

HEALTH ACTION

A 2020 VISION FOR SONOMA COUNTY

Mendocino County CHIP Workgroup

September 15, 2016

Brian Vaughn, MPH

Director – Health Policy, Planning & Evaluation Division

Sonoma County Department of Health Services

Health Action Historical Timeline

**Health Action
established
2007**

Health Action Historical Timeline

**Health
Action
established
2007**

**Action Plan
2009-2012**

**Action Plan
2013-2016**

**Action Plan
2017-2020**



Action Plan
2009-2012

Initial Community Engagement Phase

- Convened key stakeholders within and outside health system
- Reviewed data to assess key needs (e.g., primary care)
- Built community awareness campaigns to engage community partners and residents in health.

iGROW
sonoma

iWALK
sonoma

iWORKwell
SONOMA COUNTY

Action Plan
2013-2016

Strategy Development for Systems Change

- Established cross-sector subcommittees and place-based Chapter network & initiated pilots for proof of concept
- Spearheaded *A Portrait of Sonoma County* to focus on social determinants of health and health equity
- Developed policy objectives to advance population health – e.g., tobacco, early childhood
- Initiated discussions on innovative financing, prevention-focused investments, linkages with Upstream Investments

HEALTHACTION

A 2020 VISION FOR SONOMA COUNTY

UPstream
INVESTMENTS
SONOMA COUNTY

**A PORTRAIT OF
SONOMA COUNTY**

SONOMA COUNTY HUMAN DEVELOPMENT REPORT 2014

HEALTHACTION

A 2020 VISION FOR SONOMA COUNTY

COUNCIL

Steering
Committee

Catalyst Team



Committee for
Healthcare
Improvement



Cradle to Career



Economic Wellness

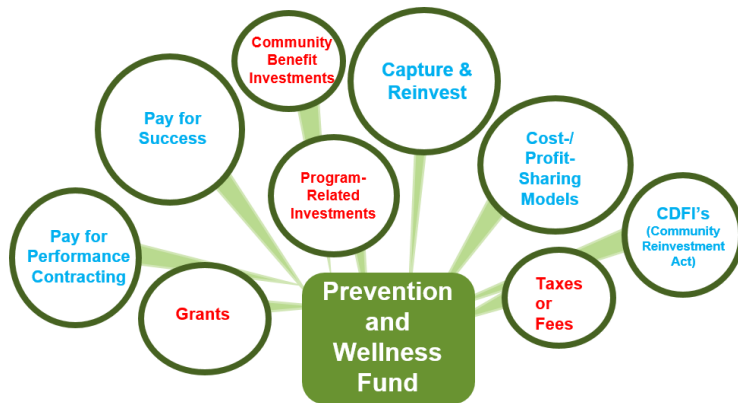
PLACE-BASED STRATEGY:
Health Action
Chapters

LOCAL POLICY:
City Council
Liaisons

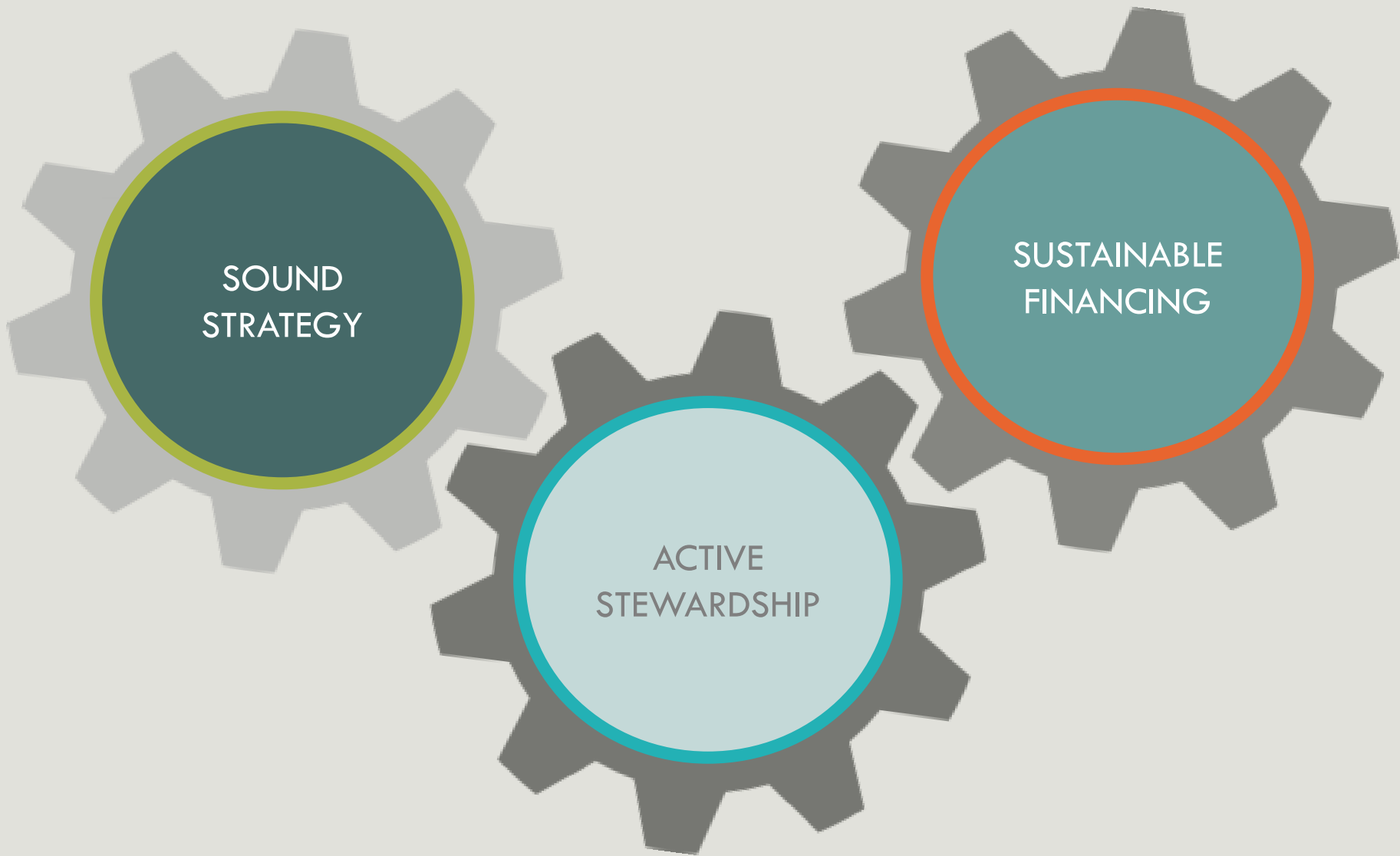
Action Plan 2017-2020

Solidify & Institutionalize Systems Change

- Leverage cross-sector subcommittees and place-based Chapter network for action and stewardship
- Focus investments on social determinants of health and health equity
- Steward policy objectives to advance population health with a focus on prevention and upstream principles
- Develop and implement Health Action Business Plan to establish a Wellness Fund and use innovative financing methods



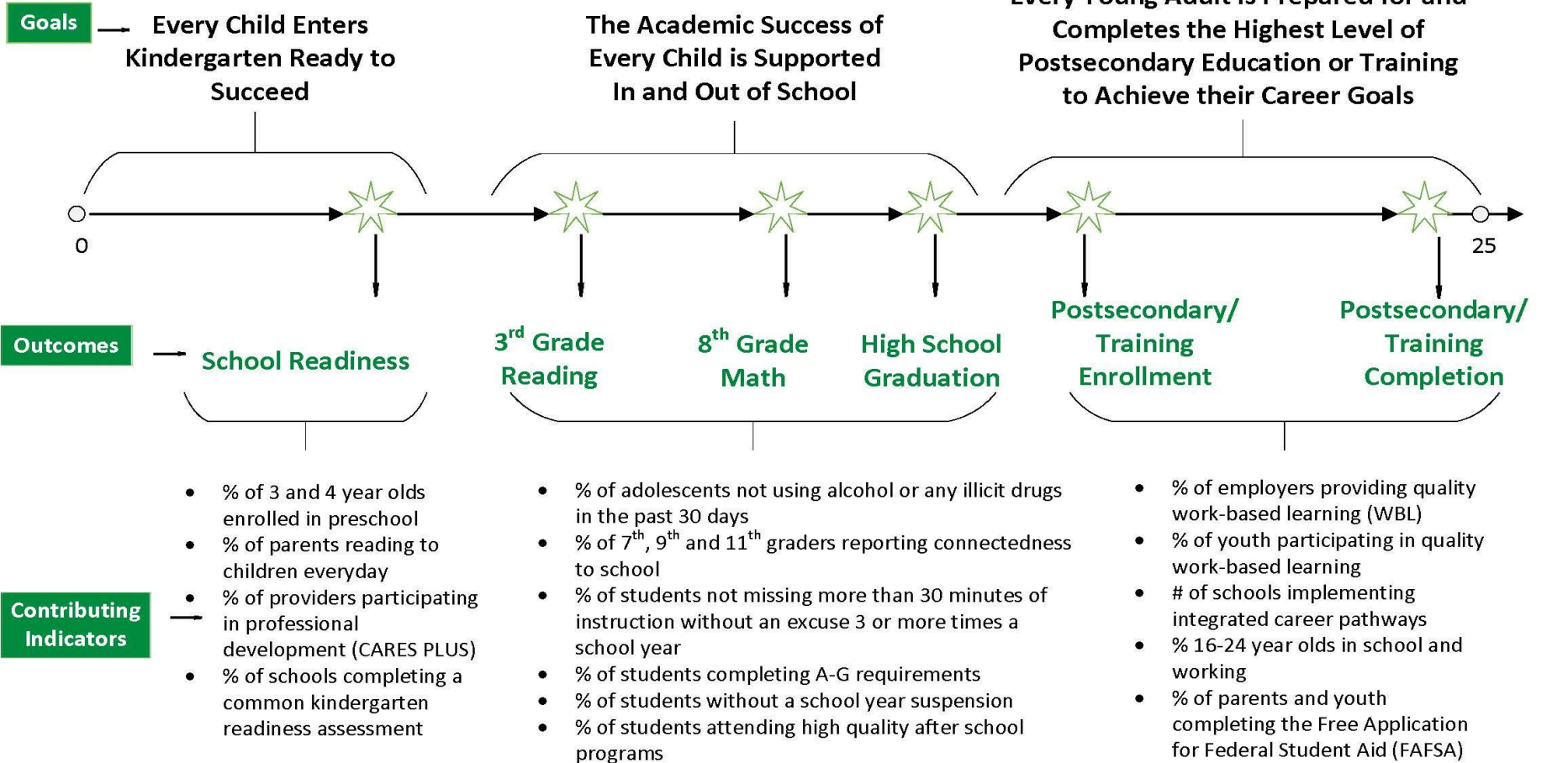
Balanced Portfolio –
Mix of **Traditional** & **Innovative** Funding Mechanisms



CRADLE TO CAREER

S O N O M A C O U N T Y

Goals, Outcomes and Contributing Indicators



Lessons Learned

- A future for population health promotion
- Strong backbone
- Clear outcomes and roles
- Long-term vision and investment
- Creative financing
- Start with easy wins