Meet the Team

Health Policy & Planning Program
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Community Visioning Goals

• Build a collective vision of a healthy, equitable community in San Mateo County
• Identify key priority elements

THANK YOU!
Full Process for Identifying Priorities

Stakeholder Participation
(5 workshops & Survey)

Data

Best Practices
Today’s Agenda

• Presentation on Get Healthy
• Collective Visioning
• Identification of Key Elements
• Discussion
• Wrap Up
Neighbor Conversation

– Your name, organization/affiliation

– Why is a healthy community important to you?
Get Healthy Framework

Building healthy, equitable communities to make the healthy choice the easy choice for all
Defining Health

- Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. ~World Health Organization
San Mateo County Health System

- Helping people live longer and better lives
- Treatment of illness
- Preventing disease before it happens

Graphic: Concepts excerpted from Prevention Institute’s Health Equity and Prevention Primer, and The Public Health Approach to Eliminating Disparities in Health by David Satcher.
Layers of Health

- Environments facilitate health and opportunities (complete streets)
- Place and policy
- Individual behavioral change (cooking demos, flyers, exercise classes)
- Education
- Healthcare
- Prevention
- Healthcare
- Treatment

- Healthcare
Layers of Health

- **Prevention**
  - Healthcare

- **Treatment**
  - Healthcare
Layers of Health

**Education**
- Individual behavioral change (cooking demos, flyers, exercise classes)

**Prevention**
- Healthcare

**Treatment**
- Healthcare
Layers of Health

**Place and policy**
- Environments facilitate health and opportunities (complete streets)

**Education**
- Individual behavioral change (cooking demos, flyers, exercise classes)

**Prevention**
- Healthcare (screenings, preventative care)

**Treatment**
- Healthcare
1. Place-based Prevention

- Transforming environments to make the healthy choice the easy option
2. Health Equity

• People who are most vulnerable
  – Low income neighborhoods
  – Communities of color
  – Seniors, children, people with disabilities

• Places that offer limited opportunities for health
Healthy Communities

- Housing is Affordable
- Parks, Trees, Green Space
- Grocery Stores
- Banks
- Good Performing Schools
- Walkable Environments
- Sense of Safety and Security
- Economically Vibrant
- Engaged Community

Unhealthy Communities

- Fast Food Restaurants
- Housing is unaffordable
- Liquor Stores
- Unsafe/Limited Parks
- Poor Performing Schools
- Pollution and Toxic Sites
- Limited Public Transit
- Poor Child Care & After School Programs
- Check-cashing Institutions
- Communities Marginalized from Decision-making

Good Health Status

Contributes to health disparities:
- Obesity
- Diabetes
- Asthma
- Infant mortality
- Shorter lives

Poor Health Status

Contributes to health disparities:
- Obesity
- Diabetes
- Asthma
- Infant mortality
- Shorter lives

Healthy Communities

- Good Health Status

Unhealthy Communities

- Poor Health Status

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How: The Tools in our Toolbox

- Policy, planning, research, partnerships, funding, communication, leadership development...
Get Healthy Priority Areas (2010 – today)

- Increase everyday physical activity
- Access to healthy food and beverages
- School wellness
Now, we want to check back in with you.
Thanks!
Shireen Malekafzali
Visioning

• What is your vision of a healthy, equitable community?
  – Small Group Discussion (draw as much as you can)
  – Large Group Discussion (collective vision)
Identifying Components

• What are the key elements of this vision?
  – Large Group Discussion
    • Create a list of the core elements
    • Where it makes sense, combine elements into larger topics
Continue the Conversation

• www.GetHealthySMC.org/JoinUs

• www.facebook.com/GetHealthySMC

• www.twitter.com/GetHealthySMC