



Update On Health Improvement Grants

Community Health Center Board
February 1, 2012



Stanislaus County Health Services Agency – Public Health



Community Transformation Grant

- **CTG Federal funding addresses upstream causes of chronic disease**
 - **Initial funding cycle: October 2011- varies**
 - **Phase I -Capacity Building Funds (26 grantees nationally) – up to 3 years**
 - **Phase II - Implementation Funds (35 grantees nationally) – 5 years**

- **California Grantees**
 - **Phase I – Capacity Building/Planning**
 - Fresno County PHD - \$500K
 - Kern County PHD - \$417K
 - Sierra Health Foundation (for Sacramento County PHD) - \$499K
 - Stanislaus County PHD - \$294K
 - Toiyabe Indian Health Project - \$500K
 - Ventura County PHD - \$481K
 - **Phase II – Implementation**
 - Los Angeles County PHD - \$9.8M
 - Public Health Institute (for Ca. Public Health Dept & small counties) - \$5.9M
 - San Diego County PHD - \$3.1M
 - San Francisco County PHD - \$815K



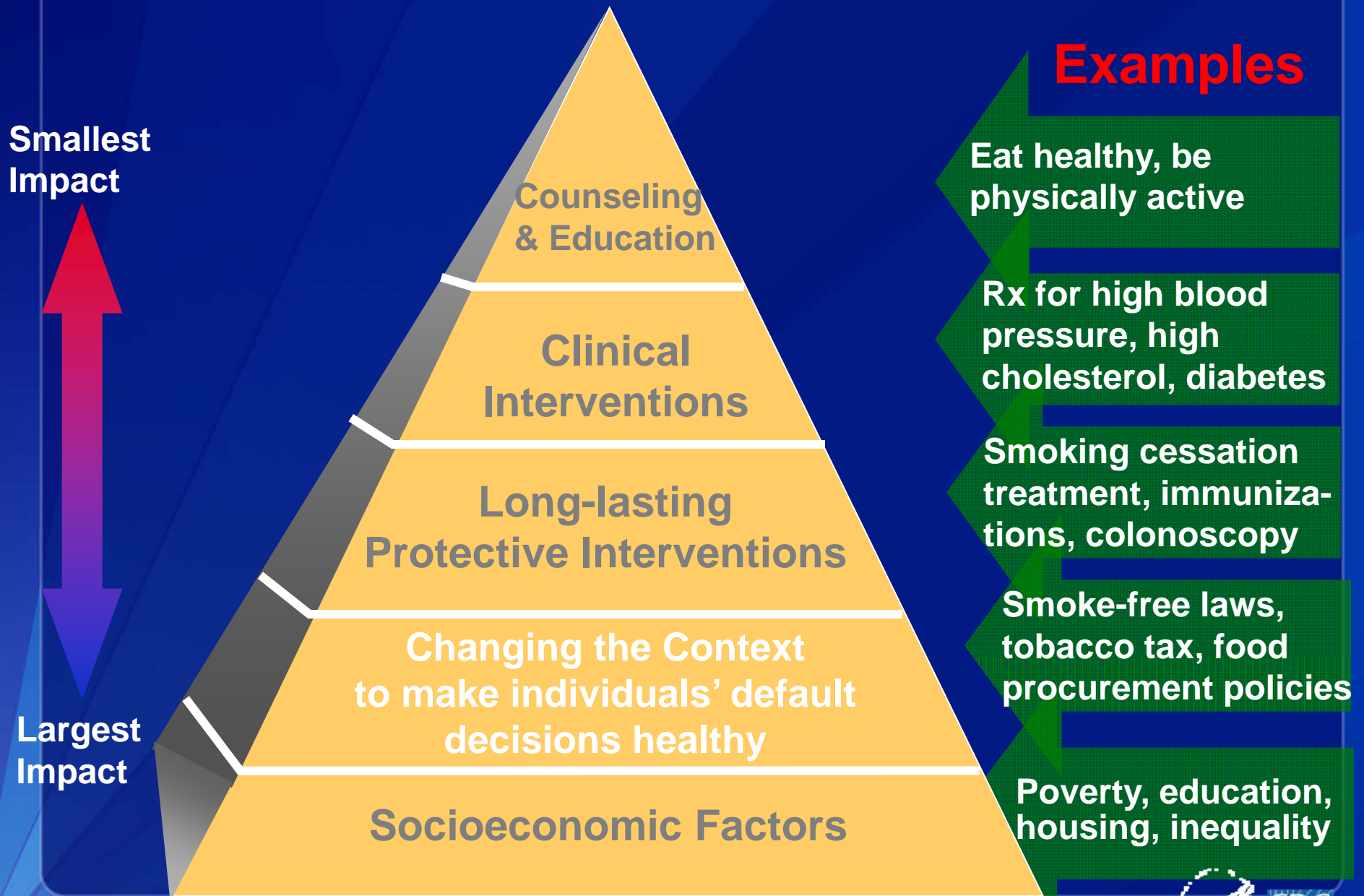
CTG Core Principles

Maximize health impact through prevention

**Advance health equity and
reduce health disparities**

**Use and expand the evidence base for local
policy and environmental
changes that improve health**

Factors that Affect Health



Examples

Smallest Impact

Counseling & Education

Eat healthy, be physically active

Clinical Interventions

Rx for high blood pressure, high cholesterol, diabetes

Long-lasting Protective Interventions

Smoking cessation treatment, immunizations, colonoscopy

Changing the Context to make individuals' default decisions healthy

Smoke-free laws, tobacco tax, food procurement policies

Socioeconomic Factors

Poverty, education, housing, inequality

Largest Impact

Grant Priorities for Stanislaus County

- ❑ Tobacco Free Living
- ❑ Increase Use of High Impact Quality Clinical Preventive Services (high blood pressure & high cholesterol)
- ❑ Active Living & Healthy Eating

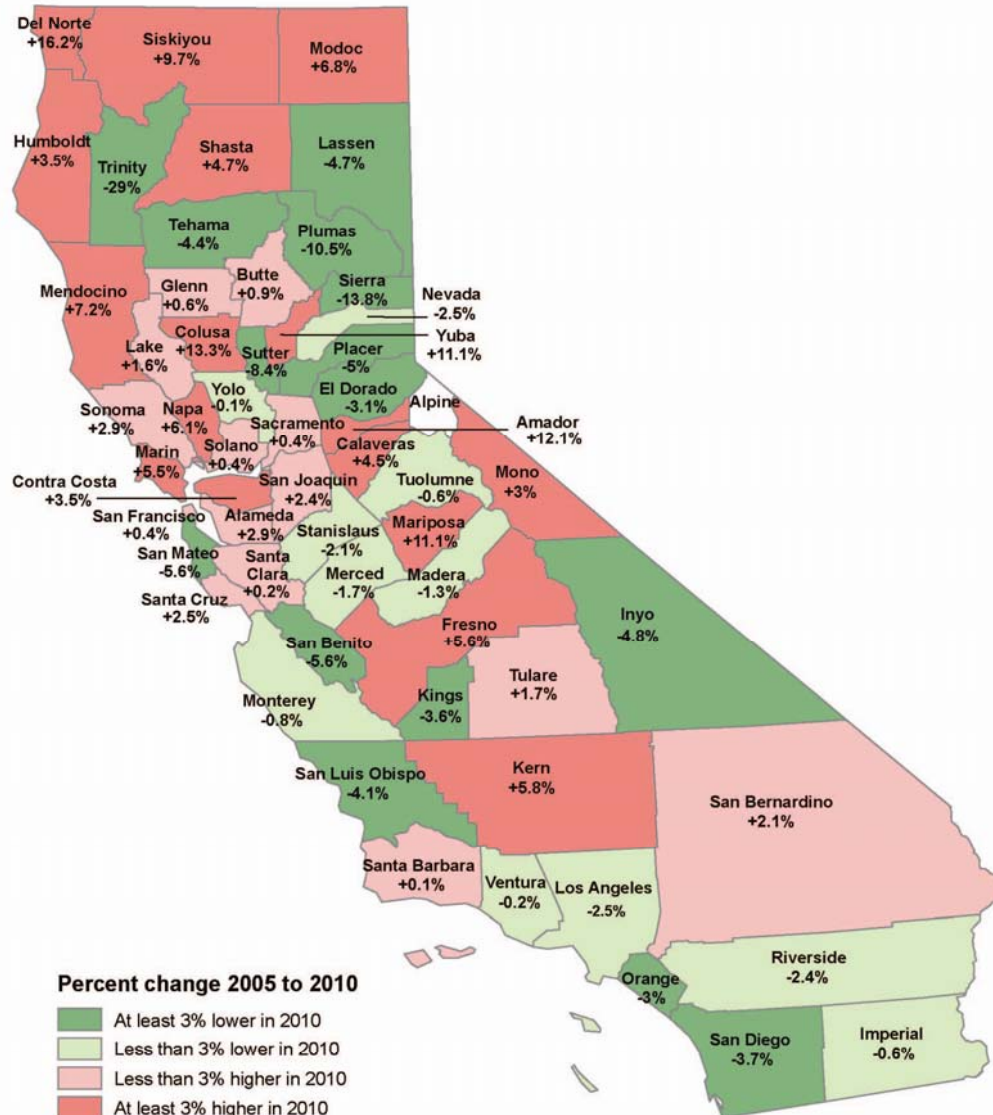
Healthy Eating & Active Living

Examples Only:

- Schools
- Childcare and after-school settings
- Workplaces
- Community design



Changes in Overweight and Obesity Prevalence, 2005-2010



Labels in each county

Name of County
% change



Local Health Department Expansion Project SNAP-Ed

Partnering with Social Services to
Improve the Health of Stanislaus
County CalFresh Recipients

Elaine Emery, RD

Nutrition Services Manager



What is SNAP-Ed?

- USDA funded nutrition education to the CalFresh participants
- Transitioning to NEOP (Nutrition Education, Obesity Prevention in 2013)
- Must focus on areas in the county with current CalFresh participants or in areas with designated high need by using census tracts

The Partnerships

- New grant opportunity
- Partnership with CSA
- Co-locations
- AW and CTG



Planned Projects

- Provide short nutrition education to Welfare to Work participants during the Job Club classes – this may include food demos and other hands on activities.
- Provide short nutrition education topics in the CalFresh waiting rooms – teachable moments during recipe demonstrations.

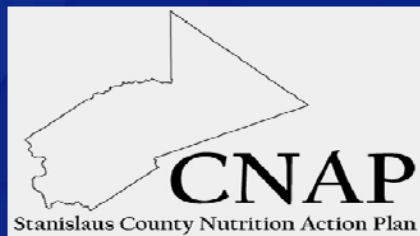
Planned Projects

- Community program planning framework that evaluates/assesses neighborhood level nutrition indicators and assets. (Cx3)
- Re-think Your Drink Campaign on a regional effort.
- Continue with CNAP

CNAP

County Nutrition Action Plan

- Strong CNAP existence for over 5 years
- Multiple projects:
 - “My Garden” brochures
 - Breakfast campaign
 - Food Assistance Resource Guide



Thank You!





Maximizing Health Impact Through Prevention

TOPS Coalition ~ 2012

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- ❑ Increase Use of High Impact Quality Clinical Preventive Services (high blood pressure & high cholesterol)
- ❑ Active Living & Healthy Eating

Tobacco-Free Living

Examples Only:

- Smoke-free workplaces
- Multi-unit housing
- Schools and campuses



Clinical Preventive Services to Control CVD Risk Factors

Examples Only:

- Promote linkages between community resources and clinical services
- Use health information technology
- Implement standardized quality measures



Healthy Eating & Active Living

Examples Only:

- Schools
- Childcare and after-school settings
- Workplaces
- Community design



CTG Core Principles

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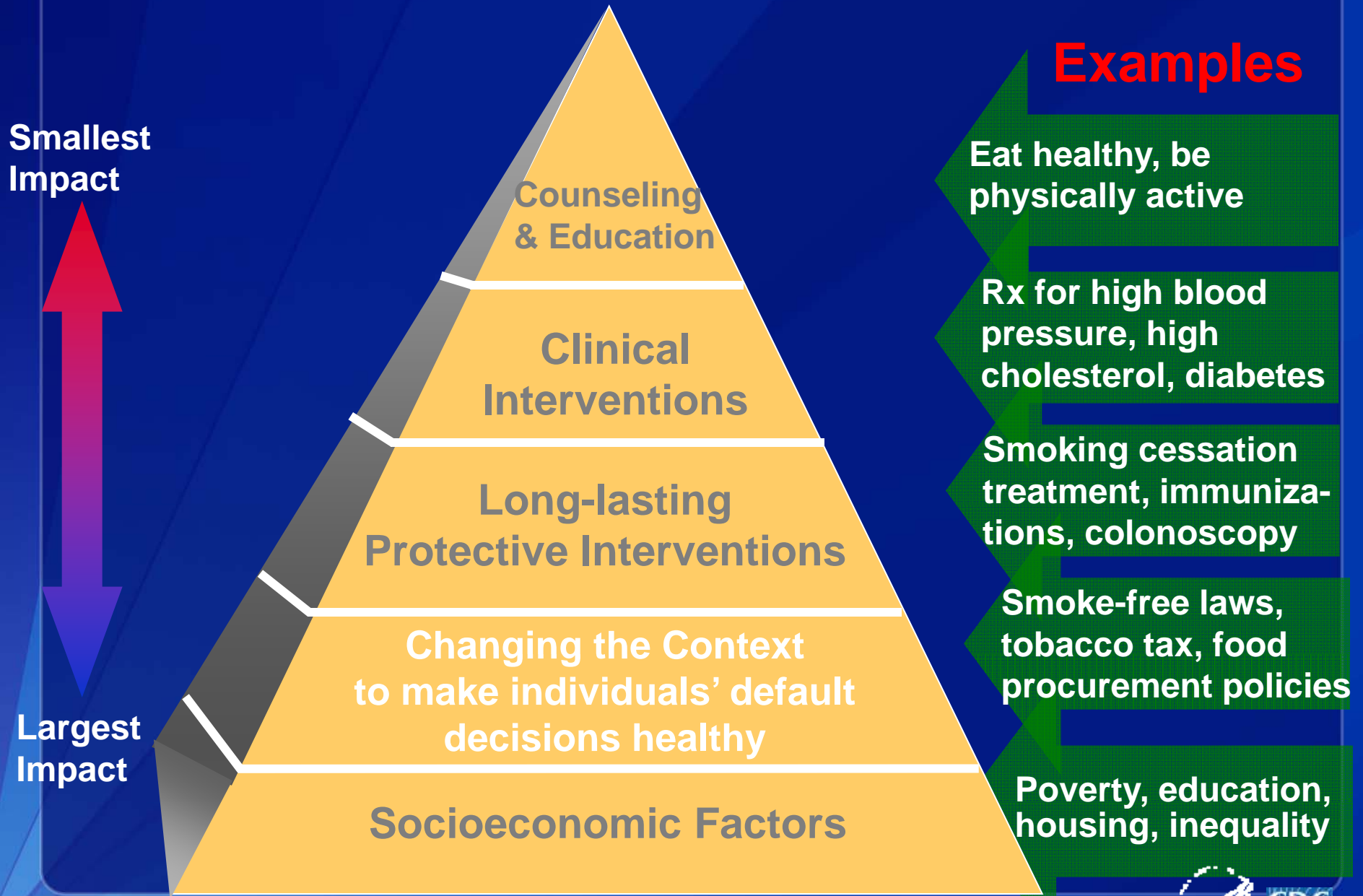
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changes that improve health**

What is our Road Map for Maximizing Impact?



Factors that Affect Health



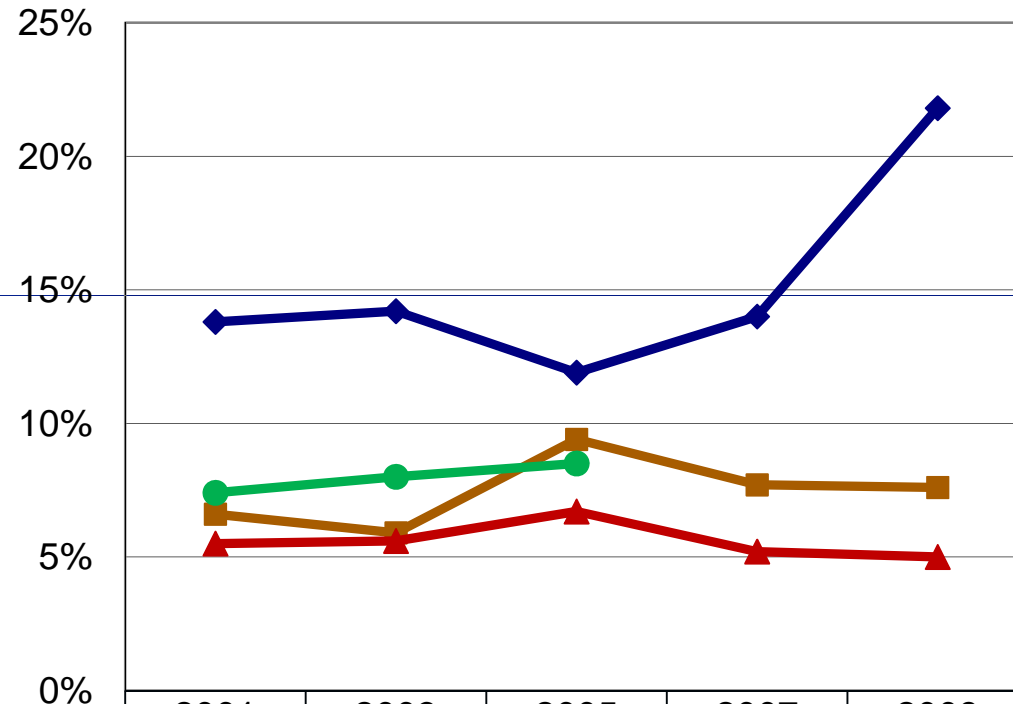
Risk Factors among Adults by Jurisdiction

Behavioral and Health Risk Factor	Jurisdiction	2001	2009	Percent Change
Smoking tobacco (current smoker)	Stanislaus County	22.2%	15.0%	32.4% decrease
	California	17.1%	13.6%	18.3% decrease
Being overweight or obese	Stanislaus County	61.4%	72.2%	17.6% increase
	California	54.9%	59.4%	25.1% increase
Behavioral Risk Factor	Jurisdiction	2001	2005	Percent Change
Poor diet	Stanislaus County	53.1%	56.0%	5.5% increase
	California	49.5%	51.3%	3.6% increase
Physical inactivity	Stanislaus County	32.0%	65.5%	104.7% increase
	California	28.5%	63.7%	123.5% increase

Data Source: UCLA's California Health Interview Survey

Chronic Disease Prevalence among Adults

Percentage of Residents (18+ years)



	2001	2003	2005	2007	2009
◆ Asthma	13.8%	14.2%	11.9%	14.0%	21.8%
■ Diabetes	6.6%	5.9%	9.4%	7.7%	7.6%
▲ Heart Disease	5.5%	5.6%	6.7%	5.2%	5.0%
● Cancer	7.4%	8.0%	8.5%	NA	NA

Data Source: UCLA's California Health Interview Survey

Hospitalizations for Chronic Disease

Cost

- Average annual cost for hospitalization of Stanislaus County residents for coronary heart disease, stroke, cancer and diabetes = **\$378,494,073**

Data Source: California Office of Statewide Health Planning and Development, Patient Discharge Data, 1998-2007; as analyzed by the Central Valley Health Policy Institute

Hospitalizations for Chronic Disease

Racial and Ethnic Disparities in Hospitalization Rates¹

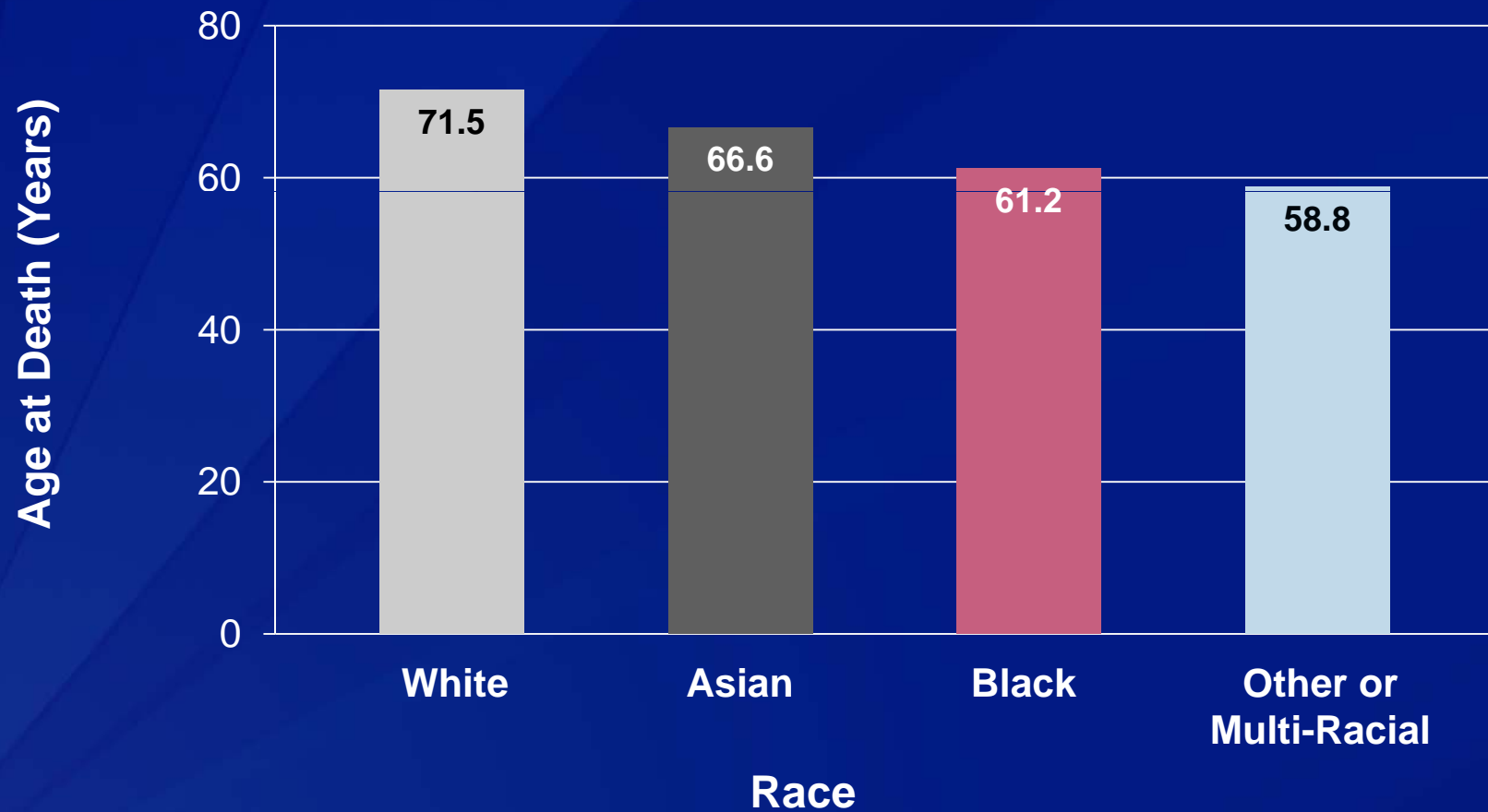
Group	Chronic Condition				
	CHD	Stroke	Cancer	Diabetes ²	Asthma
Black	276.8	228.6	558.4	10.6	336.6
White	420.8	363.3	737.7	7.8	121.2
Other Race	111.0	90.1	203.1	3.2	39.6
Hispanic	922.9	757.1	1155.0	14.6	255.5
Non-Hispanic	54.4	56.6	140.7	2.9	33.6

¹Average annual crude hospitalization rate per 100,000 residents, 1999-2008

²Diabetes mellitus without complications

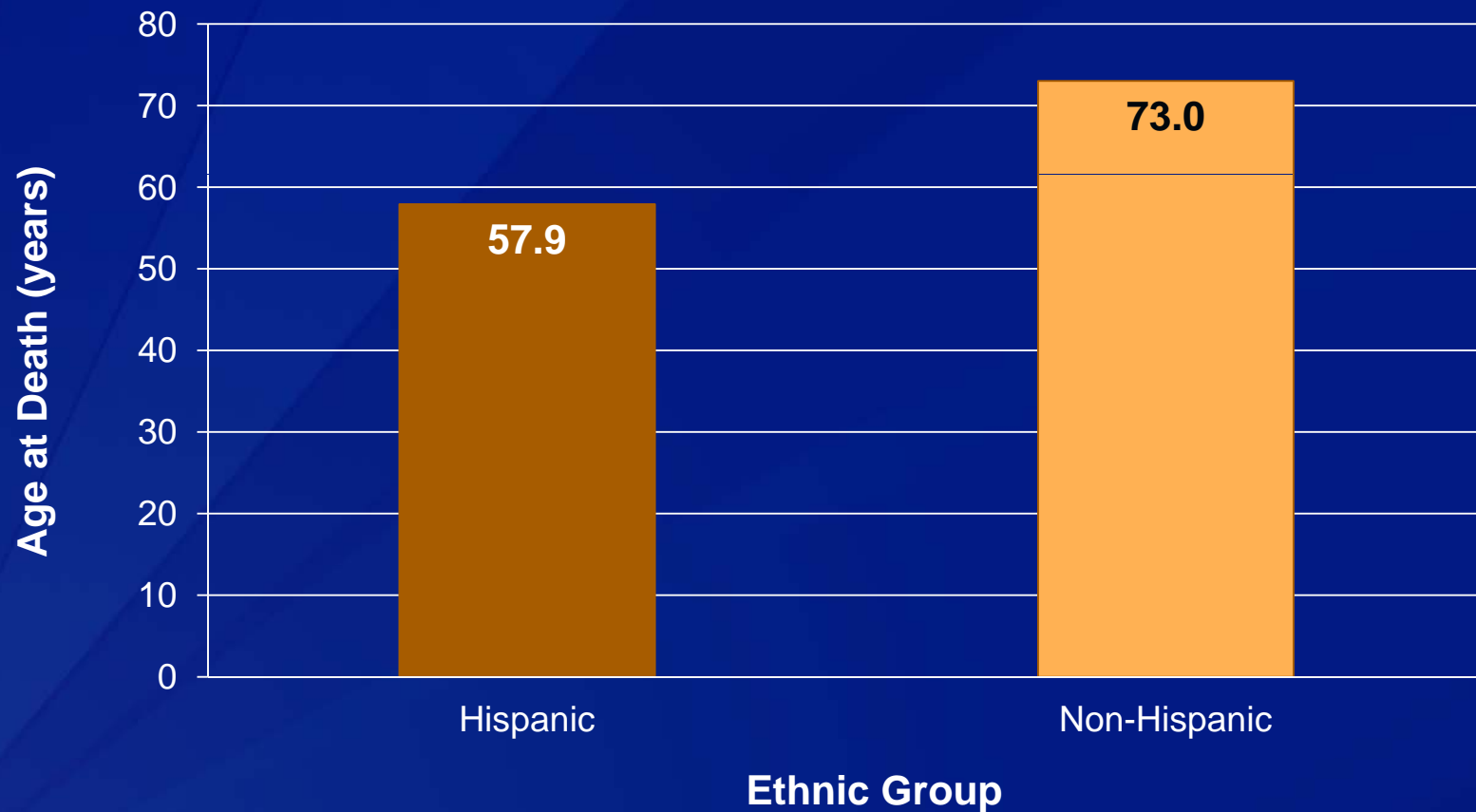
Data Source: California Office of Statewide Health Planning and Development, Patient Discharge Data, 1998-2007; as analyzed by the Central Valley Health Policy Institute

Disparities in Health: Average Age at Death by Race in Stanislaus County, 2005-2009



Data Source: California Department of Public Health's Death Statistical Master File, 2005-2009

Disparities in Health: Average Age at Death by Ethnic Group in Stanislaus County, 2005-2009



Data Source: California Department of Public Health's Death Statistical Master File, 2005-2009

Capacity Building Requirements

- ❖ **Component 1: Mobilize the Community**
- ❖ **Component 2: Conduct a county-wide Community Health Assessment**
- ❖ **Component 3: Tell Your Story**
- ❖ **Component 4: Move to Implementation**

Planned Partnerships

- ❑ **Statewide Movement**

- ❑ **San Joaquin Valley**

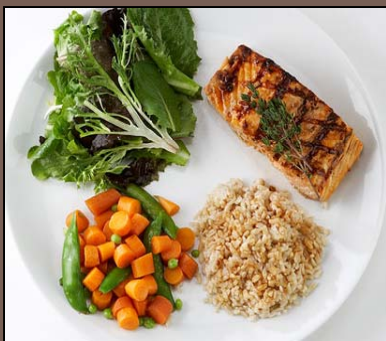
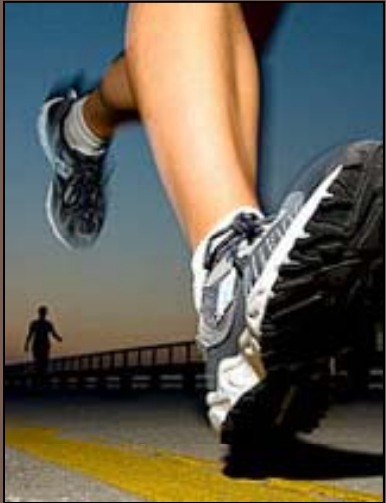
- ❑ **Local Health Department Expansion Project**

1. This new grant will work very closely with the CTG Grant. This grant will be providing the nutrition education to the eligible CalFresh participants, (closer to top of the pyramid) while CTG will be focusing on the environmental and policy changes (bottom of the pyramid)
2. Perfect partnership!



Thank You!



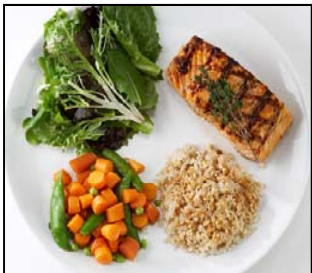
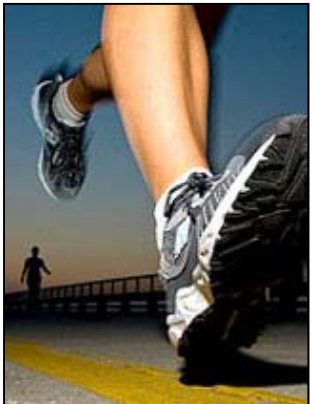


An Overview:

Community Transformation Grant & Healthy Eating Active Living

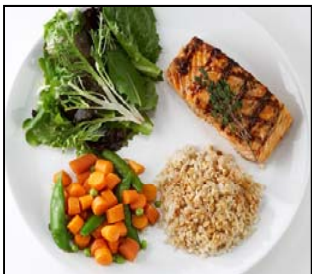
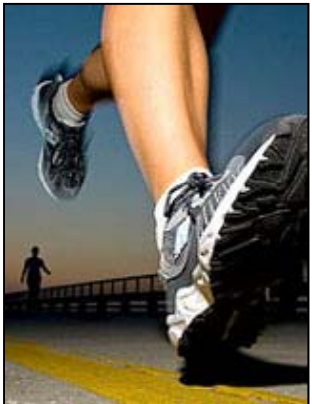
Stanislaus County Nutrition Action
Plan (CNAP)
Meeting 2012

Community Transformation Grant



- The *Community Transformation Grant (CTG)*: is a Federal funding source to address upstream causes of Chronic Diseases

Maximizing Health Through Prevention

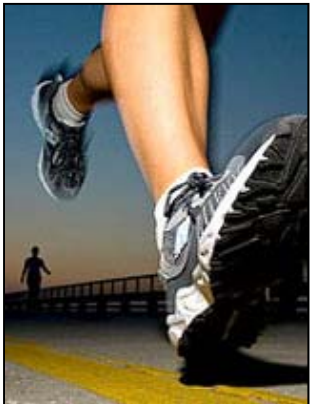


- Grant funds were awarded by two categories:
 - ▣ Capacity Building
 - ▣ Implementation

- Stanislaus County Health Services Agency Public Health was awarded funds for Capacity Building

- Capacity Building Requirements
 - ▣ Mobilize the Community
 - ▣ Conduct a County-wide Community Health Assessment
 - ▣ Tell Your Story (road show)
 - ▣ Move to Implementation (strategic planning and re-application)

Three Grant Priorities

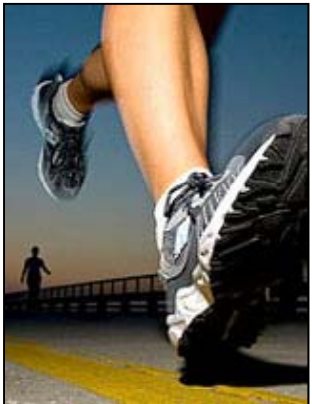


- ▣ Tobacco Free Living –
 - Smoke free multi-unit housing, schools and campuses
- ▣ Active Living and Healthy Eating –
 - Community design, HEAL policies for schools, workplaces and child-care settings
- ▣ Increase Use of High Impact Quality Clinical Preventive Services, focusing on High Blood Pressure & High Cholesterol –
 - Linkages between community resources and clinical services, use health information technology and implement standardized quality measures

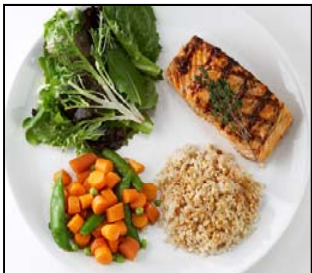
Three Core Principles



- ▣ Maximize Health Impact Through Prevention

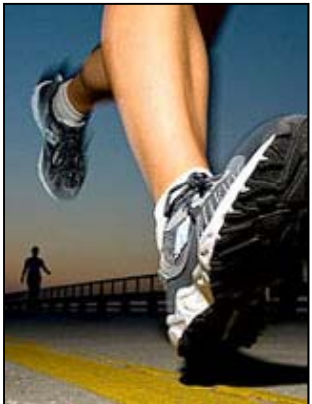


- ▣ Advance Health Equity and Reduce Health Disparities

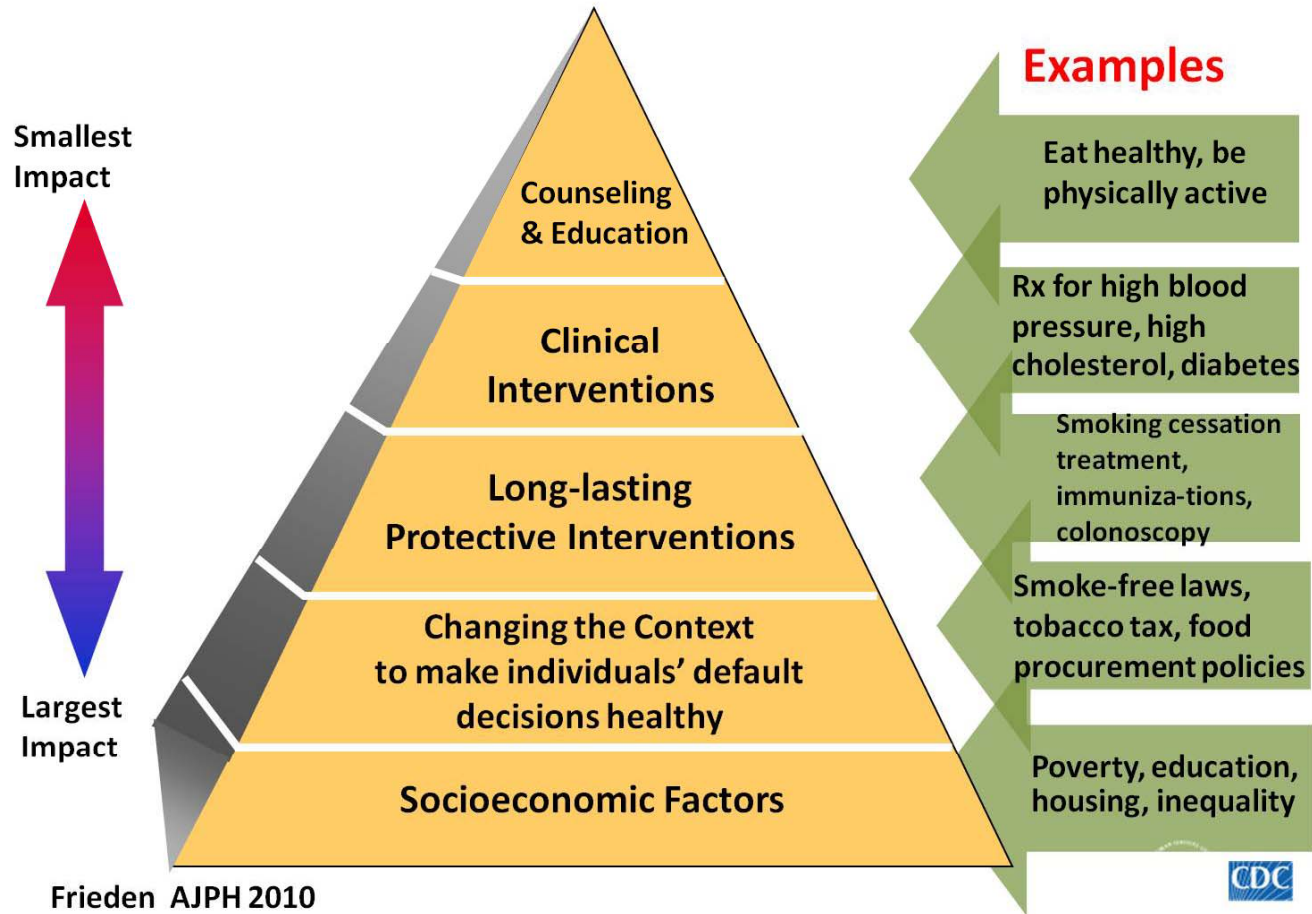


- ▣ Use and Expand the Evidence Base for Local Policy and Environmental Changes that Improve Health

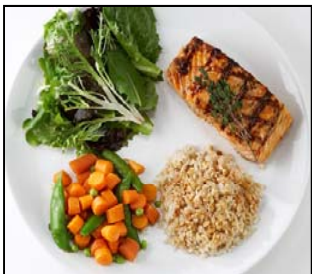
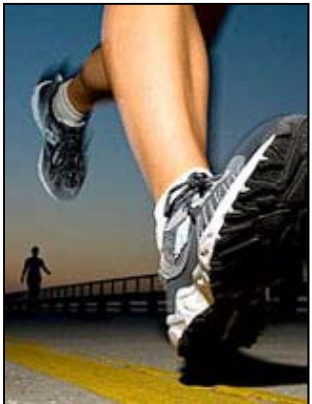
Factors That Affect Health



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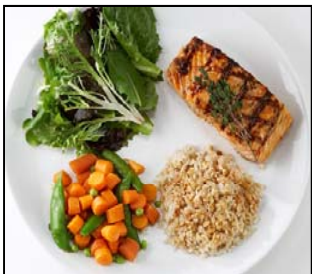
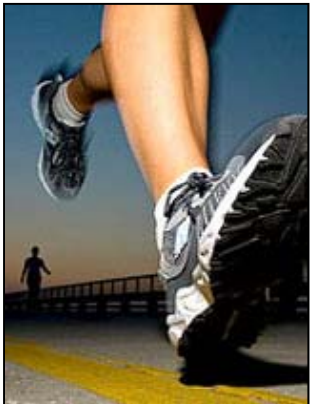


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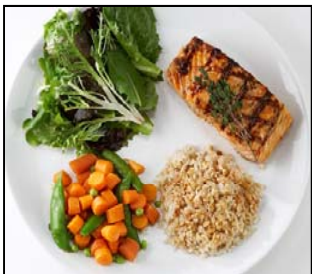
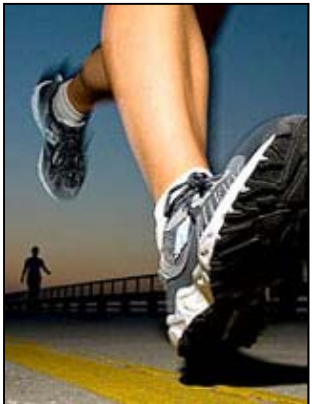
- The focus of CTG activities and interventions are on policy and environmental changes that impact the context to make individuals' default decisions - the healthy choice.
- These policy and environmental changes are generally at this second level from the bottom of the pyramid.
 - ▣ Examples of these kinds of policy and environmental changes include: smoke-free laws and availability of only healthy beverages in school.

Capacity Building Work



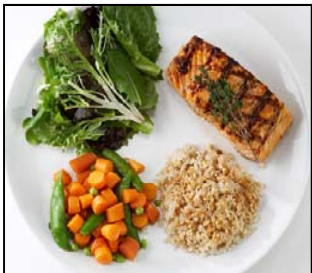
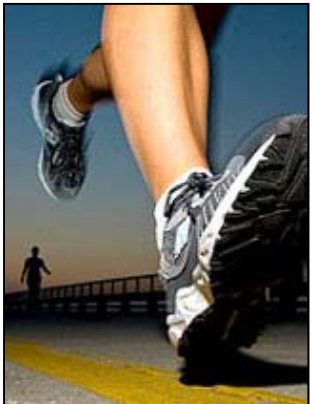
- Capacity Building Requirements
 - Mobilize the Community
 - Establish A Leadership Team
 - Establish A Coalition
 - Ad Hoc Committees for 3 Priority Areas
 - Conduct a County-wide Community Health Assessment
 - Community Readiness Assessment
 - Policy Scans
 - Asset Mapping
 - Focus Groups
 - Tell Your Story
 - Presentations (pre and post assessments)
 - Move to Implementation
 - Strategic planning and re-application

Healthy Eating Active Living (HEAL Zone)



- The *Healthy Eating Active Living (HEAL Zone)*: is a community benefits grant funded by Kaiser Permanente's (KP's) Northern California regional to address obesity

HEAL Zone History

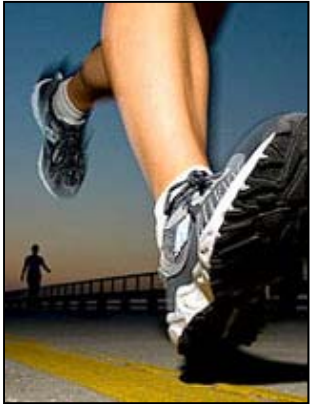


- West Modesto King Kennedy Neighborhood Collaborative received the first funding cycle for HEAL CHI (2006-2011)
 - ▣ Established Farmers Market
 - ▣ Established Worksite Wellness Leadership and Structure
 - ▣ Policies in Schools to Increase the Number of Healthy Options and Physical Activity
- Re-applied for an additional 3 years of funding – HEAL Zones

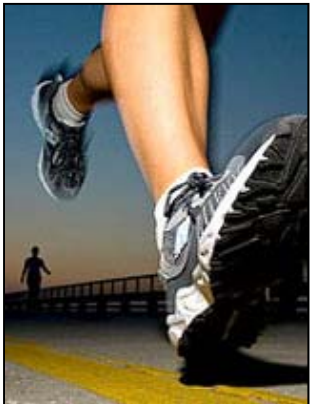
Current HEAL Zone Efforts



- Comprised of 4 Goals
 - Each Goal has Community Infrastructure Strategies (CIS) and Educational Strategies (ES)

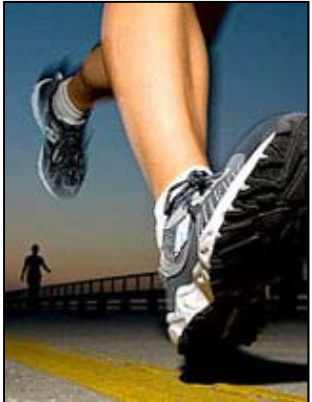


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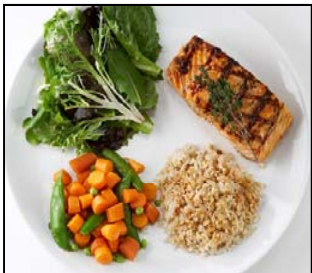
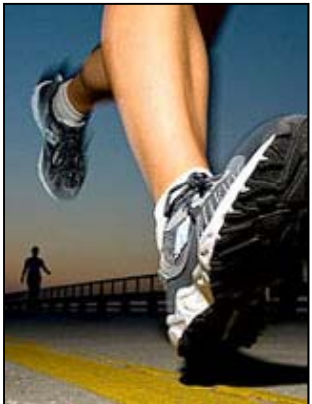
- Goal: Decrease Calorie Consumption
 - ▣ Healthy Beverage Vending Machine Policies for Community Centers (CIS)
 - ▣ School Policies to Increase Water Consumption (CIS)
 - ▣ Establish the City of Modesto as a HEAL City (CIS)
 - ▣ Healthy Food Outlet Project (CIS)
 - ▣ Re-Think Your Drink Campaign (ES)
 - ▣ HEAL Zone Community Education (ES)
 - ▣ HEAL Ambassadors (ES)

Current HEAL Zone Efforts



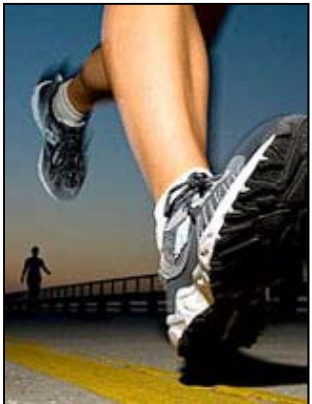
- Goal: Increase Fruit and Vegetable Consumption
 - ▣ Expand Farmers Market (CIS)
 - ▣ Establish a CSA Program (CIS)
 - ▣ Expand and Maintain Universal Breakfast (CIS)
 - ▣ Farmers Market (ES)
 - ▣ CSA Marketing Campaign (ES)

Current HEAL Zone Efforts



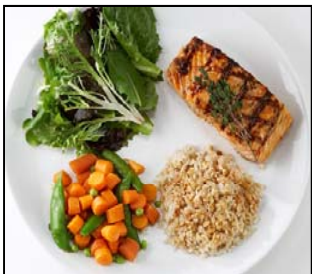
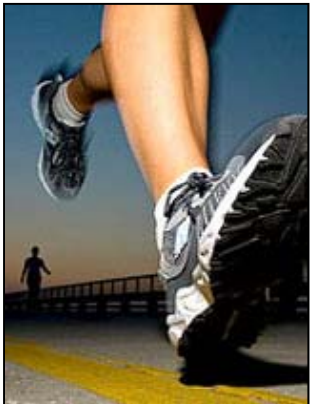
- Goal: Increase Physical Activity in Community Settings
 - ▣ Build A Community Walking Trail (CIS)
 - ▣ Health Language into City and County General Plans (CIS)
 - ▣ Walking School Bus Program in Schools (CIS)
 - ▣ Education and Advocacy Training to West Modesto Residents (ES)

Current HEAL Zone Efforts



- Goal: Increase Physical Activity in Institutional Settings
 - ▣ Implement School District Wellness Policies (CIS):
 - 200 minutes of physical activity/10 days
 - 75 minutes of physical activity/week in after-school programs
 - ▣ Parent and Administrator Education on Importance of Physical Activity (ES)

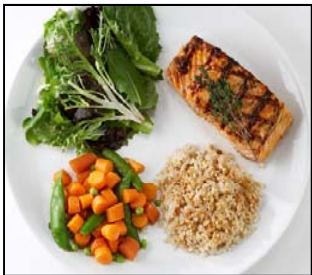
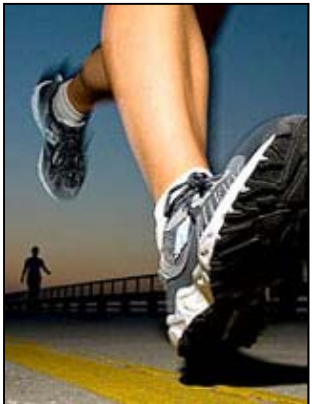
Summary



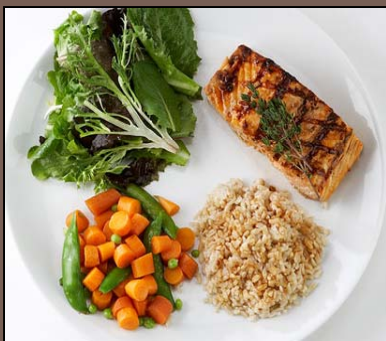
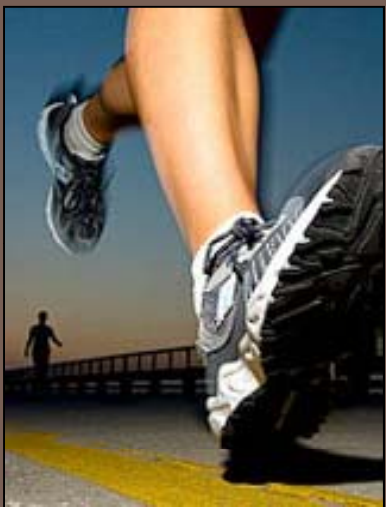
Both CTG and HEAL Zone efforts are focused on pursuing policy and environmental changes that impact many people, frequently in comprehensive ways –

Making individuals' default decisions - the Healthy Choice.

Questions



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ssprouse@schsa.org

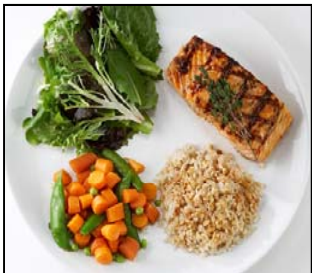
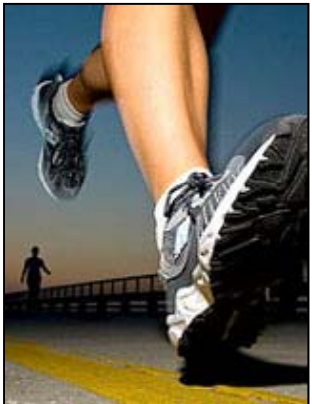


An Overview: Community Transformation Grant

Senior Coalition of Stanislaus
County's Coalition
2012

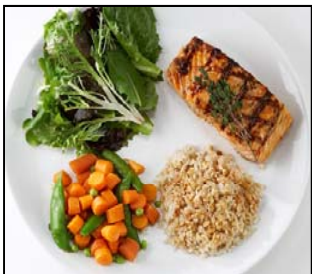
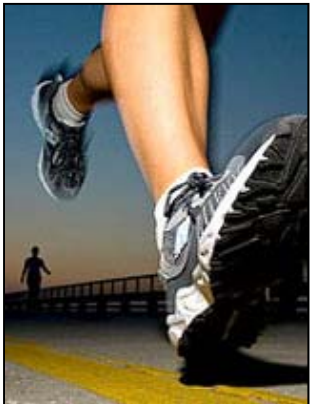


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Maximizing Health Through Prevention

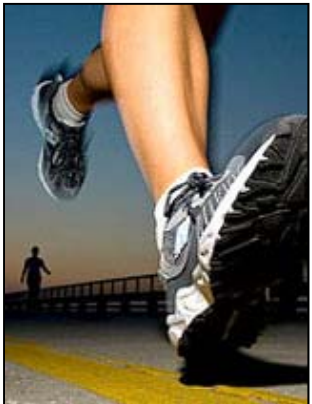


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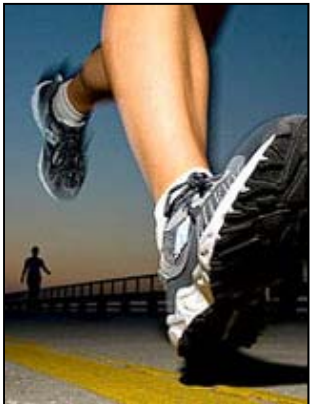


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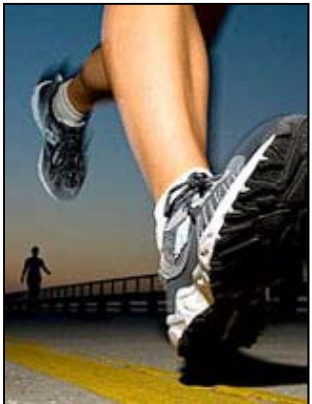


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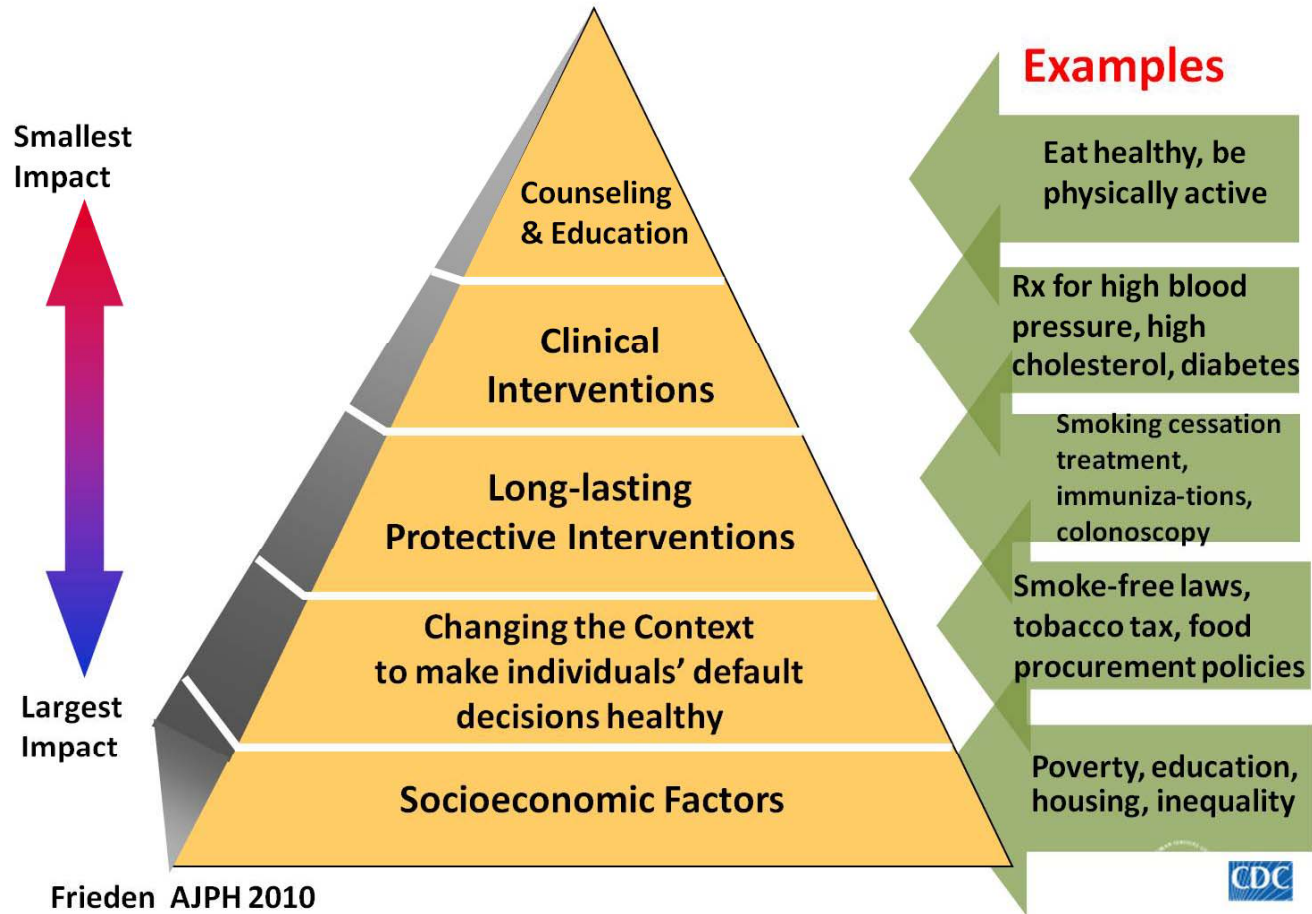


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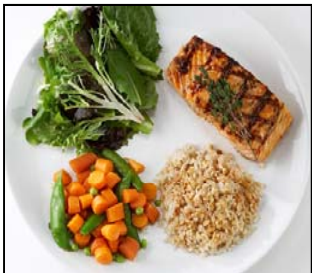
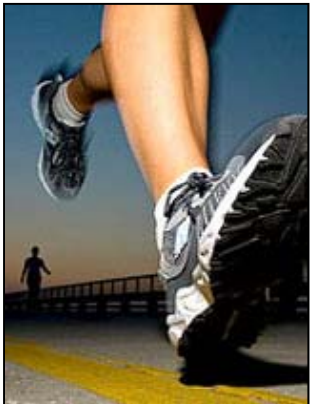
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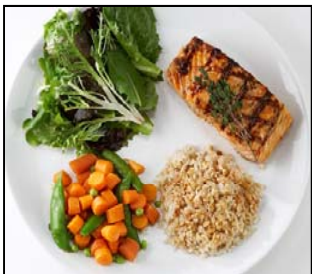
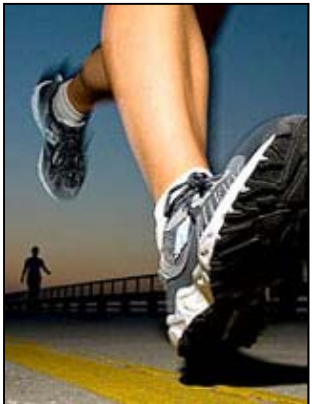


Factors That Affect Health



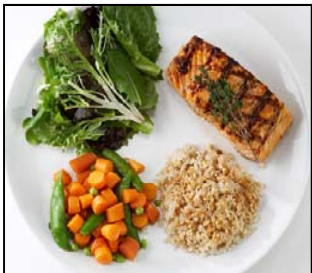
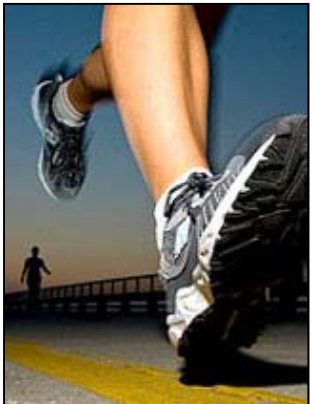
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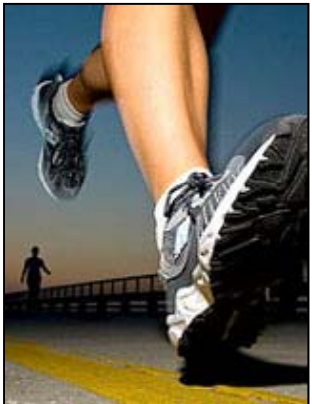
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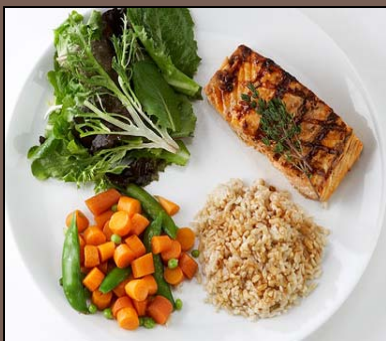
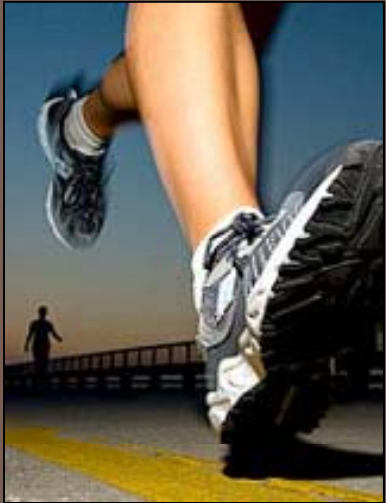
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Health Services Agency: Martin Conference Room

Questions



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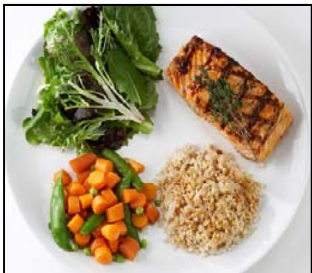
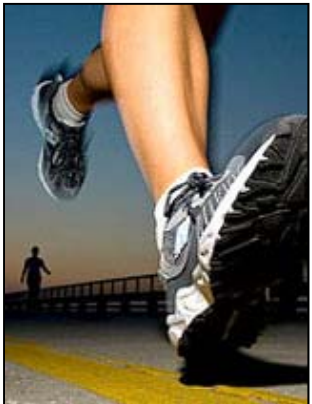


An Overview:

Community Transformation Grant

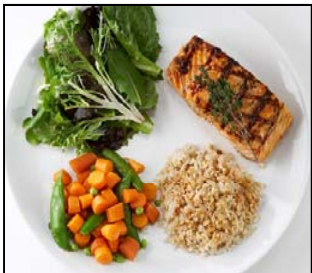
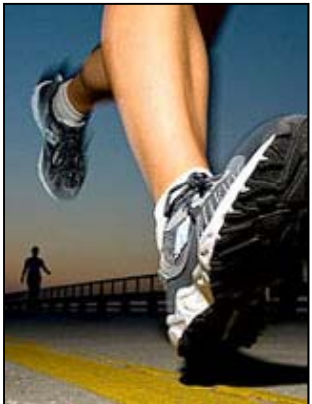
Childhood Diabetes and Obesity
Prevention Taskforce
2012

Community Transformation Grant



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Maximizing Health Through Prevention

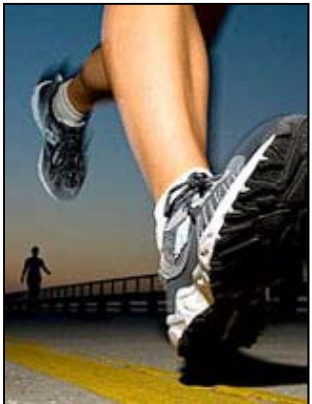


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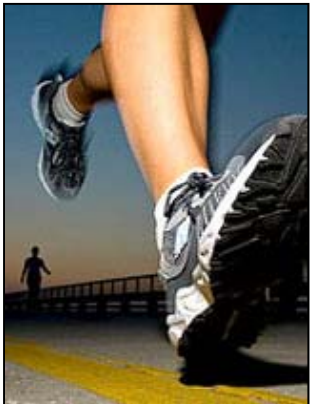


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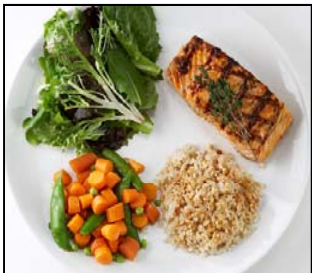
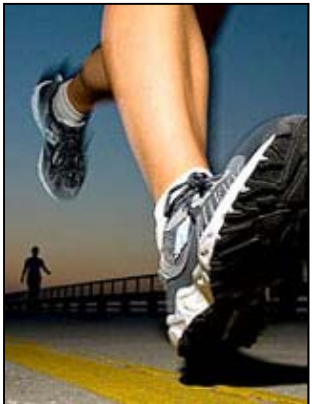


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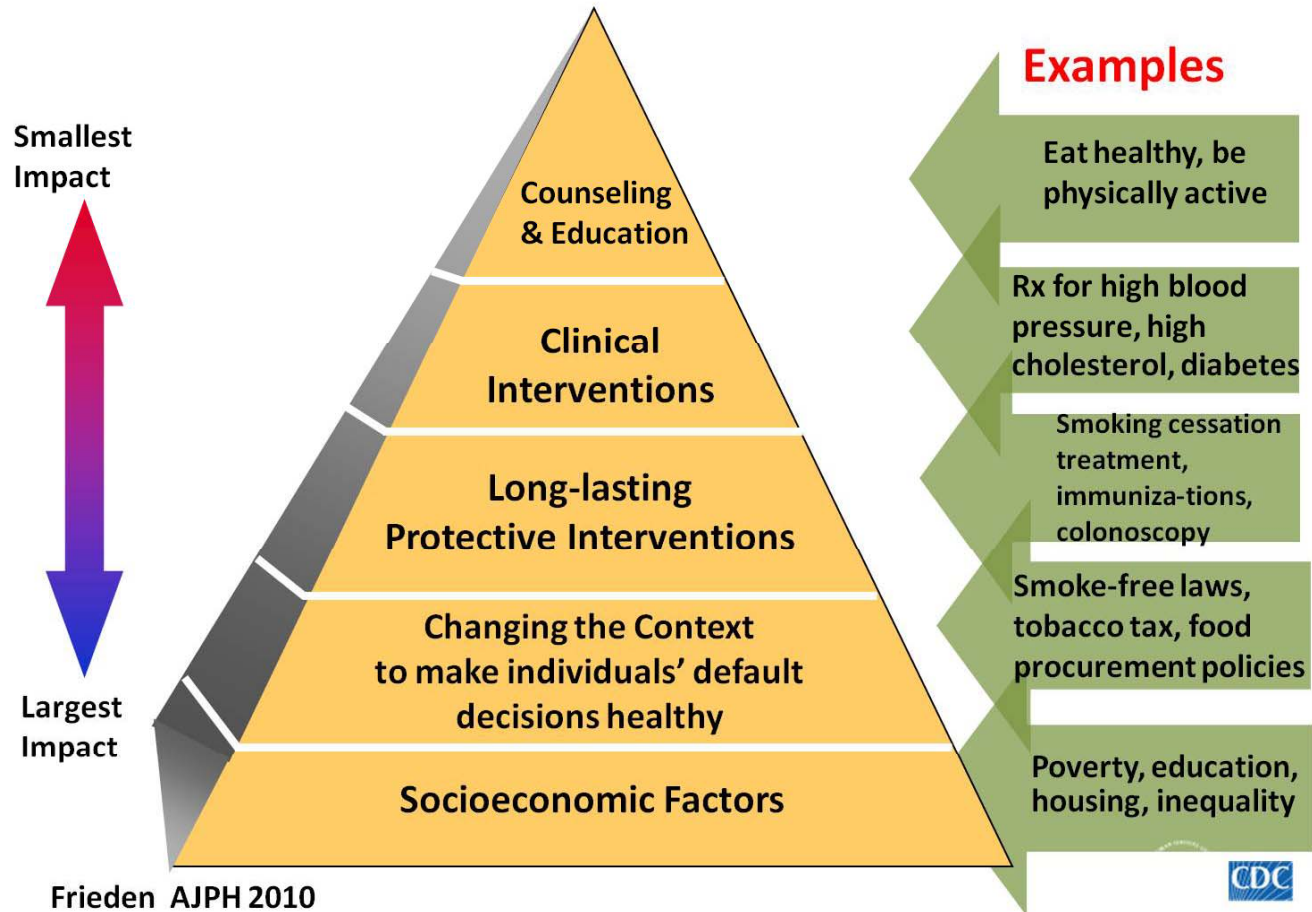


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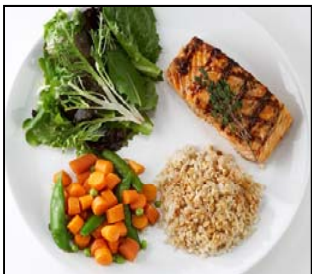
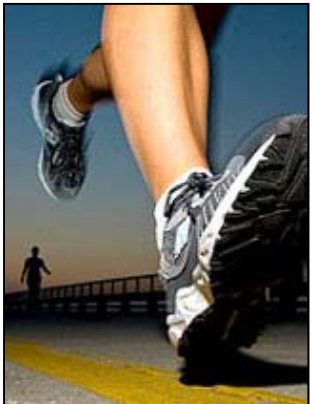
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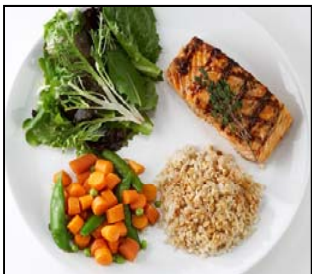
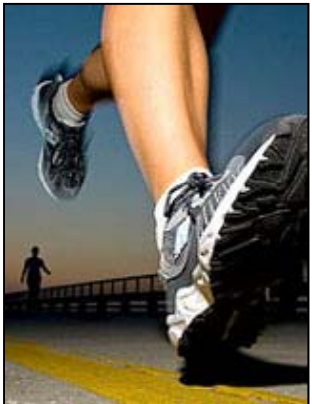


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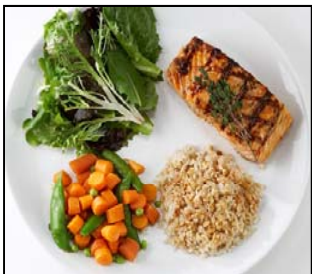
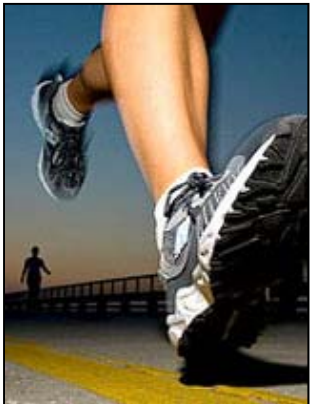
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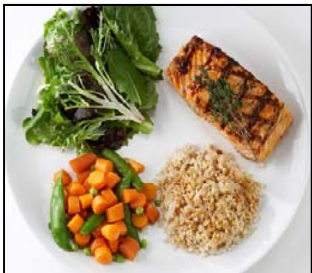
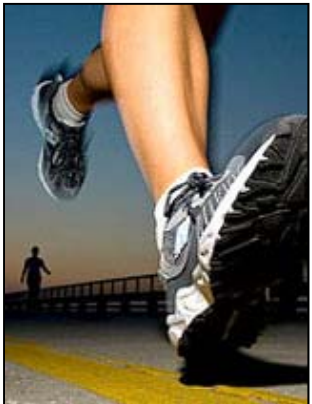
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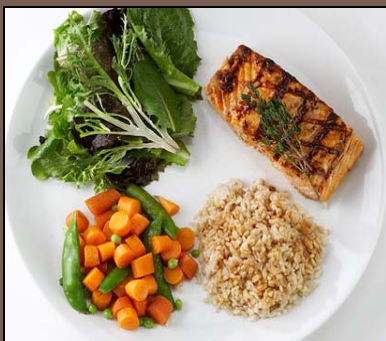
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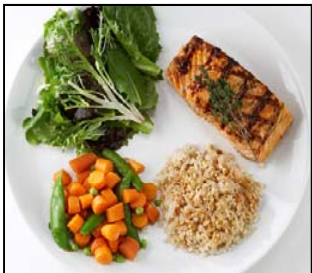
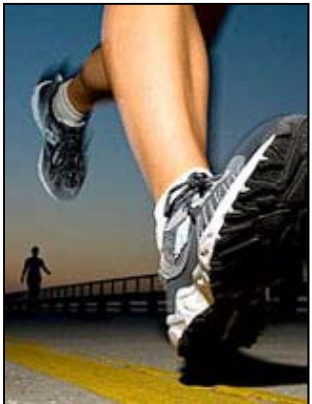


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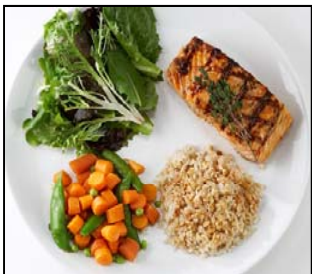
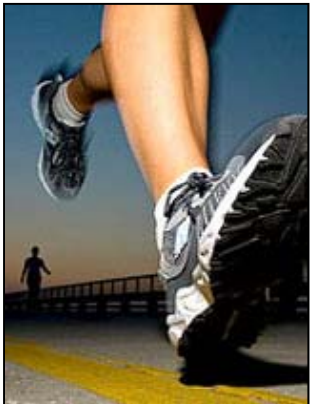
CASA del Rio
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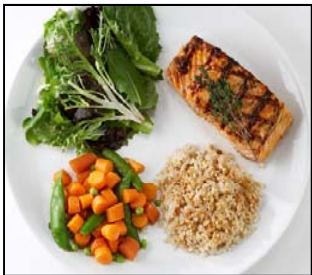
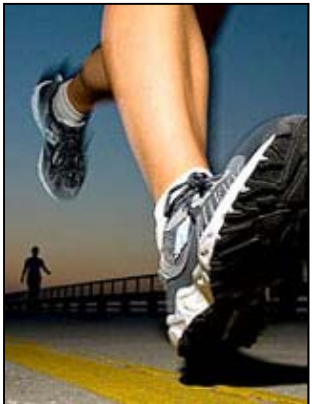


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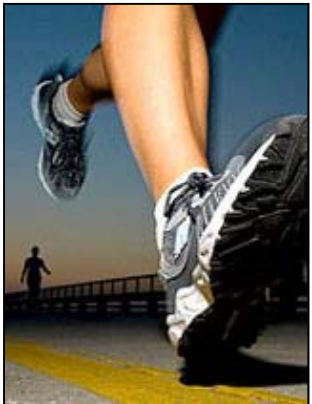


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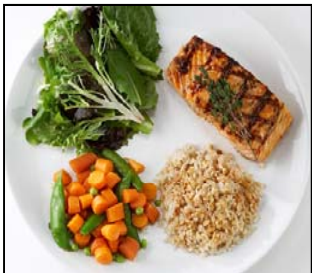
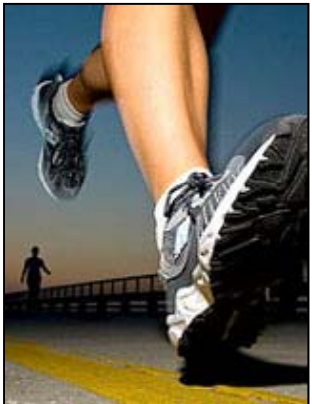


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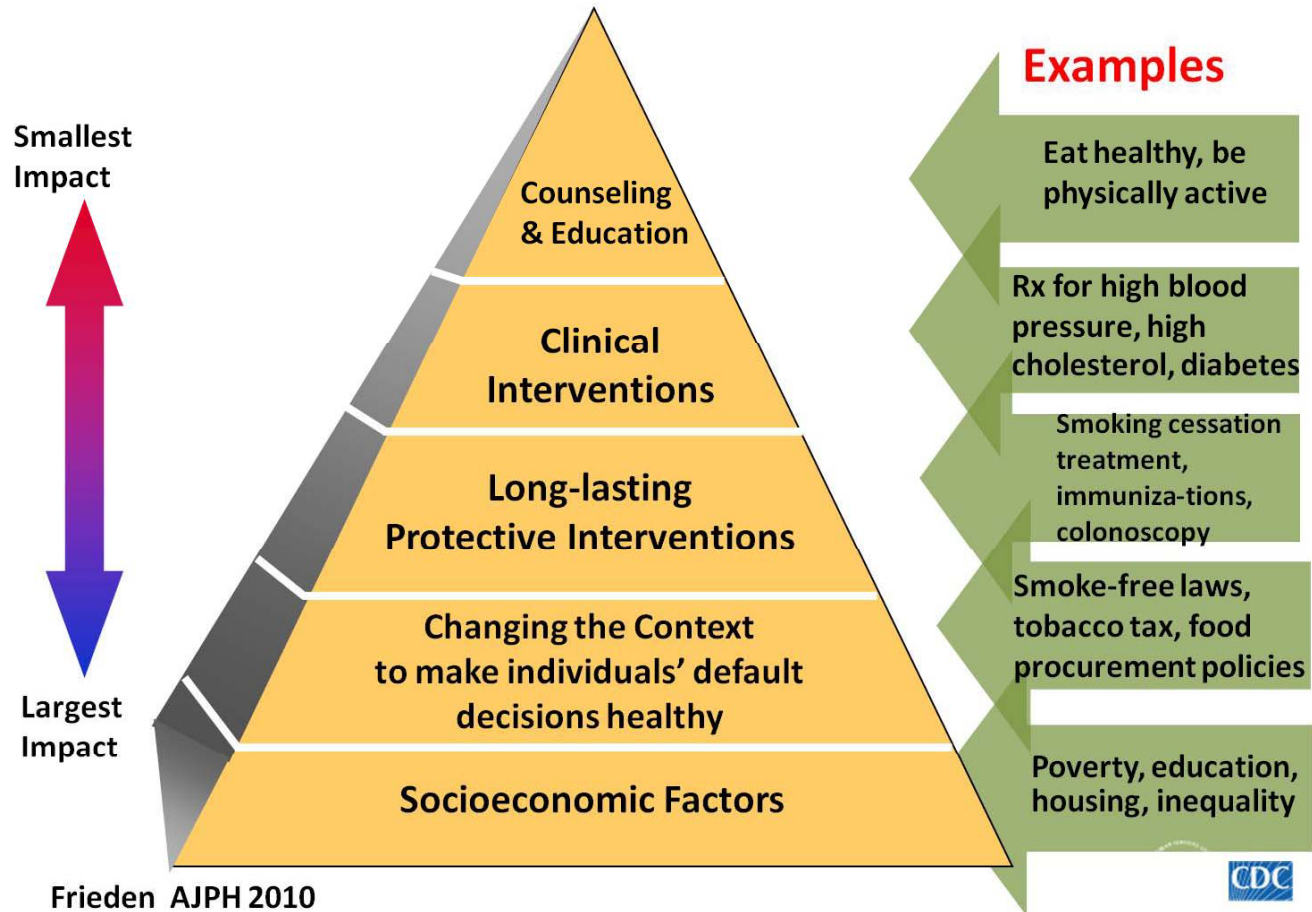


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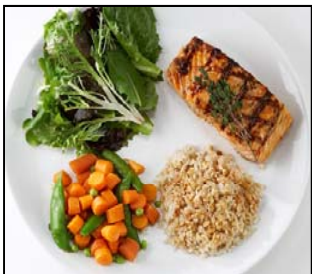
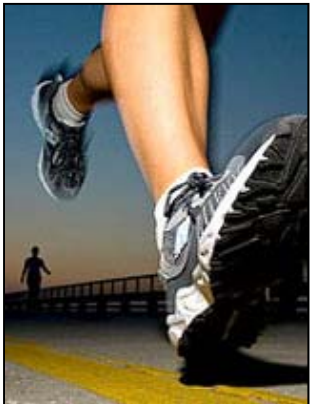
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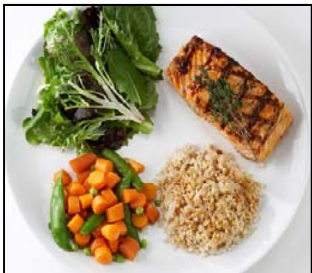
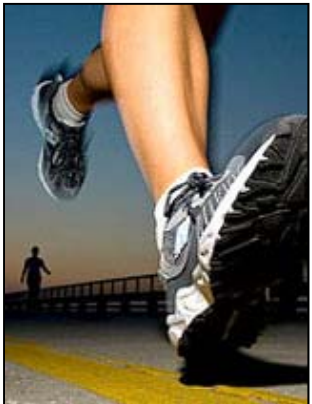
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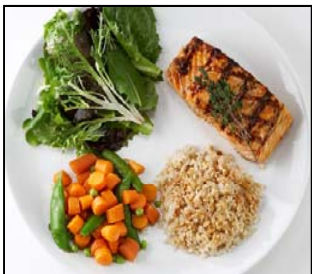
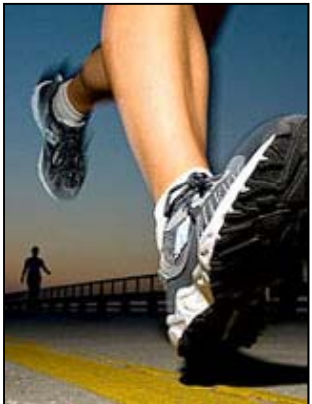
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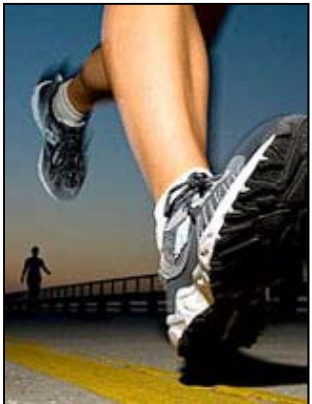
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