

SB697 '09 – '11 Priority Programs

Children's Oral Health FY10

FY11 Goal: Reduce proportion of children with untreated dental decay by 9%

Influence Policy and Legislation

- **SJHS-SC Dental programs** will continue to support countywide advocacy efforts, in collaboration with the Oral Health Access Coalition
 - Children's Oral Health cited as priority issue in local media outlets by legislators or persons of influence.

Mobilize Neighborhoods and Communities

- As part of countywide collaborative efforts, **Neighborhood Care Staff** will engage residents in advocacy for oral health
 - Residents in vulnerable communities engage in dialogue with oral health advocates
 - Goals for improving children's oral health identified by residents in vulnerable communities

Change Organizational Practice

Foster Coalitions and Networks

- **SJHS-SC Community Health and Dental programs** will participate in the Oral Health Access Coalition
 - Persons of influence engaged around oral health needs of children in Sonoma County.

Educate Providers

- **SJHS-SC Dental providers** will support Sonoma County Oral Health Access Coalition outreach efforts o provide oral health education to Medical Providers county wide.
 - Advocacy tours and education efforts conducted with stakeholders
- **SJHS-SC Dental programs** will Increase education of 4C's daycare and schools
 - Daycare providers and preschool providers report increased knowledge of oral health resources and education

Promote Community Education

- **SJHS-SC Dental providers** will support Sonoma County Oral Health Access Coalition community education and outreach to encourage first dental visit at one year of age.
 - Increase in 1 year olds receiving first dental exams
 - Increased oral health visits for children 0-5 at free-standing and mobile dental clinics

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Strengthen Individual Knowledge and Skills

- **SJHS-SC Community Health staff** will provide oral health education to children who accompany parents at community venues
 - Oral health and fluoride education provided at health fairs
- **SJHS-SC Community Health staff** will provide oral health education to members of **Neighborhood Care Staff (NCS)** resident groups, residents of Burbank Housing and other apartments/clubhouses.
 - Linkages facilitated by **Neighborhood Care Staff** for oral health educators to grassroots groups
 - Oral health education integrated into education outreach activities

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Childhood Obesity FY10

FY11 Goal: Reduce the proportion of children and adolescents who are overweight or obese by 5%

Influence Policy and Legislation

- **SJHS-SC Community Benefit** department will engage local elected officials in dialogue about childhood obesity, nutrition and/or opportunities for physical activity
 - Local governments publicly support Health Action

Mobilize Neighborhoods and Communities

- **Neighborhood Care Staff** will mentor grassroots leaders in mobilization to address childhood obesity through increased neighborhood safety
 - Grassroots leaders engage residents from vulnerable communities in action to increase neighborhood safety through direct advocacy, civic engagement, and educating other residents
- **Neighborhood Staff** and **Promotores de Salud** will build grassroots capacity to act as health & nutrition advocates
 - Residents in vulnerable communities engage in public action to address obstacles to accessing healthy foods and physical activities, including community gardens, direct advocacy, neighborhood beautification and walking groups

Change Organizational Practice

- **SJHS-SC Community Health** staff will integrate obesity education and resources into **MiVia** website training.
 - 250 clients will receive web based training in MiVIA and other web based education resources.
- Obtain and track data on childhood obesity within the vulnerable populations in Sonoma County served by **SJHS-SC's Community Benefit Dept**
 - SJHS-SC shares data with Sonoma County Dept of Health Services in collaboration with launch of "Healthy Sonoma County" Website
- Integrate BMI tracking for children served by **SJHS-SC Mobile Health Clinic** into Mobile Health Clinic record keeping
 - 80% of all eligible patients will have BMI taken at each Mobile health clinic visit.
- Increase resources allocated specifically to address childhood obesity in vulnerable communities through grant writing
 - By 2011, available resources increased by 5% to address childhood obesity in local vulnerable communities through community organizing

Foster Coalitions and Networks

- **SJHS-SC staff** will participate in all areas/committees of CAN-C, and promote its development

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- Residents in Petaluma, Sonoma and Santa Rosa engage in CAN-C advocacy and other actions to improve local environments

Educate Providers

- **SJHS-SC Community Health** staff will assure that our clinicians are educated on best practices of caring for families with overweight/obese children.
 - **SJHS-SC Community Health clinicians** participate in HEAL health sector trainings

Promote Community Education

- SJHS-SC will support resident groups to educate their communities about the problem of childhood obesity
 - **Promotores de Salud** workshop participants report increased knowledge about causes of childhood obesity
 - **Promotores de Salud** Train the Trainer sessions held with partner agencies and provide training tools for use in the communities.

Strengthen Individual Knowledge and Skills

- **SJHS-SC Community Health Clinics & Programs** will educate parents of children they serve about healthy weight, nutrition and physical activity
 - **Promotores de Salud** workshop participants report increased understanding of fat and sugar content of foods and family exercise options.
 - **Promotores de Salud** conduct train the trainer sessions with persons interested in serving as volunteer promotores in their community.
- **Promotores de Salud** will enroll vulnerable children in MiVia (through family accounts)
 - 200 clients enroll in MiVIA
- **Circle of Sisters** will educate girls aged 10-14 about healthy body image, nutrition and physical activity
 - Physical education sessions provided in weekly groups

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Youth & Peri-Natal Substance Abuse (ATOD) FY10

FY11 Goal: Reduce substance abuse to protect the health, safety & quality of life for all, especially children

Influence Policy and Legislation

Mobilize Neighborhoods and Communities

- **Circle of Sisters** and **Neighborhood Care Staff** will mobilize youth around substance abuse prevention, in communities identifying as a problem among youth
 - Youth leaders promote the message of the Petaluma Coalition to Prevent Under-Age and High Risk Drinking to peers in local schools
 - Youth in vulnerable communities advocate for abstaining from alcohol and drug use
 - **Circle of Sisters** participants engage in leadership activities focused on substance abuse prevention, in partnership with Community Action Partnership

Change Organizational Practice

Foster Coalitions and Networks

- **SJHS-SC Community Benefit** staff will participate in local substance abuse prevention coalitions
 - Business partners publicly support efforts of the Petaluma Coalition to Prevent Under-Age and High Risk Drinking
 - New municipal ordinance to support high-risk drinking passed in Petaluma
 - **Community Benefit staff** participate in Petaluma, Sonoma and West County coalition meetings and activities
 - Public & private agencies and community groups partnering with **Neighborhood Care Staff** engage in collaborative action to prevent substance abuse in vulnerable communities
- SJHS-SC will support Sonoma County's Peri-Natal Alcohol & Drug Action Team
 - **Women & Children's Services** and **Community Health** participate in Sonoma County's Maternal Child Adolescent Health planning and activities.

Educate Providers

- **SJHS-SC Community Benefit** staff will be educated about how to assess program participants and resources for substance abuse prevention

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- **Circle of Sisters** staff transmit new understanding of substance abuse issues to **Circle of Sisters** participants through groups and events

Promote Community Education

- **SJHS-SC Community Benefit** staff will disseminate fact sheets and resource information about peri-natal substance abuse at appropriate community or **Community Benefit program** activities
 - Information distributed at 4 community events
- In conjunction with youth mobilization effort, the **Neighborhood Care Staff** will sponsor fun and educational youth activities
 - Latino youth will educate others about the dangers of alcohol and drug use through 6 community radios and community events

Strengthen Individual Knowledge and Skills

- **Circle of Sisters** will provide culturally competent education on substance abuse, and its relationship to youth development
 - Program participants report increased knowledge of substance abuse prevention strategies
- The **Growing Together** program will educate low-income women about peri-natal substance abuse
 - All program in-takes include an assessment for substance abuse
 - Education and resource information provided to 60 women