

Data and Community Health Improvement in Sonoma County

National Committee on Vital and
Health Statistics Subcommittees on
Population Health and Privacy,
Confidentiality and Security

Washington, DC
February 8, 2011



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Sonoma County Public Health Officer
Sonoma County Department of Health Services

Health Action

- ✓ Engage stakeholders in a community dialogue on health
- ✓ Build collective understanding of local health issues and solutions
- ✓ Create a shared vision of community health improvement based on determinants of health
- ✓ Develop and implement collaborative recommendations

Leading Causes of Death in Sonoma County

Age-adjusted death rates with Healthy People 2010 comparison, 2004-2006

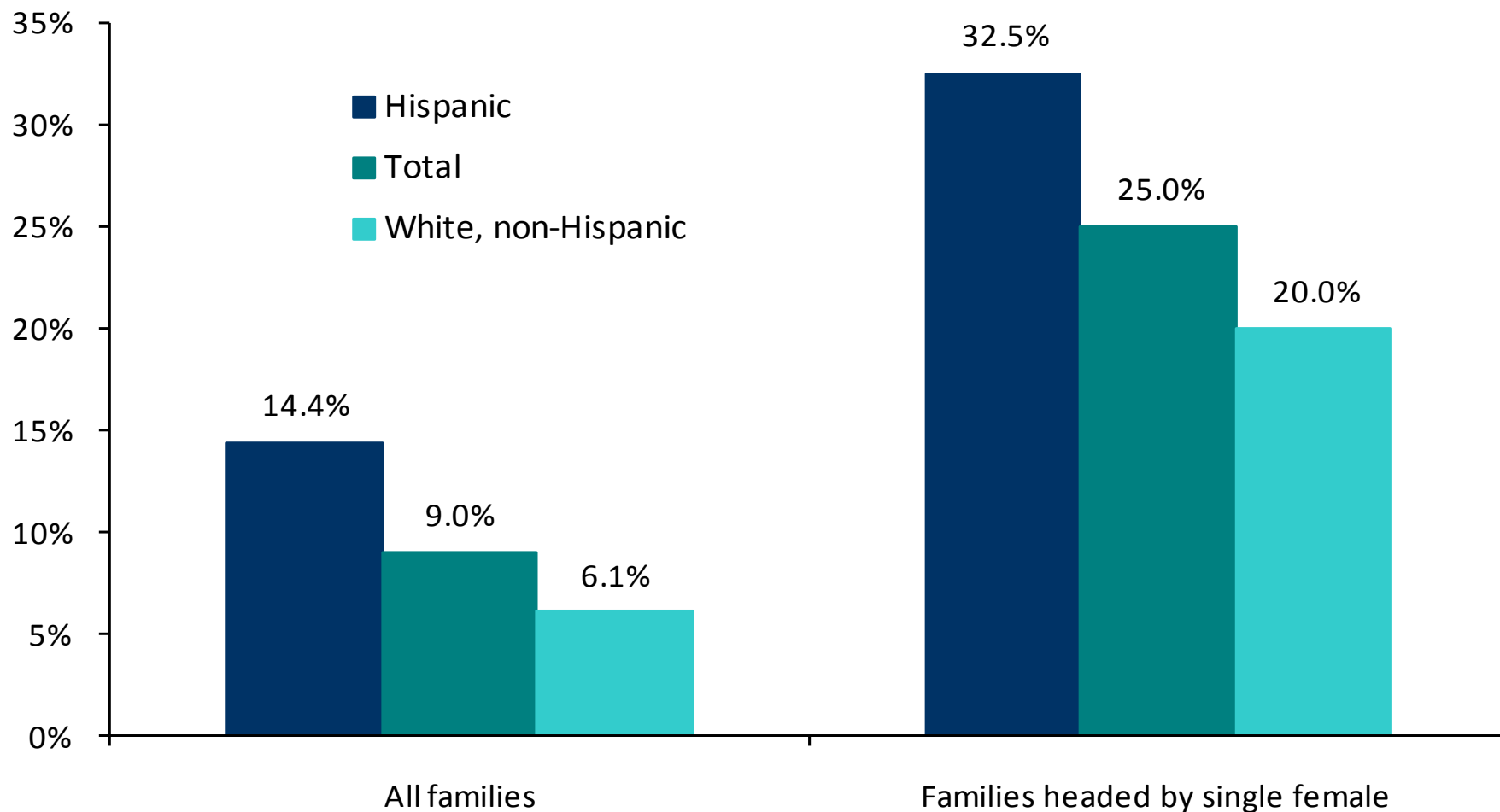
		Sonoma	California	HP 2010
All Cancers	↑	179.2	161.3	158.6
Coronary Heart Disease	↓	128.5	154	162
Stroke	↑	60.6	47.8	50
Lung Cancer	↑	45.9	40.2	43.3
Unintentional Injuries	↑	33.8	30.2	17.1
Breast Cancer		21.4	22.1	21.3
Diabetes		18.4	22.1	NA
Motor Vehicle Collisions		11.7	11.9	8
Suicide	↑	10.8	9	4.8
Drug-Induced	↑	11.2	10.3	1.2
Firearm Injury		6.1	9.2	3.6
Homicide		2.2*	6.8	2.8

Source: CA Dept of Public Health, County Health Status Profiles, 2008

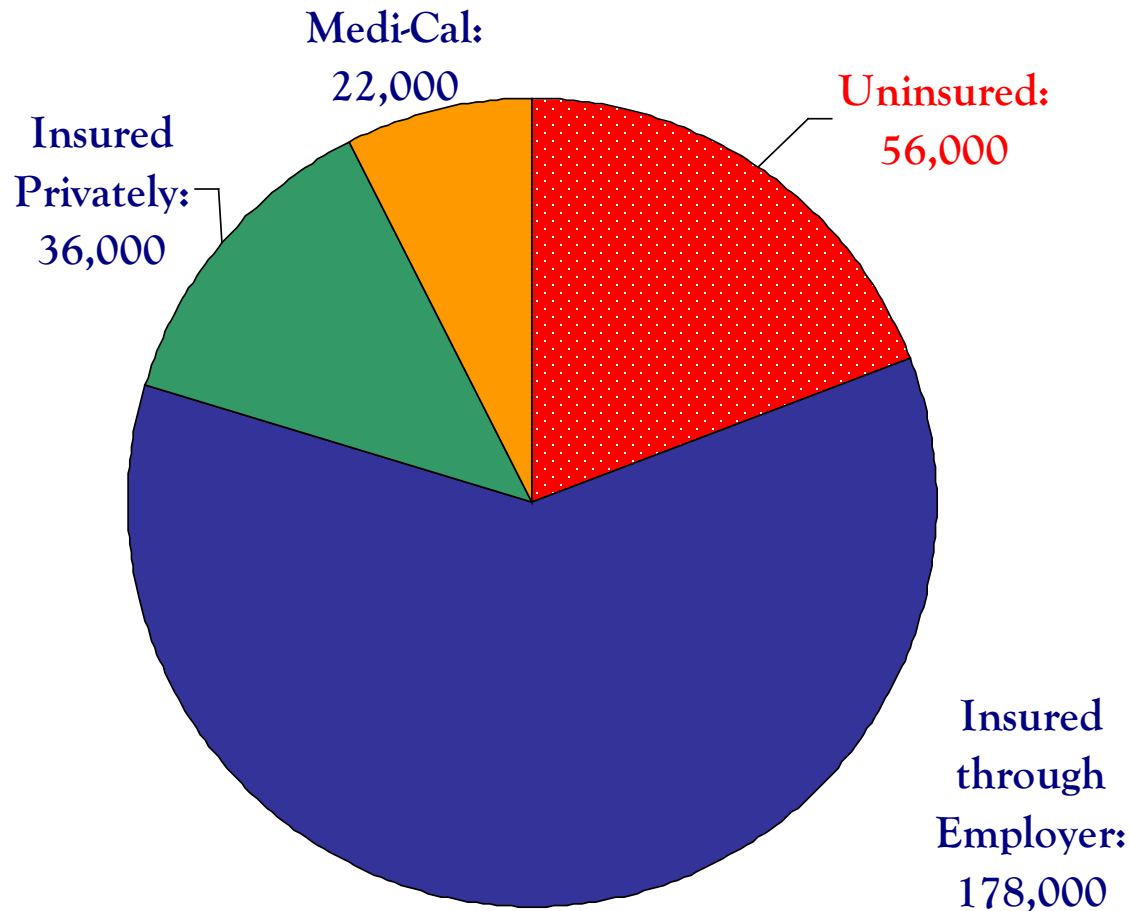
*Unreliable, relative standard error greater than or equal to 23 percent

Sonoma County rates were significantly higher than CA for all cancers and stroke and significantly lower for coronary heart disease.

Percent families (with children < 18yrs) below federal poverty level, Sonoma County 2009



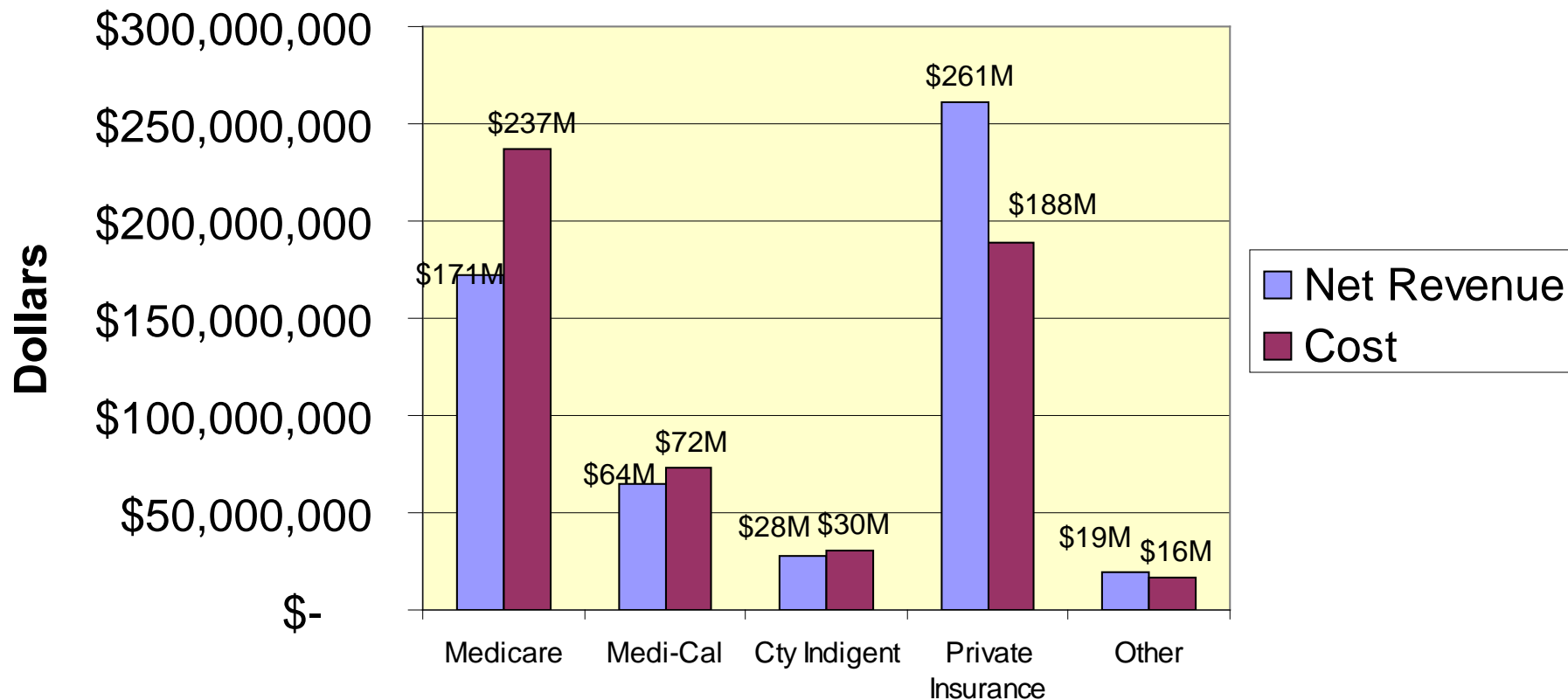
27% of Adults (ages 19 - 64) in Sonoma County Are Uninsured or Underinsured



Source: 2005 California Health
Interview Survey

Sonoma County Hospital – Net Revenue & Expense by Payer

Hospital Revenue and Expense by Payor - 2005



2020 Vision – 10 Goals

- Sonoma County youth graduate from high school
- Sonoma County families have the economic resources to make ends meet
- Sonoma County residents are connected to their communities and participate in community life



2020 Vision – 10 Goals

- Sonoma County residents eat healthy food
- Sonoma County residents are physically active
- Sonoma County residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs

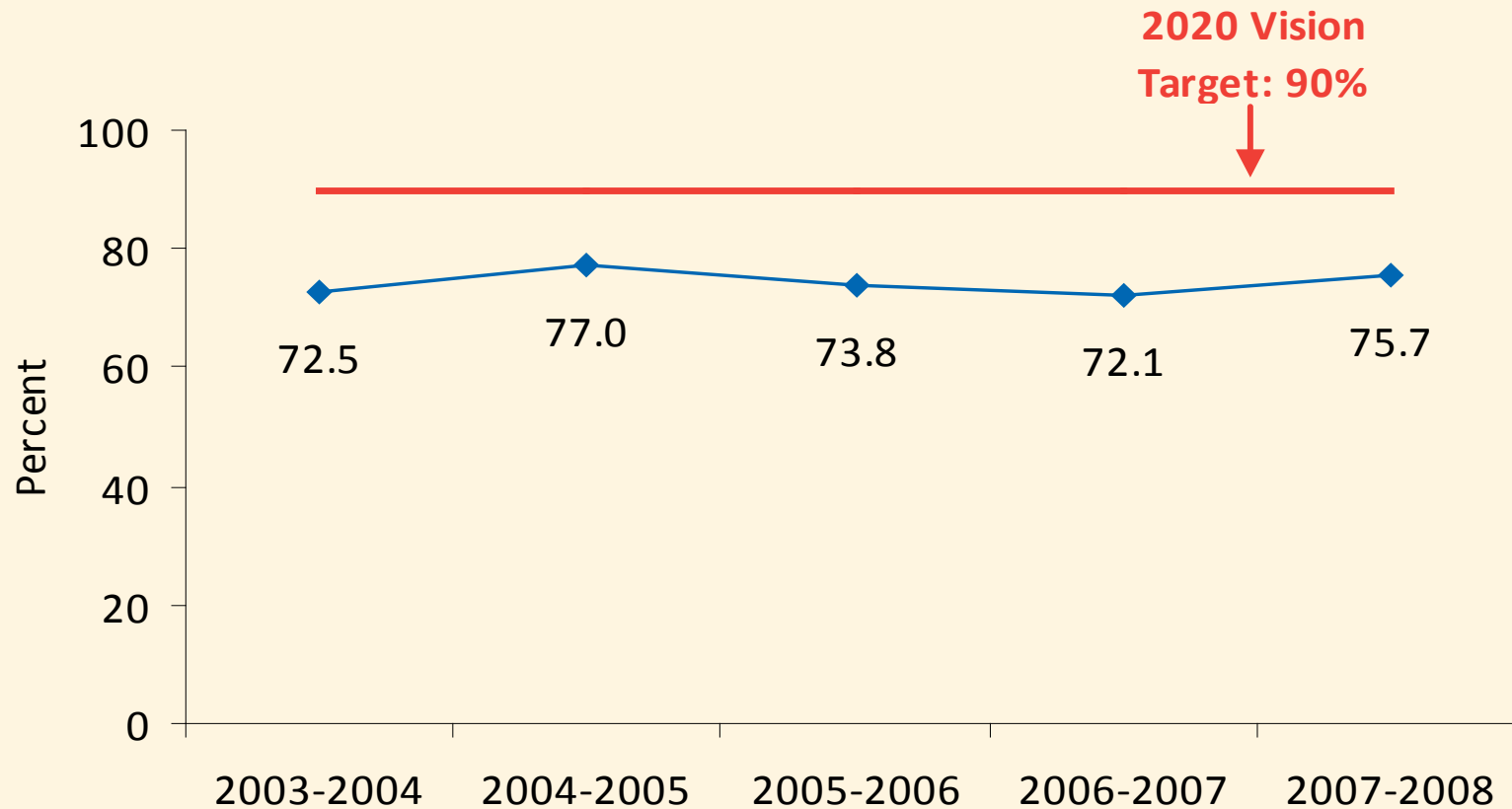


2020 Vision – 10 Goals

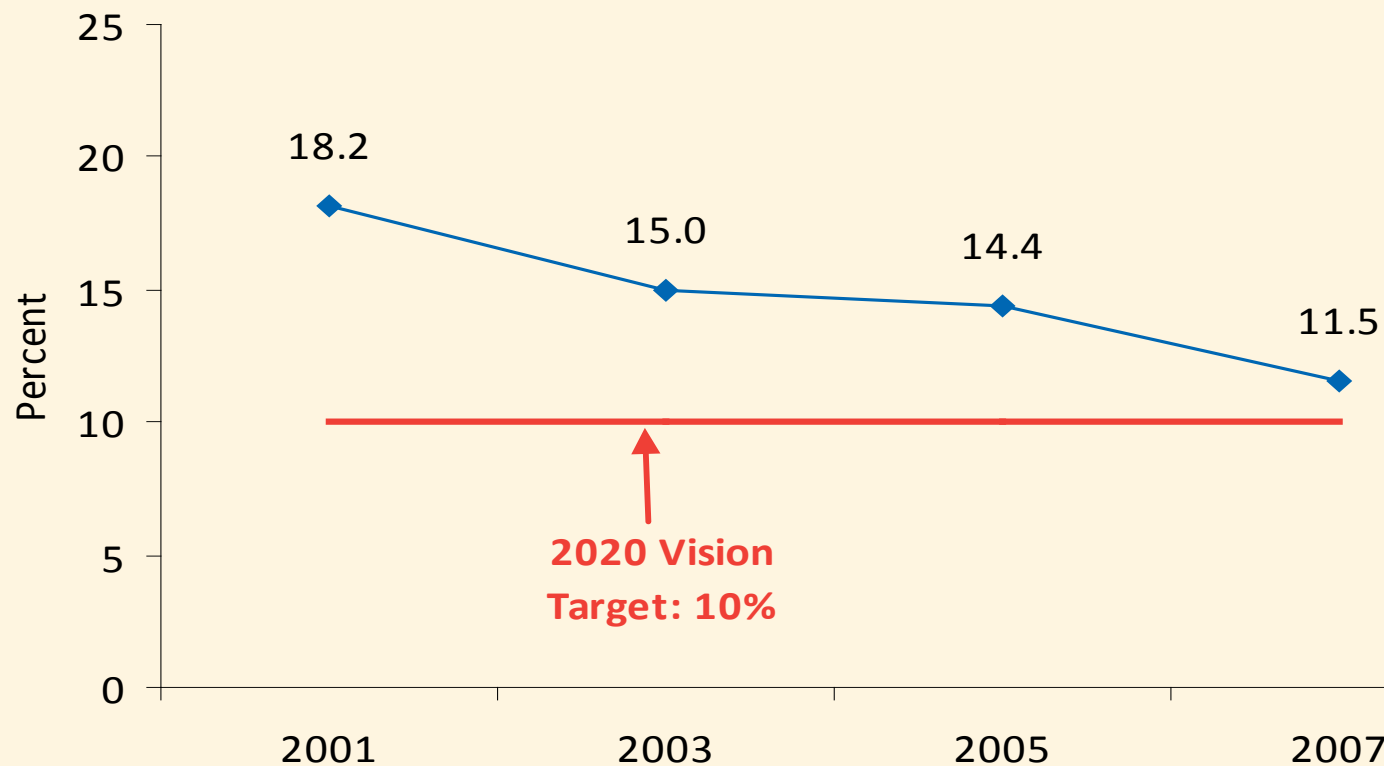
- Sonoma County residents enjoy good mental health
- Sonoma County residents take steps to prevent injury
- Sonoma County residents have health care coverage
- Sonoma County residents are connected with a trusted source of prevention-focused primary care



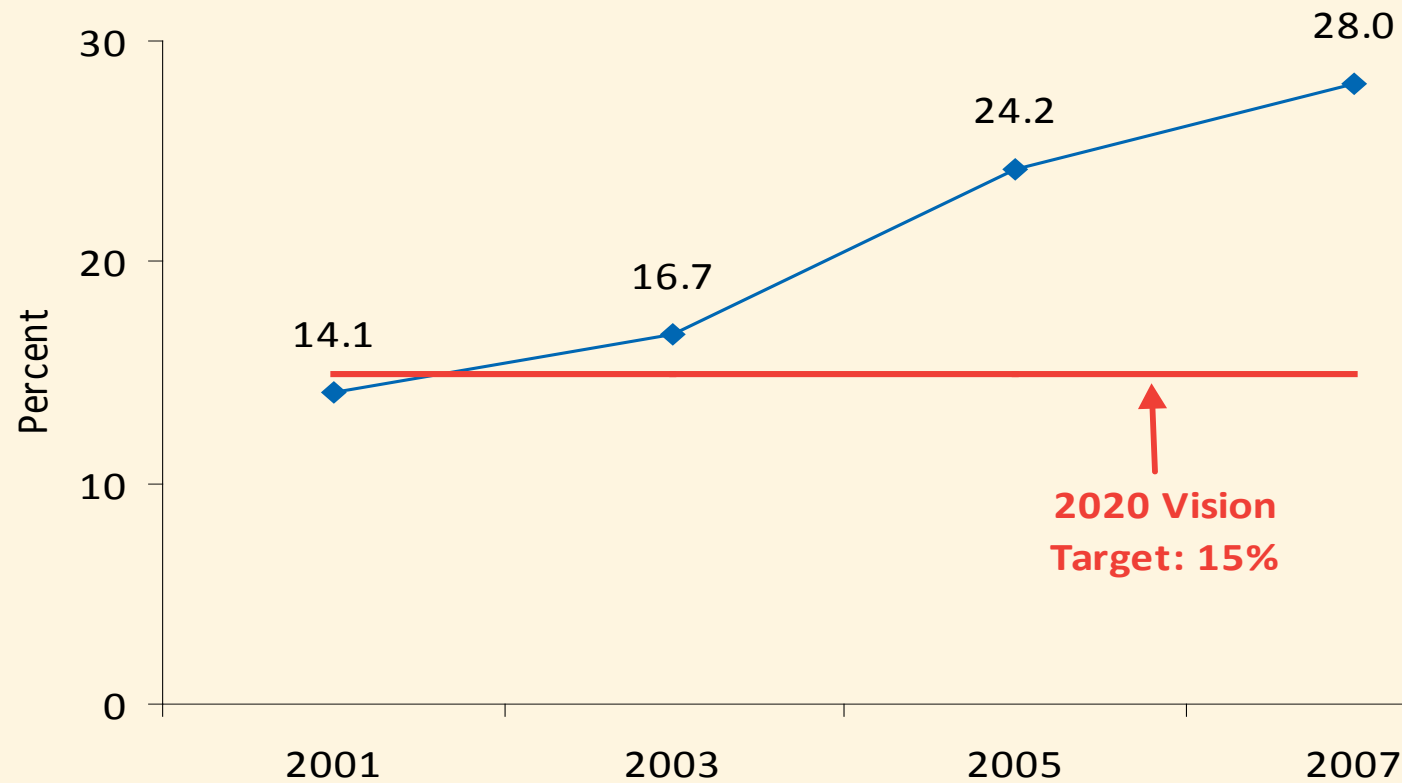
Percent of Sonoma County 9th graders who graduate from high school 4 years later, 2004-2008.



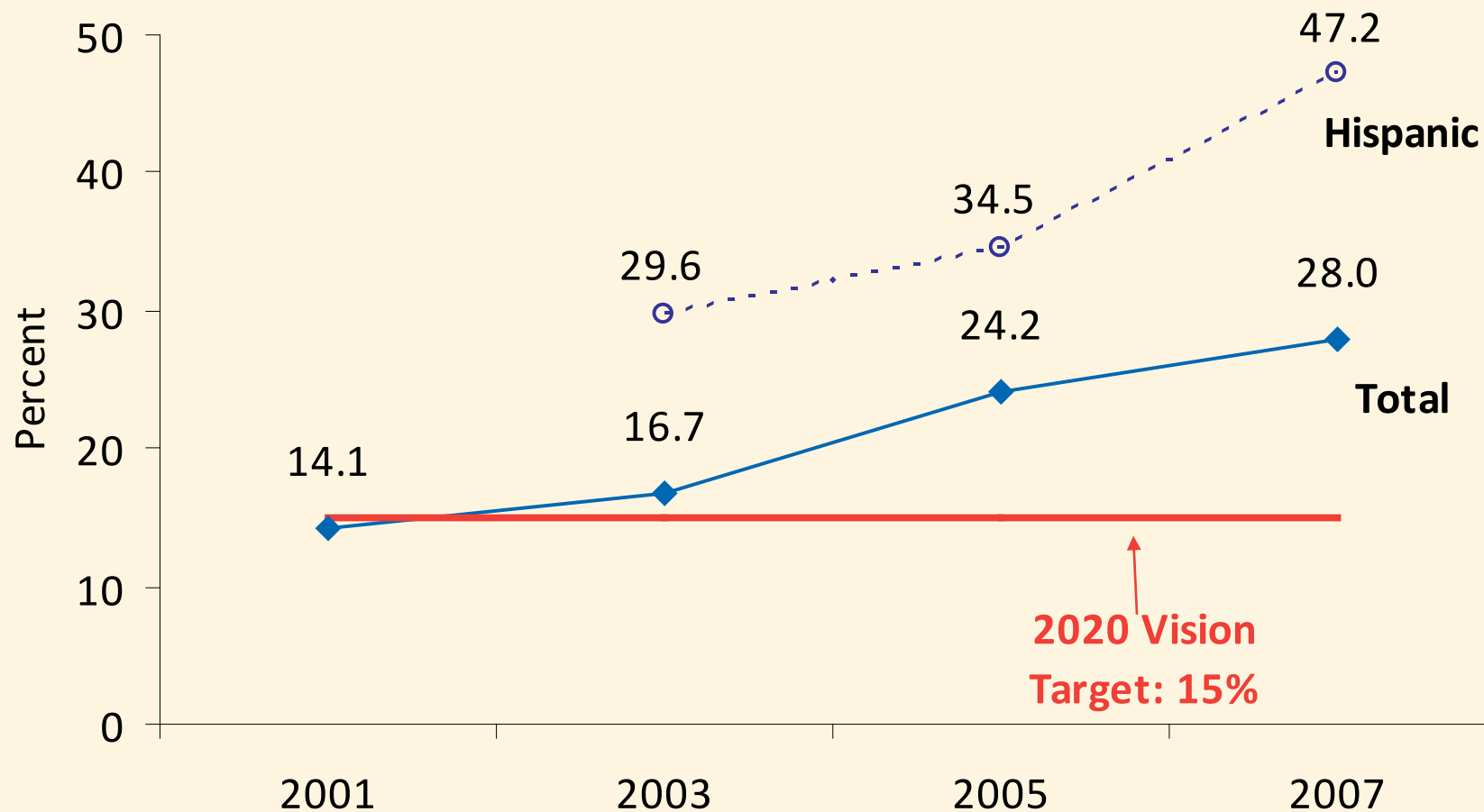
Percent of Sonoma County adults who report being current smokers, 2001-2007.



Percent of Sonoma County adults who report being obese, 2001-2007.



Percent of Sonoma County adults who report being obese, 2001-2007.



Priorities for Action

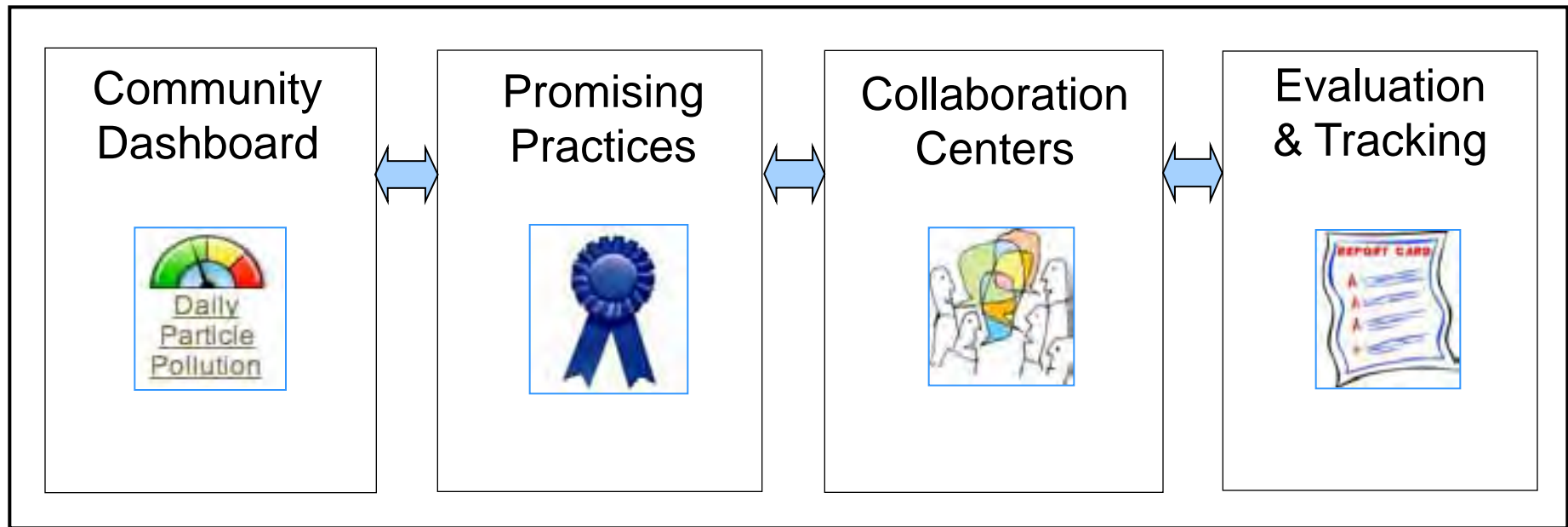
- Increase consumption of healthy food.
- Increase physical activity.
- Connect residents with trusted source of prevention-focused primary care (a “medical home”).



Initial Health Action Projects

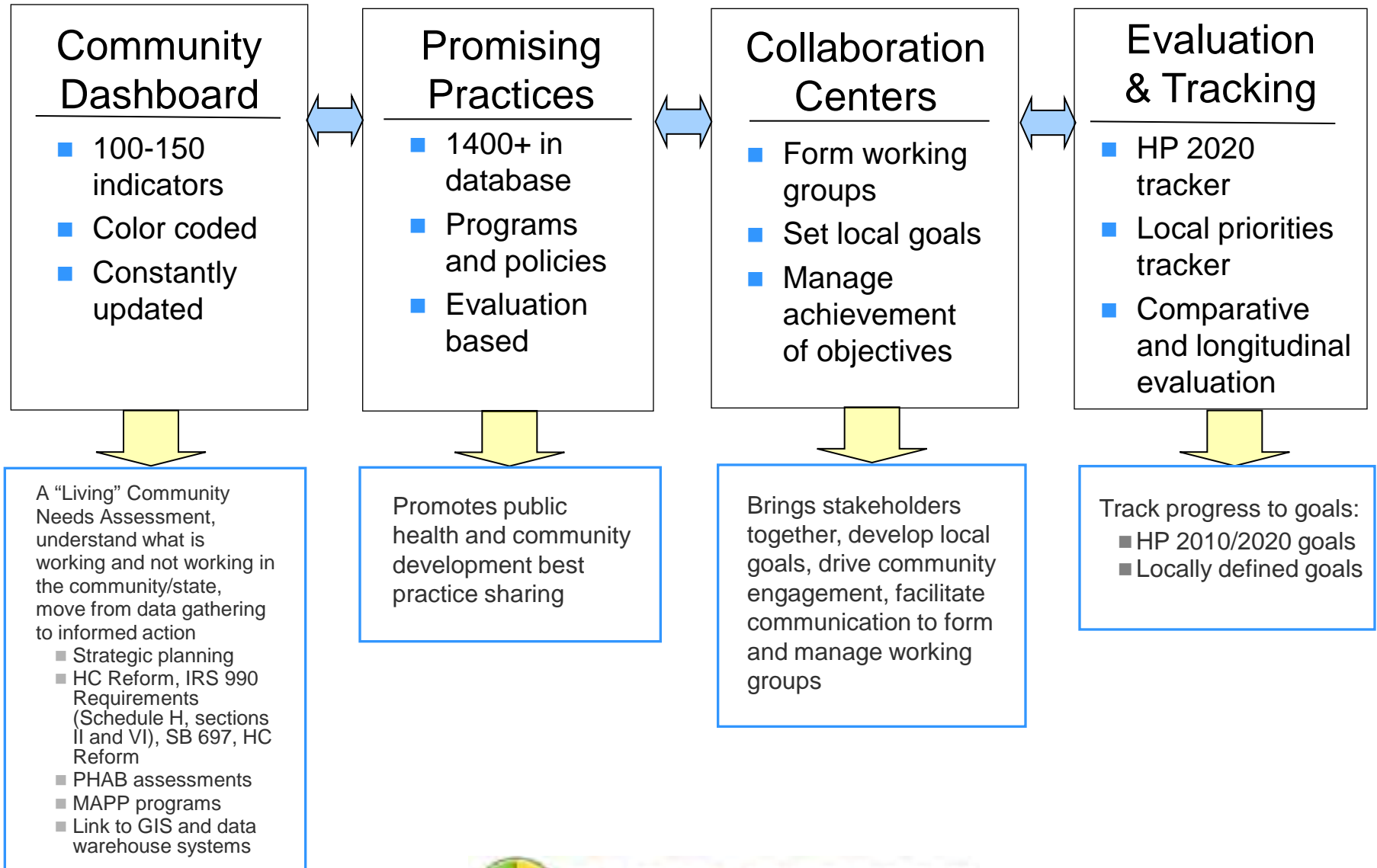
- Food System Alliance
- iGROW
- iWALK
- Countywide Safe Routes to School
- Patient-Centered Medical Home Learning Collaborative
- Healthy Students Initiative
- Worksite Wellness Initiative

Healthy Communities Network Customizable Web-Based Information System



Based On Change Theory

HCI CHNA System: Capabilities And Benefits



Healthy SONOMA

[View this site in Spanish/Español or other language](#)

Powered by The Healthy Communities Network

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COMMUNITY SNAPSHOT



Obese Adults



Adult Fruit and Vegetable Consumption



Child Fruit and Vegetable Consumption



Chlamydia Incidence Rate



Households with 1+ Vehicle



Hospital Admissions: Alcohol Abuse

[View the Legend](#)

[See all indicators](#)

IN THE NEWS

Local Feature Story



Healthy Food Choices, Comidas Saludables

How easy is it to find healthy food and snacks at markets and stores in your community? What about restaurants? Is it easy to find a restaurant that serves healthy meals for you and your family? If you live in south Santa Rosa...

¿Que tan fácil es encontrar comidas y bocadillos saludables en los mercados y tiendas de su comunidad? Cuando va a los restaurantes ¿se le facilita encontrar un restaurante que sirva comidas saludables para usted y su familia? Si usted vive en el sur de Santa Rosa...
[Read the full story](#)

[Sonoma County News](#)

Page 21 (1st) could mean cuts to state

About This Site

Healthy Sonoma is a one stop source of non-biased data and information about community health in Sonoma County, and healthy communities in general. It is intended to help planners, policy makers, and community members learn about issues, identify improvements, and collaborate for positive change.

Get started on Healthy Sonoma!

- Compare Sonoma's health with other California communities, the nation, and Health Action targets with more than 100 [indicators](#)
- Learn about [promising practices](#) on a variety of topics that affect community health
- Find health and wellness [events and classes](#)
- Take action by getting involved, volunteering, and working together

Featured Content

Hunger in Sonoma County



[Redwood Food Bank Website](#)
[2010 Report on Hunger](#)

Air Quality Index

Santa Rosa

Current Conditions



Good

Pollutant: Ozone

Observed at:
11/06/10 11:00 PST

[Air quality indicator](#)

[Detailed conditions](#)

Provided by [AIRnow](#)

Community Poll

What is your biggest community concern?

- ☐ air quality
- ☐ healthcare access
- ☐ employment
- ☐ crime
- ☐ transportation

[Vote](#)

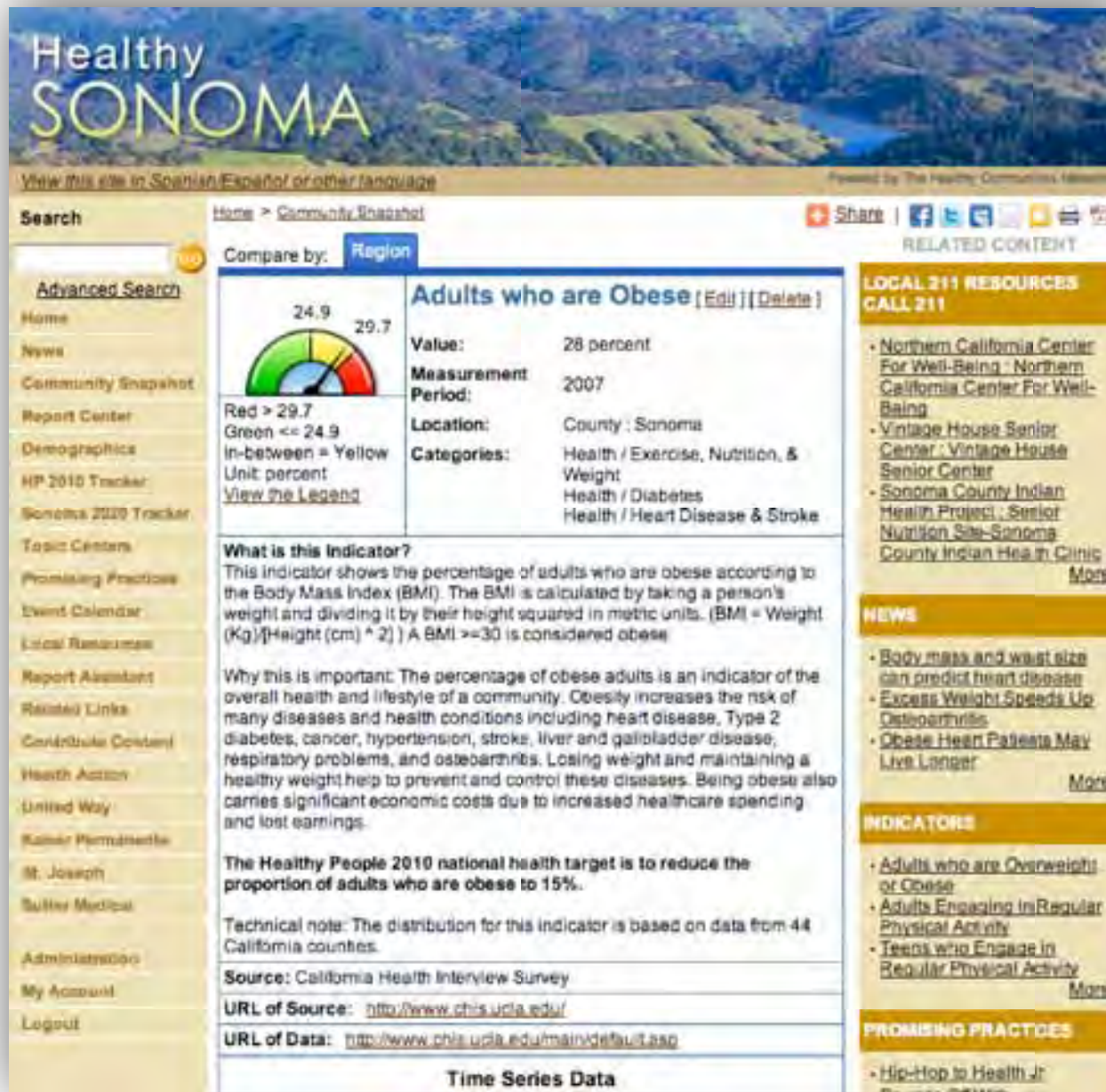
[View Results](#)

Dashboard of Indicators

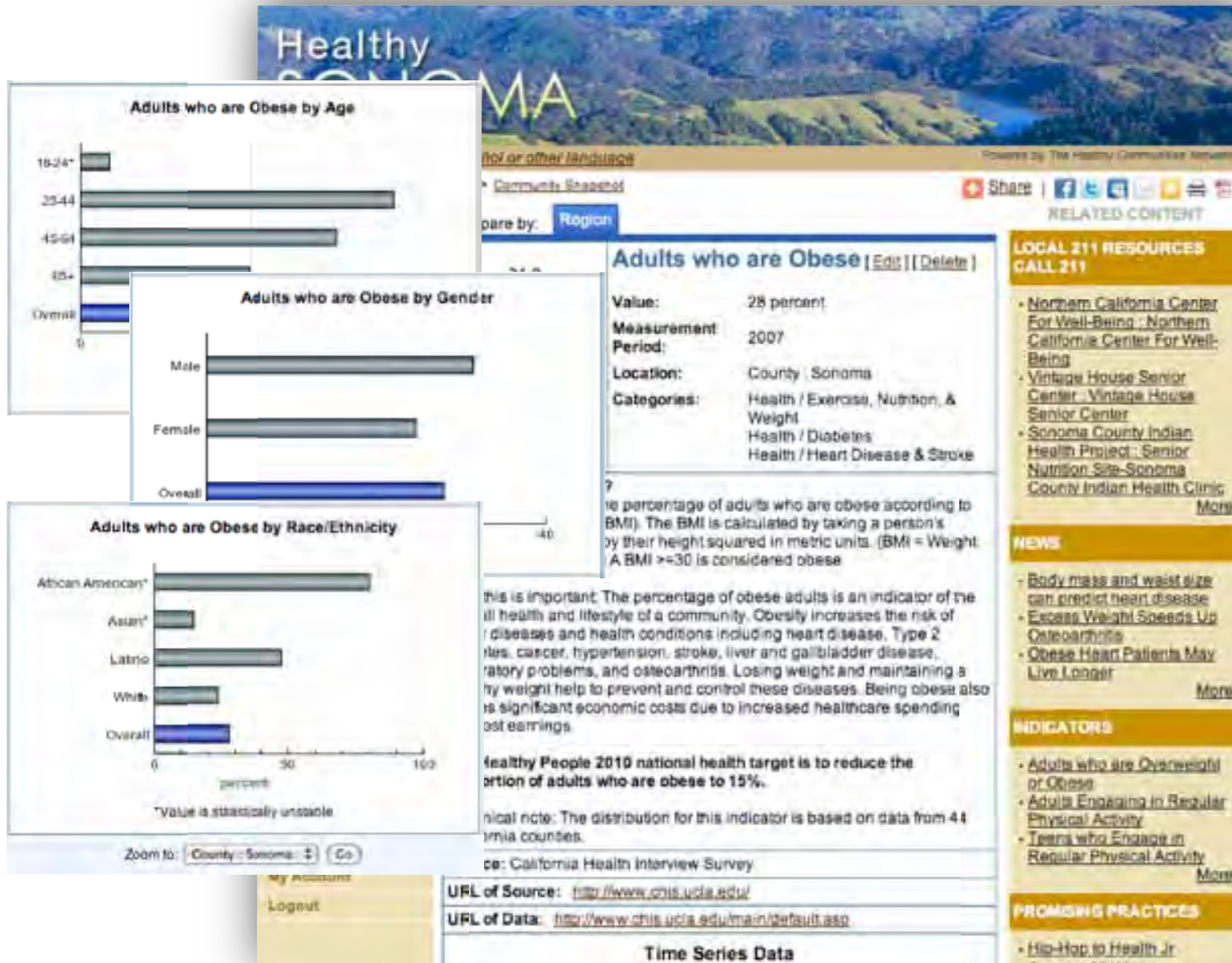


100+ Health and Quality of Life Indicators to identify areas for community health improvement

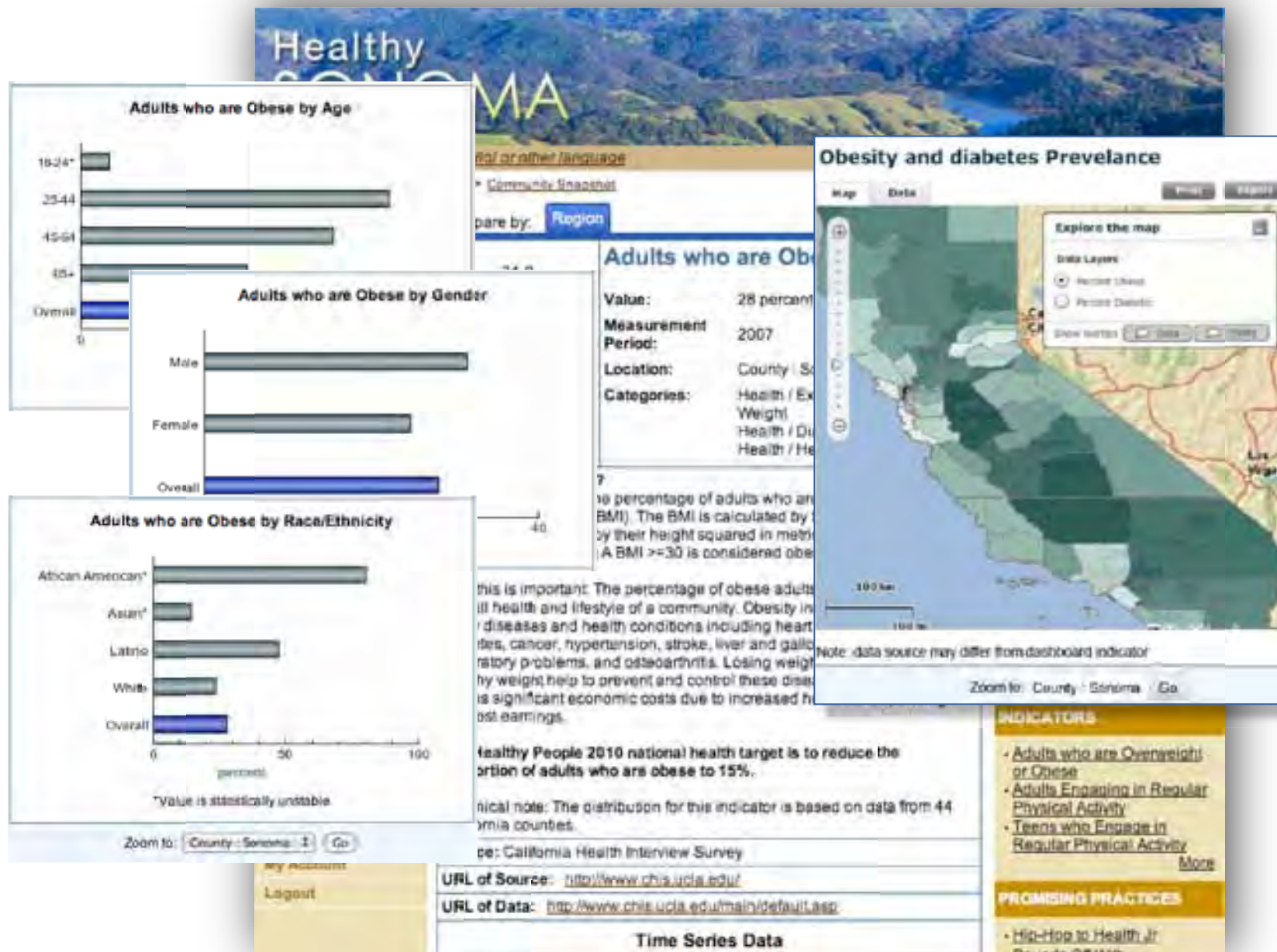
Obesity Indicator



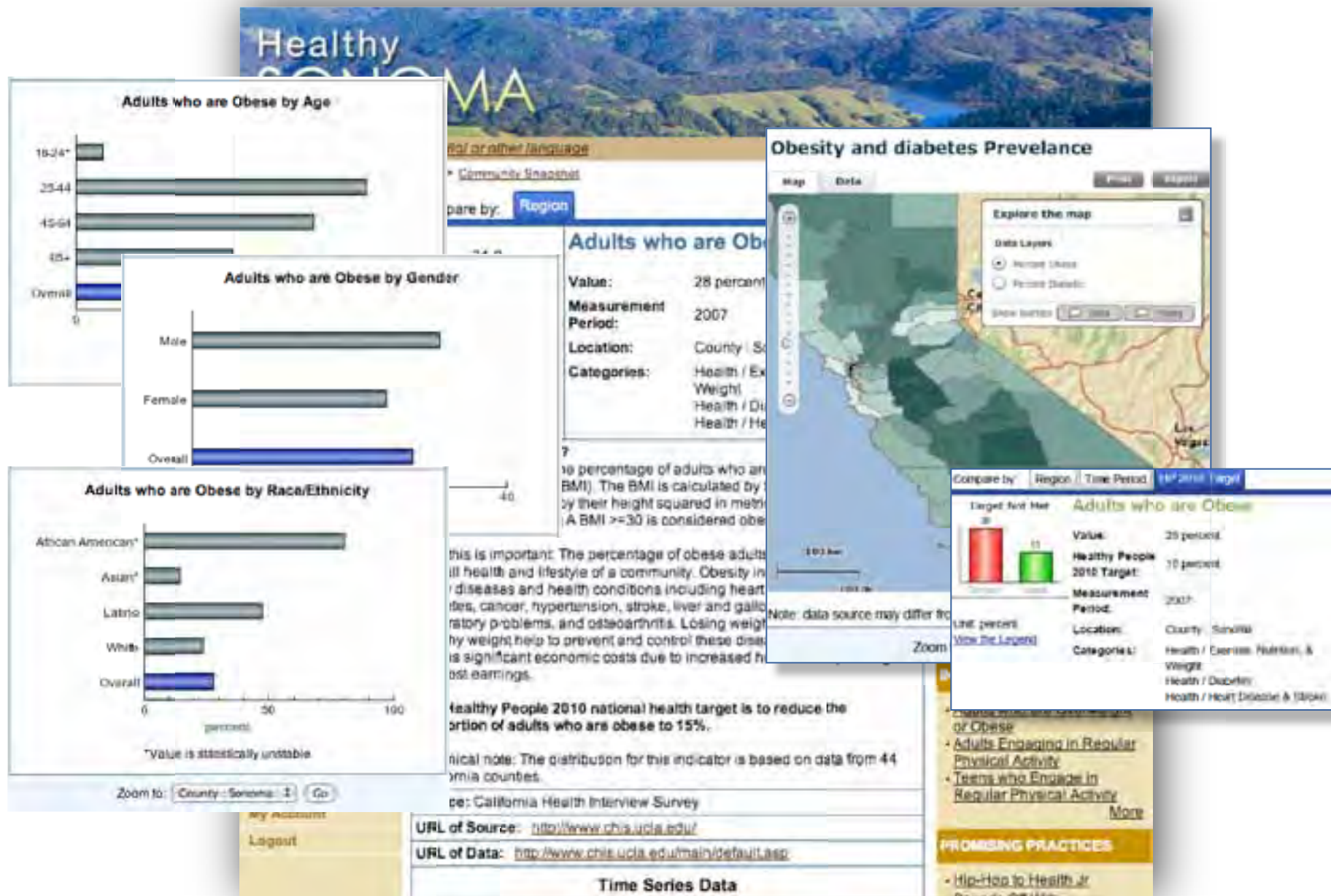
Obesity Indicator Breakout Tables



Obesity Indicator Breakout Tables



Obesity Indicator Breakout Tables



A Promising Practice for Obesity

View this site in Spanish or other languages

Showing top 10 items in results

Search

Advanced Search

- Home
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- Report Center
- Salmonella
- Self-Report Tool
- Salmonella Self-Report Tool
- Topic Center
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- Health Links
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- Health Action
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- Site Map
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Steps to a Healthier Salinas (100%) Done

Ranking

Description

Effective Practice

The Steps to a Healthier Salinas program, part of the CDC's Healthy Communities Program, works with schools, health care providers, work sites and community leaders to reduce the burden of chronic disease. Steps to a Healthier Salinas collaborates with over 30 businesses and organizations in Salinas to create system changes, policy adoption, and to increase the community's understanding of health issues. In schools and the broader community, the program provides increased opportunities for nutritious food and physical activity and improved management of asthma, diabetes, and other chronic diseases. Community Health Centers assisted with implementing a Patient Electronic Care System to improve self-management skills for patients with chronic diseases. The program targets racial and ethnic minority groups, with a special emphasis on Hispanics or Latinos, low-income populations, farm workers, and school-age children.

Goal / Mission

The Steps to a Healthier Salinas program aims to improve the health and quality of life for individuals at risk or diagnosed with diabetes, asthma, and obesity and other chronic diseases by addressing three primary risk factors - physical inactivity, poor nutrition, and tobacco use.

Results / Accomplishments

Through the Steps to a Healthier Salinas program, over 140 city, county and company policies were implemented to address health factors. Between September 2003 and April 2006, the percentage of patients with controlled blood pressure increased from 32% to 40%. During this same period, the number of patients obtaining blood eye exams and foot exams increased from 24% to 48% and from 25% to 32%, respectively. There was a 22% increase in healthy weight for all men in Salinas, and 12% increase in healthy weight for Latinos. Salinas residents had a 12% improvement in moderate physical activity, including a 15% increase for men and 21% increase for Latinos.

Categories

Health / Diabetes
Health / Heart Disease & Stroke
Health / Exercise, Nutrition, & Weight

Organization(s)

Monterey County Health Department

Source

Center for Disease Control (CDC)

Date of Publication

2006

Date of Implementation

July 2003

Location

City Salinas

Primary Contact

Steps Program Manager
Monterey County Health Department
1770 Highway 101, Salinas, CA 95068
(831) 755-4541

LOCAL 311 RESOURCES

CALL 311

- Northern California Center for Well-Being - Northern California Center for Well-Being
- Bridge
- Village House Senior Center - Village House Senior Center
- Salinas County Indian Health Project - Salinas County Indian Health Project

More

NEWS

- Fatty Liver in Kids Linked to Metabolic Syndrome
- Healthy Food Choices: Common Sense
- Child Growth Rates Show in Early Age Study Ends

More

INDICATORS

- Diabetes and Heart Disease Rates in Long-Term Care Facilities of Diabetes
- Diabetes and Heart Disease Rates in Long-Term Care Facilities of Diabetes
- Diabetes and Heart Disease Rates in Long-Term Care Facilities of Diabetes

More

FINANCING RESOURCES

- Healthy Living, Active Living (H2AL) - Learn More
- Health for Life
- Pennsylvania Fresh Food Financing Initiative

More

EVENT CALENDAR

- Prevention Heart Disease & Diabetes
- Raising Healthy, Active Kids (Colorado Niles School Active CHES)
- Raising Healthy Active Kids (Colorado Niles School Active CHES)

More

LOCAL REPORTS

- Health Action - A 2006 Vision for Monterey County

Healthy People 2020 Tracker



Health Action Tracker



Health Action

Health Action

Working Together for a Healthier Sonoma County

[HWALE](#) [ICROW](#) [ICAB](#) [Food System Alliance](#) [Healthy Students](#) [Safe Routes to School](#) [Worksite Wellness](#) [Healthy Sonoma](#)

English

- Home
- About Health Action
- Become an Organizational Partner
- Learn how we are doing
- Subscribe to Health Action Updates
- Download Center



Sonoma County is coming together to create a healthier community!

By the year 2020, we envision that Sonoma County will be the healthiest county in California to live, work, and play... a place where people thrive and achieve their life potential. This effort will take all of us working together to create a healthier community through collective action.

[Buy a ticket to the healthy road](#)

[Download the action plan](#)

Making Sure Everyone has a "Medical Home"

How to Get Involved

- 1. Read the Action Plan**
Download the [Action Plan](#) to learn more about what Sonoma County is doing to create a healthier community.
- 2. Track our progress**
Visit [Healthy Sonoma](#) to see how Sonoma County is measuring up to Health Action's desired outcomes.
- 3. Become a Partner**
Sign up to become a [Health Action organizational partner](#) and get involved in our state of 7 initial community health projects.
- 4. Engage Others**
Talk to your neighbors, colleagues, teachers, friends and family about Health Action and encourage them to get involved.
- 5. Take Action**
Look for ways to create changes in your neighborhood, school, workplace or own home that support healthy eating and physical activity.

What's New

The Sonoma County Department of Health Services released a report titled [Primary Care Capacity in Sonoma County](#) that was recently completed by Public Health in collaboration with Health Action. Primary care is the foundation of health care, and includes health promotion and education, disease prevention and diagnosis, and treatment of acute and chronic illnesses. This report details the status of primary care in Sonoma County and presents recommendations for assuring primary care capacity into the future.

Read more about [ICAB](#) and [Patient-Centered Medical Homes](#).

The Road to 2020 Starts here and now!

The time has come for us to join together to create support a culture of active, healthy living. We're starting with these seven key initiatives:

1. [HWALE](#)
2. [ICROW](#)
3. [Food System Alliance](#)
4. [Healthy Students Initiative](#)
5. [Safe Routes to School](#)
6. [Worksite Wellness Initiative](#)
7. [Patient-Centered Medical Home Learning Collaborative](#)

Become an Organizational Partner

Health Action is a partnership of community leaders and organizations committed to improving the health of all Sonoma County residents. Learn how you can become involved with Health Action and help create a healthier community through collective action.

[become a partner](#)

How Healthy is Sonoma County?

Track over 100 health and quality-of-life indicators, find information and resources on community health, and take action on local health issues using the [Healthy Sonoma](#) website.

Health Action - iGROW

Health Action

Working Together for a Healthy Future

IWALK

iGROW

ICARE

Food System Alliance

Healthy Students

Safe Routes to School

Worksite Wellness

Healthy Sonoma

English

Spanish

iGROW

growing eating sharing

Home

Calendar

Find a Garden

Search for a garden

Search

Home

Why Grow?

Garden Map

Register a Garden

Garden Events

Get Growing

Let's Eat!

Water-Wise / Soil-Savvy

Local Resources

Locate Healthy Food

iGROW Blog

350 Garden Challenge

Join Here!

50% gardeners registered

16.4 weeks until registration ends

What's New

The NEW Sonoma County Master Gardener Food Gardening Specialist (FGS) program is now offering free hands-on workshops in your own backyard! Ideas for workshops include sheet-mulching, composting, creating a drip irrigation system, planting a summer garden, and more! If you would like a workshop for your neighborhood or community garden, the process is simple.

E-mail

to request a demonstration.



Sonoma County is coming together to create a healthier community!

Find or Add a Garden Event

Enter your ZIP Code to find or type in garden event near you.

Zip Code: GO

Find or Add a Garden

Enter your ZIP Code to find gardens near you.

Zip Code: GO

iGROW is all about growing, eating, and sharing healthy food.

Upcoming Events

- Garden Specialists for Summer Events
- Grow Your Own Wine
- Garden to Cook Vegetables
- Growing Food for Families
- Growing Tolerant Designs

From the iGROW Blog

- Best Soil, Best Harvest: How to Get the Most from Your Garden
- Soil Care and Fertility
- Garden Alliances: Growing with Neighbors

 Sonoma County iGROW in Fairmont

ICrowd 73

Subscribe to iGROW Updates

Email: *

First Name: *

Last Name: *

Signup

Health Action - iWALK

Health Action
Working Together for a Healthy Sonoma County

iWALK iGROW iCARE

Food System Alliance | Healthy Students | Safe Routes to School | Workplace Wellness | Healthy Sonoma

English

iWALK

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- Home
- What is iWALK?
- Why Walk?
- Walking Events
- Walking Groups
- Walking School Buses
- Starter Kits
- Walking Tools
- Maps
- iWALK Employer



Let's create a healthier Sonoma County together.

Be part of the iWALK movement.

FIND or ADD a Walking Event

FIND or ADD a Walking Group

FIND or ADD a Walking School Bus

The **2013 iWALK Challenge** is coming! Are you up for it? It takes commitment, but you can do it!

Simply commit to get at least 150 minutes of exercise each week. That's just 30 minutes per day, 5 days a week.

It begins Feb 7th and culminates on May 7th with the Human Race. That's 90 days of exercise. Grab your friends, family or co-workers and get signed up today. Cool iWALK prizes for some lucky winners!

iWALK Challenge Register Here

Subscribe to iWALK Newsletter

Email *

First Name *

Last Name *

[Sign Up]

Walking Events

- [Evelyn Womack 1000+ Anniversary Walk](#)
- [Lewiston Heritage Exploration](#)
- [Capistrano Ranch Orientation](#)
- [County Natural Stewardship at Redwood Ridge](#)
- [Returning to our Roots: Grandmother Oak Walk at Mt Carmel Sanctuary](#)

Walking Groups

- [Sonoma County Business Park](#)
- [Robert Park Health Center Employees](#)
- [Best Friends](#)
- [Mountain Hikers](#)
- [TNC & Y in the Mist Hiking Club](#)

What's New

Take a walk in the park!
Check out the new [**iWALK in the Parks Starter Kit**](#) and plan some leisurely strolls, brisk walks, or more vigorous hikes through Sonoma County's beautiful Regional Parks!

Walking School Buses

- [Join our WALK groups and explore!](#)



Who provides it? - NOCHC is offered via a partnership:

- NACo – The National Association of Counties provides centralized tools and information for counties nationally. NACo is partnered with NACCHO on the Network of Care for Healthy Communities.
- Trilogy Integrated Resources – Trilogy is the service provider for NACo via a nationally competitive bid. Is the largest network of government sponsored local sites within health human / social services in the county. For the Network of Care for Healthy Communities, Trilogy partners with the Healthy Communities Institute.
- Healthy Communities Institute – Provides Dashboards and Best Practices for community stakeholders, covering over 15 million lives in the U.S.

Sonoma County Network of Care™ for Healthy Communities



- Community Dashboard
- Promising Practices
- Service Directory
- Library
- Links
- Legislate
- My Folder

Tools and Content

For Individuals and Families

- Service Directory
- Library
- Links
- Legislate
- Personal Health Records
- News
- Social Networking
- Getting Healthy – Health and wellness education center

For Community Stakeholders

- Health and Quality of Life Dashboards
- Promising Practices
- HP 2010 Tracker
- Community Health Guides
- County Health Rankings
- Ties to GIS maps
- Report Writer for Grant Writing and Regular Reporting

GETTING HEALTHY



Adding
Fitness



Healthy
Weight



Smoke
Free



Diabetes



[Obese Adults](#)



[ER: Bacterial
Pneumonia](#)



[Hospital
Admissions:
Congestive
Heart Failure](#)



[Mental Health
Care](#)

Community Health Principle Factors

The health of a community results from a combination of:

- The work of policy makers and stakeholders which create the overall “top down” policy environment in which we live, and
- The opportunities for knowledge and empowerment of individuals who make “bottom up” personal health decisions in the community.

Individuals involved in both of these areas require good information to make good decisions.

Health Action 2020 Vision: Framework for Community Health





What do LHDs need in the way of data to accomplish our community health goals?

- Make health data more accessible to LHDs and communities through platforms such as Healthy Sonoma and Network of Care for Healthy Communities

What do LHDs need in the way of data to accomplish our community health goals?

- Technical and financial support to take advantage of the tremendous opportunity of the inclusion of public health in Electronic Health Record Meaningful Use criteria
- To plan and develop LHD capacity for health information exchange between medical providers and local public health
- To access critical current local population health data

**Communities need access to local data to
assess, plan, communicate, motivate, track,
align and sustain efforts to improve
community health**

HEALTH ACTION

A 2020 VISION
FOR SONOMA COUNTY

www.sonomahealthaction.org