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Webinar: Strategies to create safer, healthier communities

Valley Hi HEAL Zone

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Health Education Council



The Health Education Council is dedicated to providing access, education, advocacy, and training to empower individuals towards a healthy life.

HEAL Zone background



HEAL Zones Detail:

- ✓ 2005 piloted place-based HEAL initiative known as Community Health Initiatives (CHI) or HEAL-CHI in 3 cities
- ✓ 2011 expanded to seven cities known as HEAL Zones with investment of \$1 million over 3 years
- ✓ 2015 Four cities received additional funding until 2017
- ✓ Kaiser Permanente is investing additional funding for technical assistance and evaluation.

Since 2004, Kaiser invested more than \$21 million to support HEAL efforts across Northern California.

2015: HEAL Zone Program Design



- Place-based, neighborhood focus
- Policy, systems and environmental change with supporting educational & engagement strategies
- High functioning collaborative as implementation mechanism
- Emphasis on high dose (reach + impact) strategies
- Explore connections with facilitators



Kaiser's HEAL Zone Framework



Vision

All
community
members
eat
better
and
move more
as part
of daily life.

Goals

Improve Healthy Eating

Among residents in low income, under-resourced communities

Increase Physical Activity

Among residents in low income, under resourced neighborhoods

Objectives

- Increase access to fresh produce
- Increase availability of free, safe water
- Reduce availability & appeal of sugar sweetened beverages
- Maximize enrollment & participation in federal food programs
- Support healthy behaviors by strengthening knowledge, skills, & social support

- Increase availability & use of safe parks & public spaces
- Increase availability & use of safe walking & biking routes
- Increase school-based physical activity
- Support healthy behaviors by strengthening knowledge, skills, & social support

Community Safety

Neighborhood Cohesion

Social & emotional health

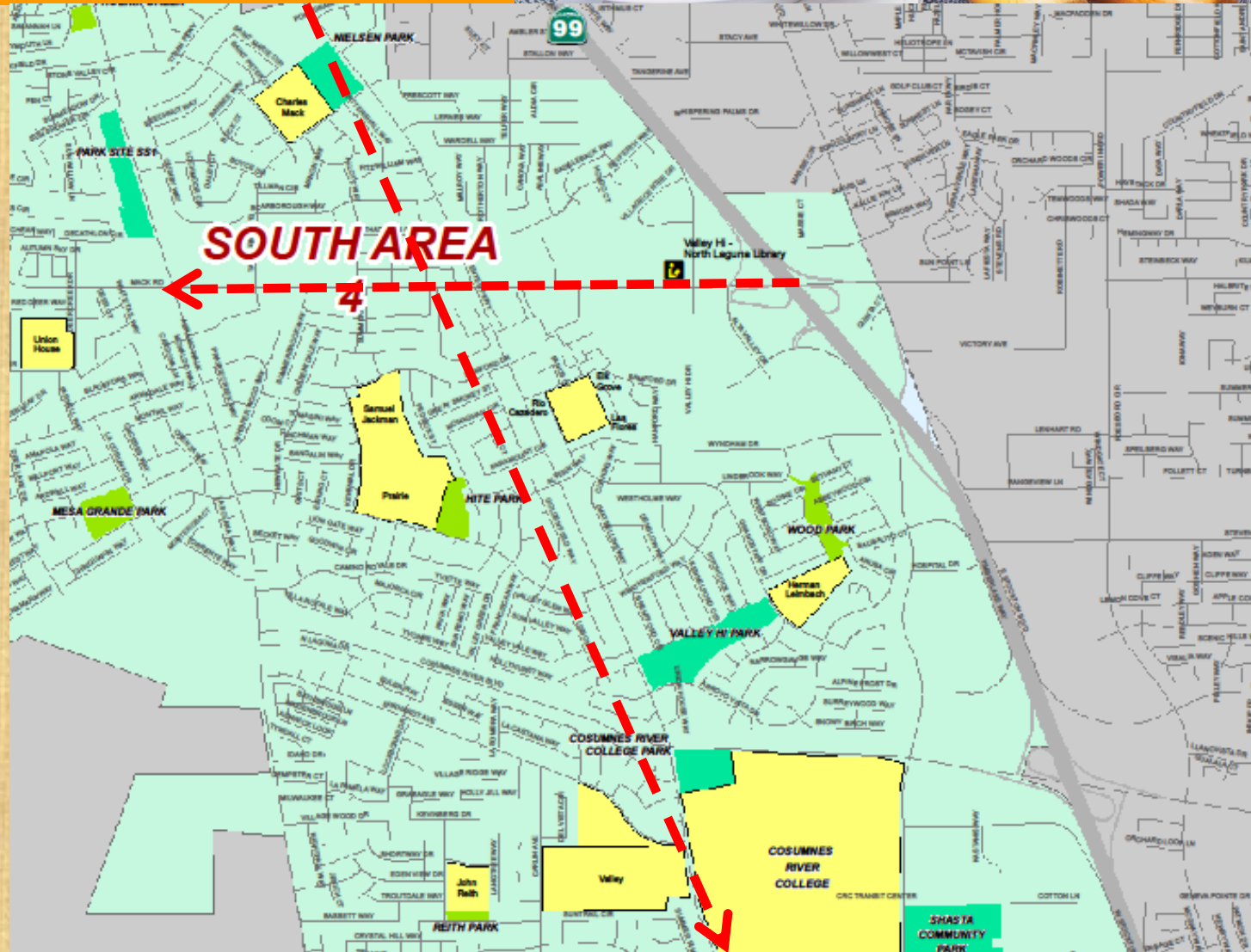
Family resiliency

Valley Hi HEAL Zone Map



Heal Zone Boundaries:

- Specific target population of 13,394 residents
- 7 schools, 1 junior college
- 2 major grocery stores
- 4 parks



Valley Hi Characteristics



- Identified as having Sacramento's highest gang violence activity
- High concentration of multi-unit housing with high turnover
- Vested residents in houses surrounding apts.
- Ethnically diverse population with low to middle social economic status
- Main corridor loaded with fast food outlets and small business
- No community center



Our Layered Approach



A network of community partners working together to help make healthy choices the easy choice for the Valley Hi community.



Getting started



Community Action Plan (CAP)

Created by Valley Hi residents utilizing neighborhood assessment tools

- Focus groups
- Surveys
- Organization Interviewing
- National Charrette Institute activities
- Photo Voice
- Walk Audit



HEAL Zone Outcomes: Youth Basketball League



HEAL Zone Outcomes: HAWK Light signal



Photo
Voice
2012



Photo
Voice
2014



HEAL Zone Outcomes: Park Improvements



Photo
Voice
2012



Photo
Voice
2014



HEAL Zone Outcomes:



- Physical/Environmental Improvements
- Resident Engagement
- Youth Engagement
- Partnerships (Multi-sectorial)

HEAL Zone Outcomes: Summer Night Lights



Summer Night Lights Outcomes



CRIME INDICATORS 2013 vs 2014

Business robberies down 50%
Residential burglary down 48%
Simple assaults down 100%
Grand theft down 51%
ZERO homicides, down 300%

“Being able to bring my children out to an event without fights or violence”

“I enjoyed meeting my neighbors”



“it was for family, it was safe, good to show my kids that cops are good”

“they bring life to the community”

“it felt more like a family reunion!”

ATTENDANCE 41 NIGHTS OVER 14 WEEKS

520 attendees at Kick-off night
816 attendees at 2014 finale:
266 average number of attendees per night:
8,785 total meals served

Total number of attendees in 2014:

10,510

Questions or Interest Contact us!



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