

Data and Community Health Improvement in Sonoma County

National Committee on Vital and
Health Statistics Subcommittees on
Population Health and Privacy,
Confidentiality and Security

Washington, DC
February 8, 2011



Mary Maddux-Gonzalez, MD, MPH
Sonoma County Public Health Officer
Sonoma County Department of Health Services

Health Action

- ✓ Engage stakeholders in a community dialogue on health
- ✓ Build collective understanding of local health issues and solutions
- ✓ Create a shared vision of community health improvement based on determinants of health
- ✓ Develop and implement collaborative recommendations

Leading Causes of Death in Sonoma County

Age-adjusted death rates with Healthy People 2010 comparison, 2004-2006

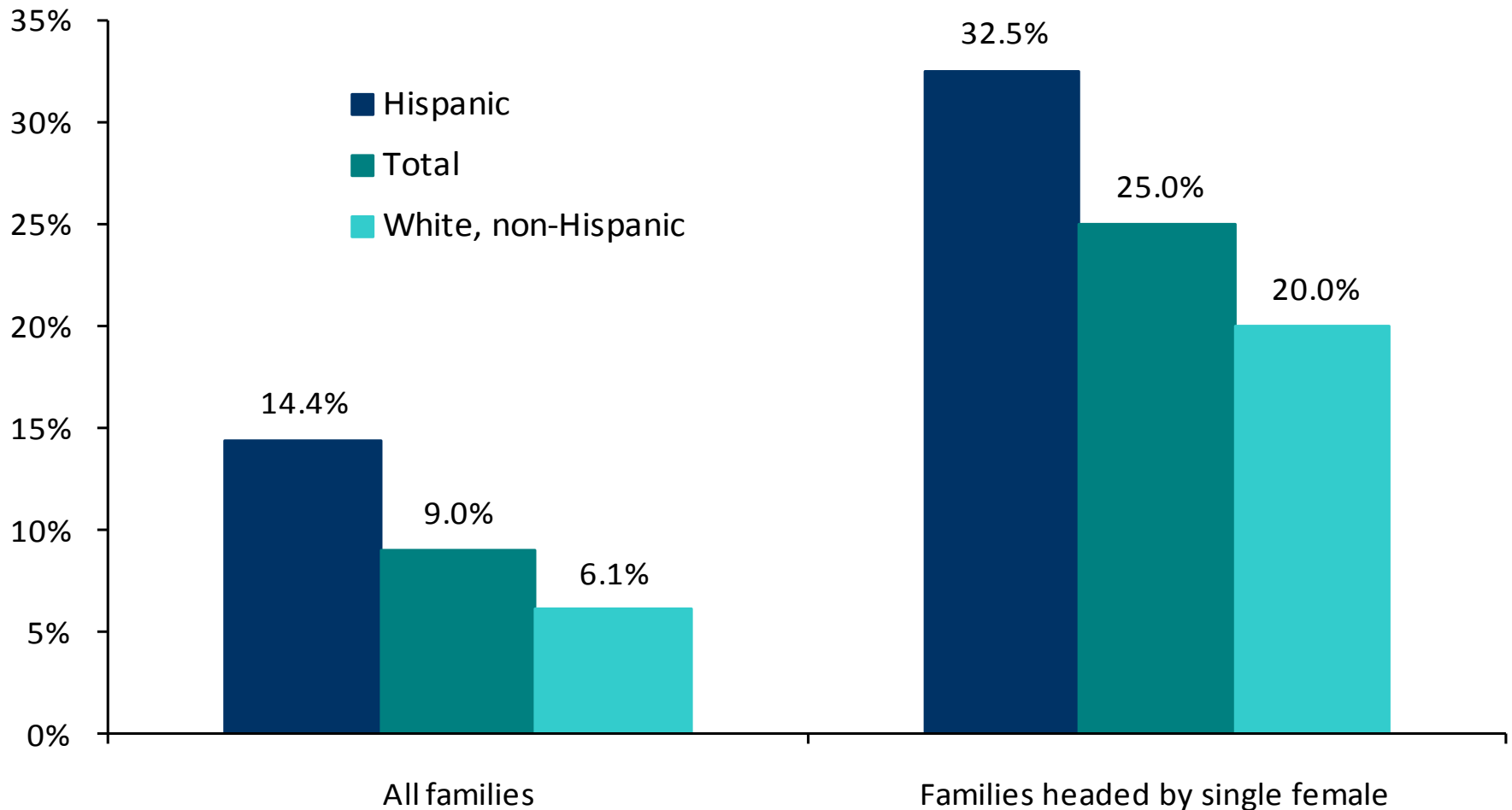
		Sonoma	California	HP 2010
All Cancers	↑	179.2	161.3	158.6
Coronary Heart Disease	↓	128.5	154	162
Stroke	↑	60.6	47.8	50
Lung Cancer	↑	45.9	40.2	43.3
Unintentional Injuries	↑	33.8	30.2	17.1
Breast Cancer		21.4	22.1	21.3
Diabetes		18.4	22.1	NA
Motor Vehicle Collisions		11.7	11.9	8
Suicide	↑	10.8	9	4.8
Drug-Induced	↑	11.2	10.3	1.2
Firearm Injury		6.1	9.2	3.6
Homicide		2.2*	6.8	2.8

Source: CA Dept of Public Health, County Health Status Profiles, 2008

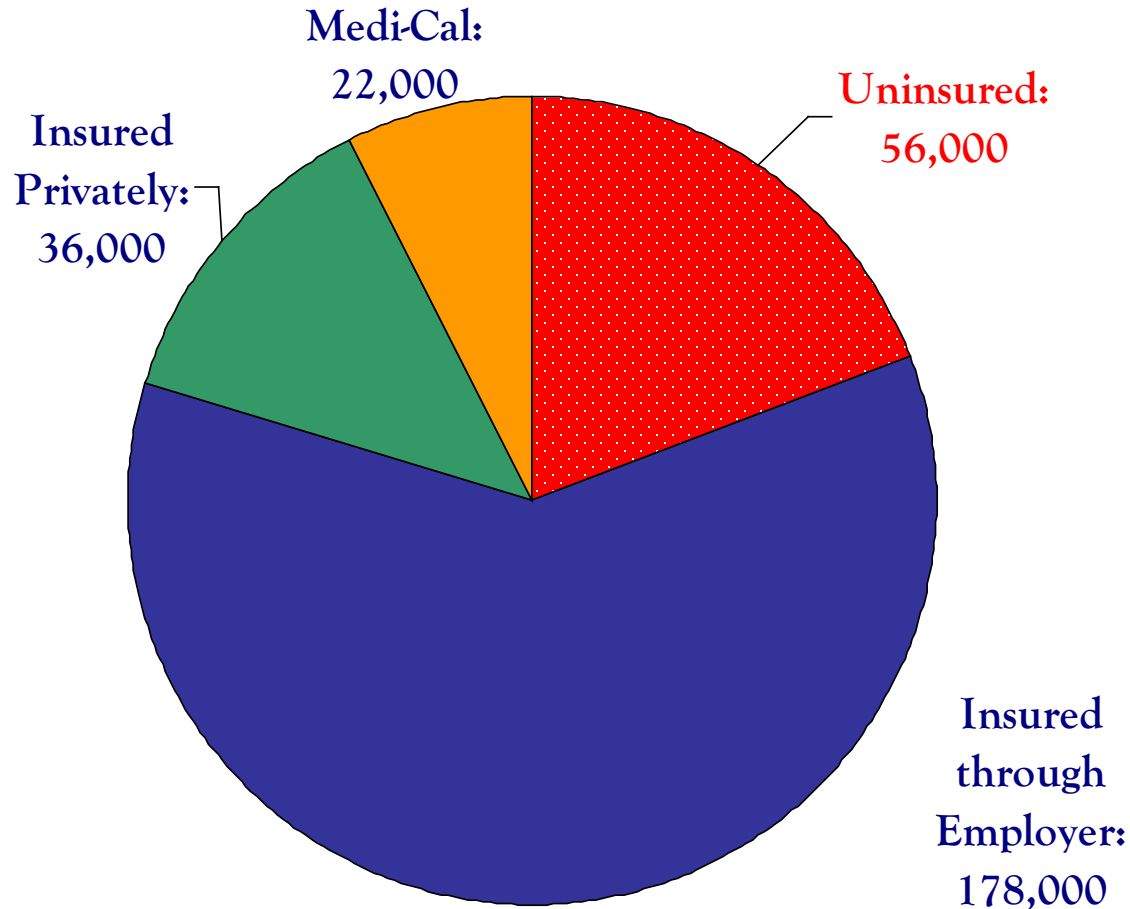
*Unreliable, relative standard error greater than or equal to 23 percent

Sonoma County rates were significantly higher than CA for all cancers and stroke and significantly lower for coronary heart disease.

Percent families (with children < 18yrs) below federal poverty level, Sonoma County 2009



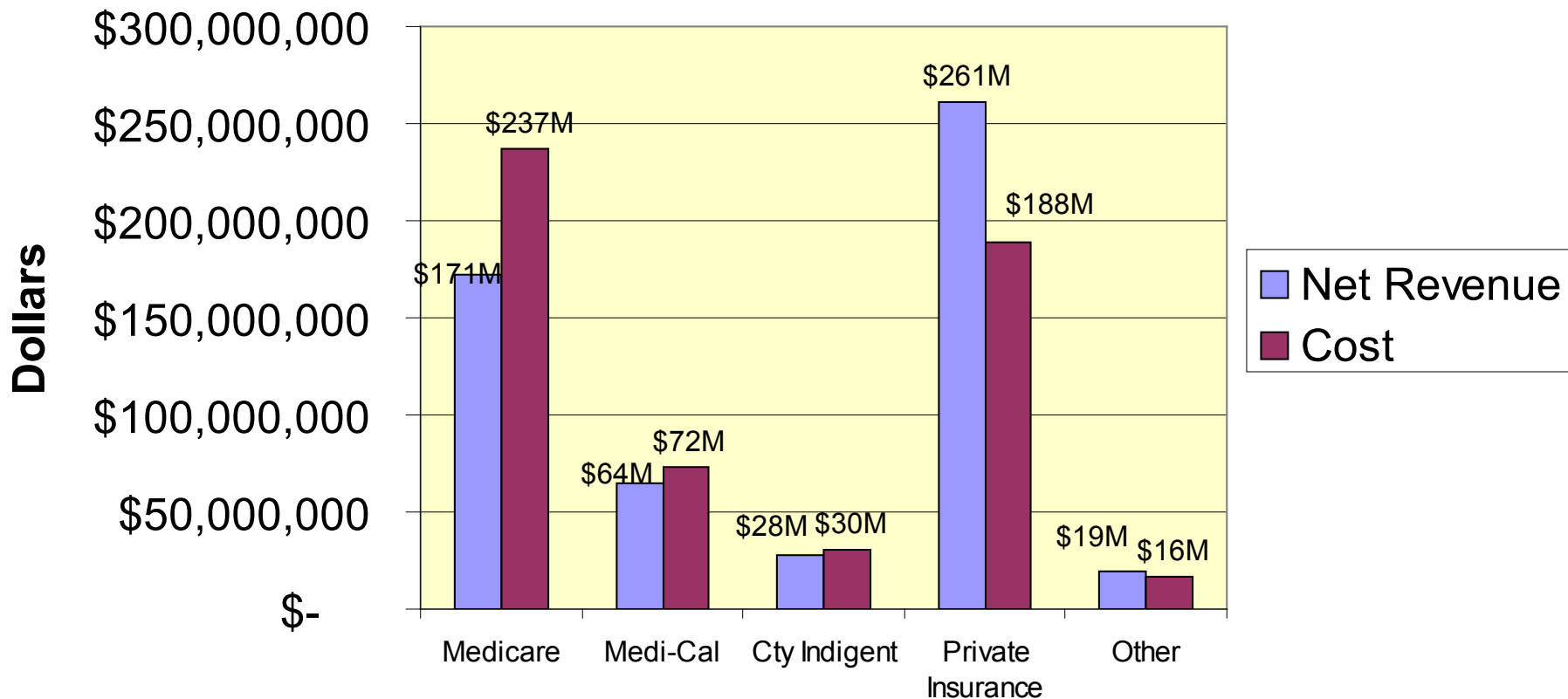
27% of Adults (ages 19 - 64) in Sonoma County Are Uninsured or Underinsured



Source: 2005 California Health Interview Survey

Sonoma County Hospital – Net Revenue & Expense by Payer

Hospital Revenue and Expense by Payor - 2005



2020 Vision – 10 Goals

- Sonoma County youth graduate from high school
- Sonoma County families have the economic resources to make ends meet
- Sonoma County residents are connected to their communities and participate in community life



2020 Vision – 10 Goals

- Sonoma County residents eat healthy food
- Sonoma County residents are physically active
- Sonoma County residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs



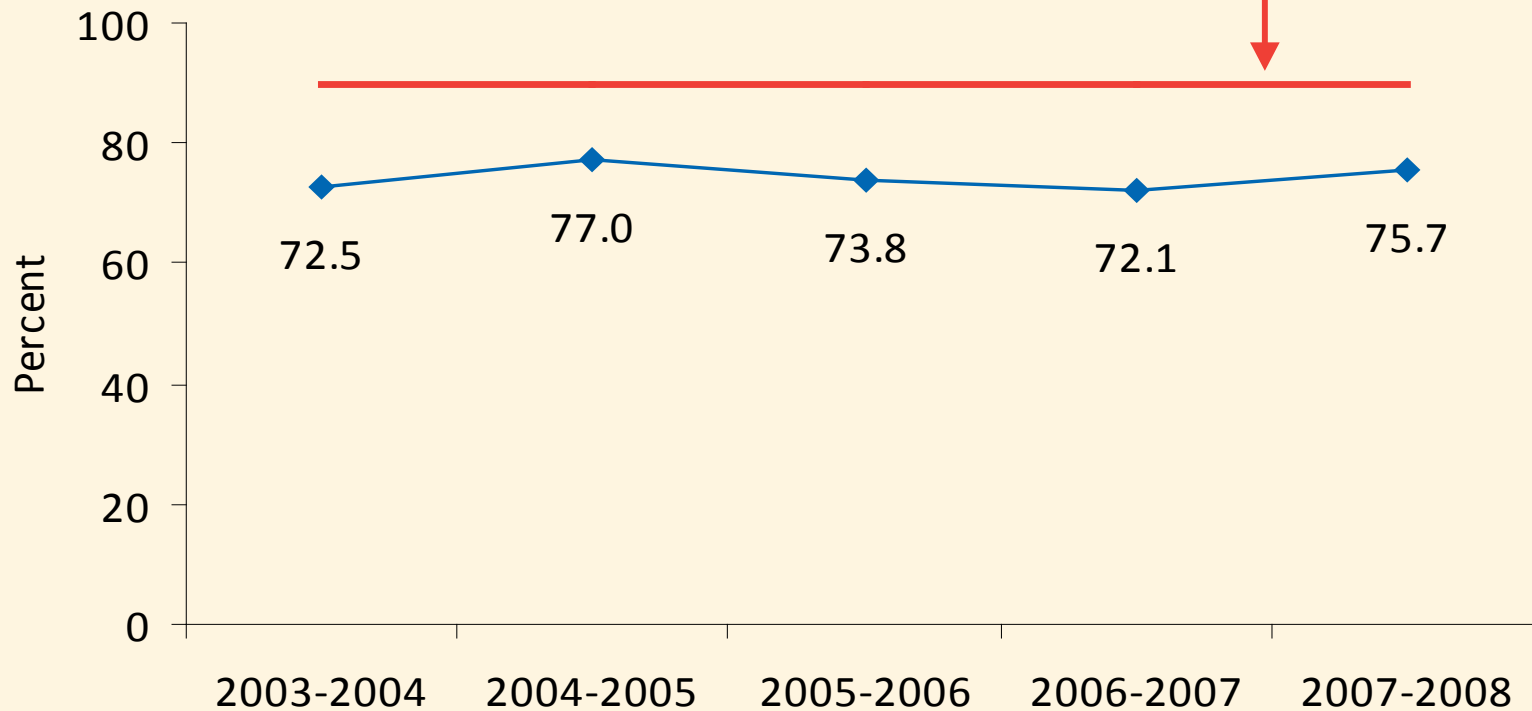
2020 Vision – 10 Goals

- Sonoma County residents enjoy good mental health
- Sonoma County residents take steps to prevent injury
- Sonoma County residents have health care coverage
- Sonoma County residents are connected with a trusted source of prevention-focused primary care

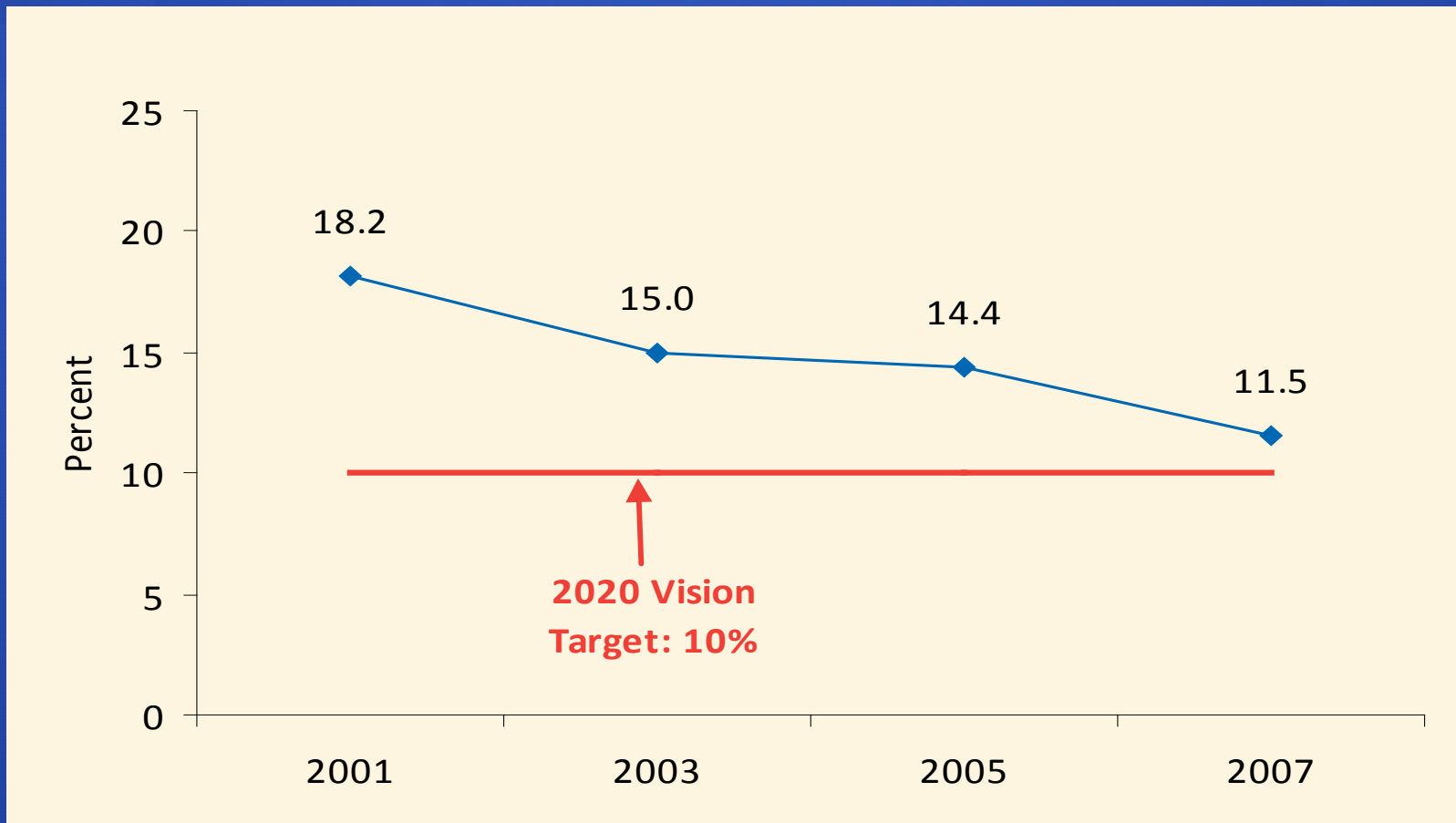


Percent of Sonoma County 9th graders who graduate from high school 4 years later, 2004-2008.

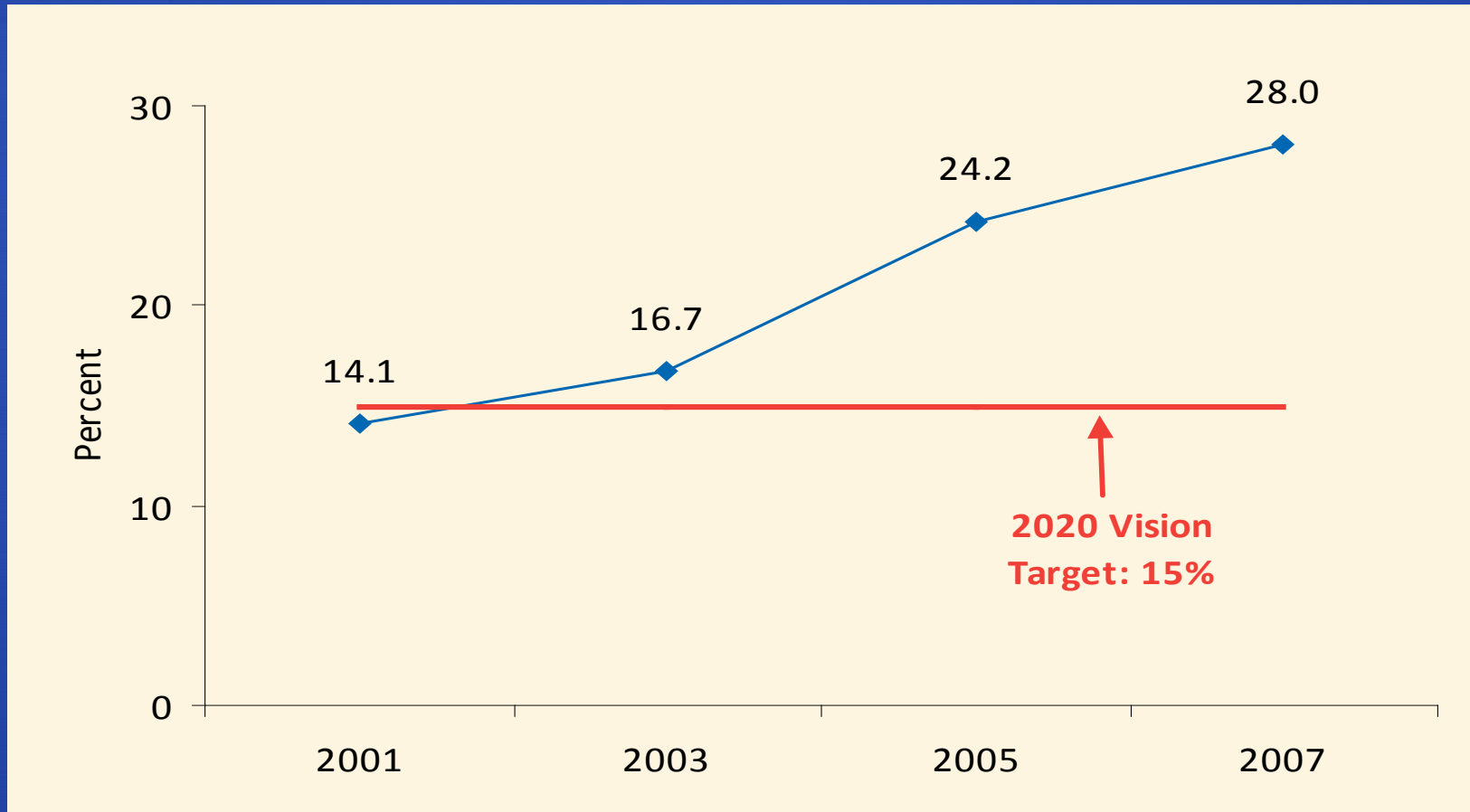
2020 Vision
Target: 90%



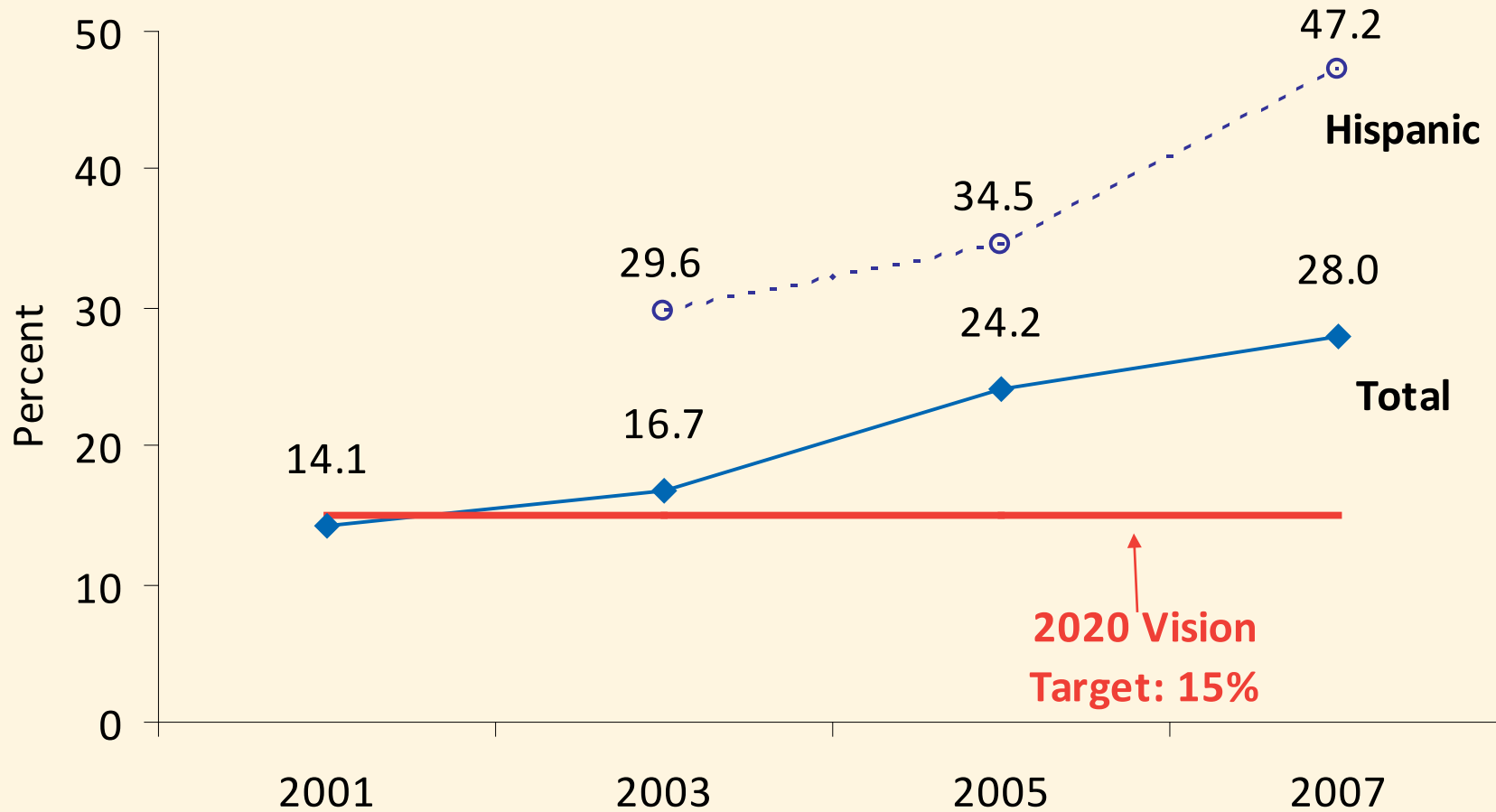
Percent of Sonoma County adults who report being current smokers, 2001-2007.



Percent of Sonoma County adults who report being obese, 2001-2007.



Percent of Sonoma County adults who report being obese, 2001-2007.



Priorities for Action

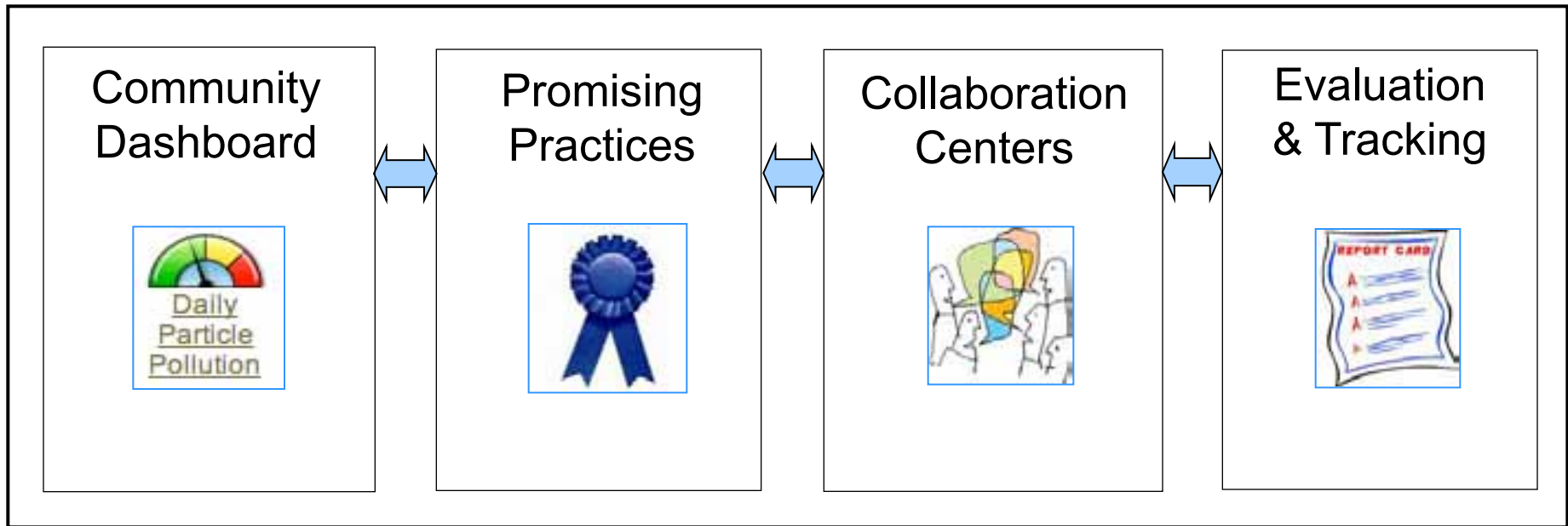
- Increase consumption of healthy food.
- Increase physical activity.
- Connect residents with trusted source of prevention-focused primary care (a “medical home”).



Initial Health Action Projects

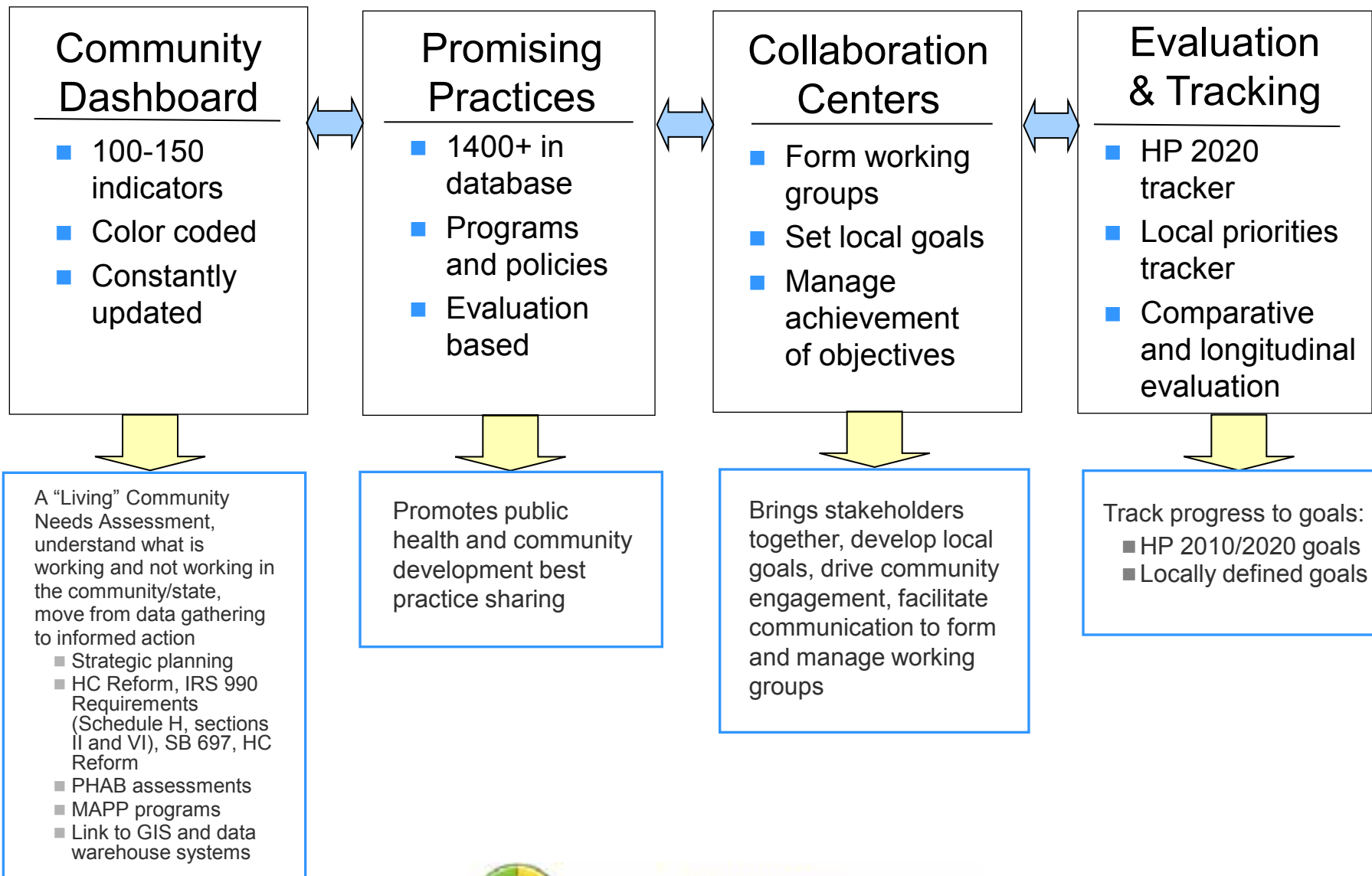
- **Food System Alliance**
- **iGROW**
- **iWALK**
- **Countywide Safe Routes to School**
- **Patient-Centered Medical Home Learning Collaborative**
- **Healthy Students Initiative**
- **Worksite Wellness Initiative**

Healthy Communities Network Customizable Web-Based Information System



Based On Change Theory

HCI CHNA System: Capabilities And Benefits



Healthy SONOMA

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COMMUNITY SNAPSHOT



Obese Adults



Adult Fruit and Vegetable Consumption



Child Fruit and Vegetable Consumption



Chlamydia Incidence Rate



Households with 1+ Vehicle



Hospital Admissions: Alcohol Abuse

[View the Legend](#)

[See all indicators](#)

IN THE NEWS

Local Feature Story



Healthy Food Choices, Comidas Saludables

How easy is it to find healthy food and snacks at markets and stores in your community? What about restaurants? Is it easy to find a restaurant that serves healthy meals for you and your family? If you live in south Santa Rosa...

¿Que tan fácil es encontrar comidas y bocadillos saludables en los mercados y tiendas de su comunidad? Cuando va a los restaurantes ¿se le facilita encontrar un restaurante que sirva comidas saludables para usted y su familia? Si usted vive en el sur de Santa Rosa...
[Read the full story](#)

[Sonoma County News](#)

Rep. 21, 100 could mean outside state

About This Site

Healthy Sonoma is a one stop source of non-biased data and information about community health in Sonoma County, and healthy communities in general. It is intended to help planners, policy makers, and community members learn about issues, identify improvements, and collaborate for positive change.

Get started on Healthy Sonoma!

- Compare Sonoma's health with other California communities, the nation, and Health Action targets with more than 100 [indicators](#)
- Learn about [promising practices](#) on a variety of topics that affect community health
- Find health and wellness [events and classes](#)
- Take action by getting involved, volunteering, and working together

Featured Content

Hunger in Sonoma County



[Redwood Food Bank Website](#)
[2010 Report on Hunger](#)

Air Quality Index

Santa Rosa

Current Conditions



Good

Pollutant: Ozone

Observed at:
11/08/10 11:00 PST

[Air quality indicator](#)

[Detailed conditions](#)

Provided by

Community Poll

What is your biggest community concern?

- air quality
- healthcare access
- employment
- crime
- transportation

[Vote](#)

[View Results](#)

Dashboard of Indicators



100+ Health and Quality of Life Indicators to identify areas for community health improvement

Obesity Indicator

Healthy SONOMA

View this site in Spanish/Español or other language Powered by The Healthy Communities Network


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Home > Community Snapshot

Compare by: **Region**



Adults who are Obese [\[Edit \]](#) [\[Delete \]](#)

Value: 28 percent

Measurement Period: 2007

Location: County : Sonoma

Categories: Health / Exercise, Nutrition, & Weight
Health / Diabetes
Health / Heart Disease & Stroke

Red > 29.7
Green <= 24.9
In-between = Yellow
Unit: percent
[View the Legend](#)

What is this indicator?
 This indicator shows the percentage of adults who are obese according to the Body Mass Index (BMI). The BMI is calculated by taking a person's weight and dividing it by their height squared in metric units. (BMI = Weight (Kg)/[Height (cm) ^ 2]) A BMI >=30 is considered obese.

Why this is important: The percentage of obese adults is an indicator of the overall health and lifestyle of a community. Obesity increases the risk of many diseases and health conditions including heart disease, Type 2 diabetes, cancer, hypertension, stroke, liver and gallbladder disease, respiratory problems, and osteoarthritis. Losing weight and maintaining a healthy weight help to prevent and control these diseases. Being obese also carries significant economic costs due to increased healthcare spending and lost earnings.

The Healthy People 2010 national health target is to reduce the proportion of adults who are obese to 15%.

Technical note: The distribution for this indicator is based on data from 44 California counties.

Source: California Health Interview Survey

URL of Source: <http://www.chis.ucla.edu/>

URL of Data: <http://www.chis.ucla.edu/main/default.asp>

Time Series Data

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LOCAL 211 RESOURCES CALL 211

- [Northern California Center For Well-Being : Northern California Center For Well-Being](#)
- [Vintage House Senior Center : Vintage House Senior Center](#)
- [Sonoma County Indian Health Project : Senior Nutrition Site-Sonoma County Indian Health Clinic](#)

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NEWS

- [Body mass and waist size can predict heart disease](#)
- [Excess Weight Speeds Up Osteoarthritis](#)
- [Obese Heart Patients May Live Longer](#)

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INDICATORS

- [Adults who are Overweight or Obese](#)
- [Adults Engaging in Regular Physical Activity](#)
- [Teens who Engage in Regular Physical Activity](#)

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PROMISING PRACTICES

- [Hip-Hop to Health Jr.](#)

Obesity Indicator Breakout Tables

Healthy Communities Network
 Sonoma County, CA
 Color or other language
 Community Snapshot
 Compare by: **Region**
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Adults who are Obese by Age

Age Group	Percentage
18-24*	~5%
25-44	~25%
45-64	~20%
65+	~15%
Overall	28%

Adults who are Obese by Gender

Gender	Percentage
Male	~35%
Female	~20%
Overall	28%

Adults who are Obese by Race/Ethnicity

Race/Ethnicity	Percentage
African American*	~75%
Asian*	~10%
Latino	~45%
White	~15%
Overall	28%

*Value is statistically unstable

Adults who are Obese [Edit] [Delete]

Value: 28 percent
Measurement Period: 2007
Location: County : Sonoma
Categories: Health / Exercise, Nutrition, & Weight; Health / Diabetes; Health / Heart Disease & Stroke

The percentage of adults who are obese according to BMI). The BMI is calculated by taking a person's weight by their height squared in metric units. (BMI = Weight / Height squared. A BMI >=30 is considered obese.

This is important: The percentage of obese adults is an indicator of the overall health and lifestyle of a community. Obesity increases the risk of many diseases and health conditions including heart disease, Type 2 diabetes, cancer, hypertension, stroke, liver and gallbladder disease, respiratory problems, and osteoarthritis. Losing weight and maintaining a healthy weight help to prevent and control these diseases. Being obese also has significant economic costs due to increased healthcare spending and lost earnings.

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Time Series Data

LOCAL 211 RESOURCES CALL 211

- Northern California Center For Well-Being ; Northern California Center For Well-Being
- Vintage House Senior Center ; Vintage House Senior Center
- Sonoma County Indian Health Project ; Senior Nutrition Site-Sonoma County Indian Health Clinic

NEWS

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- Excess Weight Speeds Up Osteoarthritis
- Obese Heart Patients May Live Longer

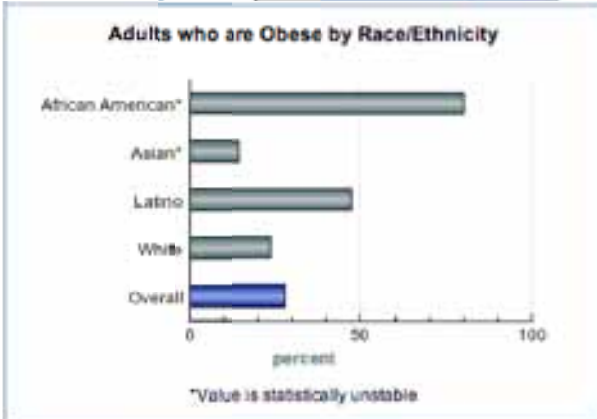
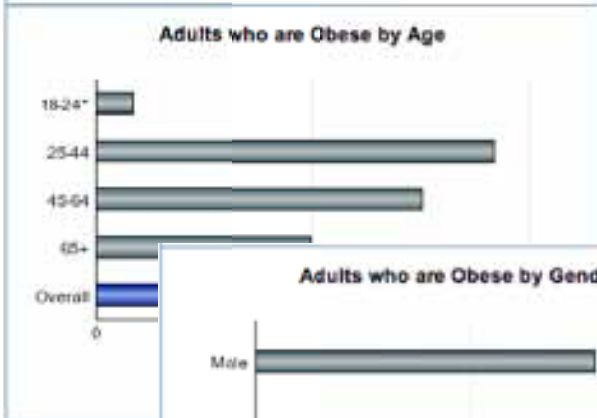
INDICATORS

- Adults who are Overweight or Obese
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Obesity Indicator Breakout Tables



of or other language

Community Snapshot

Compare by: **Region**

Adults who are Obese

Value: 28 percent

Measurement Period: 2007

Location: County: Sonoma

Categories: Health / Excess Weight, Health / Diabetes, Health / Health

The percentage of adults who are obese (BMI ≥ 30). The BMI is calculated by taking a person's weight in kilograms divided by their height squared in meters. A BMI ≥ 30 is considered obese.

This is important: The percentage of obese adults in a community is an indicator of the health and lifestyle of a community. Obesity is linked to a number of diseases and health conditions including heart disease, cancer, hypertension, stroke, liver and gallbladder problems, and osteoarthritis. Losing weight through healthy diet and physical activity can help prevent and control these diseases. Obesity is a significant economic cost due to increased health care costs and lost earnings.

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- #### INDICATORS
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- More

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- Hip-Hop to Health Jr

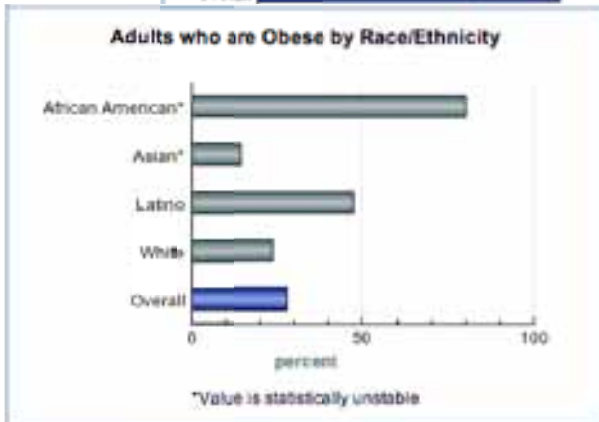
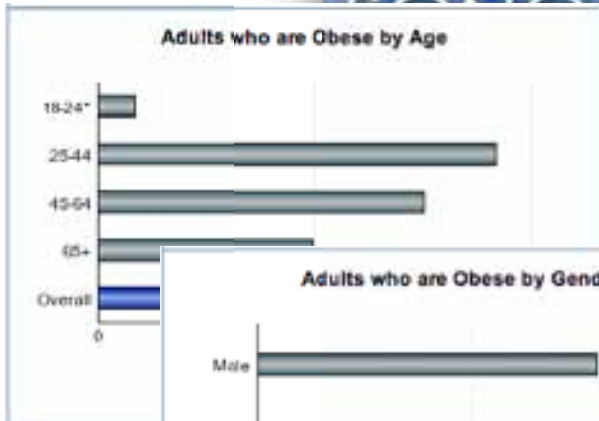
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Obesity Indicator Breakout Tables



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Time Series Data



- Adults who are Obese
 - Adults Engaging in Regular Physical Activity
 - Teens who Engage in Regular Physical Activity
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PROMISING PRACTICES

- Hip-Hop to Health Jr

A Promising Practice for Obesity



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RELATED CONTENT

Steps to a Healthier Salinas [edit] [delete]

Ranking	Effective Practice
Description	The Steps to a Healthier Salinas program, part of the CDC's Healthy Communities Program, works with schools, health care providers, work sites and community leaders to reduce the burden of chronic disease. Steps to a Healthier Salinas collaborates with over 30 businesses and organizations in Salinas to create system changes, policy adoption, and to increase the community's understanding of health issues. In schools and the broader community, the program provides increased opportunities for nutritious food and physical activity and improved management of asthma, diabetes, and other chronic diseases. Comrundy Health Centers assisted with implementing a Patient Electronic Care System to improve self-management skills for patients with chronic diseases. The program targets racial and ethnic minority groups, with a special emphasis on Hispanics or Latinos, low-income populations, farm workers, and school-age children.
Goal / Mission	The Steps to a Healthier Salinas program aims to improve the health and quality of life for individuals at risk or diagnosed with diabetes asthma, and obesity and other chronic diseases by addressing three primary risk factors - physical inactivity, poor nutrition, and tobacco use.
Results / Accomplishments	Through the Steps to a Healthier Salinas program, over 140 city, county and company policies were implemented to address health factors. Between September 2003 and April 2006, the percentage of patients with controlled blood pressure increased from 32% to 40%. During this same period, the number of patients obtaining dilated eye exams and foot exams increased from 24% to 48% and from 20% to 32%, respectively. There was a 32% increase in healthy weight for all men in Salinas, and 12% increase in healthy weight for Latinos. Salinas residents had a 12% improvement in moderate physical activity, including a 15% increase for men and 21% increase for Latinos.
Categories	Health / Diabetes Health / Heart Disease & Stroke Health / Exercise, Nutrition, & Weight
Organization(s)	Monterey County Health Department
Source	Center for Disease Control (CDC)
Date of Publication	2006
Date of Implementation	Sep 2003
Location	City: Salinas
Primary Contact	Steps Program Manager Monterey County Health Department 1270 Navidad Road, Salinas, CA 93906 (831) 755-4541

LOCAL 211 RESOURCES
GALL 211

- Northern California Center For Well-Being - Northern California Center For Well-Being
- Village House Senior Center - Village House Senior Center
- Sonoma County Indian Health Project - Sonoma County Indian Health Clinic

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NEWS

- Faty Ever in kids led to metabolic syndrome
- Healthy Food Choices, Comras Salinas
- Child Obesity Rising, Death at Early Age, Study Finds

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INDICATORS

- Hospitalization Rate due to Long-Term Complications of Diabetes
- Hospitalization Rate due to Diabetes
- ER Rate due to Long-Term Complications of Diabetes

[More](#)

PROMISING PRACTICES

- Healthy Salina, Active Latinos (ICAL) [Learn More](#)
- Heads for Life
- Pennsylvania Fresh Food Financing Initiative

[More](#)

EVENT CALENDAR

- Preventing Heart Disease & Diabetes
- Raising Healthy, Active Kids / Criando Niños Sanos y Activos (CHSA)
- Raising Healthy Active Kids/ Criando Niños Sanos y Activos

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LOCAL REPORTS

- Health Action: A 2020 Vision for Sonoma County

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Healthy People 2020 Tracker



Health Action Tracker



Health Action

Health Action
Working Together for a Healthier Sonoma County

IWALK **IGROW** **ICARE** **Food System Alliance** **Healthy Students** **Safe Routes to School** **Worksite Wellness** **Healthy Sonoma**

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- Become an Organizational Partner
- Learn how we are doing
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Sonoma County is coming together to create a healthier community!

By the year 2020, we envision that Sonoma County will be the healthiest county in California to live, work, and play... a place where people thrive and achieve their life potential. This effort will take all of us working together to create a healthier community through collective action.

- Easy Access to Healthy Food
- Promoting Physical Activity
- Making Sure Everyone has a "Medical Home"

How to Get Involved

- 1. Read the Action Plan**
Download the [Action Plan](#) to learn more about what Sonoma County is doing to create a healthier community.
- 2. Track our progress**
Visit [Healthy Sonoma](#) to see how Sonoma County is measuring up to Health Action's desired outcomes.
- 3. Become a Partner**
Sign up to become a [Health Action Organizational Partner](#) and get involved in our state of 7 initial community health projects.
- 4. Engage Others**
Talk to your neighbors, colleagues, teachers, friends and family about Health Action and encourage them to get involved.
- 5. Take Action**
Look for ways to create changes in your neighborhood, school, workplace or own home that support healthy eating and physical activity.

What's New

The Sonoma County Department of Health Services released a report titled [Primary Care Capacity in Sonoma County](#) that was recently completed by Public Health in collaboration with Health Action. Primary care is the foundation of health care, and includes health promotion and education, disease prevention and diagnosis, and treatment of acute and chronic illnesses. This report details the status of primary care in Sonoma County and presents recommendations for assuring primary care capacity into the future.

Read more about [ICARE](#) and [Patient-Centered Medical Homes](#).

The Road to 2020 Starts here and now!

The time has come for us to join together to create support a culture of active, healthy living. We're starting with these seven key initiatives:

1. [IWALK](#)
2. [IGROW](#)
3. [Food System Alliance](#)
4. [Healthy Students Initiative](#)
5. [Safe Routes to School](#)
6. [Worksite Wellness Initiative](#)
7. [Patient-Centered Medical Home Learning Collaborative](#)

How Healthy is Sonoma County?

Track over 100 health and quality-of-life indicators. Find information and resources on community health; and take action on local health issues using the [Healthy Sonoma](#) website.

Become an Organizational Partner

Health Action is a partnership of community leaders and organizations committed to improving the health of all Sonoma County residents. Learn how you can become involved with Health Action and help create a healthier community through collective action.

[Become a Partner](#)

Health Action - iGROW

Health Action
Working Together for a Healthy Sonoma County

[iWALK](#) [iGROW](#) [iCARE](#) Food System Alliance Healthy Students Safe Routes to School Worksite Wellness Healthy Sonoma

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iGROW growing, eating, sharing [Home](#) [Contact Us](#) [Login/Register](#) Search this site


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Why Grow?
Garden Map
Register a Garden
Garden Events
Get Growing
Let's Eat!
Water-Wise / Soil-Savvy
Local Resources
Locate Healthy Food
iGROW Blog

350 Garden Challenge
Join Here!

184 gardens registered
16.6 total acres registered

What's New
The NEW Sonoma County Master Gardener Food Gardening Specialist (FGS) program is now offering free hands-on workshops in your own backyard! Ideas for workshops include sheet-mulching, composting, creating a drip irrigation system, planting a summer garden, and more! If you would like a workshop for your neighborhood or community garden, the process is simple:
1. E-mail sonomacountyfoodsystems@ucdavis.edu to request a demonstration.

State • Home •



Sonoma County is coming together to create a healthier community!

Find or Add a Garden Event
Enter your ZIP Code to find all types of garden events near you.
Zip Code:

Find or Add a Garden
Enter your ZIP Code to find gardens near you.
Zip Code:


iGROW is all about growing, eating, and sharing healthy food.

Upcoming Events

- Super Sustainers for Sonoma County
- Grow Your Own Wine
- Starting to Grow Vegetables
- Growing Great Tomatoes
- Drought-Tolerant Design

From the iGROW Blog

- [Beaumont starting season, first seed season alerting.](#)
- [Soil Care and Fertility](#)
- [Garden planning, planning and growing.](#)

 **Sonoma County iGROW on Facebook**
[iLike](#) 72

Subscribe to iGROW Updates

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First Name: *

Last Name: *

Health Action - iWALK

Health Action
Walking Together for a Healthy Sonoma County

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iWALK

About | Contact | Login/Register | Search this site

- Home
- What is iWALK?
- Why Walk?
- Walking Events
- Walking Groups
- Walking School Buses
- Starter Kits
- Walking Tools
- Maps
- iWALK Employer



Let's create a healthier Sonoma County together.

Be part of the iWALK movement.

FIND or ADD a Walking Event

FIND or ADD a Walking Group

FIND or ADD a Walking School Bus

The **2011 iWALK Challenge** is coming! Are you up for it? It takes commitment, but you can do it!

Simply commit to get at least 150 minutes of exercise each week. That's just 30 minutes per day, 5 days a week. It begins Feb 7th and culminates on May 7th with the Human Race. That's 90 days of exercise. Grab your friends, family or co-workers and get signed up today. Cool iWALK prizes for some lucky winners!

iWALK Challenge Register Here

Subscribe to iWALK Newsletter

Email: *

First Name: *

Last Name: *

Walking Events

- [Fred Wiseman 100th Anniversary Walk](#)
- [Lawnia Evening Exploration](#)
- [Carmichael Ranch Orientation](#)
- [Family Nature Exploration at Healdsburg Ridge](#)
- [Returning to our Roots: Grandmother Oak Hike at McCormick Sanctuary](#)

Walking Groups

- [Sunny Circle Business Park](#)
- [Rehbert Park Health Center Emulation](#)
- [Best Friends](#)
- [Morning Mimosas](#)
- [TYCA "Y is the Best" Hiking Group](#)

What's New

Take a walk in the park! Check out the new [iWALK in the Parks Starter Kit](#) and plan some leisurely strolls, brisk walks, or more vigorous hikes through Sonoma County's beautiful Regional Parks!

Walking School Buses

- [maple oak movers and shivers](#)

Sonoma County Network of Care™ for Healthy Communities



● Community Dashboard

● Promising Practices

● Service Directory

● Library

● Links

● Legislate

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Who provides it? - NOCHC is offered via a partnership:

- NACo – The National Association of Counties provides centralized tools and information for counties nationally. NACo is partnered with NACCHO on the Network of Care for Healthy Communities.
- Trilogy Integrated Resources – Trilogy is the service provider for NACo via a nationally competitive bid. Is the largest network of government sponsored local sites within health human / social services in the county. For the Network of Care for Healthy Communities, Trilogy partners with the Healthy Communities Institute.
- Healthy Communities Institute – Provides Dashboards and Best Practices for community stakeholders, covering over 15 million lives in the U.S.



Sonoma County Network of Care™ for Healthy Communities

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- Links
- Legislate
- My Folder

Tools and Content

For Individuals and Families

- Service Directory
- Library
- Links
- Legislate
- Personal Health Records
- News
- Social Networking
- Getting Healthy – Health and wellness education center

For Community Stakeholders

- Health and Quality of Life Dashboards
- Promising Practices
- HP 2010 Tracker
- Community Health Guides
- County Health Rankings
- Ties to GIS maps
- Report Writer for Grant Writing and Regular Reporting

GETTING HEALTHY



Adding Fitness



Healthy Weight



Smoke Free



Diabetes



Tracker



[Obese Adults](#)



[ER: Bacterial Pneumonia](#)



[Hospital Admissions: Congestive Heart Failure](#)



[Mental Health Care](#)

Community Health Principle Factors

The health of a community results from a combination of:

- The work of policy makers and stakeholders which create the overall “top down” policy environment in which we live, and
- The opportunities for knowledge and empowerment of individuals who make “bottom up” personal health decisions in the community.

Individuals involved in both of these areas require good information to make good decisions.

Health Action 2020 Vision: Framework for Community Health





iGROW
sonoma
igrowsonoma.org

What do LHDs need in the way of data to accomplish our community health goals?

- Make health data more accessible to LHDs and communities through platforms such as Healthy Sonoma and Network of Care for Healthy Communities

What do LHDs need in the way of data to accomplish our community health goals?

- Technical and financial support to take advantage of the tremendous opportunity of the inclusion of public health in Electronic Health Record Meaningful Use criteria
- To plan and develop LHD capacity for health information exchange between medical providers and local public health
- To access critical current local population health data

**Communities need access to local data to
assess, plan, communicate, motivate, track,
align and sustain efforts to improve
community health**

HEALTH ACTION

A 2020 VISION
FOR SONOMA COUNTY

www.sonomahealthaction.org