

Comprehensive Responses to Complex Community Health Problems



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Organizational Framework: SJHS-SC Community Benefit Dept

*Addressing Political
Determinants of Health:*

Advocacy Initiatives

- Legislative advocacy for vulnerable populations
- Local social & public policy change

*Addressing Social
Determinants of Health:*

Healthy Communities Programs

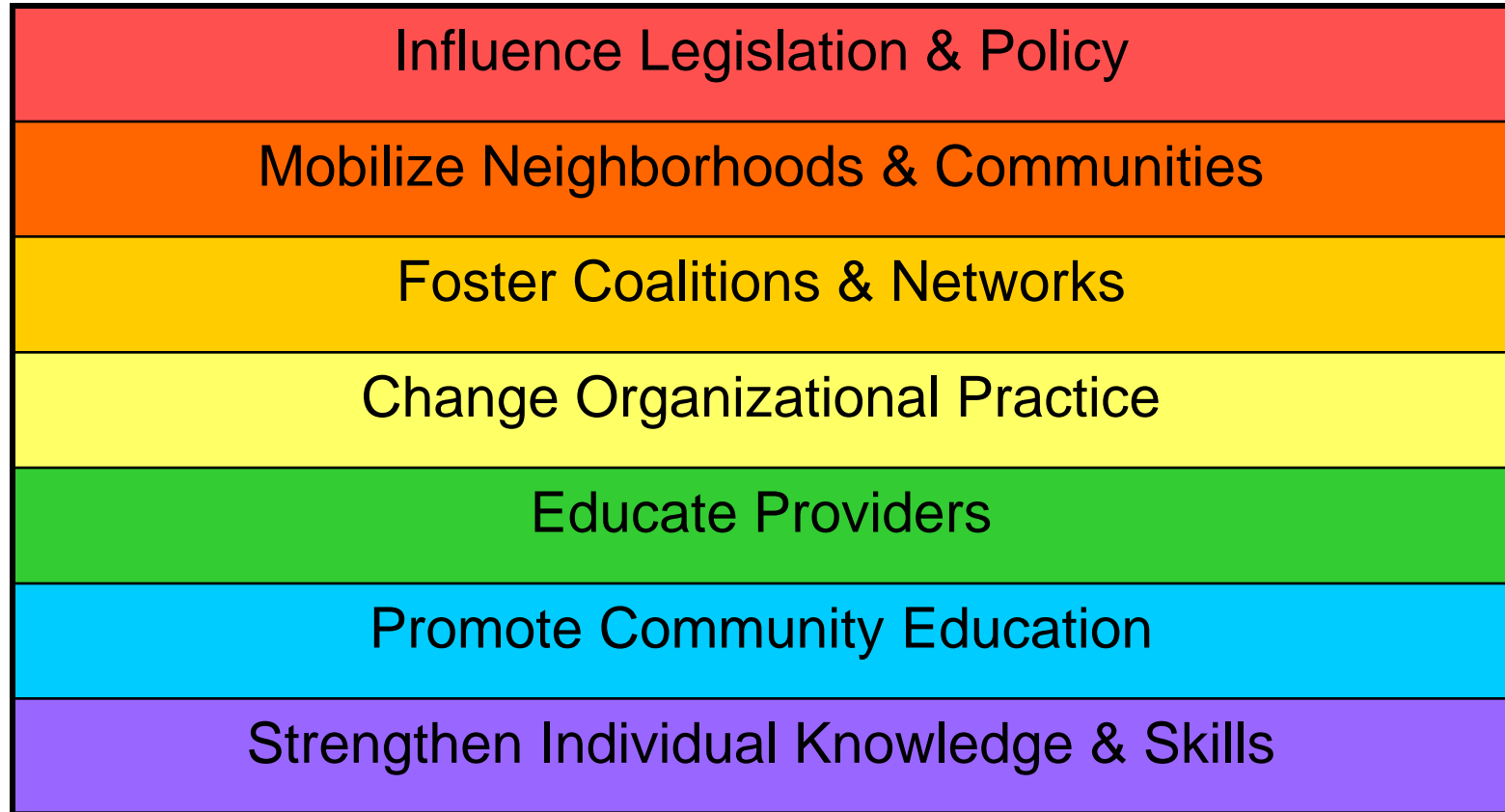
- Neighborhood Care Staff – Community Organizers
- Agents of Change Training in Our Neighborhoods – ACTION Grassroots Leadership Training

*Addressing Behavioral &
Physiological Determinants of
Health:*

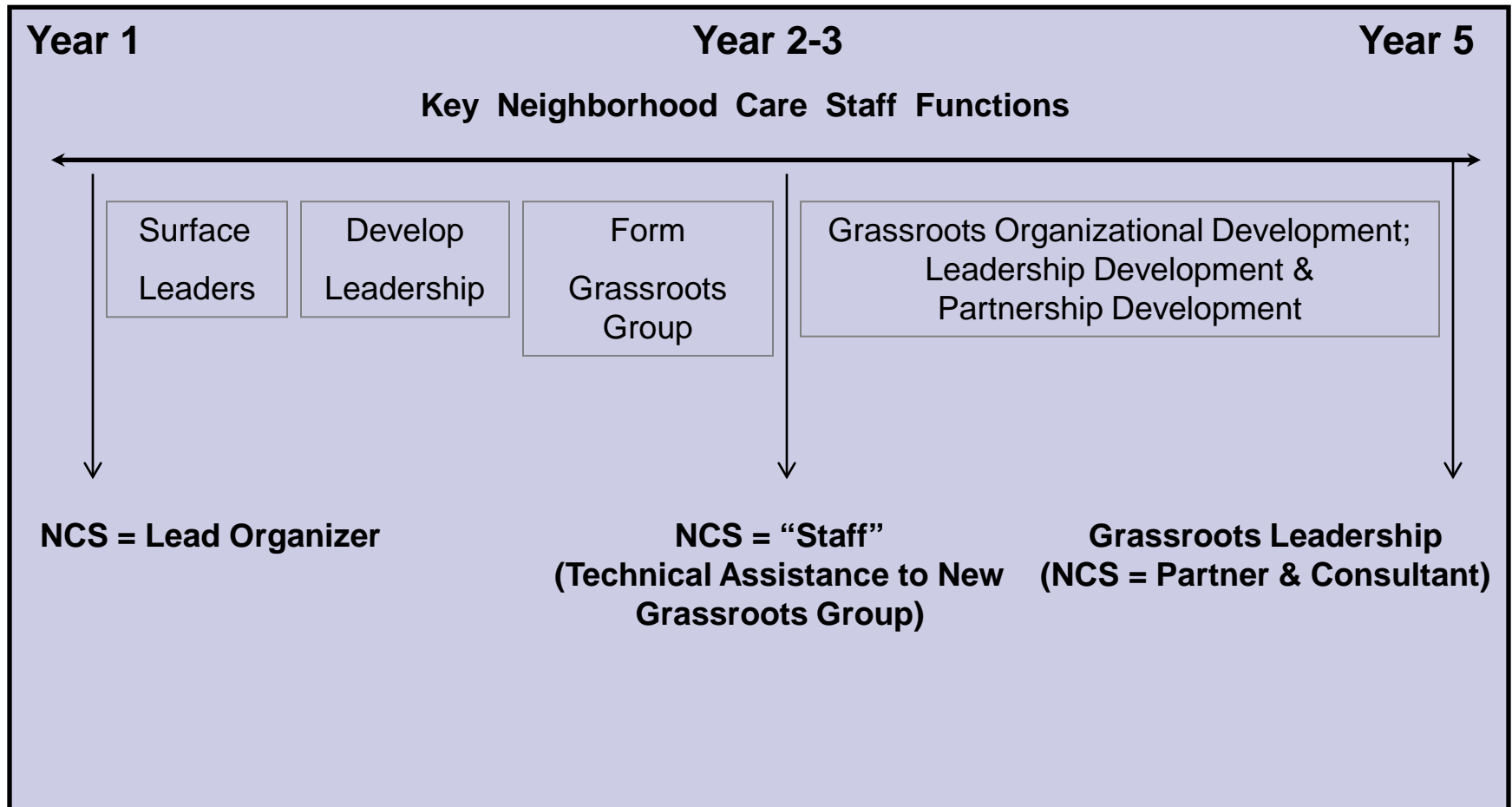
Community Health Clinics & Programs

- House Calls for Seniors
- Health Promoters & CAAs
- Mobile Health Clinic
- Dental Clinic
- Mobile Dental Clinic

CB Planning Framework: The Spectrum of Prevention*



Community Organizing Process





Neighborhood Care Staff



Your health. Your future. Our passion.

Mission

- To bring neighborhoods and communities in Sonoma County together to envision their future, and to build the assets and connections that empower them to attain and sustain their vision.

Goals

- Facilitate the identification of community assets
- Provide forums for dialogue
- Surface and develop local leadership
- Facilitate the development of self-sustaining community groups
- Facilitate community-based strategic planning
- Help build linkages to and between resources
- Build community capacity to create systemic change
- Advocate for community participations in the issues that affect it



ACTION Training



Your health. Your future. Our passion.

Mission

To build grassroots capacity for social change and quality of life improvements in local communities by increasing shared goals and developing sustainable leadership with community members and the agencies that serve them.

The Roots

- Social Justice
- Healthy Communities

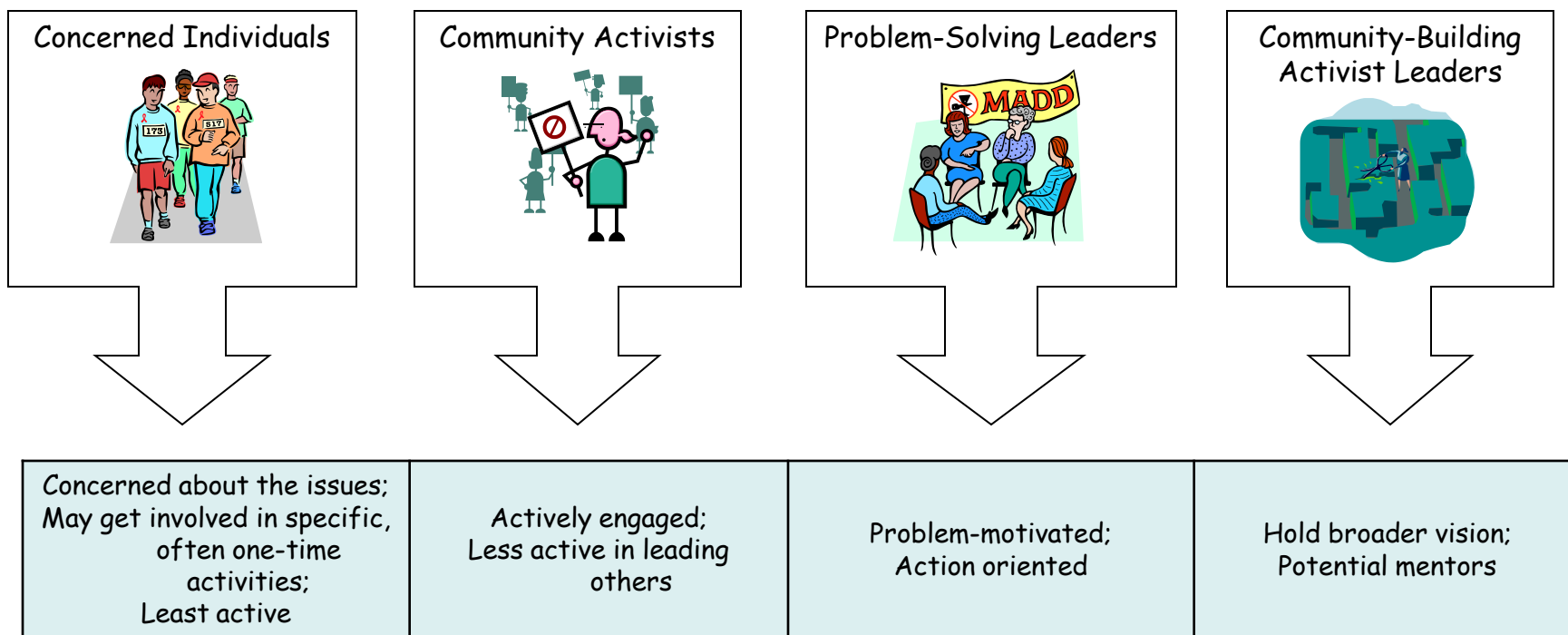
The Learnings

- Community Organizing Principles and Practice
- Immersion in Community
- Relationship Building
- Gathering of Information
- Participatory Strategic Planning
- Implementation of Action Plans
- Partnership Development
- On-going Evaluation
- Documenting and Telling the Story

Trainees & Participants

- Grassroots neighborhood & community working with NCS
- Day laborers garden cooperative
- Youth advisory committees
- Latino youth civic engagement team
- Residents participating in Sonoma County's "Healthy Eating, Active Living" project
- **Sonoma County's Health Action – Community Engagement Team**
- Community partners outside Sonoma County: Shasta County Public Health, 41st Avenue Community Center - Sacramento

Leadership Continuum





Does NCS Make a Difference?

Processes and Tools to Know if NCS is making a difference in the communities it serves:

- Leadership Development Indicators
 - SJHS-SC, Dory Escobar
- Indicators of Social Change
 - Women's Funding Network & *Level Best*, Marcia Festen & Marianne Philbin
- “So What” Questions
 - *Results-Based Accountability*, Mark Friedman

Grassroots Leadership Development Continuum

- Participate in community meeting or event
- Participate for the first time in community meeting or event
- Prepare and/or facilitate community meeting or event
- Be involved in local outreach efforts
- Write letters or make phone calls to advocate for community needs or issues, obtain resources, etc.
- Participate in public meetings, such as City Council, Planning Commission, Youth Commission, or other special commissions
- Represent their community or neighborhood in a community-wide coalition or partnership
- Participate in Leadership Training, either formal training or on-the-job skills building
- Be involved in fundraising efforts
- Be involved in grant management

INDICATORS OF SOCIAL CHANGE

Tracking Community Organizing Outcomes That Contribute to Improvements in Community Health

Indicators	Progress	Quarter / Year
Shift in Definitions Have the issues been defined differently in the community?	EXAMPLE: Grupo Activo decides that the safety issues they want to address are not limited to the school environment, and look to the broader neighborhood as area of interest.	1-2/ FY10
Shift in Behavior Are people behaving differently in the community	EXAMPLE: Families listening to Nuestra Voz's community radio shows report healthier eating habits after listening to shows.	1-2/ FY10
Shift in Engagement Are people in the community more engaged; has a critical mass of involved people been reached?	EXAMPLE: Juana, a member of the USA2000 Roseland Walking Group, becomes a media spokesperson on environmental change for HEAL project.	1-2/ FY10
Shift in Policy Has an institutional, organizational or public policy or practice changed?	EXAMPLE: CCORP advocacy with City of Rohnert Park results in city review and revamping of current ordinances.	1-2/ FY10
Maintaining Past Gains Have past gains been maintained, generally in the face of opposition?	EXAMPLE: Nuestra Voz incorporates as a 501c3.	1-2/ FY10

SO WHAT?

based on Results Based Accountability, by Mark Friedman

*Is the community better off for the organizing,
training, and mentoring efforts to build grassroots
community leadership teams?*

- What does the grassroots community group being mentored do for the population it set out to serve?
 - Did it contribute to changing individual lives, policies, programs, or institutions?
 - How?
- What does the grassroots community group do for organizations and businesses in the community?
 - How does it influence standards or practices and service?
 - Does it contribute to what is known about how to address the problem they are attempting to tackle?
 - Are they creating models that others are following?
- What does the grassroots community group do for the community at large?
 - How does it influence perceptions of the issues on which they work?
 - How does it influence action on key issues?



Community Organizing / Grassroots Leadership Development Processes & Outcomes: Addressing the Social Determinants of “Neighborhood Safety & Access to Healthy Food and Physical Activity”

Neighborhood Care Staff FY10 Measures

