

**PETALUMA HEALTH CARE DISTRICT  
CHIPA COMMITTEE  
July 9, 2013**

**CALL TO ORDER**

**CHIPA:** Ramona Faith, Cynthia Murray, Denise DiPasqua, Marilyn Segal, Elece Hempel, Erin Hawkins

**SOUTH COUNTY COLLABORATIVE:** Barbara Murphy

**GUEST:** Jeannie Calverley Andrea Krout, Beth Dadko

**GUEST SPEAKERS:** Kellie Noe, Project Manager, Cradle to Career Sonoma County  
Oscar Chavez, Assistant Director of Human Services Department, County of Sonoma

**CONSENT CALENDAR**

**The July 9, 2013 agenda and June 11, 2013 minutes were approved.**

**PUBLIC COMMENTS**

There were no public comments.

**BOARD COMMENTS**

There were no board comments.

**UPSTREAM INVESTMENTS /  
CRADLE TO CAREER  
PRESENTATIONS**

Kellie Noe, Project Manager, Cradle to Career Sonoma County, applauded CHIPA for being ahead of the curve by collaborating and networking with other programs to develop local approaches to create a healthy community. Cradle to Career is a movement to improve how we work together and to be better partners in our community. Cradle to Career, began in 2011 and currently meets twice a month. Their Vision is:

- Strong families
- Successful students
- World-class workforce
- Thriving Economy
- Healthy Community

A collective impact approach is used to attain the Cradle to Career vision which includes a common agenda, shared measurements, mutually reinforcing activities, continuous communication and support from backbone organizations. Twice a year there is a convening of the different backbone entities involved<sup>1</sup>.

It was noted by Cynthia Murray that “continuous

improvement” should be included in the “backbone” portion of the presentation.

Oscar Chavez, Assistant Director of Human Services, Department, County of Sonoma continued the presentation by discussing the portfolio “Framework to Action”. He has been involved with “Upstream Investments” for the past five years to change the direction of young people away from criminal justice and into a positive trajectory. There are three levels to this approach. Tier one consists of evidence based programs, tier 2 includes promising practices and tier 3 involves emerging practices, programs just being submitted to the portfolio. Using this approach their goal is to create sustained and lasting change. Work and change need to begin at the ecosystem level of a community. We need a new framework that involves all sectors of the community, which includes layering work and enhancing knowledge. One goal is to close the achievement gap for Latino students. The county works behind the scenes supporting the community and they will be investing in hiring a staff person to provide technical support.

Their Framework to Action consists of:

- Goal area SWOT Analysis (strength, weakness, opportunity, threats)
- Operational Team Structure at the local level
- Short term wins vs. Long term vision

Mr. Chavez discussed the need to build credibility instead of taking credit. There needs to be less focus on the organization and more about the issues. Things may be different as we go into the future, new partnerships will be formed and we will co-create solutions, engaging the people who struggle everyday so they can do things themselves. Difficult conversations need to take place such as disparities based on race and class so solutions may begin to emerge. The county will be providing research to the local entities for the community to use. We need to be open to new possibilities and new ways of doing business. The data collection system will be a resource base for Health Action members.

A discussion ensued regarding how policies can impact people. Some policies or practices can hurt people. For example; you can’t get assistance unless you are established

as homeless, forcing people to fail before they can get assistance.

There will be two separate County meetings, July 18 and July 25, to discuss data collection and identify a vendor to craft the process. These meetings are open to those who are interested. It is hoped that in 2015 information will begin uploading. There was a discussion on how to sustain programs and changes over the long term. We need to look at 10-20 years if we want to know if our programs and policies are having an impact. In the short term we need to amplify the good while waiting for the research.

Ms. Murray noted that she would like to see timelines. Mr. Chavez responded that timelines need to be created at the local level. We need to craft programs that build on the strengths, not the needs of individuals.

Ms. Hempel discussed a program that was created at the McDowell School to address all the needs of their students, but unfortunately data was not collected. It was noted that dollars invested in evidence programs are expensive but worth it because they have the potential of improved outcomes. Housing and transportation do impact health and long term outcomes and community education is very important.

We need to share best practices like the one used at McDowell School and identify who has programs that we might add on to or become involved with.

There has been a policy shift in the County with realigning of funding to provide more funding (upstream) to education and less to the criminal justice system.

Committee members agreed that it would be better to be more proactive and less reactive to community issues and problems. One example would be to address issues relating to our increasing senior population. In addition, we need to act with a sense of urgency to bring change.

There was a discussion regarding changes to the law that requires interns to be paid and possibly be covered with health insurance under the affordable care act. Ms. Hempel said she would e-mail some information on this issue.

## **CHIPA STRUCTURE**

Ms. Faith presented a rough draft of a CHIPA structure to assist the committee in moving forward with its work. The structure outlines CHIPA as a Health Action Chapter and how information will flow from Health Action to the local chapters. The structure consists of four work groups and the priority that they will address:

- Wellness & Prevention: Healthy Eating & Active Living
- South County Behavioral & Mental Health Coalition: Behavioral / Mental Health
- Cradle to Career: Educational Attainment
- Community Connectedness: Community Connectedness

Within the Cradle to Career group, Ms. Faith wants to heighten community awareness that education and health are connected. We want to invest in the health of our community through upstream initiatives that are evidenced based.. This doesn't mean we necessarily need to create something new. There are effective evidenced based programs in place. We can expand on those programs that are working and having the desired impact and outcomes.

Ms. Calverley raised the issue of bringing education and prevention to the table for discussion in regards to marijuana use by young people, especially since the state seems to be moving towards legalization.

The District has recently partnered with Petaluma Education Foundation (PEF) to create a grant to support educational attainment. Ms. Faith is recommending the Cradle to Career work group help define the scope of the grant.

Kellie Noe and Cynthia Murray stated that they are interested in being on the Cradle to Career work group.

## **NEXT STEPS**

CHIPA will be reviewing goals to confirm alignment with Petaluma needs.

Committee members will be polled for their availability in August as it is a busy month for vacation. Committee review of the updated CHIPA structure should wait until there is a adequate attendance to be most productive.

## **ADJOURN**

Ms. Faith adjourned the meeting at 1:40 p.m.

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## **<sup>i</sup> Conditions for Collective Impact**

- 1. Common agenda:** Participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.
- 2. Shared measurement:** Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.
- 3. Mutually reinforcing activities:** Participant activities are differentiated while still being coordinated through a mutually reinforcing plan of action.
- 4. Continuous communication:** Consistent and open communication is needed across many players to build trust, assure mutual objectives, and appreciate common motivation.
- 5. Support from a backbone organization:** Creating and managing collective impact requires a separate organization (such as DHS) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations.