



HEALTHTrust

Let's make Silicon Valley the healthiest region in America!

New Silicon Valley HealthCorps is centerpiece of effort to empower community by improving access to fresh produce

An innovative and extensive effort to significantly increase the availability of fresh, low cost fruits and vegetables to residents of Silicon Valley is launching this fall as a partnership of 10 community organizations and The Health Trust.



At the forefront of the campaign is the new Silicon Valley HealthCorps funded by a \$1.02 million AmeriCorps grant that will recruit 46 HealthCorps members to work full-time and part-time on expanding Silicon Valley's community gardens, school garden nutrition education, and farm to school

programs. The goals of the Silicon Valley HealthCorps are ambitious:

- To increase convenient opportunities for all residents to have **access to affordable fresh fruits and vegetables** they can purchase, grow, or receive free of charge if they are very low income.
- To expand **community and school gardens** in order to provide the community with more fresh produce while increasing the physical activity of those who work in the garden.
- To educate people of all ages, income levels and ethnicities about the **nutritional value** of adding more fruits and vegetables to their diet – and that they are delicious, inexpensive, and easy to prepare!

After extensive training, the HealthCorps members will work with the partner organizations to help grow and distribute 180,000 pounds of organic produce from new and existing community and school gardens each year over the next three years. The HealthCorps will also educate an estimated 8,000 individuals about nutrition and where food comes from through field trips and school and community based workshops.

"The benefit (of a garden) is not just the availability of fresh produce...it gives the community an opportunity to come together around gardening and growing their own food, working together towards a healthier community and a better future for their kids. Gardens ... make the connection between what we eat and how we feel, and how healthy we are."

First Lady Michelle Obama

"The goal is to empower our community to make healthy choices," said Frederick J. Ferrer, CEO of The Health Trust. "People want to be healthy. They know what they should do to be healthy. But the lack of access to fresh affordable healthy food is preventing some individuals and families from having the opportunity to make healthy choices."

Ferrer said that many low income neighborhoods lack a full service grocery store, a farmers market or produce stands – but have plenty of inexpensive high fat, high calorie fast food options close at hand. This contributes to the alarming statistics that one in four children and over half of adults in Santa Clara County are overweight or obese, a condition that increases the risk of chronic disease such as diabetes.

Access to fresh fruits and vegetables is not just a health issue, it is a social justice issue. "In so many of our communities, particularly in poorer and more isolated communities, fresh, healthy food is simply out of reach," said First Lady Michelle Obama.



Families in the Washington neighborhood of San Jose began planting home gardens this fall with support from the Sacred Heart Community Services La Mesa Verde project, Friends of Master Gardeners, and a Health Trust grant.



The risk of tooth decay in children and adults is reduced with fluoridated water.

Fluoridated water is best way to reduce tooth decay

Work continues on the partnership efforts of Santa Clara County Public Health Department and The Health Trust to fluoridate community water supplies. Fluoridation is safe, beneficial in helping to prevent tooth decay in children and adults, and cost effective. San Jose is the largest city in America whose water is not fluoridated.

"Silicon Valley, known for innovation and achievement, is still living in the 1940s when it comes to implementing a safe, beneficial and cost effective oral health strategy," said **Dr. Marty Fenstersheib, Santa Clara County Health Officer**. "It is my job to inform this community

about these choices and support efforts that will benefit the public's health. Given the concerning trends we see in oral health and the advantages of fluoridation, I know our community should not wait any longer."

The Health Trust and the County are also working closely with water engineers at the Santa Clara Valley Water District and San Jose's main water retailer, San Jose Water Company, to identify technical and operational changes needed for fluoridation so that fluoridation can be completed quickly once funding is secured.

Learn more about the Silicon Valley HealthCorps on pages 6-7

HEALTHY COMMUNITIES

Open Air Health Fair goes where the people go – shopping at the flea market



Health educators know that the best way to get in contact with people who may not be receiving regular health care is to connect with them where they live and congregate.

The popularity of The Health Trust's annual Open Air Health Fair at the San Jose Berryessa Flea Market is a great example of the effectiveness in going where the people go. More than 10,000 come to the Flea Market to shop each weekend. On October 10-11 the shoppers found an extra bargain – free flu shots, free health screenings, health-related games and activities for kids, and a wealth of information about community resources for themselves and their families.

David Figueroa, Consulado General de Mexico en San Jose, joined thousands of shoppers at the San Jose Berryessa Flea Market to visit the Open Air Health Fair and receive free health screenings.

Staffed by hundreds of volunteers, the Open Air Health Fair offered activities for all age groups, youngsters through seniors. Many of the volunteers spoke Spanish or Vietnamese as well as English, and all had a friendly, high energy style that welcomed the diverse crowd to two pavilions filled with displays, games, and contact with health care professionals.

It was the 8th health fair held at the flea market by The Health Trust. Altogether, close to 3,000 individuals have received free health screenings, and approximately one third of those have been found to have high cholesterol, high blood glucose, high blood pressure and/or high BMI indicating they are at risk of cardiovascular disease, diabetes, and stroke. The Health Trust and its community partners refer participants to resources that will help them get more testing and treatment for these potentially serious health problems.

Videos of past Open Air Health Fairs can be viewed on www.youtube.com/healthtrust.



Nursing students from local colleges and many other volunteers helped to make the Open Air Health Fair a success.



San Jose Council Member Kansen Chu was one of 1,000 community members to receive a free flu shot at the Open Air Health Fair.



Screenings available at the Open Air Health Fair included blood pressure checks, BMI (body mass index) calculations, glucose and cholesterol levels.

Community Partners at the Open Air Health Fair

Community Partners at the Open Air Health Fair focus both on improving health services and on improving the community conditions in which people are born, grow, live, work and age.

Alzheimer's Association	MAXIMUS Health Care Options	San Jose State University
American Diabetes Association	Meridian Medical Group	Kinesiology & Occupational Therapy Departments
Asian American Donor Program	Notre Dame High School students	Santa Clara County Environmental Health Services
Breathe California	Nursing students from Evergreen College, Mission College, San Jose State University and Western Career College	Santa Clara Family Health Plan
California Lifeline	Sacred Heart Community Services	School Health Clinics of Santa Clara County
Children's Dental Group		United Way 211
Community Child Care Council		
Full Circle Farms		
Indian Health Center of Santa Clara County		

Speakers Bureau showcases diversity in health care professionals

The teen years are when young people try to define themselves and their futures by looking at others: their peers, their parents, their teachers, their community, and celebrities. That's why having positive role models is so important in helping teenagers learn about possibilities and options – to strive for a future that they may not have considered.

Last year, The Health Trust launched a Health Professions Speakers Bureau to introduce diverse high school students to opportunities for careers in health care. Already, requests for presentations during this school year have surpassed last year's total. Students who attended

last year's presentations increased their interest in a health career and their knowledge of the job responsibilities and benefits of various health professions.

"I've had numerous students say they are interested in health professions of some type as a result of my class and, in large part, the things they learned from The Health Trust speakers," said **Heather Rottenborn, Science Department Chair at Ann Sobrato High School in Morgan Hill**. "I am confident the speakers provided an effective outreach and touched many of my students to act."

Increasing the diversity of people working in the health care professions accomplishes more than opening up a career path to minorities. Numerous national studies have shown that racial and ethnic minority patients are more likely to have better health outcomes when they receive care from individuals with strong cultural competence. Racial and ethnic minority health professionals are also more likely to serve in diverse, low income communities where access to health care is limited.

To request a presentation or volunteer with the Health Professions Speakers Bureau, contact Thuy-Tien Le at ThuyL@healthtrust.org or (408) 879-4103.

INITIATIVE

Minority AIDS Initiative helps those living with HIV/AIDS

A report by the Kaiser Family Foundation released earlier this year showed that African Americans and Latinos in the U.S. are far more worried about contracting HIV than whites -- and for good reason. These two groups are disproportionately infected with HIV or AIDS.

That is also true in Santa Clara County where, for example, African Americans make up only three percent of the population but have incidence and prevalence rates higher than any other racial/ethnic group.

The Health Trust AIDS Services is leading a Minority AIDS Initiative in Santa Clara County to reach out to racial and ethnic minorities and connect individuals living with HIV/AIDS with quality care and needed services. The program is designed for those who have fallen out of medical care for longer than a year and those who have tested positive for HIV, but never received care.

"Many individuals do not seek care because they are afraid," said Robert Smart, Health Trust AIDS Services Program Associate. "Others don't seek care or stop seeking care because the health care system can be so complicated and frustrating, especially if you don't understand it or you have language barriers."

In Santa Clara County, African Americans make up 3 percent of the population, but 11 percent of all cumulative AIDS cases. The majority of newly diagnosed in Santa Clara County are Latino, and Latinos represent 41 percent of The Health Trust AIDS Services clients.

The Minority AIDS Initiative is funded by a grant from the Santa Clara County HIV/AIDS Prevention and Control Program. If you would like more information about the Minority AIDS Initiative for yourself, your family, friends or clients, call Robert Smart at (408) 971-0852 or roberts@healthtrust.org.

Navigating Silicon Valley's complex health care system can be difficult

Silicon Valley is fortunate to have in high quality health care services available for individuals of all income levels and health conditions receive treatment.



Bilingual Health Trust staff help residents navigate their way through the large, complex health care system of Santa Clara County.

ensure comprehensive care and continuity of care. Specifically, The Health Trust helps Navigation Program clients with:

- Translation in Spanish and Vietnamese
- Appointments for screenings to check for breast and cervical cancer, diabetes, cardiovascular disease, and lung cancer, among others
- Classes to help manage a chronic disease such as diabetes or change health risk behavior such as smoking cessation
- Finding an appropriate health care provider where the client feels comfortable in obtaining reliable, comprehensive care



Someone in America is infected with HIV every 9 minutes.

U.S. Centers for Disease Control and Prevention

Healthy Communities Strategies

- Preventing and managing chronic disease
- Supporting health care linkages
- Supporting oral health services and community wide fluoridation
- Promoting awareness and advocacy for root causes of health inequity and supporting racial/ethnic diversity in the health professions

Faith congregations learn about health disparities in Silicon Valley

Faith congregations in Cupertino, Los Gatos, Saratoga and West San Jose had the opportunity to learn more about health disparities in Silicon Valley through a seven-part program sponsored by The Health Trust from April through October.

The Social Disparities and Health Series was hosted by parishes in the Diocese of San Jose's Deanery 5 in partnership with Catholic Charities



"Step Up Silicon Valley" campaign. Other faith congregations in each community were also invited to attend each of the monthly programs that featured segments from the PBS award-winning documentary "Unnatural Causes: Is Inequality Making Us Sick?" Discussion after each screening centered on how Silicon Valley can better address health disparities.

Read more about the series in articles from The Valley Catholic posted on The Health Trust website, www.healthtrust.org/socialjustice.

Supported by a grant from the California Wellness Foundation, The Health Trust made close to 400 referrals in the past year and expects to help about 5000 clients with health care navigation in the next three years. The program is based inside the office of Santa Clara County Social Services.

"This is such an important program in making sure that all of our residents have access to care," said **Santa Clara County Supervisor George Shirakawa**. "The County can enroll residents in Medi-Cal, but it is too easy for people to get lost in the complex health care system and not know what they need or where to go for care. The Health Trust Health Care Navigation Program is helping us be more effective in serving the community."

"The health care navigation service is such an important program," added **Norma Jacques-Herrera of Santa Clara County Social Services Agency**. "Social Services enrolls eligible members into services such as Health Insurance, Food Stamps and Cash Assistance Programs, but some clients can feel like they are lost in the system and don't know what they need or where to go for their care. The Health Trust helps educate on how to use their new services and links them to many more services that we offer. This partnership helps clients to access preventative care to address their health needs in a unique and comprehensive way."

HEALTHY AGING

November is National Family Caregivers Month

“There are only four types of people: those who have been caregivers, those who are caregivers, those who receive care, and those who will be caregivers in the future.”

Former First Lady Rosalynn Carter



National Family Caregivers Month is observed every November as a time to thank, support, educate and empower family caregivers. It not only celebrates the contributions of caregivers, it draws attention to the challenges caregivers face and raises awareness about community programs and public policies that offer support.

Caregivers can be a son or daughter, spouse, another relative, a friend or a concerned neighbor. Sometimes, individuals don't even realize they have slipped into a caregiving role because the changes in need and dependency creep up slowly. Are you a caregiver? If you do one or more of the following, the answer is “yes.”

- Do you buy groceries, cook, clean, do laundry for someone who needs help?
- Do you help a loved one get dressed, take a shower, take medicine?
- Do you make medical appointments and drive to the doctor or pharmacy?
- Do you talk with doctors, care managers and others to understand what needs to be done?
- Do you spend time at work handling a crisis or making plans to help someone who is sick?
- Are you the designated “on-call” person for problems?

The Health Trust is working on several projects to provide information and support to family caregivers in Silicon Valley in conjunction with the Aging Services Collaborative of Santa Clara County, including the Caregivers Count Conference and a resource brochure that can now be downloaded in English, Spanish, Vietnamese and Chinese from The Health Trust website, www.healthtrust.org/initiatives/aging.

“When caregivers have the support they need, they do a better job—not only caring for their aging loved one, but also for their own health and well-being,” said Lori Andersen, Director of Healthy Aging at The Health Trust.

Advice for caregivers

The role of a caregiver may be challenging, but it is one of the most valuable roles you may play during your life. Being a caregiver often allows your loved one to remain at home. The AARP estimates informal caregivers contribute more than \$375 billion in unpaid contributions each year.

If you are caring for a loved one, the Aging Services Collaborative Caregiver Support Team offers these suggestions:

- You won't be able to continue caring for your older loved one if you don't **take care of yourself**. Make sure you have good nutrition, physical activity, stress reduction and support in your life, too.
- **Take a break** every now and then. Make arrangements for another family member or friend to be the primary caregiver for a bit so that you can rest and refresh. In some communities adult day care may be another option.
- Educate yourself about the **wealth of information and resources** to help you through this experience. Help is out there—seek it.
- **Talk to other caregivers** whenever you can. They often have the best advice and perspective. In addition, many caregiver support groups meet monthly in Santa Clara County. You can find out more from the Council on Aging. Sometimes finding someone to just listen is all the help you need.
- Determine **family responsibilities** ahead of time and take advantage of individual strengths and interests. Who's good with numbers? Legal issues? Organizing spaces? Calendaring? Let everyone have the opportunity to step up.
- **Get help and support** before you think you really need it. If you wait until you feel overwhelmed or burned out, it will be harder to manage care. The AARP has found that caregivers who seek support for themselves can actually prevent or delay nursing home placement of those they care for.

If you need more information about resources or suggestions please call the Council on Aging Information and Assistance Line at (800) 510-2020

Over the next few months, the Aging Services Collaborative will working with the Council on Aging to develop a comprehensive web site with local resources for caregivers. Check www.sccagingcollaborative.org for more information in the coming months.

Caregivers Count!
Conference is November 14

Current and future caregivers are invited to the free Caregivers Count! Conference on Saturday, Nov. 14, hosted by the Caregiver Support Team of the Aging Services Collaborative of Santa Clara County. The event is 9:30 a.m. to 3:30 p.m. at the Sobrato Center for Nonprofits, 1400 Parkmoor Ave., San Jose.

The conference features speakers and topics of special interest to families and friends who care for an aging loved one, including:

- “Self Care: Taking Care of YOU” – Donna Schempp, LCSW, Program Director at Family Caregiver Alliance
- “Dementia Communication” – Elizabeth Edgerly, Ph.D., Chief Program Office of the Alzheimer's Association
- “Relaxation Techniques” – Fran Sheridan, MSW, a Medical Social Worker, and Soodabeh Mokry, RN, a Home Health Nurse, both from Pathways Home Health, Hospice & Private Duty
- “Medicare & MediCal” – Connie Corrales, Director for the Health Insurance Counseling and Advocacy Program (HICAP), Council on Aging Silicon Valley
- “Caregiver Stores of Healing and Hope”

The conference will also be webcast for those who cannot attend in person. For more information, email info@sccagingcollaborative.org or register online at www.healthtrust.org/caregiverscount.

INITIATIVE

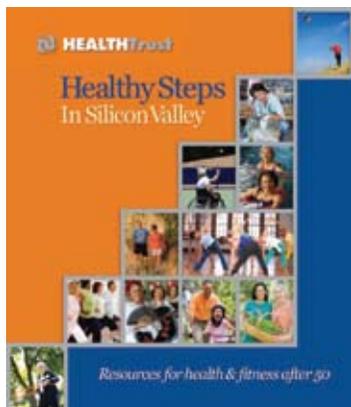
Healthy Steps guidebook coming in early 2010

Silicon Valley residents ages 50+ will get help with their New Year's resolution to improve their health with The Health Trust's publication of "Healthy Steps in Silicon Valley," a guidebook to help people get more physically active in their daily lives.

The easy-to-read and easy-to-use guide will be available in both English and Spanish, and include information for all types of physical activity – from at-home exercises to hiking clubs and water aerobics classes.

An Advisory Group representing 26 Silicon Valley organizations that work with older adults contributed to the guide, along with suggestions from individuals in the community. It was developed by Health Research for Action, a center in the University of California, Berkeley School of Public Health.

"The goal is to inspire and connect older adults in our region with opportunities for health, fitness



25,000 copies of the *Healthy Steps physical activity guide for ages 50+* will be distributed throughout Santa Clara County.

and community involvement," said Frederick J. Ferrer, CEO of The Health Trust. "Any increase in physical activity is beneficial, and we want to encourage people to take full advantage of the programs and services that are in place to help them enjoy healthy, fun and connected lives."

The guidebook also includes information on other aspects of health such as safety and falls prevention, stress and depression. It lists a broad range of community services, recreation opportunities and health and social resources for older adults.

Copies of the publication will be available throughout Santa Clara County in early 2010 at libraries, community centers, senior centers, offices of health care providers, and through other community organizations such as faith congregations and neighborhood groups.

Healthy Aging Strategies

- Expand physical activity opportunities
- Increase social connections and healthy nutrition
- Improve transitions from hospital to home
- Provide support for caregivers
- Provide leadership and coordination of the Aging Services Collaborative

Grants for physical activity programs

Nonprofit organizations that would like to start or expand a physical activity programs for older adults, based on best practices in Santa Clara County, are invited to submit a grant request to The Health Trust.

Application information is posted on The Health Trust website, www.healthtrust.org. Proposals are due by November 30, 2009. The Health Trust plans to award four to six grants ranging from \$15,000 to \$25,000. The Council on Aging Silicon Valley (COA) has contributed a portion of funding to extend the reach of this strategy and some grant awards will be co-funded with COA.

Preference will be given to applicants that use grant funding for adopting best practice models and principles and integrating such programs into their offerings for older adults. Many of these evidence-based programs are described in the Health Trust's "Wellness by Design Compendium - Physical Activity Best Practices for Older Adults" released in March, 2009. The purpose of this funding is to increase the level and quality of physical activity programs for individuals aged 55+ in a variety of community settings.

Holiday gift drive for Meals On Wheels clients

The Health Trust is launching its annual holiday gift drive for clients, many of whom are homebound older and disabled adults who live on a very limited income. Their basic needs include items such as slippers, a robe or bedding. Clients are asked what they would like on their gift "wish list" and community members can select an item to donate. Almost 300 Meals On Wheels clients participate in the gift drive each holiday season.

"Clients are so grateful to receive a holiday gift. It is so touching to see their faces light up when you bring it to them," said Renee Kellythorne, Director of Meals On Wheels. To participate in the gift drive, contact Renee before December 11 at reneek@healthtrust.org or call (408) 961-9807.

New pilot program with Second Harvest Food Bank

Nearly half a million seniors living alone in California don't have enough income to pay for the minimum level of basic living expenses, according to the Elder Economic Security Standard Index prepared by the UCLA Center for Health Policy Research and the Insight Center for Community Economic Development.

Housing or prescriptions? Prescriptions or food? In the hierarchy of spending decisions seniors are being forced to make, food often comes in last place.

To address the food needs of the most vulnerable older adults in Santa Clara County, The Health Trust and Second Harvest Food Bank have launched an innovative partnership to provide groceries to homebound, frail and low income seniors who are clients of Meals On Wheels. This food will supplement the hot meal they have delivered every day.

In a pilot project, two dozen Meals On Wheels clients with the highest needs now receive a weekly delivery of a bag of food that can be used to prepare breakfast, lunch and snacks during

the week to supplement the prepared meals from Meals On Wheels.

"Seniors need fewer calories as they get older, but they still need a healthy diet that provides vitamins, minerals, fiber and nutrients from the six major food groups – fruits, vegetables, breads and cereals, milk and cheeses, and protein from meat, poultry, fish and beans," said Renee Kellythorne, a registered dietitian and Director of The Health Trust Meals On Wheels. "Skipping meals or just eating inexpensive snack foods like crackers can contribute to chronic illness, lethargy, and depression."

The Health Trust's long term vision is to create a food pantry where food can be donated, stored and distributed to ensure that vulnerable populations, including Meals On Wheels clients, have access to an adequate supply of healthy and nutritious food, similar to The Health Trust's Food Basket program for people living with HIV/AIDS. The Health Trust is currently seeking funding for this important project.

To donate to Meals On Wheels to help provide more seniors in Silicon Valley with hot meals and groceries, call 1-800-505-3367. Donations can also be made online on The Health Trust website at www.healthtrust.org.

Community and school gardens grow food, community access to healthy,

Silicon Valley HealthCorps Partners

AmeriCorps is a program of the federal government that supports the engagement of nearly 75,000 Americans in service each year to meet critical needs in education, the environment, public safety, homeland security, and other areas. AmeriCorps awarded Silicon Valley HealthCorps a \$1.02 Million grant over three years to support this project.



Collective Roots engages communities in San Mateo County in garden-based education and leadership programs.

Community Alliance with Family Farmers (CAFF) enables youth in Santa Clara Unified School District to go on field trips and receive produce directly from farms.

Conexions partners with schools to provide gardens as a living lab for students to learn healthy eating habits.

Friends of Guadalupe River Park & Gardens provides field trips for over 3,000 students each year and offers gardening classes for adults.

Friends of Master Gardeners of Santa Clara County shares their University of California experience through projects and classes.

Full Circle Farm is an 11-acre organic educational farm that enables Santa Clara youth to grow harvest and market their own crops.

HEAL Project delivers garden-based education to the public schools of Half Moon Bay Coastsides.

La Mesa Verde Project educates low-income families in San Jose through the cultivation of organic home gardens.

Santa Clara University Urban Agriculture Program supports gardens at schools and community centers in San Jose.

The Health Trust is a charitable foundation with the vision to transform Silicon Valley into the healthiest region in America. Expanding and enhancing community and school gardens is one of its strategies under its Healthy Living Initiative.

Veggielution at Emma Prusch Park engages diverse youth and adults in growing produce while learning and building community.

In Santa Clara and San Mateo Counties, 57% of children between the ages of 2 and 11 do not get the recommended 5 daily servings of fruits and vegetables.



Community leaders enthusiastically cut the ribbon to open San Jose's newest community garden this summer. Guadalupe River Park and Gardens also includes a Heritage Orchard and classes on sustainable growing. More than 3,000 students come to the park each year on field trips.



Ask most kids where vegetables come from and the answer will be "the store." The HEAL Project uses weekly lessons on growing a garden to introduce children to fruits and vegetables in a positive way.

Why it was called "the Valley of Heart's Delight" – and will be again

In the 1800s, Santa Clara Valley grew prunes, apricots, plums, walnuts, cherries and pears for the international market. By the end of the century, it was the largest vegetable seed producer in the world. By 1939, it was the largest canning and dried fruit packing center in the world. The work of the Silicon Valley HealthCorps and the community partners will reconnect today's residents with this agricultural heritage, and all of the benefits that come with being closer to the land.

build human connections, and increase affordable fresh food



Neighbors come together to garden in East Palo Alto through the Collective Roots program.



Volunteers helped to plant home gardens in the Washington neighborhood of San Jose through the efforts of Sacred Heart Community Services La Mesa Verde project and Friends of Master Gardeners and a Health Trust Grant.



Full Circle Farm in Sunnyvale brings children into the field to learn about where food comes from and to encourage them to try more fruits and vegetables. Extra produce grown by students is sold inexpensively to the community.



Santa Clara County Master Gardeners share their University of California research-based training and experience with other residents who want to learn about gardening.



Veggie-tation at Emma Prusch Park makes it easy for urban dwellers to get their hands dirty while learning about healthy food and the environment.

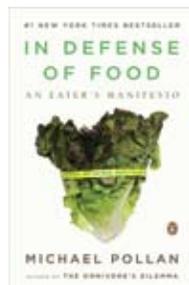
Health Trust is major sponsor of Silicon Valley Reads 2010

The Health Trust is a major sponsor of Silicon Valley Reads 2010 and its featured book selection – *In Defense of Food* by Michael Pollan – the bestselling book that advocates for a healthier diet. Readers will walk away with practical information, such as:

- The science of “nutritionism” can be confusing. Stick with the basics – eat food, not too much, mostly plants.
- Avoid highly-processed food that your grandmother wouldn’t recognize. You can’t go wrong with fruits and vegetables.
- Eat meals, not snacks, that you have cooked with fresh ingredients. Make it about quality, not quantity.
- Plant a garden if you can and/or purchase fresh produce from farmers markets and local produce stands.

“These books give Silicon Valley the opportunity to have a community-wide dialogue about healthy eating. It is the cornerstone of good health,” said Frederick J. Ferrer, CEO of The Health Trust. “We must ensure that we engage everyone in the community in this conversation—because healthy eating shouldn’t just be a privilege for those who can afford it.”

For information visit the Silicon Valley Reads website, www.siliconvalleyreads.org.



Fresh produce comes to low income families

The Health Trust has teamed up with Second Harvest Food Bank to bring its Produce Mobile refrigerated truck filled with fresh produce to the parking lot of The Health Trust Children’s Dental Center in East San Jose. Volunteers distribute about 10 pounds of fresh, healthy produce to each low income family each month. More than 400 families have been served so far.



Frederick J. Ferrer, CEO of The Health Trust, and Kathy Jackson, CEO of Second Harvest Food Bank at the produce distribution in October.

HEALTHY LIVING

Making healthy choice the easy choice through General Plan changes

Daily life in America significantly changed in the 1950s as families moved away from cities to sprawling suburban communities. People no longer walked to work, to school, to the store because neighborhoods were designed around the assumption that everyone would drive to their destinations.

Fifty years later, health and planning professionals are working together to revise communities in a way where making healthy choices – such as walking and bicycling – is the easy choice for residents. In order to promote wellness and reduce the risk of health problems, communities are looking at changes to their General Plans, the blueprints for future city development. Encouraging and supporting these efforts is a key strategy of The Health Trust's Healthy Living Initiative.

Zoning, land use decisions, service delivery, and other policies are based on the General Plan that is updated about every 10 years. Some jurisdictions are creating an entirely new health "element," or chapter, in their General Plans. Others are integrating health concerns into existing elements that cover such topics as housing, transportation, open space, etc.

Robert Ogilvie, Director of Planning for Healthy Places at Public Health Law & Policy, believes that making healthy choices the easy choice in a community relies on the right answers to these types of questions:

- Is housing located within walking distance of retail, schools, and public transit stops?
- Are there safe, attractive, usable sidewalks and trails?
- Are there safe and plentiful bike lanes?
- Are there parks and playgrounds nearby and are they open enough hours a day?
- Are full service grocery stores encouraged by city policies to open in underserved neighborhoods?
- Are farmers markets and mobile markets (produce carts, for example) permitted to set up business in central locations?

General Plans might address these issues in a number of ways. For example, the General Plan might set a "walkability standard" for development decisions that says all residential properties must be within 1/4 or 1/2 a mile from daily retail needs and a public transit stop. Or, a city might set a condition that all neighborhood markets must be a specific percentage of shelf space to fresh fruits and vegetables.

The Health Trust is working closely with the cities of Mountain View, San Jose and Santa Clara to incorporate health into their General Plan updates currently underway. Grants from The Health Trust are funding health experts and community engagement and advocacy efforts to assist in the process. All 15 cities in Santa Clara County have received informational material from The Health Trust on how to integrate health considerations into their General Plans.



The Stevens Creek trail in Mountain View is an example of how that City is considering the health of its residents in land use decisions.

Resources for communities that want to be healthy

Institute for Local Government Healthy Neighborhoods

www.ca-ilg.org/healthyneighborhoods

Healthy Eating Active Communities Program

www.healthyeatingactivecommunities.org

Planning for Healthy Places

www.healthypartnership.org

Healthy Eating Active Living (HEAL) Cities Campaign

www.healcitiescampaign.org



"With The Health Trust's guidance, community members shaping San Jose's revised General Plan have expressed a strong commitment to shaping a built environment that induces a healthy lifestyle. In America's 10th largest city, that commitment translates into a community designed for people rather than for cars, with ample bike lanes, connected trails, vibrant parks, integrated retail and residential development, and ample access to fresh food in low-income communities."

Sam Liccardo, San Jose City Councilmember
Co-Chair, Envision San Jose 2040
General Plan Update Task Force



The Coyote Creek Trail in San Jose entices people to ride their bikes for fun and to commute.

Health Trust partners with Greenbelt Alliance to promote health in General Plan updates

The Health Trust and one of its grant recipients, the Greenbelt Alliance, an organization long known for its work to protect the environment, have teamed up to advocate for the inclusion of health elements and policies in the General Plan updates of San Jose, Santa Clara and Mountain View.

The goal is to generate a "chorus of voices" in advocating for health policies so that city leaders are aware of the public's interest in living in a community that is conducive to health. Greenbelt Alliance is holding a series of convenings and creating communications tools to help deliver the message about the connection between health and built environments.

The General Plan update process in each city includes multiple opportunities for public input and comment on drafts.

"It is exciting to partner with The Health Trust on this project because we can really bring together allies from across the sectors," said Michelle Beasley, Senior Field Representative of Greenbelt Alliance. "There is a strong link between community health and environmental protection. Very often what is good for the environment—bike trails, public transportation and local produce is also very good for our health."

Individuals and organizations would like to join the effort to incorporate health into the General Plans of San Jose, Santa Clara and Mountain View can contact Michele Beasley at mbeasley@greenbelt.org.

INITIATIVE

Local Congressman shares his thoughts on national health care reform

This article was written especially for The Health Trust newsletter by Congressman Mike Honda

In moderating two town halls in my district in September, I came to realize that truths and untruths surrounding healthcare are pervasive. Even the media interviewing me intimated a reality that needs fact-checking. What was evident at my town halls, however, is that President Obama is on point: strong support for a robust public option remains. In fact, four out of five Americans support the creation of a new federal health insurance plan that individuals could purchase if they cannot afford private plans offered them (2009 Poll by Penn, Schoen and Berland Associates).

And no wonder: The public option presented in America's Affordable Health Choices Act, H.R. 3200, has broad public appeal. It encourages free market competition by driving down costs, incentivizing more effective and efficient service across the industry, and ensuring that the customer is provided with quality, competitive options. Negotiating truths and untruths may not be the best way to build a solid foundation to broker healthcare reform. Perhaps a better way to pursue good policy at this point is to find commonalities. There are many.



We all want lower costs. The fact that America pays more than any other nation when it comes to healthcare, yet ranks low on personal health, is indicative of our poor return on investment. Ireland, for example, with universal coverage, spends half (\$3,082 per capita, compared to our \$6,714) but ranks highest among all developed nations on personal health. In response, H.R. 3200 eliminates co-pays and deductibles for preventive care, prohibits rate increases for pre-existing conditions, gender, or occupation, puts a cap on out-of-pocket expenses, and guarantees affordable oral, hearing, and vision care for your kids.



Congressman Mike Honda

We all want greater choice and higher quality.

Under H.R. 3200, Americans can keep their doctor, and current plan, if they like them. And with the addition of a public option, we give Americans more choice by offering a high-quality public health insurance option that is cost competitive with private insurers. In our bill, Americans and their doctors will make healthcare decisions (not insurance companies), family doctors and nurses will enter the workforce, which helps guarantee access, and mental healthcare will be covered.

We all want stability and peace of mind.

With our bill, Americans will no longer have to worry about being denied for pre-existing conditions or worry about lifetime limits on how much insurance companies will pay. Never again will Americans have to make a job or life decision based on healthcare coverage.

Americans like their freedom, which is why our bill does not take away anyone's insurance, nor does it force anyone into a public option. Furthermore the public option is not tied to employment status — a net positive for those who might want or need to change their job — and will operate alongside private plans. We also know Americans are mindful of their money. The bill cuts costs, saving roughly \$500 billion, by including incentives to reduce hospital re-admissions, investments in fraud detections, and savings obtained from the pharmaceutical industry (by locking in rebates for seniors).

Concern about soda is bubbling over

Senate hearings on the link between soda consumption and obesity ... a controversial public service ad depicting human fat gushing from a soda bottle ... a call for a punitive tax on "liquid candy" – putting soft drinks in the same health-risk category as cigarettes and liquor.

A groundswell of awareness about the health impacts of America's consumption of sugar-sweetened beverages is leading to more strident calls for legislation to reduce soda's popularity. Individuals and families, however, can take immediate action by substituting healthier beverages like water, milk or green tea in their daily diet.

Healthy Living Strategies

- Promoting health through General Plans
- Supporting and promoting school and community gardens
- Supporting organizational wellness

My colleagues and I are not promoting an Irish-inspired reformation. All we want is to offer an overpriced and bloated healthcare market with some good old-fashioned competition to reduce costs by unburdening emergency services and encouraging early warning and prevention, guarantee choice, and ensure quality care. A public option will do that. Nothing less.

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Mike Honda (D) represents the 15th Congressional District which includes Campbell, Cupertino, Gilroy, Los Gatos, Milpitas, Santa Clara, and parts of San Jose. He chairs the Congressional Asian Pacific American Caucus.

The views expressed in this article are those of the author and do not necessarily represent the views of The Health Trust.

The average American drinks about 57 gallons of soft drinks a year!



On the run with The Health Trust



Run for a Healthy World

The inaugural Run for a Healthy World on Labor Day to support Meals On Wheels brought out more than 275 runners and walkers including Santa Clara County Supervisor Ken Yeager, left, and Health Trust CEO Frederick J. Ferrer. The event was hosted by World Runners and assisted by 40 volunteers from The Health Trust.



20th Annual AIDS Walk

Hundreds joined The Health Trust team to walk 5.2 miles through downtown San Jose in October to support The Health Trust AIDS Services and the goal of raising \$20,000 for the critical services needed by individuals living with HIV/AIDS in Silicon Valley.



Dean Karnazes Silicon Valley Marathon

More than 1,000 runners participated in the 12th annual marathon, half marathon or 5K races in late October that helped to raise money for The Health Trust.

Community celebrates one year of dental care for children



A Resolution from Assemblymember Joe Coto on behalf of the California State Legislature recognized the achievements of the first year of operation of the Children's Dental Center. Attending the anniversary celebration were, from left, Wim and Maria Roelandts, donors, Scott Jacks, D.D.S. and founder of Children's Dental Group, Frederick J. Ferrer, Health Trust CEO, and John Fehmer, Children's Dental Group CEO.

The one year anniversary of The Health Trust Children's Dental Center in July celebrated expanded dental care for children of Santa Clara Valley at the state-of-the-art facility in Tropicana Shopping Center in East San Jose. Many of the 9,500 patient visits in the first 12 months of operation were with children who had never been to a dentist.

"Kids actually enjoy coming here because the office is fun and friendly," said Dr. Scott Jacks, D.D.S. and founder of Children's Dental Group that partners with The Health Trust to operate the Children's Dental Center. "The entire family feels welcome. We work hard to make going to the dentist a positive experience."

Children of all ages and family incomes are welcome at the Center, but the emphasis is on serving children from low income families who may have had difficulty in accessing dental care. It is estimated that more than half of the children from low income families in Silicon Valley enter kindergarten with untreated tooth decay. Preventive care and early treatment is important for good oral health.

The celebration was attended by community leaders and elected officials including San Jose Councilmember Madison Nguyen and representatives from the office of State Assemblymember Joe Coto and Santa Clara County Supervisor George Shirakawa. John Roth, Executive Director of the California Dental Association Foundation, was also present to congratulate The Health Trust and Children's Dental Group on their success.



World AIDS Day is December 1

Roots of Change Summit

Paul Hepfer, Vice President of Programs at The Health Trust, joined Ann Wright, U.S. Department of Agriculture Under Secretary, and other representatives of organizations concerned about sustainable food, at the Roots of Change Summit in July on "Developing Sustainable Foodsheds to Enhance Food Access and Nutrition."

The invitation-only event brought together 130 leaders from throughout the nation to discuss how to provide more fresh, healthier food to people of all income levels, including farmers markets innovations and farm to school initiatives.

A report issued previously by Roots of Change concluded that multiple environmental, social, and economic problems in California could be addressed simultaneously by a comprehensive transition to a sustainable food system.

Health Trust helps San Jose be a Heart Safe City

More than 300 seventh grade students at Morrill Middle School in San Jose received training from the City of San Jose Fire Department on how to perform CPR and use an AED (automated external defibrillator). They, in turn, trained 400+ other adults and students in these life-saving techniques. A grant from The Health Trust to the **Heart Safe City** program helped to launch the program.



Additional nonprofits can now benefit from accounting expertise of FASS



The FASS team at The Health Trust is now helping 30 nonprofit organizations in the Bay Area with accounting and financial management services.

"Watch the pennies, and the dollars will take care of themselves" is the often-heard prudent advice of financial experts. Nonprofit organizations especially know the value of keeping a close eye on every expenditure and source of income. Limited resources and fluctuations in the economy make solid financial information critically important.

But being able to recruit and budget for in-house staff to provide the top notch financial expertise they need can be a challenge. Nonprofit agencies are in the business of providing services that fulfill their core missions. The day-to-day anxieties of accounting take up time and resources best used in serving the community.

From this need came the start five years ago of The Health Trust Financial and Administrative Support Services (FASS) that now provides 30 nonprofit agencies

in the Bay Area with a full array of "back office" support services. The FASS team of 17 experienced professionals, including two Certified Public Accountants, help nonprofit organizations with the full scope of accounting services such as government contract compliance, budget management, nonprofit financial reporting, and accounting for endowment and donor advised funds. Service to each client is customized to meet its needs.

With underwriting from a generous grant from the David and Lucile Packard Foundation, The Health Trust will be able to serve additional nonprofit clients in 2010 with cost effective, high quality accounting and financial management services.

For information on how FASS can help your nonprofit organization, contact Ira Holtzman, Chief Financial Officer of The Health Trust, at irah@healthtrust.org

Newsbriefs

FROM THE HEALTH TRUST

The **2008-09 Annual Report** of The Health Trust is now available online at www.healthtrust.org. To receive a printed copy, contact Nicole Kohleriter, Director of Policy and Communication, at nicolek@healthtrust.org or call 408-879-4112.



Health Trust CEO Frederick J. Ferrer received The Most Influential Latino Award from **MACSA**, Mexican American Community Services Agency, Inc., and he was interviewed on KGO TV for Hispanic Heritage Month. The Health Trust was honored for "exemplary community leadership" by **Silicon Valley FACES**, a nonprofit organization devoted to building communities based on respect for diversity and justice for all.



Mark Thursday, April 29, 2010 on your calendars now to participate in **Dining Out for Life**, a one-day event where you can enjoy your favorite restaurant and help to raise money for The Health

Trust AIDS Services. Watch for a list of participating restaurants and more details on The Health Trust website, www.healthtrust.org.



Stay connected to The Health Trust! Sign up to receive the **e-newsletter**, become a **Facebook** fan of The Health Trust, or follow us on **Twitter**. It's all easy to do from the home page of The Health Trust website, www.healthtrust.org.

The Health Trust is proud to support the following Silicon Valley nonprofits

ACT for Mental Health, Inc.	Hispanic Foundation of Silicon Valley	School Health Clinics of Santa Clara County
American Leadership Forum of Silicon Valley	Hollister Youth Alliance	Silicon Valley Children's Fund
Boys & Girls Clubs of Silicon Valley	InnoSight Institute	Silicon Valley Council of Nonprofits
Center for Excellence in Nonprofits	Institute for OneWorld Health	Silicon Valley FACES
Eating Disorders Resource Center	Loaves & Fishes Family Kitchen	SIREN
Friends of Guadalupe River Park and Gardens	Program Responsible for Daring Excellence	Stroke Awareness Foundation
Friends Outside in Santa Clara County	RotaCare Bay Area, Inc.	The Tech Museum of Innovation
	SACNAS	TransAccess
	San Jose Day Nursery	Via Services
	San Jose State University Tower Foundation	YWCA
	Santa Clara Valley Blind Center	

New Director of Fund Development

Vandana Pant has joined The Health Trust as Director of Fund Development. She has 15 years of experience with development, communications and direct services in the nonprofit and public-benefit sector in Silicon Valley, Chicago, Washington D.C. and India. She holds a Bachelor's Degree in Psychology from Delhi University and a Master's Degree in Communications from the Mass Communications Research Center in New Delhi.



Vandana Pant



