Healthy Sacramento Coalition Meeting  
May 28, 2014  
Meeting Summary

Meeting Outcomes:
- To hear about the outcomes from the CDC site visit
- To receive an update on Healthy Sacramento Coalition Pilot Project RFAs
- To discuss the future direction of the Healthy Sacramento Coalition

Welcome and Overview
Greg Hodge, Facilitator, Khepera Consulting, welcomed everyone and began the meeting by having everyone introduce themselves and share one thing everyone is looking forward to during the summer. He provided a brief overview of the meeting agenda.

Update on Centers for Disease Control Site Visit
Robert Phillips, Sierra Health Foundation Director of Health Programs, shared three highlights from the CDC site visit and a brief update on the new funding announcement from CDC. The CDC project officer, Audrey Williams, conveyed three things from her site visit: 1) we successfully hit the marks we were supposed to, 2) CDC believes we are prepared for larger efforts related to the neighborhoods and equity conversations we are having and they position us differently than other coalitions, and 3) while we are making progress, one concern is pacing related to the RFAs and how quickly we can get to the work before the end of the funding cycle.

Now that the RFAs are released we have addressed the concern. Even with this effort and beyond CTG funding, Audrey was concerned about getting the RFAs out in enough time for the CDC to actually see progress. During her site visit, Audrey toured the 15 zip codes; she was impressed and educated on how Sacramento really had geographic and health disparities as described in our reports. She had the opportunity to see them up close and in context to other sites that are far more urban, but not as dense in population, and this provided her with a perspective on what we are up to and helped her give us ideas on how we can position ourselves well for future conversations with CDC. Another take away from Audrey’s site visit is that the work we are doing, including our focus, and progress positions us and aligns very well with the future CDC funding opportunity. However, it will be far more competitive than the CTG grant. The coalition is strongly positioned to apply for any future CDC funding opportunity.

Update on RFA Release
The RFAs were released approximately 2.5 weeks ago to at least 30 organizations. The due date is June 12th with a quick review period of 21 days. The review team will submit funding recommendations to the Steering Committee for final approval. This will happen quickly because of the concern raised by CDC in terms of stretching this period out. This is something that we still believe we can do well. More information will follow as this item progresses. If members have any questions or concerns, they are encouraged to bring them up during the coalition meetings between now and the end of June.

The Healthy Sacramento Coalition is made possible by funding from the Centers for Disease Control and Prevention and Sierra Health Foundation.
Robert provided a brief update on the new CDC funding opportunity titled: *Partnership to Improve Community Health* (PICH). This is largely focused in the same way as the CTG with three differences in their approach:

1) They are treating every grantee in this period as an implementation grantee and providing sufficient resources to take on any effort but requiring a fully informed plan.

2) The framework is very similar to CTG with the same five focus areas in the new funding opportunity being described as part of the theory of change.

3) The varying funding opportunities are categorized by size of entity; with Sacramento County being categorized under the Large Cities and Urban Counties with a population of 500,000 or more. In each category there are a finite number of grants, in this category there will be 10-15 cooperative agreements available nationwide, making this a highly competitive pool for the Healthy Sacramento Coalition against other major US cities.

Because these funds must be released by the end of the fiscal year, September 2014, the turnaround time to complete the application will be quick; the application deadline is July 22 and the LOI is due June 4. While this is a wonderful opportunity for the coalition, it will require a quick turnaround and a great deal of work for the coalition.

**Q:** If we decide to move forward as a group and apply, have you thought through at this point about writing committees yet?

**A:** Yes, we will be calling on coalition members to help with the application process, using the similar process we used for the development of the CTIP. This time the process will be truncated due to time constraints. The Steering Committee, Health Education Council, and Sierra Health Foundation will set out a framework for the proposal and engage the workgroups to provide input on direction and details. Given the amount of time we have to write this, we will not have space to do anything new. We will have to be consistent with some of the existing direction we are currently aimed in as well as consistent with the conversation around what we want to do. We will remind everyone of these conversations by referencing the CTIP and other existing documents. Sierra Health will provide the support in helping write the application and synthesizing information.

The remaining objectives and activities that are in the full CTIP will be the focus. Initially, certain ones were chosen because they were quick to get to in the preliminary pilot project year. The rest of the things that were not chosen will be reviewed and considered for inclusion in the PICH. The LOI will be a one page statement, 500 words, on our intention to apply with a broad focus. Funding ranges from $1 M - $4 M with a three year funding period. At least half of the funding will have to go out to the community, the format will be determined.

**Q:** During this application, will we be sub-contracting the obesity and tobacco areas from the onset rather than having the workgroups decide and releasing mini-grants so that they can be more effectively implemented?

**A:** This will be something we will have to determine during the writing process. The coalition should discuss this during the next month. Sole sourcing to a specific organization will be a coalition decision that will need to be justified and supported by the coalition and make the case as to why we would do that, this can/should be an option. The recommendation is to think about the resources in terms of the broad areas that we want and what type of investment we should put behind it. We can figure out the process details after this, if we want a sole source contractor, we can request this after funding is approved. If we have this conversation during the coalition meetings this can hold the coalition back and if we start picking people...
from among the group then everyone can make a case for any organization that is reasonably qualified to do the work. If people would have to pick, this would take time that we do not have.

**Learning Opportunity**  
*Cindy Blain, Community Partnerships and Innovation Director, Sacramento Tree Foundation,* provided a presentation on *The New Green Rx: Trees*, a presentation and video on the intersection between public health and trees and the benefits they provide to well-being. The Green Print Summit took place in January, it was a great event and Cindy shared a video of some highlights from the summit. Presentations and additional content from the summit are available online on the Sacramento Tree Foundation’s website at [http://www.sactree.com/news/94](http://www.sactree.com/news/94).


**HSC Future Direction**  
The coalition engaged in a conversation to discuss the future direction of the coalition. There were three questions posed to the coalition to brainstorm ideas.

**Dialogue**  

**Question 1: What areas do we add back in the post CDC (social and emotional wellness, safe neighborhoods)?**

- One vision for a project
- We should focus on our existing areas and actually implement the activities of TFL and HEAL
- So much already exists in proposed SOW (CTIP), we can add more from the original proposals (i.e., outdoor dining). This would allow us to align our synergies and participating organizations’ existing SOW. We can see if our projects can also address these additional areas of focus
- Revisit the ideas from the transition plan

**Question 2: What new opportunities exist for HSC to build in the 15 zip codes?**

- Utilize expertise of members who have stayed on board, have better understanding of HSC, and bring back previous members
- Build on existing project, current funding (BHC, HEAL Zone, Tobacco Program, Healthy Store for a Healthy Community, SNAP-ED)
- Fruit orchards @ schools/community orchards
- Hunger awareness/food security and address hunger
- Food access awareness/education promotion. UCCE community garden mapping/food mapping
- Balance resources by including Del Paso Heights/North Sacramento with equitable investment
- Leveraging human resources leading with residents and keeping learning/skills within the community; leadership development within communities and job skills training
- Expand clinical care work and bring it down to grassroots
- Who is leadership team?
- Align our directives with the Office of Health Equity and have synergy with the state
- We are not deliberately aligning initiative for organizations within the coalition
- Need to fully exploit these potential partnerships. Partnering with subcontractors and their own SOWs for collective impact; we are not aligned with SOW. Of the 150 only 20 existing agencies participate
- Instead of focusing on areas of focus, we should look at the needs of these zip codes and determine which ones have the greatest needs/how to serve them as a coalition
- Infrastructure; sidewalks
- Food deserts; lack of access to healthy food
- Full disclosure of participants
- “Health for all” focus. Unreported medical ins., solely focus on the health issues
- Obesity rates
- Urban agriculture
- Restructuring play grounds/building new playgrounds
- Who is providing grant funding for 15 zip codes? Who is there? Review literature; scanning projects, inventory. Prevention Institute. SB375; sustainable communities
- Bring back others or new groups for projects; liquor stores and crime
- What is going on in zip codes; law and code enforcement; effect on other areas
- Reflection; getting residents engaged; language and cultural barriers
- Review and integrate

**Question 3: How do we more directly connect to the Leadership Team?**

- Define role, expectations, look at this group for guidance, open and on-going communication
- There should be an active staff representative at the coalition and workgroup level
- Give them action items
- Impressions: we do not know who the leadership team is? Their role is a backbone and sounding board. We need to decide what their duties should be and at what capacity. How could they carry the work to benefit the coalition?
- When strategic planning happens with the leadership team, we should include coalition and community members because we need to understand what the community wants. We do not need the leadership team to tell the coalition what to do (they can advise and recommend)
- Coalition needs to create a “wish list” of expectations we want from our LT. They are open to direction
- Add more diversity on leadership team
- Inclusion into meetings and retreats
- Provide information on the Leadership Teams’ area of focus
- Educate and empower the HSC organizations on how to communicate with leaders (elected officials and others) and get things done
- Align the leaders’ priorities (health related) to the HSC health priorities
- How to accomplish task via social networking; mixers, BBQ
- Asking questions of what do you want to do to support the coalition?
- More dialogue with leadership team (Sierra Health host). Meet and Greet
- Getting information to understand what the work means, what actions to take?
- Target several of leaders to attend
- Promote coalition as part of work (elevator speech)

**Next Meeting**

Next meeting is scheduled for Wednesday, June 25, 2014, see website for more information. Registration is required. Visit the Healthy Sacramento Coalition web page at [www.sierrahealth.org/healthysacramento](http://www.sierrahealth.org/healthysacramento) and register today.