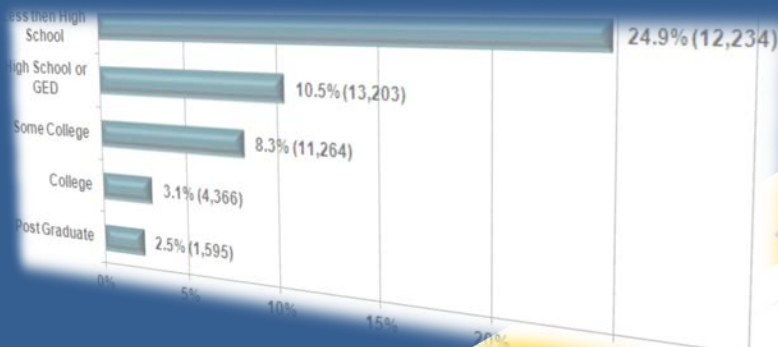


5th Annual REPORT



	Weighted Percent	Pop. Estimate	
Race			
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
Total	100.0%	245,263	1,773
Age			
55-64	32.7%	80,927	506
65-74	34.2%	84,585	603
75 and over	33.2%	82,088	684
Total	100.0%	247,600	1,793
Sex/Gender			
Male	45.2%	111,917	688
Female	54.8%	135,683	1,105
Total	100.0%	247,600	1,793

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 2011 –
 June 2012





The 2012 Summer Olympic Games in London concluded in August this year and America is still celebrating the success of its athletes. At the pinnacle of health and human performance, these young men and women remind us of our individual and collective potential. On this theme, HARC experienced exciting developments in 2011-12 to further its potential to provide research, analysis and technical services to inform and improve community health and well-being.

The groundwork for the 2013 *Community Health Monitor* telephone survey was laid this year, ensuring that critically needed regional data for government agencies, nonprofits, school districts, health care providers, businesses, community-based organizations and others will be available in 2013. HARCSearch, a powerful web-based application was rolled out this year and will enhance access to these data and enable comparison of 2007, 2010 and 2013 results next year. HARC continued this year to revise its business model, building on this core service to ensure its sustainability.

Partnerships are critical to HARC's expanding expertise just as the multitude of intra- and international business, media and athletic partnerships were necessary to prepare for and create the global stage for the Summer Olympics. Two papers authored by CSUSB faculty in 2011-12 were based upon *Community Health Monitor* data and HARC's partnership with the School of Medicine at UC Riverside continues to develop. Partnerships with business, government and community-based organizations are flourishing, and these relationships are critical to HARC's growth.

Just as America's outstanding Olympic gymnasts have a specialty event yet must be equally adept on other apparatus, HARC focuses upon community health and well-being yet applies its evaluation, research, statistical analytic and reporting capabilities to other topics. Two examples this year were our continuing work with Palm Springs Unified School District to analyze student body mass index (BMI) data and a needs assessment conducted to support strategic planning by the Riverside County Office on Aging. HARC's partnerships with university faculty and consultants continue to extend the breadth of its expertise and to shape it as a leading provider of applied research and evaluation services in a variety of topical domains.

As the 2012 Summer Olympic Games were centered in London but global in reach, HARC has an unparalleled depth of expertise regarding the policy and population issues in Eastern Riverside County, but is capable and ready to apply its considerable skills to provide research services elsewhere in the state and in the nation.

With athletes like Michael Phelps instagram-ing what he ate before a competition, the London 2012 Twitter account tweeting every milestone of the Games and the public tweeting and facebook-ing about the events, the 2012 Summer Games have been hailed as the first social media Olympics. On the plus side, this promoted an unparalleled collective engagement but on the downside, fans tweeting about a bicycle race interfered with network operations to the extent that broadcasters could not provide GPS-enabled information about the speed and location of the riders. In all modesty, we foresee little risk of jamming local networks as we

disseminate information about what HARC does via two-way communication modalities like social media, web tools and mobile messaging, but watch for expansion in these areas next year.

Finally, as the measure of an athlete is her ability to overcome setbacks en route to the gold, HARC adapted to the departure of its associate director this year. We're happy to report the addition of Ms. Jenna LeComte-Hinely, MS, ABD, our new Director of Research and Evaluation who has grasped the baton and is sprinting forward to regain the lead.

We close by expressing our appreciation and thanks to our Steering Committee members for their invaluable contributions this past year. With quality support like this from our Steering Committee, our Board and our partners, the HARC team is poised to medal in 2012-13!

Sincerely,



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



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



- Published the 4th Annual Report (fiscal year July 2010-2011), highlighting progress in service expansion, and the utilization of Community Health Monitor data by local organizations to develop policy and program support.
- Designed and presented two workshops that educated consumers on the methods to locate, understand, apply and present finds from the HARC Health Needs Assessment and related research data.
- Released Special Reports: on seniors 55 and older, on children ages 0-5 and 6-17, and on uninsured adults.
- Posted a video at <http://www.harcddata.org/> entitled: "How HARC Helps Build Communities."
- Improved the format the Health Data and Research Clearinghouse (<http://www.harcddata.org/directory.php>) to facilitate the query process.
- Developed and released HARCSearch, a powerful online application that quickly locates the 2007 and 2010 health data for residents of Eastern Riverside County and the Coachella Valley, presenting comparisons over time and by demographic characteristics.
- Designed and presented two webinars on how to use the new HARCSearch application.
- Welcomed Anna Lisa Vargas, Managing Director, Poder Popular of the Coachella Valley to HARC's Board of Directors.
- Conducted research, including an AmeriCorps program evaluation; continued the comprehensive data analysis project for a school-based obesity prevention program; a 3 year project.
- Collaborated with The California Endowment "Building Healthy Communities" Initiative; Inland Empire Coalition for Health; Riverside County Health Coalition and the Coachella Valley Health Collaborative.
- The President of HARC was a featured speaker at the CVHC Mental Health Summit.
- The Center for Promotion of Health Disparities Research & Training, California State University, San Bernardino used HARC data to develop scholarly papers for publication.
- HARC data were presented to students in the Masters in Public Health program at Loma Linda University.
- HARC's CEO was...
 - Featured as Monday Newsmaker in the Desert Sun.
 - Received a certificate for Professional Advancement in Philanthropy from The La Sierra University School of Business, Center for Philanthropy.

As a nonprofit agency able to deliver cost-effective, multi-modal research solutions, HARC has become Eastern Riverside County's go-to source for quantitative and qualitative data. Organizations focused on health, social and community development issues can use HARC data in any number of ways to facilitate better decision-making. Applications include:

Program Development	Public Policy
Access to Services	Community Planning
Funding	Organizational Learning
Utilization	

Standard Research/Data Services

Community Health Monitor Survey

Triennial random-dial telephone health survey of more than three thousand households in Eastern Riverside County.

Cluster Analysis

Analysis of health data from the *Community Health Monitor* that focuses on one or more particular population segments.

Over-Sampling

Increased surveying of a particular community or population to support more robust statistical analysis.

Research Planning and Development

Multi-modal workshop series that supports organizational development through demonstrated uses for the *Community Health Monitor*, as well as health data obtained from secondary research sources.

Custom Research Services

Client Program Evaluations

Process and outcome evaluations to ensure that client programs are designed and structured to achieve organizational goals.

Issue Research

Designing telephone, mail, in-person, and online surveys to collect both qualitative and quantitative data.

Survey Management

Selecting contractors for independent third-party research initiatives and supervising all aspects of survey design, implementation and results.

HARC operates as a nonprofit 501(c) (3) organization, funded in part by contributions from community partners, as well as entities who contract with the agency for customized public health research. The Palm Desert-based organization formed in 2006, when a consortium of more than 30 public and private healthcare agencies in eastern Riverside County, including the Palm Desert campuses of California State University San Bernardino and the University of California Riverside, joined together to improve community health and wellness.



Mizell Senior Center’s efforts to feed housebound seniors started in 1982 with a “Katering Kart” that brought meals to frail elders in Palm Springs and Cathedral City. Thirty years later, the “Katering Kart” has become “Meals on Wheels” and serves most of the Coachella Valley. Healthy, balanced meals are designed by a Registered Dietitian, prepared at Mizell, and delivered by trained drivers. The drivers provide much more than food—they provide social contact and a connection to other needed services, such as home repair or legal assistance.

Mizell anticipates providing over 70,000 meals in the next year—all free of charge. To finance an operation of this scope, Mizell must apply for multiple grants. HARC data regarding food insecurity in the senior population is an invaluable tool for strengthening these grant proposals says Jack Newby, Director of Development at Mizell. And he’s not just saying that—he has the well-thumbed Community Health Monitor Report to prove it, placed conveniently in his right-hand drawer.

Using HARC data, the Mizell Senior Center has been awarded over \$330,000 in grants for the Meals on Wheels program.

According to Newby, many funders think that the Coachella Valley is filled with wealthy retirees. In reality, many seniors here are physically frail, coping with low income levels and geographic isolation. Newby calls this population of seniors in need the “hidden story” of the desert.

HARC data helps Mizell to tell this “hidden story” to funders and dispel stereotypes regarding the needs in this region. The hard evidence provided by HARC helps Mizell to obtain the funds they need to keep the Meals on Wheels program in business. It’s an uphill battle because, as Newby says, “We don’t ever want to put anyone on a waiting list for food”.



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Retired Medical Director, Emergency/Trauma
Center, Desert Regional Medical Center

Vice President

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Department of Public Health

Board Members

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Project

Carolyn Caldwell, Chief Executive Officer, Desert
Regional Medical Center

Gary Honts, Interim Chief Executive Officer,
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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

Bob Marra, Executive Director / Chief Executive Officer,
Humana Challenge

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

Wayne B. Soucy, Executive Director,
Community Clinics Association SBC

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

Anna Lisa Vargas, Managing Director,
Poder Popular of the Coachella Valley

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Bernardino

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STAFF

Eileen Packer, RD, CAE
Chief Executive Officer

Jenna LeComte-Hinely, MS, ABD
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, 2012

	2011 - 2012	2010 - 2011
Current Assets		
Current Assets	\$363,102	\$467,772
Property and Equipment – Net	<u>10,514</u>	<u>12,015</u>
Total Assets	\$373,616	\$479,787

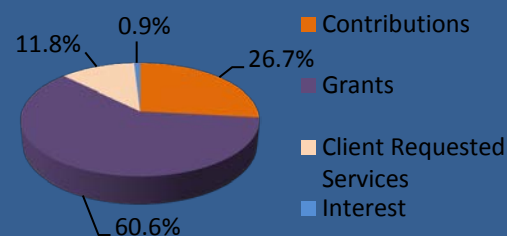
Liabilities and Net Assets

Current Liabilities	\$115,793	\$152,384
Long-Term Liabilities	<u>8,485</u>	<u>17,077</u>
Total Liabilities	\$124,278	\$169,461
 Net Assets	 \$249,338	 \$310,326
Total Liabilities and Net Assets	\$373,616	\$497,787

Revenues

Contributions	\$80,000	\$60,728
Grants	181,503	280,232
Client Requested Services	35,237	102,160
Interest	<u>2,792</u>	<u>2,858</u>
Total Revenues:	\$299,532	\$445,978

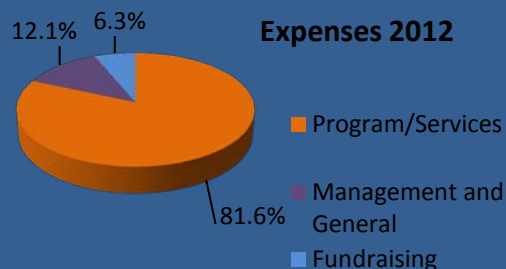
Revenues 2012



Expenses

Program/Services	\$294,048	\$356,207
Management and General	43,682	53,165
Fundraising	<u>22,790</u>	<u>31,361</u>
Total Expenses	\$360,520	\$440,733

Expenses 2012



Summary

Decrease in Net Assets (2011-2012)	\$(60,988)	\$5,245
 Net Assets at End of Year	 \$249,338	 \$310,236

FUNDING PARTNERS

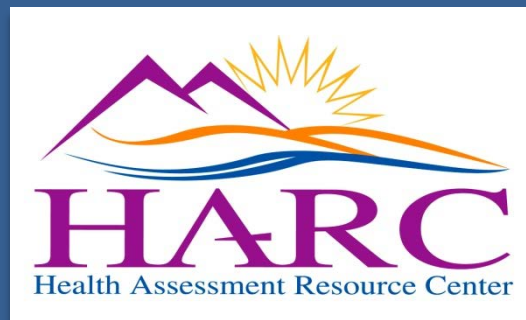
Desert Business Association
Desert Healthcare District
Desert Oasis Healthcare
Medical Group
Desert Regional Medical Center
Eisenhower Medical Center
First 5 Riverside

John F. Kennedy Memorial
Hospital
Regional Access Project
Foundation
Riverside County Department
of Mental Health
The California Endowment

The California Wellness
Foundation
The Community Foundation,
serving Riverside and
San Bernardino Counties

VISION:

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



***73-710 Fred Waring Drive, Suite 112
Palm Desert, CA 92260-2510
760-404-1945***

www.harcddata.org

