

Partnerships to Improve Community Health

California Partnership for the
San Joaquin Valley

Board of Directors Meeting
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Kathleen Grassi, RD, MPH
Director
Merced County Department of Public Health

What is PICH?

- ❑ **Three-year federal initiative** to improve health and reduce the burden and cost of chronic diseases
- ❑ **Heart Disease, Stroke, Cancer, Diabetes, and Obesity** are the leading causes of death and disability
 - ❑ 7 of every 10 deaths
 - ❑ 75% of annual \$2.6 trillion medical costs
- ❑ **Population-based strategies – PSE** - that impact 75% of the health jurisdiction's population
 - ❑ Policy Development
 - ❑ Environment Improvements
 - ❑ Systems Change

PICH Communities

- ❑ Identified **Priority Populations** by census tracts
 - ❑ 30% of identified population 100% FPL or below
 - ❑ 25% of adults > 25 yrs. /no a high school diploma

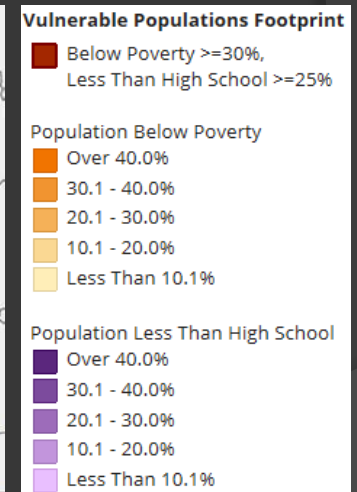
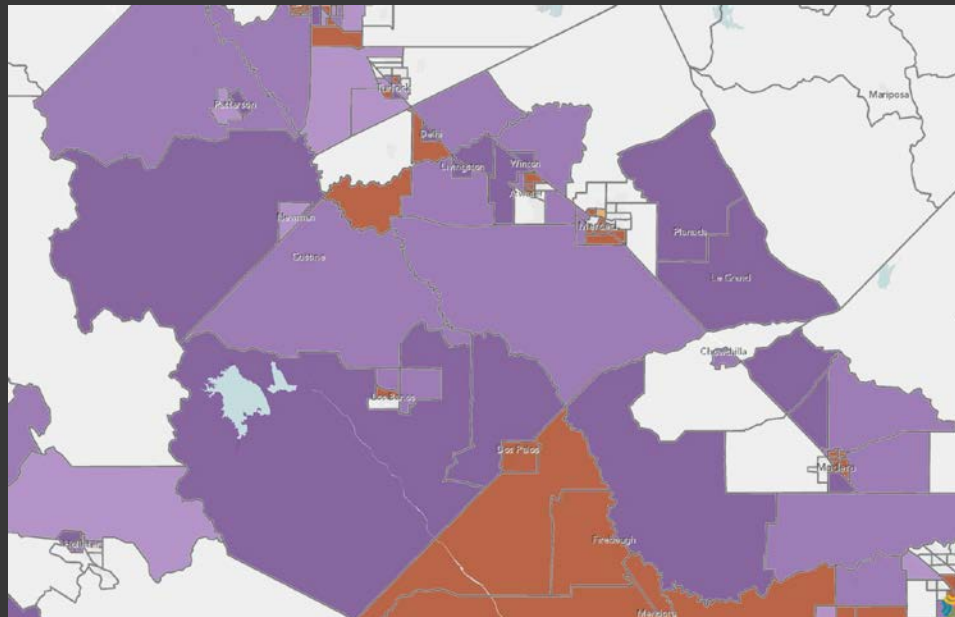
Vulnerable Populations:

Delhi, Stevenson, and **Winton**

And selected CTs in:
Atwater, **Merced**, Los Banos and **Dos Palos**.

Low-Income:

Le Grand, Livingston, Planada, and **Franklin-Beachwood**



PICH PSE Strategies

Tobacco	Healthy Eating	Physical Activity	Community-Clinical Linkages	Communication & Evaluation
Smoke-free Housing	Staple Foods Ordinance	Safe Routes to School	Baby-friendly Hospitals	Public Awareness
College Campuses	Local Food Sourcing	Joint Use	Community Support for Breastfeeding	Partner Communication
Retail Zoning		Active Transportation	Health Information Exchange	Selected Evaluations
			Community Health Workers	

Community Partners – schools, community-based organizations, health care providers, planning and public works departments, elected leaders, residents

The Winton Story

Community Partners

- **Winton School District**
- **Cultiva La Salud**
- **Lifeline CDC**

Resident Survey

- **Parents of students at two schools – 66% return**

Safe Routes to School

- **Increase student safety and ability to walk and bike to school**

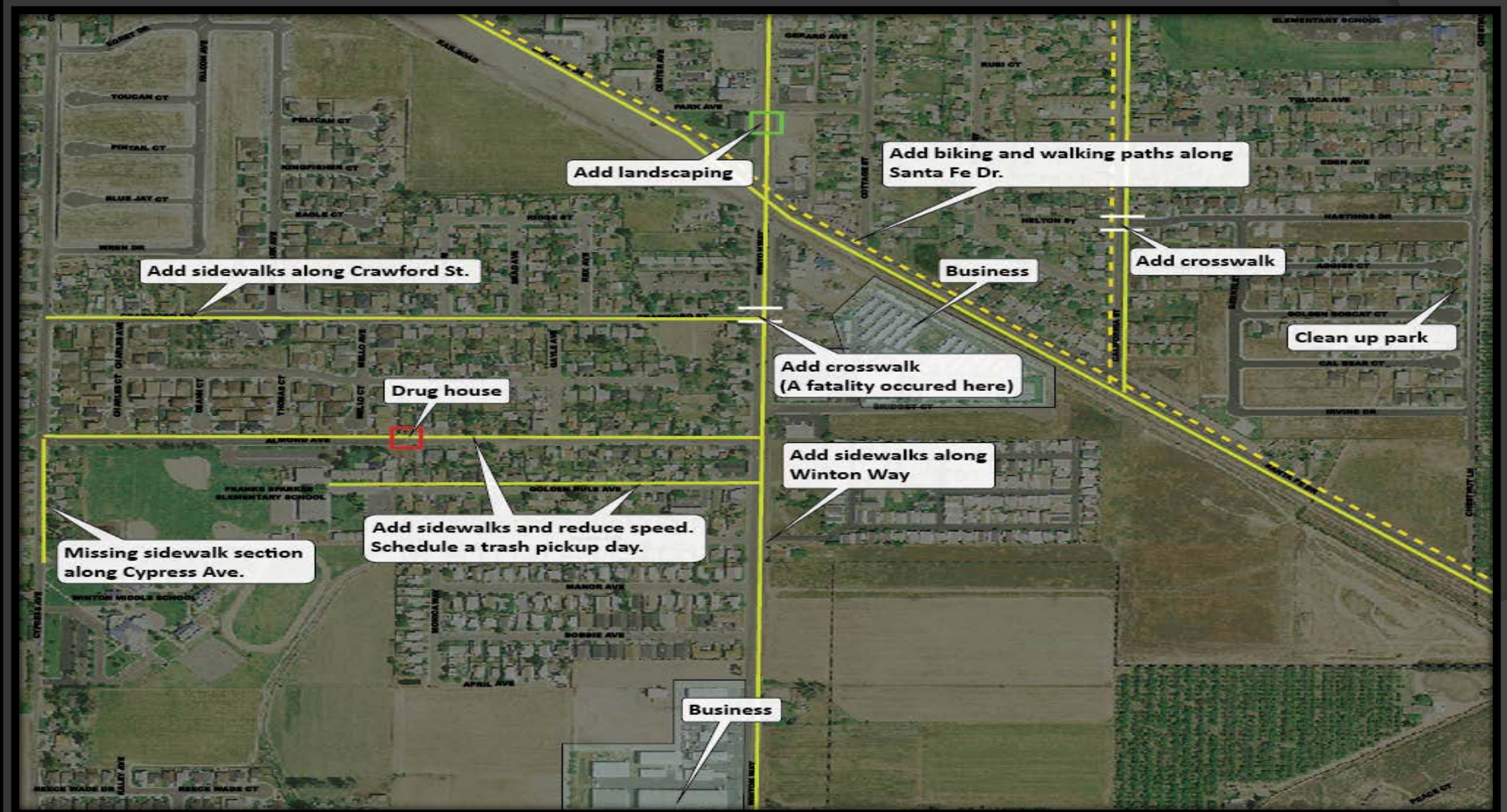
Walkability Assessment

- **Parents, school staff, community organizations, planning, public works and public health**
- **Led by Local Government Commission**

Walkability Assessment



Assessment Map



Winton Wins

Active Transportation Grant

Infrastructure funding:

- repair / add sidewalks, curbs, and gutters
- add lighting
- paint crosswalks / add bike lanes
- set up digital speed signage

Non-infrastructure funding:

- teacher training to integrate pedestrian and bike education in the classroom
- parent and student education in bicycle and pedestrian safety

Winton School District Open Use Policy

School grounds and buildings open to the community.

Merced County PICH

- ❑ Investments in communities and neighborhoods are investments in people.
- ❑ Improving health means increasing healthy options for people where they live, work, learn, and play.
- ❑ Healthy communities make the healthy choice, the easy choice for all.