

Live Healthy Napa County

Napa County Community Health Improvement Plan for 2014-2017

Report Date: February 2014



A Tradition of Stewardship
A Commitment to Service



Letter from the Public Health Officer



In keeping with Napa County's commitment to improve the quality of life for our citizens, I am pleased to present this Community Health Improvement Plan. This document seeks to improve community health in Napa County by addressing public health problems in our community and developing health promotion strategies.

This report is the result of a formal community health improvement assessment and planning effort that reflects over two years of collaborative work with agency partners and community stakeholders to establish a shared vision, conduct a comprehensive community health assessment, and develop an assets-based planning document. Using the Mobilizing for Action through Planning and Partnerships (MAPP) framework as our guide, we conducted four interdependent assessments that, when combined, provide a comprehensive snapshot of the specific health needs and opportunities in our community. Data from our Community Health Assessment was used to prioritize strategic issues, priority areas, goals, and objectives in our Community Health Improvement Plan.

This is a living document, and our plan will be implemented over the next three years with the help of our partners. Through this effort, we commit to rigorously measuring our processes and outcomes to evaluate and improve our planning efforts. We are also dedicated to developing data-driven targets and timely policies based on evidence-based interventions supported by sound research and/or practice. Most importantly, we are driven to see that this report is accessible to all who *live, learn, work, and play* in Napa County.

Our challenges are great, but so is our opportunity. We invite you to use this plan to help inform and enhance your knowledge of the work currently underway to improve community health in Napa County. We also encourage everyone to get involved and contribute to this effort as we seek to establish Napa County as a model for community health improvement for the nation.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Smith', written in a cursive style.

Dr. Karen Smith
Napa County Public Health Officer

Special Recognition

In addition to the amazing contribution of our Core Support Team and Steering Committee members (listed on the following pages), we would like to extend special thanks and sincere appreciation to the following people and organizations whose ongoing support continues to contribute to the success of Live Healthy Napa County (LHNC):

For contributing funding for the LHNC process, we appreciate and acknowledge the generous financial support provided by community partners in the following areas:

- LHNC core support for launch and implementation: County of Napa, Kaiser Permanente-Napa/Solano, St. Helena Hospital, St. Joseph Health-Queen of the Valley, and Napa Valley Coalition of Nonprofit Agencies.
- LHNC continued financial support: Peter A. and Vernice H. Gasser Foundation and Napa Valley Vintners.
- LHNC Community Health Assessment printing: First 5 Napa County.
- LHNC Steering Committee Meeting supplies and food: Napa Valley Coalition of Nonprofit Agencies.
- LHNC Community Forum: American Canyon Family Resource Center and United Way of the Bay Area.

For the generous donation of beautiful meeting space, and continued support of the project, we would like to thank:

- City of Napa: Thank you to Mike Parness for donating the City Council Chambers for community partner training.
- County of Napa: Thank you to Danis Kreimeier, Supervisor Brad Wagenknecht, and Nancy Watt for donating the Main Library Meeting Room.
- Embassy Suites Napa Valley: Thank you to Reynaldo Zertuche and Kaya Lucas for donating three lovely conference rooms and providing food for our Local Public Health System Assessment.
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- The Meadows of Napa Valley: Thank you to Richard Pool and Wayne Panchesson for donating your beautiful space for so many of our meetings and for accommodating our requests.
- Napa Valley College: Thank you to Kate Bencoter for securing the great meeting room adjacent to the library.
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- Napa TV: James Raymond, we are extremely grateful for your dynamic video editing expertise.
- Cara Mae McGarry and Suzanne Shiff for skilled coordination and oversight of the symposium project.

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For translating Community Forum materials into Spanish in record time, we thank Carmen Adams, Yolanda Arias, and Alicia Rodriguez.

For creating eye catching and innovative LHNC outreach materials and priority health icons for the CHIP, we thank Cara Mae McGarry.

For going above and beyond the call of duty and putting your passions and expertise to paper to complete the Community Health Assessment, we would like to thank Dr. Jennifer Henn and Heidi Merchen.

While every effort was made to include all people and organizations in this list, LHNC staff would like to acknowledge and appreciate those that may have been inadvertently left off of this list.

Napa County LHNC Steering Committee

The Napa County LHNC Steering Committee is comprised of approximately 40 Napa County stakeholders and includes a broad representation of residents, businesses, service providers, policymakers, and other entities across the county. The purpose of the Steering Committee is to provide input into the comprehensive planning process of the Community Health Assessment (CHA) and the Community Health Improvement Plan (CHIP). While every effort was made to include all members in this list, LHNC staff would like to acknowledge and appreciate those that may have been inadvertently left off of this list.

Name	Organization	Title
Debbie Alter-Starr, MSW, LCSW	Somos Napa	Director
Tanir Ami, MBA	Community Health Clinic Ole	CEO
Keith Behlmer	Napa County Sheriff's Office	Lieutenant
Geni Bennetts, MA, MD	Community Member	Community Member
Kate Benscoter, M.Ed., RRT-NPS	Napa Valley College	Dean Health Occupations
Rejane Brito, MIA	Puertas Abiertas Community Resource Center	Executive Director
Mary Butler	Napa County Probation Department	Chief Probation Officer
Sara Cakebread	St. Helena Family Center	Executive Director
Nick Challed	On the Move	On The Verge Program Director and Lead Writer
Greg Clark, MPA	Napa County Department of Agriculture and Weights and Measures	Agriculture Commissioner/Sealer of Weights & Measures
Sandy Elles	Napa County Farm Bureau	Executive Director
Susan Engle, RN, MSN	Napa Valley College	Associate Dean
Joelle Gallagher	Cope Family Center	Executive Director
Marlena Garcia	ParentsCAN	Executive Director
Hillary Gitelman	Napa County Planning, Building, & Environmental Services Department	Director of Planning, Building, & Environmental Services
Jennifer Henn, PhD	Napa County Health & Human Services Agency	Epidemiologist

Napa County LHNC Steering Committee *(continued)*

Name	Organization	Title
Denise Hossom	Calistoga Institute	Project Manager
Eliot Hurwitz	Napa County Transportation and Planning Agency	Program Manager - Planning
Nancy Johnson	Napa County Housing and Intergovernmental Affairs	Housing and Community Dev. Program Manager
Jennifer Klingbell	Angwin Community Council	President
Tracy Lamb	Napa Emergency Women's Services	Executive Director
Victoria Li	Calistoga Family Center	Executive Director
Terry Longoria	Napa County Office of Education	Director
Peg Maddocks, PhD	NapaLearns	Executive Director
Dawn Marshall	City of St. Helena	Human Resources Manager
Leanne Martinsen	Area Agency on Aging - Serving Napa and Solano	Executive Director
Cara Mae McGarry, MPH	Napa County Health & Human Services Agency	Health Educator
Chris Messina	Napa Chamber of Commerce	President & CEO
Jill Moss, MSN, PHN	St. Joseph Health, Queen of the Valley Medical Center	Manager Community Outreach
Becky Peterson	Napa Valley Vintners	Member and Community Relations Director
Mike Randolph	City of Napa	Fire Chief
Steven Rogers	Town of Yountville	Town Manager
Dana Shigley	City of American Canyon	City Manager
Priscilla J. Silvey, PhD	St. John the Baptist Church	Liaison
Jennifer Stewart, MPA	Napa County Office of Education	Assistant Director, Community Programs
Sherry Tennyson, Ed.D.	American Canyon Family Resource Center	Executive Director

Napa County LHNC Core Support Team

The Napa County LHNC Core Support Team is comprised of seven¹ representatives from St. Joseph Health, Napa County Health & Human Services Agency, St. Helena Hospital, Napa County Coalition of Nonprofit Agencies, and Kaiser Permanente. The role of the Core Support Team is to oversee all communications and strategic planning, produce goals and objectives, and review workgroup recommendations.

Name	Organization	Title
Dana Codron, RN	St. Joseph Health, Queen of the Valley Medical Center	Executive Director Community Outreach
Alice Hughey, MA	Napa County Health & Human Services Agency	Assistant Director
Heidi Merchen, MBA	Napa County Health & Human Services Agency	Public Health Manager
Jennifer Ring, MPH	St. Helena Hospital	Director of Business Development
Linda Schulz, MS	St. Helena Hospital	Communications Director
Suzanne Shiff, MA	Napa Valley Coalition of Nonprofit Agencies	Executive Director
Karen Smith, MD, MPH	Napa County Health & Human Services Agency	Health Officer/Deputy Director for Public Health
Cynthia Verrett	Kaiser Permanente	Community Benefit Manager

¹ Linda Schulz, MS, left the Core Support Team at the end of 2013, and Jennifer Ring, MPH, was her replacement. We would like to thank Linda Schulz for her commitment, support, and leadership to LHNC.

Community Partners

We extend special thanks to all the partners and community volunteers who have contributed to any phase of the Live Healthy Napa County process since July 2012.

- Aldea Children & Family Services
- Allen, Shea & Associates
- American Canyon Family Resource Center
- American Canyon Fire Department
- American Medical Response-Napa County
- Angwin Community Council
- Area Agency on Aging
- Born To Age
- Calistoga Affordable Housing
- Calistoga Family Center
- Calistoga Institute
- Catholic Charities of Santa Rosa
- Child Start
- Children's Health Initiative
- City of American Canyon
- City of American Canyon Fire Department
- City of Calistoga
- City of Napa Fire Department
- City of Napa Housing and Community Development
- City of Napa Housing Authority
- City of Napa Police Department
- City of St. Helena
- Commission on Aging
- Community Action Napa Valley
- Community Church of Lake Berryessa
- Community Health Clinic Ole
- Cope Family Center
- Embassy Suites Napa Valley
- Family Service of Napa Valley
- First 5 Napa County
- Gasser Foundation
- HEAL Cities Campaign
- Healthy Aging Population Initiative
- Healthy Moms and Babies
- HomeBase/The Center for Common Concerns
- Individual Community Members from the Napa County Community
- Integrative Healing
- Kaiser Permanente-Napa/Solano
- La Toque Restaurant
- Legal Aid of Napa Valley
- Local Food Advisory Council
- Moving Forward Towards Independence
- Napa Chamber of Commerce
- Napa College Foundation
- Napa County Assessor's Office
- Napa County Bicycle Coalition
- Napa County Board of Supervisors
- Napa County Commission on Aging
- Napa County Department of Agriculture and Weights and Measures
- Napa County Farm Bureau
- Napa County HHSA - Administration
- Napa County HHSA - Alcohol and Drug Services
- Napa County HHSA - Comprehensive Services for Older Adults
- Napa County HHSA - Mental Health
- Napa County HHSA - Operations
- Napa County HHSA - Public Health
- Napa County HHSA - Quality Management
- Napa County HHSA - Self Sufficiency
- Napa County Housing Authority
- Napa County Office of Education
- Napa County Planning, Building and Environmental Services Department
- Napa County Probation Department
- Napa County Regional Park and Open Space District
- Napa County Sheriff's Office
- Napa County Transportation and Planning Agency
- Napa Emergency Women's Services
- Napa Health Resource Center
- NapaLearns
- Napa State Hospital
- Napa Valley Coalition of Nonprofit Agencies
- Napa Valley College
- Napa Valley Community Foundation
- Napa Valley Education Foundation
- Napa Valley Grapegrowers
- Napa Valley Hospice & Adult Day Services
- Napa Valley Lutheran Church
- Napa Valley Register
- Napa Valley State Parks Association
- Napa Valley TV

Community Partners *(continued)*

- Napa Valley Unified School District
- Napa Valley Vintners/Auction Napa Valley
- Napa Valley Youth Center
- Napa-Solano-Yolo-Marin County Public Health Laboratory
- On the Move
- Pacific Union College SDA Church
- ParentsCAN
- Partnership HealthPlan of California
- Planned Parenthood Shasta Pacific
- Puertas Abiertas Community Resource Center
- Rabobank
- Rianda House-Upper Valley Senior Activity Center
- Somos Napa
- St. Helena Family Center
- St. Helena Hospital
- St. John the Baptist Catholic Church
- St. Joseph Health Queen of the Valley
- St. Joseph Health Queen of the Valley-Community Outreach
- State Senator Lois Wolk's Office
- Sustainability Now!
- Sustainable Napa County
- The Meadows of Napa Valley
- Tobacco Advisory Board
- Town of Yountville
- United Cerebral Palsy of the North Bay
- United Way of the Bay Area
- Veterans Home of California, Yountville
- Vine Village, Inc.

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Executive Summary

Napa County, which is located in Northern California, was one of the state's original counties when California was founded. With over 136,000 residents, the county is rich in history, culture, and diversity. While many opportunities exist for residents living in Napa County, community members understand that certain health disparities need to be addressed in order for everyone to be healthier and enjoy an enhanced quality of life.

From July 2012 to April 2013, Live Healthy Napa County (LHNC) embarked on a collaborative process to conduct a Comprehensive Community Health Assessment (CHA) that aimed to establish the foundation for sustainable improvements in health in Napa County. Building on the success of the CHA, LHNC relied on the Mobilizing for Action through Planning and Partnerships (MAPP) framework to guide the Napa County Community Health Improvement Plan (CHIP) into a progressive, community-driven, living document. Similar to the CHA, the CHIP was created using the LHNC Guiding Principles (see table to the right).

The Napa County CHIP engaged more than 150 community partners and included a broad representation of residents, businesses, service providers, policymakers, and other entities across the county. With the help of these individuals, the LHNC Core Support Team, and the LHNC Steering Committee, four priority areas were identified:

- **Improve Wellness and Healthy Lifestyles**
- **Address the Social Determinants of Health**
- **Create and Strengthen Sustainable Partnerships for Collective Impact**
- **Ensure Access to High Quality Health Services and Social Supports across the Life Course**

With these priority areas serving as the foundation, LHNC and its partners developed goals, objectives, strategies, and activities for each priority. These components will guide Napa County in improving community health for all residents living in the county. This CHIP, which will span from 2014 to 2017, helps to provide the support needed for the community to develop new policies and determine health promotion strategies. The Napa County CHIP will serve as a living document, as these efforts have the capacity to grow and evolve through 2017 and beyond.

LHNC encourages residents and community organizations to participate in this important effort as implementation activities begin. If you, or your organization, would like to get involved in the Napa County CHIP, please contact LHNC@countyofnapa.org for more information.

LHNC Guiding Principles

- **Systems Thinking.** Promote an appreciation for the dynamic interrelationship of all components of the local public health system required to develop a vision of a healthy community.
- **Dialogue.** Ensure respect for diverse voices and perspectives during the collaborative process.
- **Shared Vision.** Form the foundation for building a healthy future.
- **Data.** Inform each step of the process.
- **Partnerships and Collaboration.** Optimize performance through shared resources and responsibility.
- **Strategic Thinking.** Foster a proactive response to the issues and opportunities facing the system.
- **Celebration of Successes.** Ensure that contributions are recognized and sustain excitement for the process.

Background of Napa County

Typically when people think of health, they think of it in relation to disease or illness, but health is part of every aspect of our daily lives. The World Health Organization defines health as a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity. This definition indicates the importance of considering a range of factors that influence health, as improving health necessitates moving beyond merely addressing illnesses.

Live Healthy Napa County (LHNC)

LHNC Vision

In Napa County, community members will take responsibility for improving and sustaining health through shared leadership, strategic planning, meaningful community engagement and coordinated action.

Napa County community members understand that improving the health of individuals, families, and communities requires a comprehensive understanding of health, one that considers all of the conditions in which people are born, grow, live, work, and age, including the health system. By addressing all of these conditions, sometimes called the “social determinants of health,” people and communities can be healthier and enjoy an enhanced quality of life.

The LHNC collaborative was created from the notion that improving overall health requires a shared responsibility among diverse stakeholders. LHNC is a collaboration whose intention is to promote and protect the health and wellbeing of every member of the community. LHNC is a public-private partnership bringing together, among others, representatives from health, healthcare, business, public safety, education, government, nonprofits, and the general public to develop a shared understanding and vision of a healthier Napa County.

Mobilizing for Action through Planning and Partnerships (MAPP)

The MAPP framework is a nationally-recognized model for conducting community health assessments and strategic planning for community health improvement, supported by the Centers for Disease Control and Prevention (CDC) and the National Association of County and City Health Officials (NACCHO). MAPP is a cyclical, 18 month, six-phase process that can be tailored to suit the needs of most communities.

The model promotes an active participation component through encouraging collaboration between multi-disciplinary partners in a variety of sectors that impact health. Community partners and stakeholders were invited to participate in this effort based on their professional expertise and scope of work.

MAPP Steps

- Prepare and plan
- Engage the community
- Develop a goal or vision
- Conduct community health assessment(s)
- Prioritize health issues
- Develop community health improvement plan
- Implement community health improvement plan
- Evaluate community health improvement plan
- Restart cycle

Overview of the Napa County Community Health Assessment

In 2012, LHNC embarked on a collaborative process to conduct a comprehensive Community Health Assessment (CHA) that aims to establish the foundation for sustainable improvements in health in Napa County. As part of the comprehensive assessment, LHNC conducted three community assessments to understand the local health issues that are important to the community, measure the capacity and capability of the local public health system, and examine data to illuminate the health status of Napa County and its residents. While the full Napa County Community Health Assessment is available on the LHNC website (<http://www.countyofnapa.org/lhnc>), an excerpt is provided below.

Participants in the development of this comprehensive Community Health Assessment have consistently emphasized the importance of ensuring that Napa County residents have access to a broad range of services and activities that, together, create a healthy, thriving community and healthy community members. Examples include having access to affordable health-related services, education, healthy foods, transportation, active lifestyle options (e.g., sidewalks and safe parks), employment and housing opportunities, and access to mental health services. Participants described their vision of a healthy Napa County as: a place where the physical and mental health of the community matters, and where community members have opportunities to feel engaged in meaningful ways throughout the course of their lives.

Recognizing the hard work needed to achieve this vision, participants identified strengths and resources within and across Napa County that can be supported and/or enhanced. Participants also emphasized the need to develop a proactive preventive approach to address the leading health issues and health disparities identified across the county. Time and time again, participants underlined the importance of addressing disparities throughout Napa County, including disparities related to health status; accessing and navigating health services; the educational system; socioeconomic status; and access to promising job opportunities. A consistent theme—one that was prioritized in meetings and discussions, as well as seen in the data presented throughout this report—is that Latino community members are marginalized in a number of ways, and that disparities related to Latino community members in Napa County need to be addressed.

...This final section of the CHA presents a summary of crosscutting themes. They have been organized into four categories: **strengths** (data that illustrate positive health attributes across Napa County), **challenges** (data that illustrate health issues across the county), and **disparities** (data that reveal health challenges within a subpopulation in Napa County); and **steps forward** (important considerations and potential actions for the CHIP process).

Crosscutting Themes: *Strengths* across Napa County

- Overall, community members rate themselves as having good to excellent health.
- Napa County has many clean, safe neighborhoods with access to recreation areas.
- Use of agricultural pesticides in Napa County has steadily declined over the past decade and levels of environmental ozone and fine particulate matter are generally low.
- Community members generally feel that Napa County has a good school system and a strong economy with local jobs.
- Overall Napa County has very high routine disease screening and immunization rates.
- The teen birth rate in Napa County has been steadily declining and remains lower than the California teen birth rate.
- Napa County meets or exceeds many of the national standards for maternal and child health.

- Rates of reportable sexually transmitted infections, including HIV, in Napa County are significantly below statewide rates.
- The Local Public Health System is able to enforce laws and regulations that protect health and ensure safety.
- The Local Public Health System has the capability and expertise to effectively diagnose and investigate health problems and health hazards.
- There are strong partnerships and collaborations across diverse stakeholders.
- There is strong community involvement in Napa County.

Crosscutting Themes: *Challenges across Napa County*

- Napa County's Local Public Health System (LPHS) has challenges coordinating data systems, communicating between services and organizations, and system-wide sharing of resources.
- Napa County's LPHS has challenges developing partnerships, including with community members, in certain geographic regions of county, and between the business community and nonprofits.
- Only about half of Napa County adults and children eat the recommended servings of fruits and vegetables daily.
- Slightly more than half of all Napa County adults reported engaging in little or no physical activity each week.
- Overweight and obesity rates are a concern among all age groups, but it is particularly concerning that nearly 40% of 5th, 7th and 9th graders in Napa County are now overweight or obese.
- Too many Napa County residents lack health and dental insurance, with marginalized populations particularly affected.
- Drug and alcohol abuse is a serious concern; over one third of Napa County adults have reported binge drinking within the past year and one quarter of ninth grade students report alcohol use in the past month.
- Many individuals and families are living in poverty in Napa County; over one quarter of all residents and one third of families with children under 18 live below 200% of the federal poverty level.
- Mental health is an important concern among Napa County residents; the suicide death rate in Napa County is above the Healthy People 2020 national objective and nearly one in five 9th and 11th graders have indicated that they've seriously considered attempting suicide within the past 12 months.
- The top three causes of death among all Napa County residents over one year of age are: coronary heart disease, stroke, and lung cancer, which all have modifiable risk factors.
- The top three causes of premature death among all Napa County residents ages 1-74 are: coronary heart disease, motor vehicle accidents, and suicide.

Crosscutting Themes: *Significant Health Disparities [and Inequities] Exist in Napa County*

- While the overall health status rating is very good in Napa County, Latino residents in the county reported fair or poor health at nearly 3 times the frequency of non-Latino white residents.
- Despite the fact that the county's overall rates of Sexually Transmitted Infections (STI) are lower than state levels, Latino and African American residents are 65% and 3 times as likely, respectively, as non-Latino white residents to be diagnosed with Chlamydia.
- A higher percentage of Latino residents, people with lower educational attainment (high school or less), and female headed households are living in poverty compared to other groups in the county.
- The City of Calistoga and the City of Napa each had census tracts with higher concentrations of families living below 200% of the Federal Poverty Level (FPL), which is under \$46,100 for a family of four.
- Hispanic/Latino residents and those who identify with "two or more races" had higher rates of unemployment compared to the overall County unemployment rate of 7.4%.

- Latinos, socioeconomically disadvantaged students, and English Language Learners are overrepresented among high school dropouts in Napa County.
- The percentage of 3rd grade English Language Learner students reading at or above grade level (15%) is 4 fold lower compared to the percentage of all other students (61%) reading at or above grade level.
- Napa County adults with an income below 200% of the federal poverty level (FPL) were nearly two times as likely to be obese as adults with higher incomes (above 399% FPL).
- Adults with less than a high school education were three times as likely to be obese as those with a college degree.
- 18.3% of low-income preschoolers are obese.
- Eleventh grade minority students in Napa County reported harassment for bias motivated reasons more frequently than their non-Latino white counterparts.

Crosscutting Themes: *Steps Forward* in Napa County

Based on the quantitative and qualitative data gathered, as well as insights from three Steering Committee meetings held during the development of the CHA, Napa County has the opportunity to take several important steps to... strengthen the overall health and wellbeing of all County residents for the long term. These steps include the following:

- Develop approaches to coordinate data systems and communication between services and organizations.
- Develop approaches to engage in a system-wide sharing of resources.
- Increase collaborative efforts and partnerships in order to sufficiently meet the complex needs of Napa County residents.
- Develop proactive community engagement and prevention strategies.
- Develop approaches to address disparities identified throughout this assessment.
- Address health issues related to overweight and obesity.
- Address excessive use of alcohol and drugs among all ages.
- Address mental health issues.
- Increase access to fresh, healthy foods, especially in schools.
- Address the sources of the leading causes of death and premature death.

Napa County's Community Health Improvement Plan

What is the purpose of the CHIP?

A Community Health Improvement Plan (CHIP) is a long-term, systematic effort to address public health issues based on the results of the Community Health Assessment (CHA) and a community health improvement process.² It helps to provide support for developing new policies and determining health promotion strategies.

How was the CHIP developed?

Following the review and formal adoption of the CHA, the Steering Committee worked collaboratively to identify potential overarching themes, strategic issues, and priority areas for the CHIP in April 2013. These draft CHIP components, which Steering Committee members had the opportunity to review and revise through an online survey, were overwhelmingly supported. The Core Support Team used these survey results to create draft goals, and Steering Committee members were able to review these draft goals and develop corresponding objectives through an additional online survey.

At the July 2013 Steering Committee Meeting, the overarching themes, strategic issues, and priority areas were reviewed and formally adopted. This meeting also allowed Steering Committee members and community members to review their proposed goals and potential objectives. Once the goals and objectives were approved, the group generated strategies to provide a comprehensive picture of how local public health system partners will achieve a healthy community.

Developing and selecting the CHIP components, outlined below, was a systematic process that involved input from the Steering Committee and community members at each step.

Step 1: The priority areas of the CHIP were developed at a Steering Committee meeting by creating an ordered list of the most important issues facing the community.

Step 2: The Core Support Team drafted the priority areas and tested them through a survey to all Steering Committee members.

Step 3: Draft goals and objectives were developed and tested through a second survey to all Steering Committee members.

Step 4: Overarching themes, strategic issues, and priority areas were formally adopted.

Step 5: Goals and objectives were formally adopted.

Step 6: Strategies were developed and finalized through input from the Steering Committee and community members.

² <http://www.naccho.org/topics/infrastructure/accreditation/chip.cfm>

A Community Forum was held in September 2013 in order for residents to give input into the CHIP process and to begin building community ownership for the entire LHNC process. Approximately 200 community members attended this completely bilingual event, and 23 community partners volunteered to serve as table facilitators. These community partner volunteers led small group discussions focused on the issues raised in the Community Health Assessment and how these issues could be addressed as a community. In addition, seven youth partnered with the table facilitators to help set-up, facilitate, take notes, and translate during the small group discussions. Participants were very involved in providing feedback on the goals, objectives, and strategies of the draft CHIP.

Through the instrumental support of the Steering Committee members, community members, and Community Forum attendants, the Core Support Team refined and finalized the goals, objectives, and strategies of the CHIP.



Town Hall Outcomes

- Diverse community members learned about Live Healthy Napa County
- The community provided feedback on the Live Health Napa County Assessment
- Participants identified opportunities to stay engaged in Live Health Napa County and contributed to the county-wide CHIP



How will we use the CHIP?

A CHIP is used through a long-term process of setting priorities, directing the use of resources, and developing and implementing projects and programs in the community. We developed four priorities areas:



Improve Wellness and Healthy Lifestyles



Address the Social Determinants of Health



Create and Strengthen Sustainable Partnerships for Collective Impact



Ensure Access to High Quality Health Services and Social Supports across the Life Course

These priority areas will guide Live Healthy Napa County in improving community health. The Napa County CHIP will serve as a living document, as our efforts have the capacity to grow and evolve through 2017 and beyond.

What Policy Changes are needed for our CHIP to be Successful?

In order for Napa County to achieve our vision for community health improvement and successfully implement the strategies highlighted in this document, we need to develop and promote policies that reinforce our efforts. Through incorporating policy development and advocacy into our CHIP, we acknowledge that the systems and environments in which we work also affect our success. Therefore, the policy recommendations included in Exhibit 1 are designed to address our collective community concerns, guide the implementation of the strategies proposed in this CHIP, and promote a “health in all policies” legislative approach.

Exhibit 1. Policy Recommendations for Each Priority Area

Priority Areas	Policy Recommendation(s)
Improve Wellness and Healthy Lifestyles	Advocate for: <ul style="list-style-type: none"> ▪ Affordable healthy food and beverages policies in schools, workplaces and the community ▪ Policies encouraging physical activity and good nutrition ▪ Policies that enhance school based physical education ▪ Worksite wellness programs that offer employee health incentives for healthy eating and physical activity ▪ Community design land use policies ▪ Smoke-free policies that prohibit smoking, including e-cigarettes, in indoor spaces and designated public areas ▪ Policies that increase alcohol taxes, regulate alcohol outlet density, and support dram shop (commercial host) liability* ▪ Enforcement of the <i>Social Host Ordinance</i> ▪ Decreasing the amount of alcohol and tobacco advertising in local stores ▪ Policies that restrict medical marijuana dispensaries ▪ Responsible Beverage Training ▪ Wrap-around preventive services ▪ Baby Friendly Hospital Initiative

* *Dram shop liability allows the owner or server of a retail alcohol establishment where a customer recently consumed alcoholic beverages to be held legally responsible for the harms inflicted by that customer.*

Priority Areas	Policy Recommendation(s)
Address the Social Determinants of Health	<ul style="list-style-type: none"> ▪ Use data-driven, evidenced-based best practices to identify and address health equity ▪ Examine racial, ethnic, and socio-economic disparities in access to healthy foods, physical activity, education, and resources and adopt policies to remedy these inequities ▪ Educate and empower residents to advocate for healthy policies in their communities ▪ Improve the built environment to ensure that healthy and safe options are accessible to all ▪ Advocate for transportation and travel policies and practices that encourage walking and bicycling as a means of transportation ▪ Advocate for a health element in all jurisdictions ▪ Advocate for policies that facilitate activities to promote healthier lifestyles and communities, including healthy diet and nutrition and adoption of city design and planning principles that enable residents of all ages and abilities to undertake exercise ▪ Advocate for a living wage
Create and Strengthen Sustainable Partnerships for Collective Impact	<ul style="list-style-type: none"> ▪ Advocate for blending, braiding, and collaborative funding solutions at the federal, state, and local levels ▪ Advocate for organizational policies and practices that encourage and require cross sector partnerships
Ensure Access to High Quality Health Services and Social Supports across the Life Course	<ul style="list-style-type: none"> ▪ Assure high-quality, affordable, and accessible healthcare services for all ▪ Implement evidence-based and best practices to integrate behavioral health services into primary care ▪ Advocate for increased behavioral health resources, particularly youth mental health services ▪ Programs that support the wellbeing of the entire family throughout the life course ▪ Education and child development policies that support comprehensive, center-based programs for children in low-income families, full-day kindergarten, high school completion, and after-school academic programs

How does the CHIP Align with Other Health Improvement Initiatives?

Napa County’s CHIP priority areas align with and complement other health improvement efforts at the state and national levels. These priorities reflect those of the Let’s Get Healthy California initiative at the state level, and are directly in line with the Healthy People 2020 and the National Prevention Strategy at the national level.

LHNC Priority Areas	STATE: Let’s Get Healthy California	FEDERAL: Healthy People 2020 & National Prevention Strategy
Improve Wellness and Healthy Lifestyles	Healthy Eating Active Living Preventing and Managing Chronic Diabetes	Healthy Eating Active Living Tobacco Free Living Drug and Excessive Alcohol Prevention Mental and Emotional Wellbeing
Address the Social Determinants of Health	Health Equity: Eliminating Disparities Creating Healthy Communities: Enabling Healthy Living	Empowered People Elimination of Health Disparities Healthy and Safe Community Environments
Create and Strengthen Sustainable Partnerships for Collective Impact	Partnerships to Improve Health and Leverage Funding	Partnerships to Improve Health and Leverage Funding
Ensure Access to High Quality Health Services and Social Supports across the Life Course	Access to Care Efficient, Safe, and Patient-Centered Care Health Across the Lifespan	Access to Health Services Clinical and Community Prevention Services Health Communication Injury and Violence Prevention

Improve Wellness and Healthy Lifestyles



Many of the health conditions that people in Napa County suffer from such as heart disease, diabetes, and cancer are linked to daily practices like eating a healthy, balanced diet, reducing stress, and getting regular exercise. However, the opportunity to make a healthy choice is not always available—particularly for Napa County’s more vulnerable residents—as was repeatedly voiced by community members throughout the Community Health Assessment process. Socioeconomic factors—such as whether people can afford to buy nutritious foods and safely engage in exercise in their neighborhoods – and environmental factors—such as whether healthy food options are locally available—impact what individuals eat as well as their activity practices.

To improve total wellness and healthy lifestyles, the Napa County community acknowledges the importance of improving mental and behavioral health outcomes by increasing access to coordinated support services in addition to supporting physical health and wellbeing.

Statement of Need

While nearly 90 percent of respondents to the Live Healthy Napa County Community Health Survey feel that Napa County is a healthy or very health community to live in, data indicate several areas where improvement in key factors of health are needed.³ Available data reveal that Napa County has a high percentage of overweight or obese individuals and a low percentage of individuals who exercise regularly. Data show that 61 percent of adults in Napa County were overweight or obese⁴, while 42 percent of fifth, seventh, and ninth graders were also overweight or obese.⁵ Overweight and obesity rates for adults are slightly higher than the California statewide average of 60 percent and slightly lower than the fifth, seventh, and ninth grade average of 44 percent. At the same time, it is interesting to note that 43 percent of adult residents participate in moderate or vigorous physical activity which is notably higher than the 36 percent average statewide.⁶



³ Live Healthy Napa County Community Health Survey, 2012

⁴ California Health Interview Survey, 2011-2012

⁵ California Department of Education, 2011-2012

⁶ California Health Interview Survey, 2007

In 2012, the LHNC Core Support Team worked with community partners across the county to conduct a survey of residents, service providers, and other stakeholders. The survey was a tool to gather data on how participants perceive health in Napa County, what the critical issues are, and how community members are currently accessing services. Over 38 percent of Napa County residents felt that drug and alcohol was one of the most important issues affecting local community health. In addition, respondents selected unsafe roads and sidewalk conditions (22 percent), inactivity and lack of exercise (21 percent), and mental health issues (19 percent) as top health issue facing Napa County.

Exhibit 2 presents the goals and objectives for Priority Area #1, including corresponding performance measures, baseline data, and targeted improvements.

Exhibit 2. Priority Area #1: Improve Wellness and Healthy Lifestyles – Goals and Objectives

GOAL	OBJECTIVE	PERFORMANCE MEASURE	BASELINE (Source)	TARGET 2017	TARGET 2020
Physical health outcomes for Napa County residents will improve	Decrease the proportion of persons who are overweight and/or obese	% of adults (20+ years old) who are overweight or obese	61.1% (2011-2012, CHIS)	58.0%	55.0%
		% of 5 th , 7 th , and 9 th graders who are overweight or obese	42.0% (2011-2012, CDE)	39.9%	37.8%
		% of low income (<200% FPL) preschool children (age 2-4) who are obese	18.3% (2009-2011, USDA)	17.4%	16.5%
	Increase the proportion of persons who are physically active	% of adults participating in moderate or vigorous physical activity	42.5% (2007, CHIS)	44.6%	46.8%
		% of 5 th , 7 th , and 9 th graders who are physically fit	65.5% (2011-2012, CDE)	68.8%	72.1%
	Increase the proportion of persons who eat 5+ servings of fruits and vegetables per day	% of children consuming 5+ servings of fruit/vegetables per day	55% (2011-2012, CHIS)	50.8%	53.2%
	Reduce smoking rates	% of adults currently using tobacco	10.4% (2009/2011-2012, CHIS)	9.9%	9.4%
	Reduce alcohol abuse	% of adults binge drinking at least once in the prior year	31.4% (2011-2012, CHIS)	29.8%	28.3%
		% of 11 th grade students binge drinking at least once in the prior month	21.0% (2011-2012, CHKS)	20.0%	18.9%
	Increase the percentage of babies who are exclusively breastfed for the first 6 months of life	% of WIC mothers exclusively breastfeeding at 6 months	28.7% (2011, Napa WIC/CDC)	30.1%	31.6%

GOAL	OBJECTIVE	PERFORMANCE MEASURE	BASELINE (Source)	TARGET 2017	TARGET 2020
Mental health outcomes for Napa County residents will improve	Decrease rate of Napa County residents who report feeling sad or hopeless	% of 11 th grade students who felt sad or hopeless almost every day for 2 weeks or more and stopped doing usual activities	33% (2011-12, CHKS/YRBSS)	11.2%	10.6%
	Decrease rate of Napa County residents seriously considering suicide	Suicide death rate	11.5/100,000 (2008-2010)	10.9/100,000	10.4/100,000
		% of 9th graders who seriously considered suicide within the past year	17% (2011-2012, CHKS)	16.2%	15.3%
		% of 11th graders who seriously considered suicide within the past year	17% (2011-2012, CHKS)	16.2%	15.3%
		% of non-traditional students who seriously considered suicide within the past year	30% (2011-2012, CHKS)	28.5%	27.0%
		Suicide death rate in adults 65 and older	21.6/100,000 (2008-2010, CDPH EpiCenter)	20.5/100,000	19.4/100,000
People will have access to resources to engage in healthy behaviors and preventative care	Promote prevention, early identification, and intervention for health and development issues	Presence of a system of agencies and providers participating in universal screening for health and developmental issues in children and families	No system exists	System in place	TBD
	Increase access to home visitation services for high-risk families	# of families receiving home visiting services	TBD	TBD	TBD
	Increase access to mental health services for underserved populations	% of adults needing care for emotional or mental health or substance abuse issues who stated that they did obtain help for those issues	59.1% (2009/2011-2012, CHIS)	62.1%	65.0%

Exhibit 3 (shown across the following pages) presents the strategies associated with Priority Area #1, including corresponding activities, performance measures, and responsible agencies. These strategies are cross-cutting as they simultaneously address multiple goals under Priority Area #1.

Exhibit 3. Priority Area #1: Improve Wellness and Healthy Lifestyles – Strategies

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Provide opportunities, support, and education for managing weight, healthy nutrition, and physical activity	The Healthy For Life Initiative will increase knowledge on topics related to childhood obesity among populations in Napa County who are most at risk	% of overweight or obese children that re-designate to a lower weight category	St. Joseph Health Queen of the Valley Community Outreach	Napa Valley Unified School District, Synergy Medical Fitness Center, Kaiser Permanente, Community Health Clinic Ole, Napa Valley Pediatrics , Napa Community Nutrition Action Partners, Children & Weight Coalition
	Increase participation in TOPS (Taking Off Pounds Sensibly)	# of participants in TOPS	Partnership Health Plan	-
	Increase the number of participants in Food for Life nutrition and cooking class series	# of participants per calendar year	Food for Life Instructor	-
	The County Campus Coordinated Care Project provides services designed to reduce weight and improve overall health for individuals with chronic health conditions	1) Increased patient activation 2) Increase in number of nutritious meals 3) Increase in exercise 4) Decrease in waist circumference 5) Decrease in Body Mass Index (BMI)	Community Health Clinic Ole	Napa County Health & Human Services Mental Health and Alcohol and Drug Services
	Decrease consumption of sugar-sweetened beverages with Rethink Your Drink campaign	% of children and teenagers drinking one or more sugar-sweetened drinks per day	Children and Weight Coalition	Napa Community Nutrition Action Partners
	Collaborate to leverage funding for a research and demonstration project for adults with disabilities & obesity. This includes: (1) a literature review to identify evidence-based and other promising practices in reducing obesity among adults with disabilities, (2) identifying potential sources of funding for such a project, and (3) crafting and submitting a proposal	Evaluation will focus on intervention in relation to change in (1) activity levels, (2) what participants eat and how much, (3) weight over time, and (4) BMI over time. Among participants and comparison group members with intellectual and developmental disabilities (I/DD), we hope to collaborate with North Bay Regional Center because they periodically collect information on height and weight of those they serve. We hope to include a few "success stories" as well to put a face on the data.	Napa Valley Coalition of Non-Profit Agencies - Disabilities Committee	-

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Build capacity for people to be more physically active	Provide access to free, low cost recreation and exercise	1) % of adults and children reporting daily physical activity 2) % of people with knowledge of free ways to get active outdoors	Town of Yountville	Yountville Community Recreation, Napa Valley Vine Trail, Napa Parks and Recreation, American Canyon Parks and Recreation, St. Helena Parks and Recreation, Calistoga Parks and Recreation, Boys and Girls Clubs, Napa County Parks and Open Space District
	Provide opportunities for the community to learn how to safely ride bicycles for increased exercise and active transportation	# of participants in bike safety classes	Napa County Bicycle Coalition	-
	Increase the proportion of individuals who use active transportation for trips of 2 miles or less	# of participants in April Fools event each year	Napa County Bicycle Coalition	-
Create tobacco-free environments, prevent initiation of tobacco use, and promote cessation programs	Provide staff trainings on the Ask, Advise, Refer Medical Model	# of referrals made to quit smoking classes through staff trained in the Ask, Advise, Refer Medical Model as measured by Quit Smoking Program Intake Form	Community Action Napa Valley	-
	Initiate Concierge Referral Program with the Queen of the Valley to provide a direct link to patients with quit smoking information and direct referrals to quit smoking classes	1) # of patients visited through Concierge Referral Service 2) # of patients who attend class and number of classes attended 3) # of patients who complete class series 4) # of patients who are smoke-free at 30 and 90 days	Community Action Napa Valley	St. Joseph Health Queen of the Valley Medical Center, Thoracic Surgeon at Queen of the Valley Hospital, Tobacco Advisory Board Member
	Adoption of comprehensive smoke-free outdoor park and recreation area policies in all jurisdictions within Napa County	# of comprehensive policies adopted in local jurisdictions	Community Action Napa Valley	-
	Collaborate with the Napa County Office of Education to include e-cigarettes in district's non-smoking policies	# of NCOE school policies that include e-cigarette use in non-smoking policies	Community Action Napa Valley	Prevention Department, Napa County Office of Education

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Enhance resources to increase breastfeeding rates	Create a community-wide Breastfeeding Plan to increase breastfeeding rates	Community-wide Breastfeeding Plan created	Napa Valley Breastfeeding Coalition	St. Joseph Health Queen of the Valley Medical Center & Community Outreach, St. Helena Hospital, Kaiser Permanente, Partnership Health Plan, Napa County Health & Human Services Public Health
Ensure home visitation services for high-risk people and families	Early prevention home visitation services to high-risk pregnant mothers	# of high-risk pregnant mothers who receive evidence-based, home visitation services from qualified providers	Cope Family Center	Napa County Health & Human Services Public Health, Aldea Children and Family Services, ChildStart, St. Joseph Health Queen of the Valley Community Outreach
	Create a Home Visiting Collaborative to integrate home visiting services and referral process for children age 0-5 and their families	# of quarterly meetings	Cope Family Center	Aldea Children and Family Services, ChildStart, St. Joseph Health Queen of the Valley Community Outreach, Napa County Health & Human Services Public Health
Maintain programs to prevent alcohol and other drug abuse for teens	Friday Night Live builds partnerships for positive and healthy youth development	1) 2% decrease of 11 th grade youth in Napa County reporting ease of access to alcohol, marijuana, and other county priority substances by the fall of 2015 2) 2% decrease in 9 th and 11 th grade youth in Napa County reporting that they consumed alcohol, marijuana, and other county priority substances in the last 30 days by the fall of 2015	Napa County Health & Human Services Alcohol and Drug Services	-
Expand coordination and outreach for mental health and suicide prevention services focused on prevention, early identification, and intervention	Expand outreach presentations to teens and parents on mental health and mental health hygiene	1) Reach 30 high school students in the workshop format, plus 300-500 more via classroom presentations or assemblies 2) Students will report growth in their understanding of stress management and healthy growth mindset from before to after program	Somos Napa	-
	Suicide Prevention Committee will promote a suicide hotline and conduct a community needs assessment	1) Increase number of telephone calls to the North Bay Prevention Hotline 2) Collect 100 community need assessment surveys 3) Identify one project geared toward an area identified in the completed surveys	Napa County Health & Human Services Mental Health	NEWS (Napa Emergency Women's Services), Family Service of Napa Valley, Aldea Children and Family Services, Napa County Commission on Aging

Address the Social Determinants of Health



The social, physical, environmental, and economic circumstances in which we live greatly affect and in some cases determine our health outcomes. It is important that we conceptualize health inequity and the social determinants of health as those structural and systematic barriers to achieving optimal health outcomes. According to the National Prevention Strategy on Elimination of Health Disparities, health inequities “adversely affect groups of people who have systematically experienced greater obstacles to health on the basis of their racial or ethnic group, religion, socioeconomic status, gender, age, mental health, cognitive, sensory, or physical disability, sexual orientation or gender identity, geographic location, or other characteristics historically linked to discrimination or exclusion.” Addressing equity and the social determinants of health takes a unified approach and benefits the health of all people in Napa County.

Statement of Need

Nearly 44 percent of Napa County residents identify as a race or ethnicity other than Non-Hispanic White; however, racial and ethnic groups tend to be unevenly dispersed throughout the community.⁷ This uneven distribution often impacts health outcomes in minority communities because of spatial concentrations of higher rates of poverty. Even residents with middle and relatively higher incomes are at a greater risk when more of their neighbors are poor. Poverty is not randomly distributed across the population. Populations with marginal positions in social structure (i.e., residents who are young, a minority, less educated, and female) are more likely to live below the poverty level than those who occupy higher positions in the social structure (e.g., residents who are older, White, more educated, and male).



⁷ U.S. Census Bureau, 2010

Exhibit 4 presents the goals and objectives for Priority Area #2, including corresponding performance measures, baseline data, and targeted improvements.

Exhibit 4. Priority Area #2: Address the Social Determinants of Health – Goals and Objectives

GOAL	OBJECTIVE	PERFORMANCE MEASURE	BASELINE (Source)	TARGET 2017	TARGET 2020
Create social and physical environments that promote good health for all people	Increase communication and collaboration to address the social determinants of health across the local public health system	Train-the-trainer presentation is developed and approved by the Core Support Team	Completed by 2014	-	-
	Increase education and buy-in on the social determinants of health	SDoH train-the-trainer program is conducted a minimum of 2 times with at least one training in the City of Napa and one up-valley	Completed by 2016	-	-
	Improve the built environment to facilitate healthy lifestyle options	Amount of funding allocated for projects to meet LHNC CHIP goals	TBD	TBD	TBD
Create equitable educational and economic opportunities	Increase community-wide innovative educational opportunities	# of persons who participate in new parenting programs	TBD	TBD	TBD
	Improve financial stability for individuals and families	New literacy and financial stability educational programs will target vulnerable populations	TBD	TBD	TBD

Exhibit 5 (shown across the following pages) presents the strategies associated with Priority Area #2, including corresponding activities, performance measures, and responsible agencies. These strategies are cross-cutting as they simultaneously address multiple goals under Priority Area #2.

Exhibit 5. Priority Area #2: Address the Social Determinants of Health – Strategies

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Increase awareness of the social determinants of health and how they affect health outcomes	Obtain training materials on SDoH from BARHII Materials and develop/adapt a Napa County presentation including Agenda, PowerPoint Presentations, handouts, activities, and evaluation	By June of 2014, develop a train-the-trainer presentation and have it approved by the Core Support Team	Napa County Health & Human Services Public Health	-
	Develop a pre- and post-test to determine participants’ level of knowledge of the SDoH before and after attending the training	By 2015, develop the pre- and post-test and pilot the tool at the test session of the train-the-trainer	Napa County Health & Human Services Public Health	-
	Identify key leaders and community members representing groups to pilot test the training materials and incorporate suggestions based on feedback	By 2015, identify participants to pilot test materials, conduct the pilot test training for this group, and incorporate suggestions based on feedback	Napa County Health & Human Services Public Health	-
	Work with the Steering Committee and Community Delegates to identify and recruit participants for the SDoH train-the-trainer presentation, and facilitate all logistics of conducting two trainings	By 2016, conduct the SDoH train-the-trainer a minimum of 2 times with at least one training in the City of Napa and one up-valley	Napa County Health & Human Services Public Health	-
Build community-centered wellness-support networks in under-resourced areas	Pilot an Asset Based Community Total Wellness Development Plan in Calistoga	1) 35 community leaders are identified with useful assets and willingness to generate and support wellness-support projects 2) 4-8 small resident-led wellness-support projects are implemented and sustained	Calistoga Institute	-
Improve the built environment to encourage walkable and bikeable communities	Incorporate support for pedestrian safety, walkable and bikeable communities, and park and recreation facilities in the development of Local Capital Improvement Plan (CIP) processes for County/Local government	1) Linkage of the LHNC CHIP to incorporate into each Napa County public agency’s CIP reinforcing the importance of including projects that will have an impact on the health of the community 2) Increase in overall identified projects which are included in the CIP document (funded or future projects) 3) Increase funding allocated by the public agencies for these projects	Town of Yountville	Calistoga Bicycle Advisory Committee, Napa County Bike Coalition, Napa River Trail

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Partner with the community to promote and support the Charter for Compassion	The Chair of the Board of Supervisors will sign a proclamation adopting the Charter of Compassion and encourage all Napa County cities and the Town of Yountville to participate	Charter for Compassion proclamation signed by the Napa County Board of Supervisors	County of Napa Board of Supervisors	-
	Create a county-wide coalition to further the work of the Charter for Compassion begun by Thrive Napa Valley, BOS, Public Health, NVCSL and others	1) Charter for Compassion coalition formed 2) Charter for Compassion Plan created to move towards Napa County being a Compassionate City/County	Napa County Health & Human Services Public Health	County of Napa Board of Supervisors
	Public Health will be a model compassionate organization by incorporating compassion as a fundamental principle in all of its work; encourage others to sign the Charter for Compassion	1) Compassion Committee formed and meets regularly 2) Compassion Plan created and implemented to sustain compassion in Public Health	Napa County Health & Human Services Public Health	-
Provide parent classes that will support them in becoming more effective parents and leaders at school and in the community	SJH-QV Napa Valley Parent University Initiative (NVPU) will create a learning environment for parents to engage in their child's education, gaining critical parenting and leadership skills	1) # of parents participating in early childhood education 2) % of parents reporting that they have more skills and confidence in their ability to be their child's first teacher 3) % of parents reporting that they spend more focused, quality time with their children 4) % of parents taking NVPU classes who are involved in their child's education through school volunteerism and/or events 5) % of parents and children who improve their literacy skills and become better English language readers 6) % of parents reporting that they are more aware of the resources they need to support their children's learning and health	On the Move	Napa Valley Unified School District, St. Joseph Health Queen of the Valley Community Outreach/Parent University, First 5/Auction Napa Valley, Cope Family Center
	Inventory all agencies and organizations that offer parent education in the county	100% of agencies and organizations offering parent training will provide information for the inventory	NapaLearns	On the Move, Cope Family Center
	Compare parent education efforts to develop a comprehensive community-wide training that aligns with the goals of the schools and can be offered to all parents who are interested	80% of all parents who want to attend parent training to improve their ability to help their children will be able to attend	NapaLearns	On the Move

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Provide educational programs targeted at vulnerable populations, including literacy and financial stability	Provide health and chronic disease management education focusing on outreach to the Latino population	1) Transitional care will help the client to better manage medication regimen, recognize worsening symptoms, follow-up with their primary physician, and better manage future changes in their chronic health conditions 2) The readmission rate for home discharges will be below that of 2012	Area Agency on Aging	Napa Valley Hospice & Adult Day Services
	Farm worker education to increase bilingual literacy-building libraries and providing tutors at migrant camps	Migrant farm worker literacy program is established	Napa County Housing Authority	Napa City/County Library
	Integrate financial education services in schools	Increase participant income by 5%	American Canyon Family Resource Center	Napa Circles Initiative

Create and Strengthen Sustainable Partnerships for Collective Impact



Making large scale impact on improving health and wellbeing across Napa County depends on increasing cross-sector alignment and learning among organizations. Progress depends on working toward an agreed upon goal and measuring results consistently to ensure that efforts remain aligned and partners hold each other accountable. Partners' activities must be differentiated while still being coordinated through a mutually reinforcing plan of action, and consistent and open communication is necessary across the many players to build trust, assure mutual objectives and appreciate common motivation. Institutionalizing the collaborative will make these partnerships sustainable.

Statement of Need

During the Forces of Change Brainstorming Session, held in November 2012 as part of the Live Healthy Napa County Steering Committee meeting, participants identified a number of political, cultural, environmental, and social factors that affect health and quality of life in Napa County. Several of the overarching themes that were identified included the need for community participation across all demographics and cultures, the need for stronger communication and collaboration, and the need to define “health” in a way that represents all community members.⁸ Clearly, the Napa County community agrees that through collaboration and effective community-wide communication, collective impact can be fostered and sustained to increase the overall health of the Napa County community.



⁸ Live Healthy Napa County Comprehensive Community Health Assessment, April 2013

Exhibit 6 presents the goals and objectives for Priority Area #3, including corresponding performance measures, baseline data, and targeted improvements.

Exhibit 6. Priority Area #3: Create and Strengthen Sustainable Partnerships for Collective Impact – Goals and Objectives

GOAL	OBJECTIVE	PERFORMANCE MEASURE	BASELINE (Source)	TARGET 2017	TARGET 2020
Local public health system partners will have clear methods for collaborating, coordinating, and communicating with each other	Establish a sustainable structure for local public health system partners to convene and collaborate on community health issues and implement the Community Health Improvement Plan	System to be created	TBD	TBD	TBD
Build collective capacity for community engagement and leadership	Maintain the LHNC partnership to proactively identify and address emerging issues	TBD	TBD	TBD	TBD
	Develop a dedicated, sustainable funding source for children’s services	Create a coalition of agencies to work with Funding the Next Generation in Napa County	First meeting will be held in 2014	TBD	TBD
Foster new systems and strategic alliances to focus on policies and practices to address local issues	Increase community organizing efforts and leadership engagement	Collaborate and coordinate to build capacity for all local Family Resource Centers to provide access to high quality health services and social supports	Meet Quarterly	TBD	TBD

Exhibit 7 (shown across the following pages) presents the strategies associated with Priority Area #3, including corresponding activities, performance measures, and responsible agencies. These strategies are cross-cutting as they simultaneously address multiple goals under Priority Area #3.

Exhibit 7. Priority Area #3: Create and Strengthen Sustainable Partnerships for Collective Impact – Strategies

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Develop initiatives to strengthen the collection, quality, and availability of data on under-represented populations	Research options and funding sources to oversample target populations in Napa County as part of the California Health Interview Survey (CHIS)	By 2015, funding source and timeline identified for oversampling one or more target groups as part of the Napa County CHIS	Napa County Health & Human Services Public Health	-
	Work with representatives from Trilogy to better align Napa Health Matters indicator data to the Community Health Assessment and identified priorities	By 2015, create and implement 2 changes to the Napa Health Matters website that improve the availability of data from the 2013 Community Health Assessment	Napa County Health & Human Services Public Health	-
	Form a Data Workgroup with representatives from HHSA and other community organizations to: 1) Set priorities for needed improvements in data 2) Identify data currently collected that could be more efficiently distributed or shared 3) Identify opportunities for collection of data not currently available	By 2015, data workgroup has met a minimum of 2 times and has developed a list of data priorities to share with the LHNC Steering Committee	Napa County Health & Human Services Public Health	-

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Coordinate strategic initiatives that span the entire community	Continue coordinating initiatives to prevent homelessness and re-house families and individuals who are homeless	1) % of homeless population that is sheltered 2) % of transitional housing participants moving into permanent housing 3) % of permanent supportive housing participants remaining in housing for more than six months	Napa County Continuum of Care	-
	Collaborate and coordinate to build capacity for all local Family Resource Centers to provide access to high quality health services and social supports	Representatives from Family Resource Centers will meet quarterly as a Coalition	Cope Family Center	Up Valley Family Resource Centers, American Canyon Family Resource Center, Puertas Abiertas, McPherson Family Center
	Investigate and explore community organizing/leadership engagement, faith-based/nonprofits, teachers (Common Ground model)	Workshops will be offered in 2015	Napa Valley Lutheran Church	-
Build sustainable funding capacity through collaboration	Partner with community-based organizations with MAA contracts	Outreach to 10 community agencies w/county-funding support (parallel strategies needed-monitoring Medi-Cal enrollment)	Napa County Health & Human Services Public Health	-
	Create a coalition of agencies to work with Funding the Next Generation in Napa County	1) Hold first community-wide meeting in February 2014 2) Hire Project Coordinator to oversee process and ensure progress toward goals 3) Complete Children's Bill of Rights Agenda and Budget 4) Board of Supervisor's Resolution to adopt Children's Budget and Agenda	Cope Family Center	First Five Napa County, Napa County Office of Education, Up Valley Family Resource Centers, American Canyon Family Resource Center, Community Resources for Children, NapaLearns, ChildStart, Napa County Health & Human Services Public Health

Ensure Access to High Quality Health Services and Social Supports across the Life Course



The World Health Organization defines health as a state of complete physical, mental, spiritual, cultural, emotional, intellectual, occupational, economic, environmental, and social well-being. Access to comprehensive, high quality services and supports is essential in preventing illness, promoting wellness, and fostering vibrant communities. Availability does not always equal accessibility; many of Napa County's more vulnerable populations—ranging from low-income persons to non-native English speakers seeking culturally competent care in their primary language—struggle to get the services and supports they need to be healthy and well.

Statement of Need

While a total of 84 percent of Napa County residents have health insurance⁹, only 67 percent of respondents who completed the the Live Healthy Napa County Community Health Survey report that they are able to get the health care services they needed in Napa County.¹⁰ Residents reported that there are a number of barriers to health care access, including the cost of care, lack of insurance, lack of doctors accepting insurance, lack of available specialists, and difficulties related to immigration status and language.¹¹ Statistics show that among



adults who indicated that they were in need of behavioral health services, 69 percent saw a health care provider for emotional-mental and/or alcohol-drug issues.¹²

⁹ American Community Survey, 2011

¹⁰ Live Healthy Napa County Community Health Survey, 2012

¹¹ Live Healthy Napa County Community Health Survey, 2012

¹² Community Health Interview Survey, 2007/2009

Exhibit 8 presents the goals and objectives for Priority Area #4, including corresponding performance measures, baseline data, and targeted improvements.

Exhibit 8. Priority Area #4: Ensure Access to High Quality Health Services and Social Supports across the Life Course – Goals and Objectives

GOAL	OBJECTIVE	PERFORMANCE MEASURE	BASELINE (Source)	TARGET 2017	TARGET 2020
People of all ages will have access to care to achieve optimal health and reach their fullest potential	Improve access to health care	% of adults unable to obtain or had difficulty obtaining medical care	13.9% (2009/2011-2012, CHIS)	13.2%	12.5%
	Reduce the number of medically uninsured in Napa County	% of population with health insurance	84.2% (2011, ACS)	88.4%	92.6%
	Improve access to behavioral health services so all adults, children, and families can be active, self-sufficient participants of community life	Among adults who indicated they needed help, % who saw any healthcare provider for emotional-mental and/or alcohol-drug issues in past year	59.1% (2009/2011-2012, CHIS)	62.1%	65.0%
Health services and social supports will be integrated at the local level	Improve advanced care planning	% of Napa County residents who die with their values and wishes honored, as rated by family and the care team	TBD	80%	84%
Ensure prevention services to all high-risk individuals and families	Prevention services will be integrated and cover the spectrum of prevention from community-wide policies to creation of healthy communities through specific services to prevent the progression of disease	TBD	TBD	TBD	TBD
	Ensure prevention services to high-risk seniors	% of seniors reporting a positive change in behavior and demonstrate improvement in awareness of fall prevention behaviors	TBD	TBD	TBD

Exhibit 9 (shown across the following pages) presents the strategies associated with Priority Area #4, including corresponding activities, performance measures, and responsible agencies. These strategies are cross-cutting as they simultaneously address multiple goals under Priority Area #4.

Exhibit 9. Priority Area #4: Ensure Access to High Quality Health Services and Social Supports across the Life Course – Strategies

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Improve access to dental services for low-income children ages 0-21	Provide Mobile Dental Clinic services	% of patients who demonstrate oral health improvement at recall visit based on a set of clinical criteria	St. Joseph Health Queen of the Valley Mobile Dental Clinic	Community Health Clinic Ole
Conduct research initiatives for potential service quality improvement	Implement a community paramedicine pilot project to determine whether paramedics working in an expanded role in Napa can help improve health system integration, efficiency, and fill identified health care gaps	1) Determine number of patient contacts that have been discharged from a hospital within previous 30 days 2) Determine if patients could have received alternative care from a non-emergency destination 3) Identify frequent users of the 911 system <i>Target and data source: The NFD will survey all persons who request emergency response for medical purposes (NFD Records Management System)</i>	City of Napa Fire Department	HHSA Local Emergency Medical Services Agency, Community Health Clinic Ole, Partnership Health Plan
Increase advanced care planning	Implement Honoring Choices Napa Valley	By the end of 2016, 80% of Napa County residents who die have their values and wishes honored, as rated by family and the care team	Napa Valley Hospice & Adult Day Services	Partnership Health Plan, St. Helena Hospital, St. Joseph Health Queen of the Valley Medical Center, Napa County Health & Human Services Public Health, Veteran's Home
Increase access to affordable health care	Napa CHI will broker the health exchange and assist in assessing eligibility	Increase % of individuals with health insurance	Children's Health Initiative	-

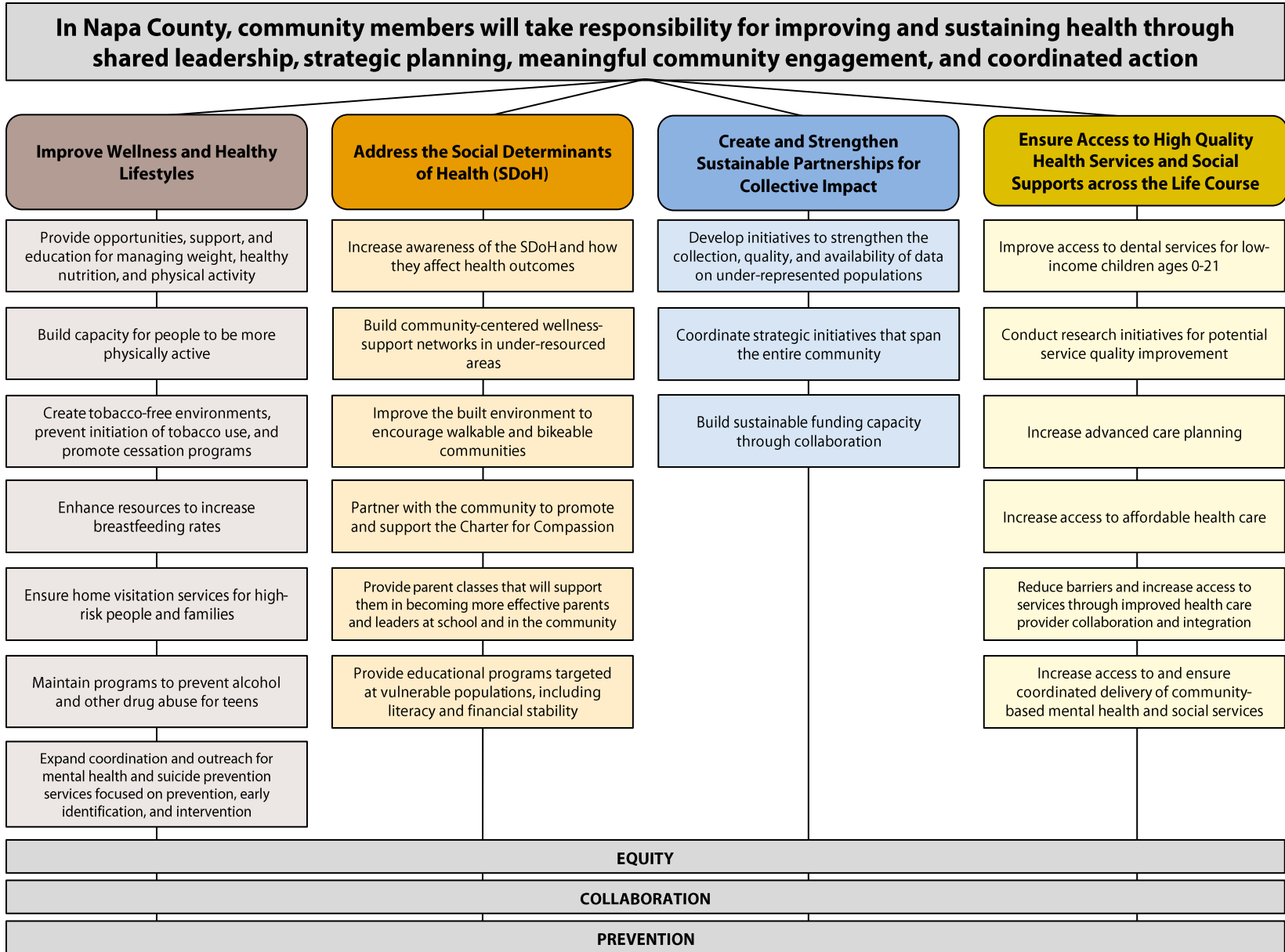
STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Reduce barriers and increase access to services through improved health care provider collaboration and integration	Develop and maintain primary care clinic on the Health & Human Services campus to improve access to health care	1) # of patients of County Campus 2) # of new patients 3) # of referrals from mental health and substance abuse services 4) # of patients with a diagnosis of a chronic illness	Community Health Clinic Ole	Napa County Health & Human Services Agency
	Develop regional policy for providers and ERs to reduce use of prescription opioids for chronic non-malignant pain	Complete and implement policy	Partnership Health Plan (PHP)	Napa County Health & Human Services Agency
	Provide Community Based Chronic Disease Case Management	1) % improvement of clients in disease self-management and self-sufficiency, as measured on acuity scale by clinicians 2) % reduction in emergency room visits and hospitalizations post enrollment compared to one year prior.	St. Joseph Health Queen of the Valley CARE Network	Area providers, Clinic Ole, St. Joseph Health Queen of the Valley Medical Center, and multiple Community Based Organizations in the area
	Complete an analysis of HHS's Hub Project	Analysis report is completed	Napa County Health & Human Services Agency	-
	Provide Hospital to Home transition care	1) Transitional care will help the client to better manage medication regimen, recognize worsening symptoms, follow-up with their primary physician, and better manage future changes in their chronic health conditions 2) The readmission rate for home discharges will be below that of 2012	Napa Valley Hospice & Adult Day Services	St. Helena Hospital
	Provide palliative care focusing on outreach to the Latino population	1) Older Latino Adults will be better informed about topics related to healthy aging and available resources, learn to communicate with their health care providers, better manage chronic health conditions, and lessen impact on their lives 2) Of the clients that complete the CDSMP workshops, 75% will report that they feel better able to manage their chronic health care conditions	Area Agency on Aging	Adult Day Services (ADHC/CBAS), St. Joseph Health Queen of the Valley Medical Center (Transitions Palliative Care Program), Napa Valley Hospice & Adult Day Services

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Increase access and ensure coordinated delivery of community based mental health and social services	Maintain Healthy Minds Healthy Aging to assist adults and older adults who are experiencing early onset of mental health issues	<ul style="list-style-type: none"> 1) At least 30 clients will receive comprehensive assessment, short-term case management and referral to appropriate services 2) Of cases closed, 75% will demonstrate improved PHQ9 scores 	Area Agency on Aging	Napa Valley Hospice & Adult Day Services, Family Service of Napa Valley, Queen of the Valley Community Outreach, Napa Healthy Aging Population Initiative, Napa County Health & Human Services Comprehensive Services for Older Adults
	On the Move's Innovations Project will increase access to mental health services for underserved populations	<ul style="list-style-type: none"> 1) Increased participation and effectiveness in leadership roles within systems that impact the mental health of individuals from identified underserved communities 2) Improved relationships between identified underserved communities and mental health practitioners 3) Increased value of collaboration for identified underserved communities and mental health practitioners 4) Development and documentation of a best practice model to improve relationships and the value of collaboration between identified underserved communities and mental health practitioners 5) Design and implementation of programs to address disparities and barriers for underserved communities 	On the Move	Aldea Children & Family services, Buckelew, Family Service of Napa Valley, Progress Foundation, McPherson Family Resource Center, VOICES, Calistoga FRC, American Canyon FRC, Napa County Mental Health Division, Napa County Public Health, NEWS, St. Joseph Health Queen of the Valley Community Outreach, LGBTQ Connection, Parents Can, People Empowering People, Suscol Inter-Tribal Council, Napa Valley College Veterans Educational Benefits Services
	Provide mass training to enhance warm handoffs to mental health services	<ul style="list-style-type: none"> 1) 1000+ people will complete the training 2) 90% will report greater awareness of how to recognize signs of someone in crisis as well as what to do (training and post training survey) 3) 90% will report reduced perceived stigma toward mental illness (training and post training survey) 	Aldea Children and Family Services	Family Service of Napa Valley, Napa County Health & Human Services Mental Health

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Increase access and ensure coordinated delivery of community based mental health and social services <i>(continued)</i>	The County Campus Coordinated Care Project will implement Screening, Brief Intervention, and Referral to Treatment (SBIRT)	1) # of SBIRT screenings 2) # of brief interventions for depression and anxiety 3) # of referrals to mental health treatment 4) # of brief interventions for alcohol or drug use 5) # of referrals to substance use treatment 6) # of referrals that led to admission or treatment	Community Health Clinic Ole	Napa County Health & Human Services Mental Health and Alcohol and Drug Services
	Provide Cognitive Behavioral Therapy Program	1) All clients are screened and assessed 2) 80% will demonstrate improvement on pre/post scales for anxiety, depression, and trauma	Family Service of Napa Valley	-
	Collaborate to provide Trauma Informed Care	1) All clients are screened and assessed 2) 80% will demonstrate improvement on pre/post scales for anxiety, depression, and trauma	NEWS (Napa Emergency Women's Services)	Family Service of Napa Valley, Aldea Children and Family Services
	Universal Screening and Referral System for perinatal depression	% of clients that report reduced depression as measured through a validated tool	St. Joseph Health Queen of the Valley Community Outreach	Community Health Clinic Ole, Napa County Health & Human Services Public Health, Healthy Moms and Babies, Pediatric Practices, OB Practices
	Provide consultation and education for family caregivers, with targeted outreach to the Latino population	Napa Valley Hospice & Adult Day Services will provide caregiver education, family consultations, memory screenings, and caregiver support	Napa Valley Hospice & Adult Day Services	-
	Homelessness service providers will conduct coordinated assessments for needs of services for homeless individuals and families	% of designated Continuum of Care service provider agencies that conduct coordinated assessments of clients at intake	Napa County Continuum of Care	-

STRATEGY	ACTIVITY	PERFORMANCE MEASURE	LEAD	PARTNERS
Increase access and ensure coordinated delivery of community based mental health and social services <i>(continued)</i>	Develop and implement a Universal Screening system for all children 0-5 and their families to enhance preventative work and increase access to developmental and infant-parent mental health services	1) At least 250 children age 0-5 screened 2) 75 children age 0-5 will be provided mental health services 3) 100% of those screened and found to be in need of services will be referred 4) 80% of those provided with services will demonstrate an improvement on standardized instruments	Aldea Children and Family Services	Early Childhood Social Emotional Wellness Collaborative, Project Connect, Health & Human Services Mental Health Services
	Maintain StopFalls Napa Valley to assist older adults at risk of falling	1) At least 60 clients will receive screening, assessment and referrals 2) Following completion of services, 75% will report a positive change in behavior and demonstrate improvement in awareness of fall prevention behaviors	Area Agency on Aging	Stop Falls Coalition, Napa Healthy Aging Population Initiative

Strategic Map



Next Steps: From Planning to Action

Napa County will begin to implement this Community Health Improvement Plan (CHIP) in early 2014, through the use of the Napa County Community Health Action Plan. This plan outlines LHNC's specific strategies associated with each of our four priority areas, measurable activities, lead and partner agencies responsible for each activity, and deadlines for activity completion. Steering Committee members and community members played an active role in the development of the Napa County Community Health Action Plan.

During the implementation process, LHNC will:

- Continue to engage community stakeholders in evaluation activities;
- Oversee ongoing meeting structures; and
- Monitor and track progress of strategies and activities.

The Napa County CHIP, which reflects the coordinated health improvement efforts in Napa County, will guide our community health improvements from 2014-2017. This CHIP will serve as a living document, as our efforts have the capacity to grow and evolve through 2017 and beyond.

How Can You Help Improve Community Health in Napa County?

LHNC, the LHNC Steering Committee, and partners are committed to improving the health status of Napa County residents. We encourage residents and community organizations to participate in this important effort by joining the CHIP implementation activities, attending our collaborative meetings, developing recommendations, implementing programs, evaluating our efforts, or using the CHIP to guide their own work to improve community health in Napa County. If you, or your organization, would like to get involved in the Napa CHIP, please contact Live Health Napa County for more information.

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