

A 2020 Vision for Sonoma County - Goals and Targets

Goals	Indicators	2020 Target	2008 Status
Sonoma County youth graduate from high school	<ul style="list-style-type: none"> Increase proportion of Sonoma County 9th graders that graduate from high school 4 years later Increase the proportion of Sonoma County 4th graders that are proficient or advanced in English language arts 	<p>90%</p> <p>90%</p>	<p>72%</p> <p>61%</p>
Sonoma County families have the economic resources to make ends meet	<ul style="list-style-type: none"> Increase proportion of Sonoma County residents that live in households above 300% of the federal poverty level Decrease proportion of renters who spend 30% or more of household income on rent 	<p>75%</p> <p>25%</p>	<p>61%</p> <p>52%</p>
Sonoma County residents are connected to their communities and participate in community life	<ul style="list-style-type: none"> Increase in percent of eligible voters that are registered to vote <i>(Additional indicators to be developed)</i> 	<p>90%</p>	<p>71%</p>
Sonoma County residents eat healthy food	<ul style="list-style-type: none"> Increase proportion of Sonoma County residents who eat 5 or more fruits or vegetables/day Decrease the proportion of Sonoma County adults that are obese 	<p>75%</p> <p>15%</p>	<p>56%</p> <p>24%</p>
Sonoma County residents are physically active	<ul style="list-style-type: none"> Increase the proportion of Sonoma County adults who engage regularly, preferably daily, in moderate or vigorous physical activity Increase proportion of 7th graders that achieve the Healthy Fitness Zone for all 6 areas of the annual California physical fitness test Increase proportion of adolescents and children who walked, biked, or skated to or from school in the past week 	<p>50%</p> <p>75%</p> <p>50%</p>	<p>38%</p> <p>35%</p> <p>22%</p>
Sonoma County residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs	<ul style="list-style-type: none"> Increase proportion of adolescents (ages 12-17) not using alcohol or any illicit drug during the past 30 days Reduce proportion of adults binge drinking alcoholic beverages during past 30 days Decrease proportion of adults smoking a cigarette in past 30 days 	<p>90%</p> <p>6%</p> <p>10%</p>	<p>55%</p> <p>20%</p> <p>13%</p>
Sonoma County residents enjoy good mental health	<ul style="list-style-type: none"> Increase proportion of adults who report needing help for mental/emotional problems who saw a mental health professional Eliminate suicide deaths for Sonoma County youth, age 10-24 (annual number) 	<p>75%</p> <p>0</p>	<p>50%</p> <p>6</p>
Sonoma County residents take steps to prevent injury	<ul style="list-style-type: none"> Reduce rate of deaths due to motor vehicle collisions (deaths per 100,000) Reduce rate of pedestrian deaths (per 100,000) Reduce rate of hip fractures due to falls for women ages 65+ (per 100,000) 	<p>9.2</p> <p>1.0</p> <p>416</p>	<p>11.7</p> <p>1.4</p> <p>811</p>
Sonoma County residents have health care coverage	<ul style="list-style-type: none"> Increase proportion of persons under age 65 with health insurance 	<p>100%</p>	<p>85%</p>
Sonoma County residents are connected with a trusted source of prevention-focused primary care	<ul style="list-style-type: none"> Increase proportion of Sonoma County residents with a usual source of care Increase proportion of Sonoma County children who have a dental visit within the past year <i>(Additional indicators to be developed)</i> 	<p>96%</p> <p>90%</p>	<p>93%</p> <p>83%</p>

Notes about the Selected Indicators and Targets

Many organizations concerned about health improvement have identified indicators to measure community health and well-being. Most notable is the U.S. Department of Health and Human Services (DHHS), in its publication *Healthy People 2010* (HP2010). HP2010 establishes national health improvement goals and it challenges individuals, communities, and professionals to take specific steps to ensure that good health is enjoyed by all. HP2010 specifies a wide range of health improvement objectives and indicators that can be used to assess the effectiveness of health improvement efforts across the country.¹ Many of the indicators and targets selected in the 2020 Vision for Sonoma County are taken from the HP2010 objectives and are noted as such in the table below. An additional group of indicators were included to address the growing body of research that documents the significant impact of key socioeconomic determinants on health status.²

Ultimately, three criteria were used in identifying indicators and targets for the 2020 Vision for Sonoma County:

1. Communication Power: Does the indicator communicate to a broad range of audiences?
2. Proxy Power: Does the indicator say something of central importance about the desired goal or result?
3. Data Power: Can we get quality data on a timely basis?

Indicators	Data Source	Rationale for Indicator and Target
Proportion of ninth graders that graduate from high school 4 years later	California Department of Education, DataQuest, http://dq.cde.ca.gov/dataquest/ Data for Sonoma County class of 2007, high school completion.	Key socioeconomic determinant of health; also included in United Way <i>Goals for the Common Good</i>
Proportion of Sonoma County 4 th graders that are proficient or advanced in English language arts	California Department of Education, California Standardized Testing and Reporting (STAR), Test scores for Sonoma County, 2008 http://dq.cde.ca.gov/dataquest/	Key socioeconomic determinant of health; also included in United Way <i>Goals for the Common Good</i>
Proportion of Sonoma County residents that live in households above 300% of the federal poverty level	U.S. Census Bureau, 2007 American Community Survey	Key socioeconomic determinant of health; similar indicator in United Way <i>Goals for the Common Good</i>

¹ Healthy People 2020 objectives and targets will be released in January 2010 along with guidance for achieving the new 10-year targets. See <http://www.healthypeople.gov/hp2020/> for more information.

² The John D. and Catherine T. MacArthur Foundation Research Network on Socioeconomic Status and Health, *Reaching for a Healthier Life: Facts on Socioeconomic Status and Health in the U.S.*, 2008.

Appendix 1

Indicators	Data Source	Rationale for Indicator and Target
Proportion of renters spending 30% or more of household income on rent	U.S. Census Bureau, 2007 American Community Survey	Key socioeconomic determinant of health; similar indicator in United Way <i>Goals for the Common Good</i>
Percent of eligible voters that are registered to vote	California Secretary of State, September 5, 2008 Report of Registration. http://www.sos.ca.gov/elections/ror/60day_presgen_08/county.xls <i>To be developed.</i>	Social isolation is associated with poor health outcomes. Indicator is a rough measure of participation in community life.
Percent of Sonoma County adults that volunteer in their community or participate in community organizations	<i>To be developed.</i>	Measure of participation in community life.
Proportion of Sonoma County residents who eat 5 or more fruits or vegetables per day	California Health Interview Survey, 2005	HP2010 target = 75% for fruit, 50% for vegetables (Objectives #19-5 and 19-6)
Proportion of Sonoma County adults that are obese	California Health Interview Survey, 2005	HP2010 target = 15% (Objective # 19-2)
Proportion of Sonoma County adults who engage regularly, preferably daily, in moderate or vigorous physical activity	California Health Interview Survey, 2005	HP2010 target = 50% (Objective # 22-2)
Proportion of 7 th graders that achieve the Healthy Fitness Zone for all 6 areas of the annual California physical fitness test	California Department of Education, 2006-2007 California Physical Fitness Report	HP2010, target not comparable due to different definition of HP2010 indicator
Proportion of adolescents and children who walked, biked, or skated to or from school in the past week	California Health Interview Survey, 2005	HP2010 target = 50% for walking, 5% for biking (Objectives #22-14 and 22-15)
Proportion of adolescents (ages 12-17) not using alcohol or any illicit drug during the past 30 days	California Healthy Kids Survey (average of 7 th , 9 th , and 11 th grade rates), 2004-2006	HP2010 target = 89% (Objective # 26-10a)
Proportion of adults engaging in binge drinking of alcoholic beverages during past 30 days	California Health Interview Survey, 2005	HP2010 target = 6% (Objective # 26-11c)
Proportion of adults smoking a cigarette in past 30 days	California Health Interview Survey, 2005	Better than HP2010 goal of 12% (Objective # 27-1a)

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Indicators	Data Source	Rationale for Indicator and Target
Proportion of adults who report needing help for mental/emotional problems who saw a mental health professional	California Health Interview Survey, 2005	HP2010, target not comparable due to different definition of HP2010 indicator
Suicide deaths for Sonoma County youth, age 10-24 (annual number)	California Department of Public Health, Center for Health Statistics, Death Records, 2004-2006	HP2010 target = 5.0 per 100,000; due to small numbers, local target set using annual number.
Rate of deaths due to motor vehicle collisions (deaths per 100,000)	California Department of Health Services, County Health Status Profiles 2008	HP2010 target = 9.2 per 100,000 (Objective #15-15a)
Rate of pedestrian deaths (per 100,000)	California Department of Public Health, Center for Health Statistics, Death Records, 2004-2006	HP2010 target = 1 (Objective # 15-16)
Rate of hip fractures due to falls for women ages 65+ (per 100,000)	Office of Statewide Health Planning and Development, Patient discharge data, 2003-2005	HP2010 target = 416 (Objective # 15-28a)
Proportion of persons under age 65 with health insurance	California Health Interview Survey, 2005	HP2010 target = 100% (Objective #1-1)
Proportion of persons with a usual source of health care	California Health Interview Survey, 2005	HP2010 target = 96% (Objective #1-4a)
Proportion of Sonoma County children who had a dental visit within the past year	California Health Interview Survey, 2005	Better than HP2010 target of 56% (Objective #21-10)