

## California Community Transformation Initiative (CACTI)

Marion Standish  
Program Director  
The Public Health Institute

### Overview

- ▶ To promote systems, policy and environmental change to reduce risk factors for cardiovascular and other chronic disease among residents living in 42 rural, urban and frontier counties in California

### Goals

- ▶ To maximize health impacts through prevention
- ▶ To reduce health inequities
- ▶ To build the evidence base that environmental change works

### Twelve Target Counties

- ▶ Rural Counties: Calaveras, Humboldt, Mendocino, Siskiyou and Tuolumne
- ▶ Non Rural Counties: Imperial, Madera, Merced, Monterey, Shasta, Solano and Tulare

## Strategic Directions

- ▶ Tobacco Free Living
- ▶ Healthy Eating and Active Living
- ▶ High Impact Evidence-based Clinical and Preventive Services
- ▶ Healthy and Safe Physical Environments

## Approach

- Environmental change to cut off the disease pipeline
- Multi-sectoral partnerships to build support for reach and impact across communities
- Policy change for impact and sustainability
- Data collection to demonstrate bending the cost curve and
- Story telling to make the case for why prevention matters.

## Transformation in How We Think About Health

- ▶ We can take an active role in our health
- ▶ Public and private sectors need to rediscover health.
- ▶ Personal responsibility extends to all sectors of society not just the individual.
- ▶ Increase how we value health
- ▶ All investments support health

## Contact Information

Marion Standish  
Public Health Institute  
mstandish@phi.org