



Priorities for Action (2009-2012):
Summary of Project Recommendations

April 2009

Background

On August 14, 2007, the Sonoma County Board of Supervisors authorized the Department of Health Services to convene a health planning council (subsequently named "Health Action") to work toward improving community health for all Sonoma County residents. 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 specific goals to achieve that vision.
- *Priorities for Action*, first steps for focused and effective local action to increase consumption of healthy food, increase physical activity, and connect all residents with prevention-focused primary health care.
- Strategy to identify sustainable resources for prevention-focused investments in community health.

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

Five (5) project design teams were convened in November 2008 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 DHS staff and consultants. See Appendix 1 for information on project design team participants and objectives.

Each design team reviewed the work of the previous Health Action task forces, input from community meetings, best and promising practices used in other communities, and the guiding principles and criteria developed by Health Action. They used this information to identify specific strategies, activities, resources, and partners needed to achieve the objectives articulated in the *Priorities for Action*.

This report summarizes the recommendations of the 5 project design teams for first steps that Sonoma County can take. If approved by Health Action, project-specific work groups will oversee program and fund development for these projects. Implementation will be phased as resources become available.

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.

Project Recommendations

Countywide Walking Initiative: Develop and implement a countywide walking initiative (called iWALK) as the first step in engaging the community to support a culture of active, healthy living. The fundamental objectives of the community engagement campaign and walking initiative are to: 1) brand Health Action in the community, 2) engage significant numbers of people in existing walking groups or support them to form new ones, 3) increase the availability of walking groups in Sonoma County communities, 4) stimulate action to increase the walkability of Sonoma County communities.

Medical Home Collaborative: Create a learning community of primary care providers who will work collaboratively to transform their own practices and work to support implementation and dissemination of the medical home throughout Sonoma County. This project will build local capacity and resources to implement the medical home model and lays the foundation for the goal of connecting all residents in Sonoma County with prevention-focused primary care and community resources to support healthy living.

Grow Healthy Food Initiative: Develop and implement a countywide initiative (called iGROW) to connect people with resources to grow their own food -- in their own yards or planters, with neighbors, or in a community garden. iGROW is a grassroots, community engagement effort to get people to touch, taste and get connected with local, healthy produce and to increase community engagement in creating a vibrant, resilient, and sustainable food system. An iGROW countywide coordinator will collaborate with regional partners to provide information, tools, and resources to support individuals and families throughout the county to grow food and connect with local sources of fresh produce in the community.

Food System Alliance: Create an ongoing forum with diverse stakeholders to envision, advocate for, and create a vibrant local food system. This project will work on improving access to healthy food in Sonoma County by bringing together producers, food security organizations and advocates, and community leaders to find broadly supported system change efforts. A Sonoma County Food System Alliance would leverage resources and identify creative solutions by encouraging partnerships between public and private groups.

Healthy Students Initiative: Design and implement a Healthy Students Initiative in K-6 or K-8 schools in Sonoma County aimed at transforming the school culture to increase physical activity and healthy eating. This project would develop a selection process and work intensively with 3-5 schools to evaluate school wellness policies and make policy and systems changes to transform the school environment to increase healthy eating and physical activity. It would include a countywide report card on school wellness to increase awareness of student and school health indicators and stimulate engagement and interest in school districts countywide. This program, which is based on the Shasta County model program, would include grants to each participating school for implementation.

Safe Routes to School: Convene stakeholders to design and secure funding for a countywide, sustainable Safe Routes to School (SRTS) program. The process would include contracting with a transportation planner, identifying successful countywide SRTS models with sustainable funding sources, strategizing the development of a countywide program, identifying a lead organization to administer and coordinate the program, and securing ongoing funding. Phase II- Implementation process to start when sustainable funding is secured.

Worksite Wellness Initiative: Develop and implement a program to support employer wellness programming and recognize local employers who take steps to promote wellness at the worksite. This project would involve the following 3 strategies: 1) education and marketing to employers to promote the value and benefits of employer wellness programs; 2) technical assistance, resources and support to employers to assist them in planning, implementing and sustaining wellness programming; and 3) a countywide “Healthy Business” recognition program to recognize employer successes/best practices and to create community norm for wellness.



PROJECT DESIGN TEAMS

| <p>PROJECT DESIGN TEAMS AND TEAM LEADERS</p> | <p>PROJECT DESIGN TEAM PARTICIPANTS</p> | <p>ASSIGNED OBJECTIVES FROM PRIORITIES FOR ACTION*</p> |
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| <p>Community Engagement Barbara Graves Director Department of Health Services (DHS) Prevention and Planning Division</p> | <p>Kirk Pappas, MD, Kaiser Permanente Tom Robinson, Agricultural Preservation and Open Space District Mary Clemens, Sonoma County Regional Parks Janet Spilman, Sonoma County Transportation Authority Dory Escobar, St. Joseph Health System Kristi Padley, American Heart Association Lynn Walton, DHS, Community Activity and Nutrition Coalition (CAN-C) Anthony Taylor, DHS, CAN-C Belinda Fernandez, Studio B Bob Klose, communications consultant Susan Starbird, social marketing consultant</p> | <ul style="list-style-type: none"> • Engage and mobilize the entire community in a communitywide campaign to strengthen and support a culture of active healthy living (1.1) • Engage and mobilize community organizations, business leaders, policymakers, and other partners to actively support Health Action’s vision and action agenda (1.2) • Engage the entire community in communitywide efforts to support regular walking, biking and physical activity (3.3) |
| <p>Access to Affordable Healthy Food Joseph McIntyre Executive Director Ag Innovations Network</p> | <p>David Goodman, Redwood Empire Food Bank Grayson James, Petaluma Bounty James Johnson, Permit and Resource Management Department Elisabeth Chicoine, DHS Public Health Stephanie Larson, UC Cooperative Extension Jim Shelton, retail food sector Marissa Guggiana, Sonoma Select Deanna Kamber, Agricultural Preservation and Open Space District Chris Bekins, DHS, CAN-C</p> | <ul style="list-style-type: none"> • Identify areas and populations of the county with limited access to affordable healthy food and identify opportunities to improve access (2.1) • Increase the number of purchase or distribution points for affordable fresh fruits and vegetables in the community (2.2) • Increase availability of affordable healthy food for seniors and others with limited access (2.5) |

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| <p>School Wellness Lynn Walton Program Manager DHS Prevention and Planning Division</p> | <p>Carl Wong, Superintendent, Sonoma County Office of Education Tina Panza, Sonoma County Bicycle Coalition Deb Harris, Sonoma County Family YMCA Chris Bekins, DHS, CAN-C Beth Dadko, DHS, SafeKids Sonoma County</p> | <ul style="list-style-type: none"> • Increase the availability of healthy food and educational opportunities about healthy food in schools (2.3) • Increase opportunities for physical activity before, during, and after school (3.1) |
| <p>Worksite Wellness Ben Stone Director Economic Development Board (EDB) Alena Wall Executive Director Northern California Center for Well-Being</p> | <p>Monica Scolieri, St. Joseph Health System Carla Howell, Cloverdale Chamber of Commerce Cami Weaver, Becoming Independent Sherry Alderman, Sonoma County Human Services Dept Warren Smith, JDSU Eric Kutz, Medtronic Jeff Boal, YMCA board of directors Sally Churgel, Northern California Center for Well-Being Anthony Taylor, DHS, CAN-C Jeff Boland, EDB James Colbenson, EDB intern</p> | <ul style="list-style-type: none"> • Increase availability of healthy food at and near worksites (2.4) • Increase opportunities for physical activity before, during and after work (3.2) |
| <p>Primary Care Bo Greaves, MD Sutter Medical Group of the Redwoods Naomi Fuchs, CEO Southwest Community Health Center</p> | <p>Walt Mills, MD, Santa Rosa Family Medicine Residency Consortium Patricia Padilla, MD, Kaiser Permanente Jason Cunningham, DO, West County Health Centers Francesca Manfredi, DO, Sonoma County Indian Health Kathryn King, Veterans Administration Outpatient Clinic Suzy Marzalek, Health Action member Susan Keller, ED, Community Network for Appropriate Technologies Nancy Oswald, ED, Redwood Community Health Coalition Mary Maddux-Gonzalez, MD, Sonoma County Public Health Officer Lynn Scuri, DHS, Public Health Division</p> | <ul style="list-style-type: none"> • Identify and support opportunities to expand primary care capacity and access to a medical home (4.1) • Increase public awareness of the importance of regular, preventive, primary care and motivate community members to see that connection (4.2) • Connect residents with community-based health promotion resources appropriate to all ages, cultures, and ethnicities (4.3) • Identify and advocate for opportunities to increase funding for primary care (4.4) |

*Objective number from **Priorities for Action** indicated in parentheses.