

# Prevention & Access To Health Care Snap Shot

We have the power to build healthy communities for the next generation.

## Health Happens With Prevention and Access

Health is a TOP priority for Building Healthy Communities South Kern and we believe health doesn't just happen in a doctor's office. It happens in neighborhoods, schools, and parks. In order to make this happen, it is critical to have community-based systems that promote healthy development for children, youth and families, creating a culture of prevention. And, when medical attention is needed, timely access to quality and affordable care is crucial. Good health comes not only from medical care, but from preventing disease before it starts.



**BUILDING HEALTHY  
COMMUNITIES**  
CONSTRUYENDO COMUNIDADES SALUDABLES  
SOUTH KERN · SUR DE KERN

health  
happens  
here   
An initiative of  
The California Endowment.



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# Prevention & Access To Health Care **Snap Shot**

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To learn more about Building Health Communities South Kern use your smart phone qr code reader app.



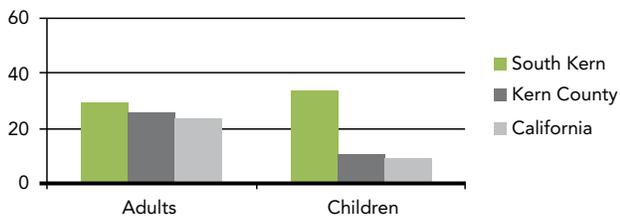


# Why Focus On Prevention And Access To Health Care?

We know that when families and individuals have coverage, access, and utilization, they will have a healthier, longer, and happier life. We also know that healthier individuals miss fewer days at work or school, and are more productive employees and successful students. When health professionals, public agencies, and individuals embrace and practice a culture of prevention, not only does this benefit individuals and their families, it also benefits our communities and the broader economy through cost savings in medical interventions and reduced absenteeism in work and school.

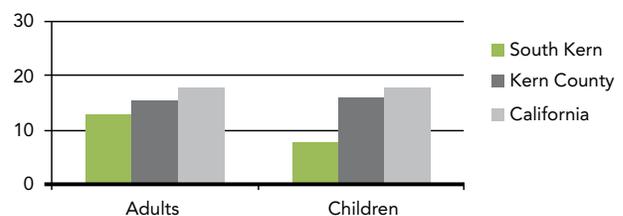
**South Kern Residents Access Less Health Care. The closest place to get emergency services is 30 minutes away.**

**No Doctor Visit in the Last Year**



[California Health Interview Survey, 2010]

**Visited the ER in the last year**



[California Health Interview Survey, 2010]

## Who lives in South Kern?

Residents in South Kern are very young, have little education and are likely to live in poverty.

- Roughly 40% of the population is 19 years old or younger.
- More than one out of three residents under 18 (37%) live below the federal poverty line.
- Nearly half of all residents (47.6%), regardless of age, live below 150% of the federal poverty line.
- Half of South Kern households earn less than \$37,000 per year, and individuals earn an average of \$11,556 per year.
- Most South Kern residents are Latino (79%), a population that has been growing in the area over the past several decades; just 15 years before that, the area's population was 53% Latino.
- More than one in three residents (39%) were born outside of the United States.
- More than one in four (27%) live in a household where English is not spoken at all, or is not spoken by anyone over the age of 13.

## Did You Know?

- 40% of South Kern adults were uninsured in 2010 compared to 25% of all Kern County adults. (Source: California Health Interview Survey, 2010)

- 19% of children who live in South Kern have at least one undocumented parent who is not eligible for health care. (Source: Marcelli and Pastor, 2015)

- 8% of South Kern residents are undocumented, therefore ineligible for coverage. (Source: Marcelli and Pastor, 2015)

# Growing Our Own: Addressing the Shortage of Health Care Professionals

## Why We Don't Have More Doctors in South Kern

- There is a shortage of healthcare workers across the country so that trained personnel have their choice about where to live and practice.
- Most doctors leave medical school hundreds of thousands of dollars in debt so they take jobs that pay the highest wages.
- Most high paying jobs are in urban areas, leaving rural communities with a shortage.

## Arvin High Health Careers Academy

Arvin High Health Careers Academy helps to address the dearth of health professionals and to develop "home grown" talent in the health field. Through the Academy, students get hands-on skill development from professionals in a variety of medical fields.

### Successes:

- In two years nearly 100 students benefited from dual enrollment and on the job training.
- In 2013-2014, 12 Arvin High students qualified for the Health Occupations Students of America (HOSA) national competition in which one team finished 8th in the nation.
- The next year, 16 Arvin High students qualified for the HOSA national competition.

## Rio Bravo Family Medicine Residency Program

The Rio Bravo Family Medicine Residency Program recruits, trains and retains culturally-competent Family Medicine residents and physicians that are dedicated to serving the underserved in Bakersfield and Kern County.

Sponsored by Clinica Sierra Vista, the program recruited its first class of six residents to begin training in July 2014. The program continues to recruit each year until it reaches its full complement of 18 residents (6 per training year).

## Dreaming of a Brighter Future

The College Dream Fund is a non-profit organization providing scholarships and ongoing mentoring to undocumented youth pursuing higher education in health-related fields. Since the organization's launch in 2010,

- 310 scholarships have been awarded to Kern County students, the majority being from South Kern.
- \$90,000 in scholarships awarded.
- 23 students from South Kern awarded scholarships in 2014-2015 to pursue a health-related career.
- Many of these same students are engaged in outreach assistance to DACA eligible youth.

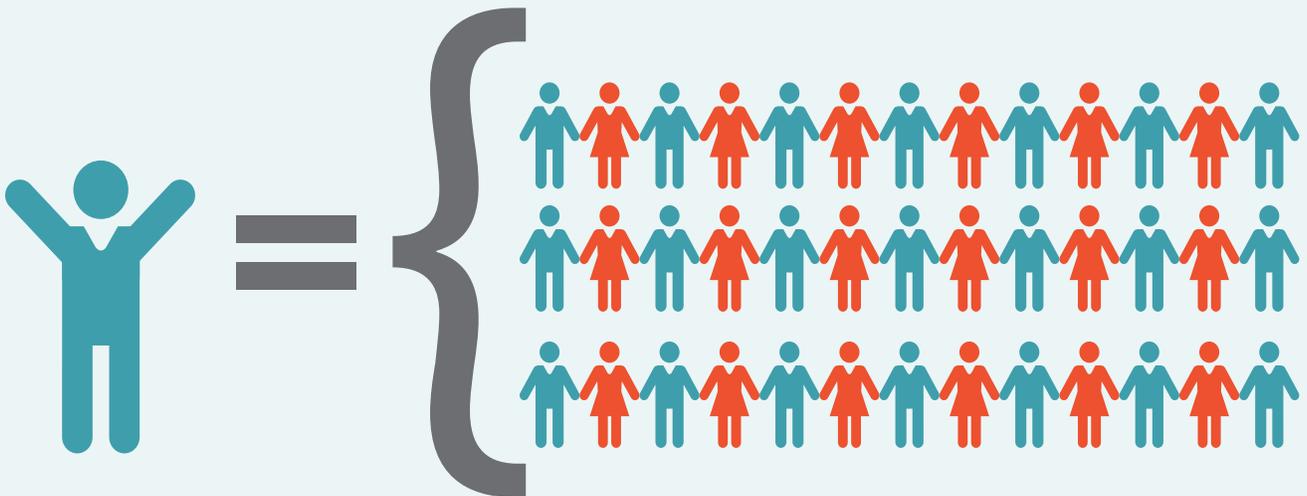


**Promotora**  
(noun \pro-mo-tor-ah\  
a lay community member who receives specialized training to provide basic health education and advocacy. In South Kern we define Promotora as leaders and champions of health.

Trained in group facilitation, public speaking, advocacy, and a myriad of health issues such as domestic violence, suicide prevention, diabetes management, prevention, and nutrition and fitness, promotoras work within their own community to educate, build individual relationships, and improve community resilience and capacity. They also serve as invaluable intermediaries between community members and service providers when traditional medical services are necessary. Because they have the trust of residents, who are often their friends and neighbors, promotoras have a broader reach than traditional service providers.

## One Promotora Can Reach An Entire Community or Neighborhood

In South Kern we have a network of promotoras who are trained and working to make our community healthier.



“What I like most about my new role is being able to give information on resources available to my community and educate them to make healthy decisions.”

~ Beatriz Basulto, South Kern Resident and Promotora

# Mobilizing and Organizing Towards

The successful passage and roll out of the Affordable Care Act was an unexpected opportunity to mobilize partners around a common goal: enrolling eligible individuals and families in a health insurance plan.



## STEP 1

### (1) Kick-Off:

In preparation for the rollout of the Affordable Care Act, WEConnect launched county-wide outreach and enrollment in May 2013.

In one day 1,500 people enrolled in health coverage setting off one of the most coordinated and collaborative structures among public agencies and community groups in recent history.

"Many Kern County residents face barriers—whether economic, geographic, or cultural—that make it difficult for them to access important preventive health services. Events like this [WEConnect] help them overcome those barriers and acquire much-needed coverage and care."

*Carmen Burgos, Project Manager, Greater Bakersfield Legal Assistance*

## (2) Towards Outreach & Enrollment

Building on momentum, an unprecedented 23 organizations from labor, community, hospitals, faith, schools, and public agencies came together under the Community Health Initiative to ramp up education, outreach, and enrollment in Covered California and to expand Medi-Cal enrollment.

### **Outreach extended to traditionally hard to reach populations:**

Single men and boys of color, foster youth, recently incarcerated, homeless, LGBTQ, and mixed status families.

### **Innovative and non-traditional outreach strategies found partners seeking eligible people in the following places:**

Swap meets, local shopping malls, colleges and the university, churches, schools, job fairs, homeless serving organizations, foster homes, emergency room departments, the county jail, and in the agricultural fields of Kern County.

# a Culture of Coverage

## (3) GOAL: 100% of eligible residents enrolled and accessing preventive care during the first and second enrollment periods:

- More than 280,000 Kern County residents enrolled in Medi-Cal through the help of 194 Certified Enrollment Counselors (CEC) and 26 Certified Enrollment Entities (CEE).
- 25.1% of Covered California enrollees in Kern County received assistance from a CEC compared to 7.6% of Covered California enrollees across California.
- 20% of Medi-Cal enrollees in Kern County received assistance from a CEC compared to 8% of Medi-Cal enrollees across California.
- Nearly 26,000 Kern County residents enrolled in Covered California (Obama Care).



**Meet Melissa Lopez:** a single mom to four young children, a full time employee in a school district and a part time student. She had not had health insurance for herself because coverage was too expensive. She had been faced with a tough decision; continue

her education or use that money to pay for health insurance. She then attended an event sponsored by the Community Health Initiative of Kern County and learned about affordable options. Melissa said, **"I feel such a great sense of relief now that my family is covered! I no longer have to worry about choosing between my studies and health insurance, and the health and happiness of my kids."**

*Source: CCHI August 2014 Newsletter*

Clinica Sierra Vista, the primary care provider for South Kern has enrolled 23,635 since the first enrollment period.

Kern County enrolled 18,083 in Covered California, 91% of those eligible signed up!

Watch a video about the BHC-SK Outreach and Enrollment Coalition in Action



# Taking a Deeper Look



## Reaching the Newly Eligible

**H**arnessing the energy, passion and drive of South Kern youth, interns with The College Dream Fund and UCLA's Dream Summer Community Health Leadership Program organized and mobilized to assist undocumented youth in preparing applications for the Deferred Action for Childhood Arrivals (DACA).



*California's 2015 budget includes \$40 million for kids' health care regardless of status.*

Through collective efforts with other organizations such as the United Farm Workers, partners have been able to identify mixed status families and enroll eligible family members in health care coverage by canvassing South Kern neighborhoods and going into the fields to meet directly with farmworkers during their lunch break. Nearly 900 individuals in South Kern applied for Deferred Action for Childhood Arrivals.

*Outreach extended to over 8,000 people.*

## Why This Matters

People who would otherwise not be eligible for health insurance will now be covered. That means they will receive immunizations that prevent contagious disease, are able to get treatment for recurring and chronic illnesses such as asthma and diabetes, and will be more productive at work and at school.

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**What is DACA?** The Deferred Action for Childhood Arrivals allows some individuals to obtain a two-year work permit and exemption from deportation.

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## When Traditional Outreach Is Not Enough

**T**he passing of AB720 expanded Affordable Care Act coverage to recently incarcerated individuals, including a provision allowing the enrollment of inmates who will soon be released. Three local hospitals, community-based organization Garden Pathways, Kern County Sheriff's Department, Kern Department of Human Services, and Kern County Mental Health joined forces to enroll soon-to-be-released inmates housed in Lerdo County Jail. **In just one-year, 1,635 soon-to-be or recently released individuals were enrolled in Medi-Cal.**

## Why This Matters

Prior to Covered California and AB720 when individuals who had been covered under Medi-Cal became incarcerated, they lost their medical coverage. Upon release, they had to go through the application process again before resuming coverage resulting in several months without access to medical or behavioral health services. Because many people who are incarcerated require medication and/or counseling, this lengthy time lapse increased the likelihood of recidivism or relapse. By bridging this gap, individuals who have been recently released are able to visit a doctor almost immediately.

# Moving From Coverage to Access: Bringing More Services to South Kern

In August 2013 Clinica Sierra Vista opened a new community health center which

- Brings much needed quality services to the underserved, medically vulnerable, and uninsured in South Kern.
- Offers family practice, pediatrics, obstetrics and gynecology, and houses WIC, a Maternal Child Outreach Program, Patient Navigators, and a lab, creating a seamless system of care.
- On its way to becoming an accredited Health Home (certified provider of patient-centered care and community linkages).

**More than 1,500 patients received services in the first 5 months.**



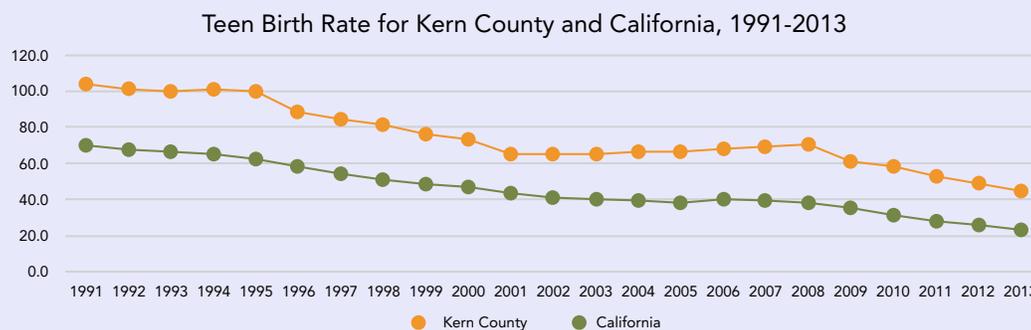
## Population Served in 2014

- Most patients were insured through Medi-Cal (67.2%)
- Established Clinica Sierra Vista patients (59.6% of all visits)
- Nearly 1 in 10 visits were for preventative health (9.1% of all visits)
- More than 1 in 10 were new patients (12.8% of all visits)

## For Teens Only

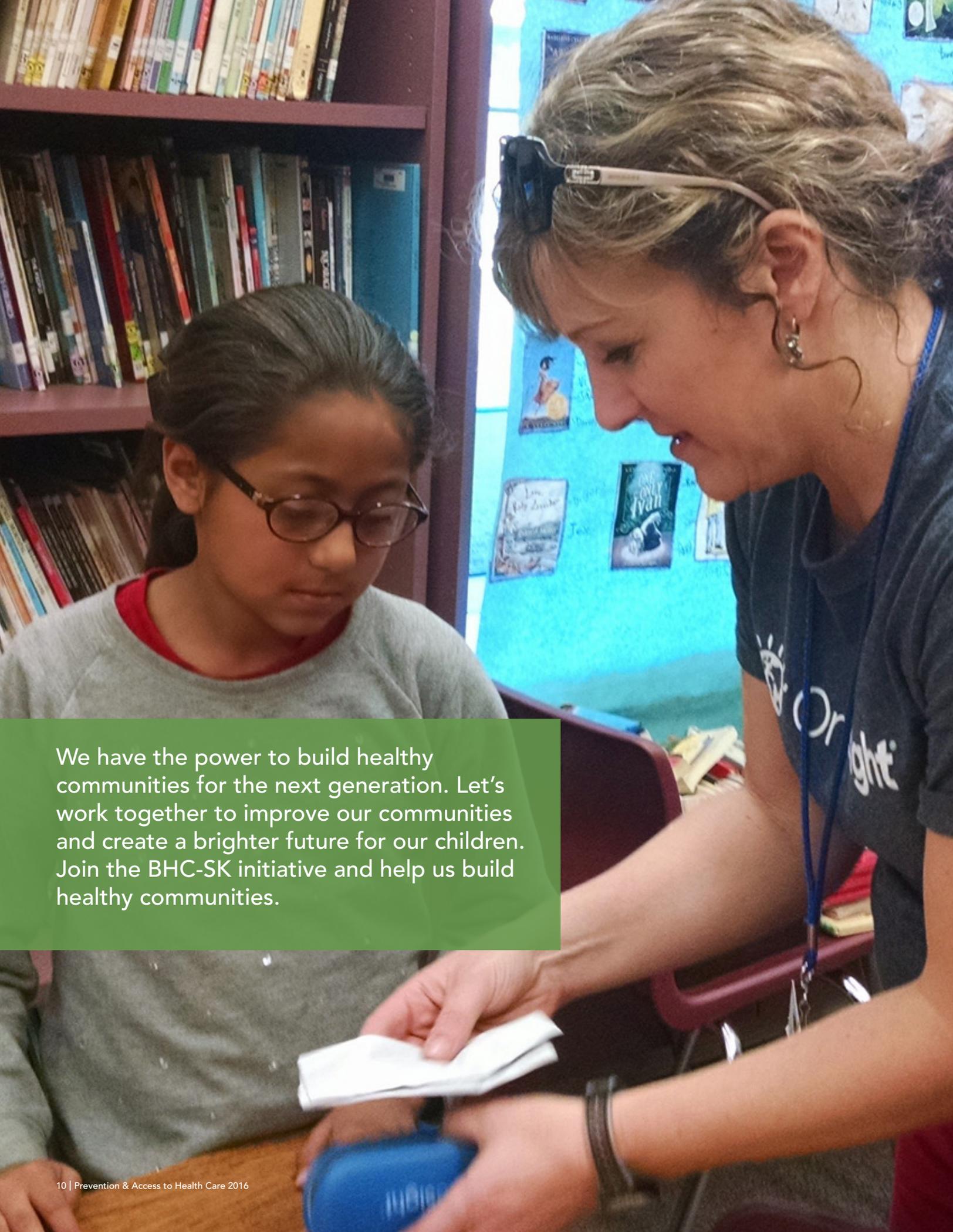
High rates of teen pregnancy and sexually transmitted diseases among youth in South Kern led Clinica Sierra Vista to establish a Teen Clinic in Arvin in 2012. Providing teens with access to confidential services, the clinic operates during afterschool hours and provides Family PACT (California Family Planning, Access, Care and Treatment) to qualifying teens. The services most utilized are STD testing, emergency contraception, and birth control maintenance.

**More than 100 teens used the clinic's services in the first 6 months of 2015.**



[\*Rates are per 1,000 women ages 15-19]

While teen pregnancy rates are not available for South Kern specifically, the percentage has been improving for Kern County as a whole (declining from 58.1 per 1,000 in 2010 to 44.9 per 1,000 in 2013).



We have the power to build healthy communities for the next generation. Let's work together to improve our communities and create a brighter future for our children. Join the BHC-SK initiative and help us build healthy communities.

# What We Are Working To Achieve

## By 2020,

- Increase and improve health education and prevention services.
- Increase the number of doctors and specialists.
- Provide access to medical, dental, vision, pharmacy, and mental health for everyone.
- Residents will have appropriate access to urgent and emergency services.

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## What is BHC?

Building Healthy Communities is a comprehensive community initiative that is creating a revolution in the way Californians think about and support health in their communities. Residents are proving that they can make health happen in their neighborhoods, schools and with prevention—and in doing so, they are creating a brighter future for their children. In South Kern, over 1,200 residents, youth, businesses and organizations are leading the Building Healthy Communities South Kern (BHC-SK) effort to promote health equity and to positively change the health of our communities through a shared vision, goals and action plan. Residents in Arvin, Lamont, Weedpatch and the unincorporated areas of Greenfield are proving that we have the power to build healthy communities for the next generation through partnerships, collaboration, leveraging resources, and building community power.

Inspired in 2009 by The California Endowment, a private foundation, BHC-SK is promoting healthy change in the areas of:



**Economic Development:**  
Creating a vibrant local economy.



**Education:**  
Improving pre-K to adult education.



**Environment:**  
Creating a healthy environment with clean air and water.



**Health:**  
Increasing access to a better health care system.



**Recreation:**  
Improving recreation activities, facilities, and parks.



In partnership with The California Endowment.

Although making real change can be difficult, our children deserve clean water, healthy food, safe places to learn and play, and access to health care so they can live long healthy lives. People who live, work and play in South Kern are proving that we have the power to make health happen in our communities.

# How Do I Get Involved In BHC-SK?

## What's Next?

- Build capacity of school nurses to be health advocates for healthy school environments
- Continue outreach and enrollment in Medi-Cal and Covered California
- Advocacy for #Health4All campaign
- Establish a health career pathway program in partnership with local high schools, colleges and universities, clinics, hospitals and other health employers
- Continue addressing barriers to accessing health care services

## Contact Information

We have the power to build healthy communities for the next generation. Let's work together to improve our communities and create a brighter future for our children. Join the BHC South Kern initiative and help us build healthy communities.

To get involved, call 661-845-2724 or visit [www.healthysouthkern.org](http://www.healthysouthkern.org)  
Lamont Weedpatch Family Resource Center/Lamont School District  
7839 Burgundy Avenue, Lamont, CA 93241

 Find us on  
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[www.facebook.com/BHCSK](http://www.facebook.com/BHCSK)

## Partners

- Advancement Project
- AmeriCorps – KCSOS
- Arvin Family Resource Center
- Arvin High School Health Careers Academy
- Arvin Union School District
- Bakersfield College
- California Partnership
- California Rural Legal Assistance
- California State University Bakersfield
- Clinica Sierra Vista
- Community Water Center
- Dignity Health Systems-Community Health Initiative
- Dolores Huerta Foundation
- Dream Fund
- Equal Justice Society
- Faith in Action
- Garden Pathways
- Greater Bakersfield Legal Assistance
- Greenfield Family Resource Center
- Greenfield School District
- HOPE Inc.
- Kern Community College District
- Kern County Association of School Nurses
- Kern County Mental Health Department
- Kern County Sheriff's Department
- Kern County Public Health - Call to Action
- Kern Health Systems/Kern Family Health Care
- Kern Medical Center
- Lamont Elementary School District
- Lamont Weedpatch Family Resource Center
- National Brotherhood Association Kern County
- New America Media
- Public Health Institute Project LEAN
- South Kern Sol
- Vision y Compromiso - Kern County Promotora Network
- UCSF Doctor Academy
- United Farm Workers Foundation
- Vineland School District
- WEConnect

**Our vision: everyone who lives, works and plays in South Kern partnering to create a healthy, safe and clean community that embraces our cultures and fosters opportunity for all residents, especially youth, to develop their full potential.**