



COUNTY OF SAN DIEGO

AGENDA ITEM

BOARD OF SUPERVISORS

GREG COX
First District

DIANNE JACOB
Second District

PAM SLATER-PRICE
Third District

RON ROBERTS
Fourth District

BILL HORN
Fifth District

DATE: July 13, 2010

TO: Board of Supervisors

SUBJECT: Health Strategy Agenda: Building Better Health (District: All)

SUMMARY:

Overview

A County that is Healthy, Safe and Thriving is the vision that guides the County of San Diego. The County's Health and Human Services Agency provides a number of core health programs. At the State of the County Address on February 10, 2010, Chairwoman Slater-Price announced the launch of a new innovative health strategy to ensure the health and safety of citizens. Today's action presents the County's Health Strategy Agenda: Building Better Health. The document will serve as the County's blueprint for improving community health and quality of life over the next decade.

Why is a plan for health needed? Throughout the nation and locally three behaviors – poor nutrition, lack of physical activity, and tobacco use – contribute to four diseases: heart disease/stroke, cancer, type 2 diabetes, and respiratory conditions, such as asthma. These diseases result in over 50 percent of deaths in San Diego. Improving our health habits will lead to improved quality of life and result in significant savings to taxpayers.

If approved, this item will adopt the County's Health Strategy Agenda: Building Better Health that will:

- A. Build a better system by providing health services that maximize quality, eliminate waste, and focus on results,
- B. Support healthy choices by empowering county residents to take action and responsibility for their health,
- C. Pursue policy changes for a healthy environment to make it easier for residents to make healthy choices, and
- D. Improve the culture from within the County organization to support positive health outcomes.

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There are no additional costs or added staff years as a result of today's action. Staff will return to the Board as needed to authorize acceptance of grants aimed at improving community health.

Finally, today's action authorizes the development of long-term plans to support "Safe" and "Thriving" communities. Once completed, these three plans will create a comprehensive roadmap for achieving *A County that is Healthy, Safe and Thriving*.

Recommendation(s)

CHIEF ADMINISTRATIVE OFFICER

1. Receive and approve the County's Health Strategy Agenda: Building Better Health.
2. Authorize County staff to seek and apply for grants that would further the County's Health Strategy Agenda: Building Better Health.
3. Direct the Chief Administrative Officer to develop individual plans for *Safe* and *Thriving* communities.

Fiscal Impact

The Health Strategy agenda is a framework for action for all County departments that will focus on optimizing existing resources, delivering services smarter, and informing residents about choices they can make to lead healthier lives. Improving health habits will lead to improved quality of life and result in significant savings to taxpayers. Staff will also seek and apply for funding opportunities that will advance the goals of the plan. The County has already received \$16.1 million in American Recovery and Reinvestment Act of 2009 (ARRA) funds for the Communities Putting Prevention to Work initiative that will advance several of the goals of the Health Strategy over the next two years.

Business Impact Statement

N/A

Advisory Board Statement

The Health Strategy Agenda: Building Better Health was presented to numerous community groups, advisory boards and stakeholders. Attachment A lists advisory boards and stakeholder groups that provided input during the development of this plan.

BACKGROUND:

The current economic climate coupled with the rise in chronic disease, cost of health care and the increasing demand on public and private healthcare systems require action locally. San Diego County is not alone. With the aging of the population, as baby boomers retire, other jurisdictions

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throughout the country are also looking at ways to improve healthcare delivery by increasing personal responsibility for maintaining a healthy lifestyle and saving taxpayer dollars. Nationally and internationally, healthcare professionals have embraced the concept of “3-4-50” which theorizes that 3 behaviors lead to 4 chronic diseases attributed to more than 50 percent of all deaths. Nationally the Center for Disease Control and Prevention estimates the annual overall economic cost attributed to three of the four chronic diseases as:

- \$475 billion for heart disease/stroke (2009),
- \$228 billion for cancer (2008), and
- \$174 billion for diabetes (2007).

This adds up to \$877 billion annually. The impact of these diseases can not be measured in dollars alone. For some, quality of life is declining and in some cases ending prematurely. Fortunately we can help reduce the onset of these chronic diseases by promoting healthy activities such as proper nutrition, physical activity and tobacco cessation.

The Health Strategy Agenda: Building Better Health focuses on transforming our County system to better respond to the challenges posed by these chronic diseases. This strategy is about optimizing existing resources, delivering services smarter, and informing residents about choices they can make to lead healthier lives. Staff will seek and apply for funding opportunities that will advance the goals of the plan.

The Health Strategy Agenda: Building Better Health takes into account the general population, at-risk individuals and families, and high-need/high-cost users of County services. The plan gives direction on collaborating with community partners and businesses as well as aligning County services to promote better health. It highlights four major themes that combined can improve the health of residents.

Build a Better System – The County of San Diego is committed to continuous improvement of its systems. This theme continues the County’s commitment to enhance our systems so that services and care provided to the most vulnerable populations are accessible, high quality, and cost efficient.

Support Healthy Choices - Ultimately individuals are responsible for their own health. This theme provides information to encourage healthy eating, physical activity, and living tobacco and drug free lives. Residents need access to information so that they are able to make informed decisions about their health.

Pursue Policy Changes for a Healthy Environment – The environment in which one lives and works impacts the ability for people to make healthy choices. To make it easier for residents, this plan calls for pursuing policy changes that increases access to healthy foods, supports active communities, and favors tobacco and drug free environments.

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Improve the Culture From Within - This theme focuses on increasing employee knowledge about health, and promoting employee wellness that includes implementing internal policies and practices that support employee health. Healthy County employees play a vital role in a healthier San Diego community.

The County's Health Strategy is about providing information, delivering efficient services, and making it easier for residents to make healthy choices. It also focuses on re-designing internal systems to maximize efficiency of service delivery. The Agency's budget of \$1.8 billion supports core health programs as well as services that are not traditionally considered health, but contribute to overall well-being. Furthermore, all County departments play a role in improving the health of residents and this plan unifies activities to promote health. The development of the County's Health Strategy also uniquely positions the County to implement local reforms as the state and federal governments implement healthcare reform.

Linkage to the County of San Diego Strategic Plan

This requested action is in alignment with the "Kids, Environment and Safe and Livable Communities" Initiatives in the County's Strategic Plan. The County's Health Strategy Agenda: Building Better Health seeks to change the culture from within to support positive health outcomes, supports healthy choices by empowering county residents to take action and responsibility for their health, pursues policy changes that support a healthy environment, and embarks on building a better system for health that is innovative, maximizes quality and eliminates waste.

Respectfully submitted,

WALTER F. EKARD
Chief Administrative Officer

ATTACHMENT(S)

- A. Advisory Boards and Stakeholder Groups
- B. Health Strategy Agenda: Building Better Health

AGENDA ITEM INFORMATION SHEET

REQUIRES FOUR VOTES: Yes No

PREVIOUS RELEVANT BOARD ACTIONS:

4/13/10 (7) Adopted a resolution authorizing the Director of Health and Human Services Agency to administer the American Recovery and Reinvestment Act of 2009 Communities Putting Prevention to Work Initiative grant, authorized the Clerk of the Board to execute a revenue agreement, and authorized the Director of Purchasing and Contracting to enter into negotiations with various entities, 11/3/09 (10) approved reforms to the In-Home Supportive Services Program, 4/21/09 (7) approved the Nutrition Security Plan, 6/12/07 (17) authorized the Director of the Health and Human Services Agency to pursue grant opportunities and pilot programs consistent with Board recommendations pertaining to promoting healthy eating habits; 10/19/04 (6) approved creation, coordination and announcement of Childhood Obesity Master Plan.

BOARD POLICIES APPLICABLE:

N/A

BOARD POLICY STATEMENTS:

N/A

ORACLE AWARD NUMBER(S) AND CONTRACT AND/OR REQUISITION NUMBER(S):

N/A

ORIGINATING DEPARTMENT: Health and Human Services Agency

CONTACT PERSON(S):

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AGENDA ITEM INFORMATION SHEET
(continued)

CONCURRENCE(S):

COUNTY COUNSEL REVIEW	<input checked="" type="checkbox"/>	Yes			
Written Disclosure per County Charter Section 1000.1 Required	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No	
GROUP/AGENCY FINANCE DIRECTOR	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	N/A	
CHIEF FINANCIAL OFFICER	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	N/A	
GROUP/AGENCY INFORMATION TECHNOLOGY DIRECTOR	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	N/A	
COUNTY TECHNOLOGY OFFICE	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	N/A	
Group/Agency Human Resources Director	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	N/A	
DEPARTMENT OF HUMAN RESOURCES	<input checked="" type="checkbox"/>	Yes	<input type="checkbox"/>	N/A	

Other Concurrence(s): Community Service Group
 Finance and General Government Group
 Land Use and Environment Group
 Public Safety Group
 County Communications Office
 Office of Strategy and Intergovernmental Affairs

**AUTHORIZED
REPRESENTATIVE:**

Nick Macchione