



HEALTHTrust

Changing the Local Foodscape



From Left to Right: San Jose Mayor Sam Liccardo, Aparna Bhat a liason from Google, Carmina Rivera owner of Emit Mini-Mart, Frederick Ferrer CEO of The Health Trust, and Cindy Chavez District 2 Santa Clara County Supervisor, outside Emit Mini-mart at the launch of the Good. To Go. campaign September 17, 2014.

In Silicon Valley's fast paced work-life frenzy, convenience often trumps giving our body the fuel it truly deserves. Although Silicon Valley is progressive when it comes to health and nutrition, in many neighborhoods the food options are primarily corner stores stocked with processed foods and fast food restaurants.

That's why The Health Trust's Healthy Eating Initiative aims to change San Jose's local foodscape to ensure all residents have convenient access to affordable, quality, delicious and nutritious food in their neighborhoods. Through key partnerships and maximizing community resources

the Healthy Eating Initiative has committed funding to launch **Healthy Cornerstores, Fresh Carts and Salad Bars** in schools.

Traditionally, neighborhood cornerstones sell mostly junk food, sugary drinks and liquor, a status quo that The Health Trust and our partners **The City of San Jose, Hispanic Chamber of Commerce, Working Partnerships, and The Food Trust,** are working to change. Our participating Healthy Cornerstores are bringing healthy food, nutritious snacks and fresh fruits and vegetables closer to home,

See **FOODSCAPE.** page 5



The Health Trust Receives Diabetes Accreditation

The Health Trust has demonstrated a commitment to diabetes education in Santa Clara County for several years through its delivery of diabetes prevention and management services. On January 6, 2015, The Health Trust enhanced its diabetes services when it was accredited by the **American Association of Diabetes Educators (AADE)** to provide medical nutrition therapy and individual diabetes education sessions with registered dietitians.

In the United States, diabetes is the seventh leading cause of death. Within Santa Clara County, nearly 8% of residents have diabetes.

See **ACCREDITATION,** page 3

Inside

DINING OUT FOR LIFE
APRIL 30

DINE OUT • FIGHT AIDS

Make your reservation today!
- Details on Page 6

Healthy Living

The Health Trust Benefits from Turkey Trot



This year the 10th Annual Applied Materials Silicon Valley Turkey Trot added The Health Trust as a beneficiary. The funds raised will help to expand the *Better Choices, Better Health* program.

This year The Health Trust was honored to be added as a beneficiary of the **10th annual Applied Materials Silicon Valley Turkey Trot** founded and hosted by the **Silicon Valley Leadership Group Foundation**, which has given more than \$4 million to charity.

The Health Trust is the fifth beneficiary of the Turkey Trot. It joins **Healthier Kids Foundation Santa Clara County, Housing Trust Silicon Valley, Second Harvest Food Bank of Santa Clara and San Mateo Counties, and Second Harvest Food Bank Santa Cruz County.**

The Health Trust's portion of the donation

will go towards the **Better Choices, Better Health** program, which helps people living with chronic conditions to live healthier, more independent lives.

Better Choices, Better Health is a peer-taught health education workshop that assists individuals in assuming responsibility for their day-to-day care and increases their skills in managing their disease, while teaching them how to work effectively with their health care professionals.

In addition, *Better Choices, Better Health* instructors and participants work as a team to help each other problem-solve and find solutions to everyday problems facing those with chronic illness.

The model, used around the world, was developed by Stanford Medical School's **Dr. Kate Lorig**, who was heartened to hear the news of The Turkey Trot partnership.

The additional funding will expand the number and frequency of classes offered. Before the Turkey Trot, The Health Trust reached 375 participants annually. With the Turkey Trot's support the program is seeking to reach to 1,100 each year.

To enroll please call 408.961.9877 or email BCBH@healthtrust.org. For more information please visit our website healthtrust.org/bcbh.



A *Better Choices, Better Health* workshop underway as an instructor discusses how different elements of a person's diet affects blood sugar levels.

ACCREDITATION

CONTINUED FROM PAGE 1

“We developed these additional service lines in response to the overwhelming need in our community. Seniors in particular need quality self-management resources such as medical nutrition therapy and peer led diabetes self-management groups,” says Paul Hepfer, Vice President of Programs for The Health Trust. “We will begin this first year with a focus on community members with diabetes that are covered by Medicare and then expand out to other groups as we are able.”

The Health Trust is building on the success of the comprehensive **Diabetes Self-Management** program that was developed by the Stanford University Patient Education Center in which. The Health Trust has offered this program for several years. In addition The Health Trust suite of services is rounded out by evidence-based peer led nutrition



Eileen, a participant in the Diabetes Self-Management Program, discusses alternative diet options as a means of treating and living with diabetes. The Health Trust will also incorporate services such as Medical Nutrition Therapy and individual diabetes educational sessions with a registered dietitian into their suite of diabetes prevention and management services.

education workshops developed by the USDA. Accreditation with the AADE ensures that each diabetes education program meets the National Standards for Diabetes Self-Management Education and Support.

Classes will be offered at The Health Trust offices at 1400 Parkmoor Ave. Suite 230, San Jose, CA 95126, and at other locations throughout

Santa Clara County.

If you, or someone close to you, have diabetes, are covered by Medicare and would like to learn more about obtaining these services, please contact Jennifer Briscoe by phone at 408.961.9815 or email at jenniferb@healthtrust.org.



Show 'n' Tell at Northwood Family Resource Center

The Health Trust's **Family Resource Centers (FRC)** funded by FIRST 5 Santa Clara County provides an environment where children ages 0-5 and their parents and caregivers can learn and grow together. **Happy Hollow Park and Zoo** stopped by the Northwood FRC to give the children an up close look at a variety of critters.



Healthy Aging

New Healthy Aging Director Recruits New Talent

Cara Sansonia is our new Director of **Healthy Aging**. She oversees The Health Trust's commitment to ensuring that older adults, particularly the most vulnerable, have access to a network of health and supportive services that are integrated and provided in the setting most appropriate to their needs.



Director of Healthy Aging, Cara Sansonia

Joining us at The Health Trust just last fall, Cara brings a unique background to the position, having worked as a healthcare attorney and compliance advisor for many years. She has worked in various settings including a large private law firm and a government agency; and with a wide range of health care providers such as hospitals, behavioral health agencies, physicians, home health and

senior care agencies and hospices.

To make the Healthy Aging team even stronger, Cara has filled two positions.

John Arnold is the new Project Coordinator for **AGENTS for Change**. John leads and coordinates all aspects of the AGENTS for Change program in order to maintain this strong cadre of advocates for the needs of older adults.

Farida Sultany is the new Project Coordinator for **Senior Peer Advocates (SPA)**. She develops and implements the SPA program by training and supporting volunteers who provide helpful information and referrals to their peers in the community.

For more information on AGENTS for Change please contact John Arnold by email johna@healthtrust.org or by phone 408.513.8726.

For more information on Senior Peer Advocates please contact Farida Sultany by email faridas@healthtrust.org or by phone 408.513.8730.

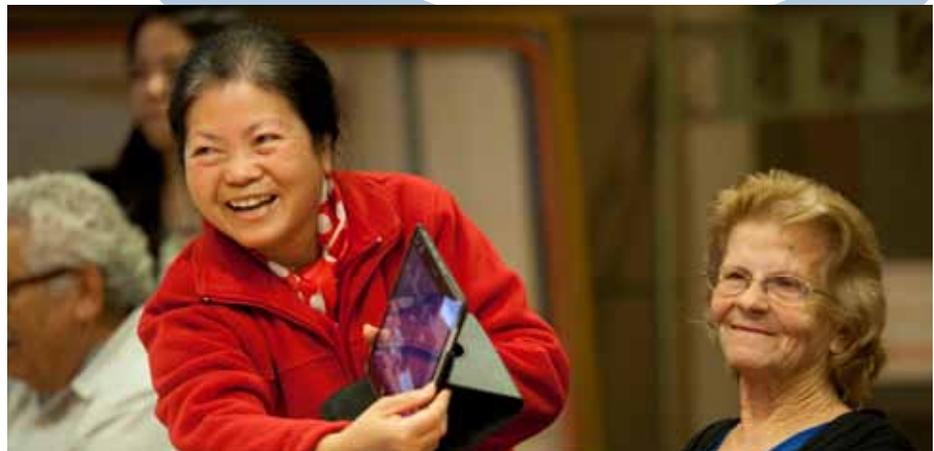
Seniors Learn Magic of Tablet Technology

The Health Trust is 1 of 7 organizations in the country to launch a new project called the **Digital Aging Mastery Program**. The DigitalAMP will teach seniors to use interactive tablet technology to connect online with friends and family and to incorporate the internet as a valuable source of information in their day to day lives.

The program, which will last a year, is a partnership with the **National Council on Aging, Columbia Aging Center at Columbia University, and The Verizon Foundation**.

Fifty participants, 25 homebound clients mostly from The Health Trust's **Meals on Wheels** program, and 25 non-homebound folks from all over Santa Clara County, are participating in the program.

Top: Serena Leung shows fellow program participant one of the first photos she's taken with her digital tablet. **Bottom-left:** One Meals on Wheels client, Carmen Urrutia, said that she hadn't used a tablet before but looks forward to learning throughout the program.



Healthy Eating

FOODSCAPE

CONTINUED FROM PAGE 1

allowing residents to pick up their weekly groceries or a quick healthy treat at a store within walking distance.

The Healthy Eating Initiative is also working to bring local neighborhoods with fresh foods through our **Fresh Carts Mobile Produce Vending Program**. Mobile vendors rotate locations throughout San Jose bringing fresh fruits and veggies to community sites, events and schools in low income neighborhoods. With the help of our partners **Sacred Heart Community Services, AnewAmerica, Rocketship Schools, and the City of San Jose**, we are able to train local residents as vendors with the skills to make a successful business out of bringing fresh foods into the heart of our local neighborhoods. The Healthy Eating Initiative will soon begin expanding the programs by training a group of 25 new Fresh Cart vendors and recruiting 20 new corner stores this year.



The Good. To Go. mobile app available for iPhone and Android can locate the nearest Good. To Go. cornerstore, fresh cart, or farmers' market.

Increasing access is just part of the solution. The Health Trust is also reframing how our communities think about fresh foods such as fruits and veggies. Whom better to start with than our children? The Health Trust in partnership with **Silicon Valley Leadership Group Foundation** has awarded a grant to support the **Let's Move Salad Bars to California Schools Campaign**, which is being used to install and support 30 salad bars in high-need Santa Clara County schools. By exposing children to different healthier food alternatives, the campaign hopes to start children out right with healthy eating habits.

The Health Trust is also reframing how we think about food through the **Good. To Go.** marketing campaign, which is being used to highlight the emergence of fresh foods at participating local cornerstores and Fresh Carts, as "Fun. Fast. Fresh."

The simple, catchy phrase, Good. To Go., was researched and designed to communicate what it



Fresh Carts Vendor, Elisabeth Cruz, had a special customer - San Jose Mayor Sam Liccardo stops by her fresh cart outside the AACI building.

means to have fresh foods so accessible. "Good" means not just healthy, but delicious, fresh and tasty. "To Go." emphasizes it's convenience and accessibility especially for on-the-go residents. The phrase matched with a sleek design stands out not just to promote the newly available fresh foods in our neighborhoods, but was designed to also start a conversation around food and the local foodscape.

If the colorful Good. To Go. logo isn't easy enough to spot, there is also another way to find the closest Healthy Cornerstore and Fresh Cart. A new Mobile App, powered by Google maps, is available for iPhone and Android devices and provides users with the closest Good. To Go. cornerstore or Fresh Cart location.

The Healthy Eating Initiative is committed to continuing programs that promote the availability of fresh and healthy food in underserved neighborhoods. Now that these programs are already at work, the next step for The Health Trust is to ensure their sustainability by creating a locally grown food distribution system in San Jose. With a grant from **Google**, and its ability to partner with key organizations, The Health Trust knows that it can make fresh and healthy foods more available in our communities and change the way we think about eating. It can be "Fun. Fast. Fresh."

To find out more information about Good. To Go., how to become a partner or to download the Good. To Go. locator app, visit <http://healthtrust.org/goodtogo/> or contact Misha Taherbhai by email at mishat@healthtrust.org or by phone at 408.513.8716.

DINE OUT • FIGHT AIDS

Make your reservation today!



DINING OUT FOR LIFE

Thursday, April 30

This year more than 30 restaurants throughout Silicon Valley are donating a portion of each check to The Health Trust AIDS Services, the largest non-medical program in Silicon Valley for individuals with HIV/AIDS. The Health Trust provides housing assistance, food, education, case management and social activities for more than 800 low-income clients each year.

So make your plans today. Gather your friends, make a reservation and dine out to fight AIDS. The Health Trust welcomes the new and returning restaurants joining us for 2015 Dining Out For Life:

- Campbell** • Capers Eat and Drink • Mama Mia's • **Cupertino** • Amici's East Coast Pizzeria • **Menlo Park** • Amici's East Coast Pizzeria • **Mountain View** • Agave • Amici's East Coast Pizzeria • Morocco's Restaurant • **Palo Alto** • Hobe's California Restaurant • **Redwood Shores** • Amici's East Coast Pizzeria • **San Jose** • Amici's East Coast Pizzeria • Arcadia Modern American Steakhouse • Blush Raw Bar Lounge • Café Too! • Chacho's Restaurant • Fahrenheit Restaurant & Lounge • Habana Cuba • Sonoma Chicken Coop Skyport • Sonoma Chicken Coop Almaden • **San Mateo** • Amici's East Coast Pizzeria • **Santa Clara** • Mio Vicino • **Sunnyvale** • Faultline Brewing Company • Hobe's California Restaurant

More Info...



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Jerry Larson FOODBasket Dedication

On November 7, 2014, The Health Trust renamed the **FOODBasket** and dedicated it as **the Jerry Larson FOODBasket** to honor Jerry's unrelenting advocacy for people living with HIV/AIDS and his unparalleled years of volunteer service.

Jerry Larson, passed away on September 30, 2014. He spent the last two decades as an active leader in Santa Clara County in the battle against HIV/AIDS. During that time he spent over a decade on Santa Clara County's HIV Planning Council for Prevention and Care, and since its inception, was a committed volunteer at the FOODBasket. But



The Jerry Larson FOODBasket received a makeover as a part of the dedication ceremony attended by Supervisor Ken Yeager and numerous community members.

more than that, Jerry was a dear friend, thoughtful soul and giving person. His memory will forever be a part of us.

For more information about the Jerry Larson FOODBasket please visit <http://healthtrust.org>.



A portrait of Jerry Larson at the dedication ceremony

org/services/aids-services/ or to learn about volunteer opportunities please contact Michelle Leporini by phone 408.961.9862 or email at michellel@healthtrust.org or visit <http://healthtrust.org/volunteer/>

Todd Hansen: Finalist for Corporate Counsel Awards

Todd Hansen, Chief Operating Officer for The Health Trust, was a finalist for the top Community Champion category in the **Bay Area Corporate Counsel Awards**. Todd has been with The Health Trust for 19 years and has led numerous efforts in the community on behalf of The Health Trust. As a recent example, Todd led The Health Trust's **Disruptive Innovation** work to explore and develop a **Pay for Success** model

for county contracting. This effort is culminating in a project that will secure over \$12 million dollars in public and private funding to address chronic homelessness in Silicon Valley. Over 110 chronically homeless individuals will be permanently housed and receive much needed health services while reducing emergency and other costly county services. Todd has been lauded for his grace and tenacity to move issues forward that seem insurmountable.



Community Plan to End Homelessness in Santa Clara County 2015 – 2020



COMMUNITY PLAN TO
END HOMELESSNESS
IN SANTA CLARA
COUNTY

On December 10, 2014, The Health Trust Board of Trustees endorsed the Community Plan to End Homelessness

in Santa Clara County 2015 – 2020.

Created by **Destination: Home**, in collaboration with over 60 stakeholders, this plan's goal is for all residents to have access to affordable housing, along with the support they need to retain it. The plan creates a community-wide roadmap to end homelessness for the next five years, by guiding governmental actors, nonprofits, and other community members as they make decisions about funding, programs, priorities, and needs.

The implementation of the plan has been entrusted to over 20 prominent leaders from our community and are seeking endorsement of the plan by elected officials, local municipalities and community organizations.

To learn more or to lend support, please e-mail info@destinationhomesc.org. or contact Amanda Montez by email amanda@destinationhomesc.org or by phone 408.513.8720

SWEET REVENGE

TURNING THE TABLES ON PROCESSED FOOD

By Robert H. Lustig, M.D., M.S.L.

Editor's Note: The Health Trust thanks guest author Dr. Lustig for this article.

A calorie is a calorie. That's the mantra. From that comes: calories in, calories out; gluttony and sloth; diet and exercise; and the most pernicious — if you're fat it's your fault. And the food industry has its corollary: any calorie can be part of a balanced diet. Here's the real scoop: the quantity of food can make you fat, but it's the quality of the food that will make you sick. And sick is where the money goes. Diabetes, high blood pressure, lipid problems, heart disease, fatty liver disease, cancer, dementia. These are the diseases of "metabolic syndrome". These are the diseases that will kill you. And these are the diseases of processed food. Everyone thinks it's about the calories, because overconsumption of total calories drives obesity. Yet we humans have a hormone called leptin, made by our fat cells, which is supposed to tell our brain to stop eating. But leptin now doesn't work, which leads to "brain starvation", and which is why 33% of America is obese. Why did leptin stop working? And why do 80% of obese people get metabolic syndrome but 20% do not; and why do 40% of normal weight people also get metabolic syndrome? Obesity prevalence is increasing worldwide by 1% per year, while diabetes prevalence is increasing by 4% per year. Obesity doesn't explain diabetes. Rather, the quality of those calories determines whether you suffer from metabolic syndrome.

doesn't work, which leads to "brain starvation", and which is why 33% of America is obese. Why did leptin stop working? And why do 80% of obese people get metabolic syndrome but 20% do not; and why do 40% of normal weight people also get metabolic syndrome? Obesity prevalence is increasing worldwide by 1% per year, while diabetes prevalence is increasing by 4% per year. Obesity doesn't explain diabetes. Rather, the quality of those calories determines whether you suffer from metabolic syndrome.

There are eight things wrong with processed food to cause metabolic syndrome, unrelated to their effects on obesity: three things too little, and five things too much.



Dr. Robert H. Lustig, host of Sweet Revenge and Frederick J. Ferrer, CEO of The Health Trust, on the set of Sweet Revenge

Of the 600,000 food items in the American grocery store, 74% are spiked with added sugar.

These are the diseases of processed food. Everyone thinks it's about the calories, because overconsumption of total calories drives obesity. Yet we humans have a hormone called leptin, made by our fat cells, which is supposed to tell our brain to stop eating. But leptin now

1. Too little fiber

Fiber forms a gelatinous barrier along the intestinal wall, which delays the intestine's ability to absorb nutrients — and that's good. This limits the blood sugar rise, which limits the insulin response, which limits how much energy is stored in fat cells. When you consume fiber, you absorb less calories.

2. Too few micronutrients

Micronutrients include vitamins, minerals, and antioxidants; all of which prevent cellular damage. Once the produce is picked, frozen, cooked, or canned, the antioxidants start to decompose.

3. Too few omega-3 fatty acids

Omega-3 fatty acids, made by algae and found in wild fish and flaxseed, are both anti-inflammatory and anti-Alzheimer's.

4. Too many omega-6 fatty acids

Omega-6 fatty acids, found in seed oils and corn-fed animals (meat, poultry, farmed fish) instead drives inflammation, an important component of metabolic syndrome. Nutritionists suggest that our ratio of omega-6 to omega-3 fatty acids should be approximately 1:1. Currently our ratio is about 25:1.

5. Too many trans-fats

Trans-fats are synthetic fats that are added to food to prevent spoilage, as they don't go rancid. The problem is, we can't metabolize them! So they line our livers and our arteries. The good news is that the FDA ruled that trans-fats are not "generally recognized as safe" anymore, so they should disappear from the American food supply.

6. Too many branched-chain amino acids (BCAA's)

BCAA's (valine, leucine, and isoleucine, from corn-fed beef, chicken, and fish) are essential amino acids that help build protein, such as muscle. If you're either growing or body-building, then BCAA's are good. But if you're not, you don't need much. Excess BCAA's turn into liver fat and impair insulin signaling, driving metabolic syndrome and inhibiting leptin.

7. Too much alcohol

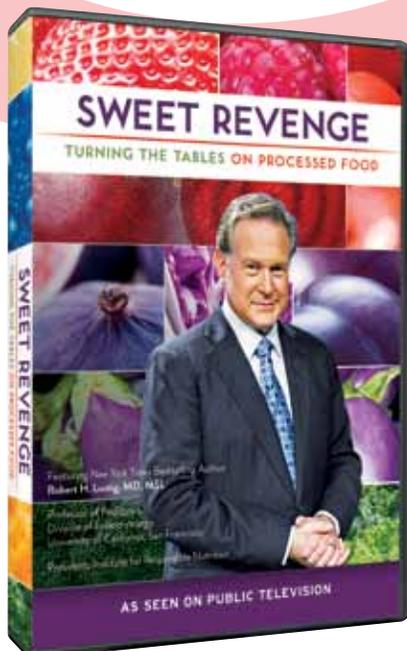
Excess alcohol is turned into liver fat, driving high blood triglycerides (which cause heart disease), insulin resistance, and the leptin problem which foments increased food consumption.

8. Too much sugar

This is the Elephant in the Kitchen. Sugar and high-fructose corn syrup (HFCS), are everywhere. Of the 600,000 food items in the American grocery store, 74% are spiked with added sugar. Two recent studies show that sugar causes type 2 diabetes unrelated to its calories. And we now have data that show that when kids are fed for 10 days the same number of calories (with no change in weight) but the sugar is taken out of their diet, their metabolic syndrome reverses.

So is it quantity or quality? Actually, the quality determines the quantity. Because processed food causes insulin resistance, which makes you fat and sick and makes you eat more. A calorie is not a calorie. Food should confer wellness, not illness. The only answer to all eight of these problems is to eat REAL FOOD.

Robert H. Lustig, M.D., M.S.L. is Professor of Pediatrics at the University of California, San Francisco. He is the author of "Fat Chance: the bitter truth about sugar", "Sugar Has 56 Names: a shoppers guide", and the just released "The Fat Chance Cookbook."



The Health Trust, Dr. Lustig Partner for Sweet Revenge

Last summer, **Dr. Lustig** partnered with The Health Trust and **FIRST 5 Santa Clara County** to host and produce the one-hour television program, **Sweet Revenge – Turning the Tables on Processed Food**, for **Public Broadcast Station** viewers and local station **KQED**.

The program aired nationwide last fall and is now being used in conjunction with a local mini-grants funding opportunity to inspire dialogue on healthy eating throughout Silicon Valley neighborhoods.

Using his background as a physician and scientist, Dr. Lustig presents his compelling research to demonstrate the significant relationship between added sugar consumption and the increased risk for various illnesses including cardiovascular disease.

For more information on Sweet Revenge – Turning the Tables on Processed Food visit http://www.responsiblefoods.org/sweet_revenge.

Thank You!

Corporate Volunteer Groups (2014-2015)



Patty Laarveld (right), organized and oversaw a Google Corps team to update The Health Trust's office technology platforms, which now includes an assortment of state of the art Google applications. Before completing her work with us, Patty also took it upon herself to organize a volunteer date so that her team(left) could lend a hand preparing produce, for later distribution, at the Jerry Larson FOODBasket facility. Thank you Patty and your team!



New Supervisor of Community Partnerships

The Health Trust would like to welcome Michelle Leporini to her new position, supervisor of community partnerships. She will be working with staff, community volunteers, and corporations to advance The Health Trust's programs through

corporate partnerships and volunteer engagement.

Michelle has extensive experience volunteering and organizing volunteers. Before coming to The Health Trust she volunteered with the California Reentry Program at San Quentin State Prison working with men nearing their parole dates to prepare them for successful reentry.

She is also a founding member of Silicon Valley Volunteers, a volunteer run group that has organized nearly

400 one time volunteer events for individuals in the South Bay.

Michelle said that she is especially excited to be at The Health Trust and looks forward to having the opportunity to work with all of the different programs.

For more information on volunteer opportunities across The Health Trust's programs and initiatives please contact Michelle by phone 408.961.9862 or email at michellel@healthtrust.org.

Craig Capurso Joins The Health Trust Board of Trustees



As an entrepreneur and renowned fitness professional, Craig Capurso brings a unique perspective to The Health Trust. Craig's passion for both business and fitness has led to an unmatched wealth of knowledge in both spheres.

After graduating with a Finance degree from Sacred Heart University, Craig began his career as a mortgage broker at H&R Block. He moved swiftly into the role of a commodities broker for

Hamilton Financial, and not long after, progressed to become a commodities oil trader at NYMEX.

During this time, Craig also pursued his love of fitness. He competed fiercely and earned the coveted International Federation of Bodybuilding and Fitness (IFBB) Pro title, and sponsorships from Bodybuilding.com, and sports nutrition brand, Cellucor. As a spokesmodel and industry leader, Craig garnered a large and devoted fan base that admired his direct, no holds barred approach to fitness.

Aside from running his own business, Craig currently works as the Co-Founder and VP of Business Development for the fitness inspired software startup, Metron Innovation Group.

Jim Heerwagen Joins The Health Trust Board of Trustees



Jim Heerwagen comes to The Health Trust with 25 years of hands-on experience in executive, investor, and adviser roles for early stage technology companies. He is currently an adviser to early stage companies and nonprofits.

Jim was co-founder and CEO of IQVine, Inc., which provided crowd-sourced market research and expert advice. Previously, he was President and Chief Executive Officer of Sunvolt Nanosystems, Inc., which developed

a materials system to power electronic devices, the first of which was solar cells. Before Sunvolt, Jim was President and CEO of NtechRA, Inc., a venture-backed developer of enterprise software based in San Jose, CA. He began at NtechRA after founding and running Bridge Partners, which specialized in investing and advising early stage electronics and software companies. Prior to this, Jim was Senior Vice President and COO of V-One, Inc., a publicly traded developer of network security software. Before that, he was Vice President of Marketing and Business Development at Telogy Networks, a developer of real time communications software. Jim has held senior sales and marketing management positions with Bell Atlantic, Tymnet and Infonet.

Jim received his BSE in Mechanical Engineering and Materials Science from Duke University in 1980 and his Masters in Business Administration from Harvard Business School in 1986. Jim was an officer in the Civil Engineer Corps of the US Navy and is a member of several advisory and non-profit boards. He lives in Silicon Valley with his wife and three sons now attending college.

Generous support from our community

The Health Trust's broad range of quality services is made possible through the generosity of our donors. Grants and monetary gifts are essential to enabling The Health Trust to sustain food assistance for low income individuals and families, HIV/AIDS supportive services, oral health for young children, healthy aging programs, nutrition education, and Destination: Home. We are extremely grateful for the following recent contributions from:

- Aristotle Capital Management
- Ballard Estate Fund, a designated fund of the Silicon Valley Community Foundation
- Banfield Charitable Trust
- Bodybuilding.com
- Broadway Cares/Equity Fights AIDS
- The Burt and Barbara Foundation
- Carter Family Charitable Foundation
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- William H. Cilker Family Foundation

Letter from the CEO: Remaining Teachable

In my mind, one of the things we do well at The Health Trust is learn. As an organization, we are constantly in a state of discovery to improve and better serve our community and clients by creating new programs and initiatives

Recently, **Dr. Robert H. Lustig** has taught us to take a hard look at sugar, to look at how we eat, the foods we choose, and how they affect our health. He shared his research findings on the dangers of sugar and processed foods and the diseases associated with them. He partnered with us to produce a one-hour PBS show ***Sweet Revenge: Turning the Tables on Processed Food***. The program is now being used to help people in our communities learn and make better informed decisions when it comes to the food they eat. It has reached over a million PBS viewers across the nation.

The Health Trust staff has also done a fair bit of learning recently, transitioning our office technology systems to the new and cutting edge Google Apps. Over the course of a few months, members of The Health Trust have been training with **Google** to learn these new systems. Our training group, then returned to The Health Trust to train our staff to become proficient in these apps, which has improved our overall efficiency. Our commitment to learning is also evident by our decision to develop Motivational Interview competency at the The Health Trust. Our master trainers have recently completed their Motivational Interview training and will train the entire HealthTrust staff this year.

Learning is a lifelong endeavor, and what better reminder than those seniors participating in the **Digital**



The Health Trust employees after onsite training at Google headquarters, went on to train the rest of The Health Trust employees for the transition of office software and apps to Google products.

Ageing Mastery Program. The year-long program creates an opportunity for seniors to receive a free tablet and get trained in how to use them. Learning has enhanced their lives by connecting them with family and friends while also providing access to a wealth of information.

Sometimes trying a different approach is the best way to stimulate learning.

Our latest **Disruptive Innovation** grant

methodology was the

catalyst for a new project by Santa Clara County, vitalizing **Pay for Success**. The project seeks to help end chronic homelessness in Silicon Valley. It serves as a vehicle for innovative approaches to long-standing problems and does not commit government to pay for the intervention when it is not successful and will help to improve the services provided to homeless residents. As the first government Pay for Success project in California, what we learn could change the way government and organizations fund their projects.

The Health Trust was added as a beneficiary by the **Silicon Valley Leadership Group Foundation** to last year's **Applied Materials Turkey Trot**. The result created learning opportunities for participants in our *Better Choices, Better Health* program which will be adding 700 participants to manage their chronic illness.

The health of our organization is based on its ability to remain teachable and remain abreast of new cutting edge technology here in Silicon Valley. Each day, if we can remain open to new ideas and learn from our experiences, not only might we learn something new, we might uncover the next great idea that will elevate our health and the health of our community.

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