



**CTG/HEART Coalition
Meeting Notes
January 18, 2013
11:30a.m.-1:00p.m.**

<p>Present: Alex Lanzas - Health Net Amelia Goodfellow - HSA/CDC Fellow Ana Astorga - HSA/Tobacco Programs Colleen Woolsey - Health Services Agency Esmeralda Gonzalez - Health Services Agency Gabriela Mendoza - Health Net Heather Duvall - HSA, Nutrition Obesity Ed. Prevention Heidi Santino - Stanislaus Health Foundation Jennifer Downs-Colby - Memorial Medical Center John Sims - Children and Families Commission John Walker, MD - Health Services Agency Ken Fitzgerald - Stanislaus County Office of Education</p>	<p>Lisa Richmond - American Heart Association Lourdes Perez - Ceres Partnership / CCROPP Marissa Mendoza – Health Services Agency Martin De Souza - National Alliance on Mental Illness Melissa Cannon - WIC Olivia Tong - Health Services Agency Phoebe Leung - CTG Consultant Renee Barron - Modesto City Schools, Franklin Head Start Robert Watson, MD - Stanislaus Medical Society Sharon Hutchins - Health Services Agency Sherrie Gary - Doctors Medical Center Susan De Souza - National Alliance on Mental Illness</p>	<p>Terri Howell - Health Net Vance Roget, MD - The Last Resort, Private practice Vicki Bauman - Stanislaus County Office of Education</p> <p>Chair/Facilitator: Rocio Huerta-Camara - Sutter Gould Medical Foundation</p> <p>Coordinator: Sharrie Sprouse – Health Services Agency</p>
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	The meeting was called to order, self introductions were made.	<i>Thank you Esmeralda Gonzalez and HEAL for providing a delicious lunch!</i>
2. Approval of Previous Meeting Notes	November’s meeting notes were approved. Motioned by Dr. Watson, seconded by Jennifer Downs-Colby.	
3. Finance Report	<ul style="list-style-type: none"> ▪ As of <i>today</i> the balance is \$13,395.09, which remained the same throughout almost the entire 1st quarter of the FY 2012-2013. <i>Note: The first quarter is 2 weeks shy of ending.</i> 	
4. Summary of CTG Leadership Team Strategic Planning	During the January 10 th Leadership Team meeting, the Preliminary CTIP Priorities and Milestone activities were reviewed and members were asked to brainstorm their individual ideas. The ideas were then grouped to represent the broader priorities within each priority area. Session resulted:	

Topic	Discussion	Outcome/Action
<p>a) Findings from CTG CHA Presentations</p>	<p>HEAL: Fast Food Limits, Built Environment Tools, Sugar-Sweetened Beverages, Retailer Incentives, Corner Store Enforcement, Education Campaign on Behavior, Education Campaign on Causes of Poor Diet/Lack of Physical Activity, Park Safety, School Wellness Policies and Practices and Joint Use.</p> <p>Tobacco-Free Living: Tobacco Use Restrictions, Mitigation Fees, Tobacco Retail Licensing, Small Claims Court and Education Campaign on Non-Smokers' Rights.</p> <p>High Impact Clinical Preventative Services: Screening in Non-Traditional Settings, Community Clinic Extensions, Improved Provider Compliance, Community Health Workers and Patient Navigators in Clinics and High Risk Patient Management and Support.</p> <p>Esmeralda and Sharon briefly shared their experience when they presented the Community Transformation Grant (CTG) Community Health Assessment (CHA) to the West Modesto King Kennedy Neighborhood Collaborative (WMKKNC) and the Airport Neighborhood United (ANU) communities. Overall, Sharon stated that approximately 90% of attendees wanted to become a part of CTG efforts and activities (when the implementing phase begins).</p> <ul style="list-style-type: none"> ▪ Healthcare access was portrayed as a great concern; given these regions have the greatest health disparities. To that, Alex Lanzas (representative for Health Net), shared that Health Net will be on WMKKNC's agenda to provide the community with information regarding access to health care, qualifying requirements, etc.. ▪ The feedback from the communities regarding tobacco use was a 50/50 split between; "my home, my decision" -vs- "your rights end when my child becomes ill." 	<p><i>Secondary data is a work in progress and will be up on the website shortly</i></p>
<p>5. CTG Strategic Planning</p>	<p>The following is a summary of the coalitions' planning. Due to time constraints, the remaining strategic planning will be conducted via Ad Hoc Committees; sign-up's per priority area, were disseminated.</p> <p>HEAL:</p> <ul style="list-style-type: none"> ▪ There is a ratio of 5.5 fast food restaurants per 1,000 people (the highest of all counties in the state). Therefore, extremely dense and unhealthy. What steps do we take to limit fast food places? <ul style="list-style-type: none"> a) If this is an issue that would be considered in the future; so should the amount of gas stations as well, as gas stations often times sale/promote unhealthy foods/products. ▪ Environmental concern: what is being done to have/feel security in the communities? Possibly look at ways to make neighborhoods safer for access to physical activity. <p>Tobacco-Free Living:</p> <ul style="list-style-type: none"> ▪ Limit the amount of stores that sell tobacco, specifically areas surrounding schools. ▪ Create a policy that boosts other products' sales to make up for the store owners' lost wages from discontinuing the sale of tobacco. 	<p><i>Members were encouraged to become part of the new CTIP Ad Hocs as time didn't allow for the CTIP to be completed during the meeting</i></p>

Topic	Discussion	Outcome/Action
	<p>High Impact Clinical Preventative Services:</p> <ul style="list-style-type: none"> ▪ Community Health Workers (CHWs) don't have all updated information to have available as resources or referrals for patients/clients. Where do we allocate a site where they can have access to information within the communities? Does a model like that exist already? ▪ The National Alliance on Mental Illness (NAMI) of Stanislaus provides transportation for patients to check-ups or follow-ups after appointments 	
7. Announcements and Program Sharing	<p><u>Upcoming Events:</u></p> <ul style="list-style-type: none"> ▪ Annual Women Wear Red for Heart Awareness - Celebrating the life of Jane Johnston February 7, 2013 / Petersen Event Center @ 11:30am - 1:30pm ▪ Modesto Marathon(modestomarathon.com) Sunday, March 24, 2013 from 7:00am - 2:00pm ▪ Sharon has flyers from Interfaith Ministries who is offering to glean people's fruit trees 	<i>Dr. Walker will be a speaker at this event</i>
8. Adjourn/Next Meeting	<p>Next Meeting: Friday, March 15, 2013 11:30a.m. - 1:00p.m. Health Services Agency, Martin Conference Room</p>	



**CTG/HEART Coalition
Meeting Notes
March 15, 2013
11:30a.m.-1:00p.m.**

<p>Present: Amelia Goodfellow - HSA/CDC Fellow Ana Astorga - HSA/Tobacco Programs Colleen Woolsey - Health Services Agency Dianna Olsen - Healthy Aging Association Erlinda Bourcier - United Cerebral Palsy of Stanislaus County Esmeralda Gonzalez - Health Services Agency Heather Duvall - HSA, Nutrition Obesity Ed. Prevention Jennifer Downs-Colby - Memorial Medical Center</p>	<p>John Sims - Children and Families Commission John Walker, MD - Health Services Agency Karryn Unruh-Salomen - HSA, McHenry Medical Office Marissa Mendoza – Health Services Agency Martha Geraty - Health Net Mireya Fajardo - Health Net Olivia Tong - Health Services Agency Robert Watson, MD - Stanislaus Medical Society Robin Morrow - Health Plan of San Joaquin Vance Roget, MD - The Last Resort, Private practice</p>	<p>Chair/Facilitator: Rocio Huerta-Camara - Sutter Gould Medical Foundation</p> <p>Coordinator: Sharrie Sprouse – Health Services Agency</p>
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	The meeting was called to order, self introductions were made.	<i>Thank you Heidi Santino and Stanislaus Health Foundation for providing a healthy lunch!</i>
2. Approval of Previous Meeting Notes	January's meeting notes were approved. Motioned by Jennifer Downs-Colby, seconded by Heather Duvall.	
3. Finance Report	<ul style="list-style-type: none"> ▪ As of 2/28/2013 the current balance is \$13,430.85, which reflects \$35.76 in interest earned during the 2nd quarter of the FY 2012-2013. 	
4. Announcements and Program Sharing <i>** Agenda conducted out of order due to IT/computer issues **</i>	<ul style="list-style-type: none"> • Rocio acknowledged the gratitude, on behalf of the Women Wear Red (heart disease in women) Event's presenter, Dr. Suzanne Steinbaum, for Dr. Walker. Rocio gave him Dr. Steinbaum's book along with a note. Colleen Woolsey also expressed her gratitude for Dr. Walker's expertise and guidance. Team members applauded Dr. Walker for his excellent work and expressed that "we could not have a better public officer." • The United Cerebral Palsy of Stanislaus County has new outreach programs that began this year to 	<i>Dr. Walker also shared that he presented CTG and the Heart Coalition during the Diabetes Symposium and was invited back to present CTG to the Board of Supervisors!</i>

Topic	Discussion	Outcome/Action
	<p>raise awareness of disabled children and how to help them get physically active.</p> <ul style="list-style-type: none"> • The Healthy Hearts Program through Health Net recently developed material for diabetes and obesity prevention in both, English and Spanish. • West Modesto King Kennedy Neighborhood Collaborative (WMKKNC) will be holding a: Fruit & Veggie Event (with sponsorship from Max Value Foods) Sunday, April 7th, 1pm - 4pm • The annual Modesto Marathon will be held: Sunday, March 24th • Dr. Roget announced the reestablishment of the Rehabilitation Hospital on H Street in Modesto. He will be the head rehabilitation doctor on-site. • Ana Astorga shared that Debbie Austin, a well-known anti-tobacco advocate via TV since the 1990's, lost her battle to cancer on 2/23/2013. • Ride-for-Mom event: Saturday, May 11th at Johansen High School. • March for Babies Walk: Saturday, April 27th at Graceda Park • Karryn Unruh-Salomen, MMO's Clinic Manager, continues to promote CTG's efforts in work site. • Healthy Aging Association's "Age with Movement" event will be held on Saturday, May 3rd at E. La Loma Park <p>The Healthy Aging Association also initiated a <i>Green Bag</i> program, which provides seniors with access to 8-10 lbs. of fruits and vegetables.</p> <ul style="list-style-type: none"> • Amelia Goddfellow, our CDC fellow, will be leaving HSA 5/3/2013 to begin medical school at David Griffin in UCLA 	
<p>5. Webinar: Implementing with a Healthy Equity Lens</p>	<p>Title: Implementing with a Healthy Equity Lens Webinar Source: Provided by the Center for Disease Control (CDC) Purpose: The webinar provided a brief overview of strategies for integrating health equity programmatic activities.</p> <p>The webinar served as a refresher to members on health disparities, the importance of health equity, and how to be mindful of these two concepts in real time, as progress is made toward implementation. Additionally, the webinar reinforces integration of health equity programmatic activities are a constant process of mindful discussions and strategic decision-making. The process or the "how to get there" matters when addressing health disparities because then only is the end result of an intervention or activity considered; the health disparity gap may inadvertently increase.</p>	
<p>6. CTG: Pilot Projects</p>	<p>CTG Pilot Projects to begin in the near future: Tobacco-Free Living:</p> <ul style="list-style-type: none"> • Develop an awareness campaign to educate Stanislaus County communities about the dangers of 	<p><i>Dr. Walker quoted 'CTG will bear fruit, regardless of future funding'.</i></p>

Topic	Discussion	Outcome/Action
	<p>second and third-hand smoking in multi-unit housing.</p> <ul style="list-style-type: none"> Establish a smoke-free project to engage landlords and property managers in the adoption of smoke-free/tobacco-free policy for tenant dwellings targeting communities experiencing health disparities. <p>Timeline and Reach: By September 30, 2013, increase the number of tobacco-free multi-unit housing from 0 to 2.</p> <p>Healthy Eating, Active Living:</p> <ul style="list-style-type: none"> Develop a public education campaign including chronic conditions related to unhealthy eating and lack of physical activity targeting communities experiencing health disparities. <p>Timeline and Reach: By September 29, 2013, increase the number of public education messages promoting active living and healthy eating among communities experiencing health disparities from 0 to 4.</p>	
7. Adjourn/Next Meeting	<p>Next Meeting: Friday, May 17, 2013 11:30a.m. - 1:00p.m. Health Services Agency, Martin Conference Room</p>	



**CTG/HEART Coalition
Meeting Notes
May 17, 2013
11:30a.m.-1:00p.m.**

<p>Present: Ana Astorga - HSA/Tobacco Programs Colleen Woolsey - Health Services Agency David Plantier - Doctor's Medical Center Erlinda Bourcier - United Cerebral Palsy of Stanislaus County Esmeralda Gonzalez - Health Services Agency Heather Duvall - HSA, Nutrition Obesity Ed. Prevention John Sims - Children and Families Commission John Walker, MD - Health Services Agency Ken Fitzgerald - Stanislaus County Office of Education Kennoris Bates - Golden Valley Health Centers Lourdes Perez - Ceres Partnership for Healthy Children</p>	<p>Marissa Mendoza – Health Services Agency Michael Corbin - American Medical Response Mireya Fajardo - Health Net Olivia Tong - Health Services Agency Robert Watson, MD - Stanislaus Medical Society Robin Morrow - Health Plan of San Joaquin Sharon Hutchins - Health Services Agency Teresa Quezada - Golden Valley Health Clinics Terri Howell - Health Net Vance Roget, MD – Central Valley Specialty Hospital Veronica Pehl - Health Services Agency</p>	<p>Chair/Facilitator: Rocio Huerta-Camara - Sutter Gould Medical Foundation</p> <p>Coordinator: Sharrie Sprouse – Health Services Agency</p>
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	The meeting was called to order, self introductions were made.	<i>Thank you Rocio Huerta-Camara and Sutter Gould Medical Foundation for providing a healthy lunch!</i>
2. Approval of Previous Meeting Notes	March's meeting notes were approved. Motioned by Sharon Hutchins, seconded by Dr. Robert Watson.	
3. Affordable Care Act (ACA): <i>A Brief Summary of Public Health and Health Care Reform</i> <i>*Note: Agenda conducted out of order due to Dr. Walker's required attendance at another meeting</i>	<p>Dr. Walker attended a Health Officers' Conference which included a presentation regarding the Affordable Care Act (ACA); "Three Years of the Affordable Care Act: Counting the Benefits, Countdown to Coverage."</p> <p>The ACA report is specific to California as this is the leading State in the nation in preparation for the reform. In fact, millions are already taking advantage of new benefits, consumer protections, and more options are forthcoming with full implementation in 2014. The Affordable Care Act has already made a difference for millions of Californians who have new consumer protections, from the removal of lifetime limits and arbitrary caps on coverage to the required coverage of preventative services without co-payments or cost-sharing. Hundreds of thousands of Californians have new financial help, including seniors on Medicare getting prescription drugs, and small businesses tax credits to continue to offer coverage to their workers.</p>	<i>*Please refer to ACA handout for full details and/or visit: www.health-access.org</i>

Topic	Discussion	Outcome/Action
ACA continued...	<p>The most recent 2013 estimates are that over one million Californians have been able to get coverage through new options provided under the Affordable Care Act including:</p> <ul style="list-style-type: none"> • Over 21,160 Californians who were previously denied for coverage by insurers due to their health status/pre-existing conditions now have coverage • Over 435,000 young California adults up to age 26 have coverage through their parent’s health plan • Over 642,192 Californians in 53 counties have new coverage through Low-Income Health Programs (LIHPs) <p>About 8,978,000 insured Californians, whether getting insurance as an individual or from many types of employer-based coverage, gained new consumer protections. For example, over twelve million saw removal of lifetime limits on their coverage. Meanwhile, some of the ACA provisions provided direct financial assistance, to allow patients and policy-holders, seniors and small businesses, to get relief when paying premiums; some specifics include:</p> <ul style="list-style-type: none"> • No-Cost Preventative Care: 6,181,000 Californians had their coverage improved to include preventative care without share of cost or co-payments • Rebates: \$73,905,280 in rebates were issued to the policyholders of 1,877,186 Californians • Rate Oversight: Over 1,507,532 Californians saved over \$175.2 million as a result of the rate review process • Prescription Drug Help in Medicare: 319,429 California seniors and people with disabilities have saved \$453.8 million in prescription drug costs • Small Business Tax Credit: In the 2011 tax year, over 375,000 California small businesses in California (70% of the total) were eligible for the tax credit to help pay for the cost of coverage of their 2,442,900 California workers <p style="text-align: center;"><u>Countdown to Coverage</u></p> <p>Given the size, diversity, and complexity of California, and the depth of the challenges in our health care system, California’s leadership role has been a necessity, and needs to be continued to take advantage of the major reforms scheduled for 2014. The major coverage expansions of the ACA will begin January 2014. In less than 300 days, California can dramatically cut the number of uninsured by half or even two-thirds, and provide more security for those with coverage.</p> <p style="text-align: center;">***Important Date: Open enrollment starts October 2013, in less than seven months!***</p>	
4. Finance Report	<ul style="list-style-type: none"> ▪ As of 5/17/2013, the current balance is \$13,430.85, which remained the same during the 3rd quarter of the FY 2012-2013 as 4th quarter interest earnings were not available to report on 05/17/2013. 	
5. Coalition Business and Motion	<p>Rocio petitioned for a motion from coalition members; asking whether lunch should continue to be provided during meetings from the coalition trust fund. Members discussed and determined lunch was needed as many attend on their lunch hour. Motion was approved by Kennoris and second by Dr.</p>	<p><i>Utilizing Coalition funds to provide lunch will be</i></p>

Topic	Discussion	Outcome/Action
	Robert Watson.	<i>revisited in the future as needed.</i>
6. Presentation: "Caring for Maria"	<p>Thank you to Michael Corbin, Clinical Manager for American Medical Response, who provided members with a useful presentation:</p> <p>"Caring for Maria" is a grant funded Heart-Rescue Project that was awarded last year. Fifteen million dollars were approved for this cause and only 10 communities were allocated the funds. The main goal is to increase Sudden Cardiac Arrest (SCA) survival rates. Furthermore, double survivor rates in 1 year and up to 50% of all SCA within the 5 years of funding.</p> <p>SCA is among the leading killers of Americans, claiming an estimated 359,400 lives each year, meaning; only 1 out 10 people survive SCA. More people die of SCA than breast, lung, colon and prostate cancer combined. Survival rates could be increased by providing proper training/education for community members as bystander respondents.</p> <p>Three crucial interventions define the odds of survival -</p> <ol style="list-style-type: none"> 1. Bystander Response: Upon approaching a person who has collapsed and is non-responsive, first dial 911 and immediately begin chest compressions (100 compressions per minute at 2 inches). 2. Pre-Hospital/EMS Response: Improving the recognition of SCA by emergency call takers and urging them to instruct 911 callers to begin immediate chest compressions while awaiting EMS arrival. 3. Hospital Response: Immediate Therapeutic Hypothermia (TH): cooling the body to 32-34 degrees C for 12-24 hours after resuscitation from SCA. <p><i>**5/22/2013 Free CPR Training, 8:00a-8:00p - open to the public @ Crosspoint Church, Modesto</i> <i>***No medical background/training needed to become a trainer (Goal is to train 1,000+ community members)</i></p>	<p><i>*Please refer to "Out of Hospital Sudden Cardiac Arrest Facts 2012" handout for further details or visit:</i> www.heartrescueproject.com or www.stanislausheartrescue.org</p> <p><i>*Michael will e-mail Sharrie a calendar with training dates</i></p>
7. Announcements and Program Sharing	<ul style="list-style-type: none"> • <i>Stroke Resources Seminar, Thursday, May 23rd, 8am - 4pm at the Double Tree (free event)</i> • <i>Central Valley Specialty Hospital (Rehabilitation Hospital) will tentatively open its doors mid-June</i> • <i>Medi-Cal is offering a \$20 gift card incentive when calling 1-800-NO BUTTS to set-up a quit plan (to quit smoking); contact Ana Astorga at aastorga@schsa.org</i> • <i>Wellness Program for disabled and/or seniors, 8-wk. course 6/3/13 - 7/26/13 at Connections Family Center: contact Erlinda Bourcier at lbourcier@connectionsfc.org</i> • <i>The United Cerebral Palsy of Stanislaus County is recruiting for a new CEO</i> • <i>Jump Start on Diabetes, Wednesday, June 26th with speaker Jaques Wilkins, MBA Hall of Fame and will include a 2nd speaker to present <i>Diabetes in Hispanic Populations</i>. This is a free</i> 	<p><i>*Ana Astorga extended an invitation to all Heart Coalition Members to the next TOPS Coalition meeting on 6/5/13 at 11:30a-1:00p in the Martin Conference Room (HSA).</i></p>

Topic	Discussion	Outcome/Action
	<p>at the Agricultural Center in Stockton</p> <ul style="list-style-type: none"> • Heather Duvall shared that the CNAP (nutrition) Coalition is in the process of updating the resource guide for providers who serve Cal-Fresh/EBT recipients • 3rd Annual Community Engagement (ACE) Symposium, <i>Fostering a Vibrant Community</i> will be held on Monday, June 17th at 5:30p- 8:30p at the Peterson Event Center • HSA's Worksite Wellness Challenge April 1st through June 23rd: <ul style="list-style-type: none"> • Weekly tracking of physical activity, water, fruit and veggie consumption as well as, healthy habits (eating breakfast, 8 hours of sleep nightly and limiting screen time) • On-site Farmer's Market was implemented at HSA's Gift Shop. Open to staff and clients every Thursday from 10:30a - 3:00p, ending June 20th • Free Zumba classes every Wednesday from 5:30p - 6:30p in the Martin Conference Room, through August (grant allowed for extension) 	<p><i>*Please be sure to pick-up a (Heart Education and Awareness Training) H.E.A.T. Calendar provided by Sutter Gould Medical Foundation.</i></p>
8. Adjourn/Next Meeting	<p style="text-align: center;">Next Meeting: Friday, July 19, 2013 11:30a.m. - 1:00p.m. Health Services Agency, Martin Conference Room</p>	



**CTG/HEART Coalition
Meeting Notes
July 19, 2013
11:30a.m.-1:00p.m.**



<p>Present: Erlinda Bourcier - United Cerebral Palsy of Stanislaus County Esmeralda Gonzalez - Health Services Agency Kennoris Bates - Golden Valley Health Centers Mireya Fajardo - Health Net Jennifer Downs-Colby – Memorial Medical Center Kerry Holland – American Heart Association</p>	<p>Marissa Mendoza – Health Services Agency Olivia Tong - Health Services Agency Robin Morrow - Health Plan of San Joaquin Sharon Hutchins - Health Services Agency Vance Roget, MD – Central Valley Specialty Hospital Veronica Lopez – Health Net Rhona Medina – Golden Valley Health Clinics Kyle Fliflet – Health Services Agency</p>	<p>Chair/Facilitator: Rocio Huerta-Camara - Sutter Gould Medical Foundation</p> <p>Coordinator: Sharrie Sprouse – Health Services Agency</p>
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	The meeting was called to order, self introductions were made.	
2. Approval of Previous Meeting Notes	May’s meeting notes were approved with no edits.	
3. Finance Report	As of 07/19/2013, the current balance is \$13,460.96 (statement dated 05/31/2013), which reflects: <ul style="list-style-type: none"> · Deposit(s) \$30.11 interest in 3rd quarter of the FY 2012-2013 · Withdraw(s) None 	
4. Coalition Business and Motion	<p>Nominations for the 2013-2014 Chair and Vice Chair (Chair-Elect) were requested.</p> <p>Typically nominations are conducted during the March meeting, voting announced and/or conducted the May meeting and the new chair begins at the July meeting (based on fiscal year).</p> <p>In order to conduct the transition at the September meeting, nominations were requested via paper nomination-cards or email (due by Aug. 9th).</p> <ul style="list-style-type: none"> · Sharrie will follow up with each nominee to verify the nomination has been accepted. · The voting period will begin Monday, Aug. 19th through Wednesday, September 18th. · The 2013-2014 Chair and Vice Chair will be announced at the September meeting. 	<p>Nominations accepted until Friday, August 9th</p> <p>Voting period Monday, Aug. 19th through Wednesday, September</p>

Topic	Discussion	Outcome/Action
		18 th .
5. Follow Up to “Caring for Maria” Presentation	<p>At the May meeting American Medical Response, presented information on <i>Caring for Maria</i>, a grant funded Heart-Rescue Project to increase Sudden Cardiac Arrest (SCA) survival rates. Specifically, to double survivor rates in 1 year and up to 50% of all SCA within the 5 years by the following three interventions: Bystander Response, Pre-Hospital/EMS Response, and Hospital Response.</p> <p>Rocio Huerta-Camara, Coalition Chair, wanted to follow up on the <i>Saving Maria</i> presentation. Specifically, on the “bystander response” portion, which aims to increase Compression-Only CPR through community train-the-trainer opportunities. As HEART coalition members and heart health advocates, she felt it was important for the Coalition to become more familiar with Compression Only CPR. Rocio shared the American Heart Association’s Compression-Only CPR You-Tube video featuring Ken Jeong, MD. Paired with Ken’s comedic approach and the Bee Gees’ “<i>Stayin’ A Live</i>” members were provided a brief practical way to conduct Compression-Only CPR.</p> <p>http://www.youtube.com/watch?v=n5hP4DIBCEE</p>	
6. Tobacco Retail Campaign Presentation	<p>Esmeralda Gonzalez presented the Tobacco Retail Campaign to the Coalition. The goal of the campaign is to improve the health of Californians through changes in the retail environment. Currently tobacco retail stores are more densely distributed in minority and low SES communities, as well as rural areas, which tend to have the lowest prices, highest amount of promotions and ads. Additionally, the density of exterior signs, discounts and package sizes tend to prevent users from quitting. Advertising and promotions contribute to increased likelihood adolescents will start to smoke. Youth are 3 times more sensitive to advertising and more likely to be influenced by marketing than peer pressure.</p> <p>Every local health department (61) in California will be conducting surveys of the retail environment (stores) Statewide (State goal 10,000 stores). Stanislaus County will be surveying 258 stores. The survey will provide a baseline and assist in establish priority areas. The survey is comprised mostly observational questions in 5 modules.</p> <p>In addition to the Core module, the following retail environment topics will also be surveyed:</p> <ul style="list-style-type: none"> · Tobacco Price (Advertised Price of Cigarettes, Discounts/Coupons/Gifts with Purchase) · Tobacco Product Flavors (Candy and Menthol Flavored Tobacco Products) · Tobacco Advertising (Window Ads/Product Displays) · Nutrition and Alcohol (Advertising, Display, Availability and Placement of Fresh Produce, Junk Food and Alcoholic Beverages) <p>Data collected will be used to inform communities (public, retailers, policy makers) about:</p> <ul style="list-style-type: none"> · tobacco industry marketing practices 	

Topic	Discussion	Outcome/Action
	<ul style="list-style-type: none"> · the impacts marketing has on tobacco use (healthy behaviors); specifically youth · to motivate communities to create positive changes 	
7. CTG Updates	<p>CDC informed Capacity Building Awardees no additional funds will be provided to move into implementation this fiscal year due to budget cuts. CDC encouraged Capacity Building Awardees to conduct pilot projects and remain in capacity building.</p> <p>As Capacity Building Awardees will not be negatively affected conducting pilots and will still have the opportunity to move into implementation next fiscal year, should more funding become available. Pilot project implementation allows strategies in one or two of the three grant priority areas (i.e., tobacco free living, healthy eating active living, and high impact clinical preventive services). The pilot project strategies are still required to stay in alignment with selected indicators, as well as be evidence- based and evaluated.</p> <p>Implementation at the current funding level (\$293,899) does not seem productive considering CTG Implementation would require:</p> <ul style="list-style-type: none"> · Subcontract half of the current funding level · Address all three priority areas · Develop and implement a comprehensive evaluation plan · Implement a communication plan · Continue to “Tell Our Story” · Continue to Mobilize the Community <p>The current Community Transformation Implementation Plan (CTIP) is very extensive and would require additional funding to have quality outcomes. At the current capacity building funding level it does not seem beneficial to move towards implementation at this time.</p>	
8. Announcements and Program Sharing	<p>No program announcements were noted.</p> <p>Upcoming community event will be disseminated to the Coalition via email.</p>	
9. Adjourn/Next Meeting	<p>Next Meeting: Friday, September 20, 2013 11:30-1:00 p.m. Health Services Agency, Martin Conference Room</p>	



CTG/HEART Coalition Meeting Notes September 20, 2013 11:30a.m.-1:00p.m.



Present: Astorga, Ana – Health Services Agency Bourcier, Erlinda – Healthy Aging Association Downs-Colby, Jennifer – Memorial Medical Center Fitzgerald, Ken – Stanislaus County Office of Education Gary, Sherrie – Doctors Medical Center Gonzalez, Esmeralda – Health Services Agency	Hutchins, Sharon - Health Services Agency Lopez, Monica – Golden Valley Health Centers Medina, Rhona – Golden Valley Health Centers Olsen, Diana – Healthy Aging Association Vance Roget, MD – Central Valley Specialty Hospital Walker John, MD – Health Services Agency Hooda, Charisma – Health Services Agency	Chair/Facilitator: Huerta-Camara, Rocio - Sutter Gould Medical Foundation Coordinator: Sprouse, Sharrie – Health Services Agency
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	The meeting was called to order, self introductions were made.	
2. Approval of Previous Meeting Notes	July's meeting notes were approved with no edits. Motion by Sharon Hutchins and second by Rhonda Media.	
3. Finance Report	As of 09/20/2013, the current balance is \$13,151.21 (statement dated 08/31/2013), which reflects: <ul style="list-style-type: none"> · 4th quarter interest earnings of \$40.50 · Two withdraw(s) totaling \$350.25 	
4. Coalition Business and Motion	The vote for the 2013-2014 Chair and Vice Chair (Chair-Elect) was concluded and announced. <ul style="list-style-type: none"> - 2013-2014 Chair, Rocio Huerta-Camara - 2013-2014 Vice Chair, Jennifer Downs-Colby (whom will transition into 2014-2015 Chair) 	

Topic	Discussion	Outcome/Action
	<p>Chair and Vice Chair Voting Process Review (based on fiscal year):</p> <ul style="list-style-type: none"> - Collect nominations in March - Voting announced and/or conducted in May - Transition occurs in July; New chair begins facilitation; Next vice chair is announced 	
<p>5. <i>Make a Difference with Media Advocacy –Letter to the Editor</i></p>	<p>Ken Fitzgerald, StAAT Project Director conducted the <i>Make a Difference with Media Advocacy-Letter to the Editor</i> training to the Coalition. The training is a part of the CTG Communication Training Series.</p> <p>Training Goals:</p> <ul style="list-style-type: none"> - to promote environmental prevention - to identify the differences between media advocacy and social marketing <p>Currently traditional media is being outpaced by the reach of new media. Social marketing focuses more on individual change, while media advocacy promotes large scale, community level change.</p> <p>Traditional media platforms consist of :</p> <ul style="list-style-type: none"> - Press Releases - Letters to the Editor - TV/ Radio Interviews - Media Events - Printed Materials <p>New media platforms consist of :</p> <ul style="list-style-type: none"> - eNewsletters - Blogs/Social Media - Videos (PSAs) - Online Event Broadcasts - Digital Campaign Materials <p>Tools and Tactics:</p> <ul style="list-style-type: none"> - Press release; state the most important information first (*think inverted pyramid) - Letters to the Editor/Op-Ed; states the problem, solution and why it is important - Interviews; conducted by a qualified spokesperson with 3 talking points, whom stays on topic, utilizes bridging techniques - Media events, rallies or marches - Video PSA's in movie theaters or online (YouTube) <p>Strategies for Successful Letters to the Editor</p> <ul style="list-style-type: none"> - Relevant and/or newsworthy topic - Frame the message to make the letter relevant - Pitch the talking point(s) effectively and concisely 	<p>The University of Kansas Community Toolbox website was provided: http://ctb.ku.edu/en/default.aspx</p> <p>A <i>Letter to the Editor</i> tip-sheet was provided to assist in drafting letters to the editor.</p>

Topic	Discussion	Outcome/Action
	<p>The most effective media advocacy tools are dialogue-driven, wide-reach methods such as amateur PSA videos and Op-Eds. Also using social media tools like Facebook and Pinterest to create a “ripple effect” of reaching the target audience. By digitizing print materials and sharing via social tools, the reach widens exponentially.</p>	
<p>7. CTG Updates</p>	<p>HEAL Work-site Wellness:</p> <ul style="list-style-type: none"> - CSA began bi-monthly messaging as a soft program launch in September - Forming a work committee to develop a 2014 action plan <p>Health Assessment</p> <ul style="list-style-type: none"> · Preliminary results are finished · Next year tracking data should be available for presentation to the Coalition <p>Smoker’s Health program is distributing free patches for Medi-Cal recipients from September 2013 - December 2015</p> <ul style="list-style-type: none"> · \$20 gift cards are also being awarded · Providers are now able to register patients through <i>Ask and Connect</i> · Providers can receive a report tracking client demographics 	
<p>8. Announcements and Program Sharing</p>	<p>Healthy Aging & Fall Prevention Summit at Modesto Center Plaza on Friday, October 18, 8-12 p.m.</p> <p>ACA Healthcare Workshop Stakeholders meeting on Monday, October 23, 8-12 a.m.</p> <p>Community Heart Walk at MJC East Campus on Saturday, September 28, 8-11 a.m.</p> <p>Ceres Partnership for Healthy Children will be co-hosting <i>Food Day Events</i> at various elementary schools in Ceres. Please contact Lourdes Perez for event details, mlperez@centerforhumanservices.org</p> <p>Marshall Elementary and CNAP will be co-hosting a <i>Food Day</i> event on Thursday, October 24th from 2:45pm – 5pm at 515 Sutter Ave - Modesto.</p>	<p>Sharrie will email members Sutter’s HEAT Education Event details.</p>
<p>9. Adjourn/Next Meeting</p>	<p style="text-align: center;">Next Meeting: Friday, November 15, 2013 11:30-1:00 p.m. Health Services Agency, Martin Conference Room</p>	



CTG/HEART Coalition Meeting Notes November 15, 2013 11:30a.m.-1:00p.m.



<p>Present: Astorga, Ana – Health Services Agency Bourcier, Erlinda – Healthy Aging Association Brouhatzo, Roo - AMR Carbon, Mike - AMR Duvall, Heather – HSA – Nutrition Obesity Education Fajardo, Mireya – Health Net Fitzgerald, Ken – Stanislaus County Office of Education Fliflet, Kyle –HSA Nutrition Education Obesity Prevention Gonzalez, Esmeralda – Health Services Agency Huerta-Camara, Rocio – Sutter Gould Foundation Leung, Phoebe – HSA Communication Consultant</p>	<p>Lopez, Monica – Golden Valley Health Centers Marrow, Robin – Health Plan of San Joaquin Molina, Luis – City of Patterson, Mayor Perez, Lourdes – Ceres Partnership/CCROPP Sanchez, Marie – Stanislaus Health Foundation Vance Roget, MD – Central Valley Specialty Hospital Walker John, MD – Health Services Agency Watson, Robert, MD – Stanislaus Medical Society</p>	<p>Chair/Facilitator: Huerta-Camara, Rocio - Sutter Gould Medical Foundation</p> <p>Coordinator: Sprouse, Sharrie – Health Services Agency</p>
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	The meeting was called to order, self introductions were made.	
2. Approval of Previous Meeting Notes	September's meeting notes were approved with no edits. Motion by Lourdes Perez and second by Dr. Watson.	
3. CTG Updates	<p>Esmeralda shared the following CTG updates with members:</p> <ul style="list-style-type: none"> - Brief review of CTG initiative and background (i.e. three strategic priorities and guiding principles) - National Prevention Council: <ul style="list-style-type: none"> • A diverse 17 members, departments, agencies, and offices • Sectors - housing, transformation, education, environment, etc. • Role - ensure federal health and prevention efforts are coordinate, aligned, and championed • Strategy - American's Plan for Better Health and Wellness 	

Topic	Discussion	Outcome/Action
	<ul style="list-style-type: none"> - National Prevention Council Strategy: <ul style="list-style-type: none"> · Requires ongoing leadership, focus on strategic directions and priorities, and engagement of both public and private sectors · Increases awareness and value of prevention across multiple sectors · Goal is to improve the health and quality of life for individual, families, and communities · It's a <u>Movement</u> – moves the nation from focus on sickness and disease to one based on prevention and wellness - Actions: <ul style="list-style-type: none"> · Aligning Priorities · Communication “Tell our Story” · CTG is an initiative and not a typical grant · Community Transformation Grant is part of the Movement · Aligns with the National Prevention Strategies · Promotes collaboration and community ownership - Healthy Eating Active Living Pilot Updates: <ul style="list-style-type: none"> · Local school wellness policy revisions underway with Ceres Unified School District and will begin with Patterson Unified School District. · Worksite Wellness in Government Departments underway with Community Service Agency and will begin with Behavioral Health and Recovery. - Tobacco-Free Living Pilot Updates: <ul style="list-style-type: none"> · County-wide Secondhand Smoke Awareness Campaign (buses, radio, etc.) completed. · County-wide smoke-free multi-unit housing volunteer policy work has begun with a focus on West Modesto and Airport. - Clinical Preventive Services Update: <ul style="list-style-type: none"> · Has begun with community health workers (CHW's) as patient navigators · Program planning and development · The AD HOC committee began preliminary research and discussions regarding the Stanford Model and possible partnership with GVHS and HSA - Capacity Building Updates: <ul style="list-style-type: none"> · Trainings <ul style="list-style-type: none"> · Media- Spokesperson, Message Mapping, Letter Writing, Social Media, Community Outreach · Built Environment – Complete streets, City of Patterson, · Joint Use Agreements 	

Topic	Discussion	Outcome/Action
<p>4. CTG Communication Training Series: <i>Communicating with Elected Officials</i></p>	<p>Ken Fitzgerald, StAAT Project Director and Luis Molina, Mayor of Patterson conducted the <i>Communicating with Elected Officials</i>. The training is a part of the CTG Communication Training Series.</p> <p>Training Goals:</p> <ul style="list-style-type: none"> - Review policy advocacy basics and free tools available to help plan campaigns - Share strategies for engaging elected officials in public health issues - Identify techniques to use when informing and educating elected officials <p>Policy Types:</p> <ul style="list-style-type: none"> - Voluntary Policies <ul style="list-style-type: none"> · Adopted and enforced by an individual property or business owner - Local Ordinance <ul style="list-style-type: none"> · Adopted by City Council or County Board of Supervisors - Resolutions <ul style="list-style-type: none"> · Adopted by elected boards to show support for property owners who implement voluntary smoke – free housing policies <p>Preparation:</p> <ul style="list-style-type: none"> - Identify the problem - Identify a solution - Plan your strategy <p>Tools/Resources:</p> <ul style="list-style-type: none"> - Midwest Academy Strategy Chart- Goals: <ul style="list-style-type: none"> · Organizational considerations · Constituents, allies, and opponents · Targets · Tactics - Additional Resources: <ul style="list-style-type: none"> · Assessing the Political Environment Checklist · Elected Officials and Government staff · Pre-Meeting Checklist <p>Understanding Elected Officials Roles/Responsibilities:</p> <ul style="list-style-type: none"> - Competing interest and priorities - Lack of interest - Unaware or not knowledgeable about the topic - Elected positions may not be their only job <p>Actions:</p> <ul style="list-style-type: none"> - Identify opportunities for collaborative publicity - Seek out strategies to help make the issue a priority for elected officials - Set and stay on topic (key talking points) <p>Summary/Reminders:</p>	<p>Additional Resource URL: Center4tobaccopolicy.org</p>

Topic	Discussion	Outcome/Action
	<ul style="list-style-type: none"> - Create buy-in and support - Educate elected officials - Build and maintain relationships 	
5. Announcements and Program Sharing	<p>Update - Modesto Marathon had 400 sign ups and approximately 80 teams. Thank you to the organizations whom contributed to another successful marathon.</p> <p>Update – The Cardio Vascular Event held yesterday (November 14th) was successful, approximately 80 attended.</p>	
6. Adjourn/Next Meeting	<p>Next Meeting: January 17, 2014 11:30-1:00 p.m. Health Services Agency, Martin Conference Room</p>	