

# Health Action Sonoma County

## FRAMEWORK FOR ACTION

Health Action is a partnership of local leaders, organizations, and individuals dedicated to improving health and well-being and reducing disparities across Sonoma County.

Health Action's mission is to mobilize community partnerships and resources to achieve equity and to improve health and well-being for all in Sonoma County.

To achieve its mission, Health Action focuses on three impact areas: a long and healthy life, educational attainment, and a comfortable standard of living. It raises awareness of key local health issues, addresses social determinants of health, and highlights critical disparities within the community. As Health Action evolves, so does its understanding of what is required to realize the high level of impact it strives to achieve.

This Framework for Action lays out a roadmap for realizing this higher level of impact along three domains:

- **Strategy**, including refined health and well-being priorities and values;
- **Stewardship**, including a collective approach to supporting priorities and clearly defined expectations of Health Action members; and
- **Sustainability**, including the development of a sustainable financing plan.

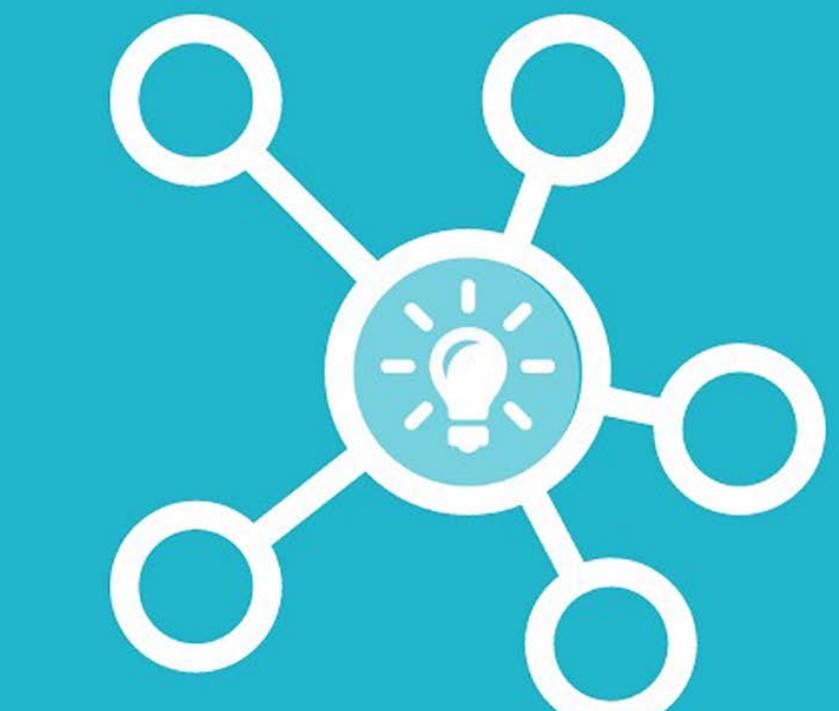
This Framework presents direction for Health Action members, partners, and the community to join together to create the large-scale social change needed to improve health and well-being for all in Sonoma County.

September 1, 2017

**HEALTH  
ACTION**

VISION: Sonoma County is a healthy place for all residents to live, work, play and belong.

### Strategy



### A Long & Healthy Life

1. Promote high-value, well-coordinated, person-centered health care that is available and accessed by all residents.
2. Promote healthy, safe communities and environments.
3. Support behavioral health care as an essential component of overall well-being, including upstream prevention.



### Educational Attainment

1. Support every child entering kindergarten to be ready to succeed.
2. Promote the academic success of every child in and out of school.
3. Support every young adult to prepare for and complete the highest level of postsecondary education or training to achieve their career goals.



### A Comfortable Standard of Living

1. Promote affordable, accessible, safe and healthy housing for all.
2. Promote financial stability and independence.

*\*Note: These priority areas are numbered for ease of reference. Numbering does not represent a hierarchy of priority areas.*



### Stewardship

#### COLLECTIVE APPROACH

Critical to its ability to support greater impact in its priority areas is a shared understanding of Health Action's approach to leveraging the knowledge, expertise, resources, and relationships of its members and partner organizations. Health Action relies on the following approaches to advance its priorities:

- Monitoring
- Supporting and aligning with existing community efforts
- Engaging and convening
- Educating and informing
- Developing and promoting single interventions
- With Upstream Investments, developing and promoting a portfolio of aligned, mutually reinforcing interventions

#### SHARED RESPONSIBILITY

Stewardship requires Health Action members to take responsibility for ensuring Health Action's success in improving the health and well-being of Sonoma County and to lead together on behalf of Health Action, not just their own organizations. Health Action Council, Committee, and Chapter members agree to:

- Promote the value of Health Action's priorities and strategies, including the collective approach;
- Align organizational priorities, practices, policies, resources, and data with Health Action;
- Advocate for policy and systems changes that support Health Action priorities; and
- Commit staff, time, and resources to achieving Health Action priorities.

### Values



**EQUITY** - Achieving equitable health and well-being for all residents is at the heart of Health Action's mission and vision for Sonoma County. It is committed to achieving a just and equitable community where residents attain their highest level of health.

**COMMUNITY ENGAGEMENT** - Health Action values the wealth of knowledge, experience, and expertise that community members have in addressing their own health and well-being needs. Health Action commits to elevating residents' needs and concerns and to involving the community more deeply in implementation and evaluation.



### Sustainability

#### SUSTAINABLE FINANCING PLAN

Health Action will develop and implement a sustainable financing plan to support its vision by testing innovative financing mechanisms aimed at achieving improvements in health outcomes and equity. The financing plan will include both aligned and pooled funds.

#### ALIGNED FUNDS

Partner with aligned funding entities and investors to support Health Action priorities by "braiding" funds to target priority outcomes. Traditional funds may be categorical funding or small grants that can be directed using evidence-informed strategies.

#### POOLED FUNDS

Utilize a Pooled Fund to strategically raise and allocate funds to support large-scale priority outcomes; prioritize investments that demonstrate cashable savings or societal benefits that can be assigned monetary value; test non-traditional funding methods and leverage innovative funding; and sustain backbone support.

SONOMA COUNTY

# HEALTH ACTION

Council

Leadership Team

Values: Equity & Community Engagement

SONOMA COUNTY  
CHAPTERS

Cloverdale

Corazón Healdsburg

Russian River Area  
Resources & Advocates  
(RRARA)

Windsor Wellness  
Partnership

Gravenstein

Southwest Santa Rosa

Rohnert Park  
and Cotati

Sustainable Sonoma

Community Health Initiative  
Petaluma Area (CHIPA)

Committee  
for Healthcare  
Improvement

A Long and  
Healthy Life



Economic  
Wellness

Comfortable  
Standard  
of Living

Cradle  
to Career

Educational  
Attainment