



Healthy Eating Active Living Community Health Initiative, Northern CA

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APHA

Scott Gee, MD

Director, Prevention & Health Information
Kaiser Permanente Northern California

Jean Nudelman, MPH

Director, Community Benefit
Kaiser Permanente Northern California



Health for EVERYONE

KAISER PERMANENTE NORTHERN CALIFORNIA COMMUNITY BENEFIT PROGRAMS



About Kaiser Permanente

- One of the nation's oldest not-for-profit health care delivery systems and a leader in quality.
- 8.2 million members nationwide; 6.2 million in California.
- KP has made a deep and longstanding commitment to healthy eating and active living in our communities with intensive interventions since 2001.



Making healthy choices easy



KP Northern California's Healthy Eating Active Living Initiative

- **Grants**
 - **The Community Health Initiative (HEAL-CHI)**
 - Partnership Grants Program
 - Ongoing Responsive Grants
 - The California Endowment Healthy Eating, Active Communities (HEAC) initiative
- **Programs and Activities**
 - Educational Theatre Programs (ETP)
 - Health Education Department
 - Community presentations and training by KP health professionals
 - Farmers' Markets

Making healthy choices easy

HEAL-CHI

Healthy Eating Active Living
Community Health Initiative

Will create change in
schools, workplaces,
health care, and
neighborhoods

Community Health Initiative - Vision



Community



Schools



Work Site



Health Care

The Community Health Initiative will engage four key sectors over 5 years to visibly transform the environment and social norms of these communities to support healthy eating and active living for all people who live and work there.

Three HEAL-CHI grant recipients were selected...

1. Stanislaus Multi-Cultural Community Health Coalition West Modesto/King Kennedy Neighborhood Collaborative of Modesto
2. West County Community Health Improvement Network of Richmond
3. Sonoma County Family Activity and Nutrition Task Force of Santa Rosa

Up to \$1.5 million over 5 years (2006-2010) with technical assistance and evaluation assistance.

Santa Rosa, CA 2007



Because of a lack of sidewalks and an adequate bike lane, the residents have to put their own signs out for the safety of their families and their children walk in the street with the risk of suffering an accident.



Por la falta de banquetas y de un lugar adecuado para circular en bicicleta, los propios habitantes tienen que poner sus letreros para la seguridad de su familia y los niños usan la calle con el peligro de sufrir un accidente.

- Maria C. Mendoza

Santa Rosa, CA 2007



**Needed in the Roseland area: Big Supermarket with
affordable Fresh Produce!**

**Necesitado en la área de Roseland: ¡Supermercado
Grande con Productos Agrícolas!**

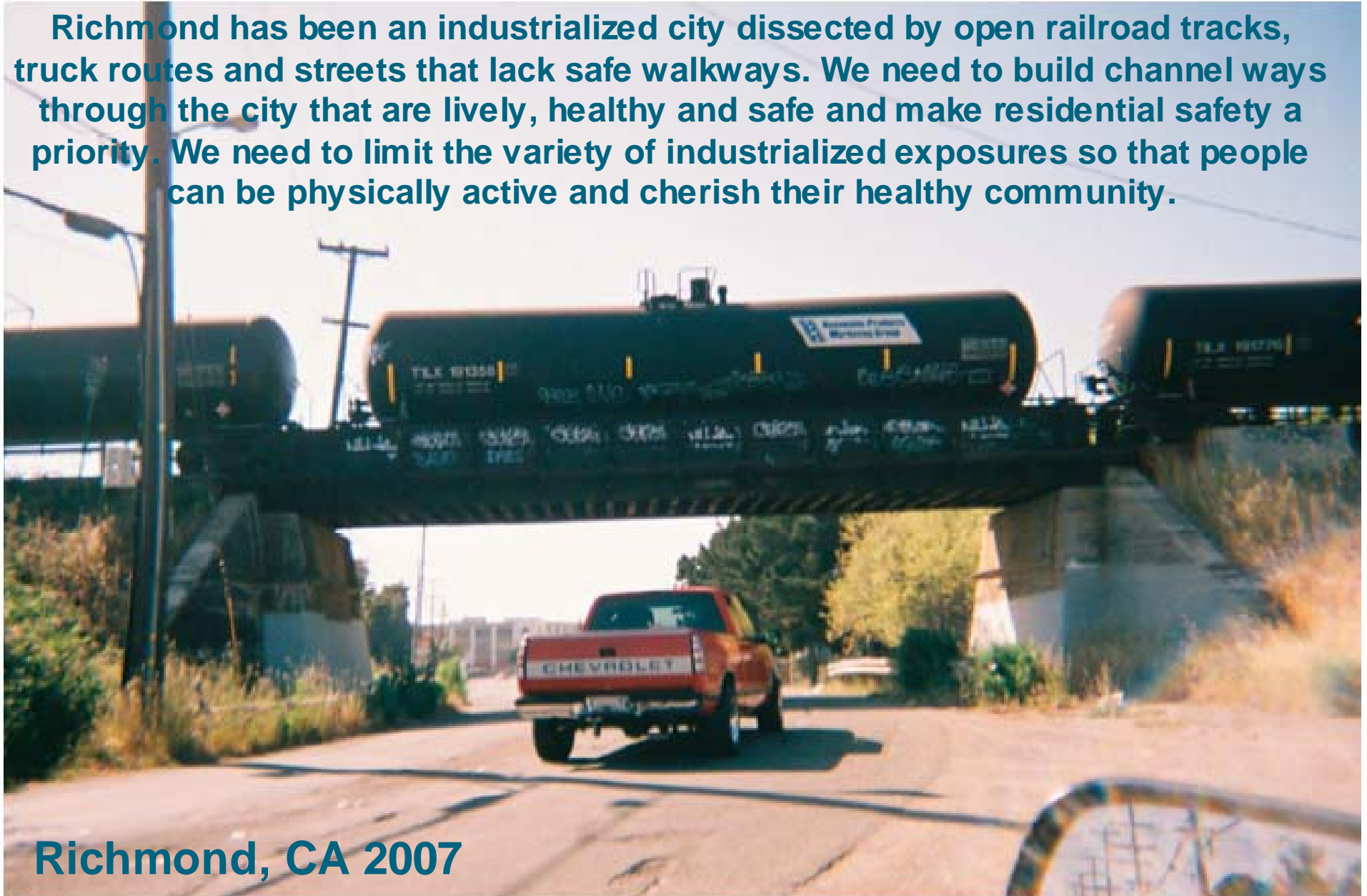
Richmond, CA 2007



Not In My Community

There's nothing healthy about a liquor store as we have far too many alcoholics in our community. We'd like liquor stores banned from our community, especially ones close to elementary schools.

Richmond has been an industrialized city dissected by open railroad tracks, truck routes and streets that lack safe walkways. We need to build channel ways through the city that are lively, healthy and safe and make residential safety a priority. We need to limit the variety of industrialized exposures so that people can be physically active and cherish their healthy community.



Richmond, CA 2007

Modesto, CA 2007



This entrance to the canal is difficult to get to. Neighborhood children use this path everyday to get to school. Does this look inviting and welcoming to you? Lets clean up our neighborhood and be proud of our community.

~ Stanislaus County Resident

Modesto, CA 2007



Children sometimes feel isolated. Organized sports would provide opportunities for children to experience a sense of belonging and to become physically active and healthy adults.

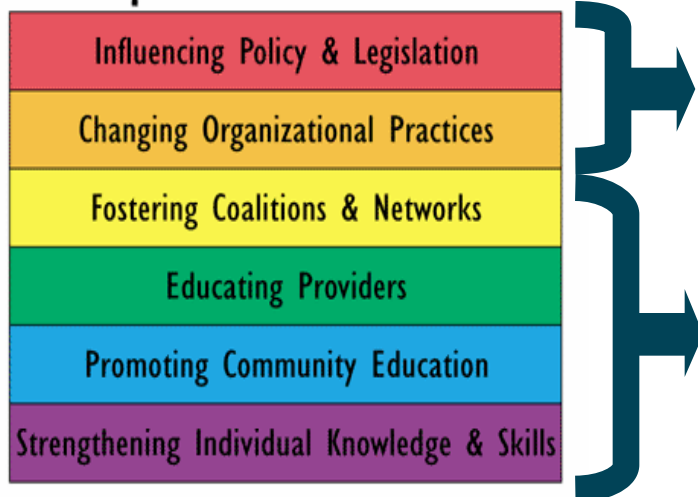
HEAL-CHI Goals, Objectives and Strategies

Goals

Adult Behavioral Survey, UCB Student Survey & Fitnessgram, CCHE Telephone Resident Survey (IVR) & KP Data?

- Improve Nutrition & Physical Activity
- Improve Fitness, BMI & Blood Pressure
- Reduce the Prevalence of Chronic Conditions & Health Disparities

The Spectrum of Prevention



www.preventioninstitute.org

Objectives

Environmental & Healthcare Provider Surveys

- Implement and Enforce Policies
- Improve Built Environment
- Change Organizational Practices

Strategies

Key Informant Interviews & Photovoice, CCHE Partnership Survey, KP Progress Reports

- Community Education & Mobilization
- Stakeholder Engagement
- Building Community Capacity

Challenges

- KP's unique role as funder and partner
- Competing priorities at the local level– e.g. violence
- Is this effort sufficient to make the changes?
- Sustainability – how can the communities maintain the change?
- Evaluation – how can we capture the changes within each community?

Contact information

For information, contact Jean Nudelman at:
Jean.nudelman@kp.org