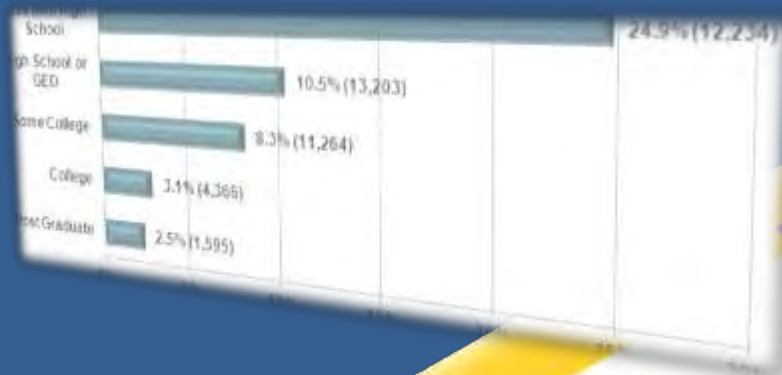


# 7<sup>th</sup> Annual REPORT



Race	Weighted Percent	Population	Sample Size
White	86.3%	211,626	1,363
Hispanic/Latino	7.3%	17,875	119
African American/Black	1.8%	4,369	26
Citizen/Hispanic	4.6%	11,392	65
<b>Total</b>	<b>100.0%</b>	<b>245,263</b>	<b>1,773</b>
Age	Weighted Percent	Population	Sample Size
0-64	32.7%	80,927	504
65-74	34.2%	84,385	601
75 and over	33.2%	82,008	484
<b>Total</b>	<b>100.0%</b>	<b>247,600</b>	<b>1,793</b>
Sex/Gender	Weighted Percent	Population	Sample Size
Male	45.2%	111,917	680
Female	54.8%	135,883	1,103
<b>Total</b>	<b>100.0%</b>	<b>247,800</b>	<b>1,783</b>

**MISSION:**  
 Dedicated to providing objective, reliable research, analysis and technical services to communities in order to facilitate better decision making regarding health

July 2013 –  
 June 2014





The Nobel Prize in Physiology or Medicine in 2014 was divided; one half awarded to John O'Keefe, the other half jointly to May-Britt Moser and Edvard I. Moser *"for their discoveries of cells that constitute a positioning system in the brain."*



How do we know where we are? How can we find the way from one place to another? And how can we store this information in such a way that we can immediately find the way the next time we trace the same path? This year's Nobel Laureates have discovered a positioning system, an "inner GPS" in the brain that makes it possible to orient our selves in space, demonstrating a cellular basis for higher cognitive function.

The discoveries of John O'Keefe, May-Britt Moser and Edvard Moser have potentially solved a problem that has occupied philosophers and scientists for centuries – how does the brain create a map of the space surrounding us and how can we navigate our way through a complex environment?

HARC operates in much the same model of reasoning and functionality. How do we decipher what type of research should be done and what questions to ask, and how do we quantify and interpret the data for the most effective results? How do we navigate through an ever changing and expanding community where diversity of cultures is personified by the influx of residents relocating from all parts of the United States and beyond?

Since the first edition of the Community Health Monitor in 2007, the needs assessments of Eastern Riverside County and the Coachella Valley have had to adapt. The triennial survey's outcome, which employs state-of-the-art methodology, is shared with public health professionals, healthcare policymakers, private providers, insurers, and healthcare consumers who are tasked with the planning, implementation, and evaluation of health-related programs and policies.

To meet those demands, Teresa Segovia has joined HARC to further develop our growing need to gather and interpret data for the cities of the Coachella Valley and beyond. Teresa joins the staff as Research and Evaluation Associate to continue to build upon HARC's successful customized research and evaluation services that are designed to provide organizations the data they need to make smarter decisions.

To better reflect the mission and vision of our organization, the acronym HARC now stands for "Health Assessment and Research for Communities". With this recent cognitive change in our name and soon to be launched revised website, HARC is positioning itself to become a model for research organizations across the country.

We are proud to provide research-driven data and recommendations to nonprofits, businesses and governments that, in turn, help create programs and policies to improve community health and well being.

Our team looks forward to working closely with your organization and we thank you for your continued and unwavering support.

A handwritten signature in black ink that reads "Eileen Packer".

Eileen Packer, R.D., CAE  
Chief Executive Officer

A handwritten signature in black ink that reads "Glen Grayman, MD".

Glen Grayman, M.D., MBA  
President of the Board

- Published the 6th Annual Report (fiscal year July 2012 - June 2013).
- HARC relocated the office to UCR Palm Desert Center on July 8, 2013 and hosted an Open House on September 19, 2013 to showcase the beautiful new working space.
- HARC became a Get Tested Coachella Valley Partner.
- HARC participated and staffed a booth at the Desert AIDS Walk 2013.
- Completed fieldwork, compiled data and analyzed results for 2013 Coachella Valley health needs assessment.
- Press Releases: Release of the Third Triennial Community Health Assessment; Men's Health in the Coachella Valley.
- Presented the results of the 2013 Coachella Valley health needs assessment at a public forum on February 13, 2014.
- Released the online HARCSearch database on April 30, 2014 that offered new and improved features such as streamlined navigation, Excel download capabilities, automatically generated charts and graphs, access to data from three surveys of the Coachella Valley and the Desert Healthcare District (2007, 2010 and 2013), and Desert Hot Springs city-specific data for 2013.
- Hired a marketing firm to conduct a focus group to determine HARC's brand.
- HARC presentations to: Future Physician Leaders; undergraduate nursing students at the College of the Desert; Association of Fundraising Professionals CA, Desert Communities Chapter; dietetic students at CSUSB; Eisenhower Medical Center Residents.
- Client Services: provided program evaluation for the Boys & Girls Club of the Coachella Valley Healthy Habits, Changing Food Choices Away from Home & *Links* program; Humana HEALThE Schools program; Get Tested Coachella Valley public health campaign and the CVHC Mental Health Summit; provided demographic analyses for three school districts to support the Head Start programs; wrote a health and wellness chapter for the City of Palm Springs Sustainability Plan; conducted a health needs assessment for Susan G. Komen, Inland Empire and San Diego.
- Collaborations/Initiatives: Riverside County Health Coalition; Coachella Valley Health Collaborative; Clinton Health Matters Initiative; California State University: Center On Aging, Center for the Promotion of Health Disparities Research & Training, Institute for Child Development and Family; Coachella Valley Economic Partnership Health Industry Council; National Network of Libraries of Medicine; Association of Fundraising Professionals; Gilda's Club Medical Advisory Council; Coachella Valley Disabilities Collaborative.

HARC is Coachella Valley's primary resource for research and evaluation services. HARC has two main branches of research and evaluation services: 1) those related to the Community Health Monitor (CHM), and 2) customized services designed for clients.

### **Community Health Monitor Services**

#### *Community Health Monitor Survey*

The results of this triennial random-digit-dial (RDD) telephone survey of more than two thousand households in Coachella Valley is provided to the community free of charge in the form of executive reports, online databases, and special reports. Organizations utilize these statistics in many ways, including fundraising, program development, community planning, organizational learning, and grant applications.

#### *Sub-Population Profiles*

Given the depth of information provided in the *Community Health Monitor*, HARC creates data briefs and more in-depth special reports that focus population segments of interest, such as young children, seniors, the unemployed, and many more.

#### *Over-Sampling*

To allow for representation of a smaller community, such as an individual city or sub-population, HARC provides increased surveying of geographic areas or population segments to support more robust statistical analysis specific to that particular community.

### **Customized Research and Evaluation Services**

#### *Program Evaluations*

Program evaluations are designed in collaboration with clients to measure how client programs are achieving designated program goals. Results allow clients to demonstrate the impact of their programs while identifying areas for improvement and growth.

#### *Needs Assessments*

Needs assessments are designed in collaboration with clients to assess the needs of a specific target population. Results allow clients to efficiently and effectively use resources to address these needs.

#### *Analysis of Existing Data*

Many organizations have collected a great deal of data, but need help turning it into useful, actionable information. HARC uses advanced analytic techniques to sort and clean the data, and produce easy-to-understand reports that clients can immediately put into action.

#### *Other Customized Services*

HARC also offers many other customized research and evaluation services, such as logic model development, data training, and workplace wellness services. All services are custom designed to meet the client's needs, timeline, and budget, while maintaining high standards of reliability and using best practices in the fields of research and evaluation.

HARC operates as a nonprofit 501(c) (3) organization, funded in part by contributions from community partners, as well as clients who contract with the agency for customized health research. The Palm Desert-based organization formed in 2006, when a consortium of more than 30 public and private organizations invested in health joined together to improve community health and wellness.



# The IMPACT of HARC's 2010 Community Health Monitor

In the **2 YEARS** after the release of HARC's 2010 Community Health Monitor data



**25** Coachella Valley organizations received over

# \$7.1 MILLION

from requests that used HARC's data to justify their needs.

This allowed organizations to provide:



Food for the hungry



Transportation for the disabled



Free HIV testing



Substance abuse treatment programs

“The HARC Community Health Monitor is priceless for developing our grant proposals. Funders want accurate information dealing with the population we serve. HARC provides a valuable tool to address those needs, which has helped us secure several important grants for our health and wellness programs.”

Rob Ballew, CEO, YMCA of the Desert



What will YOU do with HARC's 2013 data?



We are proud to say that so many great organizations have put HARC data to good use, and turned it into funding that allows them to provide amazing services to our Coachella Valley community!

## CURRENT BOARD OF DIRECTORS

---

### President

**Glen Grayman, MD, MBA**  
Medical Director, Centro Medico Cathedral City  
Medical Center at Borrego Community Health  
Foundation

### President -Elect

**David Brinkman**, Chief Executive Officer,  
Desert AIDS Project

### Secretary-Treasurer

**Aurora Wilson**, Director, Community Resources  
Department, Coachella Valley Association of  
Governments

### Board Members

**Sharon Brown-Welty**, Dean, California State  
University, San Bernardino Palm Desert Campus  
**Carolyn Caldwell**, Chief Executive Officer, Desert  
Regional Medical Center

**Tom Flavin**, President/CEO, Coachella Valley  
Economic Partnership

**Gary Honts**, Chief Executive Officer,  
John F. Kennedy Memorial Hospital

**G. Richard Olds, MD**; Vice Chancellor of Health Affairs  
and Dean, School of Medicine, University of  
California Riverside

**Bruce Purdy**, Bruce Purdy Consulting

**Wayne B. Soucy**, Director of Strategic Partnerships,  
Community Clinics Association SBC

**Maureen Strohm, MD**; Family Medicine Residency  
Director, Eisenhower Medical Center

**Anna Lisa Vargas**, Clinic Operations Coordinator,  
Coachella Valley Volunteers in Medicine

## CURRENT HONORARY BOARD MEMBERS

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**Marion Ashley**  
Supervisor, 5<sup>th</sup> District  
County of Riverside

**John J. Benoit**  
Supervisor, 4<sup>th</sup> District  
County of Riverside

**Phyllis Guze, MD**  
Associate Vice Chancellor of Health Affairs,  
Executive Associate Dean, School of Medicine  
University of California, Riverside

**Tomás Morales, PhD**  
President, California State University, San  
Bernardino

**Brian Nestande**  
California State Assemblyman, 64<sup>th</sup> District

**Manuel Pérez, EdM**  
California State Assemblyman, 80<sup>th</sup> District

**Raul Ruiz, MD**  
Congressman, 36<sup>th</sup> District

**Chandra Shekar, MD, FRCPC**  
Chief of Staff  
John F. Kennedy Memorial

**Karolee Sowle**  
Member-At-Large

**Ralph Steiger, MD**  
Immediate Past President Medical Staff  
Desert Regional Medical Center

**Robert Waterbor, MD, FACP**  
Past President Medical Staff  
Eisenhower Medical Center

## STAFF

---

**Eileen Packer, RD, CAE**  
Chief Executive Officer

**Jenna LeComte-Hinely, PhD**  
Director of Research and Evaluation

**Teresa Segovia, MA**  
Research and Evaluation Associate

**Theresa Sama**  
Executive Assistant

*CHECKING THE PULSE  
OF COMMUNITY HEALTH*

Audited Condensed Statements of Financial Position  
For the Fiscal Year Ending June, 2014

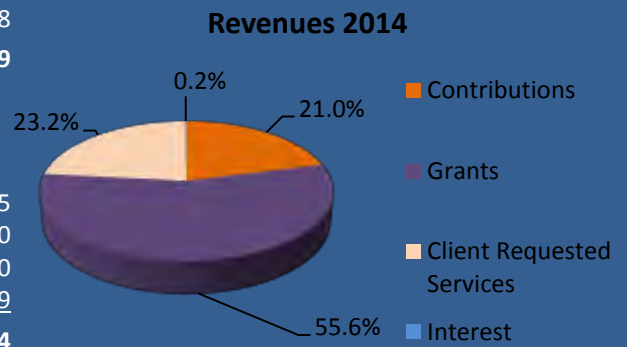
	2013 - 2014	2012 - 2013
<b>Current Assets</b>		
Current Assets	\$427,425	\$394,911
Property and Equipment – Net	<u>5,493</u>	<u>6,778</u>
<b>Total Assets</b>	<b>\$432,918</b>	<b>\$401,689</b>

**Liabilities and Net Assets**

Current Liabilities	\$102,508	\$140,223
Long-Term Liabilities	<u>37,277</u>	<u>7,998</u>
<b>Total Liabilities</b>	<b>\$139,785</b>	<b>\$148,221</b>
 Net Assets	 \$293,133	 \$253,468
<b>Total Liabilities and Net Assets</b>	<b>\$432,918</b>	<b>\$401,689</b>

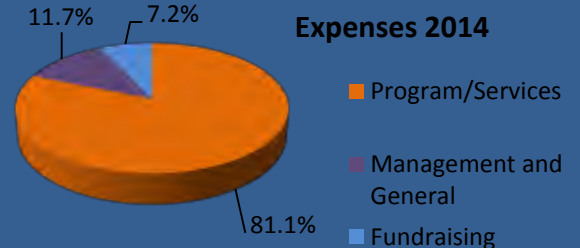
**Revenues**

Contributions	\$109,003	\$82,955
Grants	288,268	293,900
Client Requested Services	120,068	123,320
Interest	<u>941</u>	<u>1,859</u>
<b>Total Revenues:</b>	<b>\$518,280</b>	<b>\$502,034</b>



**Expenses**

Program/Services	\$388,290	\$408,041
Management and General	56,084	57,544
Fundraising	<u>34,241</u>	<u>32,319</u>
<b>Total Expenses</b>	<b>\$478,615</b>	<b>\$497,904</b>



**Summary**

Increase (Decrease) in Net Assets	\$39,665	\$4,130
 <b>Net Assets at End of Year</b>	 <b>\$293,133</b>	 <b>\$253,468</b>

**FUNDING PARTNERS 2013 - 2014**

Alliance Healthcare Foundation  
Desert Healthcare District  
Desert Regional Medical Center  
Eisenhower Medical Center  
HARC Board of Directors:  
David Brinkman  
Carolyn Caldwell  
Glen Grayman, MD  
Gary Honts  
Gary Jeandron  
Sarah Mack

G. Richard Olds, MD  
Wayne Soucy  
Maureen Strohm, MD  
Anna Lisa Vargas  
Aurora Wilson  
HARC CEO:  
Eileen Packer, RD, CAE  
John F. Kennedy Memorial  
Hospital  
Kaiser Foundation Hospital -  
Moreno Valley

Regional Access Project  
Foundation (In-Kind)  
Supervisor John J. Benoit,  
Fourth District, Riverside  
County Board of Supervisors  
The Auen Foundation  
The California Wellness Foundation  
UCLA NN/LM

***VISION:***

*HARC will be the primary source for research used to inform and improve community health and well being.*



*75080 Frank Sinatra Drive, Suite A221  
Palm Desert, CA 92211-5202  
760-404-1945*

*[www.harcddata.org](http://www.harcddata.org)*

