HEAL: RURAL HEALTH EQUITY AND LEARNING COLLABORATIVE

PRESENTATION TO COLLEGE COUNCIL – OCTOBER 4, 2019

CINDY COLLIER AND NORMA ROJAS-MORA
WHAT IS HEALTH EQUITY?

- Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences.

MISSION

To lift the voices of rural communities of the San Joaquin Valley by connecting available resources and bringing about policy changes needed to improve rural health.
HEAL ADVISORY COMMITTEE

The Rural Heal Advisory Committee is a regional representation of partners working to improve the lives of rural residents. Partners pictured here represent UC Merced, UC San Francisco at Fresno, Central Valley Health Policy Institute, Central Valley Medical Professionals, and Bakersfield College Health and Workforce Training.
ABOUT THE RURAL HEAL COLLABORATIVE

• RURAL HEAL COLLABORATIVE PARTNERS ARE PASSIONATE ABOUT IMPROVING HEALTH, EDUCATION AND ECONOMIC OUTCOMES IN RURAL COMMUNITIES THROUGHOUT THE SAN JOAQUIN VALLEY. OUR METHODOLOGY FOR ENGAGEMENT TAKES THE SHAPE OF EFFECTIVE PARTNERSHIPS, WHICH ARE ESSENTIAL FOR COMMUNITY-BASED SOLUTIONS FOR ADVANCING HEALTH EQUITY

• THE 26,000-SQUARE MILES FROM MERCED TO KERN COUNTIES CONSTITUTE A SIGNIFICANT POPULATION OF LOW-INCOME RURAL RESIDENTS WITH THE NATION’S LOWEST EDUCATIONAL ATTAINMENT. THE LACK OF EDUCATION TRANSLATES TO REDUCED EMPLOYMENT OPPORTUNITIES, INCREASED POVERTY, AND LIMITED ACCESS TO HEALTHCARE.
AMERICAN HUMAN DEVELOPMENT INDEX

- Composite measure of well-being and opportunity
  - Health – Measured by life expectancy
  - Knowledge – Measured by school enrollment and degree attainment
  - Standard of living – Measured by median earnings of all workers 16 and older
CENTRAL VALLEY OUTLOOK

UNEMPLOYMENT

Unemployment in the Central Valley

POVERTY

Poverty in the Central Valley
STRATEGIC PRIORITIES

• ADVOCATE FOR RURAL HEALTH AND HEALTHY COMMUNITIES BY INFORMING POLICY MAKERS AND STAKEHOLDERS ABOUT CENTRAL VALLEY CIRCUMSTANCES

• LAUNCH PILOT STUDIES DESIGNED TO CREATE REGIONAL OUTREACH TOOLKITS AND TRAININGS ADDRESSING RURAL HEALTH, FOOD SECURITY, AND WELL-BEING

• STRENGTHEN THE REGIONAL WORKFORCE AND ECONOMY

• ENGAGE IN REGIONAL DIALOG TO ENGENDER POLICY CREATION AT THE NATIONAL LEVEL

• ENHANCE RURAL ECONOMIC AND COMMUNITY GROWTH ACROSS THE NATION THROUGH A LINKED NETWORK OF INFORMATION, RESOURCES AND POLITICAL ACTION

• GENERATE FUNDING TO ENSURE THAT RESOURCES ARE COMMENSURATE WITH RURAL COMMUNITY NEEDS.
PROJECTS AND INITIATIVES

• TO ADDRESS REGIONAL INEQUITIES IN EDUCATIONAL ATTAINMENT, MEET REGIONAL WORKFORCE DEMANDS, AND IMPROVE COMMUNITY WELLNESS USING A THREE-PRONGED APPROACH:
  • DEVELOP AND SCALE REGIONALLY HIGH DEMAND HIGH WAGE PATHWAYS IN EDUCATION AND HEALTH SCIENCES
  • ESTABLISH PROGRAMS THAT MEET RURAL WORKFORCE DEVELOPMENT NEEDS
  • FOCUS ON ADVANCING RURAL HEALTH EQUITY AND WELL-BEING TO IMPROVE SOCIAL AND ECONOMIC MOBILITY OF FAMILIES IN RURAL AMERICA THROUGH THE LENS OF RESEARCH PROJECTS AND COMMUNITY OUTREACH IN CALIFORNIA’S CENTRAL VALLEY
LONG-TERM GOALS

• IDENTIFY STATEWIDE/NATIONAL OPPORTUNITIES TO ADVANCE HEAL’S MISSION
• SECURE GRANT FUNDING FOR A HEAL RESEARCH CENTER LOCATED IN THE CENTRAL VALLEY
• HOST RURAL HEALTH EQUITY AND POVERTY SUMMIT CONVENINGS IN THE CENTRAL VALLEY
• CONTRIBUTE TO AND GUIDE THE NARRATIVE REGARDING OPPORTUNITIES/PROJECTS FOR IMPROVING RURAL HEALTH IN AMERICA
SHORT-TERM GOALS

• BUILD REGIONAL AWARENESS AND VISIBILITY OF HEAL
  • HTTPS://TWITTER.COM/RURALHEAL

• RECRUIT AND INCREASE HEAL PARTNERSHIPS

• LEAD AND DIRECT THE NARRATIVE REGARDING OPPORTUNITIES/PROJECTS FOR IMPROVING RURAL HEALTH IN CENTRAL VALLEY COMMUNITIES

• IDENTIFY AND SECURE GRANT FUNDING TO FINANCE OPPORTUNITIES FOR HEAL TO IMPLEMENT THE INITIATIVE’S SHORT-TERM STRATEGIES AND LONG-TERM GOALS

• HOST 3 REGIONAL RURAL HEALTH CONVENING’S WITH HEAL PARTNERS AND COMMUNITY LEADERS TO GROW AWARENESS AND POSITION OF HEAL AS A KEY PARTICIPANT IN ADDRESSING RURAL HEALTH EQUITY, WORKFORCE, AND EDUCATION
  • HOLD THE DATE – NOVEMBER 22, 2019
PARTNERSHIPS

HTTPS://WWW.BAKERSFIELDCOLLEGE.EDU/PRESIDENT/HEAL
LOCAL OPPORTUNITIES FOR ENGAGEMENT

- **HOST REGIONAL CONVENINGS TO DISCUSS POVERTY, HEALTH EQUITY, ECONOMIC DEVELOPMENT, AND EDUCATION.**

- **1ST CONVENING WILL BE COORDINATED IN PARTNERSHIP WITH THE NATIONAL ACADEMY OF SCIENCES**
  - **DATE:** NOVEMBER 22, 2019
  - **TIME:** 9:00AM-2:00PM
  - **LOCATION:** DELANO (TBD)
  - **TOPICS:** POVERTY, AIR QUALITY, SUBSTANCE ABUSE, ECONOMIC DEVELOPMENT, EDUCATION/WORKFORCE
LOCAL PROJECTS

• ESTABLISHMENT OF A DELANO WELLNESS PROGRAM LEVERAGING OUR PUBLIC HEALTH PATHWAY AND INDUSTRY PARTNERS
  • ADDRESS HEALTHY PEOPLE 2020 PRIORITIES
    • NUTRITION AND WEIGHT STATUS, DIABETES, HEART DISEASE AND STROKE
    • UTILIZES HEALTH BELIEF MODEL TO CREATE BEHAVIOR CHANGE

• ESTABLISHMENT OF A WELLNESS PROGRAM FOR BAKERSFIELD COLLEGE’S MAIN CAMPUS IN PARTNERSHIP WITH SGA AND DIGNITY

• DEVELOP A BLUEPRINT FOR ARVIN IN PARTNERSHIP WITH INDUSTRY PARTNERS, LEVERAGING BAKERSFIELD COLLEGE’S CAMPUS BY 2023
WORKFORCE DEVELOPMENT PROJECTS

• IDENTIFY AND ESTABLISH WORKFORCE DEVELOPMENT STRATEGIES IN ALLIED HEALTH/PUBLIC HEALTH

• BC’S NURSING PROGRAM HAS SECURED APPROVAL FROM THE BOARD OF NURSING TO INCREASE ENROLLMENT IN THE REGISTERED NURSING PROGRAM
  • PROGRAM HAS IMPLEMENTED DUAL ENROLLMENT PROGRAM WITH 4 YEAR COLLEGES SO THAT STUDENTS COMPLETE AN ASSOCIATE AND BACHELORS DEGREE SIMULTANEOUSLY

• PUBLIC HEALTH SCIENCES IS BEGINNING CONVERSATIONS WITH UC MERCED 1+2+1 PROGRAM

• ESTABLISHMENT OF NURSE ASSISTANT PROGRAMS IN WASCO AND MCFARLAND

• FOCUS ON PROVIDING EARLY COLLEGE OPPORTUNITIES IN HEALTH SCIENCE FOR OUR RURAL COMMUNITIES