest STAR Test Results 2009                            |
| Increase the proportion of Sonoma County residents that live in households above 300% of the federal poverty level                      | US Census Bureau, American Community Survey 1 Year Estimates 2007                         | US Census Bureau, American Community Survey 1 Year Estimates 2008                         |
| Decrease the proportion of renters who spend 30% or more of household income on rent  | US Census Bureau, American Community Survey 1 Year Estimates 2007                         | US Census Bureau, American Community Survey 1 Year Estimates 2008                         |
| Increase the percent of eligible voters that are registered to vote   | California Secretary of State Voter Registration Statistics Odd-Numbered Year Report 2007 | California Secretary of State Voter Registration Statistics Odd-Numbered Year Report 2009 |
| Increase proportion of Sonoma County residents who eat 5 or more fruits and vegetables per day  | California Health Interview Survey, 2005  | *   |
| Decrease the proportion of Sonoma County adults that are obese  | California Health Interview Survey, 2005  | California Health Interview Survey, 2007  |
| Increase the proportion of Sonoma County adults who engage regularly, preferably daily, in moderate or vigorous activity.               | California Health Interview Survey, 2005  | California Health Interview Survey, 2007  |
| Increase proportion of 7th graders that achieve the Healthy Fitness Zone for all 6 areas of the annual California Physical Fitness Test | California Dept of Education, DataQuest High School Completion Ratio 2006-2007            | California Dept of Education, DataQuest High School Completion Ratio 2008-2009            |
| Increase the proportion of adolescents and children who walked, biked, or skated to or from school in the past week                     | California Health Interview Survey 2005   | *   |

| Indicator  | Baseline  | Status  |
|--|---|---|
|  | 2008  | 2010  |
|  | Data Sources  | Data Sources  |
| Increase the proportion of adolescents (12-17 years) not using alcohol or any illicit drug during the past 30 days           | California Healthy Kids Survey 2004-2006  | California Healthy Kids Survey, 2006-2008   |
| Reduce the proportion of adults binge drinking alcoholic beverages during the past 30 days                                   | California Health Interview Survey, 2005  | *   |
| Decrease the proportion of adults smoking a cigarette in the past 30 days  | California Health Interview Survey 2005   | California Health Interview Survey 2007   |
| Increase the proportion of adults who report needing help for mental/emotional problems who saw a mental health professional | California Health Interview Survey 2005   | *   |
| Eliminate suicide deaths for Sonoma County youth ages 10-24 (annual number)  | California Department of Public Health Death File 2004-2006 Annual Average                                | California Department of Public Health Death File 2007  |
| Reduce rate of deaths due to motor vehicle collisions (deaths per 100,000)   | California Department of Public Health Death File 2004-2006 Average                                       | California Department of Public Health Death File 2005-2007 Average                                       |
| Reduce rate of pedestrian deaths (per 100,000)   | California Department of Public Health Death File 2004-2006 Average                                       | California Department of Public Health Death File 2005-2007 Average                                       |
| Reduce rate of hip fractures for women ages 65+ (hospitalizations per 100,000)   | California Office of Statewide Health Planning and Development, Hospital Discharge Data 2003-2005 Average | California Office of Statewide Health Planning and Development, Hospital Discharge Data 2005-2007 Average |
| Increase the proportion of persons under age 65 with health insurance  | California Health Interview Survey 2005   | California Health Interview Survey 2007   |
| Increase the proportion of Sonoma County residents with a usual source of care   | California Health Interview Survey 2005   | *   |
| Increase proportion of Sonoma County children who have had a dental visit in the past year                                   | California Health Interview Survey 2005   | California Health Interview Survey 2007   |

## B. Acknowledgements

Thank you to the organizations and individuals listed below who participated in and supported Health Action's dialogue and planning over the past two years.

### **Financial Sponsors**

The California Endowment  
Kaiser Foundation Health Plan  
St. Joseph Health System – Sonoma County  
Sutter Health  
Sonoma County Department of Health Services

### **Health Action Members** (past and present)

Tim Smith, Sonoma County Board of Supervisors, co-chair (10/2007-1/2009)  
Valerie Brown, Sonoma County Board of Supervisors, co-chair (1/2009-12/2009)  
Shirlee Zane, Sonoma County Board of Supervisors, co-chair (1/2010-present)  
Efren Carrillo, Sonoma County Board of Supervisors, co-chair (current alternate)  
Rita Scardaci, Sonoma County Department of Health Services (DHS), co-chair  
Bob Anderson, Executive Director, United Winegrowers for Sonoma County of Sonoma  
Jane Bender, Santa Rosa City Council  
Gina Belforte, Rohnert Park City Council  
Tom Chambers, Healdsburg City Council  
Oscar Chavez, Executive Director, Community Action Partnership  
Don Chigazola, Medtronic Cardiovascular  
Judy Coffee, Senior Vice President, Kaiser Permanente  
Stanley Cohen, Sonoma City Council  
Mike Cohill, CEO, Sutter Medical Center of Santa Rosa  
Walter Collins, President & CEO, United Way of the Wine Country  
Terry Davis, Community Volunteer  
Nancy Dobbs, CEO, KRCB Television and Radio  
Brad Drexler, MD, Sonoma County Medical Association  
Jerry Dunn, Assistant Director, Human Services Department  
Heather Foote, Political and Community Support Coordinator, SEIU-UHW  
Naomi Fuchs, CEO, Santa Rosa Community Health Centers  
Bo Greaves, MD, President, Primary Care Associates  
Sarah Gurney, Sebastopol City Council  
Judy House, CEO, PsychStrategies  
Pat Kilkenny, Principal, Kilkenny Advisors  
Bruce Kyse, Publisher & CEO, Santa Rosa Press Democrat  
Mary Maddux-Gonzalez, MD, Sonoma County Public Health Officer  
Tom Maloney, MD, Area Agency on Aging Advisory Council  
Suzy Marzalek, Community Volunteer  
Andrew McGuire, Executive Director, Trauma Foundation and Health Care for All  
Walter Mills, Kaiser Permanente and Santa Rosa Family Medicine Residency Consortium  
Cynthia Murray, President & CEO, North Bay Leadership Council  
George Perez, Former CEO, St. Joseph's Health System - Sonoma County

David Rabbitt, Petaluma City Council  
Carol Russell, Cloverdale City Council  
Lisa Wittke Schaffner, Healdsburg City Council  
Cheryl Scholar, Windsor Town Council  
Ben Stone, Director, Sonoma County Economic Development Board  
Mary Szecsey, Executive Director, West County Health Centers  
Willie Tamayo, La Tortilla Factory  
Rev. Lee Turner, Community Baptist Church  
Eunice Valentine, Sonoma County Volunteer Center  
Alena Wall, Executive Director, Northern California Center for Well-Being  
Carl Wong, Superintendent, Sonoma County Office of Education

**Community Health Task Force Members (April – September 2008)**

*Community Members*

Mark Charnas, PyschStrategies  
Mary Clemens, Program Manager, Sonoma County Regional Parks  
Ginny Doyle, Program Planner, Area Agency on Aging  
David Goodman, Executive Director, Redwood Empire Food Bank  
Mark Ihde, President & CEO, Goodwill Industries Redwood Empire  
Grayson James, Executive Director, Petaluma Bounty  
James Johnson, Environmental Health Specialist, Sonoma County Permit & Resource Management Dept.  
Cathy Luellen-Aflague, Director of Child Nutrition, Santa Rosa City Schools  
Shan Magnuson, Program Manager, Family Service Agency  
Molin Malicay, CEO, Sonoma County Indian Health Project  
Lynn March, Transportation Planner, Sonoma County Transportation Authority  
Karen Miller, Occupational Health Manager, Agilent Technologies  
Kirk Pappas, MD, Kaiser Permanente, President, Sonoma County Medical Association  
Terese Voge, Program Coordinator, Family Action of Sonoma County  
Elizabeth Chicoine, Director of Nursing, DHS, Public Health Division  
Lynn Walton, Program Manager, DHS, Prevention & Planning Division

**Health Care Delivery System Task Force Members (April – September 2008)**

*Community Members*

Efren Carrillo, Former Education & Government Relations Manager, Redwood Credit Union  
Damon Doss, CEO, Petaluma Health Care District  
Ezbon Jen, Dean of Instruction, Health Sciences, Santa Rosa Junior College  
Kathryn King, Licensed Social Worker, Veteran's Administration Outpatient Clinic  
Bud Martin, Martin Financial Insurance Services  
Barbara Mackenzie, Community Member  
Victor McKnight, Senior Consultant, Stizman, Morris and Lavis  
Maureen Middlebrook, Director of Communications, Redwood Regional Medical Group  
Walt Mills, MD, Kaiser Permanente  
Greg Rosa, MD, Sonoma County Medical Association/Palm Drive Hospital  
Alena Wall, Executive Director, Northern California Center for Well-Being  
Lynn Scuri, Former Manager, DHS, Public Health Division

**Community meeting hosts (July-August 2008)**

Alexander Valley Clinic, Cloverdale  
Community Action Partnership – Padres Unidos  
Community Baptist Church, Santa Rosa  
Concerned Citizens of Rohnert Park (C-CORP)  
Council on Aging - Healdsburg Senior Center  
Council on Aging - Guerneville Senior Center  
Graton Day Labor Center  
La Luz and Nuestra Voz, Boyes Hot Springs  
Our Lady of Guadalupe Church, Windsor  
Petaluma Ecumenical Properties and Vallejo Street Senior Apartments  
Santa Rosa Chamber of Commerce  
Santa Rosa Teen Council  
Sebastopol Community Church  
Sonoma County Alliance  
Sonoma County Department of Health Services  
Sonoma County Indian Health Project  
St. Joseph Health System – Sonoma County  
St. Philip’s Church, Occidental  
St. Vincent’s Church, Petaluma  
United Winegrowers for Sonoma County  
Vintage House, Sonoma

**Project Design Team Members (November 2008-May 2009)**

*Primary Care*

Bo Greaves, MD, Sutter Medical Group of the Redwoods, *co-chair*  
Naomi Fuchs, CEO, Southwest Community Health Center, *co-chair*  
Jason Cunningham, DO, West County Health Centers  
Susan Keller, ED, Community Network for Appropriate Technologies  
Kathryn King, Veterans Administration Outpatient Clinic  
Mary Maddux-Gonzalez, MD, Sonoma County Public Health Officer  
Francesca Manfredi, DO, Sonoma County Indian Health  
Suzy Marzalek, Health Action member  
Walt Mills, MD, Santa Rosa Family Medicine Residency Consortium  
Nancy Oswald, ED, Redwood Community Health Coalition  
Patricia Padilla, MD, Kaiser Permanente  
Lynn Scuri, DHS Public Health Division

*Worksite Wellness*

Ben Stone, Sonoma County Economic Development Board, *co-chair*  
Alena Wall, Northern California Center for Well-Being, *co-chair*  
Sherry Alderman, Sonoma County Human Services Dept  
Jeff Boal, YMCA board of directors  
Jeff Boland, Sonoma County Economic Development Board  
Sally Churgel, Northern California Center for Well-Being  
James Colbenson, Sonoma County Economic Development Board intern

Carla Howell, Cloverdale Chamber of Commerce  
Eric Kutz, Medtronic  
Monica Scolieri, St. Joseph Health System - Sonoma County  
Warren Smith, JDSU  
Anthony Taylor, DHS, Community Activity and Nutrition Coalition (CAN-C)  
Cami Weaver, Becoming Independent

*School Wellness*

Lynn Walton, DHS Prevention and Planning Division, *chair*  
Tina Panza, Sonoma County Bicycle Coalition  
Deb Harris, Sonoma County Family YMCA  
Chris Bekins, DHS, Community Activity and Nutrition Coalition  
Beth Dadko, DHS, SafeKids Sonoma County  
Carl Wong, Superintendent, Sonoma County Office of Education

*Access to Affordable Healthy Food*

Chris Bekins, DHS, Community Activity and Nutrition Coalition  
Elisabeth Chicoine, DHS Public Health Division  
David Goodman, Redwood Empire Food Bank  
Marissa Guggiana, Sonoma Select  
Grayson James, Petaluma Bounty  
James Johnson, Sonoma County Permit and Resource Management Department  
Deanna Kamber, Sonoma County Agricultural Preservation and Open Space District  
Stephanie Larson, UC Cooperative Extension  
Joseph McIntyre, Ag Innovations Network  
Jim Shelton, Retail Food Sector

*Community Engagement*

Barbara Graves, DHS Prevention and Planning Division, *chair*  
Kirk Pappas, MD, Kaiser Permanente  
Tom Robinson, Sonoma County Agricultural Preservation and Open Space District  
Mary Clemens, Sonoma County Regional Parks  
Janet Spilman, Sonoma County Transportation Authority  
Dory Escobar, St. Joseph Health System – Sonoma County  
Kristi Padley, American Heart Association  
Lynn Walton, DHS, Community Activity and Nutrition Coalition  
Anthony Taylor, DHS, Community Activity and Nutrition Coalition  
Belinda Fernandez, Studio B  
Bob Klose, Communications Consultant  
Susan Starbird, Social Marketing Consultant

**Health Action Workgroup Members** (past and present)

*iWALK Steering Group*

Mary Szecsey, West County Health Centers, *chair*  
Dory Escobar, St. Joseph Health System – Sonoma County  
Judy Farrel, University of San Francisco  
Wayne Mitchell, Volunteer Center of Sonoma County of Sonoma  
Kirk Pappas, MD, Kaiser Permanente Kaiser Permanente  
Tina Panza, Sonoma County Bicycle Coalition  
Carolina Spence, Santa Rosa Chamber of Commerce

Alena Wall, Northern California Center for Well-Being  
JoRene Woodworth, City of Santa Rosa Parks and Recreation Department

*Food Access Workgroup*

Susan Adler, Junior College Neighborhood Association  
Mary Barclay, Badger Park Community Garden, Healdsburg  
Alan Bartl, Friends of Julliard Park Garden  
Debra Birkinshaw, Green Sangha  
Josephine Borgeson, Episcopal Diocese of Northern California  
Susan Campbell, Slow Food Russian River  
Jane Doroff, Council on Aging  
Suzanne Doyle, Sierra Club Sonoma County  
Dory Escobar, St. Joseph Health System – Sonoma County  
Jessica Glatt, Sonoma Ecology Center  
Nancy Goddard, Transition Sebastopol  
David Goodman, Redwood Empire Food Bank  
Arlie Haig, Sustainable Futures, Santa Rosa Community Gardens  
Linda Hansen, St. Joseph Health System – Sonoma County  
Trathen Heckman, Daily Acts/Green Sangha  
Marlena Hirsch, Matanzas Elementary School Garden  
DeAnna Kamber, Sonoma County Agricultural Preservation and Open Space District  
Michael Knappman, Lydia Commons and Rohnert Park Community Gardens  
Wendy Krupnick, North Coast Chapter Community Alliance with Family Farmers and SRJC Sustainable Agriculture Program  
Grayson James, Petaluma Bounty  
James Johnson, Food Systems Working Group  
Pat Landrum, Healthy Community Consortium  
Stephanie Larson, UC Cooperative Extension  
Kaarin Lee, Redwood Empire Food Bank  
Ruth Lefkowitz, Ruthy’s Real Meals  
Karen Lehman, TLC Community Garden Project  
Melita Love, Farm to Pantry  
Sandra Lupien, JC Neighbors for Sustainability  
Larry Martin, School Garden Network, Slow Food  
Sara McCamant, West County Community Seed Exchange  
Ann McClure, Knox Community Garden  
Scott McKeown, Transition Sebastopol  
Fran Meininger, Sonoma Valley Education Foundation  
Judith Newton, Transition Cotati  
Kai Nissley, Community Action Partnership  
Janet Norton, Sonoma County Master Gardeners  
Jill Nussinow, The Veggie Queen  
Vanessa Passarelli, School Garden Network, Petaluma City Schools  
Andrea Pellicani, Friends of Juilliard Park Garden  
Linda Peterson, California FarmLink  
Carrie Pollard, Sonoma County Water Agency

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Rosemary Rasori, Healdsburg community volunteer  
Lynn Renn, Village Park Garden  
Magdalena Ridley, LandPaths/Bayer Farm  
Beverly Rudolph, Community Action Partnership  
Aletha Soule, Slow Harvest  
Autumn Summers, LandPaths/Bayer Farm  
Ian Winbrock, TLC Community Garden Project

*Primary Care Workgroup*

Bo Greaves, MD, Sutter Medical Group of the Redwoods, *co-chair*  
Naomi Fuchs, CEO, Santa Rosa Community Health Centers, *co-chair*  
Jason Cunningham, West County Health Centers  
Ann Hamilton, Community Volunteer  
Susan Keller, Community Network for Appropriate Technologies  
Kathryn King, Veterans Administration Outpatient Clinic  
Mary Maddux-Gonzalez, MD, Sonoma County Public Health Officer  
Francesca Manfredi, DO, Sonoma County Indian Health  
Suzy Marzalek, Health Action member  
Walt Mills, MD, Kaiser Permanente and Santa Rosa Family Medicine Residency Consortium  
Pamela Moore, Redwood Community Health Coalition  
Nancy Oswald, Redwood Community Health Coalition  
Patricia Padilla, MD, Kaiser Permanente  
Lynn Scuri, Partnership HealthPlan

*Worksite Wellness Workgroup*

Ben Stone, Sonoma County Economic Development Board, *co-chair*  
Alena Wall, Northern California Center for Well-Being, *co-chair*  
Victoria Ashley, St. Joseph Health System – Sonoma County  
Victor McKnight, Sitzmann Morris & Lavis, Inc.  
George Petersen Insurance Agency  
Salley Churgel, Northern California Center for Well-Being  
Rob Daer, George Petersen Insurance Agency  
Katie Gladstein, Sonoma County Economic Development Board  
Karen Gunderson, Medtronic Cardiovascular  
Ayano Healy, Northern California Center for Well-Being  
Colleen Hensic, Kaiser Permanente  
Carla Howell, Cloverdale Chamber of Commerce  
Bud Martin, Wells Fargo Insurance Service  
Colby Ritch, Ritch Insurance  
Anthony Taylor, DHS Prevention and Planning Division

*Healthy Students Initiative*

Deb Harris, Network for a Healthy California, *chair*  
Jessica Bauman, Bauman College  
Chris Bekins, DHS Prevention and Planning Division  
Laurel Chambers, Network for a Healthy California  
Joe Clendenin, Retired Physician

Sue Davis, School Garden Network  
Sanna Delmonico, Santa Rosa Junior College  
Dory Escobar, St. Joseph Health System – Sonoma County  
Kathy Ficco, St. Joseph Health System – Sonoma County  
Darlene Fiscus, United Way of the Wine Country  
Amber Mamakos, School Garden Network  
Bryan Nyberg, Santa Rosa City Schools  
Cherelle Noel, Extended Child Care  
Anne O'Donnell, Santa Rosa Junior College  
Tina Panza, Sonoma County Bicycle Coalition  
Kareen Patterson, CALServes  
Jeanette Swanstrom, Community Child Care Council (4 C's)  
Kalen Wehagen, Bauman College

*Safe Routes to School Workgroup*

Bernie Album, Sonoma County Bicycle and Pedestrian Advisory Committee 2<sup>nd</sup> District Representative  
Creighton Bell, Rohnert Park Bicycle and Pedestrian Advisory Committee  
Greg Carr, Community Volunteer  
JoAnne Cohn, representing Santa Rosa City Councilmember Gary Wysocky  
Sheila Edwards, City of Santa Rosa, Public Works  
Carole LaTorre, Sonoma Valley representative  
Tina Panza, Sonoma County Bicycle Coalition  
Steven Schmitz, Sonoma County Bicycle and Pedestrian Advisory Committee  
Becky Schuerman Choi, Petaluma representative  
Janet Spilman, Sonoma County Transportation Authority  
Kristin Thigpen, Thigpen Design and Marketing  
Lynn Walton, DHS Prevention and Planning Division  
Carl Wong, Sonoma County Office of Education