Community Transformation Grant
Healthy Sacramento Coalition Meeting

February 29, 2012

SIERRA HEALTH FOUNDATION
An Endowment for Northern California
Welcome from Sierra Health Foundation

Chet Hewitt  
*President and CEO*

Diane Littlefield  
*Vice President of Programs and Partnerships*
Opening Remarks

Kari Lacosta
Policy Advisor
Office of Congresswoman Doris Matsui
Sharing the Story from the CDC

Ramona Mosley
Program Director, Health Education Council
What do children experience in our communities?
Maria’s Story

This is Maria
Age 11
6th Grade
Maria’s Story: Fast foods and food deserts

- unhealthy food is advertised and available everywhere

- Much easier for Maria to get a soda than to get an orange
Maria’s Story: Sugar-sweetened beverages

- A child’s risk for obesity increases 60% with every additional daily serving of soda

- 43% of schools have inadequate or no water fountains
Maria’s Story: Unhealthy Foods at School

- For lunch, Maria’s school has fryers but no oven
- School vending machines sell candy and soda
47% of 9th graders attend daily PE classes; only 22% of 12th graders

Sedentary screen time is on the rise for all ages
Maria’s Story in Rural America

- Higher disease and risk factor burdens
- Limited transportation
- Poor access to Health Professionals
Maria’s Story
Second-hand Smoke Exposure
Impact of SHS Exposure On Children

- Low levels of exposure associated with
  - Illnesses and mortality
  - Decreased scores on tests

- Children had 45% increase in cotinine levels when living in apartment vs. detached home

- 41% of all public housing residents are children
Maria’s Story: Disparities in Smoking Rates

Source: NHIS, 2008 (National Center for Health Statistics)
Leading killers in the U.S.
- Account for the largest single portion of racial disparities in life expectancy

46% of people with hypertension have adequately controlled blood pressure

33% of people with high cholesterol have it adequately controlled
Our nation’s current generation of children is the first one expected to live shorter lives than their parents.
Community Transformation Grant Update, Expectations and Timeline

Diane Littlefield
*Vice President of Programs and Partnerships*
Community Transformation Grant Update, Expectations and Timeline

- Submitted our Community Transformation Plan – due today – once approved, then budget approved
- Finalizing staff hiring
- RFPs to be released in late March
Community Transformation Grant
Update, Expectations and Timeline

- Build a Leadership Team
- Build the Coalition
- Conduct Community Health Assessment
- Develop a Communications Plan
- Develop Community Transformation Implementation Plan
Community Transformation Grant
Upcoming Request for Proposals

- Leadership team and coalition building developer and facilitator
- Community engagement CBOs/guides to reach populations experiencing health disparities (10 organizations)
- Media outreach for specific populations
- Policy scan
- Publication dissemination
Community Transformation Grant Update, Expectations and Timeline

- **Planning Year One:**

- **Planning Year Two:**

- **Apply for Planning Year Two in Spring 2012**

- **Apply for 3-year Implementation in Spring 2013**
Coalition Survey Results

Abraham Daniels

Program Officer, Sierra Health Foundation

- Purpose and Method
- Survey Questions and Findings
Coalition Survey Purpose and Method

- Everyone’s voice was heard

- Innovative approach to gather and analyze large amounts of qualitative data using Modified Delphi methods
  - Questions
  - Kiely Group

- Data sorted into themes/clusters using software, eliminating human bias
Question 1: Why is the Healthy Sacramento Coalition important for Sacramento County?

- Progress: Sacramento can be a leader and develop a model for other communities across the country
- Community: Need to work together as a community to address health issues
- Resources: Maximize current resources
- Action: Want meaningful efforts toward action
- Health/Well Being: Improve health of Sacramento
Coalition Survey Questions and Findings

Question 2: If we achieve perfection in the planning phase, what would it look like?

- Access/High Impact: Plan translates to innovative strategies with high impact
- Strategic Direction: Plan contains priorities driven by data
- Collaboration/Cooperation: Process and plan are inclusive of all groups
- Community Voice: Plan incorporates community suggestions and accepted by community
Coalition Survey Questions and Findings

Question 3: What are the appropriate behaviors and beliefs to guide the Healthy Sacramento Coalition?

- Inclusion: Participation in an inclusive coalition
- Collaboration: Diverse members are invited to participate
- Transparency: Transparent and open process
- Strategy focus: Efforts driven by the plan and goals of the community
- Action: Move from discussion to community change
It’s Time for a Physical Activity Break!
Workgroups

- **Leadership and Coalition Building Workgroup**
  *Workgroup Leader: Ramona Mosley, Health Education Council*
  This workgroup will identify potential leadership team candidates, identify leadership team roles, develop a governance plan and develop a coalition building outreach plan.

- **Communications Workgroup**
  *Workgroup Leader: Dr. Jessica Nunez De Ybarra, Sacramento Latino Medical Assoc.*
  This workgroup will develop an external communication plan, as well as communication strategies for the Leadership Team and the Coalition.

- **Training and Capacity Building Workgroup**
  *Workgroup Leader: Kimberly Bankston-Lee, STAND and SOL Projects*
  This workgroup will develop a coalition training plan and identify CDC and other training opportunities available to all coalition members.
Workgroup Reports

- Leadership and Coalition Building Workgroup
- Communications Workgroup
- Training and Capacity Building Workgroup
Community Health Assessment

Dale Ainsworth, PhD  
*Managing Partner, Valley Vision*

Chris Aguirre, MS  
*Senior Project Manager, Valley Vision*

Karen Olson, MPH, CHES  
*Human Services Program Planner, Div. of Public Health, Sac. Co. DHHS*

Heather Diaz, DrPH, MPH  
*Assistant Professor, Sacramento State University Public Health*
Community Engagement Mini-Grants Funding Opportunity

Diane Littlefield
Vice President of Programs and Partnerships
Next Steps

- Continue leadership team, coalition and workgroups
- Complete staff hiring
- Community health assessment and policy scan
- RFPs for community engagement mini-grants
- Community transformation implementation plan
Questions and Answers
Reflections

- What went well today?
- What could have been better?
Thank you!