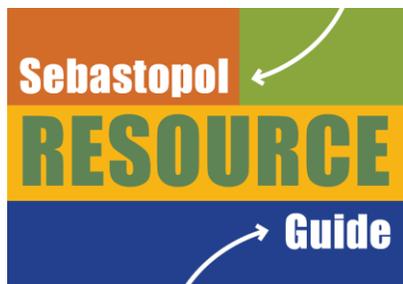
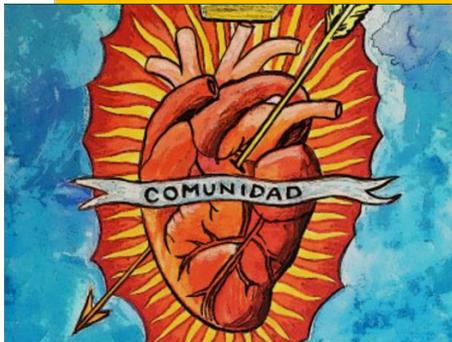
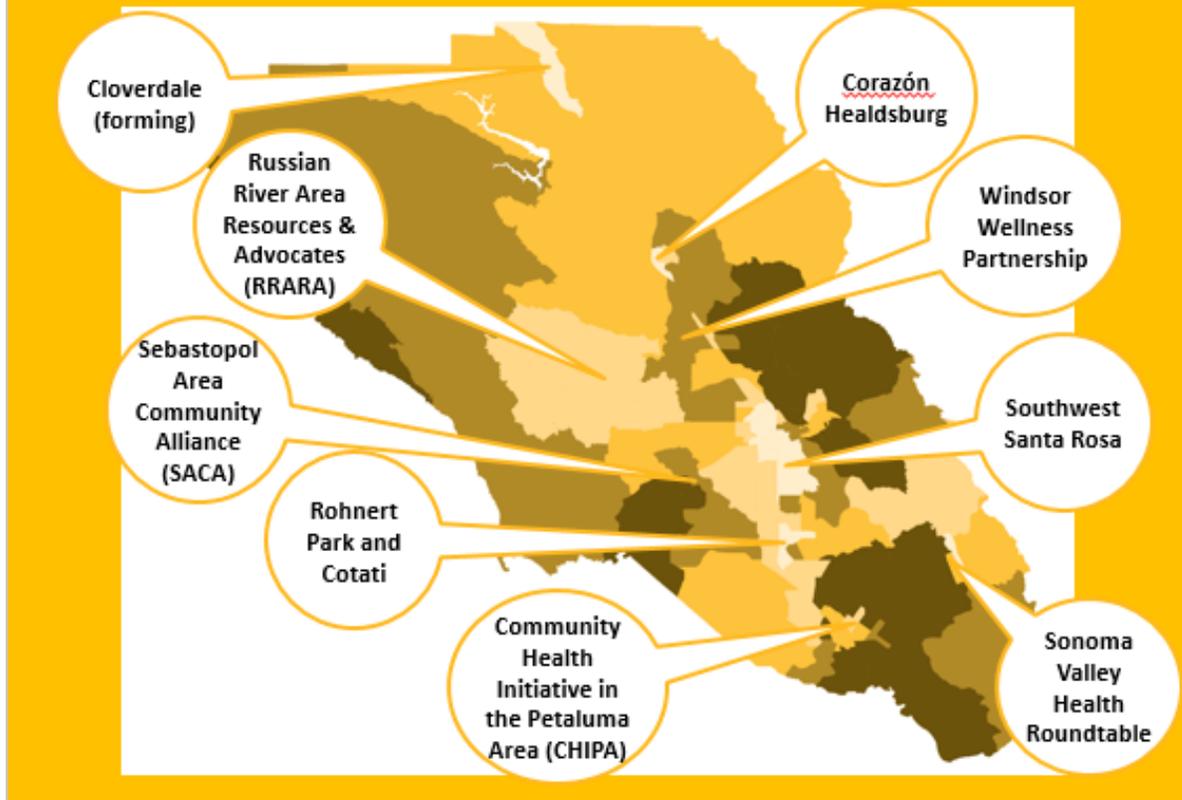


Health Action Chapters 2016 Annual Report





Healdsburg: Corazón Healdsburg

2016 Successes

- Achieved chapter status with Health Action in Summer 2016 and launched our chapter with a Día de los Muertos celebration that attracted 1,000 attendees (both Latino and Anglo) with live music, dancing, food and a community altar.
- Harnessed the power of collective impact by taking our volunteer-led forming chapter committee and combining forces with a local non-profit that was already focused on community outreach and engagement to the Latino population of Healdsburg.
- Worked with Alliance Medical Center to create a hybrid role for our newly hired executive director Leticia Romero to work for both organizations in a community outreach role while also doing MediCal enrollment as part of her scope.

Current priorities

- Conducting a door-to-door survey to get a pulse on community needs and concerns. Using this interaction to inform low-income residents of our drop-in resource center as well as upcoming educational and community building events.
- Continuing our “Blood Pressure Squad” outreach to several local organizations, where members of our Squad are actively taking blood pressure readings and advising residents to seek medical care if needed. Approximately 200 blood pressure readings have been taken with the help of a physician or nurse from the BP squad, and referred 26% of these individuals to their usual source of care because of elevated BPs! The BP machine from Big John's had been moved to the Healdsburg Library and we believe, based upon comments from both organizations, that hundreds of residents have taken their own BP without healthcare provider assistance though we have provided literature for individuals to review the importance of knowing their numbers and information on providers accepting new patients and/or information on providers accepting patients regardless of ability to pay.
- Forming an Early Childhood Education working group to assess gaps and access barriers regarding preschool enrollment and kindergarten-readiness for Healdsburg residents.

Plans or opportunities for increasing community engagement

- Hosting an immigration clinic in partnership with Centro Legal de La Raza (Legal Aid) from the Bay Area to host a *Plática* and one-on-one immigration advising in January.
- Hosting a “Cultural Humility and Social Equity” community dinner with a keynote address by Dr. Jann Murray Garcia to take place in January.
- Attending several community meetings of organizations such as Rotary, Garden Club, AAUW, and others to educate the community about the dangers of Hypertension and helping to identify whether people need to see a physician for follow up.

Barriers to advancing priorities or community engagement

- We are new in the community and are working to establish trust and relationships, which takes time.
- We have two very distinct and diverse working groups, one focused on heart health and the other focused on preschool access. They do not really have a lot of overlap of focus and it is somewhat tricky to get all of our members on the same page in order to move forward.
- There is a difference between direct service outreach (“I am going to take your blood pressure today and tell you if you are healthy”) versus one-on-one engagement where residents have self-identified issues, and engage them to have a community-based problem solving approach.

How the Health Action Council could help overcome these barriers

- Have Health Action Council define and clearly communicate what community engagement style they are looking for and have channels to each chapter to express that. This can be along the lines of the grant denial from the Robert Wood Johnson Foundation and helping the chapters to build upon “outreach efforts” in a deeper and meaningful way, that includes follow up, consistency, more than just one-off points of engagement with no follow-up avenue to bring people in and continue to address concerns or continue to build community.



Petaluma Area: CHIPA

2016 Successes

- Growing from 5 members in late 2012 to over 80 members representing 50 different organizations and leading efforts to expand local understandings of health from those focused on *health care services* to the multi-layered and interconnected *social determinants of health*
- Allocating District dollars to not only expand the Farmers’ Market LIFE program to all Farmers’ Markets in Petaluma but to serve as a match for a federal grant to bring this innovative market match program to markets throughout Sonoma County
- Successfully bringing our community together for screenings and educational forums to raise awareness on the connection between health, early education, and adverse childhood experiences, impacting over 300 local residents, leaders, and elected officials

Current priorities

- We are in the process of finalizing new priorities selected from the 2016 Community Health Needs Assessment. Our previous priorities were Educational Attainment, Mental and Behavioral Health, and Wellness and Prevention

Plans or opportunities for increasing community engagement

- We are in the process of identifying and incorporating strategies for increasing access to our CHIPA meetings. Currently, all CHIPA meetings are open to the public and we reserve three seats for local youth to serve as Youth Members

Barriers to advancing priorities or community engagement

- We currently lack internal capacity to do deep community engagement and, more importantly, community and resident *capacity building*.

How the Health Action Council could help overcome these barriers

- Continued support for leveraging local resources and agencies in engaging and empowering the community is much appreciated.
- Trainings for Health Action Chapter staff in anything from facilitation to community organizing to budgeting would be very helpful – in essence, building capacity among your health Action Chapters to improve their skills and impact of their efforts would be helpful. Regular report outs from Chapters to the Health Action Council would also be appreciated not only for recognition of efforts, but potential linkages to opportunities.



Rohnert Park and Cotati

2016 Successes

- Recently accepted as an official Health Action Chapter in October 2016.
- Developed a food collaborative that will assess food access needs and resource development for the Rohnert Park & Cotati communities
- Increased health services in Rohnert Park, including mobile services. Increased access to Dental services in Rohnert Park and Cotati, currently establishing services to be offered in all elementary local schools (on-site service). The ability to build capacity of these services were developed through partnerships established within the Health Action Chapter. The Rohnert Park Health Center was established in 2015, as a result of the Portrait of Sonoma report and has increased health access to residents in Rohnert Park & Cotati communities.
- Launch of Community Engagement Meeting (open to public) on December 15th from 5:30pm to 7:30pm at the Community Center (Lounge)-5401 Snyder Lane, Rohnert Park, CA 94928

Current priorities

- Food Access, Access to Health Care, and Community Engagement

Plans or opportunities for increasing community engagement

- Authentic engagement in decision making of people most impacted by health disparities is of high interest to the group. The Rohnert Park Health Center works with two Patient Advisory Groups, one English-speaking and one Spanish-speaking, that informs the development and delivery of programs and services. The Chapter sees the potential to expand their role to also advise the Chapter. However these groups meet in Petaluma under the umbrella of the broader Petaluma Health Center. The Chapter would like to support the creation of two new Patient Advisory Groups specific to the Rohnert Park/Cotati area. The Rohnert Park Health Center is planning to move forward with this in the near future.

Barriers to advancing priorities or community engagement

- The Rohnert Park and Cotati Health Action Chapter has limited resources for their paid coordinator.

How the Health Action Council could help overcome these barriers

- The Chapter is ready for the Department of Health Services to issue another Request for Proposals for Health Happens Here funding, one-time start-up funds of \$25,000 for Health Action Chapters.



Russian River Area: RRARA

2016 Successes

Enhancing cross sector communication and coordination for the betterment of the Russian River area:

The Lower Russian River area is unincorporated, and there are no formal bodies other than the District Supervisor to represent the area. Lower Russian River communities are isolated from each other, and organizations often work in isolation. RRARA meetings provide an opportunity for community organizations and community members to network, share information and see how they can better work together to address complex issues. Monthly meeting attendance has ranged from 13 to 28 attendees with an average of 20 attendees representing a variety of agencies including local nonprofits, health centers, law enforcement, business and civic groups.

RRARA facilitated stakeholder action planning on our three priority issues: educational attainment, housing, and transportation.

Educational attainment: RRARA brought together a range of relevant stakeholders to form a Cradle to Career working group that developed a Russian River Early Childhood Education Vision and an Action Plan that we have been implementing. Results to date include:

- Obtaining funding and distributing 150 United Way School Readiness Backpacks for low-income families with children,
- Obtaining funding for a community event to promote local awareness and support for early childhood education,
- Coordinated with partners that successfully applied for funding for preschool teachers at Fort Ross School and Montgomery school, both schools who have been unable to afford a teacher salary. The preschools will open in January 2017. Outreach to increase participation in the evidence based Triple-P Positive Parenting program. One local childcare provider attended a training to be certified to implement the curriculum with her families. One local school got a presentation from a local Triple-P provider to encourage participation in the program. More outreach will be done to increase the reach of this program in the community.
- Working to encourage referrals to the evidence based Nurse Family Partnership (NFP) and other Early Childhood Education programs. NFP providers recently scheduled a presentation to West County Health Center providers. We will be following up with West County Health Centers in the future to discuss implementing a Developmental Screening and Referral tool to increase referrals to this and other important developmental programs.
- Partners advocated for the recently approved California Budget for increasing preschool subsidies. Partners recently became involved in the countywide Sonoma County Children's Initiative collaborative exploring program and funding options including leading a "Preschool For All" campaign. They will help represent the Russian River area needs as this effort moves forward.

Transportation: RRARA recently hosted a transportation planning meeting on 10/11/16 with close to 30 stakeholders participating. We are collecting follow-up information based on the prioritized strategies from the meeting with which we are developing an action plan. We will be bringing them back together to finalize the plan and we will roll out the plan implementation.

Housing: RRARA hosted a housing planning meeting on 11/1/16 bringing together more than 30 stakeholders. The initial Housing Plan based on prioritized strategies was a helpful tool to represent Russian River area interests at the Sonoma County Homes For All Summit. We have a planning meeting scheduled for January 2017 to develop an action plan based on the priority strategies from the first meeting.

County Tobacco Retail License Advocacy: We are proud that the County TRL was approved and that we were able to help mobilize significant community and organizational support of this important initiative. We were told that public comment by high school students was especially important and compelling in the vote that the Board of Supervisors made. See the attached letter of support that we successfully mobilized from community partners as well as the Press Democrat article that includes comments by the youth speakers.

Plans or opportunities for increasing community engagement

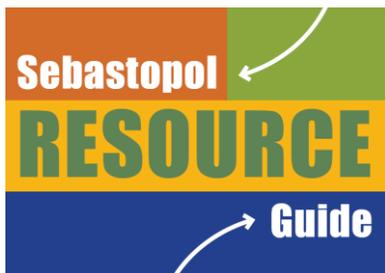
- We are exploring how to make the most of our partnership with St Joseph's Health and their community organizer who works in the Russian River area.
- In partnership with West County Health Centers Innovations program, we are applying for a Human-centered Design Grant.
- Our monthly meetings and our working group/stakeholder meetings do an important part in engaging community although more could be done. We may also see if we can incorporate more community engagement in our action planning process and the implementation of those action plans may also include community engagement such as the film screening we are planning for April.

Barriers to advancing priorities or community engagement

- One of the barriers is that the RRARA coordinator is a half-time position. Given the other projects, there is not time for significant community engagement efforts beyond what is already being done.
- There seems to be that there is not a framework for community engagement that has been identified for the St Joseph's Health community Organizer who is working in the Russian River area.

How the Health Action Council could help overcome these barriers

- More funding for the Coordinator position would allow time for more community engagement.
- A community engagement framework for the St. Joseph Community Organizers would help focus his efforts that would hopefully also support RRARA's efforts. I believe St Joseph's is on a "holding pattern" until Health Action creates their Community Engagement plan. If there were other ways to incorporate community engagement into our current work given the resources we have, we would also be interested in considering how we could do more of that.



Sebastopol Area Community Alliance: SACA

2016 Successes

- Recruited Palm Drive Health Care District's Community Services Committee to take on the backbone leadership role of a West County Health Action Chapter (the Palm Drive Health Care District boundary). SACA is interested in becoming a subcommittee of the larger Chapter. The Community Services Committee approved moving forward. The decision will go before the District Board in January and, if approved, come before the Health Action Steering Committee early next year.
- Distributed 1000 English and 300 Spanish copies of the Sebastopol Area Resource Guide to 2nd grade families at Back to School Nights. Made the Guide available for free through the local Community Center, Police Department, and other local nonprofits. Updated it every year.
- Introduced and supported a drug education and prevention program at local middle schools, focused on fifth grade students.
- Implemented sustainable positive activities for youth including supporting the Operation 1:4:1 club at Analy High, a Teen Open MIC series, and the Culinary Bootcamp.
- Supported and assisted in expanded outreach by TeensWork, a job preparedness and placement program for West Sonoma County Youth. TeensWork collaborates and coordinates with West Sonoma County Union High School District, local businesses, and other local nonprofits.

Current priorities

- SACA and The Palm Drive Health Care District: Coordinate effectively to transfer leadership for the West County Health Action Chapter to the Palm Drive Health Care District, while allowing the SACA founding teams established programs to flourish and benefit Sebastopol.
- SACA founding team: continuing to support our original mission: *"To review, discuss, and seek solutions to issues facing our youth, including drug and alcohol use and other harmful behaviors, in order to better support the health and well-being of our Sebastopol-area youth and families."* Continuing to support our established initiatives: Youth drug and alcohol prevention, the Sebastopol Resource Guide regular updates and free distribution, the TeensWork job preparedness and placement program, and positive activities for local youth.
- The Palm Drive Health Care District's Community Services Committee: support seniors, initially through the establishment of a senior subcommittee.

Plans or opportunities for increasing community engagement

- Joining forces with the Palm Drive Health Care District will open up more opportunities to explore community engagement.

Barriers to advancing priorities or community engagement

- Limited resources will continue to be a barrier to community engagement.

How the Health Action Council could help overcome these barriers

- Support Palm Drive Health Care District in the process to become the West County Health Action Chapter
- Provide needed resources to support programs to improve the health of Sebastopol area youth, seniors, and everyone in between!



Sonoma Valley Health Roundtable

2016 Successes

- Secured funding for a one year, half-time support person to staff Sustainable Sonoma, a community engagement process to bring the health, economic and environmental sectors together to develop and achieve a shared set of goals, indicators and desired targets for Sonoma Valley.
- Coordinated a comprehensive speaker series with leading Trauma-Informed Care pioneer, Dr. Robert Macy, at Hanna Boys Center.

Current priorities

- Sustainable Sonoma and ACEs (Adverse Childhood Experiences)

Plans or opportunities for increasing community engagement

- La Luz is a partner organization in Sonoma Valley that already authentically engages residents facing disparities. There are opportunities to leverage this connection as well as the Sonoma Valley Health Center's Patient Advisory Board and the Sonoma Valley Unified School District's ELAC committee or parent groups.

Barriers to advancing priorities or community engagement

- The Sonoma Valley Health Roundtable does not have a paid coordinator and does not have a lot of bandwidth to follow-up on connections and ideas between meetings

How the Health Action Council could help overcome these barriers

- Funding backbone support for Health Action Chapters



Southwest Santa Rosa

2016 Successes

- Completed a one-year Community Building Initiative (CBI) Planning grant from St. Joseph Health (System). The process to select the group's goal, outcomes, and strategies involved over 400 Roseland area residents and stakeholders through one-on-one interviews, surveys, community meetings, fairs and events. CBI established a Resident Leadership Group of approximately 25 residents that meets weekly.
- CBI partnered with the Neighborhood Revitalization Program (NRP) to host a neighborhood cleanup in Roseland. 28 residents participated in the cleanup that featured general trash pickup, yard waste disposal, and beautification of one property (spreading of mulch). This was a great community building effort to start process of improving Roseland.
- The CBI group was successful at securing three years of implementation funding of \$100,000 per year.
- The CBI Resident Leadership group began meeting jointly with the broader Chapter (mainly organizational representatives). Group members are involved in all aspects of the initiative including developing the
- Plan Coordination and Accountability Workgroup formed and working on Southwest Santa Rosa Consolidated Action Plan.

Current priorities

- Youth crime, through the CBI, with the strategies to improve the visual appearance of the Roseland neighborhood, improve the conditions of "hot spots" associated with criminal behavior in the Roseland neighborhood, and form resident empowerment groups to engage in institutional or public policy campaigns to improve social, economic, and/or health equity conditions for youth and adults in Roseland.
- Community Engagement. The Chapter plans to support resident groups in other parts of Southwest Santa Rosa to connect and build power.
- Plan Coordination and Accountability. There are many planning documents for the Southwest Santa Rosa area, but no group that holds the City, County, and other organizations accountable for implementing these plans. The Chapter aims to consolidate the plans and help connect residents with the organizations and resources to move the plans into reality.
- Collaboration among service providers and systems to improve health through improved service provision.
- Formation of a community engagement workgroup to oversee Chapter engagement efforts.
- Plan Coordination and Accountability Workgroup working on Southwest Santa Rosa Consolidated Action Plan.
- Moorland Neighborhood Action Team development.

Plans or opportunities for increasing community engagement

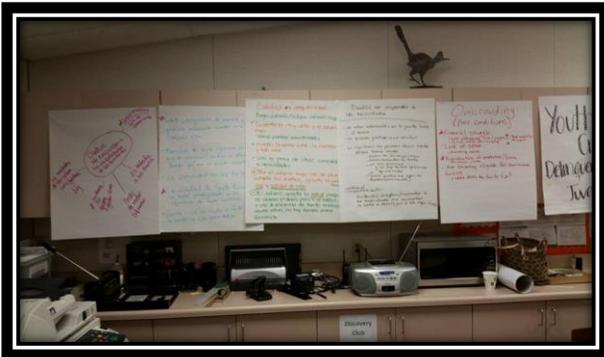
- Community engagement was the central piece of the Southwest Santa Rosa Chapter vision from the very beginning. The Chapter is authentically engaging residents in Roseland through the CBI project and would like to expand to all parts of Southwest Santa Rosa.
- Formation of a community engagement workgroup to develop and oversee Chapter engagement efforts.

Barriers to advancing priorities or community engagement

- Although the Chapter has funding support for the CBI project, there are no funds for coordination at the Chapter level.
- CAP is shouldering the primary responsibility for the coordination of the Chapter.

How the Health Action Council could help overcome these barriers

- The Chapter is ready for the Department of Health Services to issue another Request for Proposals for Health Happens Here funding, one-time start-up funds of \$25,000 for Health Action Chapters. Using the funds for chapter coordination would allow the group to grow and secure sustainable funding.
- Additional funding support will allow the CAP to provide ongoing support for the Chapter and to explore sources for sustainability.





Windsor Wellness Partnership

2016 Successes

- Attracted resources from the Center for Well-Being to Windsor to support a Healthy Retail project. The group has trained promotores de salud/health promoters to work with store owners to make healthy changes. There is also a youth engagement element through Project with youth from Windsor High School
- Installed a rain barrel catchment system at the Cali Calmécac Community Garden as a demonstration project through connections established through WWP
- The Windsor Unified School District allotted \$20,000 in its budget for developing school gardens
- Grew Steering Committee by two members and had a successful transition to a new Chair

Current priorities

- Healthy retail – The healthy retail project is well underway. Assessments are being done, retailers are happy with the engagement, and strategies for increasing demand for healthy food are being developed.
- Access to Healthy Food – The Cali garden is maturing. Community education programs have been conducted at that location and community involvement in garden projects increases. Plans for a community at the Windsor Senior Center are in the works with construction scheduled for 2017.
- Mental health – This is a new and growing Focus Area. A member of the community familiar with mental health stepped up to spear head this project. At this point the focus has been on assessing the needs and current resources in the Windsor community to inform the future actions.
- Health Considerations on Policy Decisions – We have been working with the Town of Windsor to come up with a strategy to develop some language to add to the General Plan that specifically related to Health in all Policies. While the General Plan uses the terms health, healthy, and wellness, nowhere does it define what that means or how to apply the concepts.
- Know Your Numbers – “Health Hub” development of an online interactive Health Education resource – Know Your Numbers has taken on a life of its own with many institutions offering free health screenings to community members. Health Hub is a project in the works to be an inclusive follow up to Know Your Numbers as a health education/resource for those wanting to be more proactive in making dietary, activity, lifestyle shifts.
- Finding funding for a paid coordinator – This continues to be one of our priorities.

Plans or opportunities for increasing community engagement

- Many of the partners are community members, but the group is exploring how to increase involvement of residents facing the most disparities in Windsor. The group would like to do a door-to-door survey or residents. There are also opportunities to engage existing residents groups such as local ELACs.
- Build a WWP website as partner and community resource – One of our members who is experienced in this area has offered to do this for us at no cost.
- Develop online presence to promote the above as well as supporting projects – to raise our visibility and engage a wider swath of the community.
- Hold monthly, community, healthy pot-luck dinners – to engage more members of the community, deepen relationships among community members

Barriers to advancing priorities or community engagement

- WWP does not have a paid coordinator, and therefore the group is limited by the capacity of volunteers. The group has developed a job description and has been actively seeking funding for a paid coordinator position.

How the Health Action Council could help overcome these barriers

- Put resources into the backbone support for Health Action Chapters