

1. Access to Health Information and Health Care

Why is this broad determinant important to a thriving community?

A person's overall health is affected by his or her access to appropriate health information and health care, among other factors. Clear health communication is important in the delivery of health information and is vital to a person's capacity for understanding and acting upon it. Having accurate information can influence a person to make healthier lifestyle choices. Such information includes diet and physical activity recommendations, sun and bike safety, avoiding exposure to disease-causing agents, managing chronic conditions, and guidance on when to see a medical provider and what to ask him or her. Providing information to individuals about specific health conditions that are common in Stanislaus County helps individuals reduce their chances of getting these conditions and helps them effectively manage a condition that they or their families do have. A community whose residents are healthy is a community that thrives.

Access to preventive care and treatment is vital to a person's health. Inability to find or get to a personal medical provider often means foregoing care or using a hospital emergency room for routine care, which places a burden on hospital resources and increases wait times for other users of emergency services. A shortage of medical professionals, lack of transportation and lack of or inadequate health insurance are frequent obstacles to accessing medical care. There are national, local and personal costs to being uninsured. The uninsured are more likely to have poor health and die early because they are frequently diagnosed at later disease stages when it is more difficult to treat their conditions, are sicker when hospitalized (leading to higher costs) and are more likely to die during their hospital stay.¹ Almost 50% of personal bankruptcy filings are due to medical expenses. The national cost of early death and poor health among the uninsured totals \$65 to \$130 billion annually. This can lead to increased premium costs and co-pays, as well as employers increasing the share of insurance costs for their employees, creating further economic stress.



¹U.S. Department of Health and Human Services, Agency for Healthcare Research and Quality, *National Healthcare Disparities Report*, 2005.

Community Result 1: All Stanislaus County residents will have access to quality health information and resources.

Population Outcome Measures:
 ✓ [To be determined](#)To

Goal 1-1: Empower consumers to obtain accurate health information and resources to improve their own health.

Planned Activities	Participating Organizations
Continue updating website to post downloadable, accurate and applicable health information and resources (e.g. educational materials, flyers, resource guides, etc)	Health Services Agency (HSA)
Coordinate the efforts of the major health-focused coalitions in Stanislaus County to ensure priority needs are being addressed and to leverage resources	HSA / major coalitions (Coalition Leadership Roundtable)
Collaboratively design, provide, and widely disseminate consistent patient and public education materials and messages for common health conditions	Maternal Child Adolescent Health Advisory Committee , Asthma Coalition , HEART Coalition
Develop and provide consistent and appropriate nutrition education and information to county residents	County Nutrition Action Plan (CNAP) partnership
Provide community health and nutrition education classes as requested	Breastfeeding Coalition , Asthma Coalition , CNAP partnership

Goal 1-2: Enhance communication and coordination among medical providers.

Planned Activities	Participating Organizations
Maintain the Comprehensive Perinatal Services Program (CPSP) roundtable group to coordinate prenatal care across medical providers who accept MediCal	Health Services Agency (HSA)
Maintain the Child Health and Disability Prevention (CHDP) provider group to conduct provider training and coordinate care for CHDP eligible children	HSA
Continue to coordinate care for disabled children across public and private health care providers under the California Children's Services program	HSA
Hold a Provider Forum on maternal-child related topics in 2011 to provide medical providers with the latest local data, recommendations and research findings	Maternal Child Adolescent Health Advisory Committee
Communicate with local providers when significant health issues arise	HSA

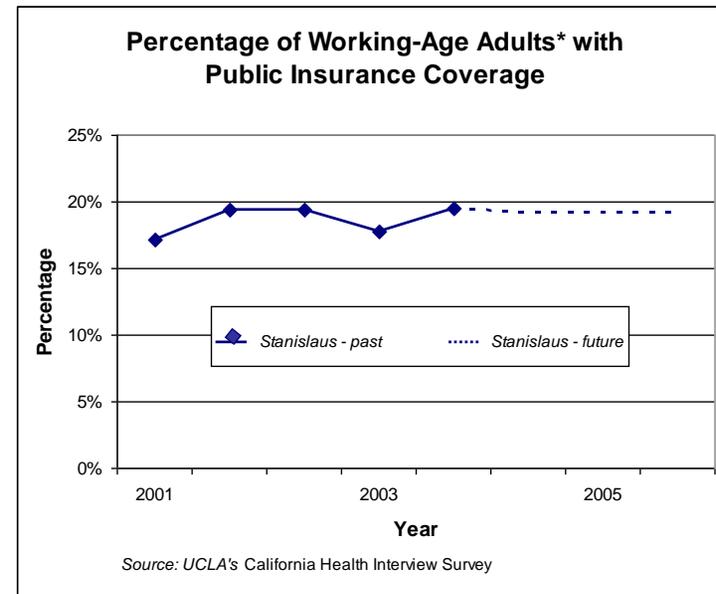
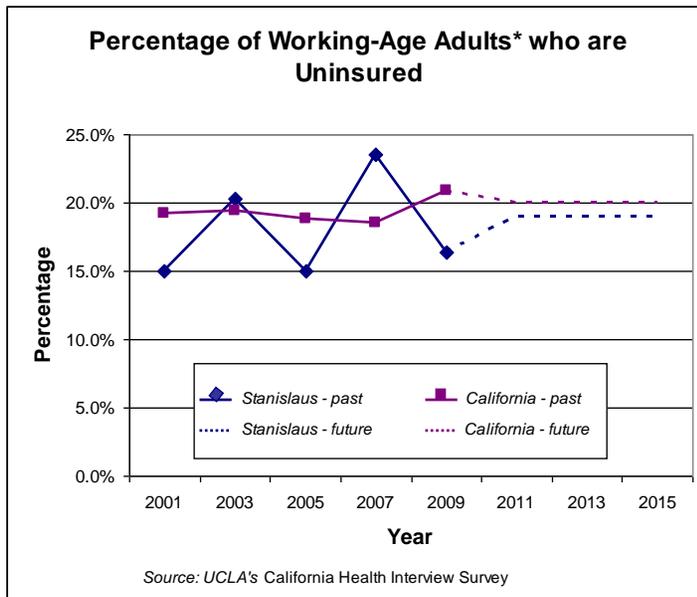
Goal 1-3: Ensure that school and after school environments support health and healthy behaviors.

Planned Activities	Participating Organizations
Expand the number of after school programs that offer evidence-based physical activity programs such as Walk It Out	Modesto City Schools , Stanislaus County Office of Education (SCOE), HEART Coalition
Continue to expand the Asthma-Friendly Flag Program in county schools	Asthma Coalition

Community Result 2: All Stanislaus County residents will have access to medical care.

Population Outcome Measures:

- ✓ Percentage of residents who are uninsured - G1
- ✓ Percentage of residents who are enrolled in public insurance programs - G1



Goal 2-1: Increase enrollment of eligible individuals in public insurance programs.

Planned Activities	Participating Organizations
Annually release the <i>Family Resource Directory</i> , a comprehensive list of resources supporting health and well-being in the county — http://www.schsa.org/PublicHealth/pdf/programs/ResDir.pdf	Health Services Agency (HSA)
Continually update the <i>Friends are Good Medicine</i> website to list local support groups and other resources supporting emotional and mental well-being in the county — http://www.friendsaregoodmedicine.com/	Behavioral Health & Recovery Services (BHRS)
Implement a team-based approach to case management for MediCal to improve client service	Community Services Agency (CSA)
Install a new VOiP phone system to reduce client wait time, improve customer service and increase clients enrolled in MediCal	CSA
Continue to provide information and resources to the public for all public insurance programs, including assisting with enrollment paperwork	Healthy Families Task Force
With help from a Blue Shield Foundation grant, plan how the county will attain 2014 increased insurance coverage goals of the Health Reform Act	HSA and stakeholders

Goal 2-2: Address the provider shortage.

Planned Activities	Participating Organizations
Continue to maintain the Valley Family Medicine Residency Program	Valley Consortium for Medical Education
Continue to support the creation of a medical school at the University of California, Merced	Local governments, health care facilities and organizations
Continue efforts to recruit nursing and allied health provider programs to Stanislaus County	Stanislaus County Economic Development and Workforce Alliance (The Alliance)
Inform young people and parents, particularly those in minority communities, about various health careers needed in the county and state	Kaiser Permanente , Visión y Compromiso , Stanislaus County Promotora Network