

CA4health

The Evolution from Community
Transformation to Community of Practice

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Community Transformation Grant

- 2011-2016 (planned); 2011-2014 (actual)
- Designed to combat chronic illness through PSE change at the local level
- PHI rest-of-state award to represent the 42 CA counties with populations below 500,000
- Directly funded 12 local health departments
- 4 strategic areas: Healthy Eating, Healthy & Safe Physical Environments, Tobacco-Free Living, and Clinical & Community Preventative Services

The Vision



*The vision for the California Community Transformation Initiative is that **all** Californians living and working in rural and small communities will be able to live healthier lives as healthy places become the norm.*

The Mission

- Provide local communities with the tools, training, guidance and inspiration to make their communities healthier where people live, work, study, and play.
- Implement targeted efforts & maximize impact for each of the project's four strategic directions.
- Identify ways to integrate these efforts in a more comprehensive prevention model.
- Build the evidence-base for sustainable models that can be disseminated to help lift up the health of small communities throughout our nation.

Reach

Despite CTG coming to an end two years earlier than expected, CA4Health counties made significant strides toward achieving five year goals set in each strategic direction, nearly meeting or surpassing goals set in three of four directions.

CA4Health Reach	# of Californians with increased access to:	
	5 Year Reach Goal	Actual 3 Year Reach
Healthier beverage environments	588,279	577,017
Walkable and bikeable communities	359,413	256,743
Smoke-free multi-unit housing	174,230	17,566
Chronic disease self-management programs	186,000	263,272

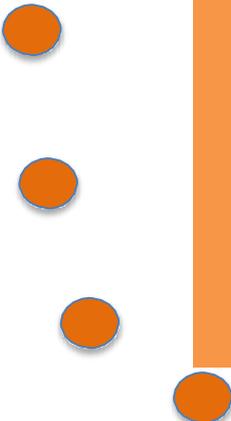
Evaluation

- Formally evaluated 2 of the 4 strategic directions:
 - Healthy beverages
 - Clinical-community linkages
- Process eval: activities and accomplishments
- Outcome eval: organizational and systems-level impacts

Evaluation Findings

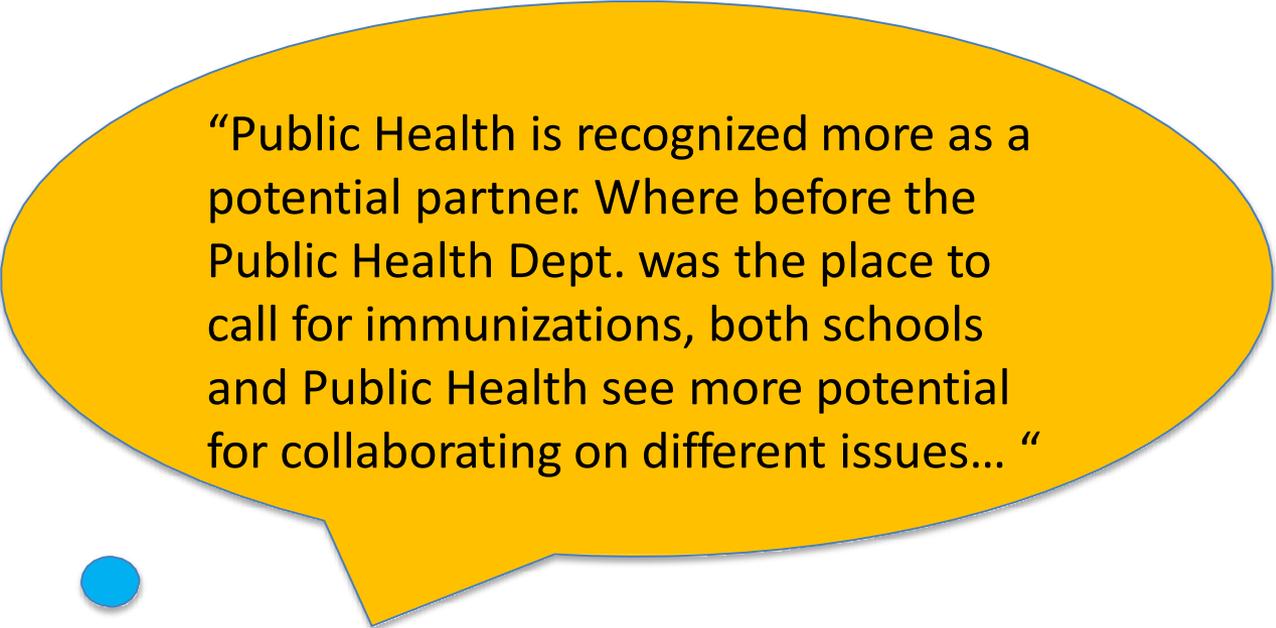
- **Healthy Beverages:** using FoodBEAMS (a tool used to quantify and analyze beverages offered in various settings):
 - 172 interventions implemented, reaching over 500,000 individuals
 - At baseline and endpoint, soda was the most prevalent beverage
 - Significant increase in adherence to PHI standards at end: from 42-62% at adult sites & from 30-74% at non-school youth sites
 - Average sugar content declined from 3.86 to 2.34 teaspoons/serving
- **Clinical-Community Linkages:** building CHW capacity through CDSMP trainings was a promising approach to promoting linkages
 - Looked at 4 models of how the CCL were forming and being implemented in the counties

“...one of the greatest accomplishments of CA4Health in the county was to bring about the awareness of the poor health status of the population to the key opinion leaders. These health issues are now part of a raised awareness of key decision makers. There is often a notion here and in other rural areas that people just need to help themselves, without government interference. I think it has become clear now that a lot of people can’t just do it themselves without a little help and guidance. “

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“This grant allowed Public Health to carry out the role we are dedicated to do by protecting the health of the community and promoting healthy places to live. The relationships we established will benefit all areas of work in Public Health and many community members will see us as a resource for making positive changes in our environment. “

“I’m proud that I have heard elected officials in our county use data that CA4Health staff has presented to them in making a case for building a healthy community. I heard a councilwoman say that she would like the City to be the poster city for healthy cities everywhere. I’m proud that health concerns now have a place at the table when it comes to planning for growth in the housing and economic development sectors. “

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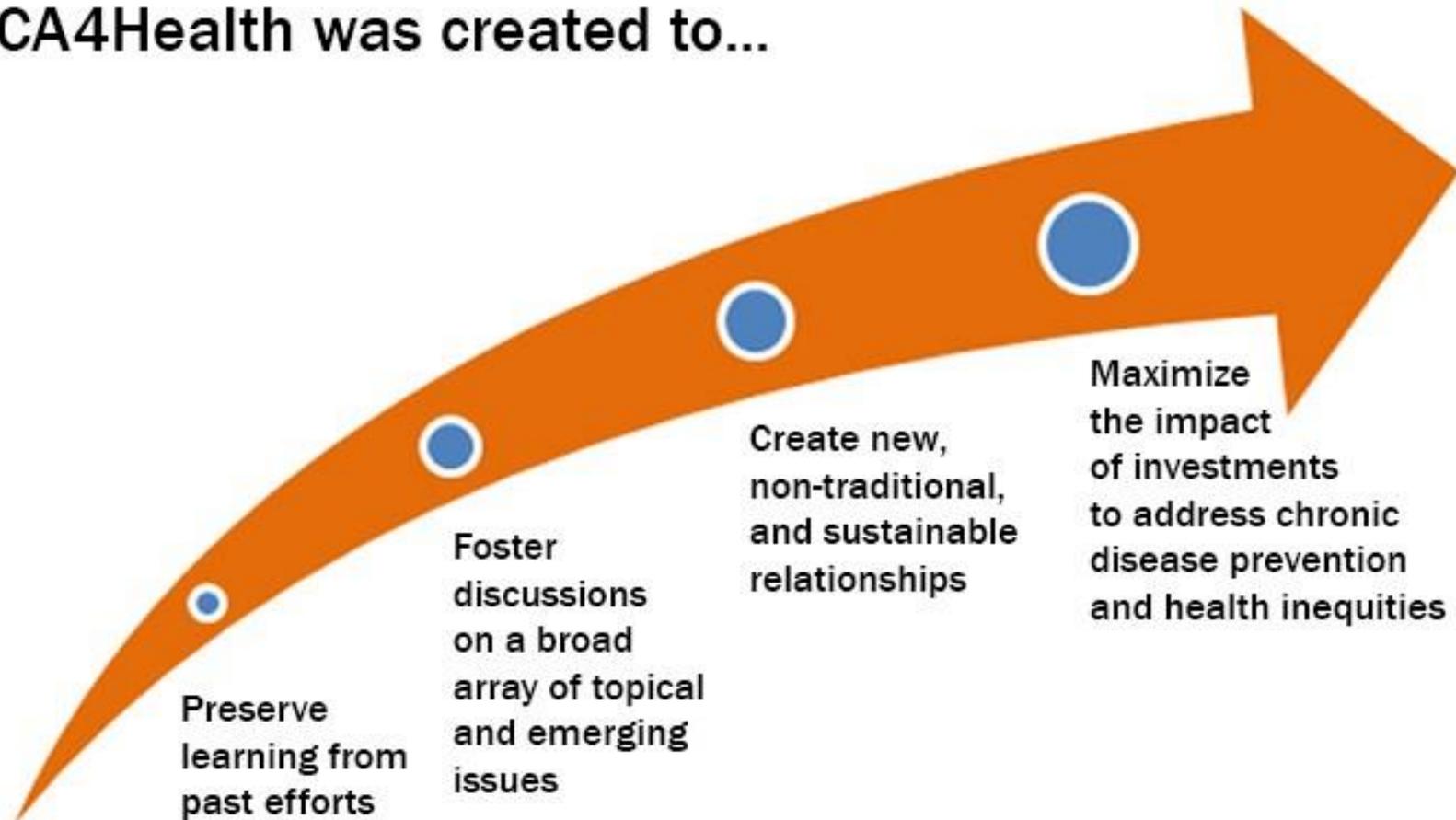
“Public Health is recognized more as a potential partner. Where before the Public Health Dept. was the place to call for immunizations, both schools and Public Health see more potential for collaborating on different issues... “

2015: The Transition!

Not New...But Different!

- Building off and grounded in previous initiatives: CA Convergence, Partnership for a Healthy California, Community Transformation Grants, and others
- Connected to other statewide/regional groups, PHI and other organizational expertise, CDPH, awareness of other CA prevention efforts
- Diversity of stakeholder types invited and welcome at the table, regional and statewide, policy/advocacy, movement building, flexibility and range of topics

CA4Health was created to...



Collaboration & Networking

Problems can't be
solved by the same
level of consciousness
that created them.

Albert Einstein

“In a complex and increasingly connected world, movements and networks are cornerstones of the organizational strategy of the future. They are the best way to bring about massive, scalable, and sustained social impact...”

Brown C. Networks: The New Organizational Strategy, Stanford Social Innovation Review

CA4Health is an inclusive statewide community of practice consisting of people and organizations working to advance chronic disease prevention and health equity in California. We believe that increased collaboration, fostering non-traditional partnerships, and tackling tough challenges together will create impactful, lasting change in California.

Connect. Share. Take Action.



Join us!

www.CA4Health.org

CA4Health In Action

- Convene:
 - In-person regional convenings, People.Power.Change! series (Food Justice & Poverty Reduction; Immigration & Environmental Racism)
 - Perspectives virtual meet-ups on Food Justice, Policy, Housing Justice
- Organize:
 - CA4Health membership
 - CA4Health Delegation at 2 Equity Summits
 - Creating Guiding Principles for Health Equity and Justice
 - Representation in other networks—CAPF, CFFN, CoCH
- Promote:
 - PULSE newsletter
 - Story from the Field
 - Prevention videos developed

CA4Health In Action

- Advocate:
 - ENACT Day coordination and support
 - Letter sign-ons
 - Policy updates
- Build Leadership/Capacity:
 - Advocacy training
 - Webinars—Connecting the Capital series; Marijuana and Our Health series; Health and Housing
 - Conference scholarships

Plans for 2019

- Skills building workshops
- Supporting ENACT Day (April 30th) and other advocacy events and trainings
- Advocating and Organizing around Food Justice, Housing Justice, Transportation & Mobility Justice, Criminal Justice, Immigration, and Economic Justice
- Stories from the Field

Questions???