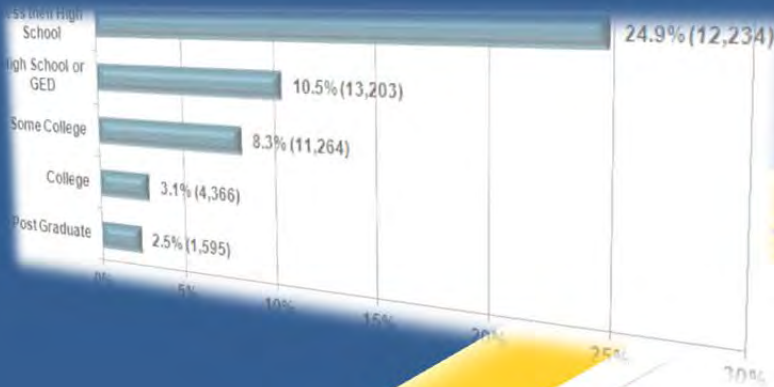


# 6<sup>th</sup> Annual REPORT



	Weighted Percent	Pop. Estimate	
<b>Race</b>			
White	86.3%	211,626	1,563
Hispanic/Latino	7.3%	17,876	119
African American/Black	1.8%	4,369	26
Other ethnic	4.6%	11,392	65
<b>Total</b>	<b>100.0%</b>	<b>245,263</b>	<b>1,773</b>
<b>Age</b>			
55-64	32.7%	80,927	506
65-74	34.2%	84,585	603
75 and over	33.2%	82,088	684
<b>Total</b>	<b>100.0%</b>	<b>247,600</b>	<b>1,793</b>
<b>Sex/Gender</b>			
Male	45.2%	111,917	688
Female	54.8%	135,683	1,105
<b>Total</b>	<b>100.0%</b>	<b>247,600</b>	<b>1,793</b>

**MISSION:**  
*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.*

July 2012 –  
 June 2013





In 1962, the same year he was awarded the Nobel Prize in Literature, John Steinbeck published *Travels with Charley: In Search of America*. In this travelogue he wrote eloquently about the desert, noting that, “A vast and inventive organization of living matter survives by seeming to have lost.... Life could not change the sun or water the desert, so it changed itself.”

Life continues to change itself in the Coachella Valley, perhaps less these days in response to the natural environment observed by Steinbeck 51 years ago than to the built environment. From the whimsical (consider the

26 foot tall sculpture of Marilyn Monroe in Palm Springs) to the lush golf courses of the surrounding Western Coachella Valley to the deadly serious environmental challenges and grinding poverty of the Eastern Coachella Valley, the Health Assessment Resource Center has remained acutely aware of the effects on public health of the built environment, the personal choices we make and the society in which we live.

As an increasing proportion of the area population is learning, HARC does far more than passively observe our collective health in Eastern Riverside County and the Coachella Valley. Employing state-of-the-art survey methodology, we oversee a large triennial survey, the Community Health Monitor, that quantifies our health status and tracks our progress, providing critical data for uses ranging from service planning to the evaluation of targeted interventions.

We have learned much about the key health issues in our area since the first wave of survey data collection in 2007, and HARC will continue to share this information with the healthcare policymakers, public health professionals, private providers, insurers, and health care consumers who are concerned with the planning, implementation, and evaluation of health-related programs and policies. In 2013, the data collection phase of the health needs assessment garnered increased media exposure including billboards in English and Spanish, multiple radio interviews, three testimonials in the Desert Sun and an Op-Ed article authored by the CEO.

This year, HARC made an important addition to our team, selecting Dr. Jenna LeComte-Hinely to serve as Director of Research and Evaluation. Her academic and applied research expertise has expanded our capacity and the scope of our client services. Today, HARC is poised to expand its work beyond the Coachella Valley, and the County of Riverside.

We conclude this letter as we began, by quoting John Steinbeck’s poetic description of the desert in *Travels with Charley*. “At night in this waterless air the stars come down just out of reach of your fingers....” Reaching for the stars may seem a fruitless activity, but reaching beyond one’s grasp is not. It is how great accomplishments begin, and we are pleased to report our progress this year at making the Coachella Valley a healthier, happier and more prosperous place to live. With thanks for your support of our efforts,

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

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

- Published the 5th Annual Report (fiscal year July 2011 - June 2012), highlighting progress in continual growth with forming new partnerships, and building client services, along with revising the business model to ensure sustainability.
- Jenna LeComte-Hinely, PhD, was appointed as Director of Research and Evaluation to expand research capabilities.
- Retained Kent State University to administer the third annual comprehensive health assessment survey for 2013.
- A publicity campaign was developed to publicize the 2013 data collection: two billboards were purchased (English & Spanish); 6000 bi-lingual fliers were distributed throughout the Valley; participated in radio and TV interview; authored an Opinion article in The Desert Sun; three testimonials were published in The Desert Sun.
- The adult and child assessment tool was revised and submitted to Kent State University for data collection. Data collection occurred January through September.
- Released Special Reports on Hispanics/Latinos, unemployed adults, snowbirds and on HIV testing.
- Posted a video at <http://www.harcddata.org/video.html> entitled: "Health Assessment Resource Center (HARC) Supports the Boys and Girls Club Healthy Habits Program."
- HARC participated in the Health Matters: Activating Wellness in Every Generation conference hosted by The Clinton Foundation, where an 8-year partnership to focus on health issues in the Coachella Valley was announced.
- Participated in the planning of the Indian Wells Chamber of Commerce Health and Wellness Health Fair and hosted a booth on the day of the event.
- Client Services: provided program evaluation for the AmeriCorps program, the Boys & Girls Club of the Coachella Valley Healthy Habits program and the Animal Samaritans Animal Assisted Therapy program; conducted a needs assessment for the LGBT Community Center; data analysis and report writing for the Palm Springs Unified School District school-based obesity prevention program; oversampled the City of Desert Hot Springs for the 2013 health needs assessment.
- Collaborations/Initiatives: Inland Empire Coalition for Health; 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; Riverside County Community Indicators Task Force; Coachella Valley Economic Partnership Health Industry Council; National Network of Libraries of Medicine; Association of Fundraising Professionals; Gilda's Club Medical Advisory Council.

*"I want to thank the Health Assessment Resource Center for providing our local foundation's efforts with local, specific data."  
— former President Bill Clinton*

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 special reports that focus in-depth on one or more particular population segments, such as Hispanic/Latino adults, seniors, or the unemployed.

#### *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.

#### *Overall Research and Evaluation Services*

HARC can design many other research and evaluation tools for clients, such as telephone, mail, in-person, and online surveys to collect both qualitative and quantitative data. HARC also offers in-depth analysis of existing data and consultation services.

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 Community Health Monitor



CHECKING THE PULSE OF COMMUNITY HEALTH

Less than  
**ONE YEAR**  
after the release of the 2010  
Community Health Monitor data

over  
**FIFTY**  
local organizations



received over  
**\$4.7 MILLION**  
from requests that utilized HARC  
data to justify their needs



**This money has allowed these organizations to provide . . .**



**Food for the  
hungry**



**Transportation  
for the disabled**



**Free HIV  
testing**



**Substance  
abuse  
treatment  
programs**

**. . . and much more!**

**“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**

**To leverage HARC data for your own organization, go to  
[www.harcddata.org](http://www.harcddata.org)**

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**  
President, Desert Healthcare District;  
Retired Medical Director, Emergency/Trauma  
Center, Desert Regional Medical Center

### Vice President

**John W. Mich**, Public Affairs Representative,  
Kaiser Foundation Hospitals

### Treasurer

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

### Secretary

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

### Board Members

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

**Carolyn Caldwell**, Chief Executive Officer, Desert  
Regional Medical Center

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

**Fred Jandt**, PhD; Dean, California State University,  
San Bernardino Palm Desert Campus

**Gary Jeandron**, Board of Directors, Palm Springs  
Unified School District; Project Director, Coachella  
Valley Health Collaborative

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

**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

**Bill Emmerson**  
California State Senator, 37<sup>th</sup> Senate District

**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 Perez**, 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  
Immediate Past President Medical Staff  
Eisenhower Medical Center

## STAFF

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

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

**Theresa Sama**  
Executive Assistant

*CHECKING THE PULSE OF COMMUNITY HEALTH*

Audited Condensed Statements of Financial Position  
For the Fiscal Year Ending June, 2013

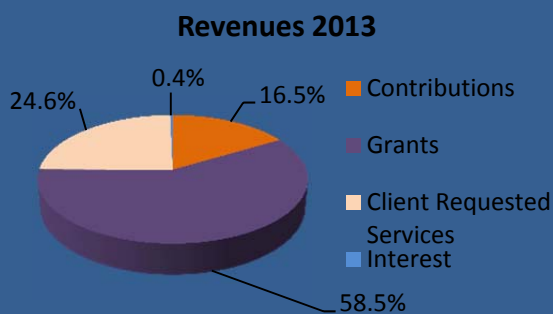
	2012 - 2013	2011 - 2012
<b>Current Assets</b>		
Current Assets	\$394,911	\$363,102
Property and Equipment – Net	<u>6,778</u>	<u>10,514</u>
<b>Total Assets</b>	<b>\$401,689</b>	<b>\$373,616</b>

**Liabilities and Net Assets**

Current Liabilities	\$140,223	\$115,793
Long-Term Liabilities	<u>7,998</u>	<u>8,485</u>
<b>Total Liabilities</b>	<b>\$148,221</b>	<b>\$124,278</b>
 Net Assets	 \$253,468	 \$249,338
<b>Total Liabilities and Net Assets</b>	<b>\$401,689</b>	<b>\$373,616</b>

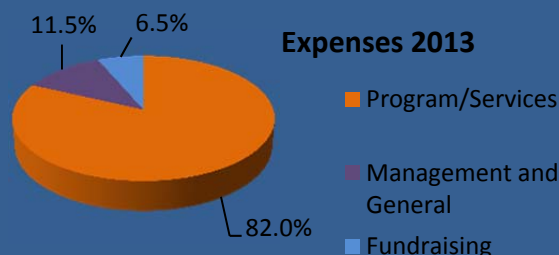
**Revenues**

Contributions	\$82,955	\$80,000
Grants	293,900	181,503
Client Requested Services	123,320	35,237
Interest	<u>1,859</u>	<u>2,792</u>
<b>Total Revenues:</b>	<b>\$502,034</b>	<b>\$299,532</b>



**Expenses**

Program/Services	\$408,041	\$294,048
Management and General	57,544	43,682
Fundraising	<u>32,319</u>	<u>22,790</u>
<b>Total Expenses</b>	<b>\$497,904</b>	<b>\$360,520</b>



**Summary**

Increase (Decrease) in Net Assets	\$4,130	\$(60,988)
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<b>Net Assets at End of Year</b>	<b>\$253,468</b>	<b>\$249,338</b>
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**FUNDING PARTNERS 2012 - 2013**

Desert Healthcare District  
Desert Regional Medical Center  
Eisenhower Medical Center  
HARC Board of Directors:  
Dan Bowers  
David Brinkman  
Glen Grayman, MD  
Fred Jandt, PhD  
Gary Jeandron  
Sarah Mack  
John Mich

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  
Regional Access Project  
Foundation (In-Kind)

Riverside County Department  
of Mental Health  
Riverside County Office on Aging  
Supervisor John J. Benoit,  
Fourth District, Riverside  
County Board of Supervisors  
The Auen Foundation  
The California Wellness Foundation

***VISION:***

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



***75-080 Frank Sinatra Drive, Suite A221  
Palm Desert, CA 92211-5202  
760-404-1945***

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

