

BUILDING HEALTHY COMMUNITIES: Collaborating To Promote Community Health



 INSTITUTE FOR
LOCAL GOVERNMENTSM
Promoting Good Government at the Local Level

The Institute for Local Government (ILG) is the nonprofit 501(c)(3) research and education affiliate of the League of California Cities, the California State Association of Counties and the California Special Districts Association. ILG's mission is to promote good government at the local level with practical, impartial and easy-to-use resources for California communities.

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ILG Community Health Partnerships Resource Center

www.ca-ilg.org/healthpartnerships

This publication is part of the Institute’s Community Health Partnerships Resource Center—an online resource center that includes a number of tools, including case stories and webinars, to learn more about how to use collaborative approaches to address community challenges.

Topics and materials provided in the resource center include:

- Stretching Community Dollars Guidebook,
- Examples of healthy eating/active living, violence prevention and safety collaborations,
- Information on the benefits of collective impact approaches, and
- Tips and examples on how to pursue leader to leader meetings between city, county and school officials.

About Health Partnerships in California

Communities throughout California are coming together across sectors and disciplines to build healthy, safe and vibrant places for all children and families to live, work and play. By engaging youth and residents as well as connecting cities, counties, schools and special districts, these communities are working collaboratively to infuse a culture of health into everything they do.

The following snapshots are a brief sampling of some of the successful collaborations. Each community is different and tailored solutions to address their unique challenges and leveraged their assets and opportunities. However, one factor remains constant throughout – collaboration and partnership is the platform and catalyst for building healthy communities.



Call to Action: Healthy Kern, Healthy You

CALL TO ACTION: HEALTHY KERN, HEALTHY YOU is a “team of diverse partners who engage and empower [their] community to create a culture of health” by creating positive changes in the environment where they work, live and play.

Background

An obesity and chronic disease epidemic took hold in Kern County creating dangerous health outcomes for its residents. In 2008, public health officials began to bring together leaders from across sectors to address these critical health issues and together they developed the Kern County Call to Action: Chronic Disease and Obesity Action Plan in 2010. In 2014 the coalition made adjustments to better serve the needs of its community, resulting in three work group domains of healthcare, education, and government and business. The Call to Action: Healthy Kern, Healthy You is a community driven effort that strives to create healthy places where Kern residents live, work, play, and pray. At its core, it takes the various social, economic, access issues and physical environmental factors that affects our health.

Park Improvement – In action

Call to Action: Healthy Kern, Healthy You is a catalyst for community collaboration to create healthy places to live, work and play throughout Kern County. The Heritage Park neighborhood is one example of residents, community organizations, locally elected officials, parks and recreation and other community services coming together to improve one of the few large greenspaces in east Bakersfield. Residents voiced concerns about safety and beautification needs in and around the park, and the whole community came together to begin

addressing them. In a year, many accomplishments occurred, including new waste bins, new sand, field maintenance and court



resurfacing. Following the developments a community celebration hosted by Kern County Supervisor Perez, in partnership with California State University Bakersfield Delta Zeta Tau, Carnales Unidos Car Club, Community Partnership of Kern County – Head Start, Promotoras de Salud, Omni Family Health, Stay Focused Ministries, as well as Kern County’s Fire, Human Services, Parks and Recreation, Public Health and Veterans Services Departments. Local residents and youth have developed and agreed upon a new park master plan that, with time and funding, will transform Heritage Park into a space with complete sidewalks, walking paths and additional lighting.

More information:

www.kerncalltoaction.com



Get Healthy San Mateo County

GET HEALTHY SAN MATEO COUNTY

envisioning a healthy, equitable community where everyone feels safe, is financially secure, receives a good education and lives in stable, affordable housing in neighborhoods that make it easy to be healthy and active every day. By working across disciplines to improve places, Get Healthy San Mateo County is achieving this vision through policy, planning, community implementation funding, research, capacity building and communication.

Background

Launched in 2004 with leadership from San Mateo County Supervisor Rose Jacobs Gibson, Get Healthy San Mateo County began as a county-wide task force charged with developing a blueprint for addressing their childhood obesity problem.

Implementing the blueprint became an initiative facilitated by the San Mateo County Health System in collaboration with cities, schools, hospitals and other community-based organizations. In 2010 and again in 2015, Get Healthy San Mateo County revised their strategic priorities based on deep community input, best practices and data analysis, a growing understanding of health issues and the changing needs of their communities.

Current Priorities

Get Healthy San Mateo County's current strategic plan focuses on four areas: healthy housing, healthy neighborhoods, healthy schools and healthy economy. For each of these priority areas Get Healthy San Mateo County articulates how these priorities connect to building healthy, equitable communities, data points that demonstrate the problem in San Mateo County, specific objectives they are working towards and clearly defined opportunities for action.

Healthy Housing - In Action

21 Elements is a collaborative planning effort to strengthen local partnerships and

develop solutions to housing needs throughout the county. Sponsored by the San Mateo County Department of Housing and the City/County Association of Governments of

San Mateo County, 21 Elements summarizes local and national best practices, provides timely data to assist decision makers and helps jurisdictions collaboratively solve pressing housing issues. Representatives from each of the 21 jurisdictions and other stakeholders meet quarterly to learn from each other, hear from experts and guide the work effort.



The San Mateo County Health System works with 21 Elements, to partner with planning departments across the 21 jurisdictions to provide resources and support across all four priority areas. The Health System engages in comprehensive to specific planning processes, working to make the healthy choice the easy choice, with a focus on advancing stable and affordable housing. The Health System shares resources, health research, successful strategies and best practices to better accommodate and adjust to the growing and changing populations in San Mateo County in order to build healthy, equitable communities.

Healthy Neighborhoods – In Action

The East Palo Alto Police Department has developed its “Using Public Health Strategies to Reduce Crime and Violence Hot Spots” program in partnership with the San Mateo County Health System, Ravenswood Family Health Clinic, Ravenswood School District, The California Endowment, University of California, Berkeley and the East Palo Alto Police Activities League. With support from Get Healthy San Mateo County, the police department is increasing activity levels and knowledge of healthy living while reducing crime and violence, by conducting bicycle audits and facilitating bicycle safety classes for residents in identified “hot spots” where violent crimes are the highest. Data from the bicycle audits were integrated into the city’s general plan to inform improvements to the bicycle infrastructure in East Palo Alto, making it easier and safer for residents to be active.

Healthy Streets – In Action

Get Healthy San Mateo County promotes walking, biking and taking public transportation as a healthy option to driving. In order to ensure people are safe when they engage in active transportation, Get Healthy San Mateo County mapped all the bicycle and pedestrian fatalities and injuries across the county and found clear “hotspots” for collisions. In partnership with cities, Get Healthy San Mateo County shares this information with city planners and works to pilot a new tool, the Safe and Active Transportation Assessment (SAT), to analyze the policies and strategies cities have in place to support safety. Get Healthy San Mateo County hopes the hotspot analysis, along with the SAT tool, will provide cities clear options for creating healthy streets and advancing a vision of zero pedestrian and bike fatalities in San Mateo County.

More information:

San Mateo County Health System
www.gethealthysmc.org
HPP@smcgov.org



Healthy Parks Healthy People Bay

Healthy Parks Healthy People Bay Area is a regional collaborative whose mission is to ensure the health and well-being of all Bay Area residents, especially those with high health needs, through regular use and enjoyment of parks and public land.

Background

In 2012, the Healthy Parks Healthy People Bay Area coalition was conceived through partnership of the Institute at Golden Gate, the East Bay Regional Park District and the Golden Gate National Recreation Area. It was based on the international initiative that understands the connection between healthy parks systems and individual and community health.

These three entities comprised the founding team who facilitated convenings with stakeholders from parks, healthcare, public health and the community to identify priority areas for the multi-organizational collaboration. Over the next 10 months, stakeholders met to clarify the vision and coalesce around common goals.

The original group of 11 leaders has now grown to include 29 organizations representing nine Bay Area counties with leaders of open space, schools and higher education, community planning and health care, who together have identified strategies to reduce barriers and foster increased physical activity levels using the outdoors in parks, open spaces and on trails, to improve the health of the region.

Healthy Parks – In action

The flagship programming of Healthy Parks Healthy People Bay Area occurs on the first Saturday morning of each month. Selected parks in each county welcome new and returning visitors with an orientation to the natural features of the park and health benefits of spending time outside, guided walks, hikes and group activities.

Healthy Parks Healthy People programs are complementary. Low-impact physical activities are led by park rangers or docents, and are intended to encourage people to enjoy the health benefits of nature and being outdoors and develop future park stewards.



Park Prescriptions

The East Bay Regional Park District, Regional Parks Foundation and UCSF Benioff Children's Hospital Oakland are partnering to help encourage hospital patients to get out into local parks as part of the Park Prescriptions Initiative. The First Saturday SHINE (Stay Healthy in Nature Every Day) Program provides free shuttle service the first Saturday of every month so patients and their families can travel from the hospital's outpatient clinic to different east bay regional parks and spend the afternoon together. A healthy lunch is provided as well as a guided educational walk. In addition to promoting parks as a pathway to health, this partnership helps introduce an underrepresented demographic of kids to the park system and outdoors.



Multicultural Wellness Walks

Culturally themed activities as well as educational walks, lunches, music and yoga events have been organized to increase participation by historically underrepresented populations. The events, sponsored by Kaiser Permanente, are hosted by the East Bay Regional Park

District in partnership with community leaders to increase diversity in park use. Specifically, the activities have encouraged and increased park use by Latino, African-American and Asian populations.

More information:

www.hphpbayarea.org
www.ebparks.org



Healthy Rancho Cucamonga



Healthy Rancho Cucamonga (Healthy RC) is a city-community partnership using a comprehensive approach through

programs, policies, infrastructure and events to improve community health. Their vision is to have a community where all generations lead vibrant, healthy and happy lives.

Background

Launched by the city council in 2008 with a desire to address barriers to health collaboratively with their community, Healthy RC is part of California's Healthy Cities and Communities Network. The network is a group of communities throughout California that are pursuing and promoting health principles and practices. Healthy RC is an active participant in the San Bernardino Healthy Communities Initiative, a regional group of 11 cities working to create healthy environments throughout San Bernardino County.

Collaborative Vision

Healthy RC used a comprehensive, community-driven process to develop their strategic plan. Their process included four components: 1) stakeholder meetings conducted with 31 community groups to identify priority issues for improving community health, 2) key partner interviews held with 37 current and potential partners to discuss organizations' health priorities and explore how to strengthen partnerships, 3) Healthy RC survey administered in English and Spanish to 684 people to hear the priority health issues facing their community and 4) community forum and city council workshop held in 2013 with over 200 residents in attendance to establish priorities and strategic directions for Healthy RC's future.

Strategic Priorities

Through the collaborative process, Healthy RC identified the following strategic priorities: healthy eating active living, community connections and safety, education and family support, mental health, economic development, clean environment, healthy aging and disaster resiliency.

Healthy Eating Active Living – In Action

The Healthy RC Safe Routes to School program brings together parents, community members, students, teachers, school officials, city staff and public safety officers to identify and address safety issues in and around schools. Healthy RC participants strategize ways to encourage students to become more physically active, developing a range of interventions tailored to the unique needs and challenges of each school and surrounding neighborhood environments.

Healthy RC works to:

- Hold family safety rodeos and traffic safety and bicycle skills workshops,
- Establish parent task forces to identify barriers to walking and biking to school,
- Host multiple events such as Bike to School days, Walking School Bus and Bike Trains, and
- Use program funding to improve neighborhood connectivity by creating new sidewalks, trails and access points.

Community Engagement – In Action

In 2010, Healthy RC established a resident leadership program called Community Champions (Campeones para la Comunidad) to build capacity and empower traditionally underserved Spanish-speaking residents in their community to meaningfully engage in policymaking processes.

Healthy Shasta

Healthy Shasta is a community partnership and movement that promotes healthy eating and active living by working to ensure the healthy choice is the easy choice, through environmental, policy and organizational change.

Background

The Healthy Shasta movement began with seven initial partners and has grown to more than 20 community partners joining forces over concern for the increasing rates of childhood obesity and chronic diseases. Healthy Shasta's current initiatives include healthy schools, food systems, walking and biking, healthy communities and built environment, and walk the talk, to support healthy, active lifestyles.

Goals to support the initiatives include increasing consumption of fruits and vegetables, increasing walking and bicycling, decreasing consumption of sugary beverages and increasing fitness and play.

Healthy Schools – In action

Healthy Shasta started the Healthy Students Initiative (HSI) in the 2008-2009 school year with the goal of improving the health and academic success of students in three Shasta County schools, and to develop a roadmap for other local schools in the county to achieve similar results.

This seven-year project worked to develop, implement, and evaluate solutions to address and prevent childhood obesity in Shasta County schools. The Healthy Students Initiative has seen successes in physical activity, school meals and school gardens. The schools have implemented a variety of changes, such as Second Chance Breakfast, remodeled cafeterias, increased participation in the Walking School Bus, hired a daily part time technician for physical education classes, provided a snack cart with free fruits and vegetables, and provided recess games to keep students engaged and moving.

Health Works – In Action

Healthy Shasta supports worksite wellness as a critical component to fostering a supportive work environment that encourages healthy lifestyle choices. The Health Works group provides mini-grants to help Healthy Shasta partners develop, implement and maintain a focus on worksite wellness by promoting healthy eating and physical activity among their employees.

Some of the changes that have been implemented include: providing healthy food and beverage options in meetings, break rooms and snack bars for staff and visitors; providing on-site exercise and nutrition education classes; eliminating soda vending machines; highlighting and improving bicycle and pedestrian paths; improving parks, playgrounds, trails and open space areas; and establishing health and wellness committees to sustain efforts over time.

More information:

www.healthyshasta.org
hsinfo@healthyshasta.org



Redwood City 2020



A healthy community partnership

Redwood City 2020 brings together community residents, local organizations and public agencies to work together to reduce the impact of poverty, improve the academic success of students, promote community health and wellness, increase community engagement and enhance the safety of its residents.

Background

This partnership began in the 1990s when community leaders decided they needed to approach the complex issues facing their communities in a different way – through collaboration and partnership across sectors. Over time, Redwood City 2020 has strengthened its model into a community collaborative that is improving the health and success of Redwood City and North Fair Oaks. The core partners of the collaborative include the City of Redwood City, Kaiser Permanente, Redwood City School District, Sequoia Union High School District, Sequoia Healthcare District, San Mateo County Health System and Human Services Agency and the John W. Gardner Center at Stanford University. These partners serve on the leadership council and executive team, provide the vision and direction to help shape the work and provide funding support. The additional 100+ affiliate partners contribute to the collective

work of the collaborative by providing direct services, developing resources and collecting and sharing data.

Community School Initiative

Redwood City 2020 started the Community School Initiative in 2000 to mitigate the challenges students and families face and build on and enhance the community's collective assets. Community schools are "full-service" schools that provide wrap-around services such as physical and mental healthcare, parenting education, legal support, after school programming, emergency food and other safety needs. The Redwood City 2020 initiative has grown to include six sites serving 3,437 students and their families. The initiative has built effective shared leadership, high-quality instruction, purposeful partnerships and coordination, and a collective responsibility for student, family and community success, resulting in opportunities and services that are embedded and integrated into the fabric of their community.



Pipeline for Success

One of Redwood City 2020's current goals within the Community School Initiative is to scale up its work to include holistic supports from cradle to career. Through a 10-month period of regular convenings with 40+ community stakeholders, led by Redwood City 2020 and the Redwood City School District, consensus was reached on a vision for a community-wide Pipeline for Success

for children, youth and families from cradle to career. This initiative will enhance their community schools work by broadening the scope of action, new allies and partners to ensure linkages throughout the developmental continuum for children.

More information:
www.rwc2020.org



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