



CHECKING THE PULSE OF COMMUNITY HEALTH

1st Annual Report

July 2007 – June 2008



Message from the President and Executive Director



We are pleased to present the 2007-2008 Annual Report of the Health Assessment Resource Center (HARC). This is our first such report and our goal is to reflect the outstanding work that has been accomplished by HARC during the past year, but to do so in a brief, informative and easily readable format.



HARC was founded in 2006 as a community collaborative project to develop the first ever, community-based, scientific study of the health needs in the Coachella Valley and Eastern Riverside County. The purpose of the study is to provide the rapidly growing and diverse region of California with a document that highlights the multiple health needs and disparities facing all of the region's residents. HARC's job is to maintain objectivity and be the provider of data for other community collaboratives, government agencies, nonprofit organizations, businesses and individuals who can use the data to help improve the health and quality of life in our region.

We are proud of what HARC has accomplished in such a short period of time. During this past year, its first full year of operation, HARC has completed and published the first triennial Community Health Monitor. The study, which is the culmination of extensive community input and a survey which involved 55,000 contacts with households resulting in over 3,150 extensive telephone interviews, is available in both its entirety and in a shorter, executive report on the HARC website, www.harcddata.org.

Since it has become available, countless organizations and individuals have started using and relying on HARC's Community Health Monitor to make strategic and informed decisions about their future directions and decision making as well as to apply for funding support from foundations, corporations and government agencies. Cities, special districts, the County of Riverside, hospitals, nonprofit health and quality of life organizations, businesses, educational institutions and individuals have utilized the data. In addition, during the past year there has been extensive coverage and utilization of the data by the media.

Finally, both of us feel privileged to work with HARC's exceptional Board of Directors and Steering Committee and want to sincerely thank each member for their contributions to the overall success of HARC. The board has supported its vision and passion for the work of HARC through the commitment of their expertise, time and energy to their often intense deliberations on behalf of both the organization and the community. The Steering Committee also has been very engaged in HARC's work by representing broad community input in the development of the Community Health Monitor, 2007.

Glen Grayman, MD, MBA, CPE, FACEP
President

Eileen Packer, RD, CAE
Executive Director

Board of Directors, Steering Committee, Funding Partners

Board Officers and Steering Committee

President

Glen Grayman, MD, MBA, CPE, FACEP
Director, Desert Healthcare District
Retired Medical Director, Emergency/Trauma Center
Desert Regional Medical Center

Vice President

Gary Jeandron
Board of Directors, Palm Springs Unified
School District, Former Chief of Police, Palm Springs

Treasurer

Aurora Wilson
Director of Community Resources
Coachella Valley Association of Governments

Secretary

Sarah Mack, MPH
Deputy Director
Riverside County Department of Public Health

Steering Committee

Boys & Girls Club of Desert Hot Springs
Collette Wood, Program Director
California Health Advocates
Wayne B. Soucy, CHE, CBHE, President/CEO
City of Indio
David Ison, Human Services Manager
City of Palm Desert
Jean M. Benson, Mayor
Coachella Valley Angel Network
Steve Weiss, Chairman/CEO
Coachella Valley Association of Governments
John Wohlmuth, Executive Director
Coachella Valley Health Collaborative
Bill Lawrence, MPH, Committee Member
Coachella Valley Unified School District
Foch "Tut" Pensis, Superintendent
Comprehensive Cancer Center
Teresa Whipple, CPA, Executive Director
County of Riverside Office On Aging
Ed Walsh, Director
County of Riverside, Supervisor Roy Wilson
Elizabeth Toledo, Supervisor's Board Asst
Desert Sands Unified School District
Sharon McGehee, PhD, Superintendent

Funding Partners

Boys & Girls Club of Desert Hot Springs
California Endowment
CSUBC - Palm Desert Campus
California Wellness Foundation
Canyon National Bank
Desert Healthcare District
Desert Healthcare Foundation
Desert Regional Medical Center
Eisenhower Medical Center
First 5 Riverside
Glen Grayman, MD, MBA, CPE, FACEP
Irene W. & Guy L. Anderson Children's Foundation

Board Members and Steering Committee

Rebecca "Becky" Broughton
Board of Directors, College of the Desert;
East Valley Community, Representative
Steven Hernandez
Board Assistant to Supervisor Marion Ashley
Councilmember, City of Coachella
Stephen G. Hoffmann
President/Chief Executive Officer
Canyon National Bank
Fred Jandt, PhD
Dean, CSUSB - Palm Desert Campus
Manuel Perez, EdM
Board Member, CVUSD; Director of Community Health
and Advocacy
Michael Shepherd
President/Chief Executive Officer
TheShepherdGroup
Karolee M. Sowle, FACHE
Chief Executive Officer
Desert Regional Medical Center

Eastern Coachella Valley Social Change Collaborative
Mina Flores, Director, Center for Employment Training
Family Services of the Desert
John L. Brown, Executive Director
First 5 Riverside
Harry Freedman, Executive Director
Inland Empire Health Plan
Gary Melton, Director of Health Services
Jewish Family Service of the Desert
Dan Bass, LCSW, Executive Director
Kaiser Permanente
John Mich, Public Affairs Representative
Regional Access Project Foundation
Jan Pye, Past Chair, Account Analyst
Richard Cromwell III, Consultant
Riverside County Department of Mental Health
David Lundquist, PhD, Desert Regional Manager
Riverside County Medical Association
S. Ava Mahapatra, MD, Immediate Past-President
Riverside County Nutrition Services
Gayle Hoxter, MPH, RD, Chief of Nutrition Services
SafeHouse of the Desert
Kathy McAdara, Executive Director
United Way of the Desert
Linda Krengel, Executive Director

John F. Kennedy Memorial Hospital
Marion Ashley, Board of Supervisors, District 5,
County of Riverside
Regional Access Project Foundation
Riverside County Office on Aging
Robert and Cheryl Fey Donor Advised Community Fund
at The Community Foundation, Serving Riverside
and San Bernardino Counties
Roy Wilson, Board of Supervisors, District 4
County of Riverside
SafeHouse of the Desert
Union Bank of California Foundation

What Is HARC Today?

Today, HARC, a nonprofit organization, is an established and experienced provider of information for healthier communities in Riverside County. Having provided the region with the highly respected COMMUNITY HEALTH MONITOR 2007 and subsequent special community reports, HARC had become the leader in its field with the direction, input and support of an active Board of Directors and community Steering Committee.

The products and services provided by HARC include:

- Community Health Monitor 2007 (Both complete survey and Executive Report)
- Community Health Monitor 2010 (Availability Projected December, 2010)
- Indio Community Health Monitor
- Desert Healthcare District Community Health Monitor
- Website and Reference Tool, www.harcddata.org
- HARC Reference Desk (For technical questions regarding the needs and quality of life issues in Eastern Riverside County and the use of the Community Health Monitor)
- Workshops (Focused on how to interpret and use data from the Community Health Monitor and other related sources)
- Available to present the results of the Community Health Monitor 2007 onsite to organizations and companies in a variety of presentation lengths and formats
- Research Services: survey design, management and implementation



HARC is prepared to contract with community organizations and businesses for special surveys and studies utilizing a variety of modalities, such as:

- Telephone Surveys
- Mail Surveys
- Interviews, and
- Focus Groups

“The YMCA has used the HARC report in several grant requests. We have found the information to be exactly what we needed to help secure funding in our efforts to fight obesity in our valley.”

*Rob Ballew
Chief Executive Officer
YMCA of the Desert*

“The HARC survey helps me to quantify the realities we see in our work every day. We know the Coachella Valley is a place of extreme wealth and extreme poverty, and the data in the HARC survey is invaluable in helping me convey this to others when I am writing a grant or making a presentation.”

*Christy Porter
Executive Director
Hidden Harvest*

Accomplishments

During 2007-2008, HARC has successfully met its first full year's objectives as demonstrated by the following accomplishments:

- Conducted the first Strategic Planning retreat for the Board of Directors
- Convened periodic community Steering Committee meetings
- Secured funding support from a number of community partners
- Relocated the HARC office to Palm Desert
- Contracted with MACRO, an internationally recognized company to conduct and analyze HARC's first Community Health Monitor survey
- Organized several working meetings of Steering Committee members to help develop both the child and adult survey questions
- Through MACRO contacted over 55,000 households to produce over 3,150 completed 20 minute surveys
- Convened a team of professionals to interpret all the survey data, write and produce a major 700 page, user friendly document
- Also, brought together a team to produce a 143 page, user friendly Executive Report
- Now into its second printing, 3,000 copies of the Executive Report have been produced
- Conducted a major community-wide meeting held at the Indian Wells Auditorium at California State University – Palm Desert Campus to present the Community Health Monitor – 2007
- Initiated the development of special reports for specific communities such as the City of Indio and the Desert Healthcare District
- Developed and continuously updated HARC's new website at www.harcddata.org
- Developed and implemented a public information/press release plan in consultation with The Shepherd Group
- Developed and conducted three community-wide, educational workshops on how to understand and use the data from HARC and other similar surveys
- Scheduled a series of speaking engagements and/or meetings with political leaders, county and city government officials, business leaders and the media for HARC's President and/or Executive Director to discuss the study and its value to the community
- Established a HARC Reference Desk for media and others in the community to contact for technical information regarding health and quality of life issues in Eastern Riverside County

Financial Summary 2008Audited Condensed Statements of Financial Position
For the Fiscal Year Ending June, 2008

Current Assets	\$435,923
Property and Equipment – Net	<u>5,649</u>
Total Assets	\$441,572
Current Liabilities	\$196,381
Long-Term Liabilities	<u>100,000</u>
Total Liabilities	\$296,381
Net Assets	\$145,191
Total Liabilities and Net Assets	\$441,572
Revenues	
Contributions	\$215,432
Grants	210,475
Client Requested Services	9,834
Interest	<u>5,855</u>
Total Revenues	\$441,596
Expenses	
Program Services	\$306,787
Management and General	36,089
Fundraising	<u>18,046</u>
Total Expenses	\$360,922
Summary	
Increase in Net Assets	\$80,674
Net Assets at End of Year	\$145,191

A Message From Our Community Partners

SACRAMENTO (October 23, 2008) – At a time when the state is struggling with increasing deficits and decreasing revenues, and many Californians are scrambling to keep their homes while balancing an array of expenses that are increasing faster than the rate of inflation, a new report finds that if California were to invest in community-based disease prevention programs both the state and private health insurance payers could save significant amounts in health care costs annually.

In its report - commissioned by The California Endowment¹ – entitled *Prevention for a Healthier California: Investments in Disease Prevention Yield Significant Savings, Stronger Communities*, the Trust for America's Health (TFAH) and Prevention Institute and the Urban Institute find that an investment of just \$10 per person per year in proven community-based disease prevention programs to increase physical activity, improve nutrition, and prevent smoking and other tobacco use could save California's health care system more than \$1.7 billion within five years. This represents a return of \$4.80 for every dollar spent.

Furthermore, in 10-20 years the savings could grow to more than \$1.9 billion annually, which would be a return of \$5.40 for every \$1 invested.

"Health care costs are weighing heavily on the state's economy and Californians feel the burden now more than ever before," said Jeff Levi, Ph.D., executive director of TFAH. "Keeping Californians healthy is one of the most important, yet overlooked ways we could reduce these costs. Health care reform must include a real commitment to preventing disease."

The report estimates that after five years of investing \$10 per person per year in proven community-based disease prevention programs, the net Medi-Cal savings for the state would be \$84 million annually and private payer and consumer out-of-pocket net savings would amount to more than \$1 billion annually.

"For planning purposes, I have consulted HARC's Community Health Monitor on several occasions for data related to seniors. I have found the data very helpful and easy to use. We also expect the data will be very helpful as we develop our 2009-2012 Strategic Plan."

*Linda Swanson, Planner
Riverside County Office on Aging*

"The HARC report provides detailed data both on which individuals/families are uninsured, but also on why they are uninsured. This information helps IEHP focus its efforts on helping families get insurance, particularly when they are eligible for existing insurance programs."

*Bradley P. Gilbert, MD, MPP
Chief Executive Officer
Inland Empire Health Plan*

"Currently, our health care dollars are spent primarily on treating disease rather than preventing it. At the same time, we've seen dramatic increases in the rates of obesity, type 2 diabetes and a host of other preventable diseases and conditions, not to mention exorbitant increases in health care spending over the last 20 years," said Barbara Masters, Public Policy director for The California Endowment. "This report provides strong evidence that community-based prevention must be an essential piece of the state and national health care reform discussions."

"Community-based disease prevention" should not be confused with what most health care providers understand as "preventive medicine." Preventive medicine is often associated with procedures such as prostate cancer screenings, pap smears, mammograms and other medical procedures that often identify disease or conditions that serve as precursors to the development of a disease.

Community-based disease prevention programs are things that impact health outside of the doctor's office, such as planning communities to have sidewalks to encourage walking; keeping school athletic facilities open after normal school hours so that youth have a safe haven to engage in physical activity; making fresh fruits and vegetables easily available in communities where there are few or no supermarkets; and implementing local ordinances that prohibit smokers from lighting up in public areas, among many others.

The report provides a number of specific examples of proven community-based disease prevention programs that have resulted in health improvements in communities. In addition, the report provides a number of recommendations to gain support and funding for these successful, cost-effective programs.

¹The California Endowment, http://tcenews.calendow.org/pr/tce/PreventionCA.aspx?link_page_rss=69185



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Mission Statement

Dedicated to providing objective, reliable research, analysis and technical services to communities in order to facilitate better decision making regarding health and quality of life.

HARC Staff

Eileen Packer, RD, CAE
Executive Director

Martha DelRio, BSc
Administrative Assistant