

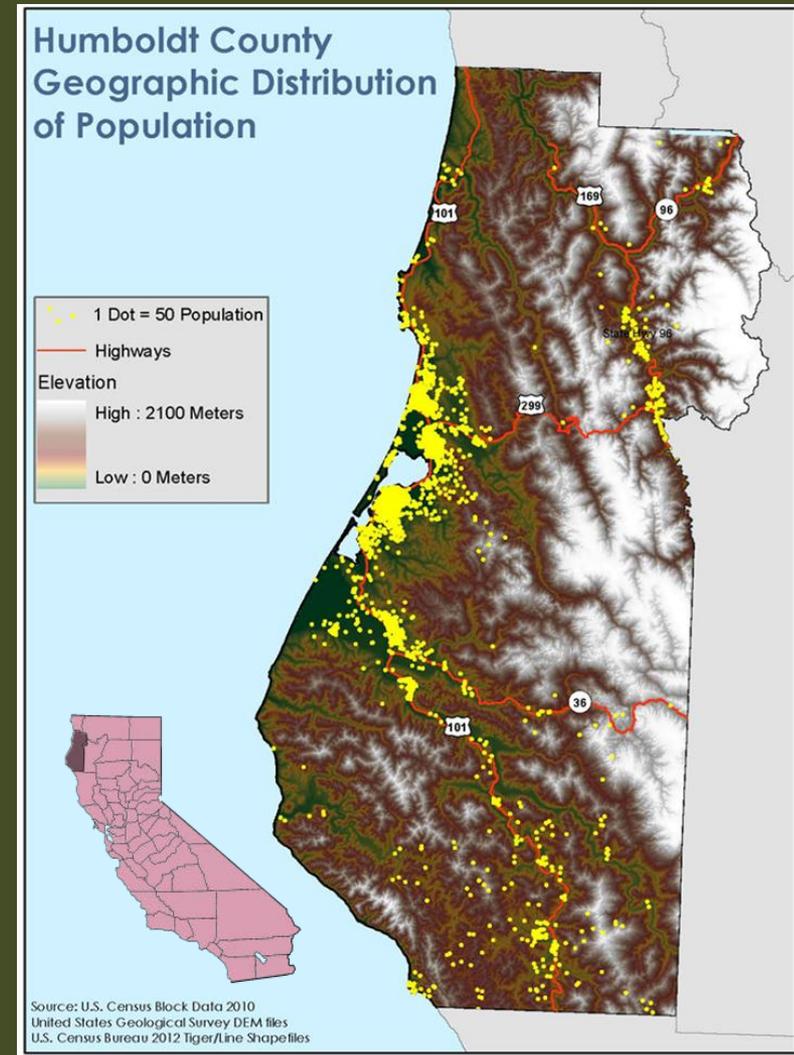
HUMBOLDT COUNTY'S JOURNEY

August, 2015

The Journey *is* the Destination

Humboldt County

- 136,000 people
- DHHS Public Health staff – 150



Humboldt County

- 7 incorporated cities with populations ranging from 400 – 27,000



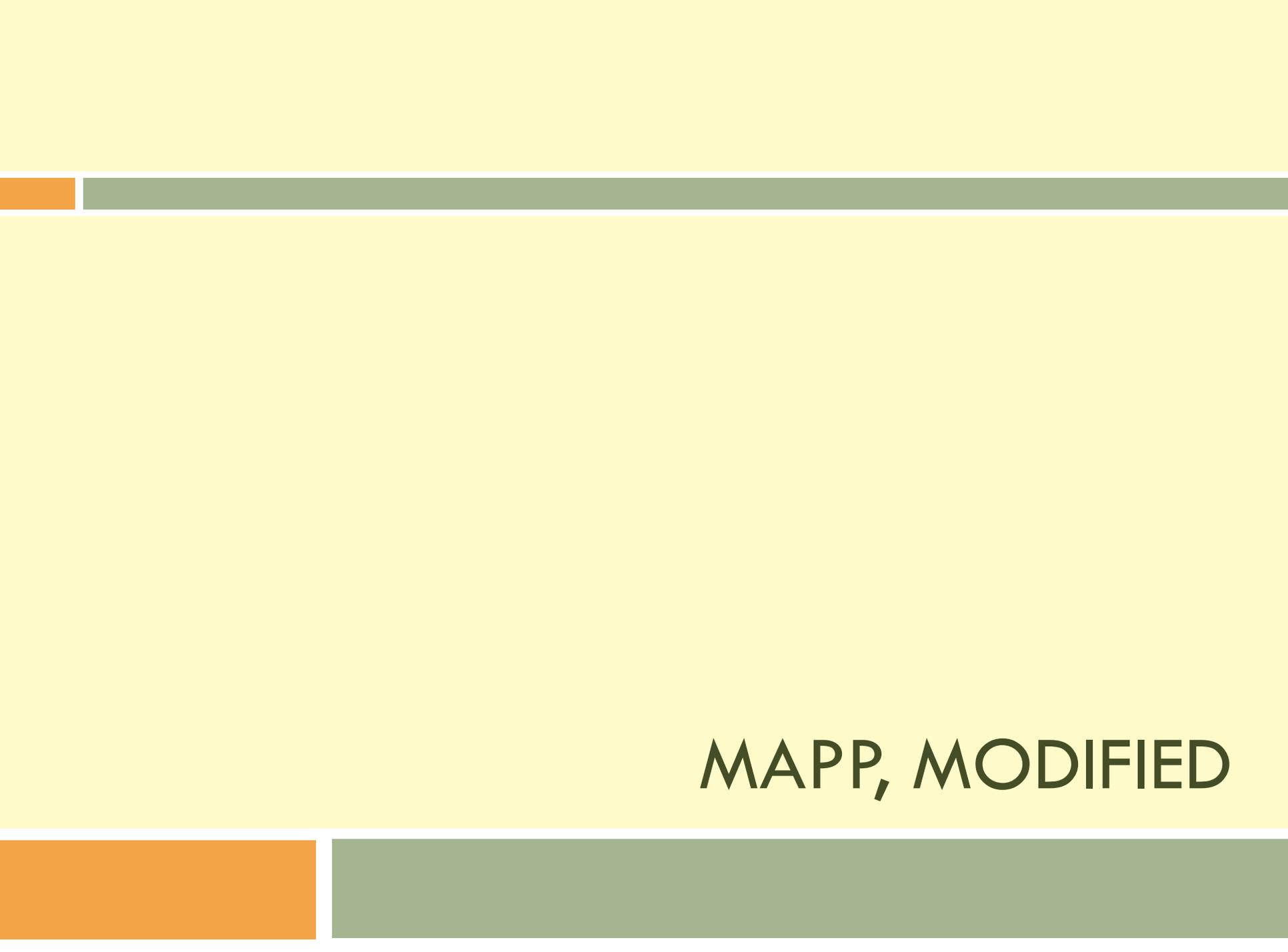
Ferndale



Eureka Boardwalk



Trinidad Lighthouse



MAPP, MODIFIED

The Process

Keep your
eyes on the
Standards

Standard 1.1.1

1. “...process included participation of partners outside of the health department...”
2. “...the partnership meets or communicates on a regular basis to consider new data sources ...”
3. Document the collaborative process used.

MAPP is not about rules ... consider them more as “guidelines”



The Process

We are already involved in many collaboratives

- Dental Advisory Group
- Humboldt Health Services Advisory Committee
- Hospital Preparedness Program
- CUPA Forum Board
- Family Resource Centers
- Hazardous Materials Resource Agency
- HumCAN
- CalFresh Task Force
- Healthy Humboldt Coalition
- Alcohol and Drug Awareness Program
- Humboldt Bike Month Coalition
- LatinoNet
- Communities of Excellence (Cx3)
- County Nutrition Action Plan
- Network for a Healthy California
- Child Abuse Prevention Coordinating Council
- Seeds of Understanding Speakers Council
- Humboldt Housing and Homelessness Coalition
- System of Care Planning Group
- Humboldt Allies for Substance Abuse Prevention (ASAP)
- Domestic Violence Coordinating Committee
- Southern Humboldt Working Together
- Youth Suicide Prevention
- United Indian Health Services
- Safe Routes to School Task Force
- Healthy Kids Humboldt

The Process

The CHA process can catalyze the formation of partnerships



The Process

Solicit input
and feedback
from our
partners

- What else should be included?
- Does the data appear accurate from your experience?
- Do you have data to add?
- Who else should we engage with this?

Partnering

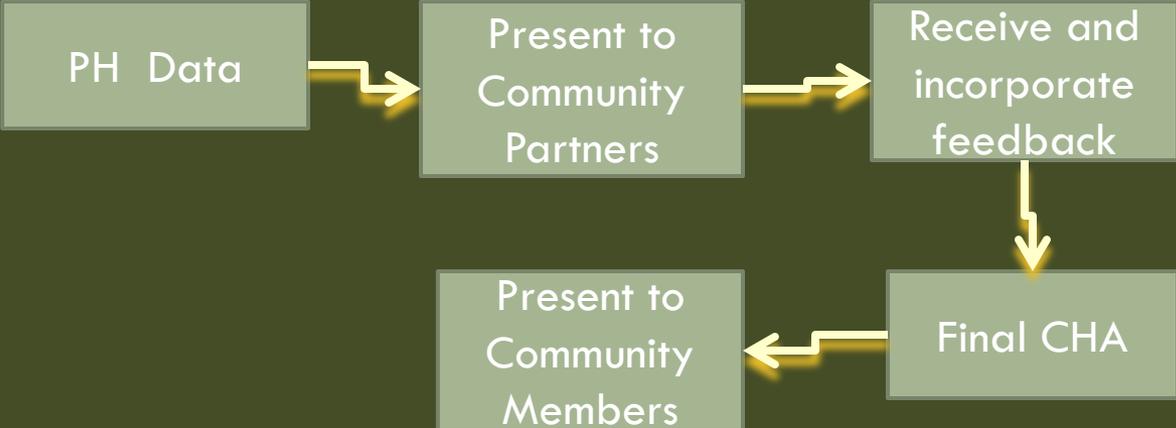
Joined forces
with our
nonprofit
hospital to
continue the
process



St. Joseph Health 

St. Joseph • Redwood Memorial

Process recap



Your Input Sought!



Community Forum

Join local community members to understand our biggest preventable health issues and help prioritize solutions.

Six Regional Meetings

5:30-8:00 p.m. at these locations:

- | | |
|-----------------------|---|
| 9/17 Willow Creek | Willow Creek Community Services District, 135 Willow Road |
| 9/18 Arcata | Arcata Presbyterian Church, 670 11 th St. |
| 9/24 Eureka | Jefferson Community Center, 1000 B St. |
| 9/25 So. Humboldt | Garberville Civic Club, 477 Maple Lane, Garberville |
| 9/30 McKinleyville | Grace Good Shepherd Church, 1450 Hiller Road |
| 10/1 Eel River Valley | Multigenerational Center, 2280 Newburg Road, Fortuna |

St. Joseph Health 
St. Joseph • Redwood Memorial

Humboldt County
Department of
Health & Human
Services 

Doors open at 5:30 p.m. for refreshments.



Let's get Healthy, Humboldt!

Held meetings
in main
regional
population
hubs

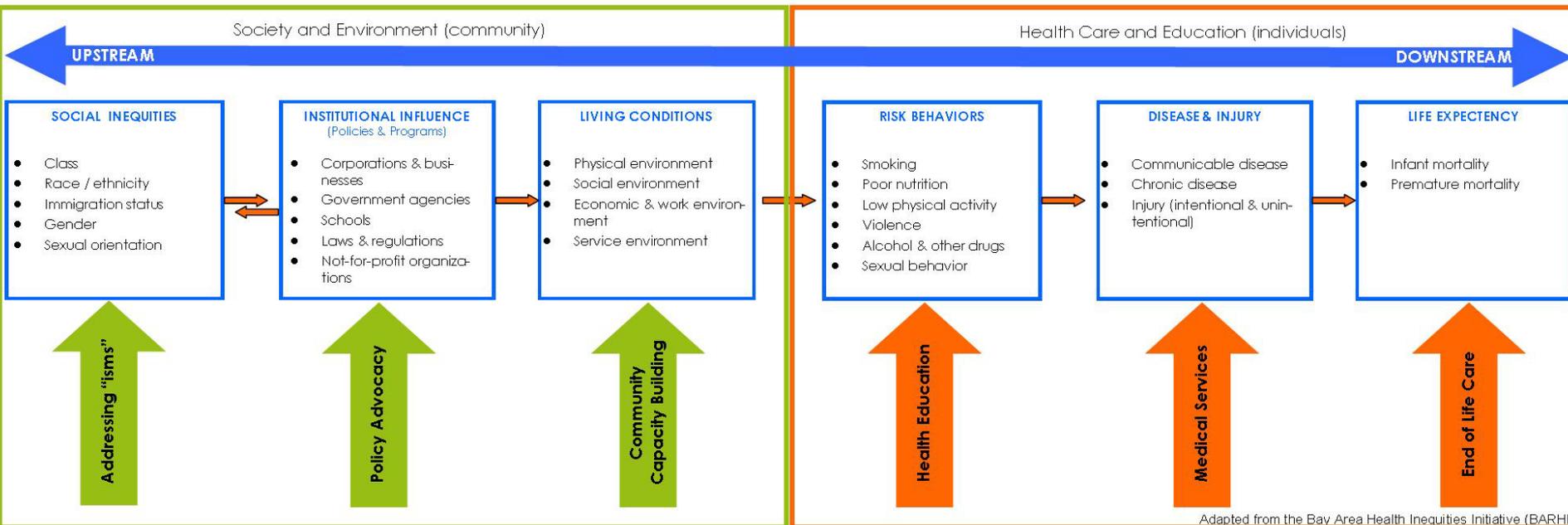
Kept focus narrow for meetings

Started with
the 5 Leading
Causes of
Preventable
Premature
Death

- ❑ Cardiovascular Disease
- ❑ Alcohol and Other Drug Overdose
- ❑ Motor Vehicle Crashes
- ❑ Suicide
- ❑ Liver Disease /Cirrhosis

Going Upstream

PUBLIC HEALTH MODEL



Adapted from the Bay Area Health Inequities Initiative (BARHI)

Priorities

Matrix aligning BARHII worksheets with leading causes of death

Impact Matrix	Alcohol and Other Drug Overdose	Suicide	Motor Vehicle Crashes	Cardiovascular Disease	Liver Disease / Chirrhosis
Strengthen social and family cohesion.	Poverty. Social isolation. Lack of healthy activities for youth. Exposure to trauma. Lack of support for creating healthy families. Lack of early AOD education.	Social Isolation. Exposure to trauma. Poverty. Availability of lethal means.		Lack of active family activities.	Social Isolation. Lack of support for creating healthy families. Poverty
Shift social norms related to alcohol and other drugs.	Acceptance of use. Ease of access to street and prescription drugs. Youth exposed to drug culture at home and in community.	Ease of access to street and prescription drugs. Youth exposed to drug culture at home and in community.	Driving under the influence. Acceptance of use. Ease of access to street and prescription drugs. Youth exposed to drug culture at home and in community.	Acceptance of use. Ease of access to street and prescription drugs. Youth exposed to drug culture at home and in community.	Acceptance of use. Ease of access to street and prescription drugs. Youth exposed to drug culture at home and in community.
Improve access to quality health and preventative care.	Lack of early intervention. Poverty.	Lack of treatment outside of a crisis.		Lack of access to healthy foods. Poverty. Lack of transportation options.	Lack of health and nutrition education. Racism.
Improve access to and use of diverse mental health care options.	Lack of transitional services from jail. Stigma.	Lack of treatment outside of a crisis. Stigma.	Driving under the influence. Stigma.		Lack of access to diverse treatment options. Lack of clean needles.
Improve affordability, availability and knowledge of healthy foods.				Poverty. Lack of health and nutrition education. Influential marketing of unhealthy foods	Lack of access to healthy foods. Lack of health and nutrition education.
Ensure neighborhoods are safe for residents, pedestrians, bicyclists and motorists.	Poverty. Lack of early AOD education.		Lack of safe streets for walking and biking	Lack of transportation alternatives. Lack of safe streets for walking and biking.	Lack of transportation alternatives.

Priorities

The Communities' Priorities

- ❑ Strengthen social and family cohesion
- ❑ Shift social norms around alcohol and other drugs
- ❑ Improve access to quality health and preventative care
- ❑ Improve access to and use of diverse mental health care options
- ❑ Improve affordability, availability and knowledge of healthy foods
- ❑ Ensure neighborhoods are safe for residents, pedestrians and bicycles

Spectrum

Partners took community priorities and brainstormed strategies using the Spectrum of Prevention

SPECTRUM OF PREVENTION

6. INFLUENCING POLICY AND LEGISLATION

Developing strategies to change laws and policies to influence outcomes in health and safety

5. CHANGING ORGANIZATIONAL PRACTICES

Adopting regulations and procedures to improve health and safety and create new standards for organizations

4. FOSTERING COALITIONS AND NETWORKS

Convening groups and individuals for broader goals and greater impact

3. EDUCATING PROVIDERS

Informing providers who will transmit skills and knowledge to others or become advocates for your goals

2. PROMOTING COMMUNITY EDUCATION

Reaching groups of people with information and resources to promote health and safety

1. STRENGTHENING INDIVIDUAL KNOWLEDGE AND SKILLS

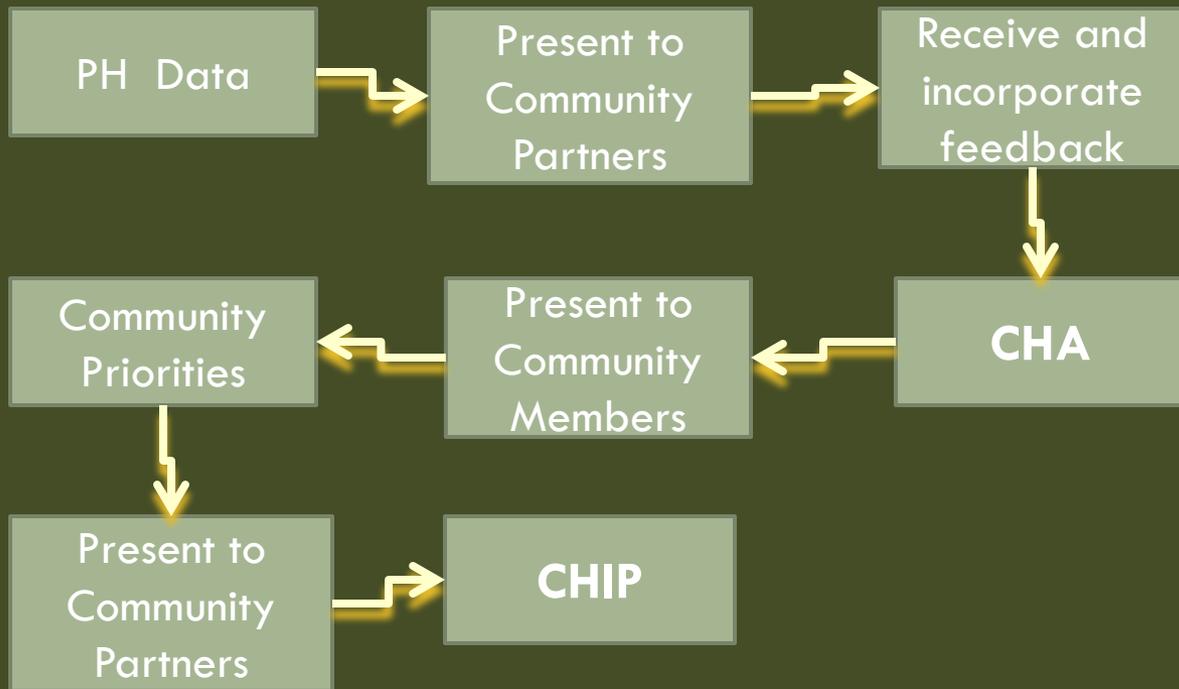
Enhancing an individual's capacity to prevent injury or illness and promote health and safety

Process Recap

PH Data to partners > CHA

CHA to Community > Priorities

Priorities to partners > CHIP



Community priorities drive our performance

Humboldt County Department of Health & Human Services

Community Health Assessment 2013



Data for planning and policy making

All of these work together as our Performance Management System

Humboldt County Department of Health & Human Services

DHHS Public Health 2014 Workforce Development Plan



Humboldt County Community Health Improvement Plan 2014-2019



1-7-2015



Humboldt County

Department of Health and Human Services

Public Health Branch

Quality Improvement Plan 2014



Contact Info

I'm happy to
answer any
questions

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