



The  
California  
Endowment

# Building Healthy Communities

## *A 2010-2020 Strategic Plan*

CCLHO Semi-Annual Meeting October 2009

## Our Vision:

*“Children and Youth are Healthy,  
Safe and Ready to Learn”*

## Our Mission Remains Unchanged

“...to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians.”

*It's the approach to our work that's changing.*



## Our First 10 Years

- Some good work, but not optimizing potential impact.
- Success occurred when community-level initiatives and innovations are linked to broader local- or state-level policy and systems change campaigns.



## Question

How Do We Get From Hope to Change?

## The Challenge

*The Challenge is not the Lack of Social Innovation...*

*The Challenge is “Scaling-up” When We Find  
an Innovation that Actually Works.*

## Our Lessons Learned

Community-Generated Innovation

+

Evaluation – Data – Research

+

Media/Advocacy

+

Political Strategy

## Our Vision 2010-2020

- Combines policy work with community-level work in selected places.
- Seeks out local leaders to help build momentum for policy and systems changes to improve community health.
- Connects projects in selected places with innovative work across the state.
- Focuses on community leadership, strategic partnerships, multisector cooperation and creating local and statewide health system changes.

## Success Defined as...

Clearly Defined Outcomes in Places

and

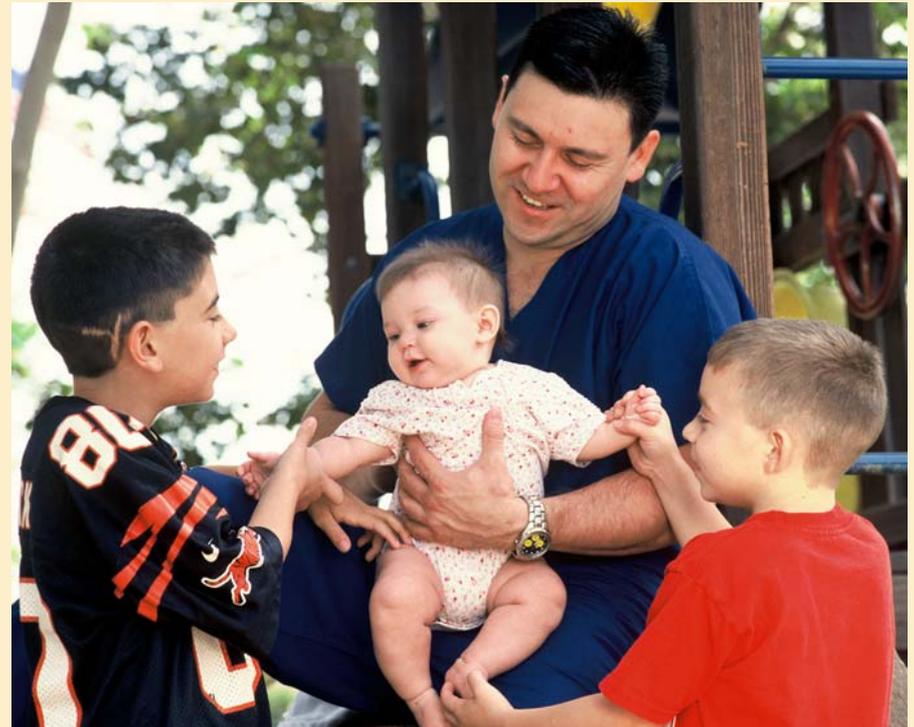
Statewide, State-level Policy Outcomes

# Our Community Partners



## Four Goals of this Vision

1. Health systems are family-centered and prioritize prevention.
2. Schools promote healthy behaviors and are a gateway for resources and services for families.



## Four Goals of this Vision (continued)

3. Human services systems are family-centered, prioritize prevention and promote healthy opportunities for children, young adults and their families.
4. Physical, social and economic environments in local communities support health.



# 10 Outcomes

1. All children have health coverage
2. Families have improved access to a “health home” that supports healthy behaviors
3. Health and family-focused human services shift resources toward prevention
4. Residents live in communities with health-promoting land-use, transportation and community development
5. Children and their families are safe from violence in their homes and neighborhoods
6. Communities support healthy youth development
7. Neighborhood and school environments support improved health and healthy behaviors
8. Community health improvements are linked to economic development
9. Health gaps for boys and young men of color are narrowed
10. California has a shared vision of community health

# What is a Healthy Community?

- A place where children are healthy, safe and ready to learn.
- A place that supports its residents in reaching their fullest potential in quality of life.
- A place that supports equity opportunity and justice for all.



## Goal 1

### *Health Systems are family-centered and prioritize prevention.*

#### **Strategies (not an inclusive list):**

- Reinforce the health safety net.
- Develop and strengthen networks of primary care and wellness centers in health clinics, community centers and schools.
- Integrate physical, mental, oral and mental health systems to support healthy behaviors.

## Goal 2

*Schools promote healthy behaviors and are a gateway for resources and services for families.*

**Strategies (not an inclusive list):**

- Provide access to healthy foods and physical activity in schools and in communities.
- Ensure that school environments are free of toxins.
- Create school-community health partnerships.

## Goal 3

*Human services systems are family-centered, prioritize prevention and promote healthy opportunities for children, young adults and their families.*

**Strategies (not an inclusive list):**

- Promote reforms of juvenile justice and human service systems to include prevention and early intervention policies.
- Strengthen and build capacity of service providers to health, mental health and safety needs of at-risk children.
- Foster civic engagement and economic opportunity, with an emphasis on parents and youth.

## Goal 4

*Physical, social and economic environments in local communities support health.*

**Strategies (not an inclusive list):**

- Ensure that land use and transportation decisions and practices promote health.
- Incorporate health and environmental goals for new school construction.

# Key Health Outcomes



- Childhood Obesity



- Youth Violence



- School Attendance



- 100% Health Coverage/Access

## Select "Places"

- Boyle Heights (L.A.)
- Central Long Beach
- Central Santa Ana
- Central/West Fresno City
- City Heights (San Diego)
- Coachella
- Del Norte County and Adjacent Tribal Lands
- East Oakland
- East Salinas
- Richmond
- South Figueroa Corridor/  
Vermont-Manchester (L.A.)
- South Kern County
- South Sacramento
- Southwest Merced/East  
Merced County

# Second Chance



# Second Chance



# Youth Uprising



# Youth Uprising



# Latino Health Access



# Latino Health Access



# Homeboy Industries



# Homeboy Industries



# Harlem Children's Zone



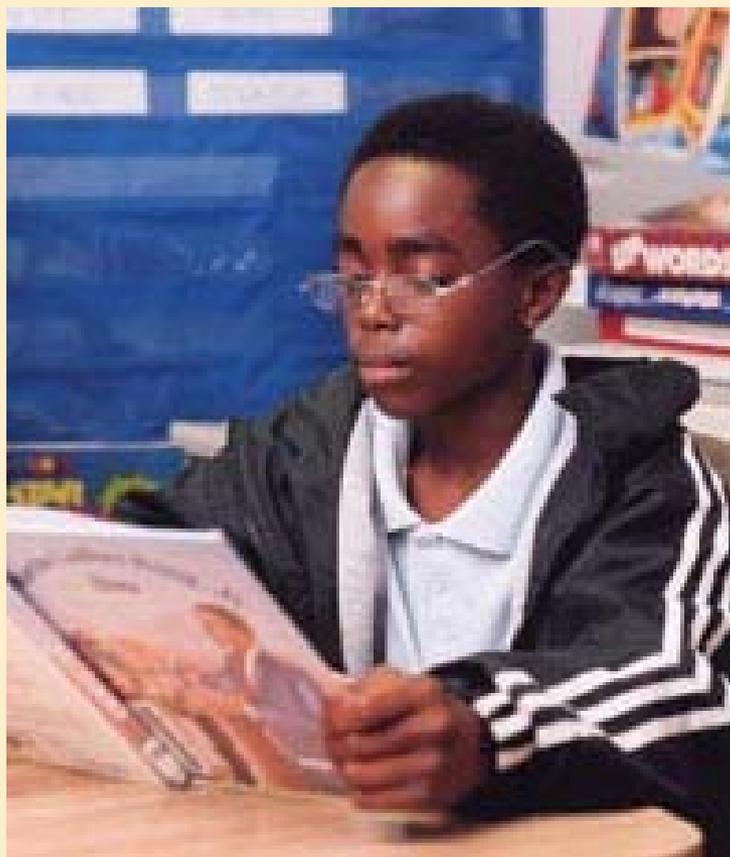
# Harlem Children's Zone



# Pazzaz



# Pazzaz



# Santa Clara County Children's Health Initiative



# Santa Clara County Children's Health Initiative



# Restructuring to...

1. Strengthen Policy Presence and Leadership
2. Nurture and Support Success “in Places” (“patient money”)
3. Connect #1 to #2
4. The Framework is “Chutes and Ladders”

# CCLHO Partnership with The California Endowment

- Help us link our grassroots and state-level work to a national movement
- We will fund advocacy for prevention and community health
- We must better evaluate and measure advocacy funding
- There is a window – carpe diem

# CCLHO:



## ***Cannot Rest Now***

- Obesity Prevention
- Health Reform
- "Health in all Policies"

<http://www.calendow.org/healthycommunities/>



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