

20th
Anniversary

HEALTHTrust

We're making Silicon Valley healthier for everyone.

Food for Everyone

Exposing the Food Access
Challenges in San Jose

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Spring / Summer 2016



Frederick J. Ferrer,
CEO of The Health Trust
at "Food For Everyone"
release event.

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The Challenge of Food Access

Growth, ingenuity, and opportunity have rapidly spread across Santa Clara County. The region is seeing significant job-growth and unparalleled economic progress and is one of the richest in the nation.

Sadly, this doesn't hold true for everyone...especially for the most vulnerable populations of our community, low-income seniors and individuals that are homeless. It's no secret that the lack of access to healthy food runs rampant among these populations. The food access report, "**Food for Everyone**," commissioned by The Health Trust and released on March 4th, highlights the barriers of access to these two populations and recommends practical and realistic action for the challenges that lay ahead.

Using GIS mapping, interviews with providers, and analysis of Census data, "**Food for Everyone**" identifies a number of missed opportunities to improve the current healthy food environment in San Jose with potential returns for the City, low-income seniors, and homeless individuals.

The County of Santa Clara and City of San Jose now have an invaluable resource at their disposal. This report allows them to use data to drive informed decision making, while maximizing resources in their efforts to end homelessness and increase food access to seniors.

But "**Food for Everyone**" is more than just a resource, it's a call to action. It's imperative that we curb the food insecurities plaguing the most vulnerable among us. Resolving this plight doesn't rest solely on the shoulders of our policy makers. It takes all of us working collectively to impact change; change that is attainable as laid out by the findings in the report. As such, we are moving forward with the formation of a Food Access Implementation Task Force. Consisting of City and County officials, and nonprofit partners, this task force will take the lead on ensuring that the findings of this report result in actionable solutions.

The findings and recommendations in "**Food for Everyone**" present many challenges. But within every challenge lies opportunity. Access to and consumption of affordable, quality, nutritious food, for everyone — that's the challenge. Now, let's seize the opportunity.



Connecting Seniors:

Information, Friends and Family

The Health Trust Healthy Aging Initiative aims to ensure older adults have access information, social supports, food, social engagement and safe housing. 1. Senior Peer Advocates (SPA) share their monthly volunteer experiences, 2. AGEnts for Change held an appreciation event for its members recognizing their important work in the community, and 3. The Digital Aging Mastery Program graduated a class of older adults after becoming proficient on digital tablets and learning to connect with friends and family using social media, December 16.



Food for Everyone

Exposing the Food Access Challenges in San Jose

Individuals that are homeless and low-income seniors are some of the City's most vulnerable residents, and that most struggle not being able to get healthy food on a regular basis.

Developed in partnership with the **City of San Jose Housing Department, John Snow Inc., and Brian Fulfrost and Associates**, the report uses GIS mapping, interviews with providers, and analysis of census data, to identify a number of missed opportunities for investment in the current food assistance environment in San Jose which will positively affect the lives of low-income seniors and homeless individuals and families.

The Health Trust released a report, "**Food for Everyone**," detailing the challenges of food access for the most vulnerable among us, and highlighting solutions that will not only feed the hungry but will invest in the community and our health.

"We live in one of the most vibrant and dynamic communities in the country," said **San Jose Mayor Sam Liccardo** at the "**Food for Everyone**" release event, March 4. "There is no reason why anyone in this community should go hungry.

We can work together towards the common goal of ensuring all residents have access to the nutritious food that is needed to live a productive, healthy life."

Among the findings is that the location and number of safety-net providers do not consistently match with the location of residents who need these services. As a result, people do not have sufficient access to healthy food. In the case of homeless individuals, if one meal five times per week is received, it would require 20,315 meals to fill the gap. Currently, congregate (family style group meals) meal providers serve approximately 8,598 meals per week. This leaves a gap of 11,717 meals per week for homeless individuals.



Approximately **8,184** seniors in San Jose attend Senior Nutrition Program congregate meals. That leaves an estimated **14,971** low-income seniors not accessing congregate meals.



Approximately **2,489** seniors receive Meals On Wheels. That leaves an estimated **4,111** low-income seniors with ambulatory difficulty not receiving meals.



There are **34** affordable housing complexes in San Jose that are deed-restricted for seniors. **One-third** of these complexes have **low or no access to food** within a quarter-mile walking distance.



Mayor of San Jose Sam Liccardo and District 5 Councilmember Magdalena Carrasco review the "Food For Everyone Report."

Seniors, whose demographic is expected to more than double by 2050, face a similar shortage. Among 29,755 low income seniors in San Jose, approximately 8,184 of them use congregate meals to help meet their nutrition needs, leaving an estimated 14,971 eligible low-income seniors not accessing congregate meals.

"Smart, coordinated action from community leaders is needed now."

"Smart, coordinated action from community leaders is needed now," said Frederick J. Ferrer, CEO of The Health Trust. "We need to build strong partnerships with the City and community organizations to make food part of a comprehensive set of services provided by a strong social safety net."

"Food for Everyone" has illuminated systemic challenges with food access in San Jose. The solutions detailed in the report

will not only provide seniors and homeless individuals with nutritious food but are far more cost effective for our local economy than continuing to do nothing.

One solution, helping more people enroll in CalFresh, is estimated to funnel millions back into the local economy. An increase of 1,000 seniors receiving CalFresh benefits could amount to \$3.35 million in additional economic activity in San Jose per year. Likewise, an increase of 100 homeless individuals and families receiving CalFresh could amount to \$408,120 in additional economic activity in San Jose per year.

We live in a growing, vibrant community. There is no reason anyone here should go hungry. As we plan for the future trajectory of San Jose and surrounding areas, we must work to ensure there are no hungry seniors or homeless individuals and families in our community. We must plan smart so we can live smart.



If all individuals that are homeless received **1 meal 5 times a week** it would require **20,315 meals**.



Congregate meal providers serve approximately **8,598** meals per week, leaving a gap of **11,717** meals.



If **1,000** recently housed individuals had access to **1 meal 5 days a week**



IT WOULD COST
\$520,000
PER YEAR.

These stores are Good.To Go.



FUN. FAST. FRESH.



The **Good. To Go.** campaign has added two more Healthy Cornerstores to its family helping to serve fun. fast. fresh foods in neighborhoods throughout San Jose. 1. Stores were fitted with refrigerators to keep fresh fruits for commuters looking for an on the go snack. 2. Woman smiling at Good. To Go. launch event at Laredo Market, 565 W. Alma Ave. 3. Children pick out Good. To Go. temporary tattoos to go with a delicious fruit cup at the **Las Palmas Healthy Cornerstore** launch **1080 Saratoga Ave. San Jose, CA 95129**. 4. Store owner Jesus Santillan stands in front of an exemplary selection of fruits and vegetables at **Laredo Market** located at **565 W Alma Ave, San Jose, CA 95125**.



For more information on how to become a Good. To Go. Healthy Cornerstore please visit <http://healthtrust.org/our-work/eat-well/>

Health Insurance Made Easy

SINCE EVERYONE IS NOW required to have health insurance (it's the law) choosing which one is best for you and your family is now more important than ever. However, making the best choice without the guidance and knowledge of professionals isn't always easy.

Many different factors play a part in eligibility pricing and availability, including immigration status, age, overall health, income and more. That's why The Health Trust Health Insurance Enrollment service breaks down the confusing barriers to coverage, with free enrollment services that help individuals pick the best and most affordable plan for them.

Located at **1153 S. King Rd, San Jose, CA 95122, inside The Health Trust Children's Dental Center,**

Health Insurance Enrollment staff are ready to consult and help enroll clients from many different backgrounds. Consultation is available in 5 different languages including English, Spanish, Cantonese, Vietnamese, and Mandarin and serves people of all age groups.

"There are a lot of misconceptions about health insurance," said Alfonso Rios, Family Health Insurance Program Supervisor, "Those with mixed immigration status are often unaware of programs and services available to them, or believe that they are ineligible. This simply is not the case."

Another misconception is that health insurance is too expensive. Lower income clients are eligible for more affordable coverage through MediCal. In fact, many families who Health Trust staff have enrolled in MediCal

coverage eventually start to earn higher incomes and end up switching to Covered California, indicating that those families are increasing their quality of life. Typically, young adults also fail to take advantage of health insurance coverage.

"You're never too young to have health insurance," said Rios. "An otherwise healthy young adult who may think they have no need for health insurance plays with the uncertain risk of financial ruin associated with unexpected medical bills."

Health insurance isn't just important for the sick and accident prone. People who maintain health coverage and use it to meet regularly with a physician for preventive check ups are able to be proactive about their health, thwarting costly illness in the future.

To learn more about insurance options or to make an appointment with an enrollment specialist, email: FamilyHealthInsurance@healthtrust.org, or call (408) 251-8875.

Family Resource Center Honors Rita Chavez-Medina

The Health Trust joined **FIRST 5 Santa Clara County and SJB Child Development Centers** to name the newest Family Resource Center in East San Jose in honor of **Rita Chavez-Medina** and the work she has done in East San Jose.

The Family Resource Center, located at 1601 Cunningham Ave., is now offering a variety of services to children ages 0-5 and their families, including:

- Developmental Screenings for children ages 0-5
- Nutrition, health and wellness programs
- Application assistance for health insurance
- Parent Leadership Programs (Abriendo Puertas/Opening Doors)
- Triple P Positive Parenting Program
- Child language and literacy development (SEEDS)
- Child art enrichment activities



Rita Chavez-Medina, Frederick J. Ferrer CEO of The Health Trust, and Cora Tomalinas, FIRST 5 Commissioner

World AIDS Day Gala Raises Funds and Awareness



ON TUESDAY, DECEMBER 1, 2015, The Health Trust held its first ever World AIDS Day Gala, an evening of inspiration and tribute, to commemorate World AIDS Day. Proceeds from the event benefited The Health Trust AIDS Services.

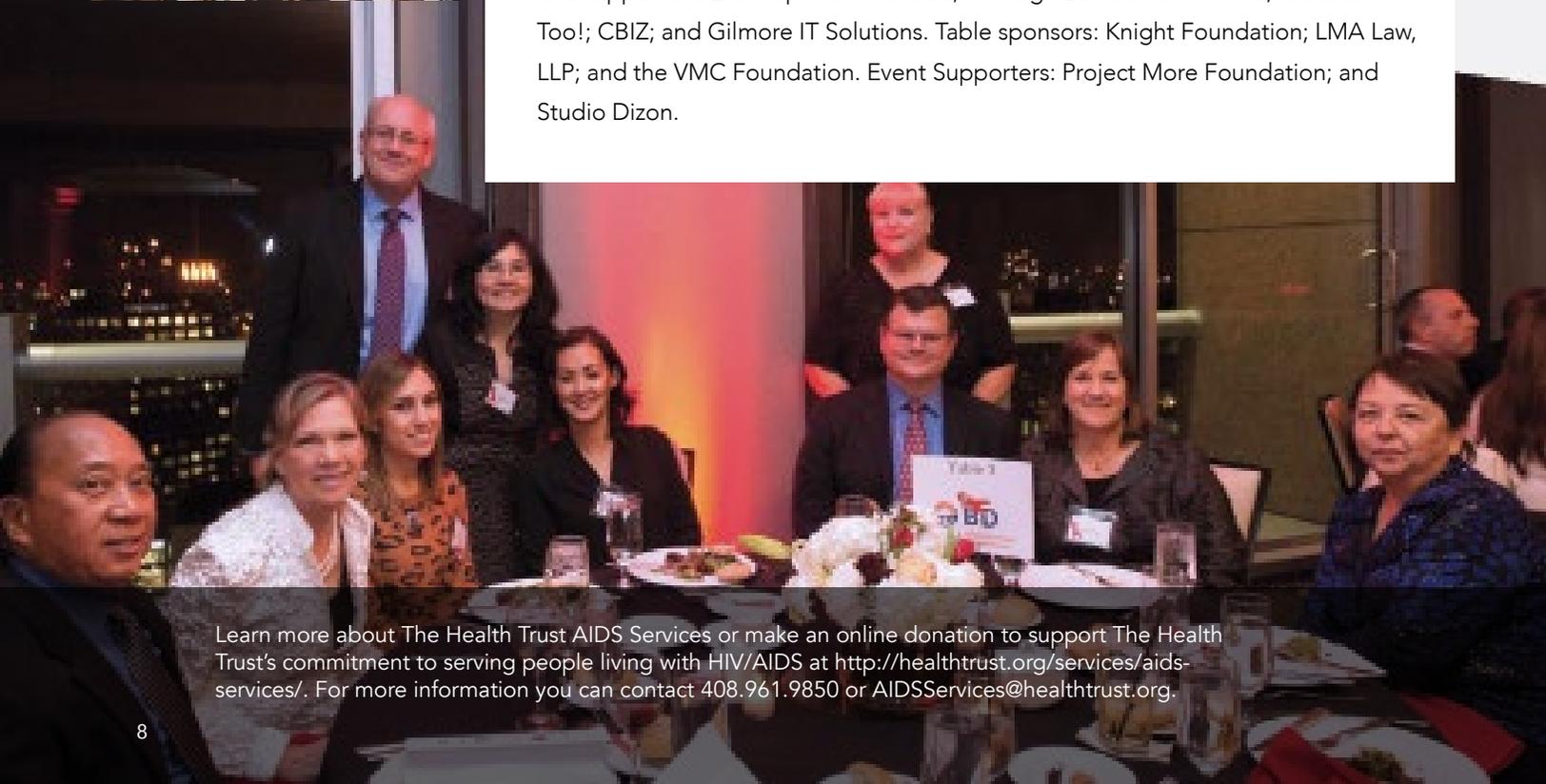
Held at the Silicon Valley Capital Club, the Gala was well attended by our valley's most prominent leaders in government, the non-profit sector and from the community.

The Health Trust, along with County of Santa Clara Supervisors Cindy Chavez and Joe Simitian, recognized M·A·C Cosmetics and M·A·C AIDS Fund, and BD Biosciences for their continued volunteer and financial support of The Health Trust AIDS Services.

In Silicon Valley alone, 3,000 people are living with HIV/ AIDS; currently, The Health Trust provides critical support to 800 low-income residents living with HIV/AIDS. As the largest non-medical program in Santa Clara County for individuals and families living with HIV/AIDS, support from the aforementioned organizations, volunteers, donors and the community make a paramount difference in the effectiveness of our HIV/AIDS work.

The Gala not only supported our AIDS Services, but it gave all in attendance an opportunity to join us in the fight against HIV, reflect on the lives of those affected, and pay tribute to those who have contributed to this fight.

The success of the Gala, in large part, was due to the generosity of our sponsors and supporters. Event sponsors: Gilead; Heritage Bank of Commerce; Catered Too!; CBIZ; and Gilmore IT Solutions. Table sponsors: Knight Foundation; LMA Law, LLP; and the VMC Foundation. Event Supporters: Project More Foundation; and Studio Dizon.



Learn more about The Health Trust AIDS Services or make an online donation to support The Health Trust's commitment to serving people living with HIV/AIDS at <http://healthtrust.org/services/aids-services/>. For more information you can contact 408.961.9850 or AIDSServices@healthtrust.org.

The Health Trust
Spring 
BENEFIT
CONCERT
April 2, 2016

Aura Kitchen + Bar @ 6PM

SILENT AUCTION ♦ SPECIALTY COCKTAILS ♦ PHOTO BOOTH

Performance by:

MATH 
class
"defining the
calculation of rock"

Proceeds Benefit:

AIDS  **Services**


TICKETS: \$15 / VIP SERVICE AVAILABLE

For more info or tickets visit:

HealthTrust.org/SpringBenefitConcert

AURA
KITCHEN + BAR

389 S 1st St, San Jose

PROJECT
MORE
FOUNDATION


The Health Trust

HIKE

&

BIKE

SILICON

VALLEY

SUNDAY MAY 1st 2016

9:00AM Registration opens

10:00AM Bike portion starts

10:30AM Hike portion starts

Hollyer County Park

985 Hollyer Ave,
San Jose, CA 95111



A benefit for
AIDS Services



Register today at

www.HealthTrust.org/HikeAndBike

Sponsored by:



HERITAGE
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MARY ELLEN MICHAEL
FOX FAMILY FOUNDATION



A Message from Dr. Kate Lorig: A Champion of Health

Editor's note: The Health Trust thanks Dr. Kate Lorig, Dr.P.H. for contributing this article. Dr. Kate Lorig is the Director of the Stanford Patient Education Research Center and Emeritus Professor of Medicine in the Stanford School of Medicine. The Health Trust Better Choices, Better Health and Diabetes Self-Management Programs are licensed from Stanford University and based on the Diabetes-Self Management curriculum created by Dr. Kate Lorig.

FOR PEOPLE WITH DIABETES, education about how to manage their condition is central to their living a full and happy life with the disease. This disease, more so than most others requires day-to-day and sometimes minute-to-minute lifestyle management. We know many successful diabetes self-managers who have lived 30 or 50 years with the disease. However, in all too many cases, either education is not available or offered in a way that does not fit the lifestyle and needs of those with diabetes. The unfortunate result is major complications such as loss of eyesight and shortened life.

This is especially true in low-income communities. We call these underserved for a reason. Such things as effective diabetes Self-Management education are often unavailable. This may be due to lack of finances, lack of match in language between providers and patients, or lack of transportation or times that are convenient to patients.

The Stanford Diabetes Self-Management Program attempts

to solve some of these problems. Originally, we developed it in Spanish by conducting many focus groups with Spanish speaking people with diabetes. The program was later translated and adapted for English speakers. In this formative stage, we learned about the problems as seen through patient

This year's Applied Materials Silicon Valley Turkey Trot was a great success and will go to help support The Health Trust Better Choices, Better Health program. The Health Trust would like to thank the Silicon Valley Leadership Group Foundation for its support, which allows us to educate those with medical conditions to manage their disease and live healthier lives.

eyes as well as the best times and places for programs. Thus, the Stanford program is community based, offered in churches, libraries and community centers, sites that are near the populations served and comfortable for these populations. Programs are given at convenient times for patients. This might be Sat. morning or Sunday afternoon. The program facilitators are people with diabetes who come from the same communities as the patients and speak the same language. The



facilitators are trained to use a highly scripted manual. This assures uniform program delivery. Since its beginning about 15 years ago, the program has spread around the world. The Health Trust, which offers diabetes Self-Management education to about 1000 people a year in Santa Clara and surrounding counties has been the most successful implementer. However, the reach is much greater. People who participate in the program go back to their family and community.

In small and large ways, we are building not only an individual culture of Self-Management but a community culture. In our programs, we talk about all change starting with small steps. The Health Trust is a model.

If you or someone you know would like to participate in a Diabetes Self-Management program go to:
<http://healthtrust.org/services/better-choices-better-health/>

Ending Veteran Homelessness

Did you know that Santa Clara County has among the highest number of unsheltered veterans in the nation?

LED BY SAN JOSE MAYOR SAM Liccardo and Santa Clara County Board President Dave Cortese, the “All The Way Home” campaign was launched on Veteran’s Day 2015. The goal is to end veteran homelessness in Santa Clara County by Veteran’s Day 2018 by working with landlords, property managers and faith-based organizations to provide

housing for veterans. The need is critical because there are over 700 homeless veterans in our county, 23% of whom are experiencing homelessness for the first time, and 71% were already living in the county when they became homeless.

By working with landlords, we will also help the 260 veterans today who have a federally subsidized Veteran’s Affairs Supportive Housing voucher but can’t find someone to rent to them.

(From L to R) Santa Clara County Board President Dave Cortese, Tony Harrison formerly homeless veteran and current homeless outreach coordinator, and Mayor of San Jose Sam Liccardo





DESTINATION: **HOME**

A Program of



The City of San Jose, County of Santa Clara, the Housing Authority of the County of Santa Clara and Destination: Home, a program of The Health Trust, are collaborating to address this community crisis.

Maya Esparza, recently joined Destination: Home as the director of **"All The Way Home,"** and will be working to coordinate the efforts and strategy of this important campaign.

The campaign needs help with land acquisition, housing development, access to rental units, financial assistance and services. **"All The Way Home"** will also work with corporate and faith communities, hoping each will commit to helping one homeless veteran through housing, financial support and fellowship.

We're partnering with our community's consortium of service providers including **Veteran's Voices of Santa Clara County, Abode Services, HomeFirst Services of Santa Clara County, Goodwill Silicon**

Valley, Sunnyvale Community Services, Veteran's Resource Centers of America

and others to ensure more housing resources are available for homeless veterans.

The Campaign is inspired by **First Lady Michelle Obama's 2015 Mayors Challenge to End Veteran Homelessness,** in partnership with the Veteran's Administration and Housing and Urban Development (HUD).

To get involved, please visit www.AllTheWayHomeCampaign.org or contact Maya Esparza at maya@destinationhomesc.org or (408) 513-8724.





Corporate Volunteer Groups 2015–2016

Corporate volunteers play an integral role in helping us deliver vital services. Since September of 2015, the following organizations have assisted us at our FOODBasket facility, or at our Produce Mobile pick up site: Sleeptrain MAC Cosmetics, ID Tech, Perkins Elmer, Referential, Lumentum (pictured above), Cisco, Global Logic, Homewood Suites, Texas Instruments, Alpha Phi Omega, and San Jose Lady Sharks. We offer a variety of group volunteer opportunities and are always open to hearing how you would like to help serve.

Generous Support from Our Community

Through direct services, The Health Trust is proud to be changing lives and advancing wellness for the most vulnerable among us. We cannot do this work without the exceptional generosity of our donors. Recently, the following contributors have made significant donations to support our work:

- The Baccash Family Foundation
- Boucher Family Foundation
- Brocade Communications Systems
- Bryce and Darla Beck
- The Burt and Barbara Foundation
- Catered Too!
- City of San Jose Department of Parks, Recreation and Neighborhood Services
- Cynthia and Allen Ruby
- David B. Costa
- The David and Lucile Packard Foundation
- eBay Foundation
- The Elizabeth Taylor AIDS Foundation/Macy's
- Mr. and Mrs. CJ Fitzgerald
- Genentech
- The George & Judy Marcus Family Foundation
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- Gregory M. Krodel
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- Macy's
- Mary Ellen and Michael E. Fox, Sr.
- MAC AIDS Fund
- RBC Wealth Management
- SCAN Foundation
- The Staple Family Fund, an advised fund of Silicon Valley Community Foundation
- UL



Donate

Please consider making a donation to The Health Trust using the envelope attached in this newsletter or online at www.healthtrust.org/donate.

Volunteer

For additional information about our volunteer opportunities, please visit <http://healthtrust.org/volunteer/> or contact Michelle Leporini at 408.961.9862 or at michellel@healthtrust.org.

THANK YOU

Educare: Investing in Children's Future

ON MARCH 2ND, The Health Trust Grants Committee, made up of The Health Trust Board of Trustees and community members, took a tour of the first Educare in California at the Santee Elementary School campus in San Jose. In June of 2013, The Health Trust awarded a \$1,000,000 grant for the support of **Educare of California at Silicon Valley** school and professional development institute.

The school, located in a high-need, low-income community in Santa Clara County, currently enrolls 168 children ages 0 - 5; eighty-five percent of whom are from Spanish and Vietnamese speaking backgrounds. Housing

high-quality early learning classrooms, a family resource center, and a satellite children's museum, this site is committed to preventing the achievement gap from taking root in the early years of a child's life. "Giving a child a healthy start in life is the best long term health investment you can make in a community. We are grateful that our Trustees see the best prevention strategy to address the challenges of the social determinants of health is an early childhood investment," said Frederick J. Ferrer, CEO of The Health Trust.

To learn more about The Health Trust Grantmaking opportunities, please visit healthtrust.org/grants.

