Our Sonoma County
DEPARTMENT OF HEALTH SERVICES

Vision
To lead, collaborate and succeed in making Sonoma County the healthiest county in California

Our Mission
Promote and protect the health and well-being of every member of the community

Our Goals
Improve health and community well-being
Integrate and strengthen a collaborative health system
Mobilize the community
Excel as an organization

Sonoma County Department of Health Services Strategic Plan Framework

COUNTY VISION: Investing in Beautiful, Thriving and Sustainable Communities For All

COUNTY GOALS
SAFE, HEALTHY AND CARING COMMUNITY
ECONOMIC AND ENVIRONMENTAL STewardship
INVEST IN THE FUTURE
CIVIC SERVICES AND ENGAGEMENTS

DEPARTMENT VISION
The Sonoma County Department of Health Services leads, collaborates and succeeds in making Sonoma County the healthiest county in California.

DEPARTMENT GOALS
IMPROVE & STRENGTHEN A COLLABORATIVE HEALTH SYSTEM

Improve Health & Community Well-Being

OBJECTIVES
MOBILIZE THE COMMUNITY
EXCEL AS AN ORGANIZATION

DEPARTMENT VALUES
QUALITY OF SERVICE & TRANSPARENCY
EVIDENCE-BASED PRACTICES & INNOVATION
HEALTH, EQUITY & TRANSFORMATION
INTEGRATION & PARTNERSHIPS

Department Strategies, Actions, Evidence-based Practices, Programs and Initiatives
Greetings. It is with great pleasure that I present the 2014 Department of Health Services Annual Report. Thank you for your interest in reviewing this report which highlights our many accomplishments—all of which are made possible through collaboration that engages and draws upon the collective strengths and wisdom of our staff and valued community partners.

Through our partnerships, the Department continues to make great strides on a broad range of innovative and creative services that collectively protect, promote and achieve healthy individuals, families, and communities.

I am pleased to announce that our efforts are successful and that Sonoma County is steadily moving towards our goal of being the healthiest county in California by 2020. In March 2015 the Annual Robert Wood Johnson Foundation’s County Health Rankings placed Sonoma County at number 8, a significant improvement from our ranking of number 12 in March 2014. The Annual County Health Rankings demonstrates the power and impact of collaboration between health systems, the business sector, organizations, community members and neighborhoods in achieving shared goals and specific health improvement actions.

2015 will continue to be a productive year for the Department of Health Services, and we look forward to many more exciting achievements as we continue our march towards becoming the healthiest county by 2020.

Wishing you a healthy 2015,

Rita Scardaci, Director
Sonoma County Department of Health Services

Notable Accomplishments for 2014:

- Released the Portrait of Sonoma County: Sonoma County Human Development Report in May 2014
- Amended the County Smoking Reduction Ordinance, adding electronic smoking devices to the list of prohibited products in unincorporated areas of the county
- Created and launched the Sonoma County Healthy Aging Collaborative
- Awarded a Blue Shield of California Foundation grant of $120,000 to expand outreach to remaining uninsured populations in Sonoma County
- Received a $3 million dollar grant award to expand critical mental health services through the Crisis Assessment, Prevention and Education (CAPE) team and the Mobile Support Team (MST)
- Honored by the California Endowment through receipt of the Health Equity Award for Exemplary Practice - Medium-Sized County for exceptional work in addressing disparities in the areas of health, education and income

More to look forward to in 2015:

- Collaborate with the leadership of Covered Sonoma and other community partners to develop solutions for gaps in health care access for the uninsured and to develop policy recommendations and funding opportunities to promote improved health and quality of life for uninsured Sonoma County Residents
- Expand and enhance the Behavioral Health Crisis Stabilization Unit
- Actively support the establishment of a tobacco retail license policy (TRL), as an effective strategy to reduce tobacco sales to minors
- Continue collaboration with Human Services on the Aging Together Initiative to address issues affecting older adults including interaction with the community, transportation, housing, health, education, and finances
- Reduce gaps and disparities in early childhood care and education by securing preschool/childcare slots and implement long-term planning for facilities, transportation, staffing and priority of expansion in areas of high need
The Department of Health Services continues to make great strides towards our vision of leading, collaborating, and succeeding in making Sonoma County the healthiest county in California. The Robert Wood Johnson Foundation Annual County Health Rankings, released in March 2015, shows marked improvement over the past year. Sonoma County’s improved ratings in average lifespan and social and economic factors helped move us to the 8th healthiest county, up from our placement of 12th in March 2014. Other positive trends include reductions in violent crime, unemployment and income disparity.

The following timeline highlights significant annual milestones achieved along our path to becoming the healthiest county by 2020.

Sonoma County is the healthiest county in California
Services, Funding and Staffing

Protecting the health and well-being of individuals and the community is the fundamental responsibility of the Sonoma County Department of Health Services. In partnership with the local health care system, the Department of Health Services provides a wide range of services directly and through a network of community-based contracts with non-profit and other treatment providers. The Department includes three operational divisions—Public Health, Behavioral Health, and Health Policy, Planning and Evaluation. Programs and services cross operational divisions and are integrated to provide the highest service level. The FY 2014-15 Adopted Budget for the Department of Health Services includes gross expenditures of $239 million and 588 position allocations. $100 million of budget expenditures are attributed to internal transfers and reimbursements, resulting in net expenditures of $139 million. This $139 million is depicted below by service area.

Community Health & Safety Services
Provides services across all divisions of the department, including Animal Care and Control, Environmental Health and Health Action. Services incorporate placed-based approaches to health, crisis intervention training, mobile response and prevention and strategies to reduce health disparities.

Budgeted expenses for 2014 included $37 million for Community Health and Safety Services, an increase of $3.2 million over the previous year. The increase in expenditures was supported by federal and state revenues, and provided expanded hospitalization services for individuals with serious and persistent mental illness; enhanced substance use disorder services; and additional staffing for Animal Care and Control, including resources to expand community partnership and planning activities.

Disease Control & Clinical Services
Includes Public Health disease control, surveillance and laboratory services, and direct clinical services such as sexual assault response and medical and behavioral health services provided in the Juvenile Hall and the County Jail.

Disease Control and Clinical Services budget expenses for 2014 total $11 million, an increase of $600,000 over the previous year. Increased expenditures support additional mental health services provided in the jail, increases in disease control and clinical services covered by state and federal revenue, and growth in labor and other fixed costs.

Emergency Medical Preparedness Services
Includes Coastal Valley Emergency Medical Services, the Behavioral Health Mobile Support Team, and Public Health Emergency Preparedness programs.

Expenses budgeted for Emergency Medical Preparedness Services for 2014 total $11.8 million, an increase of $661,000. This increase is covered by state and federal revenue sources and will support expanded psychiatric emergency services and crisis stabilization services.

Children & Family Services
Incorporates services to children provided throughout the department, including therapeutic services, psychiatric crisis prevention and intervention, First 5 Sonoma County, Maternal Child and Adolescent Health, and other aspects of Family Health Services.

Children and Family Services budgeted expenses for 2014 total $47.9 million, a decrease of $3.7 million from the previous year. This decrease is primarily due to a reduction in funding of $6.8 million resulting from the completion of First 5 Sonoma County’s one-time strategic and capital investments grant program. The offsetting increase of $3.1 million supports additional staffing and resources for public and behavioral health assessment, treatment and case management services for children, youth and families.

Adult Services
Supports services provided to adults including therapeutic services, crisis intervention, alcohol and other drug treatment, case management, and disease prevention and early intervention.

Budget expenses for Adult Services totaled $31.3 million in 2014, a decrease of $12.7 million arising from the redirection of $13.2 million of Health Realignment funding. Previously this funding was paid annually to the County Medical Services Program (CMSP) to provide medical care to indigent individuals. Under the Medi-Cal expansion component of the Patient Protection and Affordable Care Act, the majority of medically indigent adults who have historically been served through CMSP now qualify for coverage through Medi-Cal. Due to this change, the state redirected Sonoma County’s annual $13.2 million contribution from CMSP to the State. This reduction is offset slightly by an increase of $500,000 in labor and fixed costs which are funded by an increase in state and federal revenue.
A Portrait of Sonoma County

A Portrait of Sonoma County: Sonoma County Human Development Report 2014, was released by the Department of Health Services on May 20, 2014. This report provides a detailed look at disparities in local communities and has proved to be a powerful tool in the assessment of current needs related to the determinants of health, including educational attainment and economic security.

The report examines disparities within Sonoma County among neighborhoods and along the lines of race, ethnicity, and gender. It also helps identify specific geographic places and populations in the County which present opportunities to positively affect long-term health outcomes. The report includes comparisons across neighborhoods, schools, and populations, drawing connections between the multiple factors that influence health.

A Portrait of Sonoma County includes a Pledge of Support signed by over 60 organizations and elected officials, including major healthcare providers, Health Action Council members, educational institutions, non-profit organizations, community coalitions, local media, and many more, all of which have pledged to consider the report in their future planning efforts.

In 2015 the Department of Health Services will continue work based on the report’s “Agenda for Action”, which includes making universal preschool a reality, redoubling anti-smoking efforts and mending the holes in the safety net for undocumented immigrants. See key findings, interactive maps, and download the full report and data tables on the Measure of America website: www.measureofamerica.org/sonoma

Expanding Access to Care

In collaboration with the Human Services Department, Economic Development Board, other County departments, health care providers, and community based organizations, DHS has made a significant impact to cover the uninsured through Covered California.

At least 20,000 individuals, however, do not have access to Medical or Covered California due to immigration status. To further efforts to maximize opportunities and achieve parity in alignment with the Patient Protection and Affordable Care Act (ACA), DHS applied for a grant from the Blue Shield of California Foundation in 2014, for the purpose of studying the shortfalls contributing to the number of uninsured residents remaining, (which includes undocumented immigrants) and developing policy recommendations to ensure better access to healthcare for this population.

Grant objectives for the $120,000 grant are in alignment with the Department Strategic Plan and Health Action Goals and address service gaps highlighted in A Portrait of Sonoma County: Sonoma County Human Development Report 2014.

The grant will fund local research, data collection and analysis; collaborative work with Redwood Community Health Coalition and other Covered Sonoma partners; and local program ideas and policy development to provide access to affordable, prevention focused treatment for uninsured residents.
Building Healthy Communities

Health Action

Health Action, Sonoma County’s Collective Impact framework to improve the health and well-being of all residents, establishes a cross-sector approach to meet this vision. Ten broad goals and target outcomes guide strategic planning and commitment to address major determinants of health, with a strong focus on eliminating health disparities in those communities that experience the most negative health outcomes as a result of poor access to opportunity. To meet its goals of health equity for all, Health Action is currently focusing on broad priority areas of educational attainment, economic security, and health system improvement, in line with the Health Action Plan (2013-16). See Health Action’s 2013-2016 Action Plan at: www.sonomahealthaction.org/healthaction-resources

2014 Focus Areas:
Cradle to Career (C2C)
Cradle to Career is a historic partnership that connects all segments of the educational continuum—early childhood, K-12, college/technical training, careers—with broad community support to improve the educational, economic, and health outcomes for all Sonoma County youth. The Road to the Early Achievement and Development of Youth program (READY), supported by Cradle to Career, is aimed at building upon the strengths of existing community activities by increasing the quality of early childhood education, promoting the successful transition of children into kindergarten, and establishing the foundation for long term success. READY has been included as one of several “Innovative Practices” in Upstream Investments, a comprehensive portfolio of outcomes- and evidence-based programs sponsored by the Sonoma County Board of Supervisors. www.sonomahealthaction.org/cradle-to-career

Committee for Healthcare Improvement (CHI)
The Committee for Healthcare Improvement is a coalition of healthcare providers and key community stakeholders who aim to optimize systems of healthcare delivery in Sonoma County to achieve better care for individuals, better health for populations, and lower costs. www.sonomahealthaction.org/chi

Economic Wellness Initiative
The Economic Wellness Operations Team, a subcommittee of Health Action, was established in the summer of 2014. Comprised of business, community, labor, and government leaders, the group works to foster a big picture, collaborative approach to advancing the programs, policies and the resources needed to significantly improve the economic wellness of vulnerable populations in the County. www.sonomahealthaction.org/economic-wellness

Health Action also has a network of place-based local health improvement efforts (Health Action Chapters) in six locations throughout Sonoma County. Each Chapter addresses local priority health goals in alignment with Health Action and A Portrait of Sonoma County.

How healthy is Sonoma County? See the Community Dashboard at: www.healthysonoma.org

First 5 Sonoma County
First 5 Sonoma County invests in Sonoma County’s children by funding programs and services that promote, support, and improve the early development of children from the prenatal stage through age five. First 5 Sonoma County is funded by a 50 cents cigarette sales tax through California’s Proposition 10. First 5 Sonoma county grants more than $4 million annually to county programs that support early childhood development.

First 5’s leadership, along with Santa Rosa Chamber of Commerce’s relationships with the private sector, resulted in two significant accomplishments highlighting the importance of focusing on the earliest years in setting policy and ensuring the county’s economic future. First 5 and the Community Foundation of Sonoma County convened the Sonoma County Funder’s Roundtable to better align local business and foundation grant making around shared goals of early childhood, school readiness, and third grade reading proficiency. www.first5sonomacounty.org
Committee for Healthcare Improvement

Community for Health Care Improvement (CHI) was created with a vision to ensure healthcare that works well for all. The mission of the CHI is to unite and achieve high-value, well-coordinated patient-centered care for all Sonoma County residents. To achieve this mission CHI has focused efforts on addressing hypertension and its control, improved advance-care and end-of-life care through the following initiatives:

**Hearts of Sonoma County** is a countywide initiative to reduce the risk of cardiovascular disease, a leading cause of death in Sonoma County, through two main approaches:

- Targeting populations with the highest risk for cardiovascular disease, coordinating and activating the local healthcare delivery system with an emphasis on evidence-based, primary care interventions
- Increase public awareness of cardiovascular disease risk factors including hypertension, smoking, alcohol consumption, sedentary lifestyle, being overweight or obese, and diet

Accomplishments to date:

- Most major primary care organizations in the county are participating in a clinical work group. Common clinical guidelines for primary care screening and treatment of hypertension have been developed for implementation countywide
- The initiation of efforts to collect, share and track data and measure outcomes
- Policy work to target smoking regulation, including tobacco retail licensing and multi-unit housing smoking policies accompanied with more robust, evidence-based smoking cessation support

This is expected to be accomplished through the following approaches:

- Development of a documentation system through which individual written preferences are recorded within the healthcare system
- Increase public awareness through community presentations and workshops on advance care planning. This effort will set the foundation for discussion between individuals and their family/healthcare provider in planning proactive health care decisions

**Aging Together Sonoma County**

Healthy aging is a focus of vital importance due to the fact that Sonoma County seniors are living longer, adults aged 60+ make up 20% of the county population and older adults are at a higher risk for health issues.

The Department of Health Services assembled the Sonoma County Healthy Aging Collaborative in 2014, a cross-sector team including leaders from Health Services and Human Services. This team was one of 29 selected nationally to participate in the National Leadership Academy for the Public’s Health (NLAPH) leadership development project.

Through its work on the project, which included community conversations and meetings to learn about challenges to and opportunities for health aging, the team developed a framework to help implement planning and launch the Aging Together Sonoma County Initiative for 2015. As part of this initiative, the Human Services Department will supply the “backbone” support for implementation, while the Health Services Department will remain an active collaborator and provide staff support. The focus will be on bringing the community together through a shared vision and focus on health and aging, identifying issues, exploring evidenced-based and informed outcomes, and establishing outcome measures.
Animal Services

The Department of Health Services has been supporting the expansion of community partnerships and implementation of best practices at Sonoma County Animal Services. The “Love Me License Me” campaign has made a positive impact in sending its message to the community regarding the importance of licensing/vaccination for pets. Our dedicated staff and volunteers will be participating in animal behavior evaluation and training in 2015 to improve the quality and care of animals during their stay at our facility.

www.theanimalshealter.org

Behavioral Health

Innovative Health Services Programs:
Crisis Assessment, Prevention, and Education (CAPE) Team
Mobile Support Team (MST)
Sonoma County received notice on April 9, 2014, of a $3 million dollar grant award allowing DHS to expand mental health services through the Crisis Assessment, Prevention and Education (CAPE) team and the Mobile Support Team (MST). The grant, established under the Mental Health Wellness act of 2013, increases the capacity for crisis-related client assistance and services. Both CAPE and MST mitigate the long-term effects of untreated mental illness in our community through different strategies:

The CAPE Team, comprised of Sonoma County Behavioral Health licensed mental health clinicians, works with nine local high schools, Santa Rosa Junior College and Sonoma State University, functioning as a prevention and early intervention program targeted at youth 16-25 years of age. Services include mobile response to mental health crisis in the schools, screening and assessment of at-risk youth in schools and colleges, training and education and support groups. Through the grant, CAPE will expand services to additional schools in Windsor, Healdsburg and Sonoma.

MST was implemented through a partnership with the Santa Rosa Police Department and the Sonoma County Sheriff’s office. Staffed by DHS behavioral health professionals, the team provides support in the field to law enforcement officers responding to a behavioral crisis. MST response to law enforcement requests for assistance promotes safety and stability for community members in crises; the team also assists in obtaining ongoing care and treatment for these individuals and prevents unnecessary placement of them in settings that may be inappropriate or costly. MST will extend services to Cotati, Rohnert Park and Petaluma as a result of the grant.

www.sonoma-county.org/BehavioralHealth

Ebola

Sonoma County connected with local hospitals, schools, healthcare providers, and emergency personnel to ensure that we had effective plans for detecting, isolating, and treating potential Ebola patients. Sonoma County’s Health Officer, Dr. Karen Milman, and Deputy Public Health Officer, Dr. Karen Holbrook, have been in daily contact with our healthcare partners to ensure a rapid, coordinated response in the unlikely event that an Ebola case appears in Sonoma County.

http://sonomacounty.ca.gov/Health/Ebola