



Building
Healthy
Communities
2020 Goals



We Want Healthy Communities...

How will we get there?





Campaign Goals

health happens 
here
In Neighborhoods

health happens 
here
With Prevention

health happens 
here
In Schools



2020 Goals: We Want Health in Every School



Goal #1: Increase social-emotional and physical health practices in schools statewide.

Goal #2: Win increases in funding for school health strategies through the Local Control Funding Formula (LCFF) in all BHC sites.



- Reduce by 10% suspensions and expulsions in 8 BHC sites by 2014 and reduce by 25% in 2016 with a particular focus on boys of color.
- Implement positive school discipline policies as alternatives to punitive policies in targeted schools in at least 8 BHC sites March 2014.

SCUSD adopted Positive School Climate and School Discipline Policies June 2014

- Ensure implementation to increase access to drinking water and nutritious food in accord with state and federal guidelines in targeted schools in all 14 BHC sites by March 2014.

Healthy Foods Task Force; Growing Together and CA Food Literacy Center



- Establish the number of k-12 schools involved in BHC that utilize a comprehensive, school-based health delivery model in at least 4 BHC sites by March 2014.

Hiram Johnson's Health Center; Connect Center

- Implement school wellness policies to support adoption of safety, healthy food, beverage and physical activity throughout the day as indicated by support by community and parent stakeholders in 14 BHC school districts by 2014.

Healthcorps coordinators; District's PE coordinator; Healthy Food Task Force



2020 Goals: We Want Health in Every Neighborhood



Goal #1: Incorporate health equity principles in land use policies, at the city, county, or regional level in all BHC sites.

Goal #2: Increase opportunities and support for underserved youth and young men of color so that more youth stay in school and in the community.



- Win at least 2 physical improvements in neighborhood conditions (e.g. parks, bike lanes, soccer fields, gardens) to promote safety and health in each BHC site by March 2014.

Traffic signal (\$500K); school gardens; McClatchy Park improvements; health clinic; WCW running path

- Support the development, promotion and implementation of community-informed practices toward addressing trauma and strengthening healing approaches in key systems in 6 BHC sites.

Healing circles; trauma informed trainings



2020 Goals: We Want Health Care For All

Goal #1: Enroll two million children and adults in Medi-Cal by 2020.

Goal #2: Win health coverage for the undocumented at the county level across the state.

Goal #3: Increase the number of persons trained and supported as primary care practitioners in underserved areas.





- Develop and fund enrollment strategies to reach men of color in all 14 BHC sites by March 2014.

Community Health Navigators; Sac Covered



We Want Healthy Communities...

How will we get there?

The “How”

Drivers of change:

- Change narrative
- Youth leadership
- People power
- Collaboration
- Partnerships

HHH Campaigns:

- Schools
- Neighborhoods
- Prevention

Goals:

- Health in every School
- Health in every Neighborhood
- Health Care for All





Drivers of Change





Drivers of Change

People Power

Narrative Change

Youth Leadership

Partnerships

Collaboration





People Power: 2020 Goals



People Organize

1. Increase by 30% the number of residents actively organizing on health issues.
2. Grow in strength and sustainability of advocacy and organizing networks focused on BHC issues.





People Power: Community Capacities in 2020

- Adult residents are in positions of influence & Authority across public, CBOs and private institutions
- Traditionally excluded residents have voice & power in local govt. & non-profit decision-making processes
- Pathways & structures are in place to support resident healing, leadership & development, and organizing, with residents leading efforts for local, regional, & statewide
- Local structures are in place (formal & informal) to support mobilizing resident voice and power
- Multi-race and inclusionary alliances build people power and deepen impact.





People Power

- Develop community organizing efforts that engage at least 200 adult residents in public decision-making processes in support of BHC in each of the 14 sites by March 2014.

Work of community organizers and neighborhood associations





Narrative Change: 2020 Goals



Shift attitudes about health

1. Challenge the conventional understanding of health: health doesn't just happen in a doctor's office.
2. Increase the number of education leaders who integrate health strategies in schools
3. Lift up the leadership of young men of color: change the perceptions of policymakers





Narrative Change: Community Capacities in 2020

1. People value health equity and inclusion. They understand social & physical environments influence health.
2. The dominant narrative recognizes historically marginalized communities as valuable members of the community and they are supported by policies, practices, and structures that ensure their inclusion.
3. Local structures--formal and informal--are in place to facilitate adult and youth residents to tell their own stories.





Youth Leadership:2020 Goals



Youth organize and leverage their power.

1. Engage 1,000 more young people in organizing on health issues
2. Improve health outcomes for participating youth leaders
3. Increase the number of youth organizations that incorporate trauma-informed, healing practices.





Youth Leadership: Community Capacities in 2020

1. Local Youth increasingly occupy positions of influence in the community
2. Pathways and structures are in place to support local youth healing, leadership development, and organizing.
3. Youth voice and leadership are incorporated in decision-making by public agencies and community based organizations.
4. Public and private institutions prioritize and increase funding to promote healthy youth development, resiliency, & power.



Youth Leadership

Form health advocacy teams of at least 50 youth to bring youth voice to policymakers in each of the 14 sites by March 2014.

Youth participating in BMoC Legislative hearings; providing comment before the school board on school climate policies.





Partnerships: 2020 Goals



1. Establish partnerships among TCE, the Federal Reserve and major non-profit health systems/hospitals.
2. Establish 21 corporate partnerships.
3. Implement a national philanthropic alliance focused on boys & men of color.





Partnerships: Community Capacities in 2020

1. Community stakeholders in divested neighborhoods mobilize & **secure new forms of private capital** by building community development skills and fostering new relationships.
2. Community stakeholders **secure increased investment of public dollars across sectors to address the social determinants of health** and all the opportunities, resources, and services people and communities need to be healthy in disinvested neighborhoods.
3. Local residents are directly engaged in the implementation and governance of partnership agreements to reinforce their power and to maximize the potential for sustainability





Partnerships Examples:

- Apply for other Grants
- Federal Reserve Healthy Communities Summit
- Purpose Built Communities (development project)
- Healthy Sacramento Coalition
- Sacramento Region Assets and Opportunities Network (help build families' financial resilience, stability, and success)





Collaboration:2020 Goals



1. Build new alliances and networks among:

- Policymakers
- Residents
- Organizing groups
- Business leaders
- System leaders
- Youth leaders



Collaboration: Community Capacities in 2020

1. Local govt. agencies, CBOs, residents, & other stakeholders work together to pursue shared outcomes and power.
2. Local structures and practices are in place to promote and sustain ongoing, inclusive and collective efforts to advance health equity.
3. **Coalitions, collaborations, and other structures are in place to support innovative advocacy approaches to advance policy, systems, and changes in social norms.**
4. Local policies, practices, and structures promote equity and inclusion of historically marginalized populations.
5. Community stakeholders (nonprofit organizations, systems leaders, and policy makers) integrate an equity lens in policy development and practice.