Sonoma County Health Action

Intersectoral Collaboration for Health:
Reports from Local Health Departments

Web-forum, November 15, 2012

Peter Rumble, MPA
Division Director – Health Policy, Planning & Evaluation
Sonoma County

- Population 487,000
- 9 Cities; 150,000 in unincorporated County
- 25% Latino; 43% births
- Increasing Senior and low-income populations
- Highest per-capita rate of volunteerism
- More non-profits per population than region
- Progressive policies
# What Influences our Health

## Social & Economic Opportunities and Resources
- Economic development
- Job opportunities
- Educational attainment
- Reducing poverty
- Child and youth development
- Civic and community engagement

## Living & Working Conditions in Homes and Communities
- Built environment
- Natural environment
- Healthy schools
- Healthy worksites
- Healthy neighborhoods
- Healthy systems: food, transportation, housing

## Medical & Social Services/Personal Behavior
- Access to prevention-focused medical and social services
- Health literacy
- Healthy lifestyles
How Can we Influence Health

Interventions to Affect Health

1. Condoms, Eat Healthy, Be Physically Active
2. Rx for High Blood Pressure, High Cholesterol
3. Immunizations, Brief Intervention, Cessation Treatment, Colonoscopy
4. Fluoridation, Calorie Labeling, Trans Fat, Smoke-Free Laws
5. Poverty, Education, Housing

Behavioral Interventions

Clinical Interventions

Long-lasting Protective Interventions

Changing the Context
To Make Individuals’ Default Decisions Healthy

Socioeconomic Factors
National Framework
Creating Health Action

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.
<table>
<thead>
<tr>
<th>Department of Health Services</th>
<th>Rohnert Park City Council</th>
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<tbody>
<tr>
<td>John Jordan Foundation</td>
<td>United Winegrowers for Sonoma County</td>
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<tr>
<td>Windsor Town Council</td>
<td>Sonoma County Board of Supervisors</td>
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<tr>
<td>Exchange Bank</td>
<td>Healdsburg City Council</td>
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<td>Sonoma County Health Officer</td>
<td>Community Action Partnership Sonoma County</td>
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<td>Sonoma County Economic Development Board</td>
<td>Community Volunteer</td>
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<td>Sonoma County Human Services Department</td>
<td>Kaiser Permanente</td>
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<td>West County Health Centers</td>
<td>North Valley Bank</td>
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<tr>
<td>Sonoma City Council - Representative</td>
<td>KRCB Television and Radio</td>
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<tr>
<td>La Tortilla Factory</td>
<td>Santa Rosa Community Health Centers</td>
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<td>Community Baptist Church</td>
<td>Sebastopol City Council</td>
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<td>Volunteer Center of Sonoma County</td>
<td>Santa Rosa Community Health Centers</td>
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<td>Northern California Center for Well Being</td>
<td>Sonoma County Regional Parks</td>
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<td>Kilkenny Advisors</td>
<td>Cotati City Council</td>
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<td>North Bay Labor Council, AFL-CIO</td>
<td>Real Estate Broker</td>
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<td>Community Volunteer</td>
<td>Sonoma County Office of Education</td>
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<td>Council on Aging</td>
<td>Psych Strategies</td>
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<td>Kaiser Permanente</td>
<td>United Way of the Wine Country</td>
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<td>North Bay Leadership Council</td>
<td>Petaluma City Council</td>
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<td>Santa Rosa City Council</td>
<td>Cloverdale City Council</td>
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<td>Sutter Medical Center</td>
<td>St. Joseph Health Sonoma County</td>
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Health Action Goals

1. Youth graduate from high school on time.

2. Families have the economic resources to make ends meet.

3. Residents are connected to their communities and participate in community life.

4. Residents eat healthy food.

5. Residents are physically active.

6. Residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs.

7. Residents enjoy good mental health.

8. Residents take steps to prevent injury.

9. Residents have health care coverage.

10. Residents are connected with a trusted source of prevention-focused primary care.
### Adults who are Obese

<table>
<thead>
<tr>
<th>Value</th>
<th>26 percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measurement Period</td>
<td>2007</td>
</tr>
<tr>
<td>Location</td>
<td>County: Sonoma</td>
</tr>
<tr>
<td>Categories</td>
<td>Health / Exercise, Nutrition, &amp; Weight, Health / Diabetes, Health / Heart Disease &amp; Stroke</td>
</tr>
</tbody>
</table>

#### What is this Indicator?

This indicator shows the percentage of adults who are obese according to the Body Mass Index (BMI). The BMI is calculated by taking a person's weight and dividing it by their height squared in metric units. (BMI = Weight (Kg) / [Height (cm) ^ 2]). A BMI >=30 is considered obese.

#### Why this is Important:

The percentage of obese adults is an indicator of the overall health and lifestyle of a community. Obesity increases the risk of many diseases and health conditions including heart disease, Type 2 diabetes, cancer, hypertension, stroke, liver and gallbladder disease, respiratory problems, and osteoarthritis. Losing weight and maintaining a healthy weight help to prevent and control these diseases. Being obese also carries significant economic costs due to increased healthcare spending and lost earnings.

#### The Healthy People 2010 national health target is to reduce the proportion of adults who are obese to 15%.

#### Technical note:

The distribution for this indicator is based on data from 44 California counties.

#### Source:

California Health Interview Survey

#### URL of Data:

http://www.chis.ucla.edu/main/default.asp

#### Related Links:

- Northern California Center For Well-Being
- Vintage House Senior Center
- Sonoma County Indian Health Project, Senior Nutrition Site-Sonoma
- County Indian Health Clinic

#### Local 211 Resources

**CALL 211**

- Body mass and waist size can predict heart disease
- Excess Weight Speeds Up Osteoarthritis
- Obese Heart Patients May Live Longer

#### News

- Adults who are Overweight or Obese
- Adults Engaging in Regular Physical Activity
- Teens who Engage in Regular Physical Activity

#### Promising Practices

- Hip-Hop to Health (Summer Camp)
Adults who are Obese by Age

- 18-24:
- 25-44:
- 45-64:
- 65+:
- Overall:

*Value is statistically unstable

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The Healthy People 2010 national health target is to reduce the proportion of adults who are obese <= 15%.

Technical note: The distribution for this indicator is based on data from 44 California counties.

Source: California Health Interview Survey

URL of Source: http://www.chis.ucla.edu/

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Time Series Data
HealthySonoma.org

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The Healthy People 2010 national health target is to reduce the proportion of adults who are obese < 15%.

Technical note: The distribution for this indicator is based on data from 44 California counties.

Source: California Health Interview Survey
URL of Source: http://www.chis.ucla.edu/
URL of Data: http://www.chis.ucla.edu/main/default.asp

Time Series Data
Health Action Initiatives
Health Action Initiatives
Health Action Initiatives

Healthy Action Initiatives

Sonoma County Healthy and Sustainable Food Action Plan

Healthy by Design
Planning for Healthy Communities

iWORKwell
Sonoma County
Health Action Initiatives

**Educational Attainment (Cradle 2 Career)**
*Link between education and health is strong – critical to economic development*

**Health System Improvement (CHI)**
*Ensuring people have access to high quality, integrated care*

**Income**
*Ensuring everyone in Sonoma County has adequate and secure income*
Hope in New Opportunities

Community Transformation Grant & Other

- Systems to implement Healthy by Design – Sonoma State University and architects association
- Farm to School initiatives
- Parks collaboration, County lands for food
- Housing Element, General Plan, Health Impact assessment
- Broad community investments
Health Action “Chapters”
Web-Resources

County Website: www.sonoma-county.org/health/
HealthAction Website: www.sonomahealthaction.org
Healthy Sonoma Website: www.healthysonoma.org
Network of Care Website: www.sonom.a.networkofcare.org
National Prevention Council: www.healthcare.gov/prevention/nphpphc
Primary Care Capacity Report: www.sonomacounty.org/health/publications

Thank you - Discussion