

# Community Focus

An important objective for CenCal Health is to increase our involvement with community partners:

We are increasing our Community Focus activities in both Santa Barbara County and San Luis Obispo County in anticipation of Medi-Cal expansion into the latter. The Community Focus Workgroup hosted information booths at the Santa Barbara, Santa Maria and San Luis Obispo Farmer's Markets in celebration of National Women's Heart Health month in May 2007. The theme was "The Heart Truth". We partnered with the Santa Barbara Neighborhood Clinics, The Women's Health Center of Santa Maria (Public Health Department) and the Community Health Centers of the Central Coast to offer free blood pressure checks, Body Mass Index screenings and information about heart disease in women. Additionally, we gave away raffle prizes, heart healthy cookbooks, and "Red Dress" pins (the national symbol for women's heart disease awareness).

To encourage people to eat healthfully and become more active for better heart health, we also sponsored a table and attended the American Heart Association's "Go Red for Women" luncheon in May 2007 with community partners and walked with the "Start!" Heart Walk program in partnership with 2nd District Supervisor Janet Wolf.



*Santa Barbara Farmer's Market, Women's Heart Health: **Christy Schuerch** (SBNC), **Janet Wolf**, (2nd District Supervisor), **Suzanne Michaud** (SBRHA)*

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Our next health plan Health Education and Promotion focus will be a Childhood Obesity Prevention Program. We are presently formulating plans for outreach efforts for the remainder of this fiscal year and next in all areas of Santa Barbara and San Luis Obispo Counties.