

**Westside Healthcare Advisory
Meeting Minutes
October 22, 2009
Gustine – Al Gowman Community Center**

Meeting was called to order at 6:42pm.

Advisory Chairman DeMartini, Stanislaus County Supervisor - District 5 made opening comments – thanking attendees for their participation.

All attendees self introduced.

NOTE: Attendance was down considerably from previous meetings.

Some discussion regarding requesting RSVP function at future meetings.

Chairman DeMartini reviewed the agenda and asked for any comments regarding the meeting minutes from the August meeting – all approved the paraphrase and there were no clarifications or comments.

Motion was made by staff – concurrence by all – to move guest speaker up in the agenda due to her significant travel time. Approved.

Desiree Rose, Executive Director of the California State Rural Health Association was the keynote presenter. Ms Rose shared her background, the background of CSRHA and pitched the upcoming CSRHA Annual Summit in Sacramento in November (17 – 20).

Part of the CSRHA mission is to provide resource assistance to rural healthcare areas. While CSRHA is not a primary funding source – they are well connected to all that are.

Ms Rose shared several key rural health funding sources with the taskforce membership. She mentioned that she would share a more comprehensive listing in the weeks to come as that is currently being developed.

ACTION ITEM: Staff has prepared a Letter of Intent (LOI) to the California Wellness Foundation regarding our Healthy Choices Campaign outreach. Staff received confirmation of receipt of our letter on November 5. The Foundation will notify us by February 2010 if we are to be asked to make a full application.

Ms Rose listened to the taskforce share our Healthy Choices objectives and likened our approach to the Mustard Seed Pilot project in Mendocino County.

Marc Smith inquired regarding assistance with seeking recruitment assistance for primary physicians – getting them to consider locating in rural areas and to take over old and established practices.

Several potential granting authorities mentioned include:

- California Healthcare Foundation
- Blue Shield of California Foundation
- Kresage Foundation
- Wellpoint Foundation
- Tides Foundation

Ms Rose discussed the development of Regional Healthcare Roundtables and the planning for an event in June 2010 in Fresno.

The taskforce offered to host such a central valley healthcare roundtable forum in the future – Ms Rose was receptive to that offer.

Margo Arnold shared with the work group an update on the special vaccine sharing meeting held in October. Initially there were 2,000 flu vaccine doses available. 10,000 additional doses are forthcoming to the area. Greg Diederich (HAS staff) shared with the group that within 30 days from now “we should have sufficient vaccine.”

Staff shared the continuing “activity wheel” recommendations related to the Healthy Choices outreach campaign. The assortment of activities was well received by the membership. Staff was encouraged to confirm and commit to the direction as proposed.

ACTION ITEM: Staff will meet with all jurisdiction parks and recreation staff to include them in the recommended outreach and planning. The modified activities calendar will be shared in revise at the December meeting.

Staff briefed the workgroup on status of all k-12 education outreach. The art contests and essay contests have been extended into early November to allow for more inclusive student participation. The outreach and communication channels vary considerably between school districts and this will need to be factored for year two ramp up.

ACTION ITEM: An art and essay review and judging session has been planned for November 18th. All taskforce members will be invited to participate in the judging process.

Staff shared the status of the community calendar project. All three cities: Newman, Patterson and Gustine have been solicited for \$250 sponsorship donations to cover the cost of printing the 10,000 units.

Staff reminded the community leaders to share this request through their appropriate channels ASAP.

ACTION ITEM: Staff will have the 2010 calendar at the December 3, 2009 meeting for formal taskforce distribution.

Mattos Newspapers and Del Puerto Healthcare District have covered the student prizes and awards for the art/essay outreach. Hats off to both of these community icons for making this happen on behalf of our collective efforts.

ACTION ITEM: Staff will coordinate a January award presentation at each of the three (3) School Boards to recognize and honor those students who participated and won.

The next meeting was scheduled for December 3, 2009 (Thursday evening) beginning at 6:30 PM in Newman at the Newman City Council Chambers. Chairman DeMartini thanked everyone for his or her commitment to the workgroup and closed the meeting at 8:30 pm.