



Patterson
Newman
Gustine
Crows Landing
Westley
Grayson
West Side Stanislaus

West Side Healthcare Services
A Regional Advisory Task Force
A Development Model

2007 - 2009

Jim DeMartini
Stanislaus County Supervisor
District 5



WHAT IF...

Health Care Districts, City Jurisdictions, West Side citizen representatives and County Leaders work together to form an advisory task force capable of inspiring a regional community toward improved healthcare services and facilities...

Big ideas start with collective

PURPOSE



CENSUS TRACK IDENTIFIERS Stanislaus County

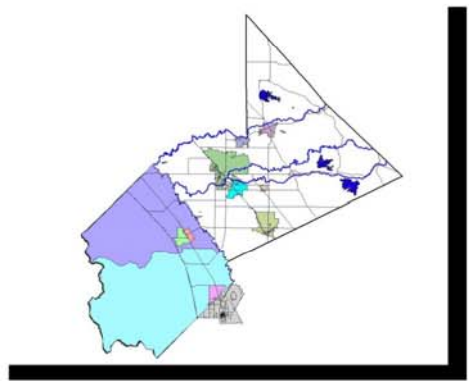
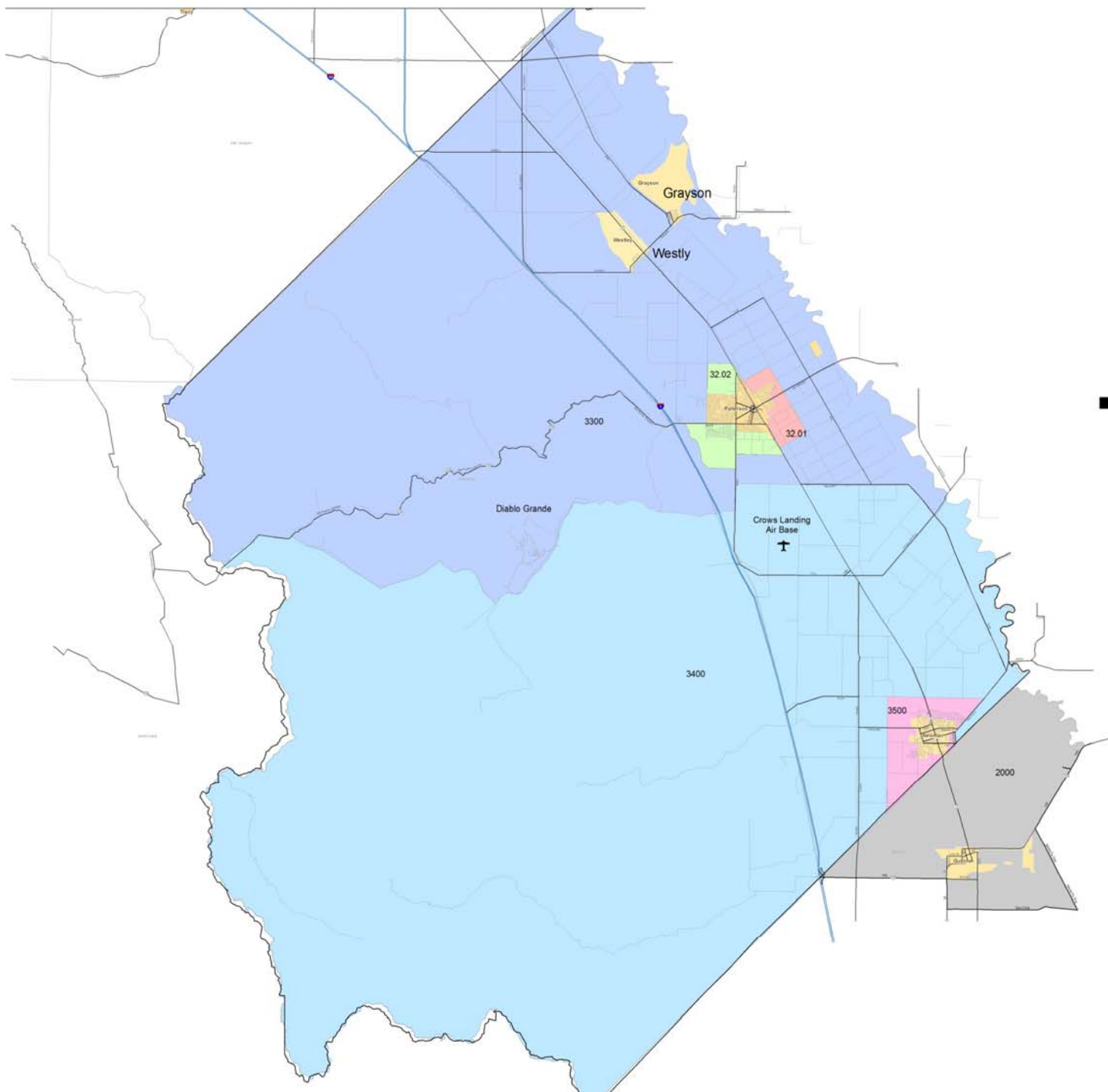
- track 32.01/32.02
- track 33
- track 34/35

Merced County

- track 20

CENSUS/GEOGRAPHY







CHANGING LANDSCAPES

	<u>1990</u>	<u>2006</u>	<u>2009</u>
Newman	4,158	10,140	10,739
Patterson	8,626	19,269	21,168
Gustine	3,931	5,261	5,203
Unincorporated West Side	9,284	9,479	9,479
		46,589	
		West Side Residents	
			January 2009

Big ideas start with understanding

POPULATION



CHANGING LANDSCAPES

- **2,314 West Side Households** have one or more persons over the age of 65 years
- This equates to 24% [**23.7**] of all West Side households.
- [Per 2000 Census data]
21% or **2 out of every 10** West Side residents are age 50 years or more.

Big ideas are needed now...

AGE/OVER 65



DISTANCE TO CRITICAL CARE

Drive time to Emanuel Hospital – Turlock
[per map quest search – ideal drive conditions]

- Patterson (Sperry) **29 minutes**
- Patterson (downtown) **26 minutes**
- Grayson **33 minutes**
- Westley **34 minutes**
- Newman (downtown) **33 minutes**
- Gustine (downtown) **36 minutes**

Big ideas start with closing distances

ISOLATION



ADVISORY TASK FORCE MODEL

A representative advisory task force.
A consortium of healthcare and
community leaders - challenged
with the tasks of identifying and rallying
community support for healthcare services
for a primarily rural population base

Big ideas start with shared

COMMUNITIES



Del Puerto Healthcare District
West Side Healthcare District
Golden Valley Healthcare
Sutter Healthcare
Emanuel Medical Center
Doctors Medical Center
City of Patterson
City of Newman
City of Gustine
Merced County
Stanislaus County – Health Services Agency
Business Community (Keystone Business Park)
Community Based Organizations

ADVISORY MODEL

Community Task Force



ADVISORY DELIVERABLES



- Seek Regional Consensus
- Review Status Quo Services Delivery
 - Demographic data
 - Services need/gaps
- Develop a cooperative approach/model
- [Mid-Term] Develop Community Education/Outreach Campaign
- Develop Process time line to include:
 - Public Outreach/Scope Community Support
 - Implementation Strategies
 - Extended Care Services

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Big ideas start with collective

OUTREACH



STRATEGIC PLANNING 2009

Westside Health Care Advisory Task Force

V.1

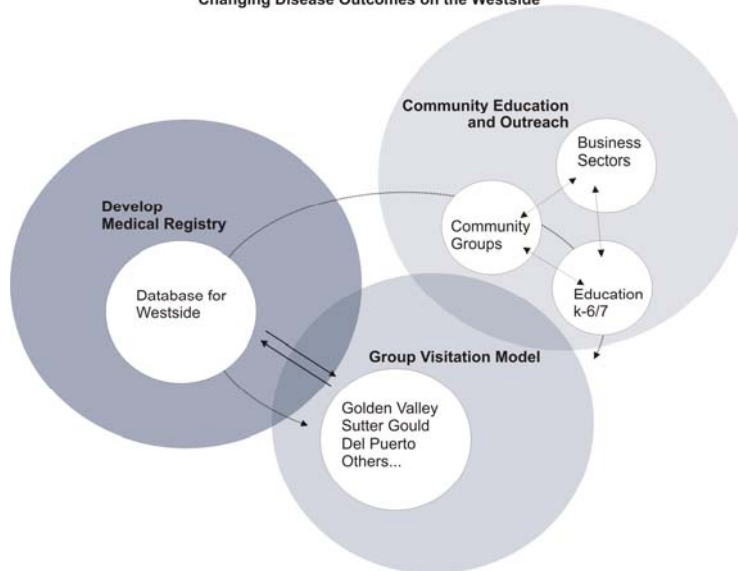
PROCESS

On December 16, 2008 the membership of the Westside Healthcare Advisory Task Force meet in a special planning session to discuss Task Force objectives for calendar year 2009 and beyond. In this meeting three primary objectives were discussed and identified. They are:

- Developing strategies for improved community education and outreach
- Developing a strategy for the deployment of a Medical Registry database for westside residents
- Developing a framework for the development of a group visitation (Medical Home Model) approach to westside healthcare

WESTSIDE HEALTHCARE ADVISORY 2009 Program Objectives

Changing Disease Outcomes on the Westside



On Saturday January 17, 2009 the Task Force met again in Gustine for an extended planning session. This document is the framework born of these planning sessions and focuses on the Community Education and Outreach deliverable as the primary target for 2009 – 2012. This is a work in progress.

COMMUNITY EDUCATION AND OUTREACH

The community education and public outreach component seeks collaboration with three sectors of the West Side community:

- Businesses, including Chambers of Commerce and industry associations;
- K-8 public and private educational institutions;
- Community, service, and religious organizations.

The Task Force recognized two major health goals to reach through increased use of these community sector resources:

- Promoting **Wellness** through an enhanced relationship with schools and leaders of businesses of all sizes;
- Improved **Chronic Condition Management** by utilizing the resources of our community, service, and religious organizations.

Wellness is not just the absence of disease or pain. Wellness is a total lifestyle, making healthy choices so one can reach their highest potential. It includes the idea of living a balanced life and avoiding excesses. Paths to wellness include eating a well-balanced diet, exercising regularly, not smoking, avoiding alcohol and substance abuse, and avoiding other negative behaviors (crime, risky sexual behaviors, etc.).

BUSINESS SECTOR

The Task Force will take several approaches to involving businesses. There are large and small businesses throughout the west side; thus different channels of communication must be used to reach them. Sources for compiling contact lists include:

- U.S. Postal Service;
- Local Chambers of Commerce (COCs), which may have postal and e-mail addresses;
- Trade/industry associations (Farm Bureau, almond hullers' association);
- The Internet and Yellow Pages.

What is it the Task Force must promote? Why is "wellness" relevant to business?

- Employee wellness will have a positive impact on productivity:
 - decreased absenteeism due to illness
 - improved on-the-job safety due to less fatigue and less risk of substance abuse
 - "well" employees are likely to have "well" families, and thus won't have to take time off caring for sick or injured children or spouse
- Help identify sources of wellness in the community
 - The Task Force may
 - regularly advertise existing sources of wellness, especially for smaller businesses that may not have the time or resources to do the research and distribute such information to their employees.
 - Alert/promote special events or programs developed through Task Force, healthcare provider, or other community efforts (e.g. weight loss competitions, health fairs, etc.).

Channels for Promotion

- **Quarterly e-mail "blast"** to Chamber of Commerce/businesses from County CEO's office (include media – i.e. Modesto Bee, Patterson Irrigator)
 - Develop e-address roster with assistance from Cities, Chambers and business associations;
 - Develop content for e-newsletter:
 - Chairman's message/Task Force mission
 - Task Force meeting schedule and staff contact information
 - Focus article on healthy living (healthcare partners to rotate this assignment)
 - Healthcare calendar of events
 - Link to community portal
- **Meetings between health experts and business executives**
 - Develop a contact list (with Chamber of Commerce assistance)
 - Prepare an invite letter to meet and greet – discuss the mission of the Task Force and solicit business community input
 - Schedule location, time and presentation materials
 - Hold the meeting and document interested parties and subsequent follow up
- **Large employers promote utilizing their Employee Assistance Programs for healthy lifestyles**
 - Define and Identify large employers on west side
 - Prepare invite letter to meet and discuss their participation in our outreach efforts

- Schedule meeting, location, time, presentation materials
- **NOTE:** This may be a deliverable that can be cross referenced with the general business community outreach activity. If we are diligent in our invitation process we may be able to capture this sector at the larger business outreach meeting.

EDUCATIONAL ORGANIZATIONS

Schools are an excellent channel to promote wellness. Youth are open to positive messages; administrators and teachers may enjoy adding to their curriculum; most parents are appreciative (maybe even helpful) of promoting healthy lifestyles to their children. Long-term wellness promotion by the Task Force may decrease absenteeism, increase average daily attendance at schools and thus school revenues, and involve parents in education.

Who to include in the outreach:

- **School district superintendents**
 - City council members on the Task Force promote its wellness efforts during their quarterly meetings with superintendents.
 - Obtain Quarterly Superintendent meeting schedule
 - Ask for a 20 minute introductory presentation
 - Ask for individual follow up
 - Be prepared to share what we hope to accomplish
 - Develop a realistic outreach strategy for education – process steps for accomplishing our outreach goals
 - Follow up regularly
- **School board members**
 - Obtain regular school board meeting schedule
 - Contact clerk of the various boards for opportunity to speak in public session – information item
 - Prepare presentation message, handouts, specific outreach strategies that we would hope education would assist us with establishing
 - Follow up regularly
- **Parent-Teacher Networks and Associations**
- **School health professionals (nurses, health clerks, P.E. teachers)**

Ideas for wellness promotion:

- **“Biggest Loser” challenge** for schools to compete against each other.
 - This concept may be one of our deliverables shared with both Superintendents and School Board memberships
 - If there is buy in from education...
 - Develop a contest guidebook – including process, teams, scoring, time line/frame
 - Recognition (include local media outlets)
- **Identify other educational-youth programs** to target for health education
 - Again, this component should be included in our “ask” as we approach the education community. Once other education/youth programming is identified, follow the process criteria identified above:
 - Obtain regular meeting schedules
 - Contact leadership(s)
 - Seek opportunity to speak to formal bodies

- Prepare presentation message, handouts, specific outreach strategies we wish to accomplish

COMMUNITY SERVICE AND RELIGIOUS ORGANIZATIONS

Identify interested community groups who would want to assist with *Wellness Promotion* and *Managing Chronic Conditions*:

- Family Resource Centers
- Churches
- Rotarians, Lions Club, Knights of Columbus, Portuguese-Americans, VFW
- Seniors/Golden Aged/"50 + Club"

Task force health experts, such as county Public Health Department, Healthy Start programs, Del Puerto Health Care District, and Golden Valley Health Centers, meet to collaborate with the organizations' leaders. Together they align the Task Force mission with the organization's. Experts and organizations jointly develop ideas that accomplish the goals above.

Community organizations can be involved in important ways:

- Advertise and hold community health education classes at their facilities;
- Take on the "Biggest Loser" challenge for their own members;
- Become a resource for Group Visit locations:
 - Organizations may have large rooms or classrooms to use for Group Visits
 - Community organizations can promote the whole concept of Group Visits and wellness once a group visit takes place at their facility, especially among their members (senior organizations, churches, service clubs). Members say, "Why doesn't MY doctor do that!"
 - Organizations help the group visit/wellness concept "spill out" to the community
 - Introduce and advance the use of "promotoras" where appropriate.

Healthier
CHOICES
for our west side



Business - Education - Community

MISSION

By developing the *healthier choices for our west side* campaign, the taskforce membership strongly believes that a uniform approach can be developed to highlight existing programs as well as multiple new initiatives - increasing community/citizen awareness and providing for a healthier community base. This is a cooperative approach geared toward several key cluster groups that will incorporate a variance of tone and theme to best suit each of these targets.

- **Business:** Simple, straightforward messages
“news you can use’ format
 - Targeting employers and employees

- **Education:** Activities based approaches
Curriculum suggestions
 - Targeting Student/Parent involvement

- **Community:** Activities based approaches
Align existing services with community need
 - Targeting pre-organized groups

A **COMMUNITY** APPROACH

UC Davis – Nutrition Outreach
Diabetes Training – DMC Foundation
Healthy Birth Outcomes – HSA
Teen Pregnancy Prevention – HSA
WIC Services – HSA
Dental Care Instruction – HSA
Senior Aerobics – Center for Human Services
Teen/Kids activities – P.A.L. Program
City Parks and Recreation Departments
Care Provider membership of the Healthcare Advisory
Business Sector
Education Sector
Local/Regional Media outlets
MORE....

OUTREACH

High levels of diabetes, obesity, and poor diet planning exist within the various West Side Communities. Through a three-pronged campaign the West Side Healthcare Advisory hopes to embellish awareness of existing programming while creating an improved educational dialogue with all three primary community components.

Business:

Monthly e-letter to business community
Monthly healthy lifestyle tip for employees
Comprehensive activities calendar

Education:

Monthly e-letter to policy makers
Celebrate existing and expanding nutrition education programming k-5
Annual promotions to primary schools:
- essay contest
- class projects
- messages to parents

Community:

Monthly e-letter to community groups
Coordinate workshops and educational outreach with existing service providers and new programming



GETTING STARTED...



May 7, 2009: Taskforce Program Review/Edit/Recommendations



June 2009: Partners Meeting: Coordinating the Messages



May/June 2009: (with Taskforce program approval) Press Release #1: Campaign Announced



May 18 – June 30: Outreach to Education (prior to end of current school sessions)

June 2009: Business e-letter launch – all business community
[on-going monthly with nested healthy lifestyle tip of the month]

July, 2009: Press Release #2: Healthy Summit – Biggest Loser Contest

June, 2009: Community e-letter launch – all identified community groups
[on-going monthly with nested healthy lifestyle tip and activities calendar]



July, 2009: Newman City Council challenges Gustine and Patterson to Biggest Loser Contest 2009



August, 2009: First Annual Healthier Choices Summit/Luncheon
Biggest Loser Team weigh-in ceremony
Press Invite/Event Coverage

September, 2009: Biggest Loser Closing weigh-out
Press Release #3: Biggest Loser Contest – We are ALL Winners!



October, 2009: Healthy Lifestyles Essay Contest (9-12) / Art Contest (k-3,4-6,7-8)
Press Release #4; Announcement #5: We have our Winners!



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West Side Healthcare Services
A Regional Advisory Task Force

Healthier
CHOICES
for our west side



**WESTSIDE HEALTHCARE
EDUCATION AND COMMUNITY OUTREACH:
A CURRENT LANDSCAPE**

Westside Healthcare Advisory Task Force
May 2009



Center for Human Services

Patterson Teen Center

The Teen Center is an after school drop-in center teens on the West Side. It offers a range of strength-based programming to build skills, provide safe and fun after-school alternatives and develop positive assets in youth participants. After school opportunities for you at the Patterson Teen Center include tutoring, homework assistance, prevention education, community service projects, homework assistance, computer lab access, nutritional snacks, food, recreational/social/cultural events and sports.

For more information contact:

Eddie Nuno or Erica Ayala
Program Specialists
(209) 892-6688

enuno@centerforhumanservices.org
eayala@centerforhumanservices.org

Patterson Youth Action Commission

The Patterson Youth Action Commission (YAC) is a partnership between the City of Patterson and Center for Human Services Patterson Teen Center. It is designed to provide leadership opportunities for middle and high school students in the City of Patterson. They are supported in part by Friday Night Live and participate in the planning and organizing of community wide events, fundraisers, community service, prevention projects, and much more.

For more information contact:

Eddie Nuno or Erica Ayala
Program Specialists
(209) 892-6688

enuno@centerforhumanservices.org
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Jason Hayward
City of Patterson Parks and Recreation Department
(209) 895-8083
jhayward@ci.patterson.ca.us

Patterson Family Resource Center

Center for Human Services Patterson Family Resource Center (FRC) seeks to be a central hub for families to access culturally competent services – building strong, caring communities. The Patterson FRC strives to help families access needed services, to increase self-sufficiency, to help children and families have skills and resources to be safe and healthy, and to help caregivers understand the importance of participating in and advocating for their children's development and education.

The Patterson Family Resource Center offers:

- Parenting classes, such as Parents Raising Teens; Mamas and Papas, a parenting class for parents with children 0-5 years of age; and Healthy Birth Outcomes (see insert below) which provides support for pregnant women and moms with infants under 1 years of age.

- Outpatient mental health services to children and their families with Medi-Cal and Healthy Families insurances.

Case managers at the resource center provide support, outreach, and referrals to community members. Examples of case management services include:

- Translation assistance;
- Job search assistance;
- Help finding resources to meet basic needs; and,
- Medi-Cal/Healthy Families insurance enrollment.
- Staff also participates in community events and neighborhood outreach.

Several partner agencies work with the Center for Human Services to provide needed services to the Patterson Community. These include:

- Leaps and Bounds providing counseling for children under 5 years of age;
- Women Infants and Children providing assistance and nutrition information to women with young children (see insert below);
- Child Health and Disability Prevention Program (CHDP) providing physicals and immunizations for children;
- Migrant Education providing assistance with medical and dental appointments for migrant children;
- Central Valley Opportunity Center (CVOC) providing food vouchers, employment training, and rental assistance;
- Haven Women's Center providing women's workshops to assist women in domestic violence situations;
- Stanislaus Behavioral Health and Recovery Services (SBHRS) providing drug and alcohol groups as well as family education groups for family members of those in recovery, and adult psychiatric services;
- The HEAP program providing PG&E/TID assistance;
- Grayson-Westley Health Fair hosted by Grayson FRC; and
- Fall Festival, National Night Out, Apricot Festival



Stanislaus County Public Health

WIC (Women Infants and Children – nutritional assistance)

Services at Patterson weekly on Tuesdays, 8:00 – 4:30.

Address: 118 N Second Street, Suite D

Provides nutrition counseling, supplemental foods, and health care and social services referrals to eligible participants. Participants receive monthly vouchers which can be exchanged for certain foods. Each package of vouchers is worth about \$60.

WIC vendors on the West Side:

- Sam's Food City
- El Sol
- El Paisano
- Diamond Foods

Teen Pregnancy Prevention:

Reducing the Risk – 6 day program at Orestimba High School

- Postponing Sexual Involvement – 6 day program at Creekside Middle School and Yolo Middle School

Informational Presentation - Yolo Middle School

Keep Baby Safe (car seat safety program)

- Hosted Car Seat Check Up Events – Patterson
- Offered Community Car Seat Education Classes – Newman Family Resource Center, Westside Resource Center/WIC, Westley/Grayson Family Resource Center, Del Puerto Preschool, offer low cost car seats to eligible parents.

Tobacco Education

Protect Health And Slam Tobacco (PHAST) Chapters – conduct tobacco prevention activities (health fair, butt hunt, youth purchase surveys, red ribbon week, etc.) at Orestimba High School, Patterson High School and Del Puerto High School

Freedom from Smoking Classes held at Patterson and Del Puerto High.

Dental Disease Prevention Program

K-6 Schools – Two lesson series on plaque, fluoride, brushing/flossing, nutrition, and spitting tobacco. Includes fluoride application

- Neman/Crowslanding
 - Bonita Elementary
 - Von Renner Elementary
 - Hunt Elementary
- Patterson Unified
 - Northmead Elementary
 - Las Palmas Elementary

Sealants – Von Renner Elementary – Newman (last year)

Community Outreach/Health Fairs (last year)

- Patterson Fall Festival

Healthy Birth Outcomes (HBO)

HBO is a countywide program that is funded by the Stanislaus Children and Families Commission. It utilizes three strategies – community support groups, intensive case management and outreach – to improve the health of mothers and children in our county.

The goals of the program are to find pregnant and women parenting infants under a year old, to educate them on preventative health practices, and provide support in order that they have healthy births and/or avail themselves of health care services for their children and themselves. The program also seeks to promote breastfeeding and outreach to providers of perinatal care.

The program collaborates with 10 community partners: Oakdale Family Resource Center, Riverbank Casa del Rio, West Modesto King Kennedy Neighborhood Collaborative, Airport Neighbors United, Ceres Partnership for Healthy Children, Hughson Family Resource Center, Turlock Family Resource Center, Newman Healthy Start, Patterson Family Resource Center, and Westley-Grayson Family Resource Center. The community partners do outreach in their respective communities and hold support groups that usually meet weekly and provide healthy snacks to program participants. The groups also usually do activities such as scrap booking or making baby projects in order to keep the women invested in the groups. HSA staff go out to the groups twice monthly to provide health education on perinatal and other topics, except in Westley-Grayson and Patterson where we go once a month.

HSA staff also receives referrals for case management services where Public Health staff (including nurses, social worker, or community health worker) can see clients in their homes, assess them for needed services, create service plan to help them obtain services. For a woman to receive HBO case management services, she must be less than 25 weeks pregnant and have a medical or psycho-social condition that causes her pregnancy to be at increased risk of premature birth. Our West Side partners can make a referral for case management services, and they usually come from a variety of sources, Our partners, jail, schools, and clinics are just some of the referring parties.

Whether a woman is case managed or goes to one of the community support groups, we graduate the ladies once their babies are 12 months old. Some of the groups, such as Grayson-Westley, have other parenting groups available for women with older babies in order to they keep the support connection with a group.

The program started in 2004 with 6 community partners and increased to 10 in 2007/2008. However, as Westley-Grayson and Patterson share funding, they provide support groups twice a month and HSA staff goes out to their sites monthly.

- Newman holds their support groups on Tuesdays from 9-11;
- Patterson meets on Wednesdays from 10-12; and,
- Grayson-Westley has their meetings on Thursdays from 9-11.

Although the groups all have their individuality, they all do outreach to find pregnant women and inform them about healthy pregnancies and they all will look to find resources for the women coming to their centers. For instance, the Patterson group has created a linkage with a local doctor so if they find a women needing prenatal care, they have a process for getting her an appointment. The Newman group has linkages with the WIC and does outreach to local businesses in order to bring women into the group. The groups provide us with the opportunity to reach more women than HSA staff alone could.



University of California, Davis – Cooperative Extension

Nutritional Education Outreach on the Westside

UC Cooperative Extension offers science based, peer reviewed education for the public. The Nutrition, Family, and Consumer Science program provides consumers -- especially the parents of young children and seniors -- with information on food and nutrition, food safety, food preservation, parenting, kindergarten readiness, and money management. Training and information is also provided to health and education professionals such as nurses, foster care parents, home health aides, residential care operators and teachers.

Currently on the Westside, we are working with Patterson and Gustine School Districts. In Patterson we are working in all 4 of the Elementary Schools in grades K – 5.

There are 148 teachers reaching approximately 2960 students with the latest in nutrition education. In Gustine, we are working with Gustine High School. They are using our teen money management curriculum “Money Talks”. In addition to the use of our free curriculum, the teachers involved with our program receive a fruit or vegetable taste each month with a nutrition lesson. We are in the process of localizing this program and involving farmers in our area. Anyone interested please give us a call.

Our goal for next year is to create more partners on the west side to deliver more adult programs and expand our youth education. We will be moving into Newman with our programs shortly. Feel free to contact myself or my staff for information on any of our programs or with any questions you may have.

Nutrition, Family, and Consumer Science Staff:

Terri Spezzano, Advisor
Anne Schellman, Horticulture, Nutrition and School / Community Garden Rep
Dennis Carrasquilla, Nutrition and Financial Management Rep
Dodie Bridges, Senior Nutrition and Physical Fitness Educator
Phone: 209-525-6825
Address: 3800 Cornucopia Way, Suite A
Modesto, CA 95358



City of Patterson and Partners

Project F.I.I.T.N.E.S.S.

(Fostering Individual Improvement Through Nutrition, Exercise and Student Specialists)

According to a study recently conducted by the California Center for Public Health Advocacy, young children and teens in Stanislaus County have been found to be at higher rates of obesity than other youth of the same ages in California. The entire freshman class was evaluated for BMI (body mass index), height & weight, family history and overall health. Class of 2001 Statistics:

- 39 students were Underweight,
- 178 students were In-Range,
- 86 students were At-Risk,
- 66 students were High Risk.

All 66 High Risk students were invited to be in Project FIITNESS and 20 students and their families accepted the invitation.

Through a partnership established with Del Puerto Health Center, and Health Net health professionals worked with 20 students and their families conducting, first, a free physical and then later assisting with presentations about the effects of obesity, poor nutrition and lack of exercise on student health. At the initial informational meeting, students were invited to attend our weekly workshops hosted at the Senior Center and at Patterson High School.

Partners

Partners from Patterson Parks and Recreation worked with students three weeks each month, and parents were required to attend one meeting a month, too. Family sessions included healthy cooking demonstrations, tips on grocery shopping and reading nutrition labels. In the workshops, experts presented simple exercise routines with equipment students got to keep (jump ropes, exercise balls, pedometers, etc.), ideas for personal recreation, and gave support to help students keep their commitments.

Program Duration

- November 2007 – April 2008 (20 weeks)
- Sponsored by Health Net, Del Puerto Health Care, the City of Patterson Parks and Recreation, Westside Community Alliance, and Patterson Joint Unified School District
- Additionally, various businesses donated to the project for student incentives, equipment, and expert time to meet with students.

Number of Students Screened

- Approximately 415 9th graders from Patterson High School.
- 32% of 9th graders hadn't meet proficiency for aerobic capacity on State physical fitness tests
- 21% of students screened had a BMI greater than 25 and were considered overweight (supporting an earlier study that 9th graders in Stanislaus County exceed state averages for obesity)
- 60 students with high BMIs were invited to participate in the project.
- Approximately 25 students accepted and 18 students regularly participated in and finished the program.

Data Regarding the Program's 18 Regular Students

- The average weight of boys was 212 and the average BMI was 32
- The average weight of girls was 196 and the average BMI was 34
- 7/18 had evidence of AC
- 7/18 reported a history of diabetes in their families
- 89% of the students, when asked how physically fit they felt in a pre survey, reported that they felt “unfit”
- 89% of the students, in a pre-survey reported they exercised less than 2 hours per week
- 16 students participated in presenting both their experiences and information about fitness and nutrition to fifth grade classes at Northmead Elementary.
- Students were also given pre and post physicals through Del Puerto Health Care

Exercises and other Activities in Which Students Participated During the Project

- Walking
- Some running
- Jump Roping
- Exercise Balls
- Exercise bands
- Weight lifting
- Swim Aerobics
- Stretching
- Recreational sports (like volleyball and dodgeball)
- Six nutrition/cooking seminars with parents (in English and Spanish)
- Three presentations by school counselors and guest speakers on setting goals, self esteem and losing weight, and stress.

Post Program Student Survey

- 16% students lost 10-20 pounds
- 84% students reported losing about 5 pounds.
- 100% of students reported they now like exercise including exercise balls, jump ropes, weight lifting and walking.
- 100% of the students reported they learned more about nutrition and fitness and how to improve their health.
- 100% of the students liked the gym experience (Patterson Health and Fitness Club for boys and CURVES for girls).
- 100% of the students reported that they are more active than they were before the program.
- 100% of the students reported that they are now more aware of eating healthy foods than before they participated in the program.

Partners' Comments for Planning for Next Project

- Consider working with middle school students
- Consider opening applications/scholarships to students who want to make a commitment to these lifestyle changes and do not just target students with the highest BMI/weights
- Involve a nutritionist who is able to meet with students on a regular basis to better guide/support diet changes
- Enlist the Patterson Health and Fitness Club and do a “boot camp” to motivate students and immerse them in fitness in the beginning of the project
- Definitely utilize the school district/city’s access to ongoing recreation through the Field House and Open Field activities
- Continue walking or mini hiking trips on Saturdays with families
- Keep cooking/short food demos



City of Newman Community Outreach Activities

Newman Fit Kids Summer Program

Basically they break the kids into various age groups and the groups participate in different activities each day such as soccer, dodge ball, hula hoop, etc. For each activity that the kids participate in they get a charm for their charm necklace. They can also earn charms for helping clean up and listening. Apparently, the kids get really competitive and want to get as many charms as they can.

Last year was its first year and the program was free. This year it will be a \$30 cost for the entire summer. The program is offered 3 days a week from 9-12 and kids are encouraged to bring a healthy snack and water. It's on a drop in basis and they had 168 kids register for this summer.



Doctors Medical Center Foundation

Diabetes Community Services of DMC

Our mission statement: "To reduce obesity and diabetes in children in Stanislaus County through awareness, education, screening, treatment and research.

The Diabetes Community Services of DMC Foundation program offers free blood pressure, blood glucose and diabetes screenings every Wednesday from 830 am to 10-30 am in partnership with Patterson Family Pharmacy, Free nutrition counseling and diabetes management is provided to the community. Free Diabetes management includes medication, diet, blood glucose monitoring.

Childhood Obesity/Diabetes Prevention Task Force of Stanislaus County is coordinated through DMC Foundation. It is open to all healthcare organizations and community partners. Members include: Memorial Medical Center, Doctors Medical Center, Sutter Gould Medical Foundation, DMC Foundation, Modesto City Schools, Stanislaus County Office of Education, Golden Valley Health Centers, Health Services Agency and Public Health of Stanislaus County, Anthem Blue Cross, Health Net, Children Hospital Oakland ,Kindred Hospital, Brenda's Athletic Club.



Emanuel Medical Center, Turlock

Childbirth and Breast Feeding Education

Emanuel Medical Center offers weekend childbirth education classes in both English and Spanish and we host a Community Breast-feeding Support Group that meets weekly.

Sweet Success

Emanuel Medical Center is a standard affiliate of "Sweet Success", a diabetes and pregnancy self-management program. "Sweet Success" is an educational, clinical program that offers multidisciplinary team services to patients who develop gestational diabetes. Patients are seen weekly by Certified Diabetes Educators and as needed by dietitians and social workers. This program was designed by California Diabetes and Pregnancy Program (CDAPP) of the Maternal and Child Branch of the Department of Health.

Education Department at Emanuel Medical Center

Matthew Haskett, RN, BSN
Education Director
Education Department
Emanuel Medical Center
(209) 664-2589

Matthew.Haskett@emanuelmed.org



Del Puerto Health Care District

Women's Health Fair

Partnered with Soroptimist International of Patterson, Del Puerto Health Center provides free breast and Pap examinations and Cholesterol screenings for primarily uninsured women. The events are held around March and October of each year. To date over 500 women have been screened.

Heart of our Heart

Partnering with Stanislaus Cardiology and Rotary International of Patterson, Del Puerto Health Center offer an annual cholesterol and EKG screenings. The event is held on the Saturday near Valentine's Day

Healthy Birth Outcomes

Dr. Eric Ramos through Del Puerto Health Center works with the Patterson Family Resource Center to provide the first visit for pregnant women without insurance. This allows pre-qualified women to obtain the prenatal vitamins and initial exam for early intervention, pending insurance coverage.

Eye Health

Del Puerto Health Care District and Judy Gill with En-Vision, a local optical company, are currently working toward a project which will allow screening with the SureSite vision screener. The screening will provide basic screening for amblyopia (lazy eye) a visual disorder that develops in younger children when one eye fails to transmit a proper visual image to the brain. It is the number one cause of vision loss among children. The screener will also detect other vision problems. The screener does not require communication from the patient. They just need to stay still for 14 seconds per eye and the screener reads the visual acuity. Working with schools or preschools their nurse would then handle the referral processes.

Smoking Cessation

Del Puerto Offers Smoking Cessation as a pilot program through The California Academy of Family Physicians. The program provides a template for disease management, allowing for a team approach to providing care and data based follow through.

Other known offerings:

Richard OBryan of 1st Care provides the local newspaper with a regular health column. The column targets current health issues.

Doctors Medical Foundation, through Anne Stokman, RN, CNE offers a weekly Diabetes screening and a monthly group meeting to control and prevent diabetes.