



Hospitals Joining Forces on Community Health Needs Assessment and Implementation

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Name of project or collaborative

Community Assessment Project (CAP)

Geography

Santa Cruz County, California

Brief description

For the past 20 years the United Way of Santa Cruz County has been publishing a countywide annual community indicators report that serves as the community health needs assessment for local non-profit hospitals. It is a broad quality of life report that includes indicators in the domains of: economy, education, health, public safety, natural environment and social environment.

In addition to reporting secondary indicators such as unemployment rates, high school graduation rates and crime rates, the CAP conducts a bi-annual survey of a representative sample of the County's households. This rich community survey provides valuable information about the status and opinions of the County's residents concerning their own family's quality of life. Comparisons are made between the responses of families from different communities as well as those of various ages, income levels and racial and ethnic groups.

Every five years "champion organizations" volunteer to convene interested organizations and individuals to set community goals for each of the six domains. In the area of health the community goals are:

- By the year 2015, access to primary care will improve as measured by:
 - 95% of Santa Cruz County residents will report having a regular source of health care.
 - Less than 10% will report the emergency department as one of their regular sources of health care.
 - No significant difference between the percent of White and Latino residents reporting a regular source of health care.
- By the year 2015, 98% of Santa Cruz County children ages birth to 17 will have comprehensive health care coverage as measured by the CAP survey.
- By the year 2015, the prevalence of childhood obesity in Santa Cruz County will decrease as measured by:
 - The percent of children under 5 years who are overweight or obese will decrease from 15% to 12%.
 - The percent of children 5 to 19 years who are overweight or obese will decrease from 26% to 21%.

In each case the goal setting is followed by the formation of multi-sector community collaboratives for planning and strategy implementation to achieve the community goals. Strategies include

advocacy for policy and systems change, social marketing for increased public awareness and involvement and joint programming and fundraising to achieve the goals.

Relevance of project to this breakout session

The CAP has demonstrated that broad base collaboratives can be successful and sustainable in both the identification of community health needs and in achieving the goals they have collectively set.

Results/outcomes

Progress toward goal achievement is measured and reported annually. For example, the Healthy Kids Insurance Program achieved the 98% insurance coverage for children in Santa Cruz County in 2007

Funding

The CAP's \$80,000 annual budget is provided by 22 financial sponsors, including local hospitals, city and county governments, utility companies, colleges, and non-profit organizations.

Contact

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