

# HEALTH ACTION Sonoma County

{ Quarterly Impact Report }

## CONTENTS

2

Spotlight: Health Action Leadership Team

3

Strategy Priority Areas:  
Educational Attainment  
A Long & Healthy Life

4

Community Engagement Highlights

5

Strategy Areas:  
Chapter Connections

## June 2018

This quarterly Impact Report highlights the actions and outcomes of the collective work of Health Action committees and chapters since the March 2018 Health Action Council meeting.

As our community continues to recover and rebuild almost eight months after the devastating fires that swept across our county last October, Health Action leaders and partners are seeking to learn from this experience, support recovery efforts, and forge both new and renewed connections to become better prepared and build resiliency.

Part of that response has been the newly formed Health Action Leadership Team. Read on to learn more about the new team and their vision to advance the [Health Action Framework](#).

SAVE  
THE  
DATE

**June 1:** Health Action Council  
**June 14:** HA Leadership Team  
**July 12:** HA Leadership Team  
**July 31:** Chapter Leadership  
**Aug 9:** HA Leadership Team

For more information on upcoming meetings, visit:  
[www.sonomahealthaction.org/meetings](http://www.sonomahealthaction.org/meetings)

# Spotlight: Health Action Leadership Team



The new Health Action Leadership Team has started our regular monthly meetings, and we are eager to support turning the [Health Action Framework](#) into concrete actions. Over the last 11 years, Health Action has grown and developed. You might say we are entering adolescence. Just as with any of our teen children, this phase comes with some uncertainty and stress but also great potential. Your Leadership Team views our role as managing the stressors and optimizing the opportunities.

The Leadership Team composition itself reflects the evolution of Health Action. We now have eight active [Health Action local chapters](#). We have the well-established [Committee for Healthcare Improvement \(CHI\)](#) and [Cradle to Career \(C2C\)](#) committees that are making strides through collective impact to improve the core Health Action aims of access to quality healthcare and educational attainment for all people in our county. The Leadership Team currently includes leaders from the Health Action Council, three local chapters, CHI, and C2C. Health Action is also aligning work and building on other local efforts to address behavioral health, poverty, and housing needs in our community. As this work progresses, we envision adding more leaders to our team as well.

We will continue working together to plan Health Action Council meetings to ensure that we make the most out of this time together, and that each of us leaves every meeting with action steps to further our collective work. We are also well-positioned to identify the synergies between our committees and chapters to strengthen community engagement. Health Action committees offer content expertise and ongoing improvement projects to the chapters. Together we are looking at areas where Health Action should be developing new work and our [Framework for Action](#) provides a great overall map for Health Action. The new Leadership Team is optimistic about helping the greater Health Action on our collective journey toward a healthier Sonoma County.

*-Bo Greaves, Chair of the Health Action Leadership Team*

## Meet the Health Action Leadership Team

NAME	HEALTH ACTION ROLE	ORGANIZATION
Dan Blake	Cradle to Career Rep	Sonoma County Office of Education
Alanna Brogan	Chapter Rep (Gravenstein)	Palm Drive Health Care District
Ramona Faith	Chapter Rep (CHIPA)	Chapter Rep (CHIPA)
Bo Greaves, Chair	Committee for Healthcare Improvement Rep	Retired from Santa Rosa Community Health
Vince Harper	Chapter Rep (Southwest Santa Rosa)	Community Action Partnership
Barbie Robinson	Health Action Council Co-Chair	Department of Health Services
Lisa Wittke Schaffner	Health Action Council Co-Chair	John Jordan Foundation

The **purpose** of the Health Action Leadership Team is to foster collaboration and support the implementation of collective impact strategies across the Health Action Council, committees, and chapters. The Health Action Leadership Team is responsible for ensuring that Health Action is accountable to each component of the Framework for Action (strategy, stewardship, sustainability, values) and is composed of key leaders who champion this work throughout the community.



## Cradle to Career

To help foster collaboration and strengthen partnerships, Cradle to Career (C2C) is focusing on becoming more visible and sharing accomplishments with the community. As C2C moves ahead with the implementation of the goal area action plans, their focus is on confirming appropriate indicators to track progress and measure impact.

### **Goal 1: Every Child Enters Kindergarten Ready to Succeed**

- The Santa Rosa Metro Chamber is leading the Employer-Supported Childcare strategy and is pursuing an exciting possibility to develop a pilot project with the Sonoma County Office of Education (SCOE), among other opportunities.
- First 5 Sonoma County launched our local Help Me Grow on March 13. Help Me Grow is a National Framework to improve the systems of universal developmental and social-emotional screenings and appropriate referrals. First 5 has organized four workgroups: Healthcare Provider Outreach, Family and Community Outreach, Centralized Access Point, and Data Collection and Analysis.

### **Goal 2: The Academic Success of Every Child is Supported In and Out of School**

- Workgroup Chairs met with SCOE staff on April 17 to discuss how to best work together to amplify their “trauma-informed approaches” effort and address student absenteeism due individual and community level trauma they have experienced.
- The Goal 2 Workgroup met on May 22 to take steps to build an iAttend Toolbox and campaign to address school attendance.

### **Goal 3: Every Young Adult is Prepared for and Completes the Highest Level of Postsecondary Education or Training to Achieve Their Career Goals**

- The Goal 3 workgroup completed stakeholder interviews with Frank Chong (SRJC), Judy Sakaki (SSU), Steve Herrington (SCOE), and Diann Kitamura (SRCS) to determine student and school needs and post-fire impacts.
- The group is supporting a Task Force to develop a Sonoma County Portrait of a Graduate. Their first meeting will be June 4.

## Health Action Chapter Connection

Southwest Santa Rosa Chapter’s Community Building Initiative (CBI) Leadership recently won a Merit Award from the City of Santa Rosa for their work to address Youth Crime.

Corazón Healdsburg’s First Gen program completed its first year with 33 students. 25 students have been accepted at summer academic programs across the country. Corazón is assisting with tuition and travel by hosting fundraisers. The juniors are currently studying with TrioPrep for the June SAT.

Corazón held the first of three Kinder to College enrollments for Savings Accounts on April 30. They enrolled 25 Kindergarten students in these accounts and plan to enroll the entire Kindergarten class of 82 students before June.

Corazón paid for 16 students take the GED in Spanish on May 9. Corazón provides childcare during Spanish-language GED classes so moms can participate.



## A Comfortable Standard of Living: Chapter Connection

The Gravenstein Chapter made a connection with Public Health Nurses to help with respite care for homeless patients (recently discharged from the hospital) who reside at a community trailer in the Park Village Housing Project.

Corazón Healdsburg is assisting applicants for Affordable Housing in Healdsburg. Two new Affordable Housing sites are opening in June and July.

Corazón has also set up financial literacy classes in partnership with Catholic Charities (4 sessions, 3 hours each). These classes are preparing people for rent-ups for apartment complexes that are coming online. They are also collaborating with Catholic Charities on a savings account matching program. Corazón completed the 2018 tax season hosting for the first time the Earn it! Keep it! Save it! program at their resource center. The volunteer tax preparers helped to prepare 60 tax returns for low-income families.

# Strategy Priority

## A Long & Healthy Life



### Accountable Communities for Health and Hearts of Sonoma County

Health Action is piloting efforts to become an Accountable Community of Health around cardiovascular health because of the groundwork laid by Hearts of Sonoma County, an initiative of the Committee for Healthcare Improvement to prevent heart attacks and strokes. Hearts of Sonoma County partners are now overseeing the work of developing and implementing a portfolio of interventions through a suite of strategies, programs, and services to improve heart disease prevention and management. This entails making decisions about which interventions to implement and expand, as well as bringing new partners to the table.

In April, Hearts of Sonoma County approved moving forward with the following initial cardiovascular portfolio of interventions:

- Standardize comprehensive cardiovascular care across local healthcare provider organizations to identify and manage people with high blood pressure, high cholesterol, diabetes, tobacco use, and existing heart disease.
- Standardize community blood pressure screening in conjunction with the “It’s Up to Us” public outreach campaign to catch more people with high blood pressure and connect them to primary care.
- Establish a workforce of community health workers to strengthen connections between people’s community and social networks and their clinical care.
- Launch a bidirectional electronic referral system to link and support follow up and feedback between community and clinical services.
- Adopt and share standardized approaches to tobacco/nicotine use prevention and cessation across clinical and community partners.
- Adopt standardized screening for social determinants of health across community and clinical partners to incorporate additional, complex risk factors such as poverty and lack of access to healthy food.

What does all of this actually mean for people in our county?

Recently, a group of community health workers from Center for Well-Being went to a neighborhood grocery in Southwest Santa Rosa to do blood pressure screenings. They encountered Maria, a woman in her 60s recently relocated from Mexico to live here with her daughter and two granddaughters. Maria’s blood pressure was very high, yet she had no idea. She had not seen a doctor in years. The community health worker who screened Maria was able to schedule a doctor appointment with Santa Rosa Community Health and Maria was seen the very next day. Maria now has a medical home for her regular health care. Her high blood pressure and pre-diabetes are now in control. Because these conditions were caught early, Maria is much healthier and better able to care for her grandchildren and adjust to her new life.

Maria is one of more than 1,000 people in our county who have been screened for high blood pressure by community health workers—and one of about 100 successfully referred into care—since the Its Up To Us outreach campaign launched in fall 2017. The Accountable Communities for Health grant brings additional resources and support to the work of Hearts of Sonoma County to make a greater impact on cardiovascular health across Sonoma County.

### Health Action Chapter Connection

CHIPA’s Mental Health and Substance Abuse Workgroup conducted a Youth & Family Behavioral Health Needs Asset Mapping process on March 15 to inform the delivery of Petaluma Health Center’s Mental Health Services.

CHIPA held a Trauma and Immigration training on March 9 for community partners. Over 70 people attended.

The Windsor Wellness Partnership supported the Town of Windsor to pass a Tobacco Retail License on March 7.

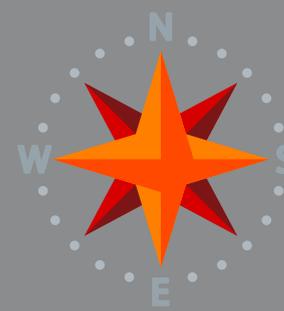
The Gravenstein Chapter helped organize a Disaster Preparedness Fair in Graton on April 7.

Corazón Healdsburg was able to incorporate a health goal into the Healdsburg City Council goals for 2018-2019 with a focus on tobacco policy.

The Southwest Santa Rosa Chapter’s Community Building Initiative project organized two conversations for residents, businesses, and law enforcement about crime issues in Roseland on March 1 and May 9. They had a community dinner on May 9 with a focus on the changing levels of policing now that Roseland has changed from the Sheriff’s to Santa Rosa Police Department’s jurisdiction.

CHIPA has collaborated with the Northern California Center for Well-Being and other partners to raise awareness about heart health and the power of knowing your blood pressure numbers at community events throughout Petaluma.

# Focus on Community Engagement



## Equity, Diversity, and Inclusion Training

A group of 13 representatives of the Health Action Leadership Team, Committees, and Chapters attended a two-day training May 7-8 about Equity, Diversity, and Inclusion (EDI) in Oakland, CA. Led by CommonHealth ACTION as part of technical assistance for the California Accountable Communities of Health Initiative (CACHI) grant, the training built participants' knowledge base about the historical context of EDI, privilege and oppression, implicit bias, and intersectionality, that is: the interaction between race, gender, and other categories of social and cultural differences that diminish an individual's power.



Participants also worked on how to apply this knowledge through building an EDI personal story, using an equity lens, and making the case for equity at work and in their personal lives. For Erin Hawkins, Coordinator of the Community Health Initiative of the Petaluma Area (CHIPA), the training was “an incredible and powerful experience...We continue to grow our knowledge about the impact of power and privilege on our health and find strategies to achieve health equity in our community.”

“The training enabled me to reflect on equity, power, and privilege through multiple lenses,” reflected Bethany Facendini, Community Engagement Manager for Sonoma County Regional Parks. “I found it especially impactful to share this experience as a group with my colleagues. Getting to know others' personal stories and examining the topics on a deeper level will strengthen our collective efforts to bring equitable practices and policies to our community.”

Training attendees will bring their learnings back to Health Action and receive further technical assistance to pursue equity deliberately as a core value of Health Action.

## Health Action Chapter Connection

The Sustainable Sonoma Chapter is collaborating with Center for Well-Being's cohort of 9 Community Health Workers in Sonoma Valley to better engage with community residents.

The Windsor Wellness Partnership Chapter is collaborating with the Center for Social and Environmental Stewardship on two grants to open a Resource Center and create a resident leadership group. They also recently convened a Latino Roundtable to build better links with the Latino community in Windsor.

The Gravenstein Chapter held a Community-wide Listening Session on May 14 summarizing input from a community survey and smaller listening sessions and identifying local health action priorities.

The Gravenstein Chapter also launched three new work groups focused on mental health, seniors, and Cradle to Career. The senior subcommittee has met and will concentrate on coordinating services for isolated seniors and planning a speaker series for the elderly.

The Windsor Wellness Partnership Chapter presented the Health Action Framework for Action to the Windsor Town Council (February 21) and the Windsor Senior Citizens Advisory Commission (April 24).