



2012-2013

SAN JOAQUIN COUNTY HEALTH COLLABORATIVES AND INITIATIVES DATA BASE



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The San Joaquin County Health Collaboratives and Initiatives data base will facilitate greater exchange of knowledge and information about the community. It will help to identify a collective capacity to analyze gaps in services and to develop future plans of action towards a healthier community.

ORGANIZATION	DESCRIPTION	PURPOSE AND GOALS	OUTCOMES	CONTACT
WOMEN'S and CHILDREN'S HEALTH				
BREAST FEEDING INITIATIVE	An initiative funded through First 5 that assists San Joaquin County's hospitals with the adoption and implementation of the California Department of Public Health Breastfeeding Model Hospital Policies and the certification as UNICEF/WHO Baby-Friendly hospitals.	The goal is to increase the number of San Joaquin County infants who are breastfed through adoption of evidence-based hospital policies, training of hospital staff members and the development of linkages with WIC programs and community-based organizations.	<p>Monthly Breastfeeding Consortium meetings bring together hospital, WIC and community-based organization staff members for training and collaboration.</p> <p>All six maternity hospitals now have board-certified lactation consultants (IBCLCs) and hospital lactation clinics or breastfeeding support groups.</p> <p>St. Joseph's Medical Center has achieved Baby-Friendly designation. Lodi Memorial Hospital and San Joaquin General Hospital are officially working towards designation.</p>	<p>Mary Woelfel, MPH, IBCLC Public Health Breastfeeding Initiative S.J. County Public Health Services 420 S. Wilson Way Stockton, CA 95205 209-468-3267 mwoelfel@sjcphs.org</p>
BREASTFEEDING COALITION OF SAN JOAQUIN COUNTY	The Breastfeeding Coalition of San Joaquin County is made up of representatives from local hospitals, WIC programs, community groups, non-profit organizations, health plans, San Joaquin County government agencies, and interested individuals, working together to improve breastfeeding support in the community.	To improve the health of our community by promoting, educating and providing support for breastfeeding.	<p>Development and distribution of the <i>Guide to Breastfeeding Support Services in San Joaquin County</i> and posting of resources on the Breastfeeding Coalition website www.BFCSJ.org</p> <p>Annual continuing education conference for health care professionals</p> <p>Mother-Baby Friendly Workplace Awards</p> <p>Positive Images of Breastfeeding Photo Contest</p>	<p>Mary Woelfel, MPH, IBCLC Breastfeeding Coalition of San Joaquin County P.O. Box 4806 Stockton, CA 95204-0806 209-468-3267 info@bfcsj.org www.BFCSJ.org</p>

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			<p>Birth, Baby and Bonding Fair for expectant and new parents</p> <p>“Nursing Nook” at community health fairs</p>	
<p>CHILDREN’S HEALTH INITIATIVE (Children’s Health Initiative Oversight Committee of San Joaquin County (CHI))</p>	<p>Provides leadership to ensure that all children in San Joaquin County have access to health care.</p>	<p>To convene and educate stakeholders, including public officials regularly. Identify improvement opportunities of utilization and retention of children’s health coverage. To provide oversight on policy and implementation related to expansion of health care access for children.</p>	<p>Leveraging of community resources in the best interest of children’s health coverage in San Joaquin County.</p>	<p>Shani Richards Staff Facilitator Health Plan of San Joaquin 209-461-2284 srichards@hpsj.com</p> <p>Anna James Administrative Support Health Plan of San Joaquin 209-461-2387 ajames@hpsj.com</p> <p>Elvira Ramirez CHI Chair Executive Director Catholic Charities Diocese of Stockton 209-444-5938 eramirez@ccstockton.org</p>
<p>Children’s Services Coordinating Commission</p>	<p>The Children’s Services Coordinating Commission (CSCC) was founded to facilitate the development of happy, healthy children by maximizing resources through advocacy, effective education, coordination and planning of services for all children.</p>	<p>The CSCC is:</p> <p>A forum where children’s issues and concerns can be brought before the public</p> <p>A catalyst for change, working to ensure the provision of quality services and suggesting new programs for children.</p>	<p>CSCC successful programs include:</p> <p>Effective monitoring of contracts for compliance in all areas and to ensure outcomes are met as related to parent education, family intervention services and respite/short-term child care.</p> <p>Evaluate community trends and</p>	<p>Cathy Long Project Liaison, Early Childhood Education 209-468-5979 calong@sjscoe.net</p>

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		<p>A place where agencies serving the needs of children can network, plan, and be guided as related to changing society needs of children and families.</p> <p>An environment which encourages learning and teaching skills and concepts related to the development of all children to their fullest potential.</p>	<p>need as related to protecting children for the purpose of informing the planning process of the CSCC annual symposium which targets approximately 300 area professionals working in education, law enforcement, physical, mental, behavioral health, probation, social services and community services.</p> <p>Provide Consumer Product recall information to keep children and families safe from harm.</p>	
<p>Local Child Care Planning Council</p>	<p>The Local Child Care Planning Council (LCCPC) is to develop a comprehensive plan that promotes the development of quality child care in San Joaquin County through community education, collaboration and advocacy.</p>	<p>Local Child Care Planning Council works to ensure:</p> <p>High quality child care that is affordable and accessible to children of all ages whose parents want and need it.</p> <p>Parents have the information and skills needed to make sound choices and decisions about their child's care while they work or attend school.</p> <p>Community members work together to accomplish and maintain quality child care.</p> <p>Services include: Community Connections Resource Directory San Joaquin County Inclusion Manual Child Care provider workshops</p>	<p>Hosted author, Tolya Thompson with her health message books</p>	<p>Cathy Long Project Liaison Early Childhood Education 209-468-5979 calong@sjcoe.net</p>

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		<p>and training on children with special needs Get Up and Get Fit Parachute Plan, Professionalism Math and Science Local, regional and state nutritional information</p>		
CHRONIC DISEASE AND OBESITY				
<p>OBESITY AND CHRONIC DISEASE TASK FORCE</p>	<p>Addresses ways to promote leadership involvement to decrease the incidence and prevalence of obesity, chronic disease, and other related risk factors through combined efforts in San Joaquin County. Key focus areas include Obesity Prevention, Diabetes, Nutrition, Physical Activity, Asthma, Heart Disease and Stroke.</p>	<p>Convenes San Joaquin County leaders to address the incidence and prevalence of obesity, chronic disease, and related risk factors.</p> <p>WORKGROUP GOALS: <u>Nutrition and Physical Activity</u> Increase county-wide leadership and coordination between nutrition and physical activity programs and collaborative groups.</p> <p>Expand worksite wellness campaigns in government and industry worksites that promote healthy eating and active living.</p> <p>Improve access to healthy eating and physical activity in government, worksites, healthcare, families, schools, and industry.</p> <p>General plan will include policies that contribute to increased access to healthy foods and opportunities for physical</p>	<p>The Task Force created a Strategic Plan and Workgroups to identify goals and strategies in Obesity Prevention, Diabetes, Nutrition, Physical Activity, Asthma, Heart Disease, and Stroke.</p>	<p>Marisela Pineda Obesity and Chronic Disease Task Force Lead 209-468-3649 mpineda@sjcphs.org</p> <p>LaCresia Hawkins Nutrition and Physical Activity Lead 209-444-5514 lhawkins@cpfsj.org</p>

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		<p>activity.</p> <p><u>Diabetes:</u> Offer culturally sensitive self-management classes for persons with diabetes and their families from qualified diabetes educators.</p> <p>Collaborate/coordinate with providers, medical society, local schools, health plans, community leaders and community at large to increase awareness of diabetes standards of care.</p> <p>Provide access to screening and referrals for available treatment options for those uninsured and under-insured with diabetes</p> <p><u>Asthma and COPD:</u> Increase awareness of asthma prevention, identification and management.</p> <p>Provide asthma and COPD education and training to parents, school personnel and health care providers.</p> <p>Promote a healthy and safe indoor and outdoor environment, focusing on optimal respiratory health.</p> <p>Promote comprehensive asthma and COPD care to facilitate</p>		<p>Pat Collier Co-Lead 209-467-6534 Pat.Collier@DignityHealth.org</p> <p>Raquel Moreno Diabetes Co-Lead 209-476-3266 Raquel.U.Moreno@kp.org</p> <p>Mikey Kamienski Asthma and COPD Lead 209-476-1106 mikey@charterhousecenter.org</p>
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		<p>optimal prevention, diagnosis, treatment, and management of asthma and COPD.</p> <p>Partner with local, state and national organizations on the prevention and management of asthma and COPD.</p> <p><u>Heart Disease and Stroke:</u> Increase education awareness of heart disease. Fully identify and strengthen all partnerships. Enhance blood pressure screening efforts in the county.</p>		
<p>Central California Regional Obesity Prevention Program (CCROPP)</p>	<p>CCROPP helps to create healthier communities in the San Joaquin Valley through healthy eating and active living. CCROPP utilizes a policy and environmental change approach to help community members gain access to healthy food, beverages and safe places to be physically active.</p>	<p>At the core of CCROPP is a leadership training program in which local residents gain the critical skills and tools to take on leadership roles resulting in the creation of healthier communities.</p>	<p>CCROPP’s leadership training program, “Powerful People: Building Leadership for Healthy Communities” is offered to community residents who gain the necessary skills to create healthier communities.</p> <p>Successful Programs: Walking School Bus, Small Store Conversion, Traffic Calming Project, 14 Adult Graduates of Health Kids, Healthy Communities Leadership Program, and 17 Youth training as Anti-Obesity 'Krew' leaders.</p>	<p>LaCresia Hawkins San Joaquin County Lead 209-444-5514 lhawkins@cpfjs.org</p> <p>Genoveva Islas-Hooker CCROPP Regional Program Coordinator 559-498-0622 genoveva@ccropp.org</p>
<p>Leadership Committee from Obesity Chronic Disease Task Force</p>	<p>Includes members from business, transportation and Council Government. Leadership Stockton was sponsored by the Chamber of Commerce.</p>		<p>Leadership committee provided input for the development of the Obesity and Chronic Disease Task Force strategic plan and Workgroup action plans.</p>	<p>Marisela Pineda 209-468-3649 mpineda@sjcphs.org</p>

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COMMUNITY HEALTH AND ENVIRONMENT PLANNING AND IMPLEMENTATION				
First 5 San Joaquin	From the 1998 California Children and Families Act (Proposition 10), funds are made available to support the Children and Families Commission, Priority Health Access Initiative	Using a coordinated systems approach and in partnership with schools, government agencies, community-based organizations, and faith based organizations, the goal is to demonstrate a positive impact on the overall health and wellness of children 0-5 and their families Through physical activity and nutrition education strategies, change at multiple levels is emphasized, including individual behavior, the family environment, community and/or organizational practices and public policy	Through the Child Wellness Programs, Collaborative for Healthy Change Projects, and First 5 Quarterly Health Messaging efforts, results include an: Increase in the positive outcomes for the health and well-being of young children Increase in the number of parents who report that their child's healthy eating habits and physical activity levels have increased to combat childhood obesity Increase the number of child care providers and preschool teachers who participate in a nutrition and exercise program curriculum training and who offer a nutrition and exercise program curriculum	Lani Schiff-Ross Executive Director First 5 209-468-0250 Lschiff-ross@sjgov.org Jovanna Gonsalves Contracts Analyst 209-953-7694 jgonsalves@sjgov.org Patty Jacquez Contracts Analyst 209-953-7696 pjacquez@sjgov.org
AB 109 Realignment	Includes collaboration of San Joaquin County Behavioral Health, San Joaquin County Sheriff and Probation on issues related to juvenile justice.			
Community Needs Assessment	The Healthier San Joaquin County Community Health Assessment Collaborative convenes regularly to provide a county-wide needs assessment, analyze data and determine priorities and implementation			

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	plans.			
PACT People and Congregations Together	PACT connects the faith community and schools to address health policies and community mobilization.			
Parish Nurse	The Parish Nurse/Faith Community Nurses serve as a primary contact for community health and resource information to area faith communities.		Parish Nurses outreach to 12,000 community members through a wide variety of churches in San Joaquin County.	Pat Collier 209-467-6534 Pat.collier@dignityhealth.org
Collapsing Cultural Barriers	To extend beyond the cultural challenges that prevents early access and entry into prenatal care. The focus is to reach identified populations of women of childbearing age and develop appropriate support systems.	To use effective and compelling social marketing campaigns and techniques to improve the rate of early entry into prenatal care in all communities, particularly those with cultural norms or boundaries that have not favorably embraced the concept of visiting a doctor within the first trimester of pregnancy.	The development of the 'Go Before You Show' (GBYS) social marketing campaign. GBYS is a social marketing campaign development in response to San Joaquin County's early prenatal and adequacy of care indicators. The campaign's goal is to deliver a community wide message on the importance of prenatal care within the first 12 weeks of pregnancy. The campaign consists of a website, www.gobeforeyoushow.com , a brochure in English and Spanish, flyers, posters and radio educational announcements. GBYS is now replicated in other counties in California and New York. Flyers are distributed quarterly in San Joaquin County.	Robin Morrow Steering Committee Facilitator 209-461-2259 rmorrow@hpsj.com Shani Richards Steering Committee Facilitator 209-461-2284 srichards@hpsj.com

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HEALTHY EATING, NUTRITION AND EDUCATION

<p>Select San Joaquin</p>	<p>Select San Joaquin is a program developed in collaboration with San Joaquin County staff, local grocers, and the agricultural industry. It focuses on the importance of consumer selection of locally-grown produce. The program highlights the importance of agriculture to the local economy and promotes the healthy benefits of eating freshly grown, local produce.</p>	<p>Select San Joaquin encourages San Joaquin County consumers to support local agriculture by selecting locally-grown produce.</p> <p>Select San Joaquin began as a pilot program in 2004 with Point-of-Sale promotions of locally-grown asparagus and cherries at selected grocery stores and a display booth at the San Joaquin County Fair. The Program has since expanded into a year-round promotion of San Joaquin County agriculture. The Program not only focuses on County consumers, but on educating our youth with educational field trips and on-site demonstrations, on the importance</p>	<p><u>Successful Programs:</u></p> <p>Ag Venture is an educational field trip for local third graders, designed to give children a behind-the-scene experience into the world of agriculture. The Select San Joaquin Steering Committee, in collaboration with local farmers and businesses, invite children to “explore the journey from the farm to their fridge” by providing hands-on exhibits to demonstrate the different aspects of farming. Children are able to interact with farm animals, see many different types of equipment used on a ranch, learn how crops are grown and harvested, and much more.</p> <p>The Point-of-Sale Program aims to promote locally-grown produce to consumers while they shop. In partnership with local grocers, taste testing booths are set up in grocery stores that highlight a feature commodity and provide the shopper with a recipe card, nutritional benefits, agriculture facts, and a coupon from the grocer.</p> <p>The School Snack Program educates children on the</p>	<p>http://www.sigov.org/SelectSJFr omDEV/pdf/SSF_History.pdf</p>
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			<p>importance of a diet rich in fresh fruits and vegetables. Local agricultural produce is featured as school snacks for elementary school students while presentations are given about the commodity to show how it is grown, prepared, and its nutritional value.</p> <p>Ag in the Class is a series of detailed demonstrations over a period of several weeks. It starts by giving 1st and 4th grade students, a pre-evaluation quiz on featured commodities. In the second week students learn about production, processing, handling, and the nutritional Value. The third week of instruction allows the children to sample different commodities while learning preparation tips. Additionally, a makeshift farmers market is set-up for the children to shop. The goal is to provide students with an overview on the process of getting produce into the household.</p>	
<p>Hunger Task Force</p>	<p>The Hunger Task Force represents the City of Stockton, San Joaquin County and over 30 nutrition agencies, churches and schools. It meets quarterly to advance nine major goals to reduce or end hunger and food insecurity.</p>		<p>Successful programs include: Food Stamp Outreach Food Donations Nutrition and cooking educational programs Mobile Farmer’s Market visit over 45 sites.</p>	<p>Rebeca Knodt Executive Director 209-464-7369 rkodt@stocktonfoodbank.org</p>

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Healthier Community Coalition	Focuses on health related priorities, including Federally Qualified Health Clinics, area hospitals, health services and schools to coordinate planning, share ideas and services.			
Healthy San Joaquin	Member organizations of Healthy San Joaquin work collectively to bring about individual, community, system and environmental changes that shape nutrition and physical activity behaviors.	People of San Joaquin County will be physically active, eat healthy foods and live in communities where policies and environments promote healthy lifestyles.	ReThink Your Drink Media Event and Healthy San Joaquin Recognition and Awards Breakfast.	<p>LaCresia Hawkins Chair 209-444-5514 lhawkins@cpfsj.org</p> <p>Anna Martin 209-953-6121 Co-Chair acmartin@ucdavis.edu</p>
LEADERSHIP ENGAGEMENT				
Community Health Forum	<p>The Community Health Forum is a leadership collaborative of San Joaquin County Board of Supervisors, San Joaquin County Health Care Services, San Joaquin Delta College, San Joaquin County Medical Society, San Joaquin General Hospital, San Joaquin County Public Health Services, Hospital Council of Northern and Central California, Health Plan of San Joaquin, Kaiser Permanente, University of the Pacific, Business Council and Greater Stockton Chamber of Commerce. Its purpose is to engage local health, business and education leaders to work together to solve common problems.</p> <p>Community Health Forum</p>	<p>The Community Health Forum provides a venue for health care leaders to collaborate on problems that require community-wide solutions. The work of the Forum is distinctive and does not replicate other community health efforts.</p> <p>The Community Health Forum:</p> <ul style="list-style-type: none"> •Builds trust among community health leaders •Offers a venue where open dialogue takes place •Is where meaningful issues are discussed •Recognizes issues that are the “common enemy” of all providers and seeks solutions •Does not duplicate other community efforts 	<p>For 12 years, Community Health Forum has convened over 1,000 health, education and business leaders and community participants in annual large group forums to address issues ranging from physician shortages, health care workforce preparation and retention, health care reform, worksite wellness and community health assessments. Successful outcomes include coordination of San Joaquin Delta College Nursing Program and area hospitals, improved coordination of nursing and psych tech clinical placements at area hospitals, a Health Careers Pathways Program, support for educational programs, including HEAL (Health Education and</p>	<p>Lita Wallach Director Community Health Forum and Wallach and Associates 209-210-8898 lita.wallachconsult@gmail.com</p>

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	presents conferences and workshops to the broader San Joaquin Valley Community on issues related to health workforce, health policy (including health care reform) and other community health issues.		Leadership with a local elementary school in Stockton. CHF also serves as a common platform for issues and planning, including CDCR (California Department of Corrections and Rehabilitation) impact in San Joaquin County and the northern San Joaquin Valley.	
HEALTHCARE WORKFORCE				
Healthcare Career Pathways	To improve the healthcare educational pathways to careers in the northern part of the Central Valley with special focus on San Joaquin, Stanislaus, Calaveras and Merced counties. A team of educators from secondary, community college, four-year universities and medical schools convene with area health practitioners and administrators to improve the pathway on issues such as articulation of courses, knowledge of healthcare careers, workforce trends, experiential learning opportunities such as job shadows.	To improve communication among area educators from high school through medical and allied health educational institutions and health practitioners that will result in student success at the primary, secondary, college, medical school levels and ultimately produce a healthcare career-ready workforce.	Course articulation successfully achieved for area high schools with San Joaquin Delta College, include medical terminology. HCCP team meetings provide educations with knowledge about emerging healthcare jobs, including Psych Tech, Allied Health (Sonography, Radiography, Nuclear Medicine, Phlebotomy) physician training program at San Joaquin General Hospital and other training opportunities.	Lita Wallach Health Care Career Pathways Team Lead 209-210-8898 lita.wallachconsult@gmail.com