

A Portrait of Sonoma County

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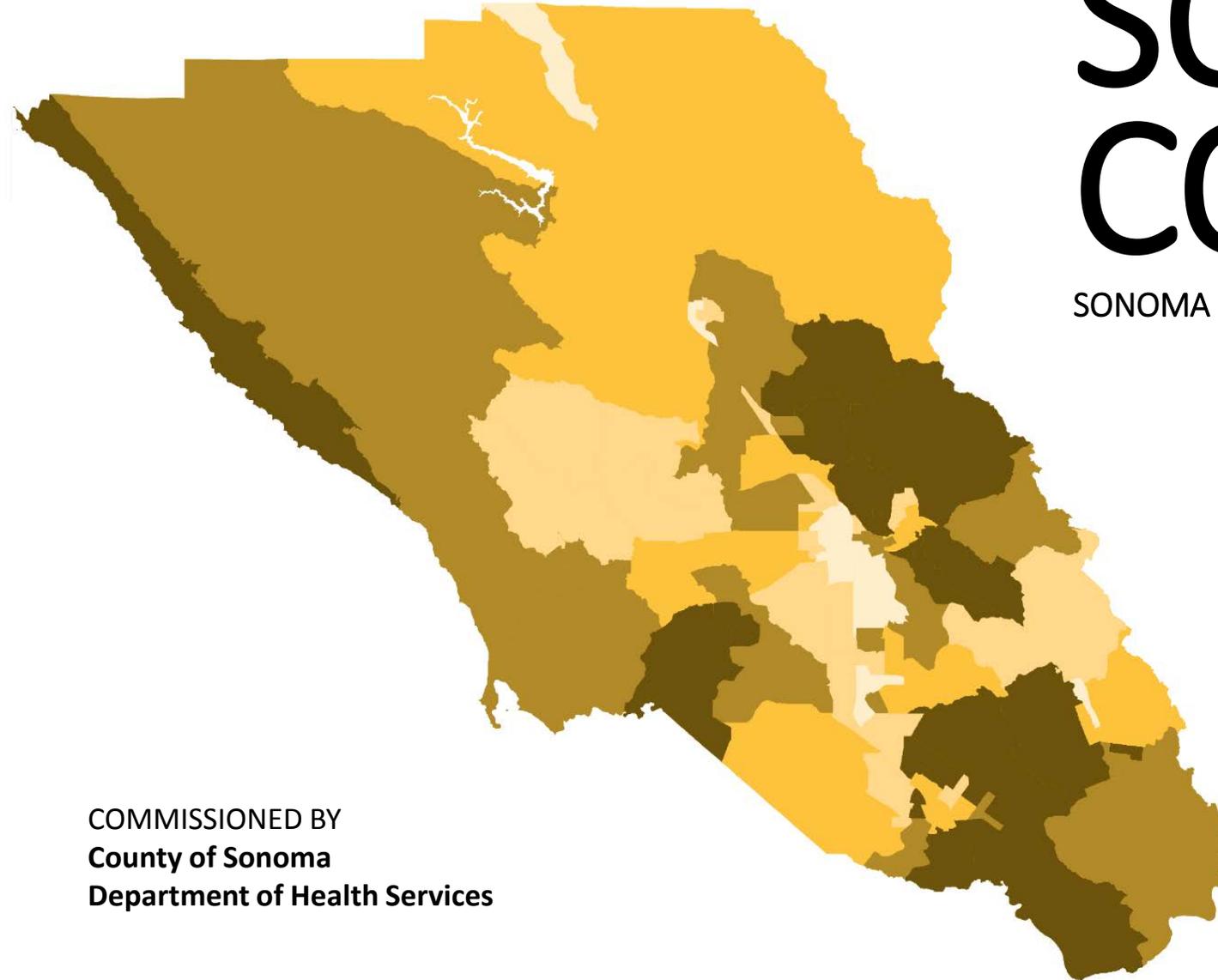
Overview

- A Portrait of Sonoma County Report
- Health Action
- Upstream Investments



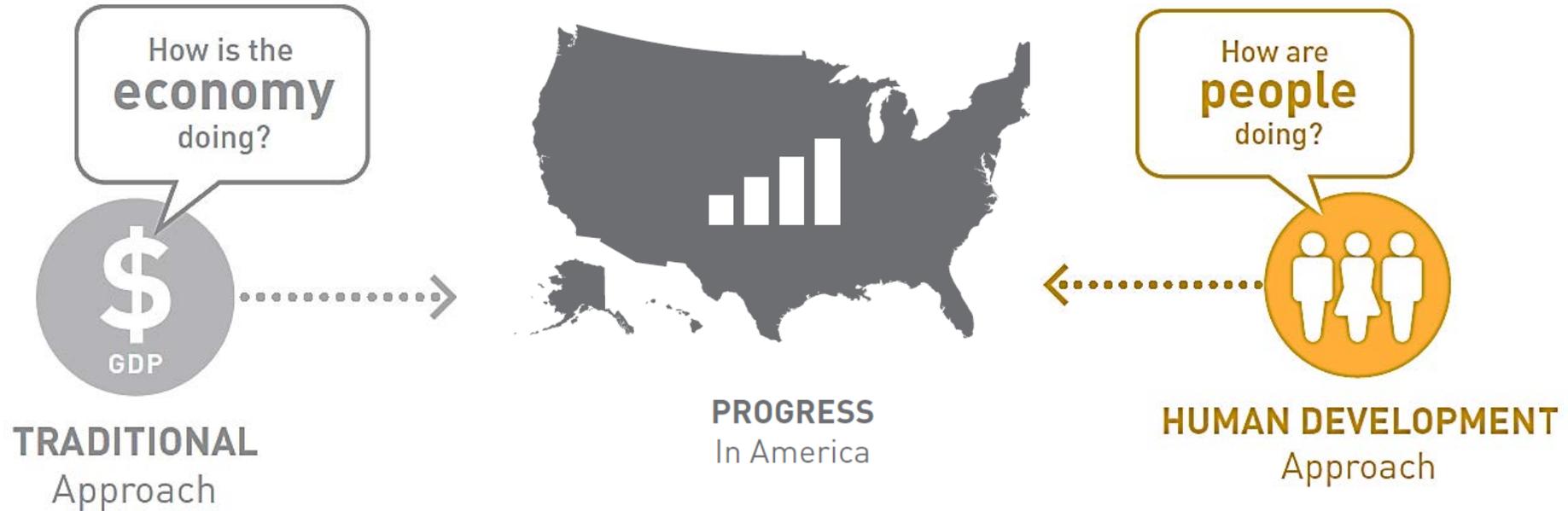
A PORTRAIT OF SONOMA COUNTY

SONOMA COUNTY HUMAN DEVELOPMENT REPORT 2014

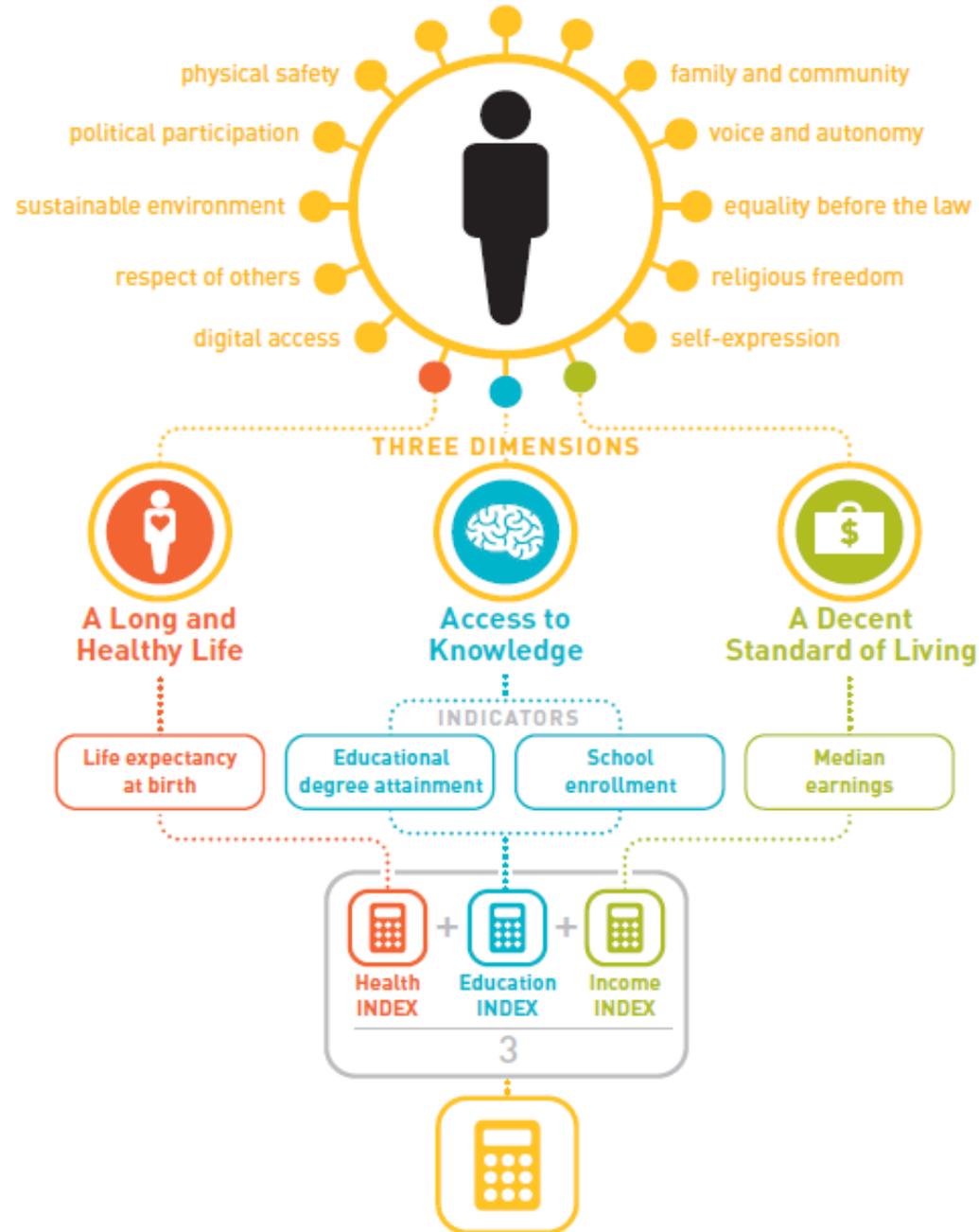


COMMISSIONED BY
County of Sonoma
Department of Health Services

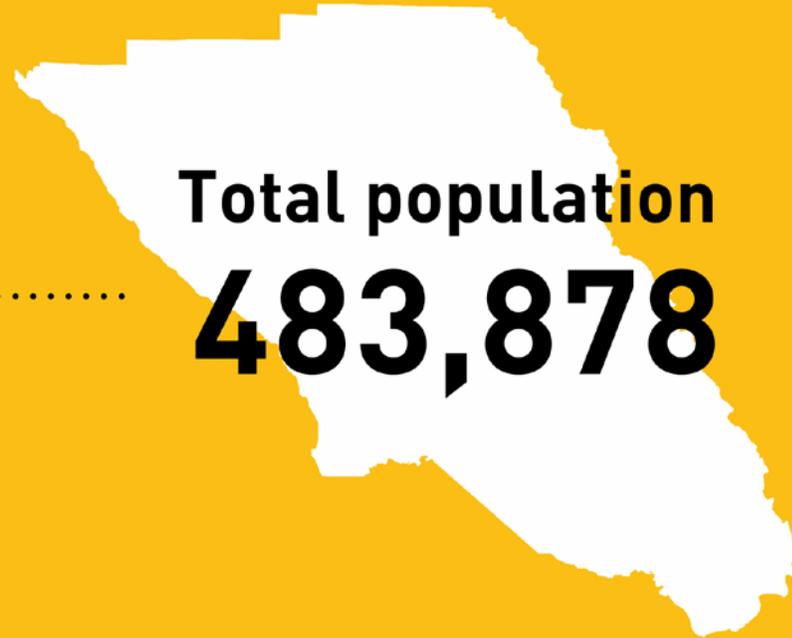
HUMAN DEVELOPMENT



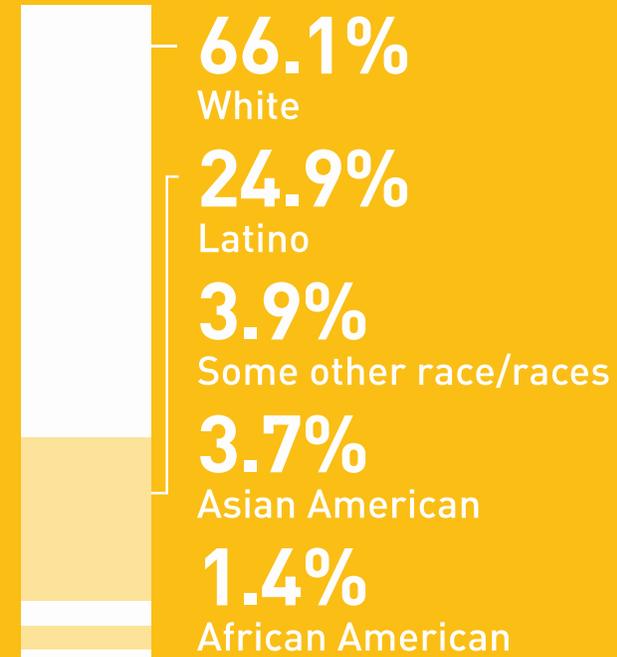
HOW IS IT MEASURED?



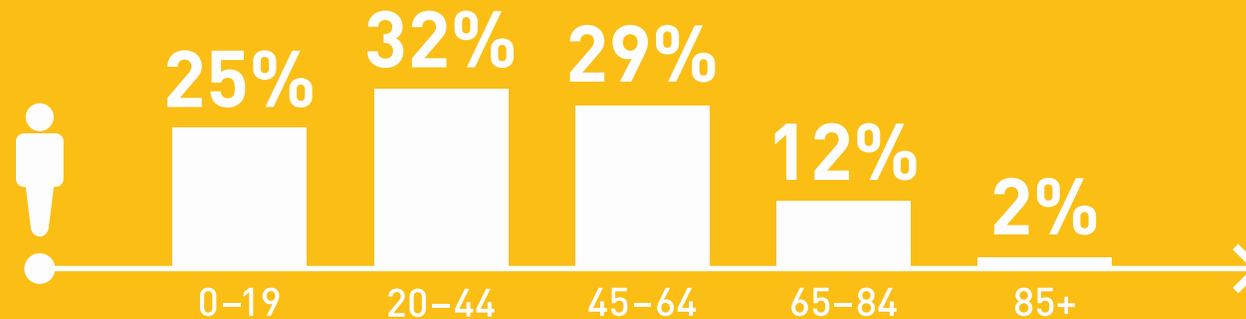
WHO ARE WE: KEY DEMOGRAPHIC DATA



RACE & ETHNICITY

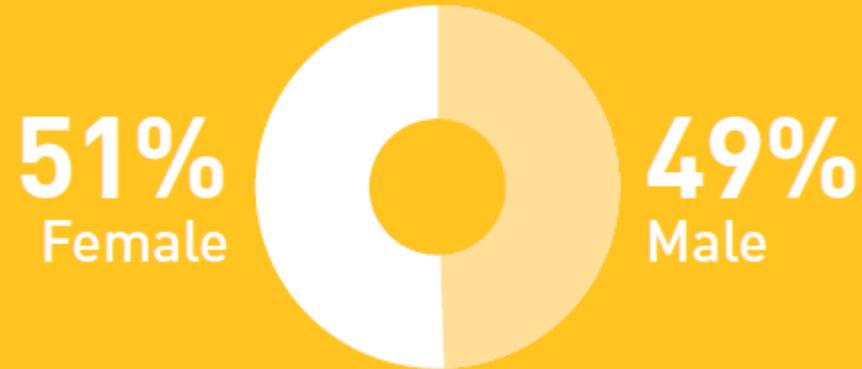


AGE



WHO ARE WE: KEY DEMOGRAPHIC DATA

GENDER

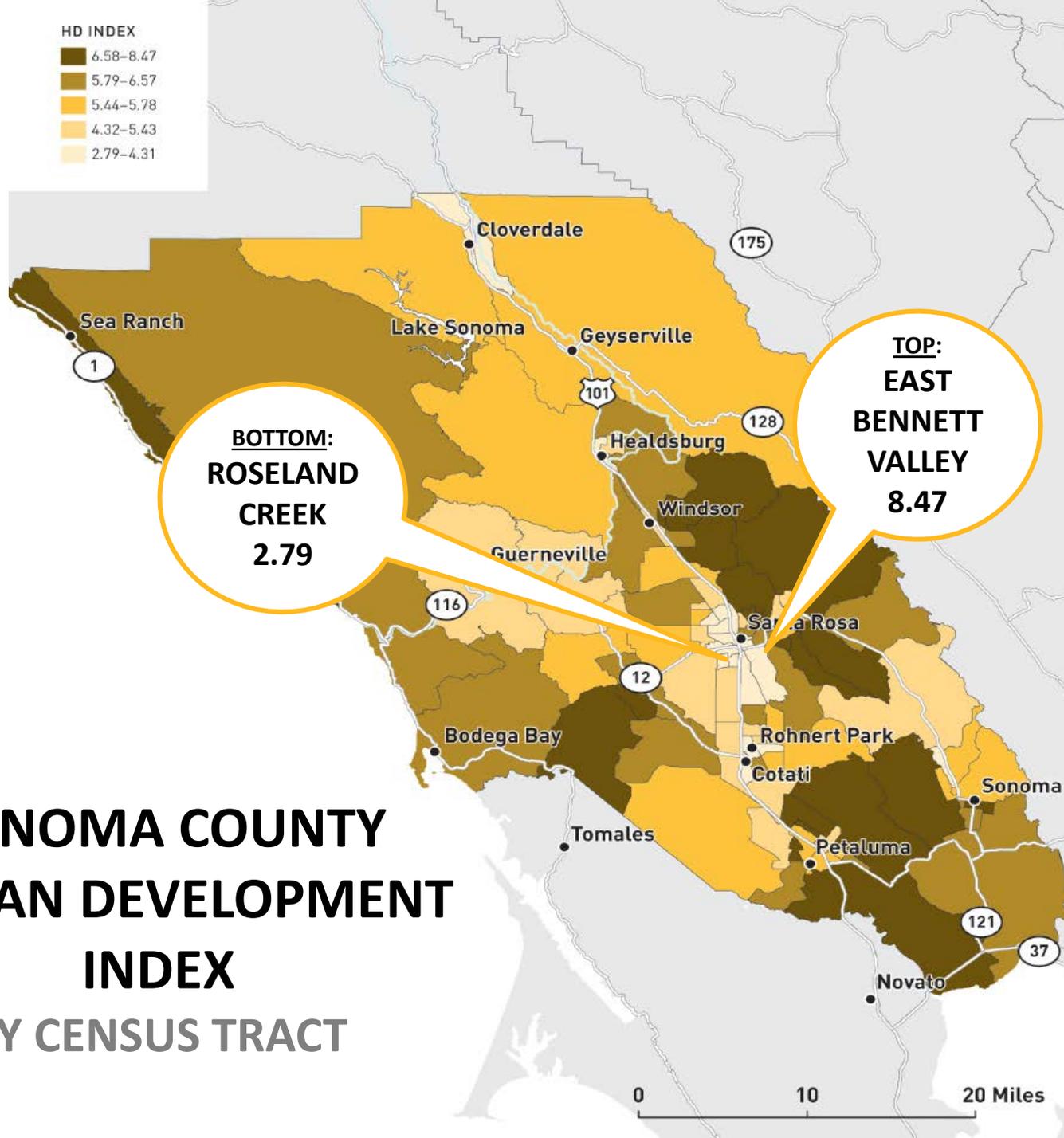
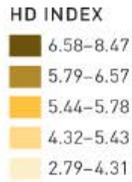


URBAN | RURAL



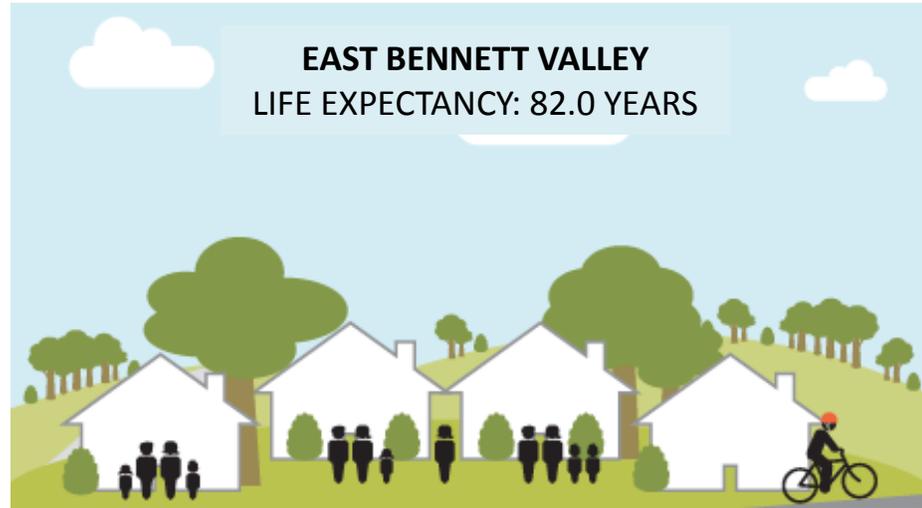
BIRTHPLACE



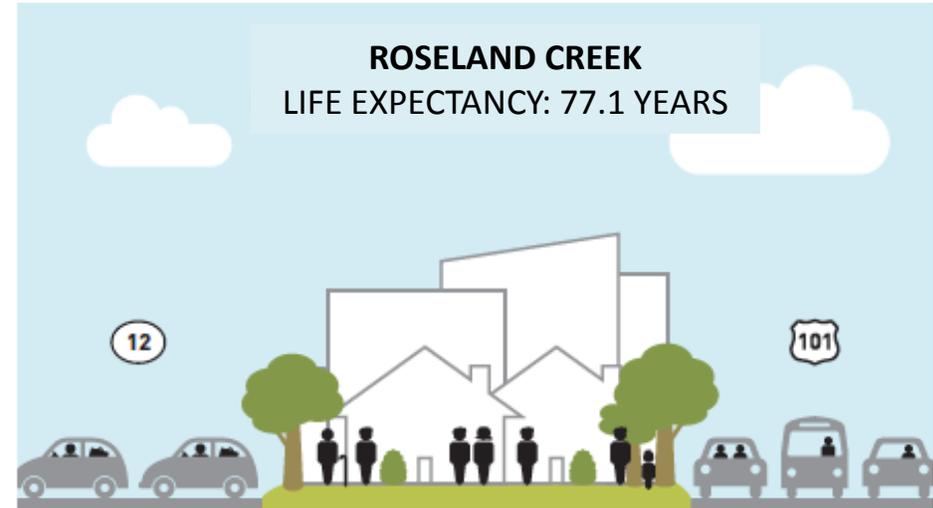


**SONOMA COUNTY
HUMAN DEVELOPMENT
INDEX
BY CENSUS TRACT**

A TALE OF TWO NEIGHBORHOODS



- **1.2%** living in poverty
- **extensive** parks and green space
- **58.6%** at least bachelor's degree
- **\$68,967** median personal earnings
- **61%** management occupations
- **92%** housing occupied by owner



- **16.5%** living in poverty
- **limited** parks and green space
- **8.6%** at least bachelor's degree
- **\$21,699** median personal earnings
- **11%** management occupations
- **42%** housing occupied by owner

SONOMA COUNTY HUMAN DEVELOPMENT INDEX BY RACE AND ETHNICITY

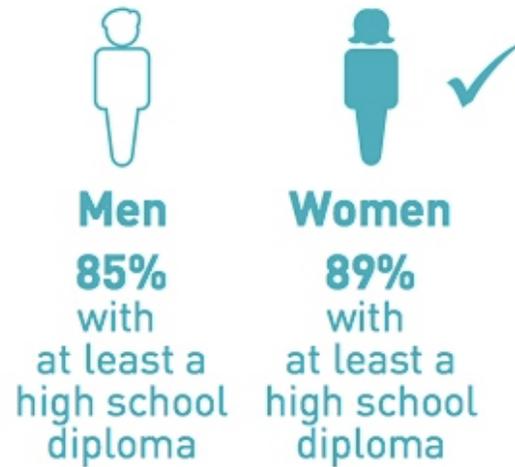
UNITED STATES	5.07
California	5.39
Sonoma County	5.42
Asian Americans	7.10
Whites	6.01
African Americans	4.68
Latinos	4.27

SONOMA COUNTY HUMAN DEVELOPMENT INDEX BY GENDER

HEALTH

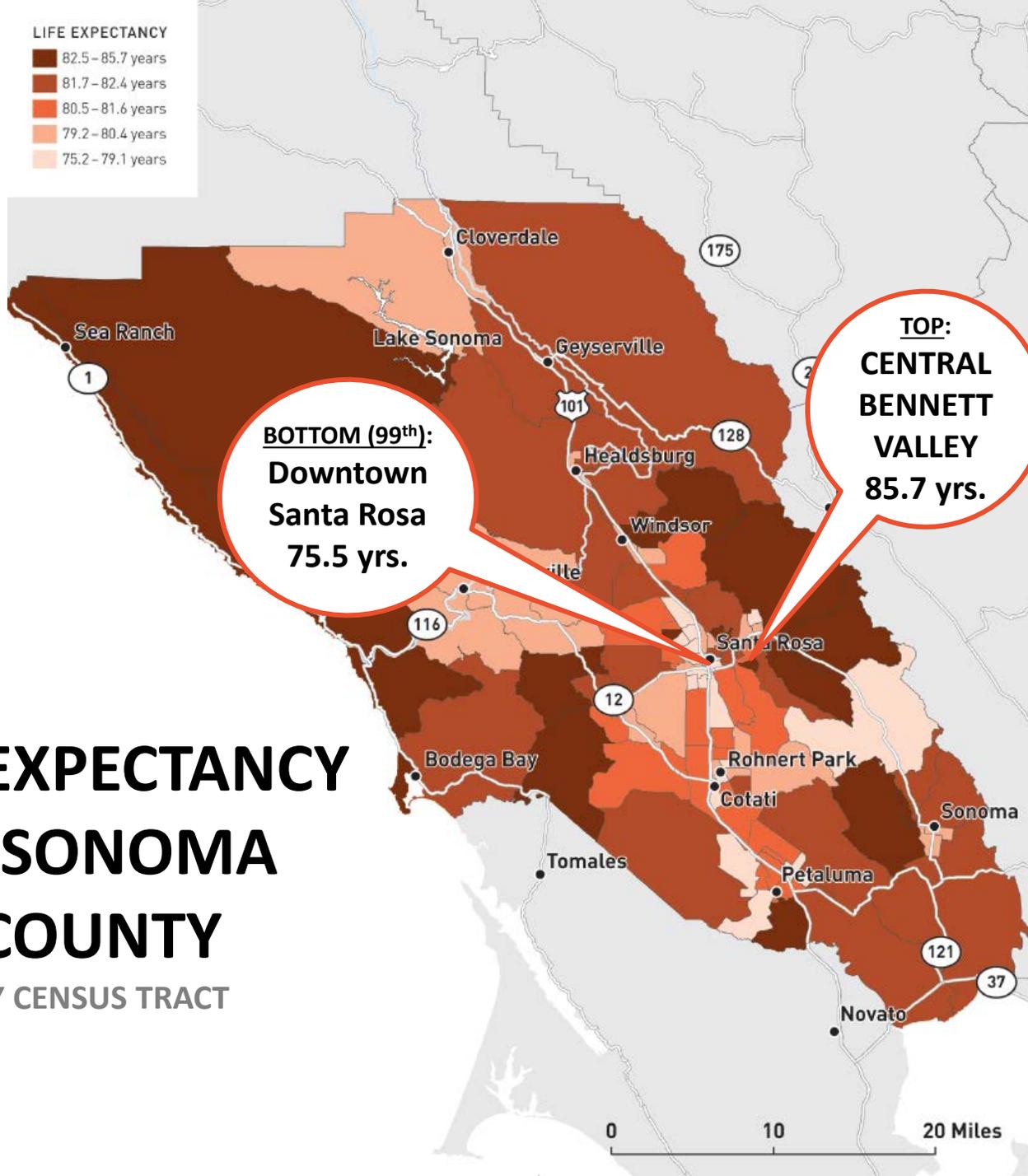


EDUCATION



EARNINGS





**BOTTOM (99th):
Downtown
Santa Rosa
75.5 yrs.**

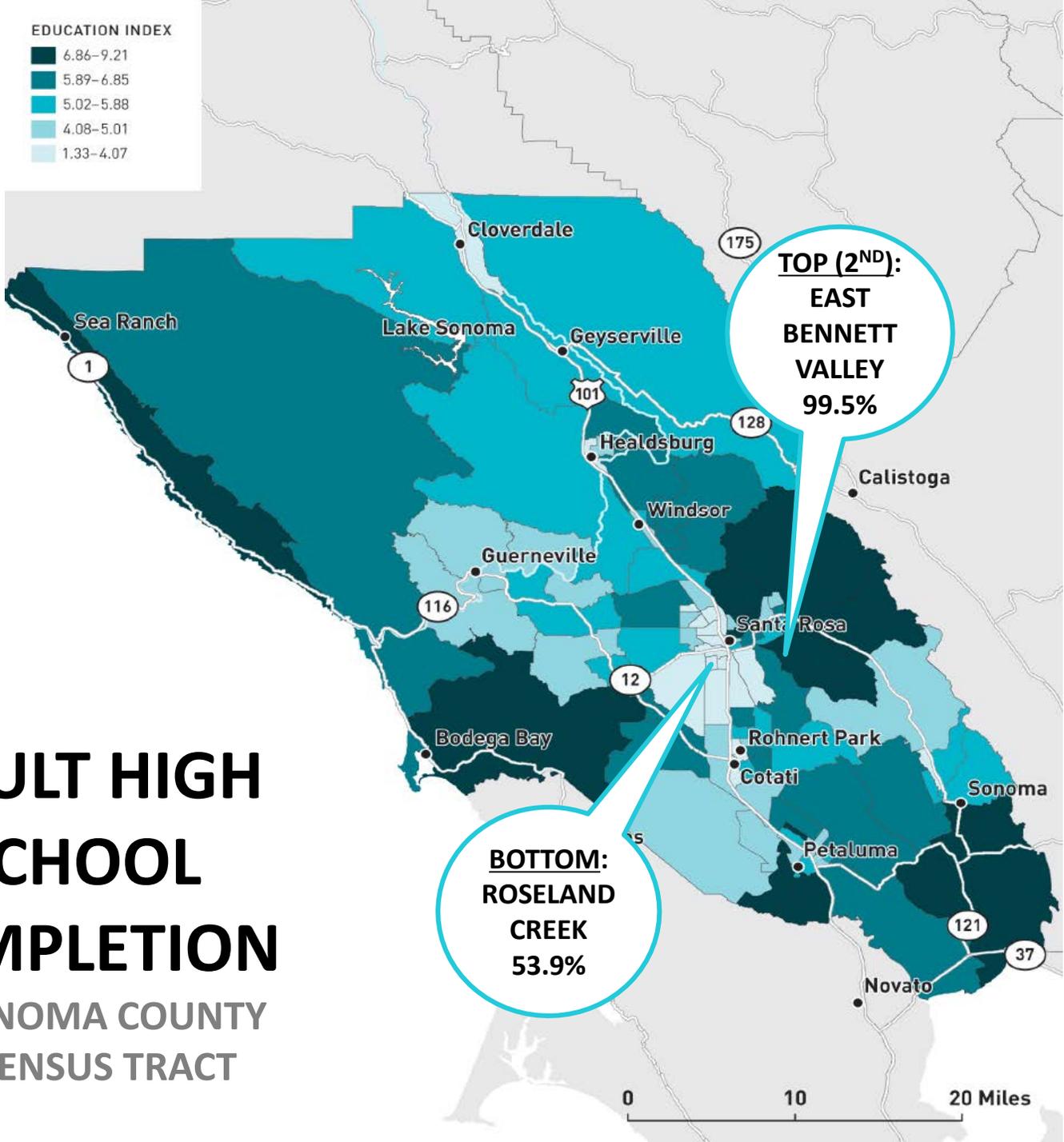
**TOP:
CENTRAL
BENNETT
VALLEY
85.7 yrs.**

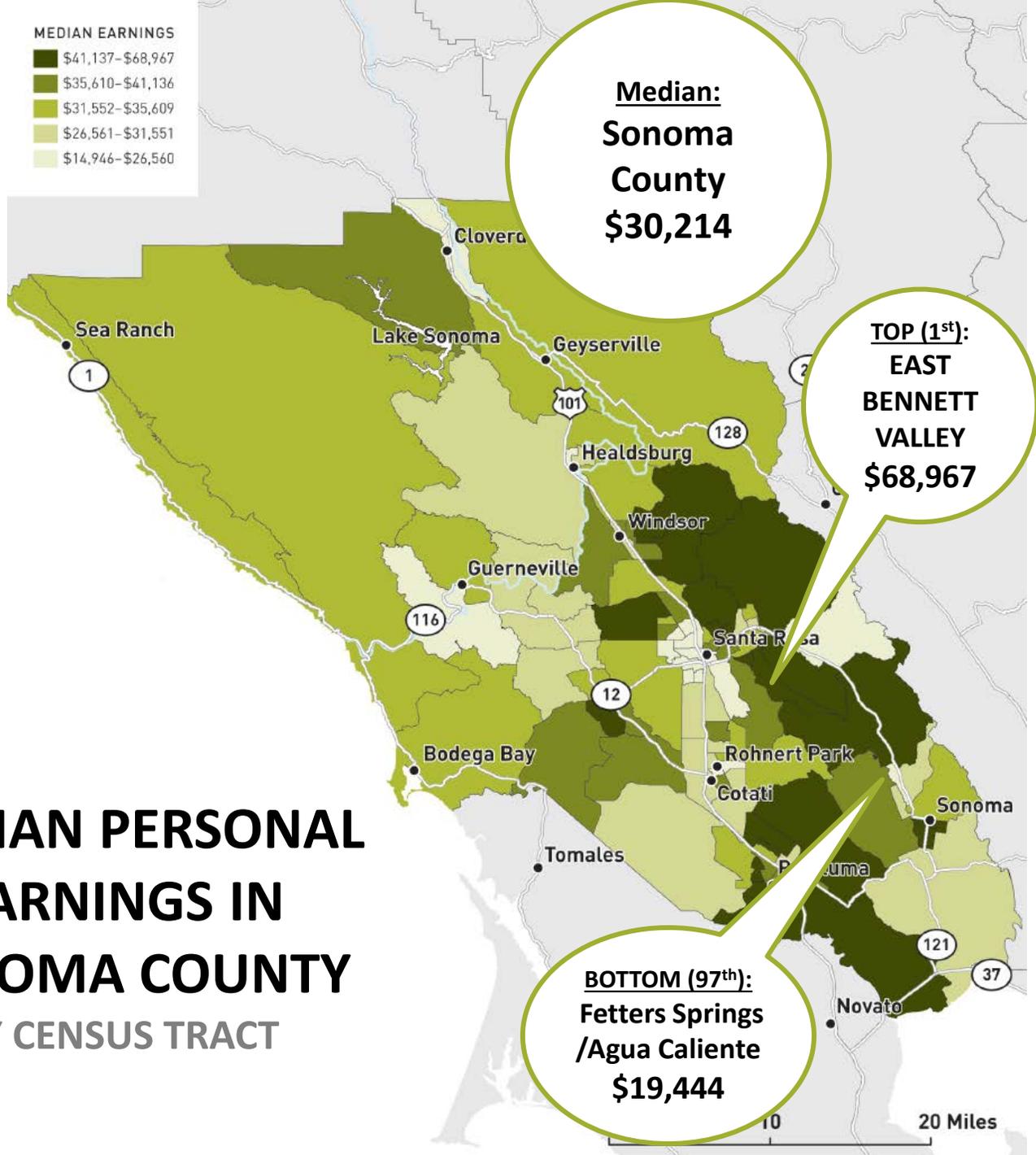
**LIFE EXPECTANCY
IN SONOMA
COUNTY**
BY CENSUS TRACT

EDUCATION INDEX

- 6.86-9.21
- 5.89-6.85
- 5.02-5.88
- 4.08-5.01
- 1.33-4.07

ADULT HIGH SCHOOL COMPLETION IN SONOMA COUNTY BY CENSUS TRACT





**Median:
Sonoma
County
\$30,214**

**TOP (1st):
EAST
BENNETT
VALLEY
\$68,967**

**BOTTOM (97th):
Fettters Springs
/Agua Caliente
\$19,444**

**MEDIAN PERSONAL
EARNINGS IN
SONOMA COUNTY
BY CENSUS TRACT**

AGENDA FOR ACTION





AGENDA FOR ACTION:



- Redouble anti-smoking efforts
- Improve neighborhood conditions to facilitate healthy behaviors
- Mend the holes in the safety net for undocumented immigrants



- Make universal pre-school a reality
- Address inequality at education's starting gate
- Prioritize on-time high school graduation
- Reduce youth disconnection from school and work
- Boost educational attainment for higher earnings
- Improve pay and quality of low-skill jobs



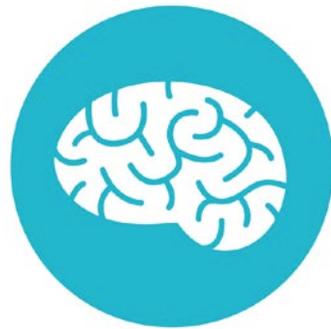


Why Is This Report Important?

- Unmet potential
- Opportunity gap
- Demographic shifts
- Return on Investments

HEALTHACTION

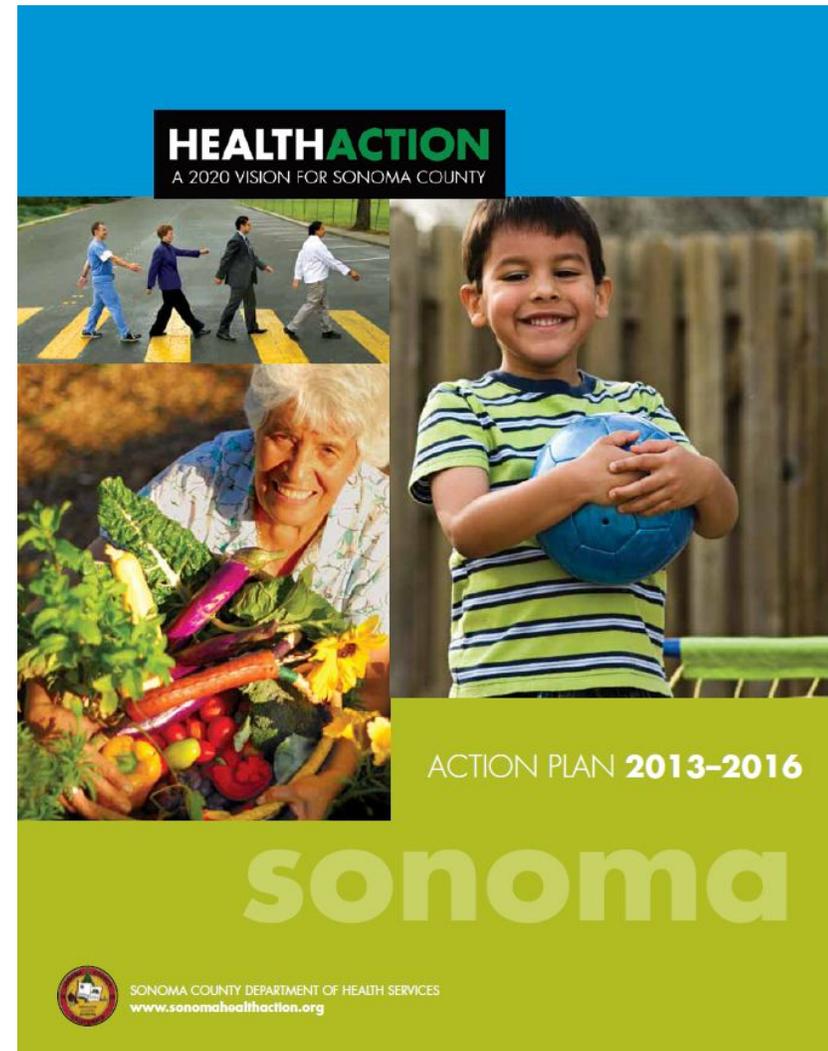
A 2020 VISION FOR SONOMA COUNTY



<http://www.sonomahealthaction.org/>

Health Action Goals

- Youth graduate from high school on time.
- Families have the economic resources to make ends meet.
- Residents are connected to their communities and participate in community life.
- Residents eat healthy food.
- Residents are physically active.
- Residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs.
- Resident enjoy good mental health.
- Residents take steps to prevent injury.
- Residents have health care coverage.
- Residents are connected with a trusted source of prevention-focused primary care.



GOALS	INDICATOR	BASELINE 2008	STATUS 2012	TARGET 2020
Sonoma County youth graduate from high school and are prepared to succeed	Percent of 9th graders who graduate from high school 4 years later	72%	81%	90%
	Percent of Sonoma County 3rd graders who are proficient or advanced in English language arts	46%	46%	80%
Sonoma County families have the economic resources to make ends meet	Percent of Sonoma County residents that live in households above 300% of the federal poverty level	61%	57%	75%
	Percent of renters who spend 30% or more of household income on rent	52%	59%	25%
Sonoma County residents are connected to their communities and participate in community life	Percent of eligible voters who are registered to vote	74%	76%	90%
	Percent of residents who volunteer each year	--	36%	50%
Sonoma County residents eat healthy food	Percent of Sonoma County residents who eat 5 or more fruits and vegetables per day	56% (adults)	*	75%
	Percent of Sonoma County adults who are obese	24%	19%	15%
Sonoma County residents are physically active	Percent of adults who reported getting no leisure time physical activity in the past 30 days	--	15%	0%
	Percent of 7th graders that achieve the Healthy Fitness Zone for all 6 areas of the annual California Physical Fitness Test	35%	29%	75%
	Percent of commuters who use active transportation (walk, bike or public transit) to travel to work	7.2%	4.7%	20%

GOALS	INDICATOR	BASELINE 2008	STATUS 2012	TARGET 2020
Sonoma County residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs	Percent of adolescents (12-17 years) not using alcohol or any illicit drug during the past 30 days	55%	73%	90%
	Percent of adults binge drinking alcoholic beverages during the past 30 days	20%	*	6%
	Percent of adults smoking a cigarette in the past 30 days	13%	14%	10%
Sonoma County residents enjoy good mental health	Percent of adults who report needing help for mental/emotional problems who saw a mental health professional	50%	59%	75%
	Suicide deaths for Sonoma County youth ages 10-24 (annual number)	6	4	0
Sonoma County residents take steps to prevent injury	Rate of deaths due to motor vehicle collisions (deaths per 100,000)	11.7	9.4	9.2
	Rate of pedestrian deaths (per 100,000)	1.4	1.1	1
	Rate of hip fractures for women ages 65+ (hospitalizations per 100,000)	811	759.9	700
Sonoma County residents have health care coverage	Percent of persons under age 65 with health insurance	85%	80%	100%
Sonoma County residents are connected with a trusted source of prevention-focused primary care	Percent of Sonoma County residents with a usual source of care	92.3%	86%	96%
	Percent of Sonoma County children who have had a dental visit in past year	83%	93.1%**	90%

*No new data available

**Response option changed from "1 year [or more]" to "More than 1 year" in 2009

Health Action Priorities 2013-2016



Health



Education



Income



Health:
Committee for Healthcare Improvement



Cardiovascular Disease Risk Reduction Initiative

- Increased screening for CVD risk factors
- Increased/improved control of hypertensive patients
- Increased smoking cessation/lifestyle intervention
- Target populations at highest risk: patients with diabetes, hypertension, and CVD risk factors and adult and youth smokers



AGENDA FOR ACTION:



Re-double anti-smoking efforts

Evidence-based local tobacco control policies

- Adopt Smoke-free Indoor and Outdoor Public Places
- Pass Smoke-free Indoor and Outdoor Multi-unit Housing
- Enact Local Tobacco Retailer Licensing

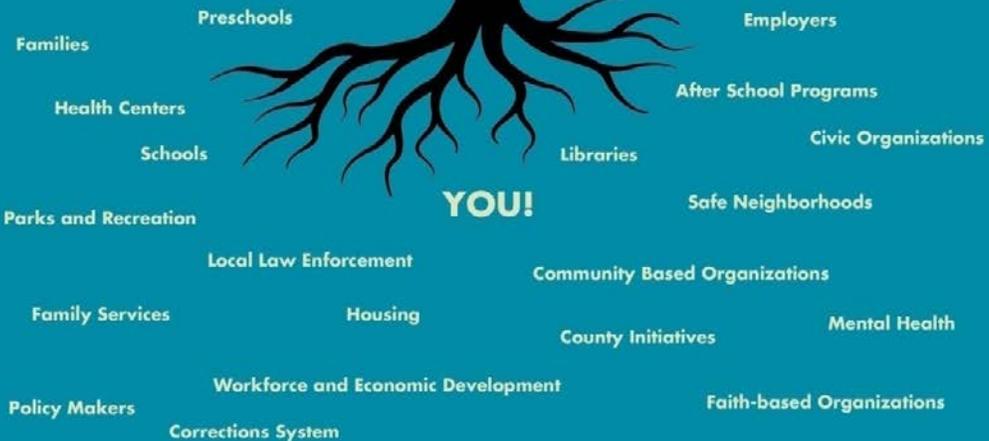


**Education:
Cradle to Career**

GROW THE SOLUTION!



STRONG FAMILIES SUCCESSFUL STUDENTS HEALTHY COMMUNITY WORLD-CLASS WORKFORCE THRIVING ECONOMY



CRADLE TO CAREER
SONOMA COUNTY

Vision of Cradle to Career:
Strong families; Successful Students;
World-class Workforce; Thriving
Economy... Healthy Community

Our commitment to assuring
students:

- Graduate from High School
- Earn more money over a lifetime
- Have better health outcomes
- Contribute to the economic, social and cultural life of the community



Goal 1 Network Recommendations

- Family System – Reading Initiative/Campaign
- Community System – Access to Quality Preschool
- ECE System – Professional Development Opportunities
- K-3 System – Common Kindergarten Readiness Assessment



AGENDA FOR ACTION:



- **Increase access to quality preschool**
- **Address inequality at education's starting gate**
- Prioritize on-time high school graduation
- Reduce youth disconnection from school and work
- Boost educational attainment for higher earnings



Income:

Economic Wellness Initiative



Health Action Economic Wellness:



**Sonoma County families
have the economic resources to make ends meet**

1. Identify and support opportunities to retain and expand **quality jobs** in Sonoma County
2. Support opportunities for **mid-career retraining**
3. Design and promote **affordable, accessible, safe & healthy housing**
4. Provide support to promote **financial stability and independence**



AGENDA FOR ACTION:



- Mend the holes in the safety net for undocumented immigrants
- Reduce youth disconnection from school and work
- Boost educational attainment for higher earnings
- Improve pay and quality of low-skill jobs

UPSTREAM INVESTMENTS



Mission

Reduce financial and social costs.

Vision

- Uproot poverty
- Ensure equal opportunity
- Nurturing home and community

Invest
Early

Invest
Wisely

Invest
Together

Portfolio of Model Upstream Programs



25

Evidence-
Based
Programs



27

Promising
Programs



22

Innovative
Programs

HEALTH ACTION

A 2020 VISION FOR SONOMA COUNTY

A PORTRAIT OF SONOMA COUNTY

SONOMA COUNTY HUMAN DEVELOPMENT REPORT 2014

UPSTREAM 
INVESTMENTS