Healthy Sacramento Coalition

Policy Recommendations on Focus Areas
March 2013

The Healthy Sacramento Coalition has actively developed policy recommendations over the past five months to address the strategic focus areas of the Community Transformation Grant. The proposed policy recommendations were developed by the Policy Workgroup and further reviewed by the general membership of the coalition during the large monthly meetings. When the proposed recommendations are finalized they will be incorporated as part of the implementation plan, which is scheduled to be completed and submitted to the Centers for Disease Control by mid-April 2013.

Enclosed:
1) Proposed Tobacco-Free Living Policy Interventions
2) Proposed Healthy Eating Active Living Policy Interventions
3) Evidence-based quality clinical and other preventative services, specifically prevention and control of high blood pressure and high cholesterol
Proposed Tobacco-Free Living Policy Interventions

Strategy 1: Smoke-Free Multi-Unit/Family Housing (MUH)

Policy Objective:

1. Change smoke-free multi-unit/family housing practices by:
   a. Encouraging housing providers to adopt new no-smoking policies for their properties that will benefit at least 2,000 units across the 15 zip codes
   b. Advocating for these new policies to prohibit smoking inside buildings, and also include patios and balconies. (Note: the policies would not require that residents quit smoking or prohibit people who smoke from moving in, as not to encourage displacement of residents).
   c. Supporting housing providers to undergo comprehensive planning processes in advance of policy implementation, including surveys of residents, meetings with building management and staff, and resident meetings to explain the new policies.

Population focus: Children and families in the 15 zip codes who are renters
Geographic focus: Targeted areas within the 15 zip codes with highest smoking prevalence rates
Policy Targets: Sacramento County housing providers either developing or managing property within the 15 zip codes.
Key Measure(s): To be determined

Strategy 2: Tobacco assessments and cessation procedures during medical intake and treatment

Policy Objectives:

1. Encourage health care and social service providers to implement an office-wide system that ensures that for every patient at every clinic visit or beneficiary visit at any agency, tobacco-use status is queried and documented.
2. Support health care systems to ensure that clinicians have sufficient training to treat tobacco dependence, clinicians and patients have resources, and clinicians are given feedback about their tobacco dependence treatment practices.
3. Support clinical sites to communicate to all staff the importance of intervening with tobacco users and designating a staff person (e.g., nurse, medical assistant or other clinician) to coordinate tobacco dependence assessment and interventions.

Population focus: Residents in the 15 zip codes with the highest smoking prevalence rates
Geographic focus: 15 zip codes with highest smoking prevalence rates and highest number of tobacco retailers

The Healthy Sacramento Coalition is made possible by funding from the Centers for Disease Control and Prevention.
Policy Targets: Community health centers, health systems, public and private social service agencies either located in or providing services to residents living in the 15 targeted zip codes

Key Measure(s): To be determined

Policy Strategy 3: “Counter Pro-Tobacco Influences on Youth”

Policy Objectives:

1. Change smoke-free school practices through comprehensive school health by:
   a. using education and awareness messaging that would make tobacco use less desirable through the utilization of social media strategies or messages where 16-25 year olds “live, work, learn or play” (multi-family housing, cell phone outlets, discount stores - DD’s, K-Mart, Walmart, Target, Dollar Store; Downtown Plaza, neighborhood clothing stores, athletic shoe stores; bars/clubs, food outlets, RedBox kiosks; community college, adult school, vocational institutions)
   b. supplementing existing services and supports available through existing smoke-free school programs
   c. using youth advocacy and social media tactics to create healthy environments

The social and physical environments of the school would match the healthy living messages taught in the classroom (this is the “comprehensive school health” piece) to reinforce health and smoking cessation on many levels and in many ways. Rather than just educating students on why they should not smoke, youth would be supported in their attempts to quit and provided a school environment conducive to not smoking. Knowing that no single approach to prevention or cessation will be effective with all students all the time, efforts would take a variety of interventions within the three-tiered model of comprehensive school health.

2. Stronger local tobacco retail restrictions
   Pursue policy options that can be “plugged-in” to the basic licensing ordinance to provide greater health protections for youth, including prohibiting sales of tobacco products near schools, creating penalties for inequitable marketing and pricing tactics or restricting the individual sale of youth-targeted products, such as little cigars, flavored tobacco, blunt wrappers and menthol.

Population focus: 16-25 year olds
Geographic focus: Three to five of the 15 zip codes with highest smoking prevalence rates and highest number of tobacco retailers
Policy Targets: School districts and retailers who sell tobacco products in the three to five identified zip codes
Key Measure(s): To be determined
Proposed Healthy Eating Active Living Policy Interventions

Strategy 1: Use “Complete Streets” approach by matching “Safe Pathways to Schools” strategies with new and retrofit Transportation Improvement funding.

Implement strategies for obtaining new federal, state, regional and local funding for street improvements that enhance the safety and convenience of walking and bicycling, with a focus on creating the transportation infrastructure to enhance existing safe pathways to schools efforts in the 15 target zip codes in Sacramento County.

Policy Objectives:

1. Encourage the city and county to seek and prioritize funding for specific projects that will change the transportation infrastructure in the 15 zip codes in approved or planned transportation plans by the city, county or four school districts.

2. Promote the prioritization of schools in 15 zip codes as primary targets for existing “Safe Routes to School” and other “school pathway”-related funding

Population Focus: School-age children and young adults (K-14)
Geographic Focus: Schools in 15 zip codes with highest needs around traffic safety
Policy Targets: Four unified school districts in 15 zip codes, SACOG, city and county law enforcement traffic divisions, City of Sacramento Public Works, Sacramento County Department of Transportation
Key Measure(s): To be determined

Strategy 2: Work to adopt policies and implement practices to increase consumption of healthy beverages, and promote water as the healthy beverage of choice.

Policy Objectives:

1. Work with employers, including hospitals, clinics, businesses, schools, early childcare providers, nonprofits and city/county government offices serving residents in the priority zip codes to adopt and implement healthy beverage guidelines and meeting practices for staff and clients.

Geographic Focus: Work and service environments that impact the 15 zip codes
Policy Targets: Private and public employers within the 15 zip codes; private and public employers who employ residents from the 15 zip codes; service providers within the 15 zip codes; service providers who serve residents who live within the 15 zip codes
Key Measure(s): To be determined

2. Encourage the four school districts located within the priority zip codes to increase water access and availability for students by including formal language and
strategies for increasing water access in their school wellness policies and adopting a policy requiring that water be available with all meals.

**Population Focus:** School-age children and families in the 15 zip codes  
**Geographic Focus:** School sites in 15 zip codes with highest levels of readiness  
**Policy Targets:** Four unified school districts in 15 zip codes  
**Key Measure(s):** To be determined

3. Work with local jurisdictions and special districts as well as private businesses to increase public access, availability and promotion of fresh drinking water in public facilities including schools, worksites, parks and community centers, and at city/county-sponsored events

**Population Focus:** To be determined  
**Geographic Focus:** All public facilities in 15 zip codes  
**Policy Targets:** City and county agency sites located within 15 zip codes  
**Key Measure(s):** To be determined

**Strategy 3:** Improve access to locally grown and fresh produce in communities with limited access.

**Policy Objectives:**

1. Work with retailers, focusing on small neighborhood convenience stores in the 15 zip codes to improve access to fresh produce.
2. Seek local zoning changes to disallow new fast food establishments within 1,000 feet of a school and to limit the number of fast food outlets in the 15 zip code communities.
3. Restrict fast food advertising, modeled after the Sacramento County Tobacco Control Coalition.

**Geographic Focus:** All public facilities in 15 zip codes  
**Policy Targets:** Existing neighborhood stores, City of Sacramento Public Works, Sacramento County Planning and Development Department, outdoor advertisers  
**Key Measure(s):** To be determined

**Strategy 4:** Leverage and expand existing joint use agreements in the four school districts located within the priority zip codes to expand access to facilities to encourage active living and increased recreational use of school property.

**Geographic Focus:** The school districts with the highest readiness to engage in joint use efforts  
**Population Target:** Families and children who live in close proximity to target schools  
**Key Measure(s):** To be determined
Proposed Clinical and Community Preventive Services

Policy Interventions

**Strategy 1:** Decrease high cholesterol and high blood pressure through the promotion of activity.

**Policy Objective:**

1. Work with the County Regional Parks and City of Sacramento Parks departments to partner with Sierra Sacramento Valley Medical Society and other physicians to implement a Parks Prescription program to promote the increased use of parks in the 15 zip codes.

**Population Focus:** Families and children who live in proximity to parks and other recreational environments in the 15 zip codes

**Geographic Focus:** Parks and other recreational environments that impact the 15 zip codes

**Policy Targets:** The County Regional Parks and City of Sacramento Parks departments; private and public employers who employ residents from the 15 zip codes; service providers within the 15 zip codes; service providers who serve residents who live within the 15 zip codes

**Key Measure(s):** To be determined

**Strategy 2:** Use of community health workers (CHW)/navigators to promote outreach systems, and linkages between community resources and clinical settings that will decrease high cholesterol and high blood pressure.

**Policy Objectives:**

1. Increase the number of federally qualified health centers and health systems that either operate in or provide service to the 15 zip codes with community health workers (CHWs) integrated into their systems to promote self-management of high blood pressure and cholesterol
2. Increase the number of health plans with coverage for CHWs
3. Increase the number of provider practices that either operate in or provide services to the 15 zip code that refer patients to CHWs
4. Increase access to/availability and use of CDC-recognized lifestyle change programs in community settings as an intervention targeting those in the 15 zip codes with diabetes risk factors

**Population Focus:** Population in 15 zip codes with highest rates of hypertension and high cholesterol

**Geographic Focus:** 15 zip codes with highest needs around diabetes, stroke and heart attack

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Policy Targets: FQHCs and health systems either operating in or serving the population in 15 zip codes
Key Measure(s): To be determined

Strategy 3: Use of pharmacists as health care extenders to promote control of hypertension (HBP) and high blood cholesterol (HBC).

Policy Objectives:

1. Use evidence-based medication management models to promote pharmacists as members of community-based health care teams.

2. Leverage medication therapy management projects or other pharmacist projects currently under way in Sacramento County that would encourage collaboration among Sacramento Valley Pharmacists Association, Sierra Sacramento Valley Medical Society and community-based organizations to help leverage and support the pharmacist’s role in patient care.

Population Focus: Population in 15 zip codes with highest rates of hypertension and high cholesterol
Geographic Focus: 15 zip codes with highest needs around stroke and heart attack
Policy Targets: Pharmacies and health systems either operating in or serving the population in 15 zip codes
Key Measure(s): To be determined