NORTHERN CALIFORNIA

BLACK PHYSICIANS FORUM 2015

Event Program & Physicians Referral Directory

Strategies to Improve Health Inequities Where African Americans Live, Work, Learn, Worship & Play

MARCH 6, 2015

UC Davis School of Medicine, Sacramento, CA

PRESENTED BY: sac cultural hub Media Foundation | UC DAVIS SCHOOL of MEDICINE

IMPROVING HEALTH AND HEALTH CARE FOR ALL MEMBERS OF OUR COMMUNITY

UC Davis Health System physicians, researchers, specialists, nurses, students and staff are a reflection of California's unique diversity and offer high-quality, compassionate and culturally relevant care, with the goal of reducing health disparities for all. Widely recognized for excellence:

- UC Davis Health System was **recognized as "Best-in-Class" by the Institute for Diversity in Health Management in 2012** for efforts to recruit, retain and promote minority individuals and broadening workforce diversity.
- UC Davis Medical Center has been **named a "Leader in Healthcare Equality" by the Human Rights Campaign Foundation** for four years running for creating a safe, inclusive and welcoming environment for LGBT patients and employees.
- UC Davis School of Medicine **offers curriculum and programs in delivering culturally competent care for underserved populations**. Forty-two percent of incoming first-year medical students in 2014 identify with groups from diverse backgrounds.

To learn more about our award-winning and diverse health system, visit healthsystem.ucdavis.edu

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Dr. Darin Latimore
Associate Dean of Medical and Resident Diversity, UC Davis School of Medicine
2015 Forum Host & Advisory Committee Member

It is my pleasure to welcome you to the Northern California Black Physicians Forum here at the UC Davis School of Medicine. This is our fifth forum event in partnership with the Sac Cultural Hub, and this year promises to be our most productive and successful yet. For 2015, a group of dedicated physicians and advisory board members developed a remarkable agenda, with inspiring experts who will focus the discussions on some of the most challenging health issues facing our communities of color.

This year's topic, "Strategies to Improve Health Inequities Where African Americans Live, Work, Learn, Worship and Play," should resonate with every attendee because disparities in health affect all of us. By bringing together health-care professionals, community advocates, students and many others, this annual forum can highlight effective approaches to overcoming disparities and help address what the World Health Organization calls the social determinants of health – that is, the conditions in which people are born, grow, live, work and age.

Our speakers – which include Kimberly Bankston-Lee and Twlia Laster from the Saving Our Legacy Project, Dr. Phillip Gardiner from the UC Office of the President, and William Jahmal Miller, deputy director of the Office of Health Equity at the California Department of Public Health – bring a wealth of experience and expertise to our gathering. A community action plan targeting heart disease and diabetes, with a focus on risk factors such as tobacco use and obesity, will underscore strategies for change that we hope to encourage at the individual, policy, institutional and community-wide levels.

I am proud to note that UC Davis Health System's mission of improving lives and transforming health care is well aligned with the focus and work of the Black Physicians Forum. From patient care and health research to medical student recruitment and training, the university places a high priority on partnerships and engagement. From our emergency department and primary-care clinics to classrooms, research labs and executive boardrooms, UC Davis is an institution well aware of the health disparities that disproportionately impact the African American community.

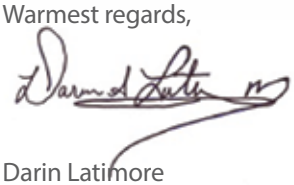
As health-care and community leaders, we have a responsibility to address the most pressing health problems facing our community. We know that improving health requires much more than a mere prescription, surgical procedure or clinic visit. While the social determinants of health encompass everything from lifestyle and living conditions to education to economic opportunity—and are influenced by subtle and overt forms of racism and so much more—it is our achievement and success in medicine that uniquely position us to be agents of change.

We can inspire students to see the life-changing opportunities of careers in health care. We can speak to our communities about healthy living and have thoughtful conversations that resonate with everyone. And we possess cultural insights and understanding that enable us to provide appropriate guidance to both patients and policy makers.

The Black Physicians Forum is more than just a problem-solving endeavor. It also is a wonderful social gathering – an ideal opportunity to create lasting friendships and professional collaborations that can only strengthen our community.

Thank you for joining us this year. Your commitment to Northern California's African American community truly means so much to so many people.

Warmest regards,



Darin Latimore

Strategies to Improve Health Inequities Where African Americans Live, Work, Learn, Worship & Play

Friday, March 6, 2015 – 5:30 pm to 9:30 pm
FORUM SCHEDULE OF ACTIVITIES

UC Davis School of Medicine Education Building
4610 X Street, Sacramento, CA 95817

5:30 PM **REGISTRATION & RECEPTION**
Networking & Exhibits, Catered Reception
Interviews & Group/Individual Photos

6:15 PM **WELCOME & OPENING REMARKS**
Pleshette Robertson, CEO/Founder
Sac Cultural Hub Media Company & Foundation

Dr. Julie A. Freischlag, M.D., Vice Chancellor for Human Health Sciences and Dean of the School of Medicine at UC Davis

Kevin Johnson, Mayor - City of Sacramento

6:30 PM **PANEL PRESENTATIONS & DISCUSSIONS**

Thomas Hopkins, MD - MC/Host - Internal Medicine
Chief Correspondence, KCRA 3 – Sacramento

Jahmal Miller, MAH - Deputy Director
Office of Health Equity, California Department of Public Health

Philip Gardiner, Dr. P.H. - Policy, Regulatory Sciences, Neurosciences & Nicotine Dependence Program Officer, Tobacco Related Disease Research Program Adjunct Instructor – Health Disparities & Community Organizing, Touro University

Twlia Laster – Program Manager
Saving Our Legacy, African Americans for Smoke Free Safe Places (The SOL Project)

Kimberly Bankston Lee – Program Director
Saving Our Legacy, African American for Smoke Free Safe Places (The SOL Project)

Valarie Scruggs - Community Advocate
Saving Our Legacy, African Americans for Smoke Free Safe Places (The SOL Project)

9:15 PM **THANK YOU / CLOSING REMARKS**
Dr. Darin Latimore, 2015 BPF Host/Co-Presenting Sponsor
Associate Dean for Medical & Resident Diversity
UC Davis School of Medicine

See you at the Community Action Plan Implementation Symposium in the Fall of 2015!

Please submit completed evaluation forms to any Sac Cultural Hub Media Foundation staff member

The Sac Cultural Hub Media Foundation is proud to partner with co-presenting sponsor, Office of Diversity in the UC Davis School of Medicine on the 5th Annual Northern California Black Physicians Forum (BPF).

Our 2015 Corporate Sponsors and Community Partners include:

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REDEFINING YOU THERAPY
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(Inside the Law Office of Greer and Amerson)
E-mail: info@redefiningyoutherapy.com
Website: www.redefiningyoutherapy.com

Pleshette Robertson holds a B.A. in Business Administration from San Jose State University. She is the owner of PR & Associates Business Resources which is an advertisement and promotions agency specializing in providing e-mail/e-blast marketing campaigns, website production and consultation to new business and startup organizations. Pleshette just recently received the BWOPA-PAC Ella Hill Hutch 2013 Award in November 2013 and also the 2012-2013 UC Davis Chancellor's Achievement Awards for Diversity & Community in the Community Award category. She also received the 2009-2010 Business Award in November 2009 from the National Coalition of 100 Black Women, Sacramento Chapter. Pleshette also received the "Women of Excellence" in March 2008 from the Sacramento Kappa Psi Zeta Chapter of Zeta Phi Beta Sorority. Pleshette was featured in the August 2007 issue on her personal style and noteworthy achievements in the Sacramento Magazine.

Vicki Blakely holds a Bachelor of Science degree in Health Care Administration/Management where she worked for various hospitals and clinics throughout Southern and Northern California. Vicki is currently studying for her Master's Degree at Capella University. She also owns "Audacity to Promote" a company that specializes in promoting local community events. She was the promoter for the NAACP R&B Festival in 2011. Vicki joined the staff of Sac Cultural Hub in the Fall of 2009 and is the Administrative Secretary working on special grant projects and activities.

Michael Coleman was born and raised in Detroit and has worked in broadcast and print media for over twenty years. Here in California, his clients have included The Sacramento Observer and Adelante Media Group. He has a Bachelor of Arts with High Honors and Distinction in Communication from the University of Michigan, and is the proud father of two daughters, one of whom has followed in his footsteps as a Michigan alumnus. Michael is approaching fluency in Spanish and is ghost writing a memoir of a Motown Records. Michael joined the team of Sac Cultural Hub as a Staff Writer/Reporter and Advertising Executive in May of 2013.

Tolifer Denise is the owner of T.E.A. Consulting, The Exceptional Assistant Event Planning, Production, Public Relations & Consultation firm specializing in exceptional events. Tolifer has a MA in Management and Organizational Development, BA in English and Certificate in Professional Meetings & Events Planning, from CSU Long Beach. Several years of Special Events Management and Project Management experience has given Tolifer Denise invaluable experience in the events industry. T.E.A. Consulting joined forces with Sac Cultural Hub in September of 2007 to direct the Hub Choice Community Awards Show. Tolifer serves as the Special Events Director for annual events for the Sac Cultural Hub Media Company.

Twlia Laster is the owner of Twlia Makes It Happen! Consulting Service. Ms. Laster has 18 years of experience in providing consulting services to clients in need of strategic marketing, program development, public relations, event management, health education, and smoking cessation facilitation. For the past seven years Ms. Laster has served as the Strategic Marketing and Program Director for Sac Cultural Hub Media Company directly engaged in increasing overall company revenue by revamping the marketing model, developing programs, solidifying corporate and community partnerships. Additionally, Ms. Laster is the Program Manager of The SOL Project, Saving Our Legacy, African Americans for Smoke Free Safe Places, and serves on several advisory committees throughout Northern California.

Lesley Leatherwood is the CEO of Leatherwood Marketing, and specializes in national internet marketing and print advertising. She possesses over 19 years of corporate experience, including inside and outside sales, hospitality, public relations, media buying, production assistant in television and four feature films. She is an expert with consulting on promoting, advertising, telemarketing products, events and photography. Lesley is originally from Cardiff Wales, England. Lesley has been with Sac Cultural Hub Media Company since 2008 and serves as the Community Advertising Manager.

Donna Ramos writes several multi-cultural novels simultaneously. Her journalism career as a Senior Staff Writer/Reporter for THE HUB Magazine writes multi-cultural novels and her journalism career as a Senior Staff Writer for THE HUB Magazine has yielded interviews with Maxwell, Venus and Serena Williams and HRH Sarah Ferguson Duchess of York, to name a few. As a self-published author, Ramos received acclaim from Essence Magazine and BlackbookPlus.com for her contemporary romance book "HIGH RISE". "M&M, Madness and Mayhem", the final book in her HIGH RISE Trilogy, was released in 2013.

Valarie Scruggs is the Community Advocate for Saving Our Legacy, African Americans for Smoke Free Safe Places (The SOL Project) and the Health Equity Manager, Cares Community Health where she designs programs to reduce health disparities by educating the public on health insurance and utilizing health care services to manage overall health. She is also owner of VisionStep, a consultant business focused on program development, evaluation, and grant writing. Ms. Scruggs has 15 years experience in program planning, securing funding, and implementing effective public health education and community outreach efforts, with special emphasis on increasing awareness among women, African-Americans and Latinos. She develops strategic alliances with community leaders, health professionals, educators, and advocates, to implement campaigns that deliver increased knowledge and encourage individuals and communities to take action to reduce their risk for disease. She holds a Bachelor of Arts in Social Ecology from University of California, Irvine with an emphasis in Psychology and Social Behavior. Valarie also serves as Program Development Manager for the Sac Cultural Hub Media Foundation.

Greetings!

Welcome to the 5th Annual Black Physicians Forum! We are excited to partner once again with UC Davis School of Medicine to bring together this dynamic group of physicians, nurses, allied health providers and community residents. Over the years, the Black Physicians Forum has taken an in-depth look at how health issues such as hypertension, heart disease, mental health, cancer, and HIV/AIDS are impacting African Americans. We've reviewed the latest research advances in those areas and engaged northern California physicians in producing collaborative projects focused toward reducing gaps in healthcare and health disparities among African Americans and medically underserved people in Northern California.

In the last year, Sac Cultural Hub Media Foundation has served on the SOL Project Social Determinants of Health Community Action Plan Planning Committee. The experience has deepened our understanding of the complexities involved in improving the health of African Americans. The social, economic, education and environmental challenges that our communities have faced throughout history have left us with poorer health, shorter lives, and a legacy of distrust and discouragement when it comes to health management. Eliciting real change for our communities must involve both short-term and long-term views and strategies that address the range of institutionalized disadvantages visited upon African Americans as well as individual behaviors.

Today we are strategically poised to take advantage of our changing health care system and the new energy and partnerships the Affordable Care Act has allowed us to foster to propel individuals and families forward toward longer and healthier lives. People who have never had health insurance are becoming insured and as a nation our health care mission is to gain control of health care costs by shifting our service models from fragmented and high cost coverage among a small portion of Americans to offering affordable, high quality health care to all Americans. It is our local goal to create a more collective impact in the areas we serve so that everyone has an equal chance at being well and experiencing good health care. Through personal experiences with health insurance coverage and the many people we have enrolled in Covered California, we have seen the vital gains having health insurance brings to families. The most critical lessons have been around learning the true cost of health care and gaining a sense of peace from knowing you can get the health care you need in case of emergencies. Enrolling Americans in health care coverage is only the first step. As we move forward, it is imperative that we coordinate and collectively direct change in our communities. These changes will require participation across all sectors to create the conditions where the health of African Americans flourishes under social, economic, environmental and policy systems that improve health outcomes. Each of us has something to contribute; we cannot do it alone. We look forward to exploring in partnership with the physicians and medical providers distinct ways each of us can be involved in making our communities better.

True Blessings!

Pleshette Robertson
CEO & Founder - Sac Cultural Hub, Chief Editor of THE HUB Magazine President - Sac Cultural Hub Media Foundation

Twlia Laster
Stategic Marketing Director
Sac Cultural Hub
Media Company
Owner - Twlia Makes It Happen!

Tolifer Denise
Special Events Director
Sac Cultural Hub
Media Company
Owner - T.E.A. Consulting

Working to promote healthy lifestyles among African American and urban communities in Northern California, Sac Cultural Hub Media Foundation (SCHMF) was created in 2003 to develop programs which mentor young adults, women, and underserved communities. The Foundation has implemented programs in partnership with corporations, businesses and individuals to promote higher education, provide entrepreneurship opportunities, further diversity partnerships, and improve and encourage collaborative efforts through exceptional signature events that include:

- **Exceptional Women of Color (EWOC) Networking Brunch Conference**
- **Hub Choice Awards (HCA) Show**
- **Black Physicians Forum (BPF)**
- **BPF Medical Student Scholarship Program**
- **Young Exceptional Women of Color (Y-EWOC) Scholarship Competition**
- **Young Women's Summit (YWS)**

The mission of the Sac Cultural Hub Media Foundation is to provide exciting non-traditional vehicles of engagement where businesses and non-profit organizations can market services and products, mentor and provide public service information to educate and inspire the urban community. Our primary goal is to motivate and empower African American professionals, communities, and youth to thrive and succeed in life.

The Sac Cultural Hub Media Foundation utilizes the Sacculturalhub.com Media Company to connect with the African American and Urban communities of Northern California. Sacculturalhub.com is known as the #1 grassroots multi-media organization in Northern California and is the most popular resource for networking of businesses, non-profit organizations, community resources, entertainment, and individuals.

Pleshette Robertson, the CEO and Founder of Sacculturalhub.com launched the website in March 2002. The website provides an internet platform for news, multicultural events, career profiles, professional business services, community resources, educational opportunities, corporate advertising, and photo gallery of Northern California residents, visitors, and celebrities. The website currently receives over 2 million national hits each month with over 50,000 unique visitors each month. In February 2006, Ms. Robertson implemented a signature publication to complement the website. THE HUB: Urban Entertainment & Lifestyle Magazine caters to affluent urban professionals, working class families, and underserved African American and mainstream communities with a mission to highlight these individuals for their community contributions which increases enthusiasm in the community and helps others to celebrate what Northern California has to offer.

sac cultural hub Media Foundation

sac cultural hub urban entertainment

THE HUB THE URBAN ENTERTAINMENT AND LIFESTYLE MAGAZINE

Northern California BLACK PHYSICIANS FORUM 2011

EWOC EXCEPTIONAL Women of Color

Assembly
California Legislature
HOLLY J. MITCHELL
ASSEMBLYMEMBER, FIFTY-FOURTH DISTRICT

Greetings to the participants of the 5th Annual Northern California Black Physicians Forum.

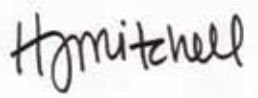
It is my honor to welcome you to this year's forum, an event that strives to connect physicians, clinicians, medical students, and health administrators with colleagues throughout Northern California.

It is in these interactions that we continue to demonstrate leadership and foster collaboration in the treatment, prevention, and access to healthcare. This year's theme is: "Strategies to Improve Health Inequities Where African Americans Live, Work, Learn Worship & Play." The purpose of this forum is to provide strategies for individual, policy and systems change to organizations working towards improving the health and wellbeing of the African American community.

I applaud each of you who are dedicated to improving the health of our communities and for fighting each year to make a positive impact on health issues that disproportionally affect African Americans – issues like diabetes, tobacco-use, and obesity. I welcome a discussion on promising practices in the areas of Educational Attainment, Economic Development and Racial Discrimination/Social Justice as three of the eleven Social Determinants of Health identified by the World Health Organization.

On behalf of the California State Legislature and the 30th Senate District, I offer my sincere appreciation to each of you for your leadership, commitment to groundbreaking research, and community engagement. Your work will not go unnoticed and will surely have a resounding impact on us all. So again, welcome to the 5th Annual Black Physicians Forum. I wish you all the best and am excited for your work ahead.

Warmest Regards,



HOLLY J. MITCHELL
SENATOR, 26th DISTRICT

Assembly
California Legislature
KEVIN MCCARTY
ASSEMBLYMEMBER, SEVENTH DISTRICT

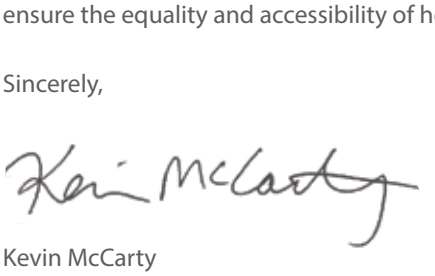
Greetings from the 7th Assembly District!

It is my pleasure to welcome you to the 5th Annual Black Physicians Forum.

This year's theme, "Strategies to Improve Health Inequity Where African Americans Live, Work, Learn, Worship & Play," speaks to the continued need to improve health outcomes for members of the African American community. While great strides have been made over the years to address the disparities in health outcomes for members of the African American community, there is still much work to be done. This type of annual collaboration often leads to the development of new and innovative ideas on how to best serve the healthcare needs of the African American community.

As the day's forum concludes with this wonderful reception, I congratulate you on bringing together such a dynamic group of physicians, nurses, and other healthcare professionals from Northern California for this exciting event. Thank you for the tireless work that you do to ensure the equality and accessibility of healthcare services for the African American community and beyond.

Sincerely,



Kevin McCarty
Assemblymember, 7th District

Greetings!

On behalf of the city of Sacramento, it gives me great pleasure to welcome you to the 5th Annual Anniversary Celebration of the Northern California Black Physicians Forum at the UC Davis School of Medicine.

The city of Sacramento is proud to support the work of the Black Physicians Forum. The platform provided addresses issues most relevant to health disparities in the African American community and is a vital service that greatly benefits Sacramento as well as cities across Northern California. I commend you for your commitment to improving access to healthcare services and education and overall quality of life in our communities.

Sacramento is honored to host this event and we welcome the new knowledge and insight you will contribute to this forum. I extend my congratulations and thank the organizers and sponsors for their work in making this even possible.

Thank you for all that you do and best wishes for a successful event.

Sincerely,

Kevin Johnson
MAYOR

Chet P. Hewitt
Honorary Chair, BPF Advisory Committee,
President & CEO,
Sierra Health Foundation

Welcome to the 2015 Black Physicians Health Forum. This year marks a significant achievement as the Health Forum celebrates its fifth anniversary. It is important that we take time to celebrate this great milestone while remaining mindful that now is an opportune moment to begin the next phase of our journey.

Since its inception five years ago the Black Physicians Health Forum has had a bold and powerful objective: to organize the knowledge and power of African-American health care leaders to improve health outcomes in the African-American community. As the most contentious provisions of the Affordable Care Act - those that expanded access to health insurance coverage – become part of the public landscape we can intensify our focus on health promoting factors outside of clinical care settings. As you know there is a compelling and growing body of research that demonstrates 85 percent of health is determined by social, environmental and economic factors. Often referred to as the social determinants of health, the research has been summarized in an increasingly popular catch phrase: health is where you live, work and play. Unfortunately what we also know is that too many African-American children and adults are living, working and playing in environments that negatively impact their long-term physical and emotional health.

The good news is that the health care sector is responding to this new knowledge by increasing its investments in health interventions designed to address nonclinical risk factors. These investments can be game changers and will need your experience and wisdom if they are to eliminate the health disparities that continue to ravage our community.

The esteemed and knowledgeable panel of speakers invited to present at this year's event will lay the groundwork for opportunities embedded in this next great transformation of health care policy and practice. We are honored to have them join us. I expect their insights will both inspire and prepare us to continue anew the journey we started five years ago.

A Luta Continua (Let the Struggle Continue).

Chet P Hewitt

Community Action Plan Executive Summary

The public health community has come to realize that health is not just about individual behavior choices; it is also about the social conditions of where people live, work, learn, play, and worship. Saving Our Legacy, African Americans for Smoke Free Safe Places (SOL Project) and a Social Determinants of Health planning committee of health educators, public servants, health care practitioners, and non-profits came together to develop a community action plan that addresses social determinants of health among African Americans in Sacramento County.

The resulting Strategies To Improve Health Inequities Where African Americans Live, Work, Learn, Play, and Worship In Sacramento California Community Action Plan is a guide to reducing and eventually eliminating disparate conditions in Sacramento County among African American residents. The Community Action Plan (CAP) outlines health disparities related to Heart Disease and Diabetes; outlines Tobacco Use and Obesity as two risk factors of health disparities; and reviews promising practice examples in areas of Educational Attainment, Economic Development and Racial Discrimination and Social Justice as three of the eleven identified Social Determinants of Health identified by the World Health Organization. This plan, when implemented by organizations whom have the capacity, can improve the health and wellbeing of African American community members with measurable results.

The Community Action Plan is intended to be the first of many, where diverse sectors of non-traditional partners collaborate to engage in efforts to reduce racial and ethnic disparities in health outcomes for African Americans in Sacramento County. The CAP development was based on an understanding that there is no one strategy, individual, nor organization that would be or can be the trailblazer to eliminate health disparities and improve all inequities related to social determinants of health. However, these efforts can be improved by collective expertise, commitment and determination from organizations and individuals to developing and executing short and long term plans with measurable outcomes.

It is our hope that this project will spark a movement to implement more strategic and synchronized efforts in the Greater Sacramento area addressing the many social determinants of health to improve health outcomes of all residents.

Social Determinants of Health

Where we live, work, learn, play and worship provide strong indicators of how long we will live and the quality of that life while we are alive. The social determinants of health describe the health behaviors, clinical care, social & economic factors, and physical environments under which we live that are directly linked to health outcomes. Public health professionals have long focused on the elements of individual health behaviors and access to clinical care as methods for improving population health. However, there is a growing body of evidence that indicates factors such as educational attainment, economic opportunities and wealth, and racial and social discrimination have a greater impact on health outcomes. These three factors were selected by the Social Determinants of Health Committee to take a closer look at how they affect the lives of African Americans in the greater Sacramento area.

Educational attainment

The number of years a person goes to school and their level of education such as securing a high school diploma or college degree effects health in a number of ways and has implications on the social, economic, and environmental opportunities that will be available to them over the course of their life.

Economic Development

Longer life expectancy, lower rates of chronic disease, greater food security and more physical activity all have a strong correlation with income and wealth. A higher level of financial resources allows individuals and families to make different choices about education, employment, food purchases, consistency in taking medications, safety and exposure to health hazards (e.g. poor air quality, power lines, fast food, etc) in their neighborhoods, and many other factors that have positive health effects.

Racial Discrimination and Social Justice

Racial discrimination plays a significant role in increased levels of unemployment, high levels of stress, residential segregation, reduced access to goods and services, lower educational attainment and low socioeconomic status all of which have been shown to be linked to poor health outcomes.

Health policies and evidence-based programs that address multiple social determinants of health simultaneously are needed to reduce disparities and improve health outcomes among African Americans.

Mechanisms of Change

Effective public health, health promotion, and chronic disease management programs help people maintain and improve health, reduce disease risks, and manage chronic illness. They can improve the well-being and self-sufficiency of individuals, families, organizations, and communities. Usually, such successes require behavior change at many levels, (e.g., individual, environmental or systems, and community policy change). It is important for organizations and collaborations that set out to improve the health of African Americans to identify, design and implement interventions at multiple levels in order to produce positive change within their communities.

Individual Behavior Change

Individual Behavior Change focuses on the individual—changing their knowledge, beliefs or attitude in order to change their behavior towards a particular health condition.

Environmental/Systems Change

Contemporary health promotion involves efforts to change organizational behavior, as well as the physical and social environment of communities. It is also about developing and advocating for policies that create opportunities for people to make healthy choices.

Public Policy

Public policy changes respond to how social systems function and change. They offer longer-term strategies that work in a variety of settings, such as health care institutions, schools, worksites, community groups, and government agencies.

Understanding and creating local networks that support change at the individual, environmental/systems, and public policy levels may garner greater impact overall in improving the lives of African Americans.

Reducing Disparities among African Americans in Sacramento County

African Americans suffer disproportionately from inequalities. The information below looks at how African Americans in Sacramento County fair with respect to other ethnic groups related to key social determinants of health.

Educational attainment

An education gap exists among the different racial and ethnic groups in Sacramento. For African Americans, the highest level of education most completed is grade 12 at 33.2%, compared to Asians whose highest level of education most completed is a bachelors' degree at 32.9%. [5]

Income

The average household size is two people and the median income is $55,846. For Blacks, the median income is $39,471 (2008-2012).[2,4]

Health status of African Americans

- 29.9% currently smoke.[5]
- 67.7% are overweight or obese.[5]
- 11% have diabetes.[1]

Life Expectancy

Life expectancy for African Americans is lowest among all racial and ethnic groups in the county at 73.8 years compared to Hispanics at 87.7 years, Asian/Pacific Islanders at 84.1 years and Caucasians at 78.6 years (Figure 5).

GOAL: Eliminate Heart Disease and Type 2 Diabetes Among African Americans.

The CAP provides strategies and promising practices that were identified from a variety of resources and entities who have successfully implemented programs to improve Social Determinants of Health for the African American community. Coordinated efforts among stakeholders in Sacramento County to implement the recommended strategies will increase evidence-based improvements in the health of African Americans.

Eliminating Heart Disease

Strategy #1: Raise awareness of symptoms and signs of heart attack and stroke through cultural, linguistic, and gender education initiatives.

Strategy #2: Increase primary prevention efforts to avoid Heart Disease among African Americans through: smoking cessation, management of blood pressure (BP), weight control, and dietary and physical activity counseling.

Strategy #3: Comprehensive management of risk factors in those with established Heart Disease.

Eliminating Diabetes

Strategy #1: Increase implementation of evidenced-based diabetes prevention and management programs in underserved African American communities.

Strategy #2: Improve access to supermarkets in underserved areas and incentivize the sale of healthier foods and beverages in underserved areas.

Strategy #3: Increase access to outdoor recreational facilities and enhance walkability and bikeability in neigbhorhoods.

Strategy #4: Reduce barriers to healthy meal planning and preparation by increasing resources and social support for a healthy diet.

Eliminating New and Emerging Tobacco Product Use

Strategy #1: Foster collaboration between community-based organizations (CBOs) serving African Americans and those organizations working in the tobacco control movement to broaden their efforts to reduce use.

Strategy #2: Work jointly on policy or systems change with local, state and national entities to eliminate the use and targeting of flavored tobacco, including menthol and other candy flavorings towards African Americans and youth in particular.

Strategy #3: Increase understanding of community perspective and needs for development of effective community interventions.

Eliminating Obesity

Strategy #1: Ensure state-level leadership and coordination of statewide obesity prevention efforts to create active living and healthy eating environments and work toward the elimination of health inequities.

Strategy #2: Collaborate with existing programs local and statewide to implement joint public education campaigns that promote healthy eating and active living.

Strategy #3: Work with government, worksites, health care providers, and schools to improve access to healthy eating and physical activity.

This document was developed by the SOL Project: Saving Our Legacy, African Americans for Smoke-Free Safe Places, a project of Public Health Foundation Enterprises, funded by the California Department of Public Health, Tobacco Control Program, contract number 10-10217. *© 2015*

Summary

The Social Determinants of Health Planning Committee elected to explore the impact of social and economic factors on the health of African Americans. Developing strategies and promoting promising practices that can be implemented in a coordinated and synergistic effort between community-based organizations, private business, and local, state, and national government endeavors is necessary to improve social and economic factors. Understanding how educational attainment, economic opportunities and wealth, and racial and social discrimination contribute to health outcomes among African Americans is critical to making improvements in the health of this population. Successful strategies employed to improve the health of African Americans have included increasing job training, connecting youth and formerly incarcerated with jobs, creating access to healthier foods, building safe and open green spaces for physical activity, policies that support early and low-cost health screenings, revitalizing neighborhoods, and investing in education.

This Community Action Plan will be shared with key thought and opinion leaders and those who want to move from dialogue towards action. It is intended to inspire more community action plans that lead a movement of addressing other social determinants of health and other health issues in order for the African American community to live well and prosper—by not only reducing, but eliminating disparities for African Americans in Sacramento California.

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3) http://www.sierrahealth.org/pages/537

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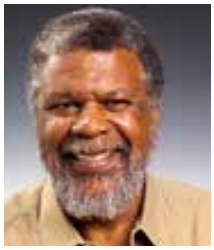
Internal Medicine – Chief Medical Correspondent for KCRA-3 in Sacramento.

Master of Ceremonies Thomas Hopkins, M.D.

Thomas. Hopkins, M.D. is a board-certified physician in Internal Medicine who is in private practice in Sacramento, California. Dr. Hopkins is the Medical Director for Cardiac Rehabilitation and Wellness, Employee Health Services, Utilization Management, and holds leadership positions in a large, multi-specialty IPA in Sacramento, California. Dr. Hopkins currently serves as the Chief Medical Correspondent for KCRA-3 in Sacramento, an NBC-affiliate television station where he delivers live television broadcasts on current issues relevant to health and medicine. Dr. Hopkins has been a practicing physician for 16 years. His areas of expertise include bariatric medicine, and he has a keen interest in Men's Health issues serving on a National advisory panel for Erectile Dysfunction. He formerly served as a Delegate to the American Medical Association and California Medical Association. He serves as Treasurer and Board Member for Sutter Independent Physicians which is an organization of more than 750 independent practicing physicians in the Sacramento region. Dr. Hopkins has genuine interest in improving patient education, increasing health screening and access to basic health care services, and maximizing preventive strategies to preserve health and reduce disease.



Dr. Philip Gardiner
Policy, Regulatory Sciences, Neurosciences and Nicotine Dependence Program Officer, Tobacco Related Disease Research Program and adjunct faculty member, Health Disparity and Community Organization

Dr. Philip Gardiner is a Public Health activist, administrator, evaluator and researcher. For the past 25 years, he has worked on studies ranging from Hypertension, Multiculturalism and AIDS, to Breast Cancer, Prostate Cancer, Diabetes and Smoking. Dr Gardiner received his Doctorate in Behavioral Sciences from the University of California at Berkeley, where he focused on Youth Violence as a public health issue. Throughout his research career, Dr. Gardiner has maintained his community activism to address racial disparities in health, through writing, organizing, evaluating and public speaking. Currently, Dr. Gardiner is the Social & Behavioral Sciences and Neurosciences and Nicotine Dependence Research Administrator for the Tobacco Related Disease Research Program (TRDRP), University of California Office of the President. Dr. Gardiner was a member of the national Steering Committee for National Conference on Tobacco or Health in 2009 and was the national co-chair for the 2nd Conference on Mentholated Cigarettes which was held in Washington D.C. in October 2009. Dr. Gardiner is the co-editor of the Society for Nicotine and Tobacco special Journal Supplement that came out of the conference, Menthol Cigarettes: Toward a Broader Definition of Harm. Dr. Gardiner, along with Dr. Pamela Clark wrote the lead article for the above mentioned journal, making a strong case for the banning of mentholated cigarettes. Dr. Gardiner is also an adjunct faculty member at Touro University in Vallejo, a graduate medical college, where he teaches a course on Health Disparities. Dr. Gardiner is also the leader of an independent consultant firm, Gardiner & Associates, whose main evaluation work has centered on health disparities. And lastly, Dr. Gardiner is Co-Chair of the African American Tobacco Control Leadership Council (AATCLC), a group of Black professionals dedicated to fighting the scourge of tobacco impacting the African American community in California and Nationally.

William Jahmal Miller was appointed by Governor Jerry Brown as Deputy Director to the Office of Health Equity at the California Department of Public Health, starting October 2013. In August 2014, the California State Senate unanimously voted to confirm Mr. Miller. Previously, he served as Communications Manager with Kaiser Permanente's National Offices - Community Benefit, Health Policy & Research Division. At Kaiser Permanente, he also served in the Central Valley Service Area, where he was Manager for Community & Government Relations within the Public Affairs Division. Mr. Miller has provided overall management of for Sutter Health's Sacramento Sierra Region as Manager for Strategic Marketing & Communications and oversight of growth, marketing and communications efforts with large-employer groups and brokers. Mr. Miller completed an Executive Fellowship with the Nehemiah Emerging Leaders Program in conjunction with the American Leadership Forum & CORO. Mr. Miller is a proud graduate of Columbia University in New York City, receiving a Bachelor of Arts Degree in Psychology, and he holds a Master of Healthcare Administration from the University of Southern California.

Kimberly Bankston-Lee is Project Director for Saving Our Legacy: African Americans for Smoke-free Safe Places (The SOL Project), and Breathe California, Sacramento-Emigrant Trails' Sacramento Taking Action against Nicotine Dependence (STAND Project). Ms. Bankston-Lee has 17 years of experience planning, developing and implementing tobacco control programs with diverse communities, nonprofits, government, and medical services. She received her Bachelor of Science in Health and Safety with an emphasis in Community Health Planning from CSU Sacramento. Ms. Bankston-Lee has worked with restaurateurs, rental housing, community colleges and trade schools to adopt smoke-free policies and ordinances. She's developed numerous educational materials, policy tool kits, and TV, radio and social media campaigns to increase awareness about the dangers of secondhand smoke, nonsmokers' rights, and support for smoke-free outdoor policies. She is currently the Co-Principal Investigator on a research project testing efficacy of smoking cessation for college students, in partnership with UC Davis Medical Center.

Twlia Laster has worked in tobacco control specifically serving African American and African Immigrant populations for 17 years. Her experience includes cessation and focus group facilitation, administration, grant coordination, program coordination and management on each African American priority population contract for the California Tobacco Control Program (CTCP) funded grant programs since 1996. Ms. Laster is currently the Program Manager for Saving Our Legacy, African Americans For Smoke Free Safe Places (The SOL Project) and is the African American Outreach and Education Consultant for the Medical Incentive to Quit Smoking (MIQS) Program. Her most recent work focuses on advocating for smoke-free policies in outdoor dining areas, providing technical assistance to Sacramento Regional Transit District (SRTD) on implementation of their recently adopted smoke free policy for light rail stops and bus stations; and developing a Social Determinants of Health Community Action Plan for African Americans in Sacramento County. Ms. Laster is an active member of the African American Tobacco Control Leadership Council. She also owns a small consulting firm that specializes in strategic marketing, program development, and event management for several clients in Northern California including Sac Cultural Hub Media Company & Foundation.

Valarie Scruggs is the Community Advocate for Saving Our Legacy, African Americans for Smoke Free Safe Places (The SOL Project) and the Health Equity Manager, Cares Community Health where she designs and programs to reduce health disparities by educating the public on health insurance and utilizing health care services to manage overall health. She is also owner of VisionStep, a consultant business focused on program development, evaluation, and grant writing. Ms. Scruggs has 15 years experience in program planning, securing funding, and implementing effective public health education and community outreach efforts, with special emphasis on increasing awareness among women, African-Americans and Latinos. She develops strategic alliances with community leaders, health professionals, educators, and advocates, to implement campaigns that deliver increased knowledge and encourage individuals and communities to take action to reduce their risk for disease. She holds a Bachelor of Arts in Social Ecology from University of California, Irvine with an emphasis in Psychology and Social Behavior. Valarie also serves as Program Development Manager for the Sac Cultural Hub Media Foundation.

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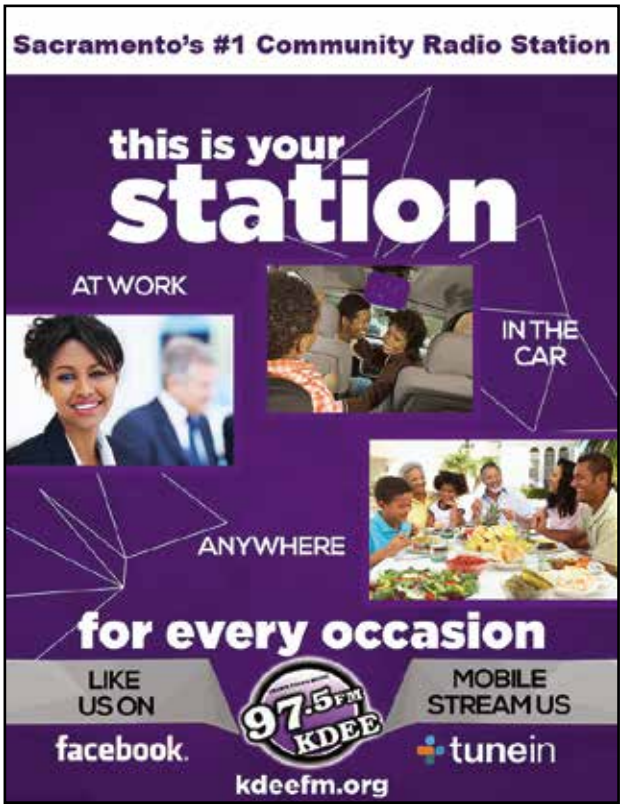

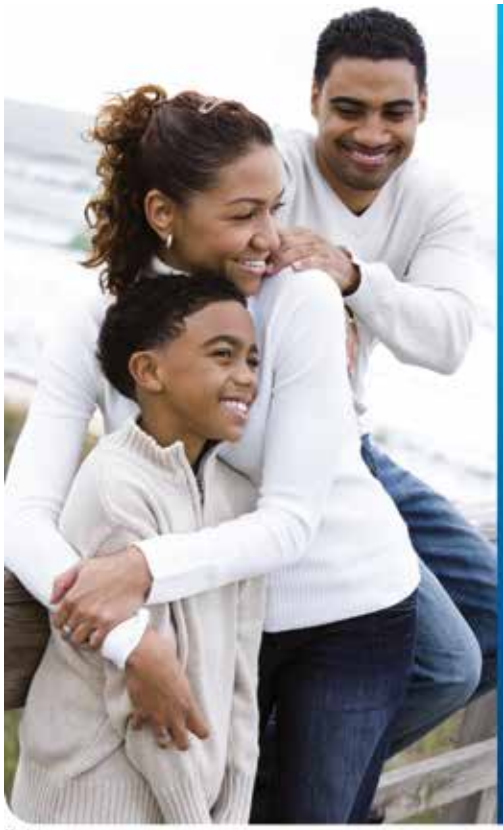

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Karen Hart, M.D. is a board certified family physician and healthcare delivery innovator. After a decade of work in the managed care system, which she feels "put too much emphasis on the bottom line and shortchanged patients," Dr. Karen Hart opened her unique medical practice in 2009. Her model combines traditional and alternative medicine. Dr. Hart is passionate about serving patients of all economic means. She assists the uninsured and small business owners with an innovative membership plan that provides access to her primary care services and a network of specialists. She has gone one step further by opening her heart and her practice to homeless women referred by a local organization that helps them regain a productive role in society. A graduate of the University of Iowa Roy J and Lucille Carver College of Medicine, Dr. Hart's work has been featured on CNN, KCRA, News10, Hearst Corporation national news and the Sacramento Bee. She is a Diplomat of the American Board Family Medicine and currently sits on the Advisory Board of Sure Safe Pharmaceuticals. A California native, she enjoys golf, tennis and cooking and is the proud mother of three girls.

Monica Crooks, D.D.S. was raised in the USAF, where her dad served our country for 28 years and she was blessed with the opportunity to live all over the US as well as in many other countries, finishing High School in Japan and college in Scotland. Fluent only in English, Dr. Crooks can get by in Japanese, Spanish and German. Education was huge in her youth. Dr. Crooks' parents taught that education is the ticket to self-sufficiency and financial independence and she is glad that she listened. Dr. Crooks has been in private practice as a general and cosmetic dentist for 20 years here in Sacramento. Having attended UCLA School of Dentistry and completed a General Practice Residency at David Grant Medical Center, Dr. Crooks loves her profession because modern technology has given dentistry the ability to do nearly miraculous things with anyone's smile. She loves the sense of accomplishment that comes from making an unattractive smile, suddenly gorgeous. Even more, Dr. Crooks love the tears of joy and the hugs of gratitude that she gets from her happy patients!

Darryl Hunter, M.D. received his medical degree from the Uniformed Services University in 1988 and completed his radiation oncology residency at U.C. San Francisco in 1993. Dr. Hunter has served as an active duty Air Force physician for 17 years before joining Kaiser Permanente in 2005. Dr. Hunter participates in community service projects and considers it an obligation of good citizenship. He serves as a member of the Sacramento Community Cancer Coalition where 11 independent community-based organizations are committed to improving access to free cancer testing for underserved. He also serves as a member of the Sacramento Community Veterans Alliance where civic leaders, veteran service organizations and government agencies work to connect veterans to service-connected benefits. Dr. Hunter also participates in activities under the Dr Ernest and Arthella Hunter Foundation, Inc. which provides scholarships for physicians committed to improving access to cancer care for those in underserved communities.

Darin Latimore, M.D. is the Associate Dean of Medical and Resident Diversity. As Associate Dean his role is to oversee the Office of Student and Resident Diversity which is to promote an organizational culture in which all people are valued and respected independent of their differences such as race, ethnicity, gender, age, sexual orientation, disability, socioeconomic status, or other characteristics. He is a practicing clinician who graduated from UC Davis School of Medicine and did his Internal Residency–Primary Care Track at UCD. He is Clinical Faculty at Cares Community Health. Cares Community Health provides acute and continuing care for HIV/AIDS patients and non-HIV+ patients who are uninsured or underinsured. As a Ryan White Supported Clinic and Federally Qualified Health Center-Look-a-Like, Cares Community Health provides medical, dental, mental health and drug and alcohol rehabilitation. Dr. Latimore precepts medical students and residents in this clinic.

Glenn A. Middleton, D.D.S. was born and raised in San Francisco, California. He received a B.S. in Zoology from the University of California, Davis, and then received a D.D.S. from the University of California, San Francisco. Dr. Middleton completed a post-doctorate program in prosthetics at the Stanford University Medical Center and the Veteran's Administration Hospital in Palo Alto, California. He provided care for the Head and Neck Oncology Unit and the Spinal Rehabilitation Department as well. Since 1992, he has maintained a private practice in restorative dentistry in Sacramento, California. Dr. Middleton has traveled abroad to provide dental care for the impoverished in Belize, Cuba and the Philippines. He is a member of the American Dental Association, the California Dental Association, the Sacramento District Dental Society, and is the current president of the Sacramento Chapter of the National Dental Association.

William Jahmal Miller was appointed by Governor Jerry Brown as Deputy Director to the Office of Health Equity at the California Department of Public Health, starting October 2013. In August 2014, the California State Senate unanimously voted to confirm Mr. Miller. Previously, he served as Communications Manager with Kaiser Permanente's National Offices - Community Benefit, Health Policy & Research Division. At Kaiser Permanente, he also served in the Central Valley Service Area, where he was Manager for Community & Government Relations within the Public Affairs Division. Mr. Miller has provided overall management of for Sutter Health's Sacramento Sierra Region as Manager for Strategic Marketing & Communications and oversight of growth, marketing and communications efforts with large-employer groups and brokers. Mr. Miller completed an Executive Fellowship with the Nehemiah Emerging Leaders Program in conjunction with the American Leadership Forum & CORO. Mr. Miller is a proud graduate of Columbia University in New York City, receiving a Bachelor of Arts Degree in Psychology, and he holds a Master of Healthcare Administration from the University of Southern California.

La Donna R. Porter, M.D. is currently a Clinical Faculty Physician, Hospital Medicine at San Joaquin General Hospital Family Medicine Residency Program. She is also a National Institute Program Director Development Fellow of the Association of Family Medicine Residency Directors and a Champion Faculty member with California Society of Addiction Medicine's Medical Education and Research Foundation. Dr. Porter received her undergraduate degree from UCLA, and a medical degree from UC Davis School of Medicine. Dr. Porter completed her residency training in Family Medicine at the Stanislaus Family Medicine Residency Program in Modesto, California. Dr. Porter also completed a Fellowship in Faculty Development through the University of California, San Francisco School of Medicine, Department of Family and Community Medicine.

Terri Speed, D.D.S. received her Doctor of Dental Surgery degree from Howard University of Dentistry in 1990. Dr. Speed was a recipient of the Howard University Department of Community Dentistry Award and the Ida Simon Memorial Award. She trained in the chronically ill and aging program for three years in Washington, D.C. Dr. Speed opened her first private practice in Elk Grove, California in 1996, and her second location in 2007. Dr. Speed was awarded Woman of the Year based on service and dedication to the community by Assemblyman Anthony Pescetti of the 10th Assembly District in 1999. In 2003, the Sacramento Observer presented her the Medallion of Honor Award for servicing the Sacramento health and medical communities. In 2004 the National Coalition of Black Women, Inc. presented her the Health and Community Service Award. She's been nominated by the National Association of Women Business Owners (NAWBO) for the outstanding Women Leader Award (OWL). She received her Doctor of Dental Surgery degree from Howard University of Dentistry in 1990. Dr. Speed is a member of the Sacramento District Dental Society (SDDS), California Dental Association (CDA) and American Dental Association (ADA). Dr. Speed is married to Marvin E. Speed, II, ESQ and they have two children, Adrian and Lauren.

Chet P. Hewitt is the President and CEO of Sierra Health Foundation in Sacramento, California. Since joining the foundation in 2007, Chet has focused the foundation's grant making on health promotion, access, and disparity interventions that target youth and other vulnerable populations. Prior to joining Sierra Health, Chet served as the director of the Alameda County Social Services Agency, associate director with the Rockefeller Foundation in New York, and as a program director at the Center on Juvenile and Criminal Justice in San Francisco. In addition to his work, Chet enjoys cycling and gardening. However, his greatest joy is time spent with his wife, Laura, and their two young sons, Chet II and Stephan.

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