

What the Data Say:

Healthy Community Assessment Results: the Far North

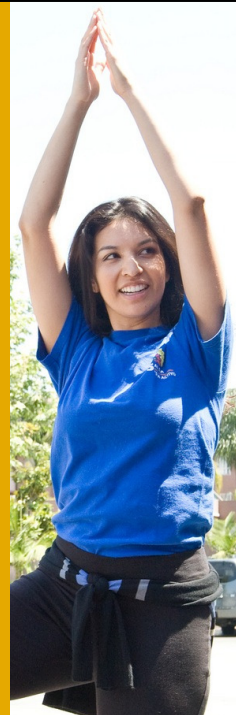


Presented at the
Rural People Power Moves Mountains:
Building Healthy Eating and Active Living
Environments to Advance Equity Forum
October 26, 2011

CALIFORNIA
CONVERGENCE
Working together on green food and physical activity environments

Healthy Communities Assessment

- Purpose and Methods
E-Profiles, powered by the Community Commons
<http://profiles.communitycommons.org/preregister.aspx?cohortid=10>
- Results – commonalities among sites in:
 - Policy Advocacy Areas
 - Strategies initiatives are engaged in to promote healthy eating, active living
 - Capacity-building needed
 - Skills and expertise to offer
 - Benefits and challenges to working regionally



Policies

Initiatives Engaged in CAC Statewide Policy Priority Areas

Statewide Policy	Total = 70	Bay Area (N=10)	CCRO PP (N=13)	Central Coast (N=11)	Far North (N=18)	LA (N=4)	Sacto/ Foothills (3)	South (N=11)
Sugar-Sweetened Beverages / Soda Tax	42	7	7	10	7	3	3	5
Healthy Food Retail/ HFFI AB 581	32	7	7	6	5	2	2	3
Land Use / Climate Change	28	4	7	n/a	7	3	1	6
Safety Violence Prevention	19	3	4	3	3	3	n/a	3
Safe Routes to School Joint Use	18	2	3	2	7	2	n/a	2
	16	2	4	n/a	3	2	n/a	5
None of the Above	7	n/a	1	n/a	3	1	n/a	2
Total	162	25	34	21	35	16	5	26

Strategies

State Plan Objective #2: Communities increasingly adopt model planning and land use and transportation policies and practices that promote obesity prevention

Settings & Strategies	Total	Bay Area	CCR OPP	Central Coast	Far North	LA	Sacto/ Foothills	South
1. Community/Neighborhoods (e.g. Built Environment)	19	2	2	1	6	4	1	3
2. Schools (e.g. Built Environment, Safe Routes to School (Walk and Bikeability), Joint Use Agreements)	18	2	2	1	6	3	1	3
3. State Policy Areas (e.g. Regional Economic Blueprints and Complete Streets Policies)	15	2	2	1	4	3	1	2
4. Workplace (e.g. Active Transportation Incentives)	13	2	n/a	1	5	2	1	2
Total	65	8	6	4	21	12	4	10

Strategies

State Plan Objective #3: Communities will increasingly implement model nutrition strategies that promote obesity prevention - Encouraging Development of Local, Sustainable Food Systems

Settings	Total (N=64)	Bay Area (N=9)	CCROPP (N=10)	Central Coast (N=9)	Far North (N=16)	LA (N=6)	Sacto/Foothills (N=4)	South (N=12)
Community/Neighborhoods (Community Gardens, Farmers Markets, Regional Food Hubs/Commons, Food Policy Councils, Fresh Food Financing, and Point of Purchase Prompts)	64	9	10	7	16	6	4	12
Schools (Food and Beverage Environment, Farm to Fork, School Gardens, and Farm to Institution)	52	7	9	5	11	6	3	11
Health Care	33	6	4	3	9	3	1	7
State Policy Areas	31	5	4	2	7	3	2	8
Workplace	35	6	4	2	10	2	3	8
Farmers Markets	44	6	7	5	12	5	1	8
Food Coops	14	2	1	1	6	1	n/a	3
Other Farm to Institution	30	6	5	2	9	1	1	6
Access to fresh fruits and vegetables	47	8	9	8	8	3	3	8
School Farm Stands	15	5	5	1	1	1	1	1
Workplace: Farmers Markets	25	5	5	3	4	n/a	2	6
Total	390	65	63	39	93	31	21	78

Strategies

State Plan Objective #7: Obesity prevention practices will be the social norm in California communities

Current Strategies	Total (N=59)	Bay Area (N=9)	CCROPP (N=11)	Central Coast (N=7)	Far North (N=14)	LA (N=5)	Sacto/Foothills (N=2)	South (N=11)
1. Enlist empowered youth and parents to organize faith congregations, schools, and community-based organizations to improve access to affordable, healthy foods and beverages, and safe places to play.	56	9	10	7	13	4	2	11
2. Market and sell only healthy foods and beverages to children and youth at community, faith-based, and youth organizations.	34	7	5	4	9	3	2	4
3. Increase access to certified farmers' markets, food cooperatives, and community gardens to expand healthy and affordable food options, particularly in low-income and underserved neighborhoods.	19	2	2	2	7	2	n/a	4
4. Promote participation in Federal, State, and local government nutrition assistance programs (e.g., WIC, Child and Adult Care Food Program, National School Lunch Program, Breakfast Program, Supplemental Nutrition Assistance Program).	45	7	8	8	10	1	2	9
Total	154	25	25	21	39	10	6	28

Opportunities

Initiatives Identifying Opportunities for Cross-Sector Collaboration and Resource Sharing

Focus Area	Total (N=59)	Bay Area (N=10)	CCROPP (N=9)	Central Coast (N=10)	Far North (N=15)	LA (N=3)	Sacto/ Foothills (N=3)	South (N=9)
Promoting More Fruits and Vegetable Consumption	52	7	9	8	14	2	3	9
Promoting more Physical Activity	49	8	7	8	12	2	3	9
Promoting decreased Sugar-Sweetened Beverage consumption	44	7	7	9	10	3	2	6
Consuming Fewer High Energy Dense Foods	24	3	4	5	5	2	2	3
Breastfeeding Policies	27	5	6	4	4	1	n/a	7
Watching less Television or Other Screens	26	5	3	4	7	n/a	n/a	7
Joint Use	16	2	3	n/a	3	2	1	5
Total	238	37	39	38	55	12	11	46



Skills to Share with Others

Type of Support Wanted	Total (N=68)	Bay Area (N=11)	CCROPP (N=12)	Central Coast (N=12)	Far North (N=16)	LA (N=3)	Sacto/ Foothills (N=3)	South (N=11)
Giving conference presentations	37	6	7	4	6	3	3	8
Facilitating Groups	34	5	8	3	9	2	n/a	7
Mobilizing Communities	31	5	7	4	9	n/a	1	5
Policy Advocacy	30	4	7	3	6	3	n/a	7
Youth engagement	30	4	5	5	10	1	1	4
Speaking to Elected Officials	26	6	5	3	5	1	n/a	6
Coaching (in-person, by phone or email)	25	5	5	n/a	9	1	n/a	5
Training (in person or through Webinars)	26	4	5	1	7	2	2	5
Writing local stories	25	5	5	4	5	1	n/a	5
Working with the media	24	4	6	2	5	1	1	5
Creating toolkits and other resources	24	5	5	1	4	1	3	5
Collecting and Analyzing Information	22	3	5	2	2	2	1	7
Resource development (e.g., grant writing, fundraising)	18	3	5	n/a	3	1	2	4
Hosting conferences or other meetings	16	4	1	4	1	1	2	3
Testifying in local or state hearings	13	2	5	2	n/a	1	n/a	3
Other	5	1	1*	1	n/a	2	n/a	n/a
Total	386	66	82	39	81	23	16	79

* Specified as Spanish Translation and Interpretation

Capacity Building Needs

Type of Support Wanted	Total (N=61)	Bay Area (N=12)	CCROPP (N=11)	Central Coast (N=7)	Far North (N=12)	LA (N=5)	Sacto/Foothills (N=3)	South (N=11)
Resource development (e.g. grant writing, fundraising)	39	5	4	7	9	2	3	9
Policy Advocacy	39	6	6	7	10	3	1	6
Training (in person or through Webinars)	29	4	5	4	7	1	3	5
Collecting and Analyzing information	28	4	5	3	7	2	2	5
Creating toolkits and other resources	25	1	3	2	8	5	2	4
Mobilizing Communities for Action	23	2	n/a	5	5	2	1	8
Working with media	19	5	1	3	3	3	1	3
Speaking to Elected Officials	18	4	3	3	3	2	1	2
Facilitating Groups	17	1	3	4	3	2	2	2
Testifying in local or state hearings	16	4	5	2	2	2	1	n/a
Youth Engagement	16	1	1	3	5	1	n/a	5
Coaching (in-person, by phone or email)	13	2	2	n/a	3	1	1	4
Writing local stories	13	3	2	3	1	1	1	2
Hosting Conferences and other meetings	12	1	2	1	4	1	1	2
Giving Conference Presentations	7	1	2	n/a	2	1	1	n/a
Other	5	3	2	n/a	n/a	n/a	n/a	n/a
Total	319	47	46	47	72	29	21	57



Benefits to Collaborating Across Regions

Sense of Unity, Commonality, and Strength in Numbers

- Stronger united voice working together
- Synergy and understanding of rural issues; more human resources; a sense of unity.
- Cohesiveness/collaboration/division of duties/networking
- Advantageous in addressing more common issues within certain geographic areas which may have more similar populations.
- Working at a regional level is good as long as the region faces the same challenges.

*Responses from Anderson, Chico, Cottonwood, Arcata, Redding, Eureka, Yreka, Ukiah, Grass Valley



Benefits to Collaborating Across Regions

Peer Learning and Leveraging Resources to Advocate for Policy and Environmental Change

- Greater ability to collectively advocate for statewide programs and policies; collaboration/support/assistance among peers with similar policy/ political/ geography /socio-economic realities and priorities.
- Using tried and true methods for collaborating
- Great way to get other groups involved.
- Learn from others and collaborate; share rural perspective and solutions for rural areas (many models are urban but we are not urban)
- Sharing resources. Networking
- Share lessons learned; Build support among decision makers across the region; Maximize resources



Benefits to Collaborating Across Regions

Fundraising

- *Leveraging funding*, institutional knowledge, learning community, peer support
- Working regionally could bring *resources and attention* to the health disparities experienced in rural, isolated far northern California. Our area could benefit greatly from a proactive, strategic vision for healthy development (and preventing urban sprawl) as our area experiences population growth.



Challenges

Characteristics of the Region or Locality

- We see value in sharing ideas and resources; however our region is extremely large which makes it difficult at times to collaborate on projects
- Our population is unique and methods used elsewhere may not work for us
- The far north is very rural and each of our counties are very different economically and with resources and services available

Dilution of Resources

- Could potentially drain our local focus
- Dilution of funding, layers of administration

Distance

- Distance. We're isolated--it seems that way anyway.
- Transportation/funding

*Responses from Chico, Arcata, Yreka, Eureka, Grass Valley



Other Results

- Resources needed for regional efforts - Funding, time, and tools for communications and resource sharing
- Measuring results
- Future strategies and projects
- Activities requiring additional resources



Thank you!

To Start or Complete an e-Profile, Log on to:

<http://profiles.communitycommons.org/preregister.aspx?cohortid=10>

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