

Helping the



CenCal Health employees, *Mouline Chiourn and Paula Marie Michal*, at the *Miracle Mile for Kids*



HEALTH PROMOTIONS

Our Senior Health Promotion Educator, Suzanne Michaud, works with a number of community coalitions, such as Partners for Fit Youth (Santa Barbara County) and Healthy Eating Active Living –San Luis Obispo, to plan and promote health education and resources for our health plan members. She also visits provider sites to speak on health education and health literacy in order to make it easier for providers and members to communicate clearly about health information and recommendations. Here she is shown speaking on the topic of health literacy at the Best Practices in Health Promotion seminar sponsored by the Santa Barbara County Public Health Department in April 2010.

PROMOTING HEALTHY WEIGHT

This year, CenCal Health worked with other dedicated organizations in Santa Barbara County to develop a guide containing *Resources to Promote Healthy Weight for Children & Families*. This handy tool will be used by physicians, clinics, and community service providers to encourage families to access physical activity, nutrition education, or counseling and clinical services in their communities. CenCal Health sponsored its third successful annual Childhood Obesity Summit in February which was attended by over 100 health professionals and community advocates.

*Live Better
Make a Change*



Members win! A mom and her son from Orcutt won a Family Gift pack, as part of our Live Better, Make a Change program for members.

Over 500 families have enrolled in the program and committed to eating healthy and being more active since our program began in April 2008. All participants receive a family toolkit and free recipe book for joining.



Teens at C-PaTH

CenCal Health supported a new Santa Maria area program for teens called Community Partnership for Teens to be Healthier by providing nutrition classes with a Registered Dietitian and incentives for teens who participated.

Community



CenCal Health's newest health promotion effort targets pregnant women and new mothers. CenCal Health has become an Outreach Partner for "text4baby," a free, mobile information service designed to promote maternal and child health. This is an example of the innovative ways that CenCal Health is reaching out to provide health education and support to our members. www.text4baby.org



Text4baby event with Congresswoman Lois Capps, in August 2010.



Donna Slimak, Director of Member Services, far left, received the Mayor's Award for her extraordinary work in the deaf community.

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COMMUNITY PARTICIPATION

CenCal Health employees donated money and time in support of these organizations and events:

American Heart Association Heartwalk

Alzheimer's Memory Walk

Family Care Network's Miracle Mile for kids

March for Babies (March of Dimes)

United Way's Day of Caring

Healthcare Heroes - Neighborhood Clinics

CHISLO - Champions for Children

Senior Health Fairs and Expos



CenCal Health's 2010 Heart Walk team members