

**PETALUMA HEALTH CARE DISTRICT**

**CHIPA COMMITTEE**

**May 8, 2012– 12:00 noon to 1:30 p.m.**

**Attendees:** Ramona Faith (PHCD), Elece Hempel (PPSC), Carol Harris (Kaiser), Kathy Ficco (SJHS), Patricia Souza, Suzanne Cochrane, Babs Kavanaugh, Cynthia Murray, Marilyn Segal, Kathryn Powell, Donna Newman-Fields, Andrea Krout (conference)

**Guest:** Dory Escobar

<b>AGENDA ITEM</b>	<b>DISCUSSION</b>	<b>FOLLOW UP/ RESPONSIBLE PERSON</b>
<b>CALL TO ORDER</b>	Ramona Faith called the meeting to order at 12:15 pm.	
<b>CONSENT CALENDAR</b>	<b>A motion was made by Cynthia Murray to approve the consent calendar, seconded by Kathy Ficco and approved by all present.</b>	
<b>PUBLIC COMMENTS / QUESTIONS</b>	There were no public comments.	
<b>BOARD COMMENTS / QUESTIONS</b>	There were no board comments.	
<b>FUTURE AGENDA PLANNING</b>	<p>Committee members discussed future Agenda items and the schedule for summer meetings.</p> <p>Committee requested only two presentations be placed on each Agenda for the meetings scheduled in June and July to allow for enough time for the information to be presented.</p> <p>The August CHIPA meeting will be cancelled.</p> <p>The September CHIPA meeting will be scheduled from 9:00am to 12:00 noon to develop an action plan based on the needs assessment data that has been presented to the committee.</p>	<p>Meeting dates:</p> <p>June 12, 2012 -12:00            July 10, 2012- 12:00            September 11, 2012            9:00am-12:00 noon</p>
<b>HEALTH CARE REFORM</b>	<p>Ramona reported on the recent Health Care Reform Forum that was held on May 3, 2012 with speaker Herb Schultz providing an overview on changes to the Affordable Health Care Act. There were about 40 people in attendance with positive comments received on Mr. Schultz’s presentation.</p> <p>Questions were raised and answered by Mr. Schultz who also provided his contact information and encouraged people to contact</p>	Suzanne will forward the presentation to Committee members.

	<p>him if they had any questions regarding the Affordable Health Care Act.</p> <p>Ramona also reported on the recent CalHIPSO meeting sponsored by the District for physicians to learn more about support for implementing an EHR and achieving meaningful use in their office. There were about seven (7) physician groups in attendance. It was very informative with available programs offered through CalHIPSO and SJHS.</p>	
<p><b>COMMUNITY HEALTH INITIATIVE FOR PETALUMA AREA</b></p>	<p>Ramona Faith introduced Dory Escobar, Director of Community Benefit for SJHS, to present needs assessment information from the Sonoma County Community Activity Nutrition Coalition (CAN-C).</p> <p>CAN-C was formed in 1998 to address problems facing children who were anemic and seen through the Roseland Children’s Health Center.</p> <p>The Mission of CAN-C is to promote optimal nutritional and physical health for Sonoma County residents, with an emphasis on children.</p> <p>The Goals consist of:</p> <ul style="list-style-type: none"> <li>• Increase public awareness</li> <li>• Increase opportunities for access to healthy foods and physical activity.</li> <li>• Advocate for health-focused policies and practices</li> <li>• Promote proven effective practices</li> <li>• Build collaborative relationships</li> </ul> <p>Sub-committees under CAN-C are:</p> <ul style="list-style-type: none"> <li>• Communities for Healthier Food</li> <li>• County Nutrition Action Plan Workgroup</li> <li>• Healthy Students Initiative</li> <li>• Policy Advocacy</li> <li>• Steering Committee</li> </ul> <p>Partners that are currently sustained by CAN-C:</p> <ul style="list-style-type: none"> <li>• Megan Furth Pantry – multiple funders. Redwood Empire Food Bank program.</li> <li>• Raising Healthy Active Kids – First 5 funded. Northern California Center for Well Being program.</li> </ul> <p>Current Collaborations:</p>	

	<ul style="list-style-type: none"> <li>• Healthy Eating, Active Living (HEAL) – Kaiser funded. DHS lead agency.</li> <li>• Healthy for Life (H4L) SJHS primary funding, with local partners. SJHS-SC lead agency.</li> </ul> <p>Data collected noted that children less than 5 years of age were iron deficient (anemia) (18.4%) and overweight and obese (31.5%). Data also stated that children between the ages of 5-18 years of age reflected 43.4% were overweight and obese.</p> <p>Petaluma data indicates 38% of children served by PVH are overweight &amp; obese (2007 data)</p> <p>Recent studies indicated a decrease from 73.5% to 55.1% in 5<sup>th</sup> graders with body composition in the Healthy Fitness Zone, 7<sup>th</sup> graders were reduced from 72.7% to 58.7%, and 9<sup>th</sup> graders were also down from 76.3% to 62.9%.</p> <p>Dory reviewed the programs through the McKinley/Payran neighborhood focusing on nutrition and obesity prevention. Neighborhood forums are also held on a regular basis. Data collected was distributed to committee members.</p> <p>SJHS and Petaluma Bounty together have created an after school program connecting families that receive food from the Petaluma Bounty showing them how to incorporate these foods into their daily living.</p> <p>The Weight of the Nation program will be on HBO as a documentary on the Obesity Crisis. Dory encouraged Committee members to watch this documentary which will be available at various times for a one week period through HBO.</p> <p>Dory distributed information on future meetings of CAN-C and a “Who We Are” informational flyer.</p>	<p>Dory will distribute information regarding the Weight of the Nation HBO program to Committee members.</p>
<p><b>PHCD’S STRATEGIC PLAN 2012-2017</b></p>	<p>Ramona Faith presented the Petaluma Health Care District’s Strategic Plan for 2012-2017.</p>	

	<p>PHCD was formed in 1946 with the purpose of health care districts to build and operate hospitals and provide related healthcare services that met the needs of rural communities. Since the Lease with SJHS in 1996, the District's focus has been access to quality health care services and programs in Southern Sonoma County.</p> <p>With the Lease scheduled to end in January 2017, the District is beginning to engage in dialogue to determine the future partnership and state of PVH.</p> <p>The District has made several contributions to the Community with about \$5.5 million invested into the Petaluma Health Center. The Health Center started in 1994 with the District acquiring the Redwood Family Practice which provided the base for the community health center.</p> <p>In 2002, the Petaluma Health Center was designated a FQHC becoming its own entity. Currently the PHC serves about 18,000 patients a year.</p> <p>The District also supports Hospice providing in-kind rent support for \$1 per year.</p> <p>Over the past three years, the District has invested over \$700,000 for physician support.</p> <p>One program of the District is Lifeline, providing an auto alert service that serves approximately 3500 residents across five counties. This program ranks in the top 5 programs in the US.</p> <p>In addition, the District runs a Healthquest program and is a certified CPR training center providing both healthcare and community CPR certification.</p> <p>Petaluma Community Foundation is a strategic partner and has invested over \$4 million into this community since 1975. PCF recently granted \$125,000 to Petaluma community non-profits who support improving the quality of life for youth, families and seniors.</p>	
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	<p>The recently adopted mission of the District is to improve the health and well-being of our community through leadership, advocacy, support, partnerships and education.</p> <p>The District’s Vision is for:</p> <ul style="list-style-type: none"> <li>• A Healthier Community</li> <li>• A Thriving Hospital</li> <li>• Local Access to Comprehensive Health and Wellness Services for All</li> </ul> <p>Ramona reviewed the adopted core values and shared the strategic priorities as follows:</p> <ul style="list-style-type: none"> <li>• Petaluma Valley Hospital</li> <li>• Community Health</li> <li>• Collaboration and Partnerships</li> <li>• Financial Sustainability</li> <li>• Infrastructure Development</li> </ul> <p>CHIPA, as an advisory committee to the PHCD Board, was designed to support Community Health Strategic priority. The purpose of this committee is to provide leadership in developing new initiatives and incorporating county and/or state initiatives to address broad community health issues impacting the Petaluma community.</p> <p>The items of focus for the Petaluma area through CHIPA consist of:</p> <ul style="list-style-type: none"> <li>• Identifying and prioritizing broad community health care issues</li> <li>• Creating partnerships to address gaps in care/services</li> <li>• Improve community health outcomes</li> </ul> <p>Ramona reported discussions are occurring with key health care leaders to identify an insurance product that is comparable to Kaiser. This product could allow more Petaluma residents to have the ability through their insurance to choose Petaluma Valley Hospital.</p>	
<b>NEXT MEETING</b>	The next meeting is scheduled for June 12, 2012, 12:00 noon to 1:30 p.m. Lunch will be provided.	
<b>ADJOURN</b>	The meeting was adjourned at 1:40 p.m.	