

# Building Healthy Communities

## Del Norte County and Adjacent Tribal Lands

### Building Healthy Communities Fact Sheet

#### 1. What is Building Healthy Communities?

Building Healthy Communities (BHC) is a ten-year initiative sponsored by The California Endowment (TCE). BHC has 14-sites throughout California and the Del Norte and Adjacent Tribal Lands area is one of the sites. The initiative has ten specific outcomes, all aimed at improving the overall health and well being of each site.

BHC's theme is "Health Happens Here" with three major campaigns:

- Health Happens with Prevention
- Health Happens in Schools
- Health Happens in Neighborhoods

There are also four big results that we are striving to accomplish – or “move the needle on” - during these ten years:

- ✓ Provide a health home for all children (Note: a health home (not healthy home) is a team of health care providers that becomes accountable for all of the individual's care).
- ✓ Reverse the childhood obesity epidemic
- ✓ Increase school attendance
- ✓ Reduce youth violence

**The California Endowment's focus is on changing systems and policies, not funding programs or services.** The California Endowment believes we will make sustainable, long-term change by implementing the Drivers of Change:

- **Building Resident Power**
- **Growing Youth Power/Leadership**
- **Strengthening Collaborative Partnerships**
- **Leverage Partnerships and Resources**
- **Geographic/Ethnic Inclusion**
- **Policy and Systems Change**
- **Changing the Narrative/ Communicating**

Key principles to create long-lasting improvements which are used in all BHC work include:

- ✓ Community members are the experts; they can – and do -identify issues and problems and have the ability to create solutions.
- ✓ The best results happen when effective collaboration and partnerships throughout the community are the norm;
- ✓ Meaningful involvement of youth, as well as intentional leadership opportunities and trainings, are critical to carry the work forward;
- ✓ BHC work must incorporate cultural/ethnic, geographic, income and other considerations in order to be effective.
- ✓ Thinking ‘big’ about local, state and national policies that need change to remove barriers or enhance effectiveness substantially improves the long-term effectiveness of our work;
- ✓ Gathering information about the impacts of the BHC work will tell us if we are truly “moving the needle” to better health and wellness for all residents.
- ✓ Communication about the work – at all levels and in all directions – involves using data and information to let people know where we started and where we are going.

## 2. What does it mean to “go upriver?”

Within BHC: Del Norte and Adjacent Tribal Lands we have embraced prevention. “Going up river” means that, as we attempt to improve the health of our community, we will go as far as possible to determine and change the root causes of disease, behavioral problems, and other ills that negatively impact our health.

We use a Gloria Steinem quote to illustrate that BHC initiative is about preventing health issues. We know that there are significant health issues that currently exist in our community. But, we believe that by “going upriver” to change the early course of life in our community, we will reduce the number of people who actually later fall into the river – and thus, improve the health of all.

Here is Gloria Steinem’s quote:

*“We are still standing on the bank of the river, rescuing people who are drowning. We have not gone to the head of the river to keep them from falling in. That is the 21st century task”*

## 3. What does it mean to focus on prevention?

Residents and system leaders worked together in 2010 to develop a plan initially called the Logic Model. Now called the Community Plan, it has four key areas of initial focus:

- ✓ “Our children grow up to be healthy, productive and successful adults in a community that promotes their well-being -through prevention, education and positive direction from their earliest days.
- ✓ Our children grow up to be safe and secure in a community that values their lives and teaches and demonstrates respect for one another. Children and families are safe from violence in their homes and neighborhoods.
- ✓ Neighborhood and school environments support improved health and healthy behaviors.
- ✓ Our community believes that health is intrinsically tied to a strong economy. Our local economy is strengthened because of our focus on locally determined strategies that reduce poverty, promote hard-work, risk-taking, creativity and enjoyment of work.”

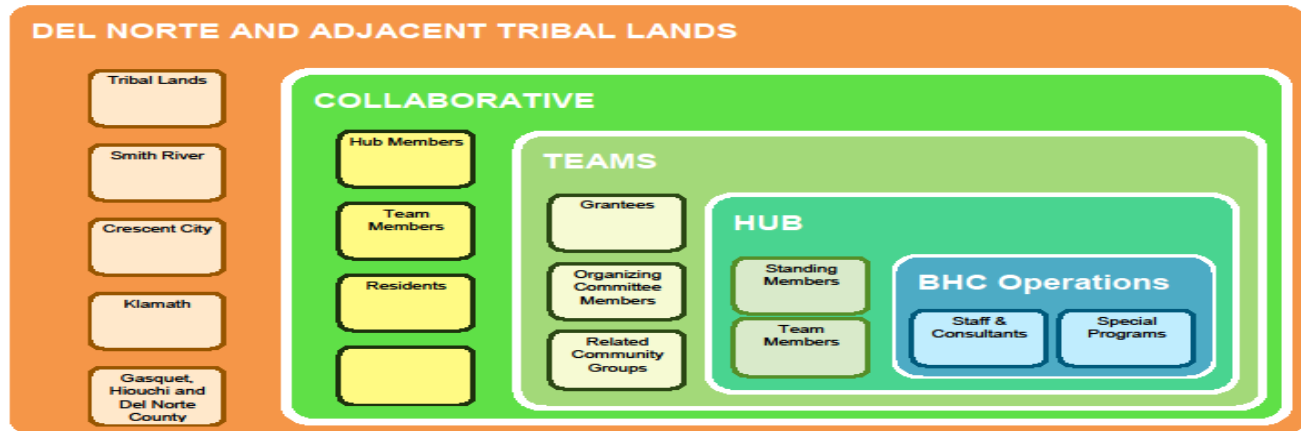
## 4. How does the BHC work get done?

The Hub’s role is to be the keepers of the vision of the Community Plan, and to monitor, support and communicate about BHC’s work and how it’s progressing. The Hub supports offered trainings and technical assistance available to our site, and coordinates communication. The Hub manages a small grants program to support related local efforts.

Hub membership is composed of residents who are involved in BHC-related TEAMS, as well as a standing group of system leaders from throughout the region. BHC staff provides support for the Hub, works with TEAMS, and are the central operations coordinators for the work. Please see the Hub, BHC staff and TEAM fact sheets for more detailed information.

Collaboration and development of partnerships are critical to the accomplishment of BHC-related work, and central to the way we believe we will be able to “move the needle” to improve our community’s health.

Here is the organization chart for the work:



**5. How does the work *really* get done? Who is out there doing the BHC projects?**

Through you!

Groups of residents organize themselves around an issue or problem for which they have passion. Please see the TEAMS FAQ sheet for more information. Partner organizations facilitating major aspects of the work include: Rural Human Services; Del Norte Unified School District; Del Norte Family Resource Center; Del Norte First Five, Del Norte Health Care District; Del Norte Child Care Council, Open Door Community Center; the Yurok Tribe and others.

**6. How is Wild Rivers Community Foundation connected to BHC and the Hub?**

The Wild Rivers Community Foundation (WRCF), a Humboldt Area Foundation subsidiary, is a philanthropic foundation covering the counties of Del Norte, CA and Curry, OR. It serves as the local group chosen by the Hub to be the coordinating body for the BHC initiative in Del Norte and Adjacent Tribal Lands.

A portion of designated TCE/BHC funds are used to provide staffing, space, supplies, and equipment necessary to manage the activities of the BHC initiative.

The role of the BHC staff is to support the community to make change through:

- **Building Resident Power**
- **Growing Youth Power/Leadership**
- **Strengthening Collaborative Partnerships**
- **Leverage Partnerships and Resources**
- **Changing the Narrative/ Communicating**

**7. More questions?**

Call the Wild Rivers Community Foundation office and ask to speak to a BHC staff member. 707-465-1238. Visit our website at [www.bhcconnect.org](http://www.bhcconnect.org), follow us on Facebook or Twitter and sign up for our weekly email newsletter to stay in touch!

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