



S A N F R A N C I S C O
COMMUNITY TRANSFORMATION INITIATIVE

INTRODUCTION & OVERVIEW

What is Community Transformation?

- Funded by the Patient Protection and Affordable Care Act under the Prevention and Public Health Fund
- Aimed at a collaborative approach to prevent chronic disease such as cancer, diabetes and heart disease
- Collaboration across multiple sectors of the community including public health, education, transportation, business and more!
- Using collective impact to achieve healthier environments and healthier options!

Created to Be Sustainable

Leadership Council

High level /Influential
Access to funding and resources
History of involvement

Expanded community engagement
Shifting resources
Connecting on-going/future efforts

Strategic Leads

Existing knowledge and relationships
Identification of leveraging opportunities

Incorporated into on-going work
Securing additional resources
Assuring priority focus

Community Partners

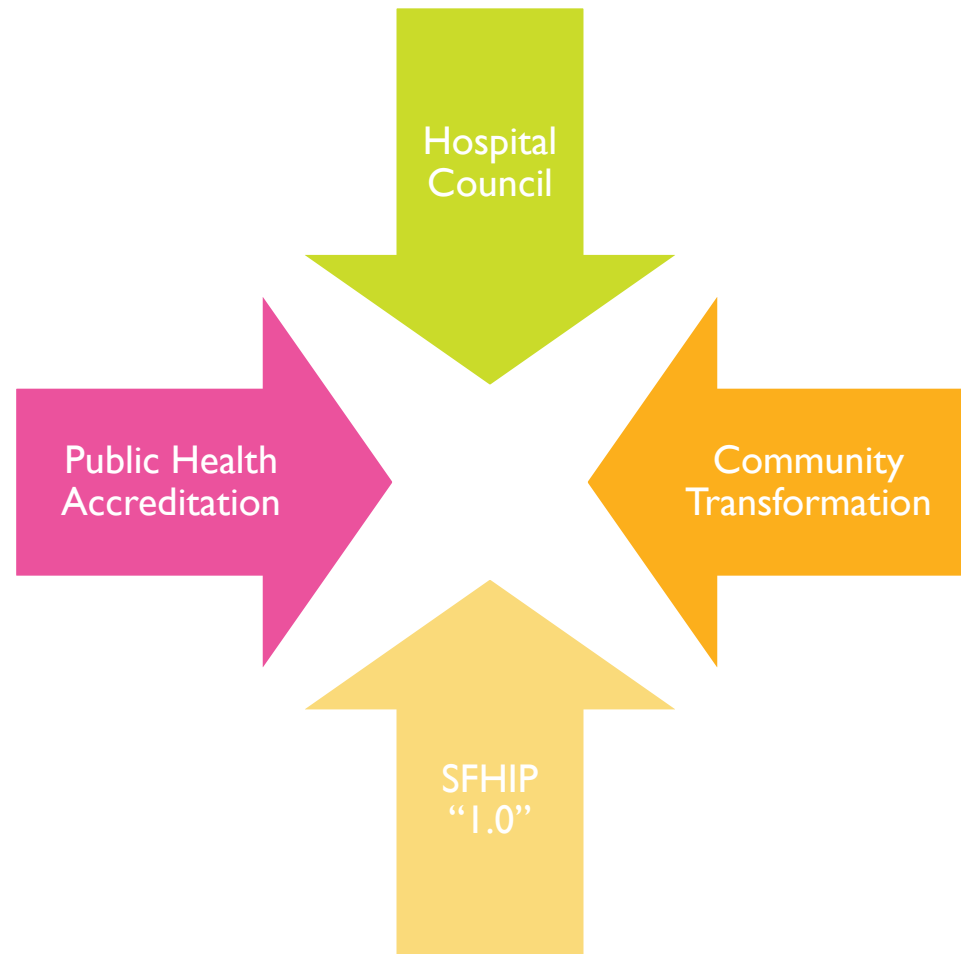
Community wisdom
Grassroots mobilization

Long standing relationships
Authenticity

Leadership Council

Four major existing initiatives that became the new SFHIP “2.0”

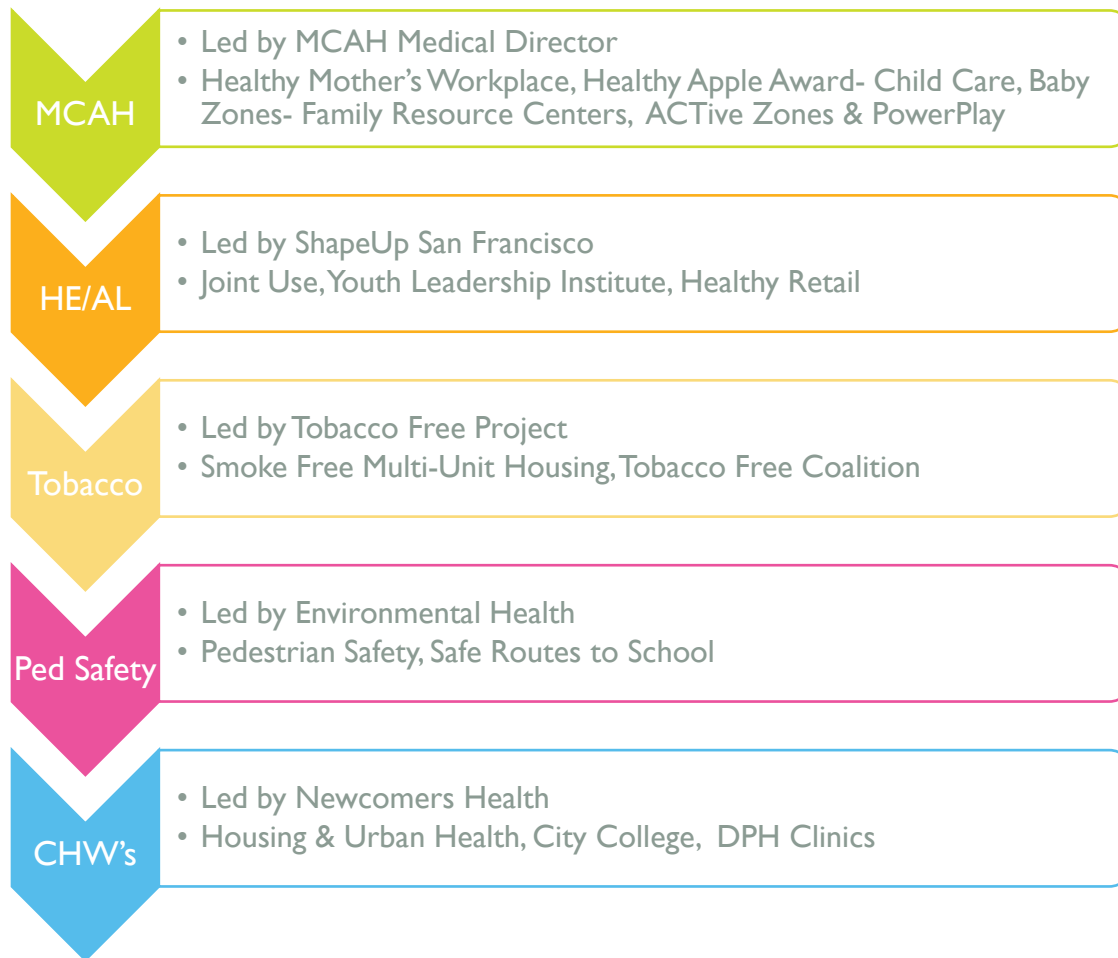
- Community Health Assessment
- Community Health Improvement Plan
- SFDPH Strategic Plan
- Shared measurement and tracking of indicators
- Community engagement
- Funding from “Community Benefit”, SFDPH, Foundations, University



Strategic Leads

Five major existing initiatives that became the SFCTI

- Initial priorities based on areas of greatest leverage
- Expertise/involvement of existing staff
- Staff maintained in-kind lead throughout CTI
- Regular identification of additional resources
- Shared decision making and monitoring of impact



Community Partners

14 partner organizations with deep community roots

- Listening and learning from what residents want to change
- Supporting youth in leadership roles
- Opportunities for residents to change housing environments
- Proactive engagement of businesses and workers
- Partnering community with all efforts



What are the Sustainable Results?

Leadership Council

- Over 30 members
- Committed to long-term action/change
- Disrupting existing work/processes
- Developing shared outcomes
- Reviewing/aligning funding
- Immediate connection to other major initiatives

Strategic Leads

- Strategic Leads remain, even as CTI funded staff shift roles
- CTI work prioritized into existing planning, grants, scopes of work
- Informing a new chronic disease planning process

Community Partners

- Residents remain a part of every effort in the community
- Helped to move beyond the “assessment” phase and into taking action



CLINICAL SERVICES

Existing Efforts

High Quality Outcome Focused work at Clinics

Phased implementation of EClinical Works System

CTI Enhanced

Increased Coordination

Engaged Ambulatory Care staff in data collection around chronic disease reporting.

SF featured with NYC in national webinar on use of EClinical Works

Sustainability

On-Going Collaboration

Ambulatory Care and CHEP Leadership meeting regularly & identifying areas of collaboration.



SAFE WALKING

Existing Efforts

Pedestrian Safety Task Force



With CTI

Community Engagement



Sustainability

Strategic Lead will continue to co-lead Vision Zero Task Force





ACTive Zones, PowerPlay & Baby Zones

① Existing Agencies

Offering Free Opportunities for Physical Activity & Social Connection



② Coordinated City-Wide

Strategy, Standards for implementation, connection to Physicians and outreach



③ Individual Agencies & Partnership commit

to continuing to value and expand free, high quality programs together



ACTive Zone & PowerPlay

- 8 PowerPlay + 20 Active zones
- FREEDOM Criteria
- Engaging physicians



- All agencies **continue existing free fitness classes**
- Physicians prescribing free physical activity



SF Public Libraries



Baby Zones

- Needs Assessment
- How-to-Guide for Baby Zone Replication
- Funding for Collaboration



- Implementation of **city-wide coordination** of major early childhood education organizations



JOINT USE

Existing Efforts

Paper –based Facility Permit & MOU process

Lack of uniform enforcement and streamlined process



CTI Enhanced

New! Online Database & Application

Engaged SFUSD decision-makers to ensure enforcement of new policies and operations

Sustainability

SFUSD implementing & monitoring new systems

More than 85% of schools offer after-school learning opportunities.

| | STUDENTS & PARENTS | COMMUNITY | CAREER OPPORTUNITIES |
|--|--|-----------|----------------------|
| <ul style="list-style-type: none"> About SFUSD Schools Enroll in SFUSD Schools Nutrition & School Meals Transportation Directory News & Calendars Family & Community Support Councils & Committees Programs & Services Curriculum & Standards Graduation, College & Career | <p>Facilities Use Permit Fee Structure Changing July 15</p> <p>We are launching a new, tiered fee schedule for facilities use permits starting July 15, 2014. Existing summer permit fees will remain in effect through August 15 for organizations providing daily summer programs to students at SFUSD schools. With the new fee structure:</p> <ul style="list-style-type: none"> All groups will now pay the full cost of staffing, such as having custodians, security, technical support, or kitchen staff on hand Facility costs will be discounted for district or school site programs, events serving SFUSD students, and community groups and nonprofits Permit application fees will be waived for district or school site programs and events serving SFUSD students <p>Find out more about the new permit fee schedule, or visit Using and Renting SFUSD Facilities to download permit applications, read our FAQ, and learn about renting SFUSD facilities.</p> | | |





Healthy Retail SF

Existing Efforts

Community-led Healthy Retail Efforts:

SEFA Food Guardians & Tenderloin Healthy Corner Stores

CA Healthy Retail Store Assessments: 213 stores

Healthy Retail SF Ordinance

4 redesigned stores



CTI Enhanced



Robust Community Engagement Model to support store redesign:

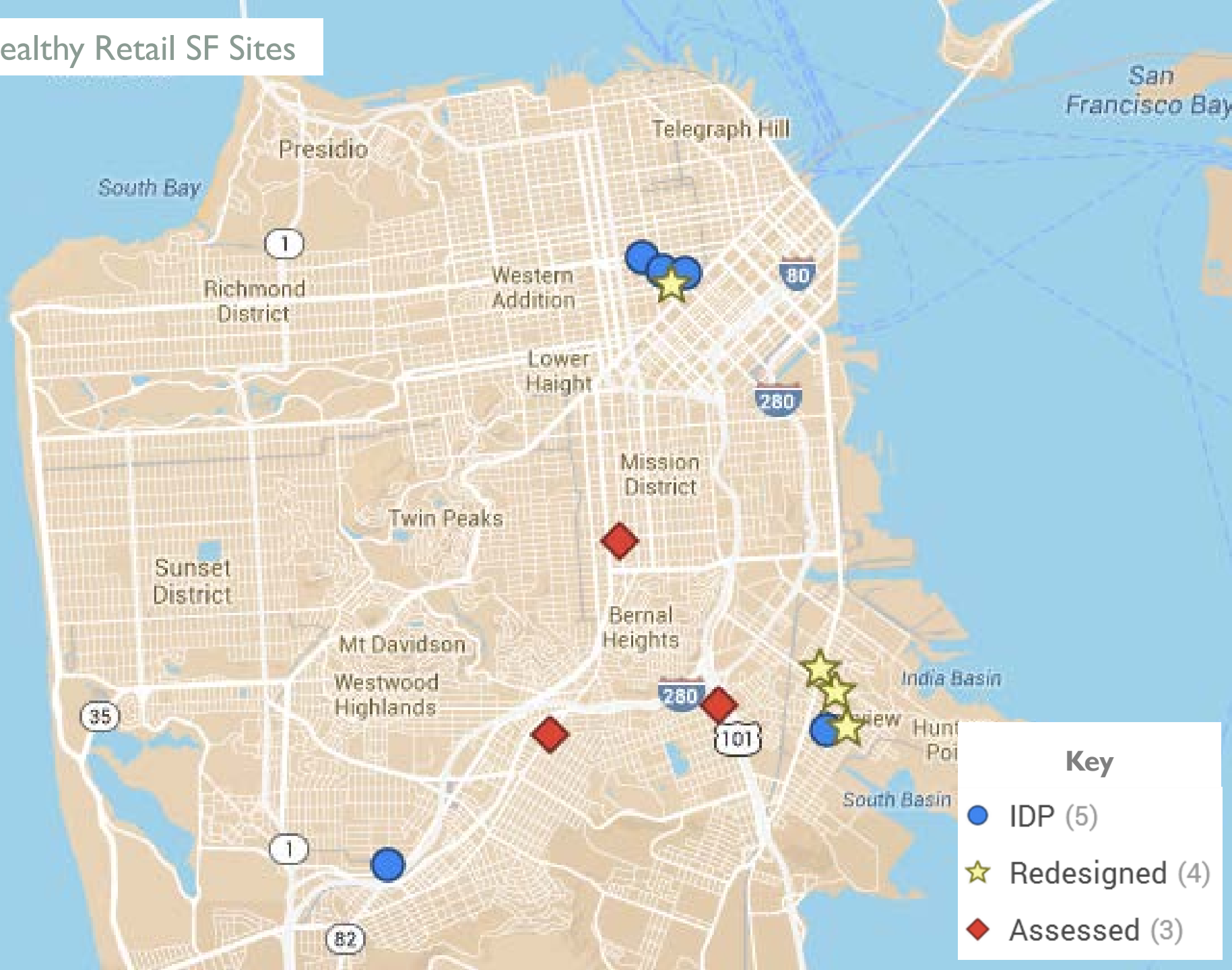
Healthy Retail SF Coalition, Social Media Campaign, Community Food Advocates

Sustainability

Implementation of HRSF with SFDPH CHEP & OEWD to result in 5 redesign stores for 2014



Healthy Retail SF Sites



Key

- IDP (5)
- ★ Redesigned (4)
- ◆ Assessed (3)



Healthy Apple Award & Healthy Mother's Workplace



EXISTING

① Coalitions & Partnerships
+ Standards & Policies



② **2 Piloted Award Program for Excellent Standards**
to promote health of young San Franciscans & their families



③ **City-Wide Roll-Out 2014**

- Support and involvement of major city stakeholders
- Local & National Recognition



San Francisco
**Breastfeeding
Promotion
Coalition**



**Healthy Mother's
Workplace Award**
**19 Businesses
+
Family-Friendly
Workplace Ordinance**



May-September 2014

- Stronger Healthy Mother's Workplace Coalition by LAS-ELC
- Featured at Department of Labor Regional Forum in SF



Child Care Wellness
Collaborative



Healthy Apple Award

31 Childcare Sites
All made improvements in
physical activity & nutrition
standards



Sept 2014 -April 2015

- First5, WIC, Head Start, & WuYee supported
- Recognize as USDA Model Program to prevent childhood obesity



TOBACCO-FREE LIVING

Existing Efforts

July 2012

SF Housing Authority made all new leases for units smoke-free

Jan 2013

Board of Supervisors supported **disclosure ordinance**

CTI Enhanced

250 surveys of tenants across 4 DAH complexes, which house ~500 tenants.

Engaged 3 levels of multi-unit housing.

Sustainability

SF Tobacco-Free Coalition identified smoke-free multi-unit housing as top priority.

Opportunity to dialogue with diverse stakeholders & provide education.





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THANK YOU!

Patricia Erwin – C-Principal Investigator
Tomas Aragon – Co-Principal Investigator

Gary Najarian - CTI Director
Alice Hu - Health Program Planner
Jane Yang – Epidemiologist/Evaluator

Questions and Answers

