

# City of Pasadena

## Community Health Improvement Plan



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# City of Pasadena

## Community Health Improvement Plan



The development of the City of Pasadena Community Health Improvement Plan (CHIP) has contributed significantly towards optimizing the health and well-being of Pasadena's residents. Spanning most of 2013, this process has resulted in a collaborative document that will enable local community groups and agencies to more strategically and efficiently allocate their resources over the next five years. The dialogue fostered by this process has strengthened relationships between the partners that comprise Pasadena's local public health system. Over the coming years, the recommendations outlined in the CHIP will guide policymakers and program directives towards a healthier Pasadena.

The CHIP will evolve with and in response to the changing needs of Pasadena's residents, so feedback is encouraged. Interested organizations and individuals are welcome to participate as the strategies are implemented. The Pasadena Public Health Department's goal is to develop a comprehensive strategy that enhances the local public health system's ability to respond to challenges and changes as they occur.

I would like to thank all of the participating community members and organizations for their support and input. Collaborating with the partner agencies listed at the end of this document was a truly rewarding experience. Staff at the Pasadena Public Health Department has worked tirelessly to publish this document, and I commend them for their diligence. And lastly, thank you for your interest and effort as we work together to create a healthier Pasadena for all.

A handwritten signature in black ink that reads "Eric G. Walsh".

Eric G. Walsh M.D., Dr.P.H.  
Director of Public Health/Health Officer • **City of Pasadena**



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# What is a Community Health Improvement Plan?

The Community Health Improvement Plan (CHIP) is a dialogue between the City of Pasadena Public Health Department (PPHD), community partners, and community members about how to improve the overall health and well-being of the City of Pasadena. The CHIP addresses more than the roles and responsibilities of the Public Health Department alone; it is also a comprehensive record of joint efforts undertaken to redress Pasadena's most immediate health concerns. This plan reflects the results of a participatory planning process that included significant involvement from a variety of community members. The intent of this plan is to promote partnerships and coordinate efforts to improve the health of our residents. The CHIP was created to document these collaborative efforts.

The CHIP includes prioritized health issues derived from local community health assessments. Key community stakeholders drew from the *Pasadena/Altadena 2012 Quality of Life Index* and Huntington Hospital's [HealthyPasadena.org](http://HealthyPasadena.org) to identify the most pressing issues facing Pasadena today.



## Executive Summary

On January 31, 2013, over 50 community partners from a myriad of organizations gathered to prioritize health issues for the City of Pasadena. Agents in attendance included City Council Field Representatives, City of Pasadena Department Directors, local community groups, other governmental entities, and health-related organizations. This task force analyzed and categorized several topics from among the outstanding issues confronting Pasadena. Four

topic areas were identified at that meeting: Access to Health Services; Obesity and Obesity-Related Disease Prevention; Teen Pregnancy Prevention; and Mental Health and Substance Abuse Prevention.

As the CHIP is implemented over the next five years, the workgroups and their respective organizations and community partners will coordinate their efforts to secure a healthier future for Pasadena.

## Methodology

At the first CHIP planning meeting, an audience response system was utilized to prioritize key elements of the CHIP's ongoing logistical strategies.

An audience response system is a systematic method for polling participants for their views. All audience members were given a voting device and asked to rank the magnitude and logistical feasibility of addressing identified health issues. Based on the audience response system, the top five major health concerns for the community were (in order): teen pregnancies; youth substance abuse; percentage of uninsured individuals; obesity; and mental health.

Facilitated discussion groups broadened the scope of the methodology. Tables occupied by at least seven members from various organizations collectively agreed on a list of the top three or four most pressing health issues. Once these issues were prioritized, the tables were then asked to formulate strategies and identify resources to address them.

Those collective selections became the top four focus areas for the various workgroups.

Following the opening session, the four multidisciplinary CHIP workgroups met several times each, in order to establish goals, visions, and objectives for Pasadena's new threshold of wellness. Each objective has at least one evidence-based or promising strategy which community partners and agents may capitalize upon in order to enact meaningful improvements in and around Pasadena. The workgroups also identified opportunities that may merit reconsideration and reevaluation in the future.

The CHIP document concludes with a tracking sheet that will be updated and monitored as the CHIP workgroups accomplish their objectives over the next five years. The CHIP will exist as a living document, and will be regularly updated as circumstances merit.



# VISION: Equitable access to high-quality primary and specialty care services

**Background:** Via the Patient Protection and Affordable Care Act (also known as “Obamacare” or the ACA), California will implement a health benefit exchange, facilitating access to health insurance plans starting in 2014. The exchange, known as Covered California, will allow individuals and small businesses to select plans at affordable premiums. Financial subsidies will also be offered to qualifying participants.

Nevertheless, due to rising healthcare costs, certain demographic groups may still find it unfeasible to obtain health insurance. These populations may be ineligible for government-sponsored health insurance programs (such as Medi-Cal), or they may be unable to secure insurance via employment, private coverage, or the health exchange. Additionally, persons without legal status in California (the “undocumented”) may also be unable to secure health insurance via the ACA, expanded Medi-Cal program, or health exchange. Collectively, this group of individuals is known as the “residually uninsured.” Due to changes in the health care system and the ongoing roll-out of Covered California, access to care for the residually uninsured remains sporadic.

Unique strategies must therefore be executed in order to educate and enroll eligible individuals into affordable health plans, and a sustainable infrastructure must be created to allow the residually uninsured access to care and preventive health services.



## GOAL 1 Reduce the number of uninsured individuals.

Implementation of the ACA in Pasadena will occur in two steps: raising awareness of health reform, and assisting in health care plan enrollment among the population-at-large. Strategic partners for these steps will include several City of Pasadena departments (including Library and Information Services, Public Health, and Human Services and Recreation), Young & Healthy, the Pasadena Unified School District, Huntington Hospital, CHAP Care, and the Bill Moore Community Health Clinic. This collaborative effort will be known as Covered Pasadena.

- Since September 2013, Covered Pasadena outreach has promoted common messages on such topics as eligibility, assistance programs, deadlines, and the exercise of due caution towards potentially fraudulent services, at community presentations, health fairs, and City libraries and community centers. In print media, the *Pasadena In Focus* and the Public Health Department’s quarterly newsletter, *Pasadena Healthy Times*, developed articles on the ACA and Covered Pasadena. The *Pasadena Star News*, *Pasadena Now*, and other news outlets have interviewed key City of Pasadena Public Health Department (PPHD) staff on Covered Pasadena

activities. In addition, panel discussions on the ACA were broadcasted by KPAS, the City’s government cable television station. KPAS periodically reaired the discussions and streamed them on the City of Pasadena website.

- Through March 2014, the community partners will coordinate enrollment opportunities. They will also assist in navigating Covered California’s options and resources. Staff will assess clients’ eligibility for the public insurance program (Medi-Cal) or Covered California tax credits/cost-sharing assistance programs, and enroll them accordingly.

## GOAL 2 Promote health access and literacy.

Although an individual may possess health insurance, he or she may not necessarily seek appropriate health care. Effective communication by peer advocates and community members can build health skills and knowledge among, and increase the quality of public health service delivery to, the general population. Two campaigns will be launched to improve health literacy and access to health services among the community.

- By October 2014, Young & Healthy and the City of Pasadena Public Health Department (PPHD) will conduct community training seminars. These seminars will empower individuals to understand their insurance plans and to navigate the healthcare system. Trainers will help residents understand the importance of maintaining health histories and immunization records, when to dial 9-1-1 for medical emergencies, and how to request offered or recommended health insurance services.

- By January 2016, peer advocates and community workers will be trained to deliver consistent and culturally appropriate messages regarding available health services and resources in the community and adjacent cities. These front-line public health advocates will specialize in the four (4) focus areas of the Pasadena Community Health Improvement Plan (CHIP), and conduct education efforts pertaining but not limited to: psychosocial resources for teenagers; identifying indicators of mental illness; and obesity-related prevention resources.



### GOAL 3

Increase the availability of clinic resources and increase clinic capacity.

Even with full implementation of the Affordable Care Act, impediments to health services access may still persist, such as a potential shortage of health care providers or facilities. Two strategies have been identified to overcome this barrier to wellness.

- PPHD will work with Gray & Associates Health Care Consultants to increase the availability of primary and urgent care clinic rooms, and to schedule more appointments for the newly insured. By January 2015, the facility formerly known as St. Luke's Hospital will complete the City's entitlement processes, pursuant to conversion into an urgent care, primary care, radiology, and pharmacy facility.
- Due to the unique circumstances and challenges confronting them, the residually uninsured and undocumented persons may require dedicated outreach efforts in order to encourage clinic visits. By April 2014, PPHD will work with the Bill Moore Community Health Clinic to increase the flexibility of clinic hours and the number of available providers. It is anticipated that such increased hours will encourage the residually uninsured and undocumented persons to seek care on timetables that are more suitable to their lifestyles.

# VISION: A community with comprehensive mental health awareness and early intervention strategies

**Background:** Mental health is an essential and integral component to an individual's well-being. However, mental health and substance abuse disorders have been largely overlooked within the current health care system. According to the Substance Abuse and Mental Health Services Administration (SAMHSA), this oversight negatively impacts the health and well-being of individuals, and places undue financial burdens on communities, schools, businesses, prisons, and the health care system. Social, psychological, emotional, and biological factors all influence the level of an individual's mental health and their propensity towards high-risk behaviors, such as drug use and alcohol dependency. Through the City of Pasadena Community Health Improvement Plan (CHIP), the collaborating organizations will seek to advance Pasadena's overall mental health best practices, particularly via early identification and intervention.



## GOAL 1 Increase community-wide awareness about mental illness and the availability of community-based, culturally-sensitive therapies.

In order to improve early detection and intervention, efforts should be made to increase community-wide understanding of mental illnesses and the protective and risk factors associated with such conditions, as well as access to mental health services. By 2015, the City of Pasadena and local public health advocates will engage in a City-wide educational campaign.

- The City of Pasadena Public Health Department (PPHD) will provide opportunities for the community to learn about mental health conditions and where the public can seek treatment for them. These opportunities will be highlighted in print media such as the PPHD newsletter (*Pasadena Healthy Times*), or at speaking engagements such as health fair workshops and panel discussions in celebration of Mental Health Day. Furthermore, presentations may be filmed by KPAS, the City's government cable television, which will allow for the program to be streamed on various websites and re-aired periodically on television.
- Partnering agencies will create an easily navigable directory for referrals and other information about community services and resources. Neighborhood leaders and the City's Citizen Service Center will guide the community in accessing these resources.

## GOAL 2 Encourage individual resiliency and coping skills among community members.

Resiliency and the ease or difficulty in "bouncing back" from misfortune and challenge can directly impact an individual's mental well-being. Community support in the face of adversity enables both physical and psychological functionality, even amidst pain, anger, and grief. Early application of social support is a key component of resiliency. By December 2015, multiple agencies, including but not limited to PPHD, Los Angeles County Department of Mental Health, Pasadena Mental Health Advisory Committee, and neighborhood leaders (e.g. law enforcement, neighborhood watch groups, faith-based leaders, and youth group leaders), will work together to promote a more resilient community through various strategies.

- A community crisis team will be created to offer training to all local residents, workers, and visitors. This training will focus on coping mechanisms during crises and emergent events, and will emphasize that individuals may require mental health intervention at any stage in life. Attendees will be empowered to manage crises and to seek resources when needed.
- Mental health first aid training will be provided to community leaders. Community leaders will learn how to identify mental health issues and how to refer cases to appropriate services. In addition, resource and information cards will be made available to families with mental health and/or substance abuse issues that cannot be resolved immediately.
- A System of Care Expansion Planning Team (SOC EPT) will be created, comprised of Partner Liaisons. Each Partner Liaison will be responsible for both communicating and engaging with five to ten collaborating organizations, and ensuring consistency and efficacy of the entire SOC EPT. The EPT will develop and implement a needs assessment, and set a strategic plan to deploy a comprehensive and coordinated system of care in Service Planning Area 3 (SPA 3, San Gabriel Valley) for children and youth with emotional disturbances and their families.



### GOAL 3

#### Decrease substance abuse among youth and young adults.

As youth and young adults transition into adulthood, they adopt behaviors and make lifestyle choices that directly impact their future. Negative behaviors may potentially increase the risk of alcohol and drug use. In order to address alcohol and substance abuse among youth, the Substance Abuse Prevention and Control (SAPC) Program at the Pasadena Public Health Department and the Pasadena Unified School District (PUSD) will provide ongoing outreach, workshops, and interventions for youth and their parents.

- Certain identified PUSD sixth grade students will receive health education through a program known as “Project Alert,” intended to curtail alcohol and drug use. This instructor-led curriculum teaches students the skills to resist substance use when given the opportunity, motivates them to resist pressure to use, and educates them about the effects of substance use.
- Parents and guardians of PUSD youth will be invited to workshops to address their concerns on youth substance use and associated risk factors, and how to discuss this topic with their children. This workshop, known as “Drugs: True Stories,” will be a multimedia campaign aimed at preventing drug use among those in grades 5-12 by positively changing the attitudes of youth and their parents/caregivers towards drug and substance abuse.

# VISION: Community environments that enable healthy eating and active living

**Background:** Recent epidemics of chronic health conditions such as obesity and diabetes in both adults and children indicate that cardiovascular disease will likely remain a leading cause of morbidity and mortality for years to come. Between 2007 and 2008, 19.4% of adults and 20.7% of children in Pasadena were obese. Initiatives to prevent obesity and obesity-related conditions must address physical barriers to accessing healthier foods. They should also encourage safe environments for physical activity, and seek to enact social, cultural and individual vector shifts to influence dietary behaviors and active lifestyles.



## GOAL I Increase access to fresh and healthy foods in neighborhoods with food deserts.

A food desert is an area with limited access to affordable and nutritious food, commonly occurring in lower-income neighborhoods. According to the *Pasadena/Altadena 2012 Quality of Life Index*, the northwest region of Pasadena displays the characteristics of a food desert, demonstrating a scarcity of grocery stores and farmers' markets, and an abundance of fast food restaurants, convenience and corner stores, mobile food trucks, and push-cart food vendors. Due to the cultural and socioeconomic factors at play in diet and nutrition, it is suggested that local agencies and organizations spearhead efforts to combat the spread of food deserts; such actors are uniquely qualified, by virtue of their personal and intimate knowledge of community dietary and nutritional standards and practices.

- By September 2016, a nutrition task force will organize to advocate for the conversion of at least two (2) mobile food vendors and/or corner stores into outlets for fresh and accessible produce in the identified food desert(s). Target areas will be identified through the Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (also known as "CX3") tool, which is a community assessment resource developed by the California Department of Public Health (CDPH). The collaborating agencies will also utilize CDPH's *Network for a Healthy California—Retail Program* and the National Institutes of Health (NIH)-funded Center for Population Health and Health Disparities (CPHHD) Market Makeovers Program to provide technical assistance and promotional services to store and truck owners throughout the conversion process.
- By September 2016, an increased number of organizations and businesses will adopt the City of Pasadena Healthy Food and Beverage Vending and Procurement Policy, which outlines nutrition standards for snacks and beverages that are purchased in vending machines. These nutrition standards set a maximum amount of total fat, saturated fat, trans fat, sugar, calories, and sodium per serving of snack, as well as a limit on fat and sugars in beverages. The following agencies and venues will adopt the City of Pasadena Healthy Food and Beverage Vending and Procurement Policy:
  - Local work sites and/or faith-based organizations: These agencies will adopt the Policy for use in their organizational settings, to provide healthier snacks and beverages for their employees and their patrons. The Nutrition and Physical Activity Program at the City of Pasadena Public Health Department (PPHD) will provide training and technical support as they implement the Policy.
  - Snack vending machines at Pasadena Unified School District (PUSD) school sites, including vending machines in faculty lounges: The PPHD Nutrition & Physical Activity Program will assist PUSD in securing a contract with a vendor that sells snacks that meet the Policy's standards, thereby encouraging healthier dietary habits among the youth of Pasadena as well as PUSD staff.
- By January 2015, community garden advocates will promote the use and development of water-wise home and community gardens to alleviate food deserts in the City. Participating individuals and organizations, including but not limited to master gardeners and Muir Ranch, will partner to encourage community gardening by:
  - Disseminating education on best practices of community gardening at community events and nutrition classes.
  - Providing technical assistance on how to navigate the City's zoning policies and regulations for planting neighborhood gardens.
  - Utilizing school gardens to implement evidence-based, garden-enhanced nutrition education curricula, which teach basic gardening and cooking skills to students.
  - Organizing "Dig-Ins," in which families receive technical assistance from community volunteers to build a garden in their home.



## GOAL 2

### Remove barriers to active lifestyles.

Studies show that regular physical activity reduces the risk for obesity and obesity-related conditions. However, an individual's built environment may hinder their opportunity to engage in cost-free activities that promote healthier lifestyles, such as walking and bicycling. In order to create an environment that supports increased walking and bicycling, many elements must be taken into account, such as safety and aesthetics of the physical environment, and proximity of residential areas to schools, recreation centers, stores, and jobs.

- Strategies to improve pedestrian and bicycle access and encourage usage will involve various City of Pasadena departments and City Commissions, Day One, Pasadena Complete Streets Coalition, the Pasadena Unified School District, neighborhood associations, and other local advocacy groups and

committees. By January 2018, various agencies will collaborate to assess residential and commercial areas, and identify improvement projects that promote safe and accessible areas where individuals can increase their pedestrian and bicycle activity.

## GOAL 3

### Encourage healthier lifestyle changes for each individual.

Health behavior change in diet and exercise can prevent and improve the management of obesity-related diseases. However, change is complex and requires integration of individual, social, cultural, and environmental factors. Through the City of Pasadena Community Health Improvement Plan (CHIP), partnering agencies will provide resources to influence behavior change on various levels.

- By November 2014, medical providers will work individually with each patient to deliver clear and consistent messaging to encourage self-care practices. PPHD's PACE Program, a diabetes care management program, will apply for the American Diabetes Education Program Recognition. If awarded funding, diabetes care management services will be made available to medical providers in Pasadena, including those at the Bill Moore Community Health Clinic and Crown City Medical Group. Additionally, prescription pads will be distributed to patients, with discounts or free trial offers to exercise centers, membership to other free physical activity resources, and free fresh produce and nutrition workshops.
- By January 2015, the City of Pasadena departments will launch a *Live Well Pasadena* campaign to promote unified health messages throughout the City, focusing on active living, healthy eating, mental health awareness, and other public health topics of concern. Printed messages will be placed strategically

throughout the City, including on Pasadena Area Rapid Transit System (ARTS) buses, City directories, street lamp banners, and municipal buildings. Messages will be culturally appropriate and drawn from Network for a Healthy California, 5-2-1-0, Choose Health LA, and other resources. Furthermore, the *Live Well Pasadena* campaign will host community forums to provide insight on the importance of initiating change to maintain a healthier lifestyle.

- By April 2015, various City of Pasadena departments will collaborate in a project to promote the use of stairwells in all City facilities. PPHD will change the facility's stairwell environment to include motivational signs that enumerate the benefits from taking stairs, such as the number of steps taken and calories burned. These signs will be placed in or near stairwells and near elevators, to encourage patrons to increase stair usage. The stairwell improvement project at PPHD will serve as a model for use at other City facilities, and may be adopted in buildings throughout Pasadena.

# VISION: A nurturing environment that empowers youth to make healthy choices regarding relationships, sexual health, and the future

**Background:** Teens are engaging in unprotected sex, leading to unplanned pregnancies and births, sexually transmitted diseases, and unhealthy relationships. Although birth rates amongst teenagers are at a record low in the United States and Pasadena, teen pregnancy places substantial social and economic costs on teen parents, their children, and society-at-large, and the mothers' unique needs are often unmet. Teen pregnancy and birth significantly contribute to high school dropout rates among girls. Only an estimated 50% of teen mothers receive a high school diploma by age 22, compared to 90% of women who were not teen mothers. In addition, teen births account for approximately \$11 billion per year to U.S. taxpayers in increased health care and foster care costs, increased incarceration rates among children of teen parents, and lost tax revenue due to lower educational attainment and income among teen mothers. With appropriate interventions and preventive measures, many of the negative factors associated with teen pregnancy and birth can be alleviated.

Unprotected sex can also lead to sexually transmitted diseases such as chlamydia, herpes and HIV. In 2011, teens between the ages of 15 and 19 years accounted for 57% of the cases of chlamydia and 42.1% of the cases of gonorrhea in Pasadena. Pasadena percentages of teens between the ages of 15 and 19 years with chlamydia and gonorrhea exceeded Los Angeles County's incidences of 46.2% and 39.7%, respectively. Teens with sexually transmitted diseases and infections are also more likely to develop infertility, cancer, pelvic inflammatory disease (among female teens), and to demonstrate damage or harm to other parts of their bodies.

It is important to provide healthy environments so that youth may feel empowered to make healthy choices regarding relationships, sexual health, and the future.



## GOAL 1 Reduce the birth rate among teenagers.

By January 2014, the Maternal, Child and Adolescent Health Outreach (MCAHO) Program at the Pasadena Public Health Department (PPHD), Planned Parenthood Pasadena and San Gabriel Valley, the Pasadena Unified School District (PUSD), Foothill Family Services, Learning Works, and Teen Futures will adapt best-practice and evidence-based programs and materials to reduce teen pregnancy. The agencies will collaborate to conduct various activities.

- Raising teen and community awareness on responsible reproductive health and unplanned pregnancy prevention: Existing print materials will be utilized or adapted from sources such as *It's your Game: Keep It Real – Advocates for Youth*, *Reducing the Risk: Building Skills to Prevent Pregnancy, STD & HIV*, the Planned Parenthood Teen Pregnancy Prevention Initiative, and other local and national organizations. Outreach will be conducted at public venues such as health fairs, special events, and community forums.

- Facilitating conversations between community members and medical providers on family planning and pregnancy prevention: Stakeholders will be trained to engage and conduct conversations with teens on pregnancy prevention. Stakeholders will also be able to disseminate printed material and web-based resources that will provide information on evidence-based teen pregnancy prevention practices, referral networks, and local community services for adolescents.

## GOAL 2 Reduce the rate of sexually transmitted diseases among teenagers.

- By June 2014, the MCAHO Program, Planned Parenthood Pasadena and San Gabriel Valley, PUSD, Foothill Family Services, Learning Works, and Teen Futures will partner to empower youth to resist behavior that puts them at risk for STD transmission. Youth will be trained

to foster peer-to-peer conversations as part of this sexual health advocacy project. A community resource database of peer educators, a speaker's bureau, and community youth liaisons will be developed and continually maintained.



### GOAL 3

Reduce the birth rate of unintended, repeat pregnancies.

- By June 2015, the MCAHO Program, Planned Parenthood Pasadena and San Gabriel Valley, PUSD, Foothill Family Services, Teen Futures, and the Flintridge Foundation will collaborate to centralize health and educational services for teenage parents. Teen parents will be empowered to engage in educational

and counseling opportunities to support their inter-conception health goals through existing evidence-based curricula. The partnering agencies will establish wellness clinics, support group sessions, home visits, and other services to prevent unintended and repeat pregnancies for the families.

### GOAL 4

Increase the number of nontraditional, non-institutional resources available to youth and young adults

Physical and emotional environments have long-lasting effects on youth development. Adolescents who are exposed to violence, parental conflict, bullying, and other toxic environmental elements are more susceptible to behavioral and psychological problems. Conversely, nurturing environmental elements, such as strong relationships with adults and peers and within supportive school structures, encourage positive social interactions, foster resiliency, and promote engagement with the community. The City of Pasadena seeks to encourage such environmental elements through the construction of strong nontraditional, non-institutional networks.

- By January 2018, a network of community groups and organizations will be formed in order to establish standards and guidelines for creating “teen-friendly” environments. This network will create and maintain a directory of health agencies, providers, and resources who are dedicated to providing a nurturing community for youth. Furthermore, this network will partner with teen coalitions/councils to address unmet needs and concerns through the administration of surveys

and focus groups. The agencies involved may include the PPHD, Pacific Clinics, Peace Over Violence, Teen Futures, Los Angeles County Department of Children and Family Services (DCFS), Learning Works, and Pasadena Mental Health Center. These psychosocial networks will build positive youth outcomes through knowledge-sharing, risk prevention, connectedness, and community coalition-building.

# CHIP Tracking Measures

## ACCESS TO HEALTH SERVICES

**GOAL:** Reduce the number of uninsured individuals.

**STRATEGY**

Develop and disseminate consistent messaging on the Affordable Care Act within the community

**BY WHEN?**

09/2013

Coordinate opportunities with community partners to conduct health insurance enrollment

03/2014

**GOAL:** Promote health access and literacy.

**STRATEGY**

Educate the public on navigating the healthcare system via community training seminars, covering but not limited to such topics as the importance of maintaining health histories and records, the proper usage of 9-1-1 emergency calls, and how to capitalize upon offered or recommended health care services

**BY WHEN?**

09/2014

Train public health advocates to deliver consistent messaging in the four (4) focus areas designated by the Pasadena Community Health Improvement Plan (CHIP)

01/2016

**GOAL:** Increase the availability of clinic resources and increase clinic capacity.

**STRATEGY**

Complete the City's entitlement processes, pursuant to conversion of the facility formerly known as St. Luke's Hospital into an urgent care, primary care, radiology, and pharmacy facility

**BY WHEN?**

01/2015

Collaborate with the Bill Moore Community Health Clinic to increase the flexibility of clinical hours and clinic capacity

04/2014

## MENTAL HEALTH AND SUBSTANCE ABUSE PREVENTION

**GOAL:** Increase community-wide awareness about mental illness and the availability of community-based, culturally sensitive therapies.

**STRATEGY**

Provide educational opportunities for the community to understand mental illnesses and available resources via print media, general public speaking engagements, and health fair workshops and panel discussions

**BY WHEN?**

12/2015

**GOAL:** Encourage individual resiliency and coping skills among community members.

**STRATEGY**

Create a community crisis team to target community members in need of intervention

**BY WHEN?**

12/2015

Train crisis team members in identifying mental health issues and how to refer cases to appropriate community resources and services

12/2015

Create a System of Care Expansion Planning Team to develop and implement needs assessments of and strategic plans for responding to children and youth with emotional disturbances

12/2015

**GOAL:** Decrease substance abuse among youth and young adults.

**STRATEGY**

Work closely with educators and counselors to implement "Project Alert," an instructor-led curriculum designed to empower students to resist peer pressure and educate them about the consequences of substance abuse

**BY WHEN?**

Ongoing

Conduct "Drugs: True Stories" workshops, a series of multimedia campaigns designed to positively change the attitudes of parents/guardians towards substance abuse

Ongoing

# CHIP Tracking Measures

## OBESITY AND OBESITY-RELATED DISEASE PREVENTION

**GOAL:** Increase access to fresh and healthy foods in neighborhoods with food deserts.

**STRATEGY**

Organize a nutritional task force to advocate for the conversion of at least two (2) mobile food vendors and/or corner stores into outlets for fresh and affordable produce in identified food deserts

**BY WHEN?**

09/2016

Encourage the adoption of the City of Pasadena Healthy Food and Beverage Vending and Procurement Policy among local businesses, and agencies

09/2016

Partner with community garden advocates to encourage the development of water-wise home and community gardens by disseminating information on home gardening best practices; providing technical assistance on navigating the City's zoning policies and regulations; implementing evidence-based, garden-enhanced nutritional education curricula via school gardens; and organizing "dig-ins" to assist families with constructing home gardens

01/2015

**GOAL:** Remove barriers to active lifestyles.

**STRATEGY**

Develop bike and pedestrian accessibility and usage by collaborating with local agencies to assess residential and commercial environments for areas of improvement

**BY WHEN?**

01/2018

**GOAL:** Encourage healthier lifestyle changes for each individual.

**STRATEGY**

Work with medical providers to promote self-care practices by distributing prescription pads to patients, with discounts or free trial offers to exercise centers and membership to other free physical activity resources, and by conducting free fresh produce and nutrition workshops

**BY WHEN?**

11/2014

Launch a "Live Well Pasadena" campaign to promote unified health messages throughout the City, focusing on active living, healthy eating, mental health awareness, and other public health topics of concern

01/2015

Promote use of stairwells in City facilities by installing motivational signage throughout City common areas adjacent to stairwells and elevator bays

04/2015

# CHIP Tracking Measures

## TEEN PREGNANCY PREVENTION

**GOAL:** Reduce the birth rate among teenagers.

**STRATEGY**

Conduct outreach and education on responsible reproductive health by adapting existing best-practice and evidence-based programs for maximal efficacy

**BY WHEN?**

01/2014

Train stakeholders to conduct pregnancy prevention conversations with teenagers, and equip them with the materials and information needed to properly educate teenagers about the resources available to them

01/2014

**GOAL:** Reduce the rate of sexually transmitted diseases among teenagers.

**STRATEGY**

Reduce the barrier to conversation between youth about the realities of STD transmission rates by destigmatizing peer-to-peer dialogue

**BY WHEN?**

06/2014

**GOAL:** Reduce the birth rate of unintended, repeat pregnancies.

**STRATEGY**

Prevent unintended and repeat teenage pregnancies by establishing wellness clinics, support group sessions, home visits, and other reproductive care services for teenage parents and their families

**BY WHEN?**

06/2014

**GOAL:** Increase the number of nontraditional, non-institutional resources available to youth and young adults.

**STRATEGY**

Give direct voice to the pressures and anxieties experienced by teenagers via advisory coalitions comprised of teenagers, their families, and adult community stakeholders and representatives

**BY WHEN?**

01/2018

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Erika Davies	Kelly Kaufman	Erika Redke	Wendy Wang
Lisa Derderian	Renate Krause	Jaime Renteria	Lois Zagha
Mary Donnelly-Crocker	Adrienne Kung	Monica Reyes	Christy Zamani
Judith Dunaway	Marge Landry	Mark Rice	
Matthew Feaster	Debra McConnell	America Rincon	

# ORGANIZATIONS

All Saints Church of Pasadena	John Muir Learning Garden	Pasadena Fire Department
Altadena Town Council	Los Angeles County Department of Mental Health	Pasadena Housing Department
American Health Services	Learning Works	Pasadena Learning Gardens
Community Clergy Coalition	Loma Linda University	Pasadena Marathon
ChapCare	NELA Transition	Pasadena Public Health Department
Day One	Northeast Los Angeles Transition Group	Pasadena Unified School District
El Centro de Acción Social	Office of the Mayor	Patron Saints Foundation
Flintridge Center	Pacific Clinics	Planned Parenthood Pasadena & SGV
Foothill Family Service	Pasadena City Council	Rose Bowl Operating Company
Hathaway-Sycamores	Pasadena Community College District	URDC/Bill Moore Community Health Clinic
HealthyPasadena.org	Pasadena Community Gardens	Young & Healthy
Huntington Hospital	Pasadena Educational Foundation	YWCA Pasadena-Foothill Valley



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