

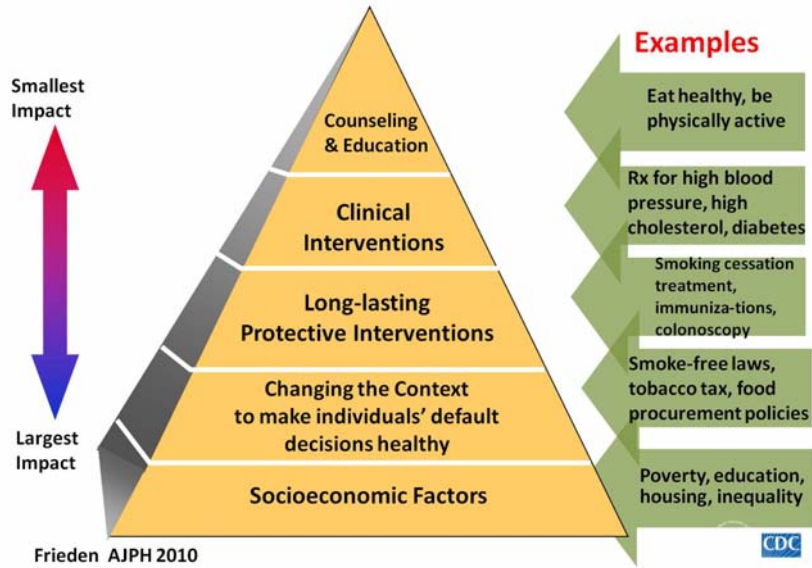


## HEART Coalition Meeting Minutes January 20, 2012

<p><b>Present:</b>          Ana Astorga – HSA Tobacco Programs          Jerry Carreno – Modesto City Schools          Jennifer Downs-Colby – Memorial Medical Center          Terri Howell – HealthNet          Rocio Huerta-Camara – Sutter Gould Medical Foundation          Sharon Hutchins – Health Services Agency (HSA)          Jud Leitz – Stanislaus County Office of Education (SCOE)</p>	<p>Bob Martin – Mended Hearts          Barbara Miller – Shadow Chase Running Club          Vance Roget, MD – Private Practice          Heidi Santino – Stanislaus Health Foundation          Olivia Tong – Health Services Agency (HSA)          John Walker, MD – Health Services Agency</p>	<p><b>Facilitator:</b>          Esmeralda Gonzalez – Health Services Agency (HSA)</p> <p><b>Coordinator:</b>          Sharrie Sprouse – Health Services Agency (HSA)</p>
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	<p>The meeting was called to order, self introductions were made.</p> <p>Welcome to Dr. Watson, a local pediatrician.</p> <p>Thank you Heidi Santino and the Stanislaus Health Foundation for providing a healthy lunch.</p>	
2. Approval of Previous Meeting Minutes	<p>September’s meeting minutes were approved. Motioned by Heidi Santino, seconded by Rocio Huerta-Camara.</p> <p>Note – November’s meeting was canceled, therefore no meeting minutes</p>	
3. Finance Report	<p>Sharrie shared the Finance Report:</p> <ul style="list-style-type: none"> <li>• The ending balance of FY 2010-2011 was \$14,167.82. As of 10/31/2011 the balance is \$14,245.71, which does not reflect our Super Sunday Relay sponsorship of \$1,000.00 but does reflect the following interest earned:               <ul style="list-style-type: none"> <li>▪ \$38.70 interest earned in the last quarter of FY 2010-2011</li> <li>▪ \$39.19 interest earned in the first quarter of FY 2011-2012</li> </ul> </li> </ul>	

Topic	Discussion	Outcome/Action
<p>4. <i>Community Transformation Grant</i></p>	<p>Esmeralda Gonzalez presented the following information on the <i>Community Transformation Grant (CTG)</i>:</p> <ul style="list-style-type: none"> <li>• CTG is a Federal funding source to address upstream causes. Grant funds were awarded by two categories: Capacity Building and Implementation.</li> <li>• Stanislaus County Health Services Agency Public Health was awarded funds for Capacity Building. <ul style="list-style-type: none"> <li>• Capacity Building Requirements <ul style="list-style-type: none"> <li>- Mobilize the Community</li> <li>- Conduct a County-wide Community Health Assessment</li> <li>- Tell Your Story (road show)</li> <li>- Move to Implementation (strategic planning and re-application)</li> </ul> </li> </ul> </li> <li>• The following are the three grant priorities with examples: <ul style="list-style-type: none"> <li>▪ Tobacco Free Living – <ul style="list-style-type: none"> <li>- Smoke free multi-unit housing, schools and campuses</li> </ul> </li> <li>▪ Active Living and Healthy Eating – <ul style="list-style-type: none"> <li>- Community design, HEAL policies for schools, workplaces and child-care settings</li> </ul> </li> <li>▪ Increase Use of High Impact Quality Clinical Preventive Services, focusing on High Blood Pressure &amp; High Cholesterol – <ul style="list-style-type: none"> <li>- Linkages between community resources and clinical services, use health information technology and implement standardized quality measures</li> </ul> </li> </ul> </li> <li>• The following are the three CTG core principles: <ul style="list-style-type: none"> <li>▪ Maximize Health Impact Through Prevention</li> <li>▪ Advance Health Equity and Reduce Health Disparities</li> <li>▪ Use and Expand the Evidence Base for Local Policy and Environmental Changes that Improve Health</li> </ul> <p>The three CTG core principles place the emphasis on pursuing jurisdiction-wide policy and environmental changes that impact many people, frequently in a comprehensive ways. Additionally, the core principles are closely related and interlinked, by working together, these principles can assure that we transform communities effectively.</p> </li> <li>• Below is a diagram, developed by Dr. Frieden in 2010, that illustrates the factors that affect health and the impact interventions and activities at each level. Similar to the Spectrum of Prevention, this model is designed to help conceptualize, implement and coordinate a wide variety of interventions while considering the impact level.</li> </ul>	

Topic	Discussion	Outcome/Action
	<p style="text-align: center;"><b>Factors that Affect Health</b></p>  <p style="text-align: center;">Frieden AJPH 2010</p> <ul style="list-style-type: none"> <li>• The focus of CTG activities and interventions should be on policy and environmental changes that impact the context to make individuals' default decisions - the healthy choice. These policy and environmental changes are generally at this second level from the bottom of the pyramid. Examples of these kinds of policy and environmental changes include: smoke-free laws and availability of only healthy beverages in school.</li> <li>• The Challenge – For all of us to think about how we can do work that is towards the bottom of the pyramid, in order to increase our impact. This is a challenge we must embrace if we are to transform the health of communities.</li> <li>• Work has begun on the CTG Capacity Building requirements: mobilize the community, conduct a County-wide community health assessment, tell your Story (road show), move to implementation (strategic planning and re-application). Two strategies the grant requires to mobilize the community are to establish a leadership team and coalition. The Leadership Team has been formed and began meeting. The HEART Coalition has a strong history and diverse membership, making it the ideal candidate to be the CTG Coalition. The Coalition is responsible for actively participating in the planning, implementation, and evaluation of the grant. The coalition will ensure implementation of CTG activities and will participate in the development of the</li> </ul>	<p>The members discussed the becoming the CTG Coalition.</p>

Topic	Discussion	Outcome/Action
	implementation plan and ensure implementation and evaluation of the plan by engaging in community assessment, use of data to tell your story and engage the community.	Members agreed that it is the ideal fit and would be the CTG Coalition. Details and roles TBD as the grant progresses.
5. Regional Partnerships	<p>Dr. Walker shared the following information with the members:</p> <ul style="list-style-type: none"> <li>• In addition to mobilizing the community, the grant recommends looking at other possible partnerships in order to have the largest impact on the population. The following have been identified: <ul style="list-style-type: none"> <li>▪ Statewide Movement</li> <li>▪ San Joaquin Valley - <ul style="list-style-type: none"> <li>- 8 counties make up the San Joaquin Valley Consortium, 6 of which were awarded CTG funding.</li> <li>- CCROPP and HEAL Zone efforts</li> </ul> </li> <li>▪ Local Health Department Expansion Project - <ul style="list-style-type: none"> <li>- This new grant will work very closely with the CTG Grant. This grant will be providing the nutrition education to the eligible CalFresh participants, (closer to top of the pyramid) while CTG will be focusing on the environmental and policy changes (bottom of the pyramid)</li> </ul> </li> </ul> </li> </ul>	
6. Heart Month Activities:	<p>The following are local heart month activities:</p> <p>a. Women Wear Red Luncheon  Memorial Medical Center Foundation, Sutter Gould Medical Foundation, Memorial Medical Center, Stanislaus County Office of Education, and Heart Education and Training Program will be hosting <i>Women Wear Red Luncheon</i> on Thursday, February 9<sup>th</sup> at the Martin G. Petersen Event Center from 11:30a-1:30p. The keynote speaker will be Tracy Conway. The Emmy Award-winning actress, will share her experience surviving a heart attack and her miraculous recovery. Tickets are \$35/person or \$400 for a table sponsor. For more information please call 209.530.3600</p> <p>b. Super Sunday Relay  The Coalition sponsored event, Super Sunday Relay IV will be held on Sunday, February 5<sup>th</sup> beginning with 7:00a registration.</p> <p>c. Coalition Annual Awareness Campaign  The members discussed continuing the awareness campaign conducted in previous years. The members agreed the campaign was successful and easy to implement and decided to conduct a campaign this year.</p>	<p>Event brochure was disseminated.</p> <p>Relay information and registration forms were disseminated.</p> <p>Sharrie will update the awareness campaign information and disseminate it to the members via email.</p>

Topic	Discussion	Outcome/Action
7. Announcements & Program Sharing	<p><b>Robert Martin, Mended Hearts:</b> Shared a draft Letter to the Editor regarding HEART month. Please make any edits or additions and fax back to him at 209.575.1566 ASAP. Robert also recommended Esmeralda get into contact with the Common Wealth, a group of local business leaders and community members dedicated to improving the community.</p> <p><b>Heidi Santino, Stanislaus Health Foundation:</b> S.H.A.R.E.S (Supporting Humanities, Arts, Recreation, Education and Sports) is a card program that makes fund-raising quick, easy and efficient. The Foundation has S.H.A.R.E.S cards available. For a card or more information, please contact Donna Meyer at 209.558.7116</p> <p><b>Rocio Huerta, Sutter Gould Medical Foundation:</b> The Women Wear Red Luncheon will be Thursday February 9<sup>th</sup> for tickets call 209.530.3600. The Health Education and Training (HEAT) will be releasing their 6 month schedule soon.</p> <p><b>Jennifer Downs-Colby, Sutter Gould Medical Foundation:</b> A cardiovascular disease symposium for medical professionals will be held at the Double Tree Hotel in downtown Modesto on February 11<sup>th</sup>. Please call 209.526.6000.</p> <p><b>Dr. Roget, Shadow Chase Running Club:</b> The Modesto Marathon Adult Training Group is going strong and preparing for the March 18<sup>th</sup> marathon. Additionally, the walking group is also going strong and always looking for new members. For more information, go to <a href="http://www.ShadowChase.org">www.ShadowChase.org</a></p> <p><b>Sharrie Sprouse, HEART Coalition:</b> The lunch signup sheet is available. If your organization or agency is able to provide lunch please contact Sharrie Sprouse at 209.558.7168 or <a href="mailto:ssprouse@schsa.org">ssprouse@schsa.org</a>.</p>	<p>Robert will email Sharrie his contact for Common Wealth.</p> <p>Rocio will email the schedule to Sharrie for dissemination to members.</p> <p>Event handouts were made available to members in attendance.</p>
8. Adjourn	<p>Next Meeting: Friday, March 16, 2012 <b>11:30 a.m. to 1:00 p.m.</b> Health Services Agency, Martin Conference Room</p>	<p>The 2012 Meeting Calendar was made available to members in attendance. Sharrie will also send the 2012 Meeting Calendar to members via email.</p>



## HEART Coalition Meeting Minutes March 16, 2012

<p><b>Present:</b>          Amelia Goodfellow – Health Services Agency          Ana Astorga – HSA Tobacco Programs          Antoinette Herrera – Modesto Junior College          Colleen Woolsey – Health Services Agency          James Clark – Modesto Junior College          Jennifer Downs-Colby – Memorial Medical Center          John Sims – Children and Families Commission          John Walker, MD – Health Services Agency          Karryn Unruh-Salomen – Health Services Agency          Kathy Schafer – Doctors Medical Center Foundation          Kelly Hughes – Sutter Gould Medical Foundation          Ken Fitzgerald – Stanislaus County Office of Education</p>	<p>Kenya Clement – Anthem Blue Cross          Lisa Richmond – American Heart Association          Luis Molina – Mayor, City of Patterson          Magdalena Franco – Modesto City Schools          Olivia Tong – Health Services Agency (HSA)          Renee Barron – Modesto City Schools          Rpbert Martin – Mended Hearts          Sharon Hutchins – Health Services Agency (HSA)          Syla Kim – Health Plan of San Joaquin          Teresa Quezada – Golden Valley Health Centers          Terri Howell – HealthNet          Vance Roget, MD – Private Practice          Yamilet Valladolid – El Concilio</p>	<p><b>Chair/Facilitator:</b>          Esmeralda Gonzalez – Health Services Agency (HSA)</p> <p><b>Coordinator:</b>          Sharrie Sprouse – Health Services Agency (HSA)</p>
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	The meeting was called to order, self introductions were made. Thank you Terri Howell and Health Net for providing a healthy lunch.	
2. Approval of Previous Meeting Minutes	September’s meeting minutes were approved. Motioned by Terri Howell, seconded by Robert Martin.	
3. Finance Report	Sharrie shared the Finance Report: <ul style="list-style-type: none"> <li>• As of 01/31/2012 the balance is \$13,284.05, which reflect our Super Sunday Relay sponsorship of \$1,000.00 and \$38.34 interest earned in the second quarter of FY 2011-2012</li> </ul>	

Topic	Discussion	Outcome/Action
<p>4. Nutritional Education and Obesity Prevention Program Presentation</p> <p>** note Agenda completed out of order, due to time restraints **</p>	<p>Stephanie Borba presented the following information on the <i>Nutritional Education and Obesity Prevention Program (NEOP)</i>:</p> <p>The mission of the <i>Network for a Healthy California (Network)</i> is to create innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity and food security with the goal of preventing obesity and other diet-related chronic diseases.</p> <p>Goals:</p> <ul style="list-style-type: none"> <li>• Increasing Fruit &amp; Vegetable Consumption</li> <li>• Increasing Physical Activity Levels</li> <li>• Increasing Food Security</li> <li>• Increasing Chronic Disease Prevention</li> </ul> <p>Target Population of NEOP:</p> <ul style="list-style-type: none"> <li>• All Food Stamp Nutrition Education (SNAP-Ed) activities must be targeted to persons participating in, or eligible for the United States Department of Agriculture (USDA) Food Stamp Program.</li> <li>• Eligible is defined as a persons who meet the criteria for participation in the Food Stamp Program or who have incomes at or below 130 percent of Federal Poverty Level (FPL).</li> <li>• Activities may also be delivered with a state waiver to a potentially eligible target audience with at least 50 percent having household incomes at or below 185 percent of the FPL.</li> <li>• The state waiver to the USDA is completed by <i>Network</i> State staff.</li> <li>• Census tracts with at least 50% of the target audience ≤185% of FPL</li> <li>• Schools with ≥50% students enrolled in Free and Reduced Priced Meals</li> <li>• Proxy locations – automatically qualify based on similar income requirements for these programs or services</li> </ul> <p>NEOP Requirements:</p> <ul style="list-style-type: none"> <li>• Facilitate nutrition classes (one-time &amp; series)</li> <li>• Collaborate with ongoing community efforts in health promotion (WIC, HEAL, etc)</li> <li>• Rethink Your Drink</li> <li>• Complete CX3 Assessment share w/ stakeholders</li> <li>• Recruit Champion Moms</li> <li>• Assessment and Quality Assurance</li> </ul> <p>FY 2012 Progress:</p> <ul style="list-style-type: none"> <li>• Established solid partnerships with all 5 contractors and UCCE</li> <li>• Conducted training with contractors for nutrition education</li> </ul>	

Topic	Discussion	Outcome/Action
	<ul style="list-style-type: none"> <li>• Began 2012 CX3 evaluation of Stanislaus County working in 5 areas</li> <li>• Developed plans for all nutrition classes</li> </ul> <p>Moving Forward:</p> <ul style="list-style-type: none"> <li>• New funding for Innovative Projects <ul style="list-style-type: none"> <li>– Focus: Reforming CalFresh process and adding a nutrition component</li> <li>– Secondary Focus: Providing more nutrition support to local Head Start programs</li> </ul> </li> </ul>	
<p>5. Community Transformation Grant (CTG) Overview</p>	<p>Esmeralda Gonzalez presented the following information on the <i>Community Transformation Grant (CTG) Overview</i>:</p> <p><u>Review:</u></p> <p>CTG is a Federal funding source to address upstream causes. Grant funds were awarded by two categories: Capacity Building and Implementation. Stanislaus County Health Services Agency Public Health was awarded funds for Capacity Building.</p> <p>Capacity Building Core Requirements</p> <ul style="list-style-type: none"> <li>• Mobilize the Community</li> <li>• Conduct a County-wide Community Health Assessment</li> <li>• Tell Your Story (road show)</li> <li>• Move to Implementation (strategic planning and re-application)</li> </ul> <p>The following are the three grant priorities with examples:</p> <ul style="list-style-type: none"> <li>• Tobacco Free Living – <ul style="list-style-type: none"> <li>- Smoke free multi-unit housing, schools and campuses</li> </ul> </li> <li>• Active Living and Healthy Eating – <ul style="list-style-type: none"> <li>- Community design, HEAL policies for schools, workplaces and child-care settings</li> </ul> </li> <li>• Increase Use of High Impact Quality Clinical Preventive Services, focusing on High Blood Pressure &amp; High Cholesterol – <ul style="list-style-type: none"> <li>- Linkages between community resources and clinical services, use health information technology and implement standardized quality measures</li> </ul> </li> </ul> <p><u>Overview:</u></p> <p>What is our CTG Road Map?</p> <ul style="list-style-type: none"> <li>• Core Principles and Strategic Directions <ul style="list-style-type: none"> <li>- The following are the three CTG core principles:</li> <li>- Maximize Health Impact Through Prevention</li> <li>- Advance Health Equity and Reduce Health Disparities</li> <li>- Use and Expand the Evidence Base for Local Policy and Environmental Changes that Improve Health</li> </ul> </li> </ul> <p>The three CTG core principles place the emphasis on pursuing jurisdiction-wide policy and</p>	



Topic	Discussion	Outcome/Action
	<p>environmental changes that impact many people, frequently in a comprehensive ways. Additionally, the core principles are closely related and interlinked, by working together, these principles can assure that we transform communities effectively.</p> <p>How will we achieve transformation?</p> <ul style="list-style-type: none"> <li>• Multi-sector approach</li> <li>• Local tailoring of indicators</li> <li>• Maximizing Impact/Policy Development - pursue jurisdiction-wide policy and environmental changes that impact many people, frequently, in comprehensive way</li> <li>• Work together and build capacity</li> <li>• Use focused strategies, evidence-based or innovative</li> </ul> <p>Common Public Health Approach</p> <p>The common public health approach is “either” or “or”; either reduce health disparities or achieve jurisdiction-wide health impact. When achieving jurisdiction-wide health impact the health disparity gap among the population remains. When health disparities are addressed for specific populations the gap widens. Therefore, CTG utilize the “both” approach, address both population-wide interventions and targeted interventions.</p> <p><u>Summary</u></p> <ul style="list-style-type: none"> <li>• <i>Community Health Assessment</i> consists of a community readiness model, policy scans, asset mapping, summary of secondary/existing data and focus groups.</li> <li>• <i>Telling Our Story</i> is a continually process over the 18 month grant period</li> <li>• <i>Mobilize the Community</i> by establishing the Leadership Team, Coalition and 3 priority area ad hoc committees (workgroups) <ul style="list-style-type: none"> <li>- Collaborative Effort</li> <li>- Maximize Talent and Skills</li> <li>- Identify Policies that Impact Social Norm</li> <li>- Develop a Plan to Improve Health</li> <li>- Outcome: Develop an Implementation Plan targeting the three priority areas (ad hoc committees)</li> </ul> </li> </ul>	<p>Members were asked to join the ad hoc committees/workgroups.</p>
6. Annual Report	<p>Time did not permit the annual report to be discussed in detail. Hard copies were made available to the members for review.</p>	<p>The annual report will be disseminated to the members via email.</p>
7. Announcements & Program Sharing	<p><b>Robert Martin, Mended Hearts:</b>  Meets on the 4<sup>th</sup> Tuesday of the month and is seeking guest speakers. Contact Robert Martin at <a href="mailto:farmcrop@sbcglobal.net">farmcrop@sbcglobal.net</a></p>	

Topic	Discussion	Outcome/Action
	<p><b>Ana Astorga, Health Services Agency – Tobacco Program:</b>  Launch of national tobacco ads, which assist adults to quit and prevent new/teen smokers. Please view the ads at <a href="http://www.cdc.gov/Features/TobaccoEducationCampaign/">http://www.cdc.gov/Features/TobaccoEducationCampaign/</a></p> <p><b>Jennifer Downs-Colby, Sutter Gould Medical Foundation:</b>  Memorial’s 21<sup>st</sup> Diabetes &amp; Obesity Management Symposium is scheduled for Saturday, April 21<sup>st</sup> at the Health Education and Conference, 1700 McHenry Ave, Modesto CA.</p> <p><b>Dr. Roget, Shadow Chase Running Club:</b>  The Modesto Marathon is March 18<sup>th</sup> and the training camps and walking groups are doing well. For more information, go to <a href="http://www.ShadowChase.org">www.ShadowChase.org</a>. Dr. Roget also shared a thank you note from Barbara Miller and the Super Sunday Relay sponsorship. There were 260 participants and approximately 20 teams.</p> <p><b>Kathy Schafer, Doctors Medical Center Foundation:</b>  Has been working on a project to address smoking in outdoor dining, specially local taco truck vendors, which 15 have adopted a no-smoking policy.</p>	<p>Event flyer and registration to follow via email.</p> <p>Members will email their suggestion on where to donate the funds raised via the Super Sunday Relay.</p>
8. Adjourn	<p style="text-align: center;">Next Meeting:  Friday, May 18, 2012  11:30 a.m. to 1:00 p.m.  Health Services Agency, Martin Conference Room</p>	



## HEART Coalition Meeting Minutes May 18, 2012

<p><b>Present:</b>          Amelia Goodfellow – Health Services Agency          Ana Astorga – HSA Tobacco Programs          Angela Freitas – Stanislaus County Planning Dept.          Jennifer Downs-Colby – Memorial Medical Center          Jerry Carreno – Modesto City Schools          John Sims – Children and Families Commission          John Walker, MD – Health Services Agency          Judy Leitz – Stanislaus County Office of Education          Karryn Unruh-Salomen – Health Services Agency          Kathy Schafer – Doctors Medical Center Foundation          Ken Fitzgerald – Stanislaus County Office of Education          Kenya Clement – Anthem Blue Cross</p>	<p>Kim Rose – Sierra Vista / Hughson Family Resource Center          Luis Molina – Mayor, City of Patterson          Magdalena Franco – Modesto City Schools          Martha Geraty (via phone) – Health Net          Olivia Tong – Health Services Agency (HSA)          Renee Barron – Modesto City Schools          Rhishma Ghore, MD – Visiting Guest          Robert Martin – Mended Hearts          Rocio-Huerta-Camara – Sutter Gould Medical Foundation          Sharon Hutchins – Health Services Agency (HSA)          S.K. Ghore, MD – Visiting Guest          Vance Roget, MD – Private Practice          Vicki Bauman – Stanislaus County Office of Education</p>	<p><b>Chair/Facilitator:</b>          Esmeralda Gonzalez – Health Services Agency (HSA)</p> <p><b>Coordinator:</b>          Sharrie Sprouse – Health Services Agency (HSA)</p>
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	The meeting was called to order, self introductions were made. Thank you Rocio Huerta-Camara and Sutter Gould Medical Foundation for providing a healthy lunch.	
2. Approval of Previous Meeting Minutes	March’s meeting minutes were approved. Motioned by Vicki Bauman, seconded by Louis Molina.	
3. Finance Report	Sharrie shared the Finance Report: <ul style="list-style-type: none"> <li>• As of 04/30/2012 the balance is \$13,313.42, which reflects \$29.37 interest earned in the third quarter of FY 2011-2012</li> </ul>	

Topic	Discussion	Outcome/Action
<p>4. Community Transformation Grant Updates</p> <p>a. Re-Application</p> <p>b. Ad Hoc Committees</p>	<p>Esmeralda shared with the members the non-competitive re-application for year two of funding for CTG has been completed. Additionally, the re-application required that 3 pilot projects be outlined in the work plan.</p> <p>Sharrie shared with the members that each of the Ad Hoc Committees began with an overview of CTG process and requirements. Each of the committees conducted brief discussions about each of the grant priority areas.</p> <p>Sharrie and Esmeralda, Healthy Eating, Active Living Ad Hoc facilitators shared:</p> <ul style="list-style-type: none"> <li>• Healthy Eating, Active Living (HEAL) Ad Hoc Committee – reviewed the CDC indicators and discussed current efforts, such as HEAL Cities Resolution Initiative and capitalizing on physical activity in school settings (i.e. structured recess, partnerships with local college kinesiology students). The group would like more clarification on the indicators and examples of best practices for each.</li> </ul> <p>Ken Fitzgerald, Tobacco-free Living Ad Hoc facilitator shared:</p> <ul style="list-style-type: none"> <li>• Tobacco-free Living Ad Hoc Committee – discussed smoke-free outdoor spaces, retail environment and retail licensing indicators (policy interventions). The committee will be continuing the indicators discussion, as well as review current local and state initiatives that may be leveraged to advance the CTG efforts.</li> </ul> <p>Dr. Walker, High Impact Clinical Preventative Services Ad Hoc facilitator shared:</p> <ul style="list-style-type: none"> <li>• High Impact Clinical Preventative Services Ad Hoc Committee – reviewed and discussed each of the CDC indicators. The group would like more clarification on “health extenders” and best practices. The group also identifies members missing from the group as it pertains to the indicators. Recruitment strategies were determined and executed.</li> </ul>	
<p>5. Training: Tobacco-Free Multi Unit Housing</p>	<p>Ken Fitzgerald conducted a comprehensive Tobacco-free Multi Unit Housing training. The three training objectives were:</p> <ul style="list-style-type: none"> <li>• Gain information about secondhand and third hand smoke, and the health hazards it creates.</li> <li>• Be able to describe three local policy strategies available to reduce exposure to secondhand and third hand smoke in the home.</li> </ul> <p style="padding-left: 40px;">- Voluntary Policies</p>	<p>Training slides and handouts disseminate to members via email.</p> <p>Contact Ken Fitzgerald to secure advocacy/policy trainings on various topics. <a href="mailto:kfitzgerald@stancoe.org">kfitzgerald@stancoe.org</a></p>

Topic	Discussion	Outcome/Action
	<ul style="list-style-type: none"> <li>- Local Ordinances</li> <li>- Resolutions</li> <li>• Have a general awareness of the key activities needed to implement the policy strategies.               <ul style="list-style-type: none"> <li>- Preliminary Investigation and Assessment</li> <li>- Strategy and Planning</li> <li>- Recruitment</li> <li>- The Campaign</li> <li>- Implementation and Evaluation</li> </ul> </li> </ul>	
6. Announcements & Program Sharing	<p><b>Heather Duvall, SNAP Education Grant:</b> Shared an upcoming (September) training opportunity, which will illustrate the connection between tobacco and nutrition policy work. More information to follow via email.</p> <p><b>Rocio Huerta-Camara, Sutter Gould Medical Foundation:</b> Save the date for HEAT scheduled for Sept. 27<sup>th</sup> 5:30 at the Health Education and Conference, 1700 McHenry Ave, Modesto, CA. Save the date for the 2013 Women Go Red Luncheon which will be Feb. 7, 2013. More information to follow.</p> <p><b>Jennifer Downs-Colby, Sutter Gould Medical Foundation:</b> Saturday, June 9<sup>th</sup> First Ride cycling event. For more information go to <a href="http://www.canyonclassiccentury.org/checkin">http://www.canyonclassiccentury.org/checkin</a></p> <p><b>John Sims, Children and Families Commission:</b> Extended an invite to the Commission meetings, which are held on Tuesdays at 4 pm, for details visit <a href="http://www.stanprop10.org/">http://www.stanprop10.org/</a></p> <p><b>Robert Martin, Mended Hearts:</b> Next meeting will be Tuesday, May 22<sup>nd</sup> at 6 pm at the Health Education and Conference, 1700 McHenry Ave, Modesto, CA.</p> <p><b>Dr. Roget, Shadow Chase Running Club:</b> The Modesto Marathon was March 18<sup>th</sup> and 3,200 runners participated. The Teens Run Modesto program is still going strong. For more information, go to <a href="http://www.ShadowChase.org">www.ShadowChase.org</a>.</p> <p><b>Esmeralda Gonzalez, Health Services Agency</b> Shared that HBO will be airing a 2 night special, "Weight of the Nation."</p>	
7. Adjourn	<p style="text-align: center;">Next Meeting: Friday, July 20, 2012 11:30 a.m. to 1:00 p.m. Health Services Agency, Martin Conference Room</p>	



**HEART Coalition  
Meeting Minutes  
September 21, 2012  
11:30a.m.-1:00p.m.**

<p><b>Present:</b>          Alan Roth – Respiratory Care Practitioner          Amelia Goodfellow - HSA/CDC intern          Bryan Fuco - University of the Pacific - School of Pharmacy          Colleen Woolsey - Health Services Agency          Diana Olsen - Health Services Agency          Ella Pilipocicli - Health Net          Heather Duvall - Health Services Agency          Jerry Carreno - Modesto City Schools          Karryn Unruh-Salomen / HSA - McHenry Medical Office          Ken Fitzgerald - Stanislaus County Office of Education</p>	<p>Kim Viviano - Healthy Aging Association          Lisa Richmond - American Hearth Association          Lourdes Perez - Ceres Partnership/CCROPP          Marissa Mendoza – Health Services Agency          Olivia Tong - Health Services Agency          Rocio Huerta-Camara / Sutter Gould Medical Foundation          Sharon Hutchins - Health Services Agency          Teresa Quezada - Golden Valley Health Clinics          Vance Roget, M.D. - The Last Resort, Modesto - Private practice          Veronica Lopez - Health Net</p>	<p><b>Chair/Facilitator:</b>          Esmeralda Gonzalez – Health Services Agency</p> <p><b>Coordinator:</b>          Sharrie Sprouse – Health Services Agency</p>
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	The meeting was called to order, self introductions were made.	<i>*Thank you Kenya Clement and Anthem Blue Cross for providing a delicious lunch.</i>
2. Approval of Previous Meeting Notes	May's meeting minutes were approved. Motioned by Heather Duvall, seconded by Sharon Hutchins.	
3. Finance Report	Sharrie gave the members a moment to review the budget. <ul style="list-style-type: none"> <li>• As of 6/30/2012 the balance is \$13,355.33, which reflects \$41.91 in interest earned during the 4<sup>th</sup> quarter of FY 2011-2012.</li> </ul>	
4. Announcement: 2012-2013 Chair	A big 'Thank You' to Esmeralda Gonzalez for her great leadership and hard work with the HEART/CTG Coalition. Esmeralda is ready to "pass the baton" as she presented Rocio Huerta-Camara as our Coalition's new chair/facilitator. Rocio is a manager at Sutter Gould Medical Foundation Community Health Education Center.	

Topic	Discussion	Outcome/Action
<p>5. Training: Local Policy Strategies</p> <p>a. Brief Overview of Policy Types: Voluntary vs. Ordinance</p> <p>b. Overview of Local Policy Options</p> <p>c. Discussion: Local Government Departments and Strategies to Approach Each Policy Option</p> <p>d. The 5-phase Advocacy Process</p> <p>e. The Midwest Academy Strategy Chart</p>	<p>Ken Fitzgerald began the presentation with tobacco trivia, some of which included:</p> <ul style="list-style-type: none"> <li>-Which city adopted the first law prohibiting <u>all</u> smoking in restaurants in 1990?...Lodi</li> <li>-What year does Stanislaus County (and most cities within) adopt smoke-free restaurants?...1993</li> </ul> <ul style="list-style-type: none"> <li>• <i>Voluntary Policies:</i> Adopted and enforced by an individual property or business owner.</li> <li>• <i>Local Ordinance:</i> Adopted by City Council or County Board of Supervisors.</li> </ul> <p>Ken briefly informed the members that Voluntary Policies are a step below Local Ordinance and/or perform as opposites to one another in some areas.</p> <p>For example: Voluntary Policies are easier to adopt, adapt to individuals or businesses and require the support of the business or property owner. While Local Ordinance is a stronger long-term change, enforceable with mandated policies, consistent within their jurisdiction to businesses and properties and requires support from stakeholders and decision makers.</p> <p>The 'balance of power' is a key factor in deciding the most effective policy approach. It's scaled to show a greater acceptance down to the challenges:</p> <ul style="list-style-type: none"> <li>• Direct Services - serve a group affected by a problem</li> <li>• Self-Help - show the group how to address the problem</li> <li>• Education - inform the community about the problem</li> <li>• Advocacy (indirect) - solutions proposed without the affected group</li> <li>• Direct Action - Recruit and train the affected group to take action</li> </ul> <p>The best approach is summarized:</p> <ul style="list-style-type: none"> <li>• Outside (community) in - <ul style="list-style-type: none"> <li>- Organize community members, especially those affected by the issue</li> </ul> </li> <li>• Inside (community) out - <ul style="list-style-type: none"> <li>- Strong support from elected officials and/or staff</li> </ul> </li> </ul> <p><b>***Note: Both must be used to have a successful policy campaign***</b></p> <p>Ken briefly discussed our local policy stakeholders and what policy types pertained to their role.</p> <p>Policy Advocacy Process:</p> <ul style="list-style-type: none"> <li>• Preliminary Investigation and Assessment</li> <li>• Strategy and Planning</li> <li>• Recruitment</li> <li>• The Campaign</li> <li>• Implementation and Evaluation</li> </ul> <p>The members were presented with the Midwest Academy Strategy Chart, a step by step chart</p>	<p><i>*Please see slide handout for more detailed information and/or additional resources.</i></p> <p><i>*Our role in the 'balance of power' is to target the advocacy stage to then move forward.</i></p> <p><i>*Please refer to handout for additional information.</i></p>

Topic	Discussion	Outcome/Action
6. Breakout Sessions: Policy Planning for CTG	<p>that included: Goals, Organizational Considerations, Constituents - Allies and Opponents, Targets and Tactics.</p> <p>The members broke into 3 groups: HEAL, Tobacco and Clinical. Each group used the Strategy Chart to brainstorm how to utilize the chart for the CTG three priority areas.</p>	
7. Announcements and Program Sharing	<p>Esmeralda Gonzalez shared her appreciation for Lourdez Perez’s hard work and dedication within the Ceres Unified School District.</p> <p><u>Upcoming Events:</u></p> <ul style="list-style-type: none"> <li>• H.E.A.T Calendar, Community Health Education, through December: <ul style="list-style-type: none"> <li>- Congestive Heart Failure, October 16<sup>th</sup>, 6p-8p</li> <li>- Cardiovascular Disease in Women, October 25<sup>th</sup>, 10a-12p</li> <li>- Preparing for the Holidays, November 20<sup>th</sup>, 6p-8p</li> </ul> </li> <li>• Living with Diabetes, Community Health Education, November 15<sup>th</sup>, 1p-2:30p</li> <li>• Dr. Victor DeNoble “Biology of Addiction”, Community Health Education Center, October 15<sup>th</sup>, 6p-8p.</li> </ul>	
8. Adjourn/Next Meeting	<p><b>Next Meeting:</b>  <b>Friday, November 16, 2012</b>  <b>11:30a.m. - 1:00p.m.</b>  <b>Health Services Agency, Martin Conference Room</b></p>	





**CTG/HEART Coalition  
Meeting Notes  
November 16, 2012  
11:30a.m.-1:00p.m.**

<p><b>Present:</b>          Amelia Goodfellow - HSA/CDC Fellow          Ana Astorga - HSA/Tobacco Programs          Cleopathia Moore-Bell - West Modesto King Kennedy Neighborhood Collaborative          Esmeralda Gonzalez - Health Services Agency          John Sims - Children and Families Commission          John Walker, MD - Health Services Agency          Kyle Fliflet - Health Services Agency          Karryn Unruh-Salomen / HSA - McHenry Medical Office</p>	<p>Marissa Mendoza – Health Services Agency          Olivia Tong - Health Services Agency          Renee Barron - Modesto City Schools - Franklin Head Start          Robert Watson, MD - Stanislaus Medical Society          Robin Clark - Sutter Gould Medical Foundation          Sharon Hutchins - Health Services Agency          Terri Howell - Health Net          Vance Roget, MD - The Last Resort, Modesto - Private practice          Veronica Lopez - Health Net</p>	<p><b>Chair/Facilitator:</b>          Rocio Huerta-Camara -- Sutter Gould Medical Foundation</p> <p><b>Coordinator:</b>          Sharrie Sprouse – Health Services Agency</p> <p><b>Presenter:</b>          Sandi Collins - Sutter Gould Medical Foundation</p>
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Topic	Discussion	Outcome/Action
1. Welcome/Introductions	The meeting was called to order, self introductions were made.	<i>*Thank you Esmeralda Gonzalez and HEAL for providing a delicious lunch!</i>
2. Approval of Previous Meeting Notes	September’s meeting notes were approved. Motioned by Dr. Walker, seconded by Dr. Watson.	
3. Finance Report	Sharrie gave the members a moment to review the budget: <ul style="list-style-type: none"> <li>▪ As of 10/31/2012 the balance is \$13,395.09, which reflects \$39.76 in interest earned during the 1<sup>st</sup> quarter of the FY 2012-2013.</li> </ul>	
4. Sodium and Hypertension Presentation	Sandi Collins, a registered dietitian, gave the group a hands-on sodium and hypertension presentation; which flowed perfectly with the direction of the CTG’s Clinical Ad Hoc suggestions as well as the CDC’s recent press releases. The presentation included the following highlights: <u>Hypertension</u> - <ul style="list-style-type: none"> <li>▪ Elevated blood pressure is seen more frequently in Americans</li> <li>▪ Nearly 1 in 3 American adults (67 million) has high blood pressure and more than ½ of</li> </ul>	<i>Sandi has an extensive background in dialysis and is currently an educator for Sutter Gould Medical Foundation.</i>

Topic	Discussion	Outcome/Action
	<p>the diagnosed (36 million) don't have it under control</p> <ul style="list-style-type: none"> <li>▪ High blood pressure is a major risk factor for heart disease and stroke, the first (heart disease) and fourth (stroke) leading causes of death in the United States, leading to nearly 1,000 deaths a day</li> <li>▪ Making lifestyle changes (could) significantly affect blood pressure (i.e., eating a healthy, low sodium diet, exercising, maintaining a healthy weight and not smoking)</li> </ul> <p><u>Sodium -</u></p> <ul style="list-style-type: none"> <li>▪ Sodium will be the new “trans fat” of the next decade</li> <li>▪ CDC’s current recommended sodium intake is less than 1,500 mg per day (adults)</li> <li>▪ Recent estimates of an average American’s diet is 4,000 - 6,000 mg per day</li> </ul> <p>Sandi utilized sodium tracking apps to demonstrate the amount of sodium that three basic, day-to-day meals contain. She was able to classify them as low, moderate and high sodium foods with a typical Mexican entrée containing approximately 6,500mg.</p> <p>Sandi demonstrated, using test tubes, the amount of salt that certain foods contain. The majority of the group was shocked by the “visual”. Sandi also showed the group a comparison between regular canned foods and low sodium canned foods. Those, too, were shocking results.</p>	<p><i>The body only requires 500mg of sodium intake or less per day.</i></p> <p><i>“My Fitness Plan” and “No Weigh” are new apps for cell phones that track sodium consumption.</i></p>
<p>5. Review CTG Communication Plan Draft</p>	<p>A draft of the Communication Plan was presented to the team. A group discussion was opened, the following changes were made to the original draft:</p> <p><b>Communication Goals</b></p> <p><u>Internal Communication Goal:</u> Ensure consistent, timely communication across internal stakeholders in order to develop, drive and monitor the grant priority areas.</p> <p><u>External Communication Goal:</u> Using a community driven population-based approach, increase the number of Stanislaus County residents who are healthy and free of chronic diseases. →(Add: goal, data and 3 priority areas)</p> <p><b>Key/Overarching Messages</b></p> <p><u>General:</u></p> <ul style="list-style-type: none"> <li>• To make healthy living the easy and affordable choice.</li> <li>• For every dollar spent on prevention, a five-to-one return on investment can be made in just five years.</li> </ul> <p><u>High Impact Clinical Preventative Services:</u></p> <ul style="list-style-type: none"> <li>• Many of the leading causes of death from chronic illnesses such as, high blood pressure,</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Please keep in mind: the Communication Plan has yet to be finalized and continues to be a work in progress.</b></li> <li>• <i>CDC has the final “approval” on all CTG measures.</i></li> </ul>

Topic	Discussion	Outcome/Action
<p>a. Determine Next Steps</p>	<p>high cholesterol and diabetes are preventable. Every dollar invested in building healthy communities will reduce the burden and demand on our health care system and ensure that more people will be healthier and live longer.</p> <p><u>Healthy Eating, Active Living:</u></p> <ul style="list-style-type: none"> <li>• Parents are responsible for their children’s health and well-being, but children’s health is also determined by forces outside the family. Despite the well-known health risks, companies continue every day, through advertising, to recruit their next generation of lifelong customers. Stanislaus County residents have a responsibility to protect the children in our communities by encouraging them to make healthy choices.</li> </ul> <p><u>Tobacco-Free Living:</u></p> <ul style="list-style-type: none"> <li>• Promote tobacco-free living by increasing access to smoke-free multi-unit housing, parks, indoor and outdoor spaces.</li> </ul> <p>The Communication Plan tables’ will be completed internally according to the findings collected through the SurveyMonkey survey.</p>	<p><i>A team member suggested adding another “T” to SWOT for “Trends.” Team members concurred that this was an excellent suggestion.</i></p>
<p>7. Announcements and Program Sharing</p>	<p><u>Upcoming Events:</u></p> <ul style="list-style-type: none"> <li>▪ Healthy Holiday / Tuesday, November 20<sup>th</sup> at 6pm-8pm</li> <li>▪ 2<sup>nd</sup> Annual Free Advocacy Symposium Community Engagement - Harvesting a Healthier Community / Monday, November 26<sup>th</sup></li> <li>▪ Annual Women Wear Red for Heart Awareness / Thursday, February, 2013</li> </ul>	<p><i>Members were encouraged to become part of the new Communication Ad Hoc Committee,</i></p>
<p>8. Adjourn/Next Meeting</p>	<p style="text-align: center;"><b>Next Meeting: Friday, January 18, 2013 11:30a.m. - 1:00p.m. Health Services Agency, Martin Conference Room</b></p>	