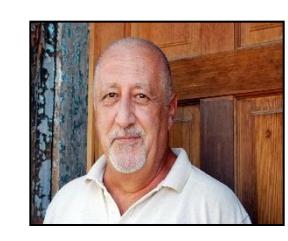
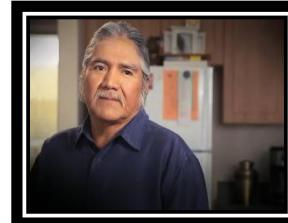




EDUCATE. ADVOCATE. COLLABORATE.



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



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 ≠ HEALTHCARE



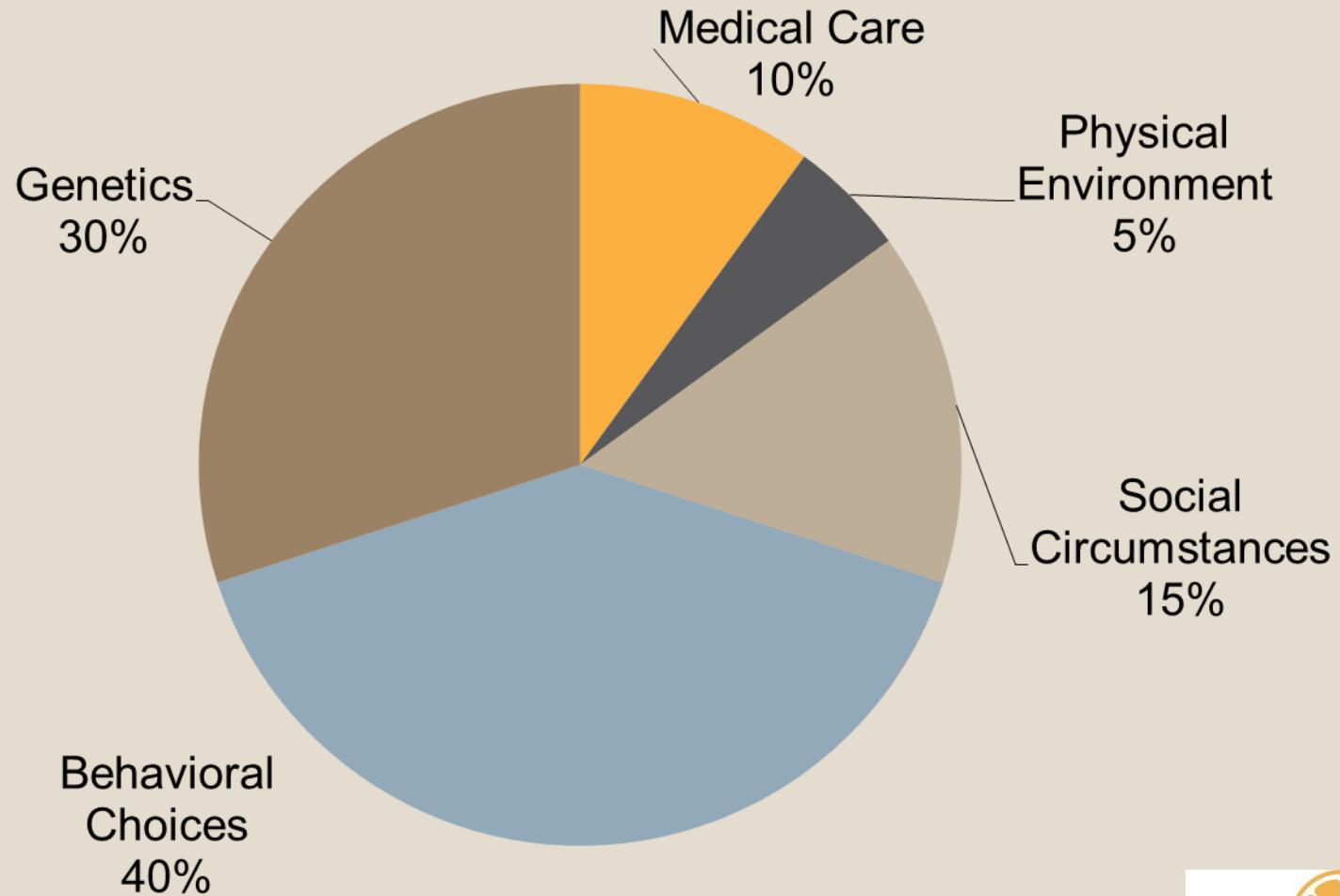
ARIZONA PARTNERSHIP FOR
HEALTHY COMMUNITIES

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?



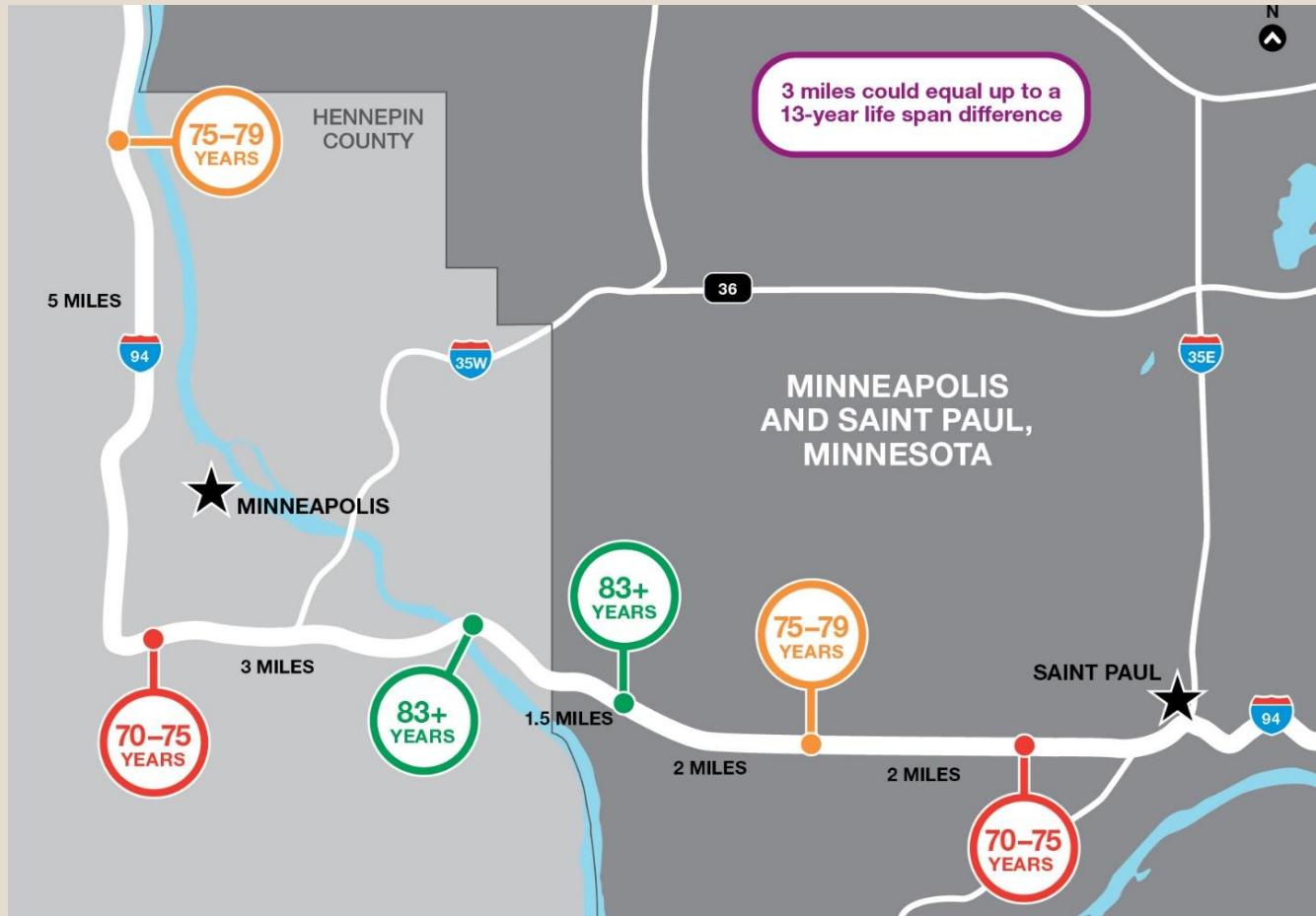
Health Affairs: "The Case For More Active Policy Attention To Health Promotion"

Determinants of Health

Health

Diet Gender Water Workplace Social Network Access to Care Race Employment Education Housing Belief System Quality of Care Public Safety Early Life Experiences Air Substance Use Discrimination Pollution Income Schools Stress Family Friends Physical Activity Sexual Activity Ethnicity

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

EXIT

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



Carondelet. Be well.



ARIZONA MULTIBANK
Community Development Corporation



YMCA of Southern Arizona



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**

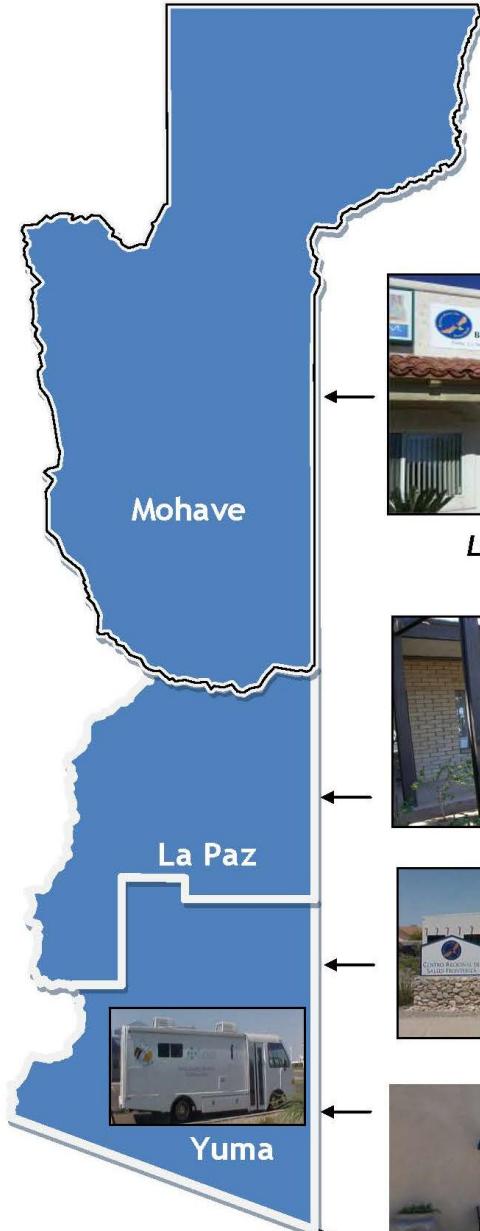
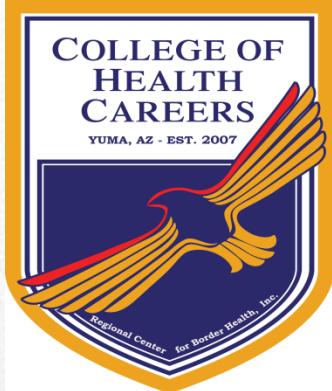
April 17, 2015

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”



Lake Havasu



Parker



San Luis



Yuma



Somerton

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



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)





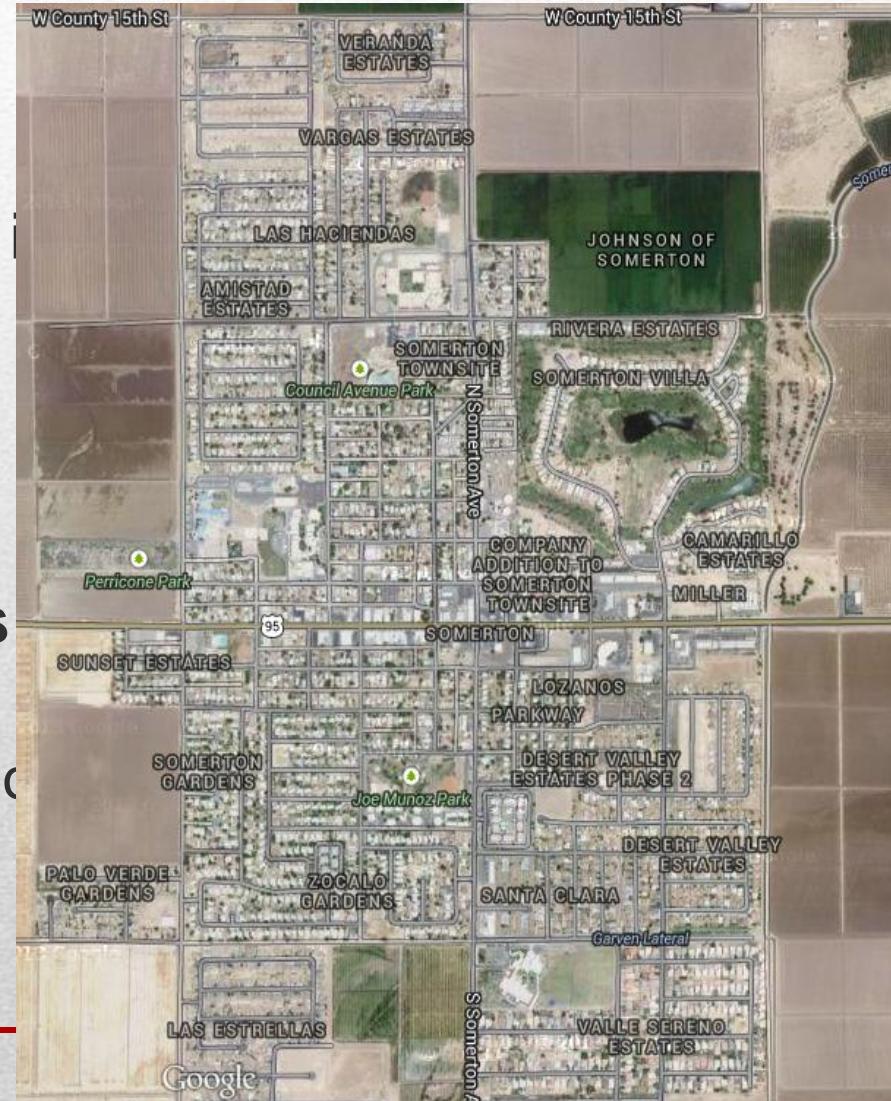
A Healthy Somerton Initiative

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



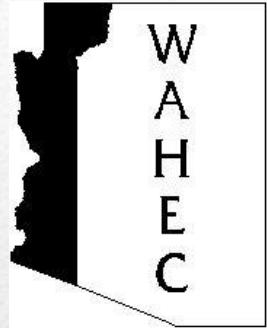


Healthy Somerton Initiative Major Goal

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



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

Sunset Community Health Center

Chicanos Por La Causa

District First Things First

Flamingo's Restaurant

King Market & Del Sol Market

Elvira's Bakery

Jack in the Box

Jugos Cristy

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 compagnia de su familia
- Vegetables are high in minerals, eat 3 cups a day!
- Las verduras son altas en minerales, consumir 3 tazas al dia
- 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.sluic.org
- WAHEC www.acahec.ahsc.arizona.edu
- City of Somerton www.cityofsomerton.com
- Cocopah Indian Tribe www.cocopah.com
- Chicano por la Causa, Inc. www.cplc.org
- Somerton School District No. 11 www.somerton.k12.az.us
- Sunset Community Health Center www.sunsetcommunityhealthcenter.org
- Yuma County Health Services District www.co.yuma.az.us
- YMCA www.valleyymca.org/yuma
- AZ CTF First Things First Regional Partnership Council www.azctf.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.

POWER PLAY-TE POWERPLAYTE.COM

YUMA REGIONAL FIRST HEALTH MEDICAL SUPPLY A subsidiary of Yuma Regional Medical Center THERE'SAFIRSTTIMEFORYEVERYTHINGFirstHealthYuma.com

CITY OF SOMERTON www.somertonaz.gov

PARKS & RECREATION www.somertonaz.gov

ROLLOW www.SunsetCommunityHealthCenter.org Primary and Preventive Health Services for Low Income Families [Housing America.org](http://HousingAmerica.org) www.HousingAmerica.org Payment Assistance [Build Your Dream Home In Somerton](http://BuildYourDreamHomeInSomerton.com) Housing America is an equal opportunity provider and employer

UN SOMERTON SALUDABLE WWW.AHEALTHYSOMERTON.COM



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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

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Javier Morales

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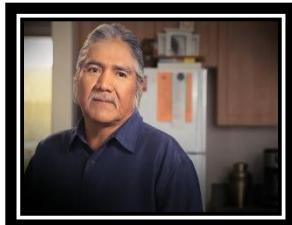
Housing Advocacy Update



Housing Issues in Western Arizona discussion



EDUCATE. ADVOCATE. COLLABORATE.



Quarterly Members Meeting
April 17, 2015

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