CEO Report – August 2011

Financials

1. The fiscal year ended on June 30. We had budgeted income of $13.9 million and we brought in $13.5 million. We had budgeted spending $13.9 million and we spent $13 million. Our net proceeds were $460,000. We had planned a net of $63,000. All net proceeds were added to reserves.
2. Our 2011-12 budget for income is $13.7 million and expenses $13.6 million for an expected net of $100,000.

Childhood Obesity Conference

Pamela and I attended the California childhood obesity conference from June 28-30 in San Diego. Workshops were held on a number of topics including best practice techniques, nutrition, marketing and school based programs. There were several outstanding programs discussed that could be implemented in our District.

1st Five Commission

Recognizing our interest in the health needs of children, I asked to be considered for an opening to become a 1st Five Commissioner and was appointed by the County Board of Supervisors. We currently co –fund one program: Healthy Kids and there may be other partnerships in the future.

Stanford Disease Management Program- Better Choices Better Health

I attended this training program to learn more about this unique chronic disease management program. Our strategic plan suggests that we invest more time and money in this area and lessons learned from this class may lead to increased activities in this area. We are currently partnering with the non-profit Edgewood to offer this program to District residents.

Upcoming Activities

August 9- HeartSafe will be recognized for five years of service by the County Board of Supervisors.

August 18- Healthy Schools Initiative School Year Kick-off event will be held at Canada College.

August 23 - Board/staff strategic planning review.

August 24- ACHD committee meeting on community districts

September 7 – Pension Meeting at Sequoia Hospital

October-tbd- Grants Committee to meet to discuss next grants cycle

Chronic Disease Self-Management: Better Choices Better Health

This program was designed by Stanford University's Patient Education Department and is offered all over the world to thousands of individuals annually. Locally, the District has been funding Edgewood to offer the program to about 60 residents per year and Kaiser also offers the program to members.

This is a free 6 week class taught by peer educators who have been trained by Master Trainers using a specific curriculum. Each class lasts about 2-3 hours and are usually attended by 10-15 students per class.

Topics covered include nutrition, exercise, medication management, emotional issues and much more. A free book is given to each participant along with relaxation tapes.

The basic belief of the program is that patients can make better and healthier lifestyle choices that combined with good medical care will lead to healthier and happier lives.

Healthy Schools Initiative
Sequoia Healthcare District

Healthy Schools Initiative

Activity Summary for June- July 2011

I. Nutrition Services

Board approved funding to hire Jennifer Gabet at June 1st meeting and she began work on July 5

Review of goals of position:

- Lead a garden based nutrition education planning process that will engage stakeholders to collaborate on service delivery, efficiency, and partnerships for sustainable nutrition education programming in schools
    - Create School Garden Planning Grant Proposal - August 2011
    - Facilitate planning process - Sept 2011 - February 2012
    - Create strategic plan and proposal for school garden/nutrition funding - March - May 2012
- Support Healthy Schools Initiative Grantees to improve nutrition: improve efficiency, collaboration, visibility of program, social marketing, resources, training, and overall effectiveness - August 2011 - June 2012
    - Gather & help set priorities for school districts
- Support Community Grant efforts - e.g., Healthy Food Drive for National Nutrition Month - January 2012 - March 2012
- Set funding priorities/strategies within the Food & Nutrition Area of Healthy Schools Initiative for next year, includes leverage funding

Jennifer's work plan:
July 5-July 15

- Organize office & position, etc.: desk, phone, email/internet, computer, photo, written bio, meetings, staff meeting/lunch; Meet with Pamela - discuss goals of position
- Review documents: Healthy Schools Initiative, Gardner Center Assessment, Projects/Grantees, School District Efforts (RCSD, Belmont, SCSD, Sequoia), Redwood City 2020
- Brainstorm ideas; draft work plan and outline planning grant
- Meet with partners or schedule meetings: PAL, San Carlos School District, Pat Brown, Anna Lague
- Research background information and campaigns

July 18-July 29
Vacation (think about posters and messages)

August 3-5-
Draft planning grant and work plan

II. Physical Education and Physical Activity

Opportunities for physical activity and physical education continue to be a challenge in the Redwood City and Belmont- Redwood Shores School Districts.

- Meeting with Serve the Peninsula, Playworks, and local fitness facilities to gather ideas, assess costs, and potential partnerships. Beginning to organize a planning committee to focus on the development of a comprehensive and sustainable physical education curriculum and physical activity program that can be implemented at k-5 partner schools where needed.

III. Healthy Schools Grants

Board approved recommendations for funding 18 non-profit organizations to provide school-based services in the 2011/2012 school year. A review of those agencies and their programs below:

Organization requesting funding	*Amount approved*	*Type of Program/ Service*	*School(s) services will be provided*	*Summary of program/ services provided*
Sequoia High School	25,000	Counseling/ mental social health	Sequoia High	Serve the Peninsula Team Ascent Program for summer
Center for Youth	$30,000	Health Education	Sequoia Redwood	Life skills program- provides health education related to high risk behaviors to all students in grades 10-12
Hidden Villa	$15,000	School Garden, nutrition Education	Several SHCD area schools	Supports School gardens through RWC Garden Network. Funding would pay for a garden expert to train staff at schools and help integrate garden into nutrition education curriculum
Peninsula Conflict Resolution	$30,000	Counseling/ mental social health	Sequoia, Hoover, McKinley, Kennedy Sequoia, Hoover, McKinley, Kennedy	Provide violence prevention and life skills training to at risk youth
Serve the Peninsula	$40,000	Counseling/ mental social health	Sequoia Woodside Redwood	1. Team Ascent program at Sequoia- promotes social and emotional development for at risk freshmen boys

Menlo-Atherton High	$5,000	Parent Education	Menlo-Atherton	Supports parent ed program that teaches parents how to keep kids healthy and safe.
RWC Education Foundation	$15,000	All Wellness	RWCSD Schools	Support SMART Wellness Program mini grants
Adolescent Counseling Services	$25,000	Counseling/ mental social health	All SUHSD Schools including Redwood	Provides on campus counseling services
Woodside High School	$30,000	Counseling/ mental social health	Woodside High School	Counseling and advocacy for Teens
Star Vista (formerly YFES)	$50,000	Counseling/ mental social health and fitness	Sequoia High School	Healthy Sequoia Program High School Health and Wellness at Sequoia*fitness and AOD education
Mary Meta Lazarus Child Development Center at College of San Mateo	$10,000	Child development	College of San Mateo	Provides pre-school for 48 low income parents attending San Mateo College. *43% of families live in SHCD boundaries
Teen Talk	$50,000	Health/ Sexual Health Education	RWCSD SCSD BRSSD	Will expand comprehensive sexual education to middle school students in RWC, Belmont, San Carlos
Redwood High School	$7,750	Health Education	Sequoia Union HS District	Teen Parent Program-Education support program for Pregnant and parent teens
Cleo Eulau Center	10,000	Counseling / Mental, social health	Sequoia High	Provides counseling services at court and community schools in SMC
Footsteps Afterschool	15,000	Awards grants to implement healthy eating programs in afterschool	County wide afterschool programs	Healthy Apple Award (H.A.P.E.) stipends in conjunction with SMC Health Dept.
UC Cooperative Extension	$15,000	Garden based nutrition education	SUHSD RWCSD SCSD BRRSD	Hands on garden based nutrition education. Provides teacher/parent training, programming, and curriculum
Collective Roots	$15,000	School Gardens	Clifford School Fair Oaks Garfield	Healthy Gardens Healthy People Curriculum

El Centro de Libertad	$15,000	AOD Counseling/ Prevention	Sequoia, Woodside, John Gill	Prevention Education Services Program teaches Drug and alcohol prevention in classroom to 13-19 year olds

- Board also approved budget to partially fund nurse or counselor for each school district within SHCD
  - $25,000 each to Portola Valley, Woodside, Menlo Park City School District, Las Lomitas, and Charter Learning Center in San Carlos.

IV. John Garner Center

- Needs Assessment and annual Data Collection and Analysis completed July 2011

  Year One:

  - Initiative-wide Asset Mapping
  - Logic Model and Evaluation Plan

Asset Mapping and Instrument Development

Developed instrument in Fall 2010 to:

- Provide a baseline of existing programs and services aligned with the Healthy Schools Initiative framework
- Inform programming at the school, district, and initiative levels by identifying strengths and needs
- Learn what data are already being collected by schools and further define evaluation design

Administered at the school-level - 22 schools in four districts from November-April

- Coordinated by a key individual in each district and completed by principals and other relevant informants

Preliminary Findings

- All districts have a functioning Wellness Committee
- There are varying levels of programming available both across districts but also within districts
- Maintaining and expanding mental health services is a priority

Areas of Common Need

- Teacher Professional Development - physical education, health education, social and emotional health
- Parent Engagement and Education - health, nutrition, and social and emotional wellness
- Physical Safety - pedestrian safety and safe bike storage

Next steps for JGC

- Utilize asset mapping data to identify common, cross-district goals/outcomes for research
- Develop a logic model in collaboration with SHD and initiative partners
- Develop an evaluation and data collection plan to track service access, coordination, and student outcomes
- Nutrition Education - expanded programming and support for school gardens

V. School District Activities (summer months not in session)

San Carlos

- Dr. Lesley Martin resigned in June and was replaced by Mary Carbullido who directs the district's Smart E program. Mary has extensive background public health, health education, school health, and program planning.
- Completed development of SCSD Wellness Website- View at http://www.sancarlosschoolwellness.com/
- HSI partnered with Sequoia Hospital to provide Giants themed walking paths at Tierra Linda and Central Middle Schools. The paths are designed to promote fitness for students, staff, and community members. The paths are nearly completed and will have signage featuring the HSI/ SHCD logo.

Belmont- Redwood Shores

Wellness staff continues to work on strategies for further implementation of HSI during summer months

- Nutrition education training for staff at Staff Development day in October
- Schedule nutrition assemblies for fall at district schools
- Staff training in childhood obesity, bullying, and conflict resolution scheduled for early in 2011/12 school year
- Explore ways to promote newly developed guidelines for healthy snacks and healthy celebrations for teachers and parents in 2011/12 school year
- Further define goals for 2011/12
  - Develop and implement Health Education curriculum
  - Develop and implement of sustainable PE curriculum and training model
  - Revise and implement Wellness Policy
  - Maintain wellness teams and advisory committees

- Integrate more staff wellness
- Support additional parent education to address "hot" topics
- Organize more site-based health fairs
- Evaluate district standards for health education and PE

Redwood City

- New Wellness Director position to be posted in July
- District Wellness Committee continues to work on issues over summer months:
  - Explore ways to conduct separate parent and staff workshops to emphasize the relationship between student health and academic performance
  - Further identify avenues to communicate to school community (parents, staff, students) about the District Wellness Policy to encourage implementation of policy. Some modes will be through posters and a video made by students.
  - Seek more ways to promote consistent health messages between home and school environment
  - Improve school climate and safety

Sequoia Union

- New School Wellness Director, Karen Li, MD, to begin work on September 6

VI. Other staff activities

- Using recently completed Gardner Center research and assessment data to refine goals, confirm priorities, and develop action plans for year two implementation with San Carlos and Sequoia Union

- Meeting with John Gardner Center in July to begin year two service participation data analysis and a qualitative implementation study based on year one data and will include input from students, parents, and teachers to continuously monitor and refine program practices

- Presented HSI to Peninsula Sunrise Rotary in July

- Continue participation over summer months in Get Healthy School Health subcommittee and RWC School District Wellness Committee meetings

- Attended Childhood Obesity Conference in San Diego on June 27-30

- HSI grants Reception coming up on Aug 18 at 5:30p at Canada College

HeartSafe Program

Activity Summary for June and July 2011

HeartSafe Region Task Force Meetings (monthly)

Attend and participate in regional planning and support.

Software Upgrades for Cardiac Science Units

Program Coordinator continues to manage the mandatory software upgrades to all of our deployed Cardiac Science AEDs, including visiting many of the sites and performing the upgrades himself. I am happy to report that this tedious project is nearing completion.

Placement of AED New Units

1) San Mateo County Sheriff's Office Training Center

AED Maintenance of Existing Units (new batteries, electrodes, etc.)

1) Belmont Oaks Academy
2) Charles Armstrong School
3) Woodside Elementary School
4) McKinley School of Technology
5) Notre Dame High School
6) Menlo Atherton HS
7) Carlmont HS
8) Woodside Fire District
9) Redwood City CERT
10) Redwood City Rotary
11) San Carlos CERT
12) Belmont CERT
13) Atherton Police Department
14) County of San Mateo
15) Redwood City Parks
16) Holbrook Palmer Park

AED Placements In-Progress (application stage, site visits, training, etc)

1) San Mateo County Lion's Club (South County Emergency Response Team)

Miscellaneous

The HeartSafe Program will be honored (5th Anniversary) by the County Board of Supervisors on August 9th at 9 AM in the Board Chambers.