



Community Health Initiative of the Petaluma Area (CHIPA) 2015 Annual Report

For the Community Health Initiative of the Petaluma Area (CHIPA), 2015 was a year of action, recognition, and learning opportunities. In 2015, accomplishments included:

- Growth of CHIPA's general membership from approximately 60 individual members to nearly 80 ad-hoc and active members by year's end.
- Significant action within each of CHIPA's three Work Groups:
 - **Mental and Behavioral Health Work Group:** funded the cost to transport 43 Petaluma high school students and two staff to *Mi Futuro es en Cuidado de Salud* at SRJC to support our mental health work force development strategy; provides an ongoing opportunity for local mental and behavioral health providers share their work, impact, and challenges with colleagues and community partners; funded a screening of *Paper Tigers* at Mentor Me (Petaluma) for Mentors and Petaluma City School staff as well Work Group presentation by Sonoma County Department of Health Services (DHS) on Adverse Childhood Experiences (ACEs). We are currently planning to host a community-wide screening in our local theater in 2016.
 - **Wellness and Prevention Work Group:** provided \$3,000 in matching funds to secure a federal grant that expanded the LIFE program to all three Farmers' Markets in Petaluma and in Cotati, plus four additional markets in Sonoma County; turned their focus to the development of a CHIPA Policy and Legislation Platform and internal Advocacy processes to provide a framework for CHIPA to begin formal advocacy efforts. Formalizing our Platform and policy will be a feature of our 2016 efforts.
 - **Cradle to Career Work Group:** created a subsidized preschool and T-K information flyer in both English and Spanish to distribute throughout the community; presented efforts to South County Superintendent Consortium on county-wide universal preschool and facility expansion efforts; presented *Are We Crazy About our Kids? The Cost/Benefit Equation* and information on local ECE needs to local Rotary groups, resulting in Petaluma Valley Rotary's decision to fund reading programs at North Bay Children's Center and 4C campuses in Petaluma; began conversations with the Petaluma Health Center to ensure staff and pediatricians are advocates for high quality early education and expand opportunities to do on site enrollment. These conversations will continue into 2016 and will hopefully expand to our local churches and faith-based organizations
- Hosted representatives of the California Department of Healthcare Services in a day-long visit to share our community health efforts and the role of counties and health care district's in addressing the social determinants of health. These efforts also created the foundation for PHCS's recognition as *District of the Year* by the Association of California Healthcare Districts
- Were featured in a KRCB video which highlighted the work of CHIPA
- Applied for the St Joseph Health Community Benefits Initiative Grant. Although we were unsuccessful in receiving funding, the feedback provided re: our need to further engage residents and focus more closely on geographic need will inform our 2016 goal of engaging community residents – as opposed to organization leaders – in our CHIPA efforts.

DHS and Health Action could further support CHIPA by continuing to link our Work Group efforts to funding opportunities (grants and contracts from other agencies or nonprofits) as well as programmatic opportunities. We would also very much appreciate further development of communication with the Mental and Behavioral Health Division staff. Division leaders are often unaware of staff participation in CHIPA or PHCD efforts, and delays are created to clarify roles and approval.

Russian River Area Resources and Advocates (RRARA)

2015 Annual Report

RRARA had a busy 2015. Along with Department of Health Services staff and the RRARA coordinator, Dr. Jared Garrison-Jackel and Ernesto Garay have served as co-coordinators of the Steering Committee. RRARA's main membership met 12 times and the Early Childhood Education work group met twice. Their activities are addressed in this report.



Accomplishments from 2015

- RRARA identified key groups to outreach and get involved with RRARA's collective impact efforts. RRARA hosted a well-attended Russian River Chamber of Commerce mixer and gave a *Portrait of Sonoma County* presentation to get the business community involved. RRARA also gave a *Portrait* presentation to the Russian River Rotary Club and successfully gained their participation. RRARA had several meetings with an education theme. The coordinator has also been in regular communication with local education leaders and has successfully engaged them to participate in two Early Childhood Education meetings and attend RRARA's regular meetings.
- As part of promoting community connectedness and developing schools as community hubs, a lot has been done to increase community awareness of the value/role of the local High School in the community including via press coverage, community newsletters and increased presence in the community. A teacher at the high school had this to say *"Great job covering all the great things happening at El Molino. And, then getting the word out via newsletter, Facebook, email, newspaper. You're connecting "all the dots" that shows all the accomplishments of our teacher and students"*.
- Ongoing engagement of an increasingly broad representation of the community to identify community needs and opportunities. For example, via monthly meetings, media including social media as well as coordinating the first Russian River area focus group for the tri-annual Sonoma County Community Health Needs Assessment.
- Secured another year of funding for the Coordinator position (Palm Drive District Hosp)
- RRARA members helped initiate and lead a homeless work group that meets monthly and helps coordinate Clean Day in Guerneville as well as other initiatives.
- RRARA has brought local stakeholders together to develop a Russian River School Readiness Vision and will be engaging them in implementation planning in January 2016. Two local schools are submitting letters of support to the County Board of Supervisors to match funds to be able to offer preschool to their local children.
- RRARA has increased community awareness and worked with partners to show support for the tobacco retail license (TRL) ordinance being considered by the County Board of Supervisors. For example, RRARA helped local high school students give comment at the Board of Supervisors meeting (9/22/15), bringing attention to the perspective of youth on the ordinance, tobacco in their communities and among their peers.
- RRARA worked with the Sonoma County Office of Education to offer a workshop (9/22/15) that 12 Russian River area teachers attended and will help them implement projects with their students examining and bringing attention to local issues.

- Via a planning process members identified transportation as a top local priority and are working to develop solutions around local transportation challenges. RRARA also identified housing, assessing community needs and assets, regional policy development and advocacy, and volunteer coordination as issues to explore.
- Resource guide development was marked as a key goal. Two member groups with vested interest in improving access to community resources and referrals collaborated on an exhaustive review of resources in the county and collated an up-to-date and verified database. There will soon be an online searchable database.

Plans for 2016

- Engage local early childhood education stakeholders to implement prioritized areas of the Russian River School Readiness Vision.
- Continue to promote the value/role of the high school in the community.
- Ongoing community engagement to identify and address issues and opportunities. One example is partnering with St Joseph's Health and increase their engagement in their community engagement and data gathering efforts that will also inform RRARA's efforts.
- Continue to work towards solutions on prioritized areas.

Ways that Health Action or the Department of Health Services could support your Chapter's work moving forward (besides funding, which is a given)

- Continue to provide technical assistance in assessing community needs and developing and implementing relevant efforts while helping ensure that they are effective.
- Help identify and connect to relevant initiatives and opportunities.

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Sebastopol Area Community Alliance
2015 Annual Report

This is a quick overview of the major activities of the Sebastopol Area Community Alliance:

Regarding networking existing resources - Updated and distributed the Sebastopol Area Resource Guide – The Resource Guide’s English version, which was updated in 2014, has been distributed to 2nd grade families at Gravenstein, Apple Blossom, REACH, Sunridge, Parkside, and Brook Haven schools. The Sebastopol Community Cultural Center is finalizing the Spanish language version of the Resource Guide. At least one local district has the Guide posted on their website.

Regarding restoring drug education in the early grades – The Sebastopol Area Community Alliance held a meeting with administrators from West County schools to reiterate the Alliance’s willingness to purchase the Too Good For Drugs curriculum for all West County Schools. Diane Davis of the SACA Leadership Team contacted each district to insure they are using the Too Good for Drugs curriculum and to offer technical support.

Regarding Positive Parenting - SACA partnered with the Child Parent Institute to host classes on Positive Parenting at Parkside, Brook Haven, Twin Hills, and Hillcrest schools in October, 2015.

Regarding implementing sustainable positive activities for youth - SACA members have stayed actively engaged with the 1:4:1 Club at Analy High School. SACA Leadership member Diana Rich has also been involved in the Friday Night Mashup at the Sebastopol Community Cultural Center, which is an opportunity for local bands, with an emphasis on youth bands, to perform.

Regarding bringing an inspirational speaker with a strong anti-drug, anti-alcohol message to Sebastopol Area Schools – SACA Leadership member Diane Davis has been working with Calvin Terrell to arrange for him to return to Sebastopol in early 2016.

In 2016, we will finish the Spanish-language version of the Sebastopol Area Resource Guide, continue to insure the Too Good for Drugs curriculum is being used in all West County school districts and offer technical support, convene a Working Group on Positive Activities for Youth, work closely with 1:4:1 Club leadership, host motivational speaker Calvin Terrell in March or April, and partner with Analy High School to present a parent education night which will include an overview of local drug and alcohol trends.

Whenever a Work Group is convened, we will discuss the Portrait of Sonoma County and its implications to the Work Group’s focus.

Submitted on behalf of the Sebastopol Area Community Alliance by Jeff Weaver.



The Windsor Wellness Partnership: *Looking Back on 2015 Accomplishments*

Introduction

In 2015 the Windsor Wellness Partnership focused on building its capacity in order to be more effective as a Health Action Chapter with a big vision: To increase the health and wellness of every Windsor resident through innovative strategies like Collective Impact and Upstream Investment. The original Steering Committee worked on clarifying the internal structure and workings of the WWP to ensure that as the WWP grew it would continue to function as a relationship-oriented organization with a positive culture. During that time the core group of members continued to look for new partners with resources that would give current projects a boost and add to the membership base. In that regard 2015 was a very rewarding year; the WWP officially welcomed two new sizable Partner Organizations with the capacity to bring services into Windsor that supported current priority work areas using strategies listed in the Scope of Work document for the *Health Happens Here* grant. All of this was achieved by a small group of committed people with unique skills and knowledge who volunteered their time to better the community.

Accomplished: A Continued Presence in the Community

At the Earth Day and Wellness Festival in April the Windsor Wellness Partnership had a booth that featured a spinning food wheel as a draw. Adults and children enjoyed spinning the wheel and then sharing with a WWP member how they prepared that particular fruit or vegetable; the “prize” was a free seed packet. Vegetable starts were available for purchase as well as a healthy food cookbook with recipes contributed by community members (sales supported the garden nutrition program at the Cali Calmécac Language Academy in Windsor).

Accomplished: A Strong Partner Organization for “Know Your Numbers”

The WWP’s *Know Your Numbers* priority work area received a welcome boost from the Healdsburg District Hospital after they became the first official partner organization of the WWP. The Hospital performed over 350 free health screenings at the Earth Day and Wellness Festival (49 individuals had abnormal test results and were advised to see their physician). Health education materials in English and Spanish were handed out along with purple grocery bags that had the name and logos of both the Windsor Wellness Partnership and Healdsburg District Hospital. In April of 2016 the Healdsburg District Hospital will add another free health screening at the Windsor Senior Center as part of *Know Your Numbers*.

Accomplished: New Resources for Windsor’s Healthy Retail Project

The Chair’s regular attendance and participation at meetings of the Sonoma County Food System Alliance and the Sonoma County Nutrition Plan (CNAP) resulted in the inclusion of Windsor and the WWP in the County’s Healthy Retail Project Logic Model. The Northern California Center for Well-Being received a five-year grant to implement and lead a Promotores (health promoters) program in Windsor as part of the Healthy Retail Project. To date there are at least six community members (including Spanish-speaking parents of students at the Cali Calmécac Language Academy) interested in attending a follow-up meeting in February (although a preliminary meeting for people interested in seeing a food demonstration in one of the participating stores is scheduled for early January). Actual training of the Healthy Retail Project will take place in late February or early March and thereafter a group of Promotores will begin their work with selected stores in Windsor.

Accomplished: A Funded Teen Peer Program to Reduce Tobacco Use Among Youth

In 2014 the WWP wrote a letter of support of the Northern California Center for Well-Being as part of a grant application to implement a best practice program designed to reduce tobacco use among teens (an identified area of need according the County's Portrait of Sonoma County report). In 2015 the Center for Well-Being received funding for five years to implement Project TRUE in Windsor. In November a Project TRUE club was formed on the Windsor High School campus with a core group of six motivated students. The students will continue to meet weekly throughout the spring semester with the Youth Coordinator from the Center for Well-Being. The club has chosen to work on a photo story project to raise awareness on how advertising of tobacco and alcohol products are targeted to teens; they will focus their study on a small grocery store that is close to the high school campus. Their efforts will be incorporated into the Healthy Retail Project in 2016.

Accomplished: Keyhole Gardens in Operation; Support for a Senior Community Garden

Throughout 2015 Windsor High School students who were members of the Global Student Academy continued to build and tend the Keyhole Gardens at Cali Calmécac Language Academy. Younger students harvested vegetables from the garden, prepared and tasted them as part of the school nutrition program. Other schools in the Windsor School District began to revive their garden sites with assistance from the Windsor Garden Club and the Master Gardeners Program. Contact with the Town of Windsor's Senior Services Department has led to discussion about where to build a Community Garden for Seniors; planning will continue in 2016.

Accomplished: Communication with Local Government on Health and Wellness Projects/Policy

Throughout 2015 members of the Windsor Wellness Partnership participated in community forums led by the Town of Windsor's General Plan Update consultants, encouraging the inclusion of health and wellness language by submitting samples from other Cities and examples of policy language from ChangeLab Solutions. The WWP's Healthy Retail consultant gave a presentation to the Windsor Town Council in September that included results from completed assessments for four stores in Windsor located in low-income neighborhoods. The report, previously presented to Town Staff including the Health Action City Council Liaison, indicated a need as well as an opportunity to implement the Health Retail Project in those stores. Store owners were interested in the assessments and shared an interest in participating in the project. At the same meeting the Town Council unanimously approved a Resolution in support of the Food Action Plan developed by the Sonoma County Food System Alliance that encompasses projects like Healthy Retail.

Focus in 2016: Seek and Secure Funding for a Paid Coordinator

It is critical that 2016 be the year that the Windsor Wellness Partnership secures funding for a paid coordinator/director. The complexity and challenge of coordinating the work of the priority work teams so that duplication of efforts doesn't occur and resources are leveraged is increasing; there is also a need to address other community priorities and the findings of the Portrait of Sonoma County. The urgency of funding such a position is exacerbated by the fact that the current Chair is leaving the area and there is no one willing or able to fill her shoes. The WWP Executive Committee voted to host a Future Search Conference in the spring of 2016 as a process that would significantly build the capacity of the WWP and pave the way for initiating a Collective Impact strategy. But without a paid coordinator to follow up with the new priority work groups that would be formed, momentum could easily be lost. Even if there is no Future Search Conference there is still a need to strengthen the Windsor Wellness Partnership's ability as a community-driven Health Action Chapter to hold, nurture and actively pursue the possibility of Windsor becoming the healthiest Town in the State by 2020. The WWP would welcome any support from the County that could help achieve this goal.

Sonoma Valley Health Roundtable: 2015 Report for Sonoma County Health Action Chapter

Submitted by Patricia Talbot, Volunteer Coordinator for Sonoma Valley Health Roundtable

Kelly Mather, CEO of Sonoma Valley Hospital, continued to Chair and Richard Dale, Executive Director of Sonoma Ecology Center, continued to Vice-Chair for 2015. They were re-elected to serve again for the 2016 year. Our main membership met six times during the year, meeting every-other month. The Health Roundtable's sub-committees met throughout the year doing the substantial work of the Health Roundtable. Their activities are addressed in this report.

Strategic Planning: The Strategic Plan 2014-2016 was written and approved May 8, 2014 in which two committees formed: 1) Substance Abuse Committee to focus on youth binge drinking in Sonoma Valley; and, 2) Trusted Source Committee to focus on wellness and access to primary care. These committees had met in 2014 and part of 2015 and both have dissolved.

Substance Abuse Committee: The Substance Abuse committee met January through June 2015. After much discussion with stakeholders, those working with adolescence, and completed a gaps analysis. . There were a number of suggested future actions including Conditional Use Permit policies, Deemed Approved Ordinances, volunteer server training, youth engagement/leadership, and supporting a County Social Host Ordinance to match the City ordinance. The recommendation from the Committee Chair was to bring Project SUCCESS+ to the Sonoma Valley Unified School District. Although the committee has dissolved, the former chair, Madolyn Agrimonti, is working independently to bring Project SUCCESS+ to the School District and will keep the Roundtable looped in as to how it be supportive.

Trusted Source Committee: As written in the 2014 year-end report this committee dissolved.

The Health Roundtable picked two new initiatives for 2015-2016: 1) Sustainability: join the efforts of Sustainable Sonoma to unite the environmental, health, social, and economic sectors of Sonoma Valley in developing an action plan to collectively improve the future of our community under one set of shared goals and measurable targets; and 2) Adverse Childhood Experiences (ACE): Educate the community on ACE effects and begin dialog how to have a collective impact in addressing ACE.

Sustainability Committee: The Sustainability Committee met through the year with stakeholders and interested organizations in high level conversations and brainstorming sessions to build a comprehensive vision, plan of action, and set of indicators to measure progress. For 2016, the committee plans to pilot its collective impact, "3E" approach, (economy, equity, environment) through projects in the Springs Area and plans for the future of the Sonoma Developmental Center campus. A webpage was created for the project, www.sustainablesonoma.net.

ACE Committee: The ACE committee met eight times throughout 2015. The Action Plan was to educate the community on adverse childhood experiences and how it effects children development to adulthood and the development of chronic illnesses later in life. There were 19 community education activities throughout the year, including a community showing of Paper Tiger and a presentation (standing room only) by Dr Robert Anda, Co-Principal Investigator of ACE. Hanna Boys Center, a member of the Health Roundtable, engaged the services of Dr. Macy from the International Trauma Center (ITC) for ACE staff trainings and invited health roundtable members to a presentation and to attend some trainings.

Other Sonoma Valley Health Roundtable Activities

Sonoma Valley Resource Guide: The Resource Guide Committee worked with 211 on a Sonoma Valley specific resource guide on 211 Website. That work was completed and the guide is now available on 211 website. <http://211sonoma.org/sonoma-valley/>.

Virtual Wellness Center: The Virtual Wellness Center and Marketing Committee worked on developing individual pages for the website. The site is now live but can only be viewed by membership for testing. The website will be public mid-2016.

iMove: The iMove mission is to promote physical activity and education about its health benefits within Sonoma Valley Community and its vision is that Sonoma Valley is a healthy community. iMove initiative for 2015-2016 is to educate the community about movement type of activities/resources that are available locally. This will be accomplished by publishing these on the website as well as sending group emails to members for distribution to their perspective consumers.

Food Policy – Antibiotic Use in Livestock and Poultry: At the July 2015 meeting there was a discussion about the use of antibiotics in livestock and poultry effecting the health of the public, as it is one of the causes for antibiotic resistance. As presented, 70% of antibiotics in the U.S. are purchased for livestock/farm industries, but there are no regulations to track how the drugs are used. The membership gave their support for the three guiding principles for antibiotic use in livestock: 1) Antibiotics should not be used preventively or to promote growth; 2) Use should be supervised by a veterinarian; and 3) There should be reporting in place on how antibiotics are used in order to identify resistance risks and trends.

County Tobacco Retail License: At the July 2015 meeting membership discussed the proposed tobacco retailer licensing (TRL) initiative for Sonoma County. The Roundtable recently supported the City of Sonoma to pass a TRL in May 2015.. The initiative aligns with the Portrait of Sonoma's recommendation to redouble tobacco prevention efforts. The primary purpose of the TRL initiative is to reduce youth access to tobacco products. The membership provided a letter of support for the County's TRL.

Affordable Healthy Food Availability in Sonoma Valley: The November 2015 Health Roundtable meeting was mostly dedicated in the discussion of affordable healthy food availability in Sonoma Valley. City of Sonoma has a 2014 proclamation for health and sustainable food action plan saying all people should have access to affordable fresh healthy food. Sonoma was recently named one of the most expensive communities in the U.S. to live. Since there were two initiatives for this year, there was no action committed. An opportunity being discussed is how to bring the [L.I.F.E. Coins](#) to a Sonoma Valley Farmers Market. There is funding for expansion, but it would require a 1:1 match. Some members volunteered to meet with program contacts and potential partners on the issue.