

**CHIPA COMMITTEE QUARTERLY MEETING**  
**January 30, 2015**  
**12:00 noon to 2:00 pm**

**Present:** Ramona Faith, Erin Hawkins, Josephine Thornton, Elece Hempel, Maria Larsen, Beth Dadko, Jennifer McClendon, Vicky Mayster, Maureen Rudder, Erika Klohe, Rubi Cruz, Cierra Pratt, Brian DuBour, Laurie Cameron, Mathew Ingram, Leah Benz, Laurie Cameron, Yajaira Ortega, Nikki Buckstead, Sean Kelson, Kelly Smith, Dave Rose, Francisco Cano, Allison Murphy, Angeles Cruz Arango, Kathy Ficco, Andrew Leonard, Susan Gilmore, Terri Dente, Ernie Barrera Cynthia Murray, Jane Escobedo

**Recorder:** Suzanne Cochrane

**Presenter:** Oscar Chavez, Assistant Director of Human Services, Sonoma County

<b>TOPIC</b>	<b>DISCUSSION</b>
<b>CALL TO ORDER</b>	Ramona Faith called the meeting to order at 12:05 pm. The October 14, 2014 CHIPA minutes and the January 30, 2015 Agenda were approved as written.
<b>INTRODUCTIONS</b>	Introductions were made.
<b>REFLECTING ON OUR 2014 ACHIEVEMENTS</b>	<p>Ramona Faith reviewed the CHIPA meeting packet which included the Agenda from the Department of Health Care Services visit on Tuesday, January 27, 2015. Ramona provided a short overview of sites and programs visited and a recent article regarding the visit that was featured in the Press Democrat. Ramona acknowledged Erin for her excellent work on organizing the event and sharing the work that is being done through the District, CHIPA, and CHIPA Work Groups. KQED filmed the day and will be using some of the footage to develop a video on the CHIPA Health Action Chapter. The day ended with a tour of the Petaluma Health Center.</p> <p>In addition, the packet included annual reports from other Sonoma County Health Action Chapters and a summary of our CHIPA’s annual report. There are currently six health action chapters in Sonoma County. Work Groups can review these reports at their monthly meeting.</p> <p>This meeting marks CHIPA’s one year anniversary of establishing work groups on the focus of educational attainment, wellness and prevention, and behavioral/mental health. Ramona congratulated everyone on the work that has been done by the three work groups.</p>
<b>OSCAR CHAVEZ</b>	<p>Oscar Chavez, Assistant Director of Human Services, Sonoma County congratulated the group on their achievements and for growth of the group. Oscar circled back to the beginning stages in developing health action and shared an example on how we are so busy on working towards our long term goals that we don’t see the milestones that occur along the way. With the birth of health action, seed monies were available for other chapters to use to develop their own community health action. Health Action goals are different for each organization depending on the community needs. Health Action on the county level is seen as a resource and support on a community level.</p> <p>Oscar reported on a recent presentation to the Board of Supervisors regarding the need for universal preschool. The presentation resulted in an interest by the Board of</p>

	<p>Supervisors with a request to gather additional data and report back in six months with a range of options to fund preschool.</p> <p>Oscar noted that Health Action continues to grow and become stronger each year. The leadership is strong due to the health action groups and their success.</p>
<p><b>LESSONS LEARNED AND FUTURE FOCUS</b></p>	<p>Erin Hawkins outlined the process for conducting a “Café Style” activity for each group to discuss lessons learned and outline future opportunities. Three options from each category were to be shared by each reporting group:</p> <p>Lessons Learned:</p> <ul style="list-style-type: none"> <li>• Collaboration – making connections, building relationships. For example, United Way and Mentor Me working together to obtain volunteers by combining their orientation process and screening for volunteers</li> <li>• Pre and post natal care program – as a new arrival to CHIPA was able to make connections</li> <li>• Having a student voice and representation as students bring new information and bring back information from their participation on the committees.</li> <li>• Relationships and collaboration</li> <li>• Bringing successful programs local and making them work as well as developing our own programs that can expand to other communities or county and regional.</li> <li>• Give clarity on issues – a lot of times we think we have clarity but we really find out that we do not and after input and discussions we have a better understanding.</li> <li>• Unconventional partnerships – look outside our community for programs and tailor to our community</li> <li>• Collaboration was mentioned again</li> <li>• Unique partnership have been developed</li> <li>• Youth being inspired and affected by our programs</li> <li>• Sober circle continues to grow due to collaboration</li> <li>• Getting out of the silos</li> <li>• CAPE Program</li> <li>• Amazing to be a year old and not dwindled down but grown in size</li> <li>• There is a commitment to come together and develop a common agenda</li> <li>• Voices and input is heard along with everyone expressing their opinions</li> <li>• These relationships bring together those in the community that were not normally working together. This has built a lot of trust and leveled some resources.</li> <li>• Having impact as being able to actually see what we have done. Referring to the “Crazy About our Kids” event and the VIP program that allows families to now qualify for funding.</li> <li>• Expansion of the Schools of Hope programs in our schools</li> <li>• Allocate the \$3,000 grant to expand our CalFresh matching funds</li> <li>• The work of the group has influenced some funding sources around the table that again our group was part of and has been able to see progress.</li> <li>• Helped us to hone in on our individual messages and are talking about promoting the bigger around the county.</li> </ul>

What Recommendations do you have in improving the impact of our work:

- More diversity in the room
- Middle of the day meetings as noon is sometimes hard for some of us to leave our work
- We want to do a better job of branding our group. Have had positive press but need to share strategies with the press as well as participate in the meeting
- More community outreach – work with our chamber and identify our stakeholders – develop a plan
- We need to strengthen our ask – be more specific to the stakeholders by letting them know what it is we want from them
- More community representation possibly involving seniors as going forward could be a focus around healthy aging.
- Instead of inviting our residence to join our group we go to them with presentations or information
- Directory of CHIPA members, a who's who and why they want to be a member of this organization. In addition, what organization are they representing
- Improve communication with a quarterly newsletter that keeps us better connected and knowledgeable about the work that is being done on each of the work groups.
- Each organization provide an information presentation to their work group
- Continue with our youth presence and obtain an understanding on what youth need as well as expand college focus groups
- As we know we are doing great work, what tools do we need to measure our great work that we are doing
- Establish an ambassador type program taking our message to specific audiences
- Publish Agenda more in advance so that others could be invited for their expertise
- Engage businesses
- We like lunch – let's make sure we keep it
- Develop a blog or two way communication to share and ask questions
- Prepare a bio or profile on participants as well as the programs they represent
- Unstructured time allowed at the work group meetings to conduct networking amongst participants
- Assign action items which makes people accountable to come back and report on their assignment
- Engaging our non-district K-6 feeder schools and have them involved in CHIPA or inform them on the great work we are doing
- How we can better leverage the funds that are allocated by the District which requires matching funds. To do this, grant writing is needed and possibly use those funds for a grant writer.
- Possibly using our work groups to do a case study

Information will be brought back to work groups to improve our process. In addition, the data from the Portrait of Sonoma will be revisited by the work groups to confirm strategies are in line with the revised data.

	<p>Beth Dadko will be facilitating conversations around a localized dashboard pilot program that will track short term outcomes but will be connected into long term outcomes. The Petaluma CHIPA Chapter will be the first to conduct this collective impact and shared measure as a placed based chapter. The pilot program will need to set up systems to collect data and tie that information into the work group’s logic model.</p> <p>Oscar further explained the Apricot Data Sharing that is being implemented on the County level will be able to be shared by other health action chapters.</p>
<b>CHIPA UPDATES</b>	<p>Ramona informed the group that the District has engaged with Blattel Communication to improve communications to the press as well as social media.</p> <p>Ramona attended a health action leadership meeting and noted that the county is aware that funding is needed for the health action chapters to move forward with their processes. Continued education around Advanced Care Planning is also available. There are currently six sessions scheduled in Petaluma.</p>
<b>UPDATES FROM CHIPA MEMBERS</b>	<p>Oscar Chavez noted the County Board of Supervisors is putting together an aging together initiative around shifting the growing demographics aging population and how is this going to impact all of our lives. Seniors live in isolation but a lot of them have to stay in the work force and what do we need to do to change the nature of work. This is a collective impact effort by looking at how we can age and honor the wisdom of our aging population and capitalize on the knowledge to age well together.</p> <p>Cynthia Murray announced North Bay Leadership is hosting a North Bay Housing Signature Event on May 8<sup>th</sup> at Sheraton in Petaluma and on October 23<sup>rd</sup> will be Leaders of the North Bay Awards.</p> <p>Francisco Paco will be presenting the Portrait of Sonoma in Spanish and from that presentation inviting two additional representatives to participate on CHIPA.</p> <p>Elece Hempel announced February 19<sup>th</sup> will be a small presentation at the wellness center regarding the hunger index.</p> <p>Vicky Mayster announced the McDowell School Family Resource partners are going to be doing an English and Spanish cooking class to include kids 8 and above. There will be one in February, March and April and is available to community members. Items used at these cooking classes will be items available from the food bank.</p> <p>Matthew Ingram announced there are three healthy for life programs in the Petaluma area and a total of 10 sites county wide. Currently advertising for a coordinator to oversee and expand the programs.</p> <p>Dave Rose noted challenge day programs recently occurred, mental health is impacted at our schools with a waitlist and there are three out of our six members of our administrative leadership who will be retiring at the end of this school year.</p> <p>Ramona Faith noted PHCD will be hosting a Chamber After Hours from 5:30pm to</p>

	<p>7:30pm at the District office.</p> <p>Advanced Directives will be offered to community members on March 12<sup>th</sup> and March 14<sup>th</sup>.</p>
<b>PUBLIC COMMENTS</b>	There were no public comments.
<b>BOARD COMMENTS:</b>	There were no board comments.
<b>PLUS/DELTA CLOSING COMMENTS</b>	Good meeting
<b>ADJOURN</b>	Ramona Faith adjourned the meeting at 1:45pm