

Health Action:
Planning for a Healthy Sonoma County

Community Health Task Force

MEETING SUMMARY

April 25, 2008

8:00 a.m. – 10:00 a.m.

475 Aviation Blvd. Suite 210, Santa Rosa

Attendance: *Co-Chairs:* Santa Rosa City Council Member **Jane Bender**; Community Action Partnership Sonoma County; **Oscar Chavez**; *Health Action Members:* **Mary Maddux-Gonzalez, MD**, Public Health Officer; **Tom Maloney**, Area Agency on Aging Advisory Council; **Andrew McGuire**, Trauma Foundation and Health Care for All-California; **Ben Stone**, Economic Development Board; **Lee Turner**, Community Baptist Church; *Community Members:* **David Brown**, Sonoma County YMCA; **Mary Clemens**, Sonoma County Regional Parks; **Ginny Doyle**, Area Agency on Aging; **Grayson James**, Petaluma Bounty; **James Johnson**, Permit and Resource Management Department; **Cathy Luellen-Aflague**, Santa Rosa City Schools; **Shan Magnuson**, Asthma Coalition; **Molin Malicay**, Sonoma County Indian Health Project; **Karen Miller**, Agilent Technologies; **Kirk Pappas, MD**, Kaiser Permanente; **Terese Voge**, Family Action of Sonoma County

Welcome and Introductions

Co-Chairs Jane Bender and Oscar Chavez welcomed the Task Force members and reminded the group that new members had an orientation on April 21st. They reviewed the Health Action process and progress to date.

Opportunities and Potential Outcomes

Bobbie Wunsch introduced the process for thinking about the “big picture” vision of what we would like to see in Sonoma in 2020, focusing on the issue of Healthy Living: healthy eating and physical activity.

Vision 2020

- **Increase number of children walking or bike riding to school or reduce the number of children going to school in cars**
 - Travel by bicycle and walking is first priority, with less motor vehicle transportation.
 - There are more sidewalks and bicycle paths.
 - Elders are engaged to support children to get them to school safely.

- **All residents of Sonoma County exercise daily doing an exercise that they enjoy**
 - There are increased options for physical activity.
 - People feel safe to be and play outside. Change image.
 - Physical exercise in the norm: “PE Day is every day” for all grades. Start at young age to change attitudes.
 - All children are engaged in physical activity that they enjoy for life.
 - There are accessible parks for all.
 - There is affordable access to physical activity for all.
 - All residents 65 years and older are involved in physical activity and fall prevention programs (A Matter of Balance).
 - Treadmills and exercycles are hooked to the power grid.

- People are not addicted to their cars.
- People think first about non-car alternatives: walk, bicycle, or public transit. Only use car as last resort.

- **Increase employee wellness programs**
 - All employers have wellness programs.
 - Employers and insurance companies provide rewards for healthy behaviors.
 - Worksites give time off for employees to work in school and community gardens.
 - Health insurance premiums based on healthy habits, focused on preventive care.

- **Residents eat more local foods and increase number of school and community gardens**
 - People buy and eat local food.
 - People have an awareness of where our food comes from.
 - There is a collapse of fast food as we know it. Change in norms.
 - People are not addicted to foods from across the globe and have cut “oil connection” by using local foods.
 - There is increased access to healthy foods.
 - County employees volunteer one day a year on a garden or farm and the food is donated to area hospitals, etc.
 - Healthy fresh fruit is available to everyone.
 - Meals on Wheels is available for all who need it, staffed with enough volunteers and drivers.
 - Redwood Empire Food Bank (REFB) is able to provide brown bags of food for everyone who needs one.
 - Food is available to send home from school with all children who need it.
 - Community takes responsibility for hunger.
 - There is no need for REFB and Meals on Wheels, because social systems are in place so that emergency food programs are no longer needed.
 - Children learn and apply cooking skills.
 - Everyone knows how to cook and is comfortable in the kitchen.
 - All communities will have gardens and farmers markets and they will be available more days: cultural shift.
 - Making healthy food choices will be easier.
 - Sonoma’s water is fluoridated.
 - Water supply is not privatized.

- **Create a public education campaign with a recognizable slogan/logo and a return on investment analysis that is easily understandable**
 - Healthy by Design (HBD) guidelines are applied automatically to all new building and development projects. City/county officials are educated and supportive. All new developments have Health Impact Assessments.
 - Increased educational attainment.
 - Racism is eliminated, keeping in mind health impacts due to stress, etc. Everyone is aware of issues that people of color must deal with and how they negatively impact health.
 - People are part of a “circle of awareness” – that others do not have equal access and not everyone’s needs are met, we are all connected and need to be part of the solution.
 - Resources are equally distributed (i.e., parks, etc.) throughout county.

- Significant decrease in health disparities in terms of risk factors and health status: safe neighborhoods, access to healthy food and prevalence of disease.
- There will be reduced stressors in our communities.
- Community comes to consensus about what we want from the health care system – what money is spent on.
- Policies reflect need for this investment.
- We have healthiest population in the region.
- Policy makers support and create a process for children’s activities as an antidote to criminal activity.
- People are concerned about health status.
- Children are trained to live healthy for life.
- There is an educational campaign concerning healthy weight on the public access network.
- Provide good information to counter messages about quick fixes.
- Community programming with good and early information.

Brainstorm potential strategies to achieve outcomes

- **Increase number of children walking or bike riding to school or reduce the number of children going to school in cars**
 - Create “walking pools”: walking school bus.
 - 30% decrease in car trips to school by implementing countywide Safe Routes To School (SRTS) program.
- **All residents of Sonoma County exercise daily doing an exercise that they enjoy**
 - Set physical activity targets for all people, all ages (see exerciseismedicine.org).
 - Physical education for all children every day. Increase PE scores, which leads to increases in academic achievement (SAT-9 scores).
 - Decrease violence and fear of violence so that people will feel free to exercise daily.
 - Collaborate with community, especially seniors, to promote physical activity options.
 - “Healthy leadership”: ways the group can role model these changes.
 - Promote use of non-car transportation, which increases physical activity.
- **Increase employee wellness programs**
 - Provide incentives for employees: time off to work in gardens and assist with PE.
 - Leadership for health (role models).
 - Raise awareness of employer programs and their benefits.
 - Increase number of employer wellness programs through promotional challenges and incentives.
 - Network, connect, and support smaller employers.
 - Managers need to support and promote wellness programs.
 - Explore options or pilot program to offer incentives to decrease health insurance costs for healthy behaviors.
- **Residents eat more local foods and increase number of community gardens**
 - Establish policy and policy incentives to promote local food system and access to healthy local food.
 - Increase community and school-based gardens so that all have access within ¼ mile of home.

- Increase availability of grocery stores or fresh produce markets so that all have access within ¼ mile of home.
- **Create a public education campaign with a recognizable slogan/logo and a return on investment analysis that is easily understandable**
 - Institute a public relations program
 - Addresses importance of healthy eating and physical activity.
 - Brand what we doing: health and fitness.
 - Link to worksite wellness.
 - Make the case that it makes economic sense to address these issues.
 - Use a business model of community “return on investment.”
 - Increase awareness of multiple benefits of local food.
 - 150 minutes of exercise per week campaign.
 - Conduct a high level broad-based educational campaign to support policy change.
 - Target policy makers about land use decisions and funding.
 - Increase public demand for these investments.

Further information needed

- Models of organizations that have used varying insurance premiums to provide incentives for good behavior
- Status of local employer wellness programs and policies
- Models of school-based health care
- Status of local school and community gardens
- Access to healthy foods
- Access to safe “active” transportation (walking and biking) and public transport
- Access to safe and affordable physical activity options

Community Engagement

Bobbie Wunsch described the plans for a series of “community conversations” to be held in late June – August 2008 to receive public input and feedback on potential strategies. Task Force members were asked to share their ideas about locations throughout the community – in particular existing groups and meetings that we could attend – and solicit thoughts of communities that we need to reach out to. We are looking to conduct about 20-25 of these community meetings. Please send any ideas and contact information to Ellen Bauer at 565-6684 or ebauer@sonoma-county.org.

Closing Comments

Next meeting is Thursday, May 8 2008, 8:00 –10:00 a.m. at North Coast Builders Exchange at **1030 Apollo Way, Santa Rosa.**

Please note that this is a change in meeting location.

For more information please contact Ellen Bauer at 565-6684 or ebauer@sonoma-county.org or visit the Health Action website at: www.sonomahealthaction.org