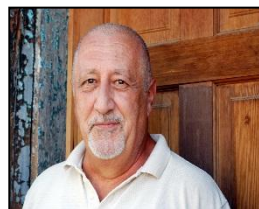
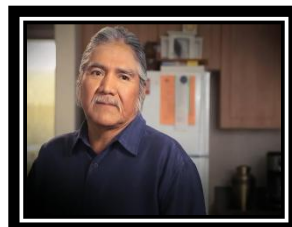




EDUCATE. ADVOCATE. COLLABORATE.



Quarterly Members Meeting April 17, 2015

WELCOME!

Martin Luther King Center, 300 South 13th Avenue
Yuma, AZ 85364

Agenda

- ▶ Welcome and Introductions
- ▶ Event Sponsor, Smoke-Free Living Collaborative
(America Lung Association in Arizona)
- ▶ Arizona Partnership for Healthy Communities
- ▶ Nuestra Comunidad, Un Somerton Saludable / Our Community,
A Healthy Somerton, Regional Center for Border Health, Inc.
- ▶ Advocacy Update
- ▶ Housing Issues in Western Arizona discussion

Special thanks to Our Sponsors

Meeting Platinum Sponsor



Meeting Venue



Food and Beverages





Smoke-Free Living: The Must-Have Amenity

Talyah Sands, MPH

Brenda Serna, MPM

Program Managers, Smoke-Free Living Collaborative
American Lung Association in Arizona

Benefits of a Smoke-Free Policy

- Appeal to market demand
- Property insurance premium discounts (may be available)
- Save on repairs

Economic



- Reduced exposure to secondhand smoke
- Healthier staff and residents

Health



- Reduced risk of fire
- Eliminate cause of residential fire death

Safety



Manistee Manor, a local apartment community in Glendale, AZ, found that **it costs 10 times more to repair a smoked-in unit rented for 9.75 years***:

	Smoked-In Apartment	No Smoking Occurred In Apartment*	Difference
Carpet, Pad & Cove Base	850	0	850
Vinyl & Cove Base	325	0	325
Wash Walls / Kilz / Paint	250	0	250
Paint	300	300	0
Replace Appliance:			
Refrigerator	600	0	600
Light Fixtures	138	0	138
Smoke Detectors	65	0	65
Receptacle Cover	25	0	25
Blinds	135	0	135
PTAC Unit	670	0	670
Labor & Cleaning Supplies	200	60	140
	3558	360	3198

*Derived from Manistee Manor's cost analysis based on long-term residents of 9 and 10½ years

Benefits of a Smoke-Free Policy

- Appeal to market demand
- Property insurance premium discounts (may be available)
- Save on repairs

Economic



- Reduced exposure to secondhand smoke
- Healthier staff and residents

Health



- Reduced risk of fire
- Eliminate cause of residential fire death

Safety



A Smooth Transition...

*...is possible with the help of
Arizona Smoke-Free Living!*

Consultations

Sample
documents

Presentations

Quit smoking
resources

Smoke-free
housing
directory

Success can be yours...



“We have noticed a positive change since going smoke-free. There are new health benefits for both smokers and nonsmokers alike. Turn over costs will continue to drop which is an added plus for our company.”

- Christina Dinkoski, Catalina Square Apartments

www.AzSmokeFreeLiving.org

info@AzSmokeFreeLiving.org

(602) 258-7505



ARIZONA PARTNERSHIP FOR HEALTHY COMMUNITIES

April 17, 2015

Val Iverson, Arizona Housing Alliance



ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES

What is a Healthy Community?

- What is the first thing you think of when you think of a healthy community?



Health Occurs Where You Live, Work, and Play

- Safe neighborhoods
- Places to be physically active
- Affordable, healthy homes
- Transportation options
- Fresh food retailers
- Social connections



**HEALTH \neq
HEALTHCARE**



ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES

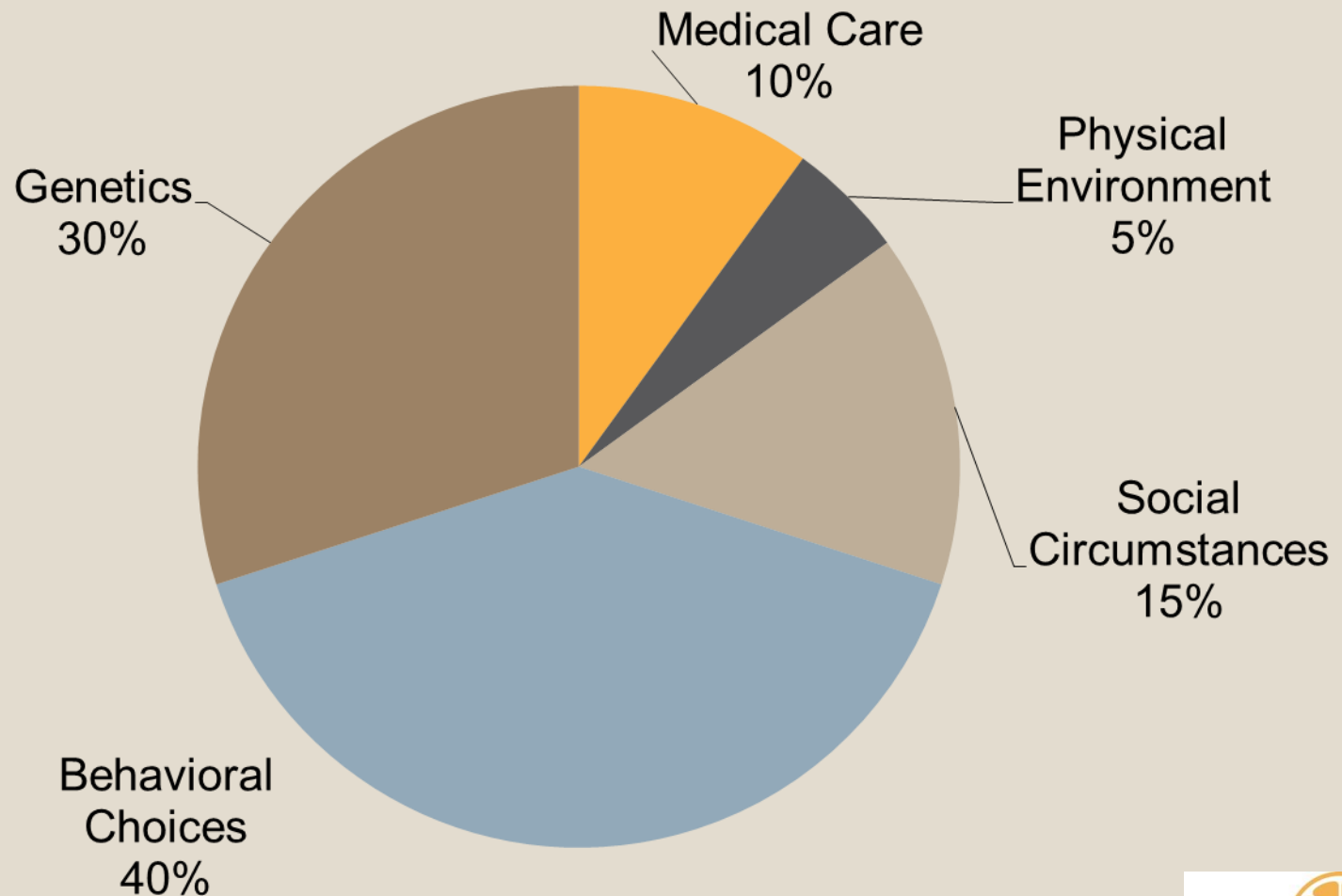
Definition of Health

“Health is a state of
**complete physical, mental
and social well-being**
and not merely the absence
of disease or infirmity.”

Preamble to the Constitution of the World Health Organization, June 1946



What influences our health?



Health Affairs: "The Case For More Active Policy Attention To Health Promotion"

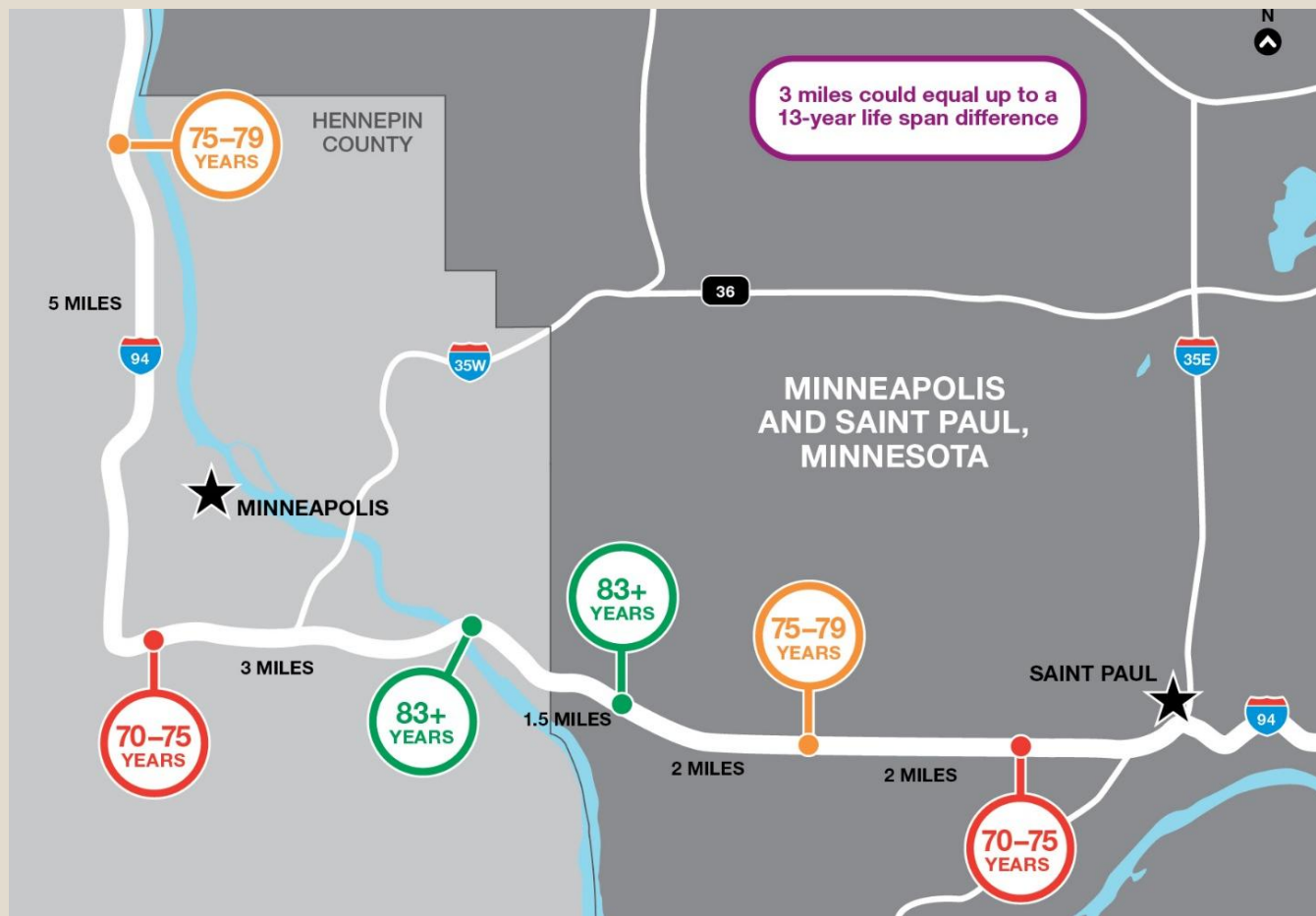


ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES

Determinants of Health



Case Study from Minnesota



Robert Wood Johnson Foundation,
Commission to Build a Healthier America



ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES

**OUR ZIP CODE IS MORE
IMPORTANT TO OUR
HEALTH THAN OUR
GENETIC CODE.**



ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES

**FROM 1890 TO 1990, LIFE
EXPECTANCY IN THE U.S.
INCREASED BY 30 YEARS**

**ONLY 5 YEARS CAN BE
LINKED TO BETTER
MEDICAL CARE.**



ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES

Today's Health Challenge: Obesity

Charlotte's Light Rail Users:

- Lost 6 pounds
- Reduced obesity risk by 81%





HEALTHY COMMUNITIES INITIATIVE



ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES



Welcome & Opening
Remarks
Dr. David J. Erickson

Welcome & Opening
Remarks
Dr. David J. Erickson

THE DOCTOR IS OUT: HEALTH HAPPENS WHERE YOU LIVE, LEARN, WORK & PLAY

Douglas Jutte, MD, MPH
School of Public Health, University of California, Berkeley

dpjutte@berkeley.edu

www.buildhealthyplaces.org





INTEGRATING HEALTH & HOUSING



CREATING

TRANSPORTATION OPTIONS



**PROVIDING ACCESS TO
HEALTHY FOOD**

Next Steps

- Develop a Shared Vision and Goal
- Establish Structure
 - Management Team
 - Steering Committee
 - Working Groups:
Capital, Capacity, Connection
- Create a Work Plan



Next Steps

- Expanded the Table
 - Community Development
 - Finance
 - Philanthropy
 - Public Health
 - Transportation
 - Health Care Providers
 - Insurers



Our Partners



ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES

[HOME](#)

[OUR STORY](#)

[PARTNERS](#)

[NEWS](#)

[CONTACT US](#)



Applying Healthy Communities Principles

How can you apply healthy communities principles to your work?



Want to get involved?

www.arizonahealthycommunities.org

Serena Unrein

serena@arizonahealthycommunities.org

Val Iverson

val@azhousingalliance.org



ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES



***Nuestra Comunidad, Un Somerton Saludable / Our
Community, A Healthy Sommerton***

***Amanda Aguirre, President and CEO, Regional
Center for Border Health, Inc.***



Arizona Housing Alliance Members Meeting

Amanda Aguirre
President & CEO

April 17, 2015

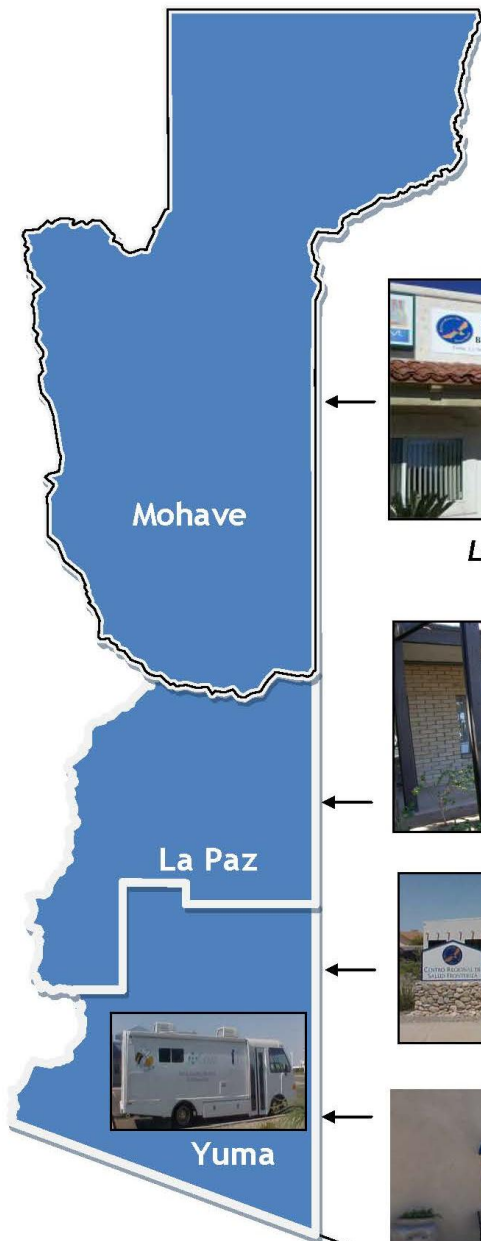
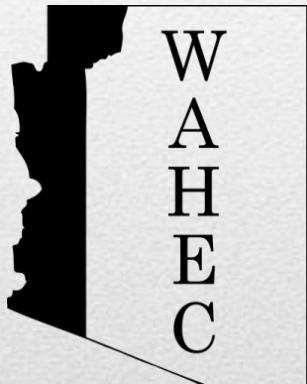
Yuma, Arizona

Regional Center for Border Health, Inc.



“Committed to improving the quality of life of the residents along the U.S.-Mexico Border by increasing accessibility to quality training and affordable healthcare”





**Serving the Areas
of Yuma, La Paz
and Mohave
Counties**



Lake Havasu



Parker



San Luis



Somerton



Yuma



Yuma



Somerton



“Our Community/Nuestra Comunidad”

A Healthy Communities Initiative

A project sponsored by

Regional Center for Border Health, Inc.

Mission Statement:

“To improve the health of the City of Somerton residents by promoting proper nutrition, physical activity and prevention of childhood obesity”

Choose to Live Healthy



Healthy Communities Initiative

- **2012 Healthy Communities, Economic Development and Sustainability Initiative**
- **Established in 2013 the Public Health Initiatives Department (Javier Morales, Director)**





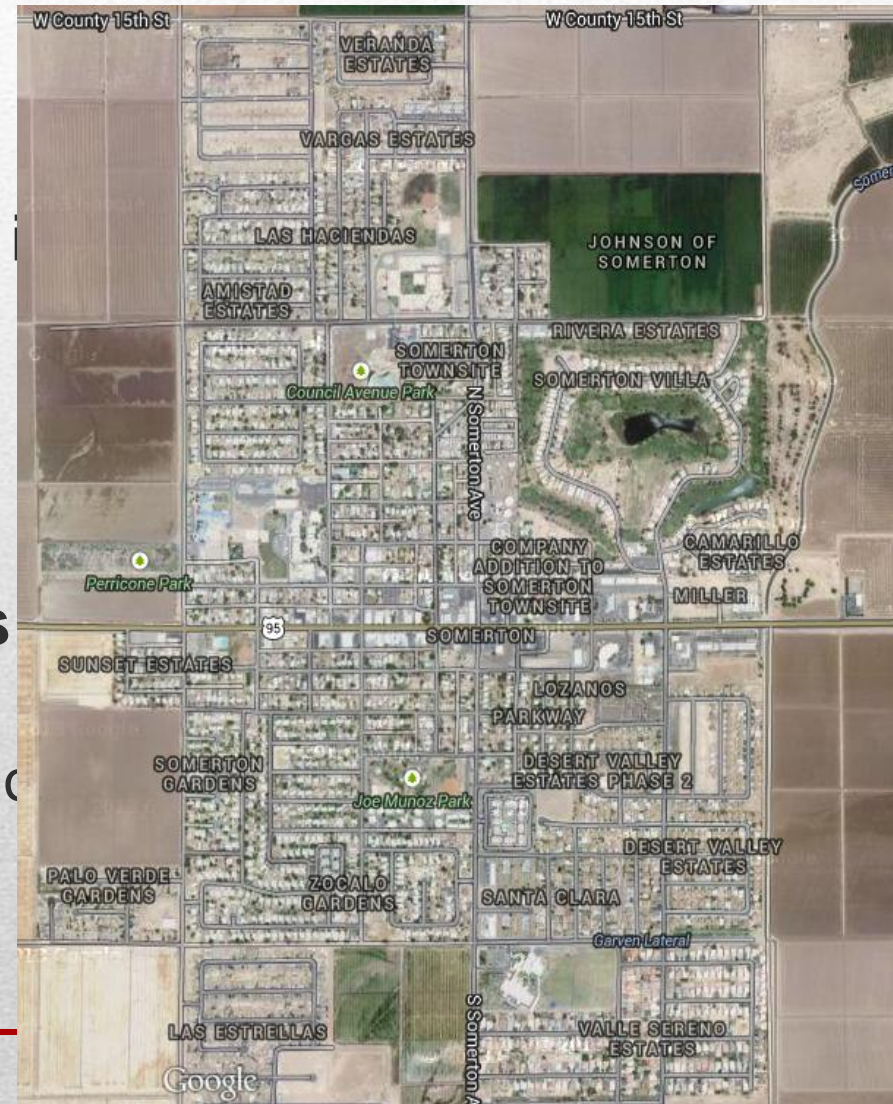
A Healthy Somerton Initiative

1. Complete a community needs assessment in the City of Somerton.
2. Increase the number of people in the City of Somerton that will access health information for the promotion of healthy life styles, prevention, and reduction of chronic diseases.
3. Raise awareness among all sectors of society to reverse the trends in physical inactivity, poor nutrition, obesity and other chronic conditions.
4. Identify cost-effective, practical solutions and tools that can be replicated in other communities to ~~educate and make sustainable changes that support~~ healthy living. .



Targeted Community

- Somerton, Arizona Established in 1898, incorporated in 1918
- Population-14,287
- Predominantly Hispanic
- **Principal Economic Activities**
 - Somerton's economy depends primarily upon agriculture, and local commerce.





Healthy Somerton Initiative Major Goal

Community Ownership and Engagement



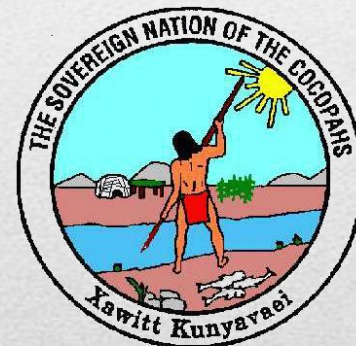
Healthy Communities Initiative Stakeholders



Regional Center for Border Health, Inc.
San Luis Walk-In Clinic, Inc.



Yuma County Health
Services District



Yuma Regional Partnership Council and
Cocopah Tribe Regional Partnership Council





Healthy Somerton Initiative

Goal 1

Complete a Community Needs Assessment

- ✓ Phase 1. Planning and organizing
- ✓ Phase 2. Data collection
- ✓ Phase 3. Analyze data and document results
- ✓ Phase 4. Sharing results with community members and stakeholders.





Health Somerton Initiative

Goal 2

Increase the number of people in the City of Somerton that will access health information for the promotion of healthy lifestyles, prevention and reduction of chronic diseases. 70% of the population will benefit from having access to healthy and affordable food choices.

- Engage all local stores
- Farmer's Market





Healthy Somerton Initiative

Goal 3

Raise awareness among all sectors of society to reverse the trends in physical inactivity, *poor nutrition*, obesity and other chronic conditions by impacting at least 75% of the City of Somerton residents.

- Safe Routes to School
- Parks and Rec
- Directory of local parks and activities (private and public)
- Media outreach campaign and PSAs
- Local Chamber of Commerce a





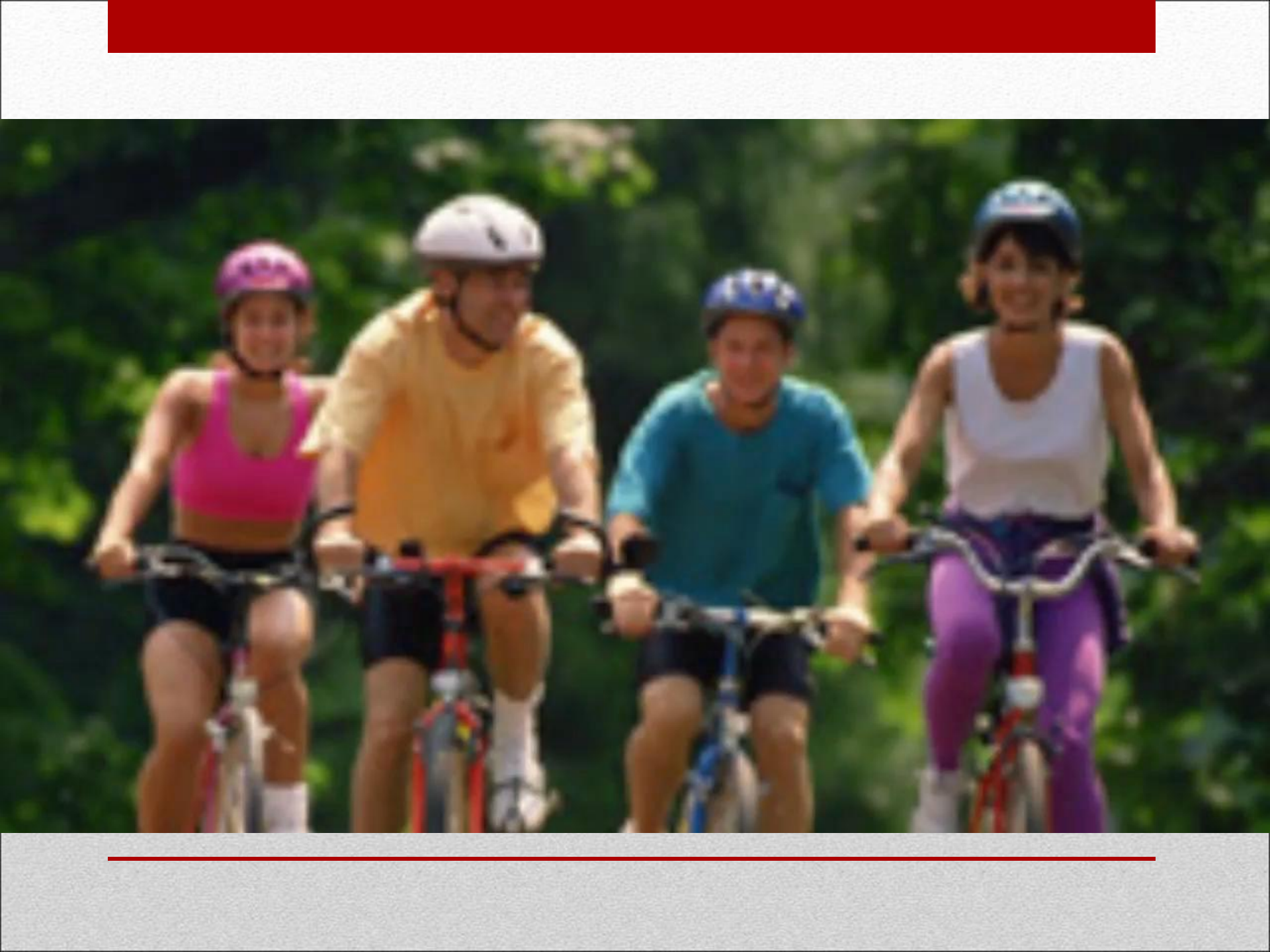
Healthy Somerton Initiative

Goal 4

Identify cost-effective, practical solutions and tools that can be replicated in other communities to educate and make sustainable changes that support healthy living.

- After school physical activity programs
- Children with overweight and obesity will be clinically monitored or managed at the San Luis Walk-In Clinic, Inc. “Medical Home”







Healthy Somerton Initiative Media Impact

Media	# of People Reached	
Radio La Campesina	30,000	Weekly Listeners
Television (Telemundo and KSWT)	22,716	Monthly Viewers
Banners on Main Street-Somerton	16,500	Daily Traffic
Mailer –Direct Mail -Somerton	3,800	P. O. Boxes
Newspaper (Yuma Sun and Bajo el Sol)	28,678	Subscribers/Readers
“Nuestros Niños” Community Door to Door Outreach Census- Somerton	596	Household Families





Community Engagement

Un Somerton Saludable
A Healthy Somerton

CAMPAÑA PROMOCIONAL
 ☞ **Peso Saludable** ☞ **Nutrición**
 ☞ **Actividad Física**

Negocios y Colaboradores Participantes

Regional Center for Border Health, Inc.	San Luis Walk-In Clinic, Inc.
WAHEC/AZAHEC	Main Street Café
Sunset Community Health Center	City of Somerton
Chicanos Por La Causa	Yuma County Health Services
District First Things First	Somerton School District #32
Flamingo's Restaurant	Dragon de Oro
King Market & Del Sol Market	Pollos El Correteado
Elvira's Bakery	Taco Salsa
Jack in the Box	Sweethearts
Jugos Cristy	Rimba Juice
Chevron Gas Station	

"Escoja Vivir Saludable"

Regional Center for Border Health, Inc.
 (928) 627-9222
 www.rcfbh.org



Regional Center for Border Health, Inc.

Tips for a Healthier Life/Consejos para Vivir Saludable

- Enjoy a healthy meal with your family
- Disfrute de una buena comida en compañía de su familia
- Vegetables are high in minerals, eat 3 cups a day!
- Las verduras son altas en minerales, consumir 3 tazas al día
- Eat less fat
- Coma menos grasa
- Eat healthy snacks including fresh fruit and vegetables
- Incluya en su merienda frutas y verduras
- Exercise at least three times a week for one-half hour
- Haga ejercicio por lo menos tres veces a la semana por una hora y media





Activities/Outcomes

- Farmer's Market on Wheels, 2015
- Clinical Sessions at San Luis Walk-In Clinic, Inc.-children diagnosed with obesity (19 obese children under control)
- Community Education-Chronic Disease Self-Management





Activities/Outcomes

- YMCA-Club Fit at Somerton School District/Regional Center for Border Health, Inc. After School Program
- Safe Routes to School
- Somerton Activity Guide

Community Health Partners

Regional Center for Border Health, Inc.
www.rcbh.org

San Luis Walk-In Clinic, Inc.
www.slwic.org

WAHEC
www.aahc.org

City of Somerton
www.cityofsomerton.com

Cocopah Indian Tribe
www.cocopah.com

Chicanos por la Causa, Inc.
www.cpic.org

Somerton School District No. 11
www.somerton112.org

Sunset Community Health Center
www.sunsetcommunityhealthcenter.org

Yuma County Health Services District
www.co.yuma.az.us

YMCA
www.valleyymca.org/yma

AZ FTF
FIRST THINGS FIRST
www.aztf.gov

**UN SOMERTON SALUDABLE
A HEALTHY SOMERTON**

OUR MISSION:
To improve the health of the City of Somerton residents by promoting proper nutrition, physical activity and prevention of childhood obesity.

POWERPLAYTE
POWERPLAYTE.COM

YUMA REGIONAL FIRST HEALTH MEDICAL SUPPLY
A subsidiary of Yuma Regional Medical Center
THERE'S A FIRST TIME FOR EVERYTHING
FirstHealth@yuma.com

ROLLOW
Jose Andrade 927-4271
USDA Self-Help Program for Low Income Families
You Have Qualify for Grants
Payment Assistance
Build Your Dream Home in Somerton
Housing America is an equal opportunity provider and employer

HOUSING AMERICA
www.housingamerica.com

UN SOMERTON SALUDABLE
WWW.AHEALTHYSOMERTON.COM

Here's where you can get fruits and vegetables 5 days a week!

Monday

- 8:30 a.m. – 12th Street & Williams Avenue
- 9:00 a.m. – Bingham Avenue & Garvin Street
- 9:30 a.m. – Crane Street & Williams Avenue
- 10:00 a.m. – Bingham Avenue & Euclalyptus Drive

Tuesday

- 8:30 a.m. – Regional Center for Border Health, Inc.

Wednesday

- 10:00 a.m. – Campo Amarillo
- 10:45 a.m. – Cocopah Indian Tribe Wellness Center
- 11:15 a.m. – Cocopah Indian Tribe Community Center

Thursday

- 8:30 a.m. – Yucca Street & Orange Avenue
- 9:00 a.m. – Union Avenue & Cactus Street
- 10:00 a.m. – Fern Street & Federal Avenue
- 10:30 a.m. – Fern Street & Somerton Avenue

Friday

- 8:30 a.m. – Cesar Chavez Avenue (Panicone Park)
- 9:00 a.m. – Calle Aristad & Van Brunt Avenue
- 9:30 a.m. – Andrea Avenue & Brenda Street
- 10:00 a.m. – Grand Avenue & Canal Street

Farmer's Market On Wheels

Legend

- Fire Dept.
- Police Dept.
- Golf Course
- Restaurants
- Gas Station
- Health Care
- Schools
- Parks
- Pedestrian Routes
- Bike Paths
- Bike Lanes
- Farmer's Market On Wheels

Map

Legend

- Fire Dept.
- Police Dept.
- Golf Course
- Restaurants
- Gas Station
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Map

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- Bike Paths
- Bike Lanes
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Map



Physical Activity Parks & Recreation

- Zocalo Gardens
- Palo Verde Gardens
- Somerton Heights
- Amistades 2 Basi “A”
- Amistades 2 Basin “B”

Total \$152,535.00





Questions?

THANK YOU

Amanda Aguirre

President & CEO

amanda@rcfbh.org

928.627.9222

Javier Morales

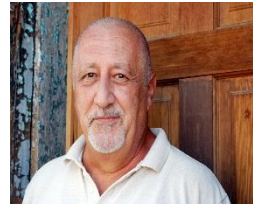
jmorales@rcfbh.org

www.rcfbh.org



Housing Advocacy Update

Housing Issues in Western Arizona discussion



Quarterly Members Meeting
April 17, 2015

***To our Members and Guests,
Thank you for Coming***