

2017 Humboldt County Community Health Improvement Plan ANNUAL REPORT

2017 Humboldt County Community Health Improvement Plan Annual Report

We need to move beyond collaboration and align our efforts and activities if we're going to achieve lasting change to these large-scale social issues.

It is a pleasure to present this 2017 Report on our 2014 Community Health Improvement Plan (CHIP) for Humboldt County. The 2014 CHIP and this report may be found online at <http://www.humboldt.gov/330/Public-Health>.

This initiative—known as Live Well Humboldt—was facilitated by Humboldt County DHHS Public Health in partnership with St. Joseph Health. The final plan is a result of more than 30 partner organizations and nearly 300 community members coming together to review health data, agree on health priorities and form and implement a plan to address those priorities. The CHIP is a living document that will be revisited annually by local workgroups. For more information about how to participate in the continuous process, contact Public Health at 707-268-2167.

Purpose

The purpose of the CHIP is to identify how to strategically and collaboratively address community priority areas to improve the health and well-being of Humboldt County residents.

The 2013 Community Health Assessment (CHA) revealed that five of the eight leading causes of premature death in Humboldt County are largely preventable. They are cardiovascular disease, alcohol and other drug overdoses, suicide, motor vehicle crashes and liver disease.

Keeping the social and environmental factors that contribute to our health in mind, the community collaborators identified five priorities for the 2014 - 2017 CHIP:

- Strengthen social and family cohesion
- Shift social norms around alcohol and other drugs
- Ensure safe neighborhoods for residents, pedestrians and bicyclists
- Improve affordability, availability and knowledge of healthy foods
- Transform the health care system

Goals and strategies for each of these priorities are detailed in the 2014 CHIP. Accomplishments to date, new objectives and next steps are highlighted in this report.

Family walks and rides are a good way to spend time together and get exercise.



St. Joseph Health 
St. Joseph • Redwood Memorial

Substantive Changes Since 2014

Several significant changes have shaped the living CHIP.

The 2014 CHIP was initially intended to be a 5-year plan. Because DHHS Public Health deeply values its partnership with St. Joseph Health on co-developing our CHA, Community Health Needs Assessment (CHNA), and CHIP documents, DHHS has adopted the 3-year cycle required of St. Joseph. Hence the 2014 - 2019 CHIP will undergo a complete revision for the 2018-2020 cycle.

Two priority areas - health care and mental health care - were combined into the new priority "Transform Health Care System." Even with that revision, due to the uncertain political climate, and health care policies impacting this area, planning in this area is on hold.

The initiative encompassing the CHA and CHIP process - "Let's Get Healthy, Humboldt!" - was renamed as "Live Well Humboldt."

Acknowledgements

We are extremely appreciative of all who have spent numerous hours over the past three years implementing this plan.

- City of Arcata
- City of Eureka
- CalFresh Task Force
- Humboldt Allies for Substance Abuse Prevention
- Humboldt County Department of Health & Human Services
- Humboldt County Office of Education
- Humboldt County Public Works
- Humboldt Food Policy Council
- McKinleyville Organizing Committee
- Open Door Community Health Centers
- California Center for Rural Policy
- California Coastal Conservancy
- California Department of Food and Agriculture
- California Department of Transportation
- College of the Redwoods
- Community Alliance with Family Farmers
- All involved with the County Nutrition Action Plan
- Those who expanded Food and Nutrition Education
- Family Resource Centers
- Food for People
- Humboldt Area Foundation
- Humboldt County Association of Governments
- Humboldt State University
- North Coast Clinics Network
- North Coast Growers Association
- North Coast Railroad Authority
- People Improving Community through Organizing
- Redwood Community Action Agency
- United Indian Health Services

“Collective impact” is the commitment of individuals, groups and/or organizations from different sectors to a common agenda for solving complex social problems.

Priority #1 STRENGTHEN SOCIAL AND FAMILY COHESION

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Background

Social and Family Cohesion was identified as a significant determinant of health for our community.

Social and family cohesion has been linked to the prevention of suicide, substance abuse and cardiovascular disease. These are three of the leading causes of premature death identified in the 2013 CHA. Within Social and Family Cohesion, there are three main areas of focus:

- Building individual, family and community resilience
- Empowerment and civic engagement
- Multigenerational connectedness and cultural identity/participation.

Nurse-Family Partnership helps strengthen Social and Family Cohesion

Nurse-Family Partnership's (NFP) maternal health program introduces vulnerable first-time parents to caring maternal and child health nurses. Nurses work with families on topics including keys to effective communication, problem solving using critical thinking and tools for advocacy. Families are encouraged to utilize local library resources, playgroups, community support groups and local events. The long-term therapeutic relationship developed between first time parents and nurses often shapes and supports the larger community as a whole. (Learn more about NFP [here.](#))

Testimony from a 2016 NFP graduate:

“My nurse is and has always been so WONDERFUL! She has provided us with so much information and countless resources. My pregnancy wasn't planned and I started out with very little knowledge about pregnancy, giving birth and raising an infant.

My nurse helped me make many healthy choices during my pregnancy and throughout my child's first two years of life.”





Objective: Define what the attainment of social and family cohesion would look like in Humboldt County

In order to build common understanding and support for this priority across the local public health system, the focus is on establishing common definitions, evaluating our baseline, and identifying performance indicators. At the same time, it is important to recognize that many initiatives and community groups are already working successfully in this area. This update provides clarification on the framework for this priority and tells stories of some initiatives currently making a positive impact to Social and Family Cohesion in Humboldt County.

How do you measure Social and Family Cohesion?

Potential measures were brainstormed and vetted to determine what data was available. The following list includes measures for which data is available.

Potential Outcome Measures for Civic Engagement:

- Voter participation rates
- Parental involvement in child's education

Potential Outcome Measures for Building Resilience:

- Rates of parents reading to child
- Availability of childcare
- Kindergarten readiness rates
- Rates of children's mental health
- Graduation rates
- Number of age 0 to 5 playgroups
- Children's physical activity rates
- Children's screen time rates
- Breast-feeding rates
- Child abuse rates



- Domestic violence rates
- Students eligible for free lunch rates
- Adverse Childhood Experiences (ACEs) rates
- Youth's perception of support system
- Suicide death rates
- Self-harm rates

Potential Outcome Measures for Connectedness and Cultural Identity:

- Perception of neighborhood connectedness
- Suicide attempt rates
- Suicide death rates
- Perception of isolation
- Perception of discrimination
- Bullying rates

Progress to Date

The process of defining achievement of social and family cohesion in Humboldt County began with the engagement of community partners and stakeholders who are currently invested in implementing programs or strategies in different sectors of the community. Interviews were conducted with Public Health staff and community partners, including [Changing Tides](#), the [Jefferson Project](#) and [First 5 Humboldt](#) to explore existing efforts to improve social and family cohesion as well as identify outcome measures so all involved can monitor the impact of specific programs and processes.

Next Steps

There are ongoing efforts by several organizations that ultimately impact social and family cohesion. A process needs to be developed to agree upon the best indicators to illustrate the progress of this priority area. Further meetings will be scheduled to discuss the available data and select data points that address a healthy beginnings life course approach using an equity lens. The intent of selecting indicators is to establish consistency in tracking our progress and to improve the strategies used to target objectives and achieve goals of building family and community social cohesion.

Social and Family Cohesion in Yurok Community

The rural, geographically isolated community of Weitchpec on the Yurok reservation experienced seven suicides of young people ages 16 to 32 over an 18-month period in 2014-15.

In December 2015, a Yurok tribal member wrote a letter which, in turn, started a community-driven suicide prevention effort and ultimately led the Yurok Tribe to declare a state of emergency.

The declaration mobilized the community of Weitchpec. Rob England, a Yurok Tribal member and Project Supervisor for United Indian Health Services' (UIHS) [Ko'l Ho Koom' Mo Youth Suicide Prevention Program](#), heard about the letter and immediately became involved in the community-led prevention efforts. Coordinated efforts by many different agencies and community members brought about many positive services and changes in the area.

Community meetings were held and continue to occur regularly today. Members named possible root causes to the suicides along with possible solutions. Community members identified that prevention efforts must involve connecting to cultural traditions. Positive physical activities for youth were identified. UIHS' Ko'l Ho Koom' Mo program purchased a wrestling mat and worked with community members to coach, mentor youth and establish a youth program. The Down River Wrestling Club was created, featuring both boys and girls. When wrestling season

was over, some wrestling coaches decided to continue to teach their young boys a traditional "sport," known as stick game. UIHS purchased tarps to help with building a temporary sweat lodge. Movie nights were held in the Weitchpec office and many community events were led by community members' volunteer efforts.

UIHS also brought Gathering of Native Americans (GONA) to the area. The GONAs provide opportunities for the community and service agencies to get together, offer educational information, training, gather community input and continue to explore solutions. One of the solutions was to reduce access to lethal means so lock boxes were distributed at the GONAs.

Additional community solutions include efforts to bolster linkages to social and mental health services. A behavioral health counselor from UIHS was hired to work out of the Weitchpec Tribal office. UIHS, the California Rural Indian Health Board, and DHHS Healthy Communities Division provided suicide prevention trainings. Both community-based and system-based suicide prevention efforts have made a difference. Weitchpec did not have one suicide in 2016.

-Submitted by the United Indian Health Suicide Prevention Project

"Equity Lens": examining where and why there are avoidable differences in health outcomes.



Libby Haripop Nix Community Center is located Hoopa.

Priority #2

Shift social norms around

ALCOHOL AND OTHER DRUGS

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“I have responded to numerous ‘house party’ calls for service while serving as a police officer in Eureka. I would estimate that over half of these calls involve subjects under the age of 21 drinking or in possession of alcohol.”

- Officer Corrie Watson, Eureka Police Department

Background

Preventing drug abuse and excessive alcohol use increases people’s chances of living long, healthy and productive lives.

Deaths related to the effects of alcohol, drug and tobacco abuse were identified in the 2013 CHA as the leading cause of preventable mortality in Humboldt County. Overdose and addiction cause loss and suffering in many of our families, friends and communities. Substance misuse is also connected to motor vehicle crashes, liver disease and many cancers.

A social host ordinance is a local law that makes it illegal to host gatherings on private property where alcoholic beverages are served to, or consumed by underage persons. It is an infraction of such a law to conduct, aid, allow, permit or condone an underage or unruly gathering at a residence or other private property.

Goal 1: Increase Community Awareness of Risks of Alcohol, Tobacco and Other Drugs

Objective: Reduce underage drinking

The strategy implemented to achieve this objective was develop and facilitate passage of a Social Host Ordinance (SHO) in the City of Eureka.

Progress to Date

The SHO was enacted in Eureka in January 2015, accompanied by a media campaign to educate Eureka residents about the ordinance. It included radio and TV Public Service Announcements (PSAs), a saturation mailer to Eureka and presentations to community groups with a 7-minute video about the ordinance. The percent of 11th-graders reporting having at least one drink in the last 30 days or binge drinking in the last 30 days is decreasing (a positive trend).

Next Steps

New Goal for SHO:

By 2021, three additional jurisdictions will have a social host ordinance, or there will be a countywide ordinance.




Goal 2: Overdose Prevention

The Overdose Prevention Workgroup is part of Rx Safe Humboldt and is coordinated by Healthy Communities staff. The workgroup meets every other month.

Goals include:

- Data sharing related to overdose deaths and hospitalizations
- Increased distribution of Naloxone (the opioid overdose antidote)
- Increase community awareness of overdose and risk of opioids (public education campaign)
- Overdose prevention training
- Reinstitute Alcohol and Other Drug (AOD) death review.

IN FOCUS: Youth Perspectives on Impaired Driving




Francim, age 16
Eureka High School
Eureka, CA

Teens walk with a sense of dignity while forging their own pathways.

However, life isn't always as pure as we think it is. Distractions may lurk around the corner: alcohol, smoking and drugs.

Those distractions can obscure true happiness and beauty in life. But that beauty, like nature, is abundant and surrounding every inch of us. It can help us choose a healthy path.



Objective: Decrease Youth Illegal Prescription Drug Use

Medication disposal bins ensure a safe place to dispose unused or expired medications.

Installation of six bins has occurred with one more underway. Public Health staff will measure progress on this strategy by counting the number of medication disposal bins installed, amount of medications disposed of and number of opioid prescriptions per person.

Progress to Date

In March 2016, the installation of six medication disposal bins began. These bins are located in Eureka, Ferndale, Fortuna, McKinleyville, Scotia and Willow Creek. There are plans to install one more disposal bin in Southern Humboldt. As of December 30, 2016, the weight of disposed medications totaled 1,780.25 pounds.

Objective: Narcan Distribution

In 2016, DHHS Public Health, Healthy Communities distributed 753 Narcan (naloxone) kits to the community.

About half of these kits were distributed directly to individuals. One hundred fifteen of the kits went to partner agencies who work with injection drug user (IDU) populations. Staff from the following agencies were trained to use and carry Narcan/naloxone: Arcata Police Department, Cher-Ae Heights Casino, DHHS Mental Health, DHHS Social Services, Eureka Library, Garberville Library, Healthy Moms, HSU Student Health Center, Humboldt Medical Specialists, Humboldt Recovery Center, Keith's Pharmacy, Public Health, RAVEN project, Redwood Rural Health Center (RRHC), SafeCare (Public Health Nursing), Singing Trees Recovery Center, United Indian Health Services (UIHS), Garberville and Willow Creek Public Health outstations.

The other 268 kits went to agencies that were trained to distribute Narcan/naloxone to individuals that they work with. These included: RRHC, Open Door Suboxone Program, Substance Abuse Disorder Treatment, Healthy Moms, Humboldt Area Center

for Harm Reduction (HACHR), UIHS and K'ima:w. In 2017, 207 kits have been distributed, the majority of which (almost two-thirds) have gone to individuals. The decrease in distribution numbers from 2016 to 2017 is due to a lack of available funding for the purchase of Narcan.

Humboldt County Public Health is expecting a one-time grant in 2017 through the California Department of Public Health (CDPH) Safe and Active Communities Branch for 349 nasal Narcan kits and a donation of 200 Evzio auto-injectors from Kaléo. Currently we are relying on our community partners HACHR and RRHC to donate injectable kits (AKA "Fit-packs") for distribution to injection drug users through the Mobile Outreach Van. This creates a barrier for people who are not comfortable with using needles to inject Narcan. For this reason, the nasal Narcan or auto-injectors are preferable. Capacity Building Assistance is also offered to any community-based organization that is interested in setting up their own Narcan distribution system.



Health Education Specialist Beth Wells and Senior Health Education Specialist Alison Newman at K'ima:w Health Fair in 2015.

More and more kids are abusing prescription medication that they find unlocked in medicine cabinets in their own houses. Getting rid of expired or unwanted medications can keep people safe from substance abuse.

- Healthy Communities Staff

Next Steps

Rx Safe Humboldt

Formed in 2013, the mission of the Coalition is to develop and implement community standards and supporting infrastructure for:

- Diagnosis and treatment for chronic pain, providing patients with optimum care consistent with the risks of treatment
- Diagnosis and treatment for acute pain recognizing the risks of treatment, across providers and settings prescribing opiates
- Strategies for minimizing misuse and diversion of prescription pain medications.

“Academic Detailing”

This grant funds efforts to reduce the amount of opioids prescribed in our community through the education of primary care providers and pharmacists. The training provides strategies to manage chronic pain and assist with safe opioid prescribing. Providers receive a tool kit, and one-on-one prescriber education on pain management (“academic detailing”) from other medical providers (three physicians and one nurse practitioner). This is a state pilot project in collaboration with Shasta and Lake counties. Locally, Public Health is collaborating with Rx Safe Humboldt, the Humboldt Independent Practice Association (IPA) and Open Door Health Centers to train medical providers to do detailing efforts in Humboldt.

“Strategic Prevention Framework Partnership for Success” (SPFPFS)

The SPFPFS is intended to build prevention capacity and infrastructure at the state and local levels. The focus will be to increase public understanding of the risk and potential harm associated with prescription drug misuse and abuse. This will be done through community awareness campaigns, targeted education, prevention activities and data informed planning that reaches youth and youth influencers.

Priority #3

TRANSFORM the HEALTH SYSTEM

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Background

This priority area is the combination of two priority areas identified in the inaugural 2014 CHIP:

- Improve access to quality health and preventative care
- Improve access to and use of diverse mental health care options.

The initial goals of this priority area were focused on increasing the number of Humboldt County residents with insurance. Since the passage of the Affordable Care Act (ACA) in 2010, Humboldt residents along with the rest of California and the entire country have seen improved access to insurance and the health care system than ever before. The future of the ACA is uncertain, making planning for this priority difficult. Poor health outcomes and early death continue to cause unnecessary suffering and put stress on the health care system that is not sustainable.

This priority area will identify focus areas that seek to improve access to effective behavioral health care, promote inclusive and equitable health care and integrate preventative and community-based approaches into the health care system. Additionally, the health care system has an opportunity to share and examine data in order to identify areas for quality improvement and to help track progress toward improving population health. This priority area is complex, and will require multi-sector effort.



Priority #4

ENSURE SAFE NEIGHBORHOODS for residents, pedestrians and bicyclists

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Background

Humboldt County envisions a healthy community that is safe and inviting for residents, pedestrians, bicyclists and motorists. This priority area was identified as an important contributing factor relating to several of the most concerning health outcomes experienced in the county. The absence of safe, walkable communities is a leading cause of physical inactivity. Physical inactivity is a leading cause of cardiovascular disease which is a leading cause of death in Humboldt County.

In rural communities, people often have to travel long distances to their destinations and many areas lack sidewalks, bike lanes and other infrastructure to support walking and bicycling. Humboldt County is working to increase safety and connect residents by foot, bicycle, and public transit to their schools, workplaces and communities at large.

Some examples of efforts include: policy passed to reduce the speed limit in school zones (Fortuna and unincorporated areas), programs that encourage public transit use (Humboldt State University's Jack Pass), and education in schools (suggested walking/biking maps, arrival/ dismissal maps, afterschool bike clubs, bike and pedestrian education in the classroom). Groups are also working to increase and improve walkways, bike paths and connect communities through a trail system. Municipalities throughout the county are robust in their efforts to obtain funding for pedestrian and bicycle infrastructure improvements.



Bikes line the wall at the Jefferson Community Center in Eureka.





Goal 1: Increase options for active modes of transportation

Objective: By 2019, secure funding for design and complete construction of the Humboldt Bay Trail.

This non-motorized trail will increase road safety, provide a low-cost travel alternative, expand recreational opportunities, improve community livability and promote active, healthy transportation.

Multiple jurisdictions are involved in this project. Each is engaged in efforts to secure funding for designing and completing construction of the Humboldt Bay Trail.

Progress to Date

Humboldt Bay Trail North. The City of Arcata awarded a contract to construct the trail phase from Samoa Boulevard to just north of Highway 101/Bracut Intersection in November 2016. Construction began May 1, 2017, and is expected to be completed early 2018.

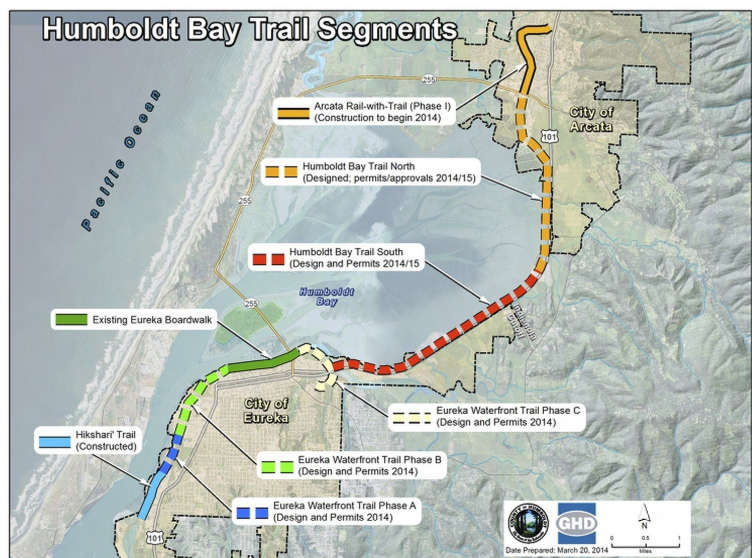
Eureka Waterfront Trail. Phase A (from Trusdale connecting the Hikshari' Trail to Del Norte Street) is complete and was supported by additional funding from the Land and Water Conservation Fund. **Phase B** (Del Norte to C streets) and **C** (Waterfront Drive and 255/R Street intersection north to Target, under Highway 101 at the Eureka

Slough Bridge to Tydd Street) of the trail are set to be completed by October 2017.

Humboldt Bay Trail South. Environmental planning is progressing on this trail, which will provide the final four mile link between the Eureka and Arcata trail projects. Funding from the State Transportation Improvement Program is being used for environmental planning, analysis, permitting and engineering design. This process will determine the best alignment for the trail and complete the necessary permitting and design needed to apply for construction funding.



California Conservation Corps members prepare the north end of the Eureka-Arcata Trail for construction.



Map of Humboldt Bay Trail Segments.

Goal 2: Increase safety in neighborhoods experiencing high collision rates

Objective: Provide public input for planning infrastructure improvements on Central Avenue, McKinleyville

Progress to Date

The McKinleyville Organizing Committee (MOC) and partners met regularly with county engineers and the Fifth District County Supervisor to address safety concerns and infrastructure needs on the portion of Central Avenue slated for

improvements.

The McKinleyville Central Avenue Improvement Project was completed in November 2016 and includes improved traffic control, green colorized bike lanes, pedestrian refuge islands, mid-block crossings, enhanced striping, roadside signs and ADA improvements at existing intersections between Anna Sparks Way and Hiller Road.

MOC participants are currently researching opportunities for a town center in McKinleyville that would be accessible by walking and biking as this would benefit social cohesion in the community.



Central Avenue in McKinleyville features improved, green bicycle lanes.

Objective: Increase number of schools in Eureka with crossing guards

The strategy initiated to fulfill this objective was developing a volunteer crossing guard training program at Eureka City Schools.

Progress to Date

A crossing guard training manual and Power-Point has been developed and approved by local law enforcement as well as the risk manager for Humboldt County Office of Education. An online training is available locally, so existing crossing guards hired by county school districts are able to complete required annual training online.

Successful development of a training program for crossing guards throughout the county is positive progress; however, Humboldt County has not seen an increase in the number of schools with crossing guards present.

The volunteer program at Lafayette School is no longer running due to a lack of volunteers and sunseting of project funding.

Pedestrian fatalities continue to trend upward from 57 in 2009 to 59 in 2014.

Humboldt County has seen improvement in collisions resulting in bicyclist fatalities, dropping from 71 victims in 2009 to 48 victims in 2014.

Objective: Educate parents about safe walking, bicycling, driving and bus-taking to school. Guidelines for safe walking, bicycling, driving and bus-taking will be included in the parent handbooks of one additional school district.

Trinidad Union School District received the guidelines for their parent handbooks. The guidelines are also posted on the Safe Routes to School portion of the Humboldt County Association of Governments website.

Parents at Grant and Lafayette Elementary schools received education on safe pick up/drop off procedures and arrival/dismissal maps.

Parents of afterschool students at three Eureka elementary schools received tip sheets about safe walking, biking and driving, suggested walking route maps and walk to school day events. These were available in English and Spanish.

One Eureka elementary school mailed home the “Driver Safety” guidelines and an arrival/dismissal map before the start of the 2016-17 school year.

Eureka City Schools continues to include the transportation safety guidelines in their district wide parent handbook for the 2016-2017 school year.



Students and their families utilize active transportation on Walk to School Day.

Next Steps

Encouraging active modes of transportation can improve public health. With more people walking and bicycling, communities experience safer streets, reduced traffic demands, a stronger sense of community, improved air quality and greater physical fitness. Both walking and cycling are good for your heart, your muscles, your bones and are linked to improved mental health.

There are ongoing efforts in the community to improve personal safety in neighborhoods. Although not specifically mentioned in the initial CHIP, neighborhood watches, coffee with the police captains and programs through the Westside Community Improvement Association are just a few ways that residents can make a difference. Goals and objectives are being developed to address violence prevention in neighborhoods. The story of such an effort is on the following page.

One Westside
Community
Improvement
Association
neighborhood
network
created a safe
block for
families and
children to
trick or treat
on Halloween.
Another
network has
assisted an
elderly
neighbor with
landscaping
and she is
feeling safer as
a result.

The Jefferson Project

The old Jefferson Elementary School has been transformed into the Jefferson Community Center. Volunteers of Eureka's Westside Community Improvement Association (WCIA) spent six years developing broad community support to restore the abandoned school to once again become the focal point of the Westside neighborhood, and to create a physical space to improve community disconnectedness. The property had been closed since 2005, when WCIA funded purchasing the property in 2012 from Eureka City Schools. WCIA was awarded a \$3.3 million Statewide Parklands and Community Revitalization Grant and partnered with Redwood Community Action Agency for administration. WCIA has partnered since with College of the Redwoods,

DHHS CaWORKs, Employment Training Division for work readiness and job training partnering trainees with contractors for hands on training renovating the old school site. They have completed a brand new infant toddler center, a playground area with new equipment, a fully operational commercial kitchen with permits for not only commercial operation but also commercial food production. Recently WCIA, was awarded a St Joseph's Care for the Poor Grant and expanded the kitchen to a teaching kitchen that can now accommodate up to 24 people for cooking classes and demonstrations. The building is open and bustling with many organizations. There are ESL classes, dance therapy, a senior action coalition, drum circles, and after school enrichment

program and many other activities. Other site-improvement projects include a community garden, walking paths, recreation areas, native and/or food bearing landscaping, ADA-compliant restrooms, and parking.

WCIA partnered with the California Center for Rural Policy and embarked upon the Westside Community Building Initiative. Its 4 year goal is to improve Westside resident's perception of safety through resident leadership development, social cohesion, building neighborhood networks and improving the physical environment. The Community Building Initiative is successfully organizing neighbors to take an active role in improving their neighborhoods.

-Submitted by the Jefferson Project



JEFFERSON PARK AND COMMUNITY CENTER

Rendering of Jefferson Park and Community Center by Julian Berg.

Priority #5 Improve affordability, availability and knowledge of **HEALTHY FOODS**

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Everyone
deserves access
to healthy food.

Background

“When people don’t have the ability to get healthy foods in their community at an affordable price, it is much harder for them to be healthy overall,” said Ann Holcomb, Executive Director of Food for People. “Food is not a luxury, it’s a necessity. It’s not a want. You need food, and every community needs access to affordable food. Whatever is affordable for that community.”

North Coast Growers Association Executive Director Portia Bramble asserts, “When you are talking about food systems and access to healthy food, it is important to highlight local and fresh produce - not just because fresh is best nutritionally, but because local farmers are vital to community wellness, economic viability and sustainability.”

Public Health nutritionist, Laura McEwen said “We have worked on a number of strategies to promote healthy lifestyles, but there are a lot of factors that need to be considered and a better future for



Public Health staff, Michelle Postman and Annie Dunn, are Champions for Change.

our children is only possible if we work together across the food spectrum to address a complex set of issues. Individual, isolated interventions are rarely sustainable.”



St. Joseph Health
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A local instructor teaches cooking classes to community members.

According to the Centers for Disease Control and Prevention (CDC), food deserts are areas that lack access to affordable fruits, vegetables, whole grains, low-fat milk, and other foods that make up the full range of a healthy diet.

Goal 1: Increase Access to Affordable, Nutritious Foods

Objective: Increase access to affordable and fresh produce throughout the county

Understanding rural food deserts is important because the solutions may be different than urban food deserts. In very rural areas, the economic capacity to sustain a grocery store with healthy options is limited. Different options must be identified.

Progress to Date

The Humboldt County Food Policy Council's Food Desert Subcommittee has met multiple times to review literature on rural food deserts, understand the USDA definition of food deserts, identify the 10 food deserts in Humboldt County, review hunting and fishing license data as well as develop research protocols to interview 15 key informants living in three of the food deserts. Currently, these interviews are underway. The preliminary information about rural food deserts was presented at the Humboldt Food Policy Council (HFPC) meeting, the CalFresh Forum and the California Conference of Local Health Department Nutritionists. ChangeLab Solutions has provided some technical assistance with the endeavors described above.



Objective: Increase coordination and collaboration across the food system

Two strategies were employed to achieve this objective:

1. Increase commitment to and participation in food-related coordinating groups
2. Host a Food Summit.

Progress to Date

The CalFresh Task Force had 88 members representing 33 local organizations in the 2015 - 2016 fiscal year (FY). The outreach partnership has been successful in increasing CalFresh participation in Humboldt County. In 2012, when the partnership began, 16,000 individuals were participating in CalFresh. Currently 21,233 Humboldt County residents receive CalFresh.

The HFPC has not grown its membership, but hosts educational sessions every other month which has seen more than a 10 percent increase in participation since 2015. In 2016, the average educational session had 17 participants. In 2016, County Nutrition Action Partnership (CNAP) average attendance grew 23percent and the average number of agencies represented grew 50 percent over 2015. The average attendance at the 2016 meetings was 16 attendees. Additional growth is expected in 2017 due to outreach to all CalFresh funded partners.

A successful Food Summit was hosted in February 2016 with more than 200 in attendance. Anna Moore Lappe (business partner and daughter of Frances Morre Lappe, author of *Diet for a Small Planet* and founder of the [Small Planet Institute](#)), was the keynote speaker. A local panel discussed the three E's – equity, environment, and economy. There were also breakout sessions representing a continuum across the food system.

Goal 2: Increase Understanding of What Healthy Eating Means

Objective: Increase provider knowledge and ability to encourage healthy eating.

Two strategies were employed to achieve this objective:

1. Increase number of physicians and clinic offices using food Rx or similar prescribing tool.
2. Target at least four (4) schools and improve lunch participation by 3 percent.

Progress to Date

Open Door’s Rx for Wellness (RxW) is a tool for communication and goal setting between provider/team and patient. Adoption of the tool is tracked by site adoption rather than individual Rx distribution.

The program has expanded and is in use currently by Open Door case managers, Latino Health coordinators, Norte Cattlemen’s and one primary care provider who is beta testing the process and integration into our Electronic Health Record. Care teams at Open Door’s Del Norte Community Health Center are using the tool more extensively in preparation for expansion to Open Door’s Humboldt County health center locations in 2017. The tool is available to all six Humboldt clinic sites participating in the Rx for Farmers’ Markets program. Open Door has begun production of RxW educational videos for staff, patients and community members. Other activities incorporated into the RxW branding and program include a health fair hosted in Fortuna in October 2016 with additional



Community members tend to Open Door Clinic’s edible garden.

events pending for 2017. Eight-week courses titled, Staying Healthy Together Pediatrics was also implemented as well as one-time adult health education courses.

Grant funds received in April 2016 from PHC were used to prescribe home gardens (RxHG) to 80 patients over a two year period among Del Norte and Humboldt County clinic sites. Home garden demonstration gardens will be installed in 2017 at all Open Door Wellness Gardens as well as health center locations without an on-site Wellness Garden.

Rx for Farmers’ Market vouchers are distributed in direct connection to CalFresh application assistance and eligibility screening. CalFresh funded vouchers are managed by Open Door Member Services Specialists in Eureka and Fortuna, and are made available for eligibility screenings at community outreach events and during Burre Dental’s monthly Growing Smiles Well Child program.

There are too many factors beyond Humboldt County Office of Education’s (HCOE) scope that affect school lunch participation. Instead the strategy has been revised to address school food service training and improvements in food sources and preparation. HCOE provides trainings to school food service employ-

Between April 2015 and November 2016, 566 individuals have received Rx for Farmers’ Market vouchers.



Members of the Cattlemen’s Association enjoy chili made with locally donated organic beef.

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ees, improving their capacity to prepare, serve and market healthy meals. In September 2016, HCOE offered training on building flavors in school meals utilizing herbs and spices, decreasing the amount of sodium used. A training last year focused on local procurement and how to be in compliance with USDA regulations while buying from local farmers and ranchers. Districts are now implementing what they learned from these trainings. Local proteins now make up a larger portion of school meals. Every school in the county takes part in an annual Taco Tuesday featuring local beef. In addition, there are several districts purchasing beef on a regular basis from local ranchers. The Humboldt Del Association has begun donating beef to districts (the plan is for the Cattlemen's Association to make a monthly donation to every school starting in 2017. Eureka City Schools is a great example as they feature local beef on their menu at least twice a month, serving Humboldt Grassfed Tacos and Cattlemen's Chili. In Trinidad, the cafeteria has started serving local fish. Eureka is currently exploring what they can do with local fish.



Next Steps

A more strategic approach addressing food access through the lifespan or by geographic range would build upon the work already being done. Investigating food access for children 0 to 5 years old, school age children 6 to 18 years old, adults 19 to 64 years old and seniors 65 years and older could identify successes as well as food access gaps. Assessing a generalized division of the county, such as coast, north, south and east would help identify food access issues due to geography.

More strategies could be developed to deepen the understanding of food access beyond school lunch participation. Quantifying the number of participants in school breakfast and supper programs is an appropriate next step. Identifying other food programs within the school setting would enhance this strategy. These programs might include the food backpack program, school food pantries, summer brown bag lunch programs and the food oriented aspects of after school programs.

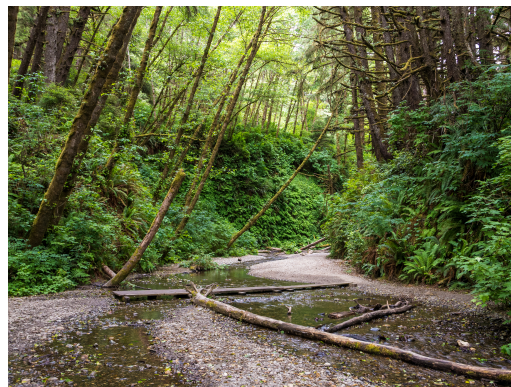
Health Improvement ASSETS

2017 Humboldt County Community Health Improvement Plan Annual Report

Background

Guiding the Live Well Humboldt! movement is the Community Strategies Team (CST), a group of passionate leaders from many sectors of our community. Knowing that good work was being done around the county that support the priority areas in this CHIP, the CST identified many assets—programs, collaboratives, and organizations—that already exist and are working to:

- Strengthen social and family cohesion;
- Shift social norms around alcohol, tobacco, and other drugs;
- Ensure safe neighborhoods;
- Improve access to, and understanding of healthy foods; and
- Transform the health system.



Fern Canyon.

Assets to ensure safe neighborhoods

- Community Bike Kitchen
- Safe Routes to School Task Force
- Keep Eureka Beautiful
- Neighborhood Watch
- Eureka's Westside Community Improvement Association
- Bike Month Humboldt Coalition
- Humboldt Bay Bicycle Commuters Coalition
- Transportation Safety Coalition Arcata/Eureka
- McKinleyville Community Watch Facebook Group

Community members participate in Bike Month activities.



Assets to improve access to, and understanding of healthy foods

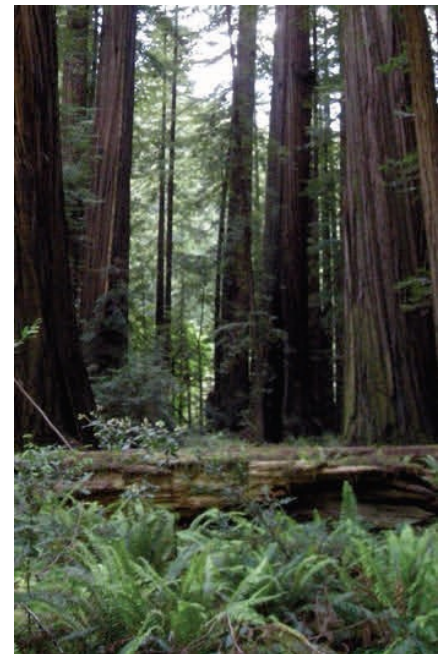
- Food Policy Council
- North Coast Growers Association
- Locally Delicious Food for People Farmer's Fund
- St. Joseph Health—Care for the Poor Community Grants
- Women, Infants and Children (WIC)
- CalFresh Task Force
- Farm Bureau
- Cattlewomen's / men's Association
- North Coast Community Garden Collaborative
- Open Door Clinics Garden Program
- Agriculture Extension
- Food For People
- Tribal Community Gardens
- Child Care Food Program (CACFP)



Local farmers sell seasonal fruits and vegetables at Farmers' Markets across the county.

Assets to shift social norms around alcohol, tobacco, and other drugs

- Behavioral Health Board and AOD Subcommittee
- Humboldt Allies for Substance Abuse Prevention
- Rx Safe Humboldt
- Syringe Services Programs
- Naloxone Workgroup
- Tobacco Free Humboldt
- Healthy Moms / Dads
- United Indian Health Services (UIHS)
- Boys and Girls Club of America
- K'ima:w
- Hope Center
- Suicide Prevention Network
- Open Door Community Health Centers
- AOD Prevention—DHHS Healthy Communities
- North Coast AIDS Project
- Redwood Teen Challenge
- Dual Recovery—DHHS
- Singing Trees
- Crossroads
- Humboldt Recovery Center
- Family Service Centers



Redwood Forests can be found throughout Humboldt County.

Assets to strengthen social and family cohesion

- First 5 playgroups
- Humboldt Network of Family / Community Resource Centers
- DHHS Safe Care
- DHHS Nurse Family Partnership
- LatinoNet
- Promotores Group
- St. Joseph's Paso a Paso
- May is Mental Health Month / Stigma Reduction Program
- Big Brothers Big Sisters
- The Center at McKinleyville
- DHHS outreach programs (MEV and NorCAP)
- Healthy Kids Humboldt
- St. Joseph's Community
- Building Initiatives (Loleta, W. Eureka, Peninsula, Bridgeville)
- True North Organizing Network
- Humboldt Area Foundation
- System of Care BRIDGES,
- Humboldt County Office of Education
- Allies for Substance Abuse Prevention
- Seeds of Understanding Speakers Collective
- United Indian Health Services
- Teen Advisory Group
- Teen Court
- Humboldt County Transitional
- Age Youth Collaborative
- Friday Night Live
- Youth Summit
- League of Women Voters
- The Equity Alliance of the North Coast
- Parks & Recreation Departments
- Farmers Markets
- Granges
- HSU's Multi-Cultural Center
- HSU's Latin Center for Academic Excellence
- HSU Native American Studies
- Seventh Generation Fund
- Gathering of Native Americans (GONA)
- Inter-tribal gatherings (NorthCoast Indian Development Council)
- Warrior Institute
- Yurok language class
- Hmong New Year
- United Indian Health Services Traditional Resources Programs
- HSU's The California Big Time and Social Gathering
- Humboldt Folklife Society
- Barn Dances
- Loleta Elementary Cinco de Mayo Festival



Assets to achieve health system transformation

- Nurse Family Partnership
- BRIDGES / System of Care
- Safe Care
- North Coast Health Leadership Team
- MIST Program
- North Coast Health Improvement and Information Network
- Behavior Assessment Response Team
- Care Transitions
- Medical Respite / Nightingale
- 0-8 Mental Health Collaborative
- Rx Safe Humboldt
- Independent Physicians Association (IPA) Care Improvement
- Sexual Health Task Force
- Sexual Assault Response Team
- Oral Health Collaboratives
- Paso a Paso
- Healthy Kids Humboldt
- Perinatal Mood Disorder Task Force
- Suicide Prevention Network
- Head Start / Early Head Start