



# Lunch Keynote

## The State of the Region's Health ...and How You Can Help



Dr. Dora Barilla  
Loma Linda University

*"A Tradition in San Bernardino County since 1984"*

*#SBCityCounty*

# State of the Health for San Bernardino County

Connecting Communities for Health

Dora Barilla, DrPH

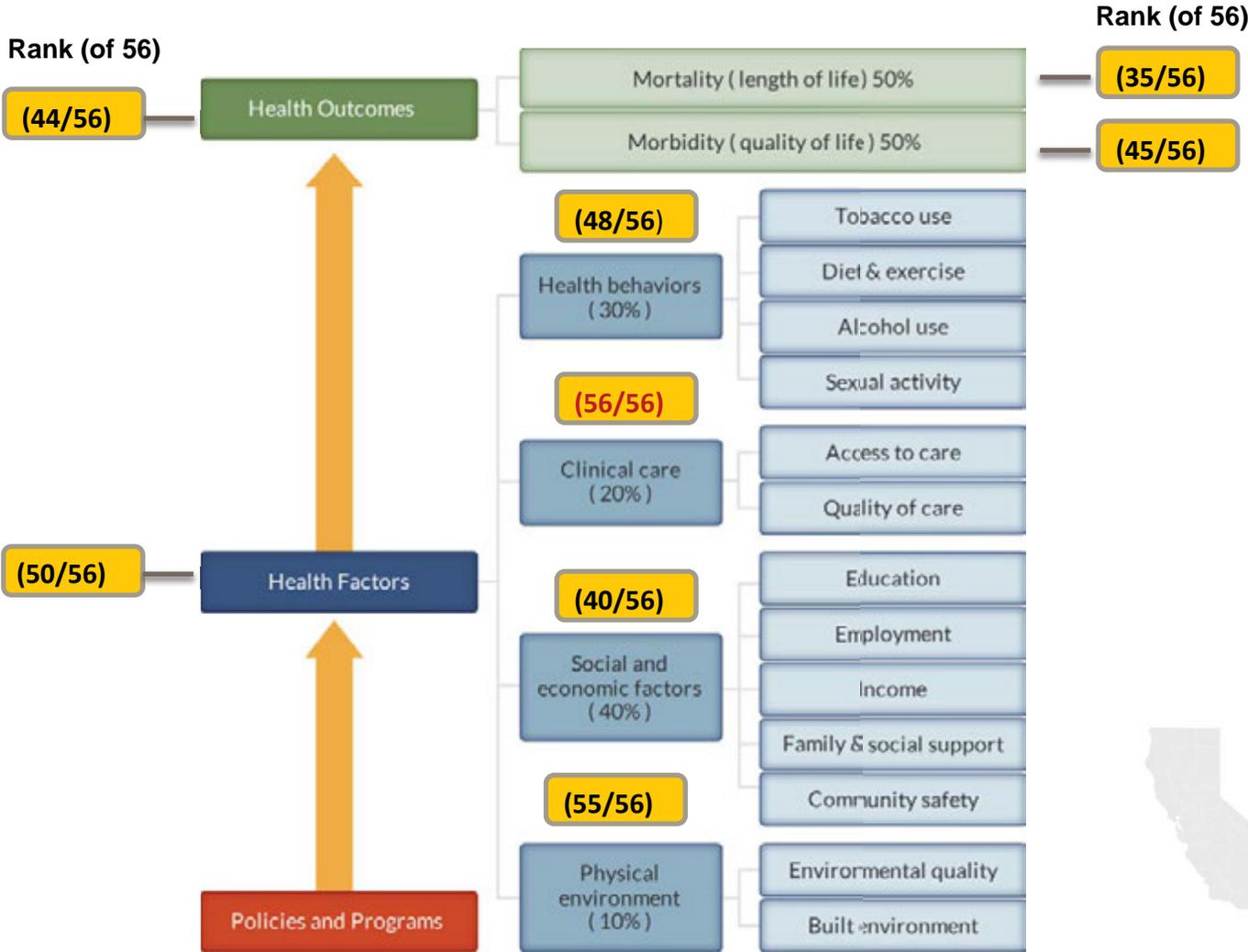


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# San Bernardino County, 2011



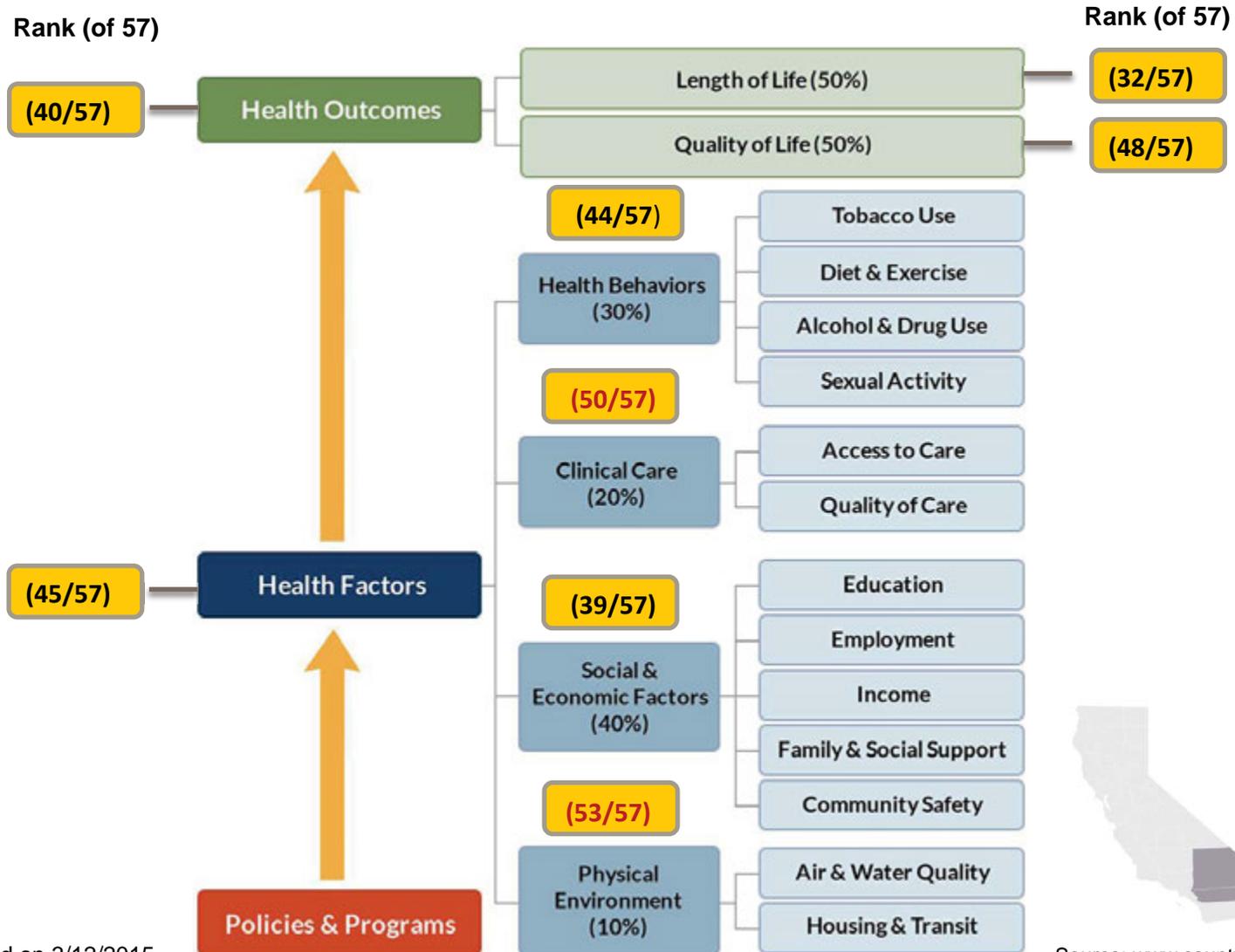
Source: [www.countyhealthrankings.org/](http://www.countyhealthrankings.org/)

County Health Rankings model ©2010 UWPHI



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# San Bernardino County, 2014



\*Values abstracted on 3/12/2015

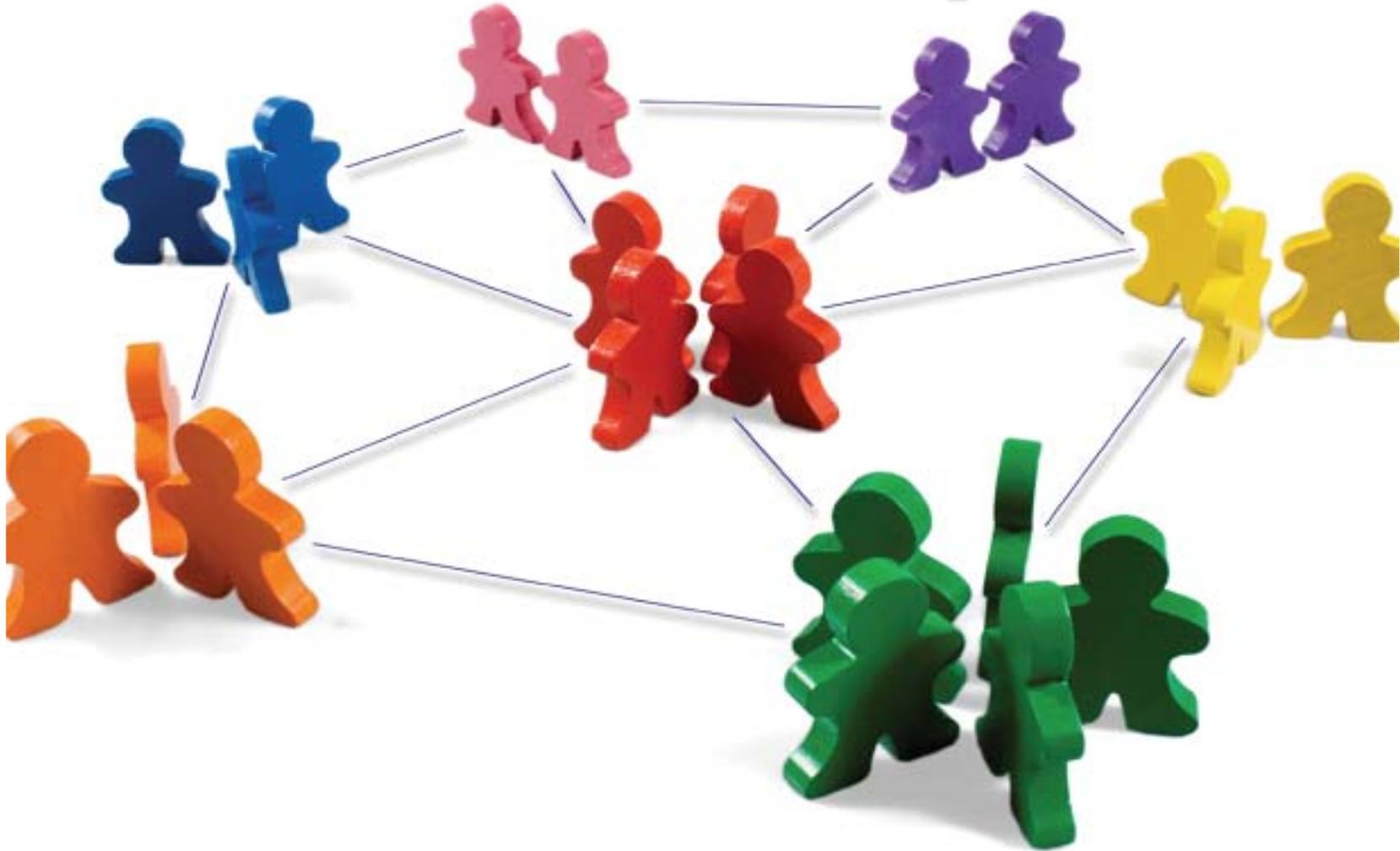
County Health Rankings model © 2014 UWPHI

Source: [www.countyhealthrankings.org/](http://www.countyhealthrankings.org/)



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# Relationships



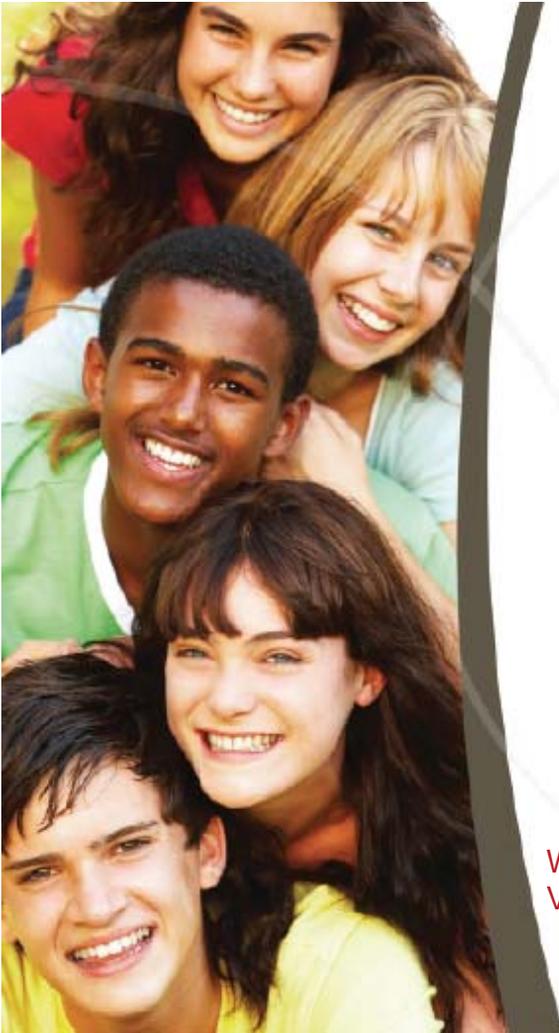
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## Institute of Medicine, 2003

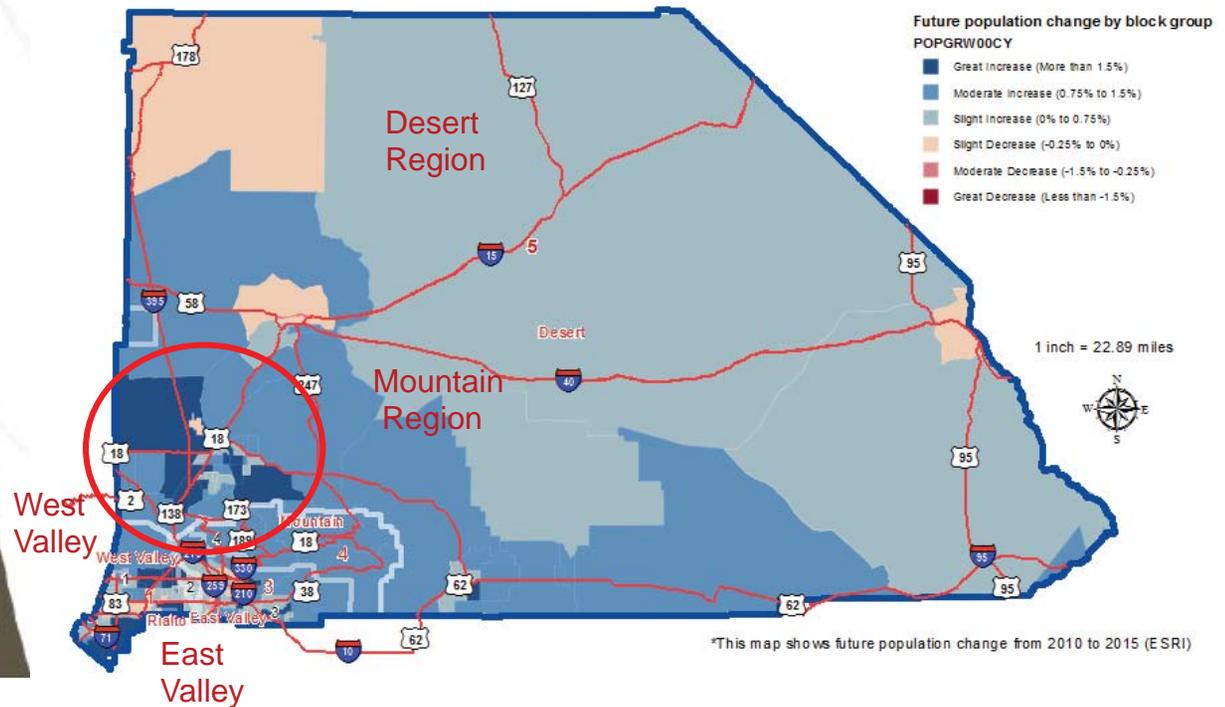
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change”



# San Bernardino County



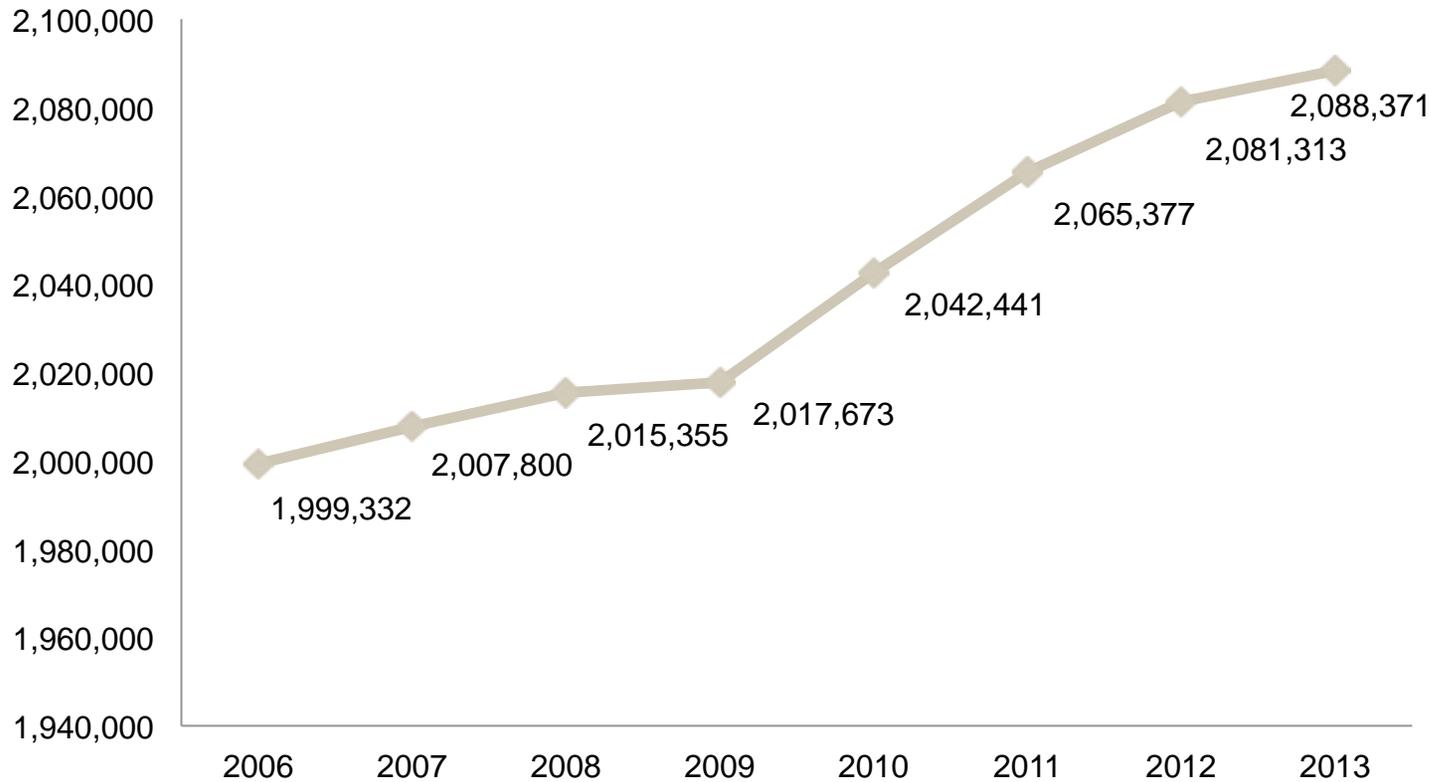
- POPULATION: OVER 2 MILLION
- PROJECTED TO REACH 3.6 MILLION BY 2050
- OVER 20,000 SQUARE MILES OF LAND
- EAST VALLEY, WEST VALLEY, MOUNTAIN, & DESERT REGIONS



# Population Estimates, 2006-2013



## Total Population San Bernardino County



Source: American Community Survey, U.S. Census Bureau Estimates 2006-2013

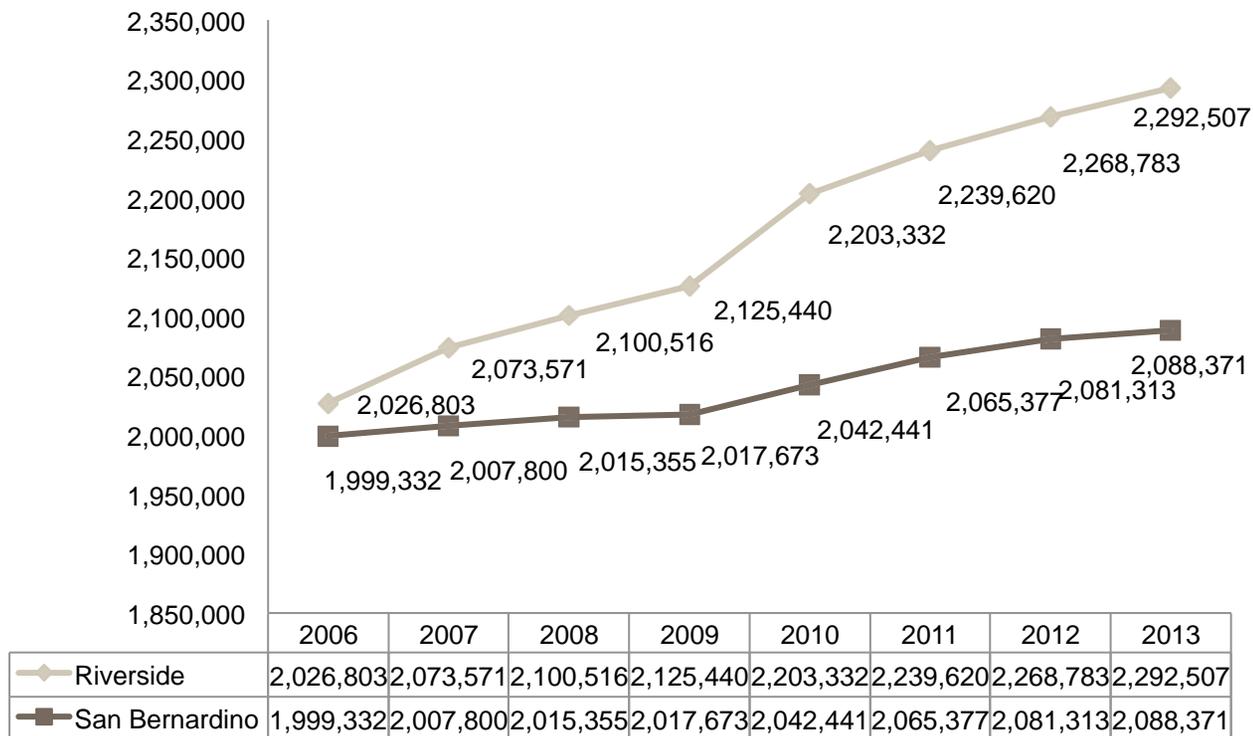


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# Population Estimates, 2006-2013



## Total Population Inland Empire



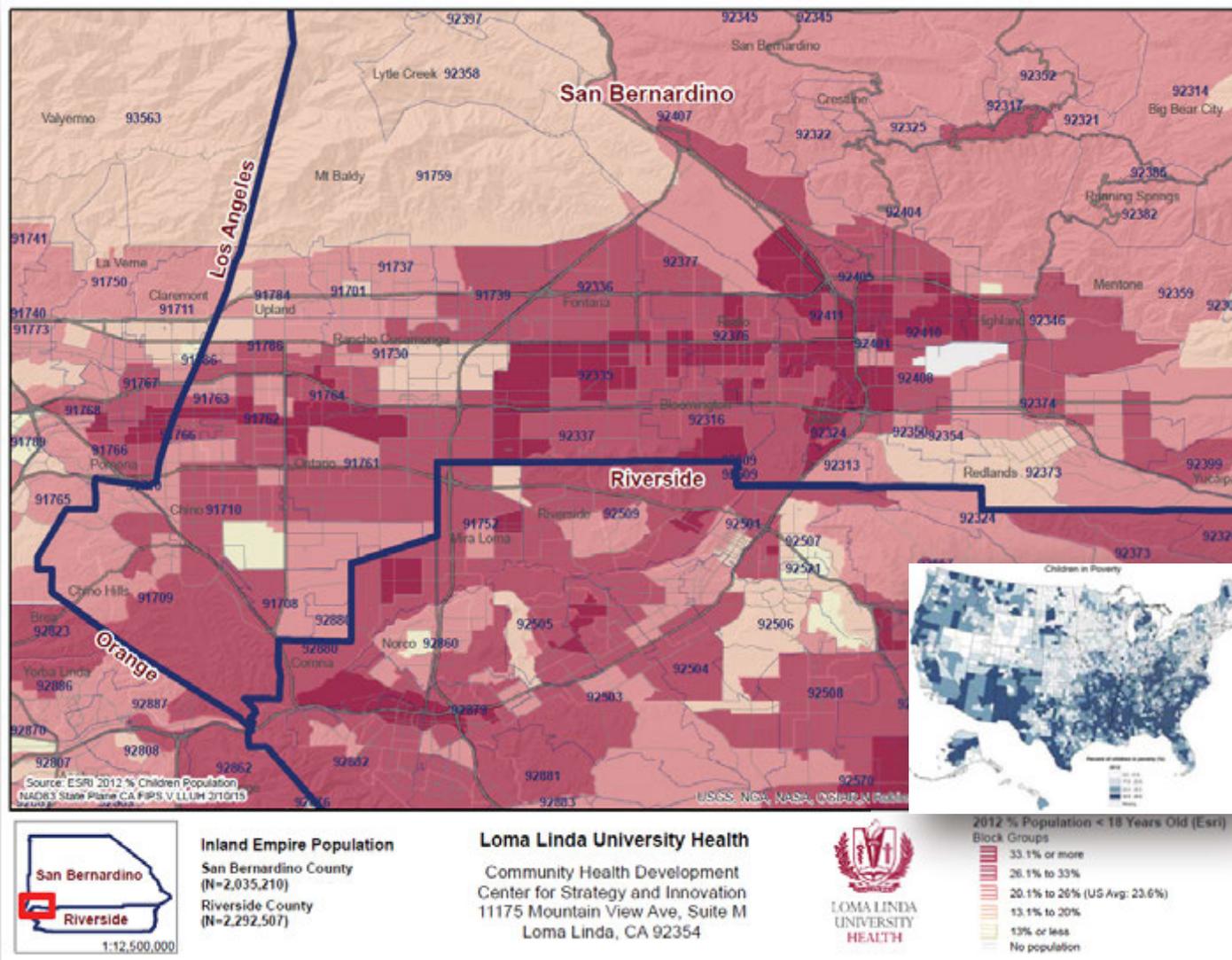
Source: American Community Survey, U.S. Census Bureau Estimates 2006-2013



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# San Bernardino County

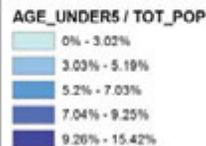
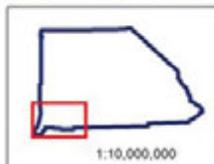
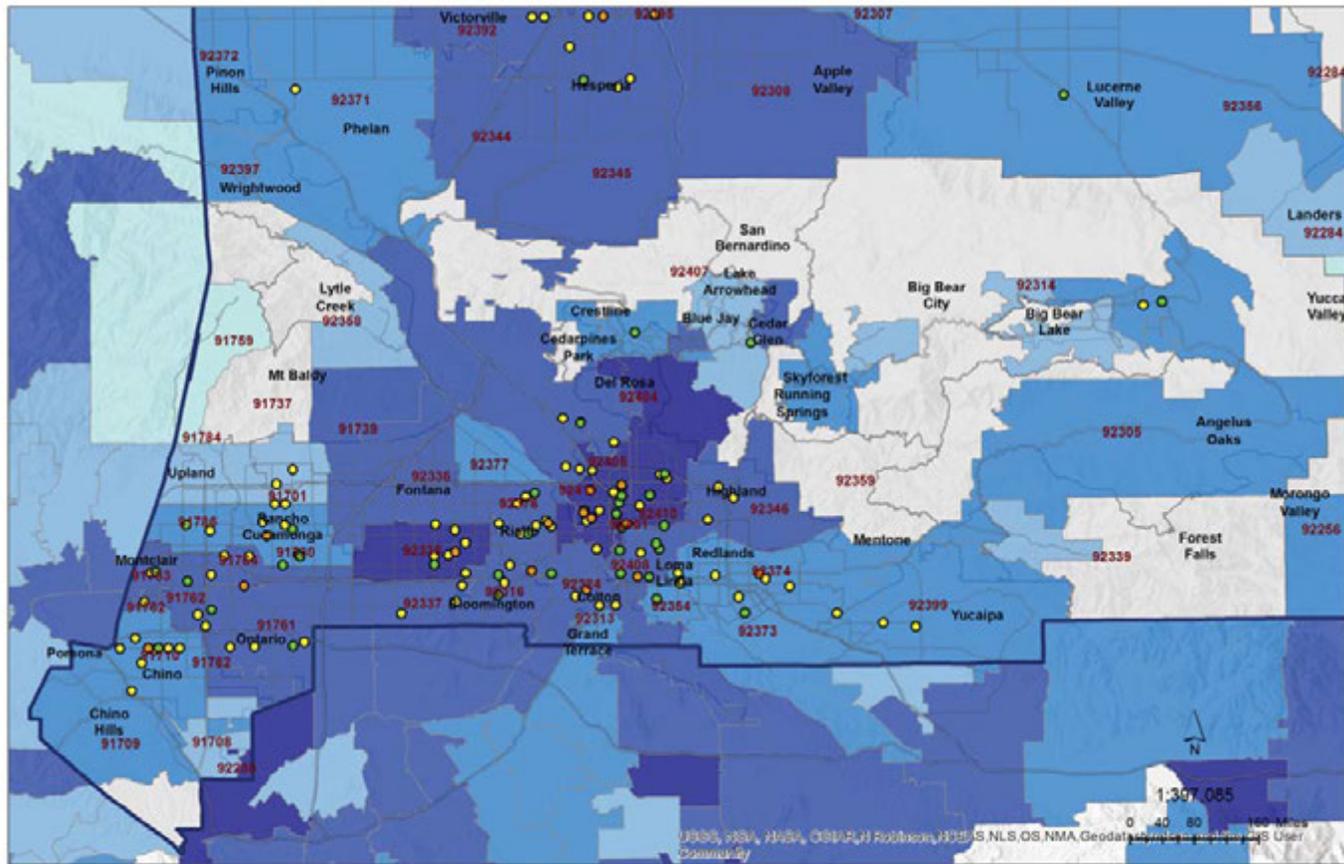
## 2012 % Population < Age 18 Years



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# San Bernardino County

## 2012 % Population < Age 5 Years



**% Population Under  
Age 5 Years**  
San Bernardino County, CA

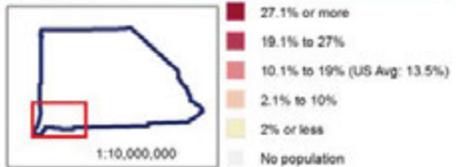
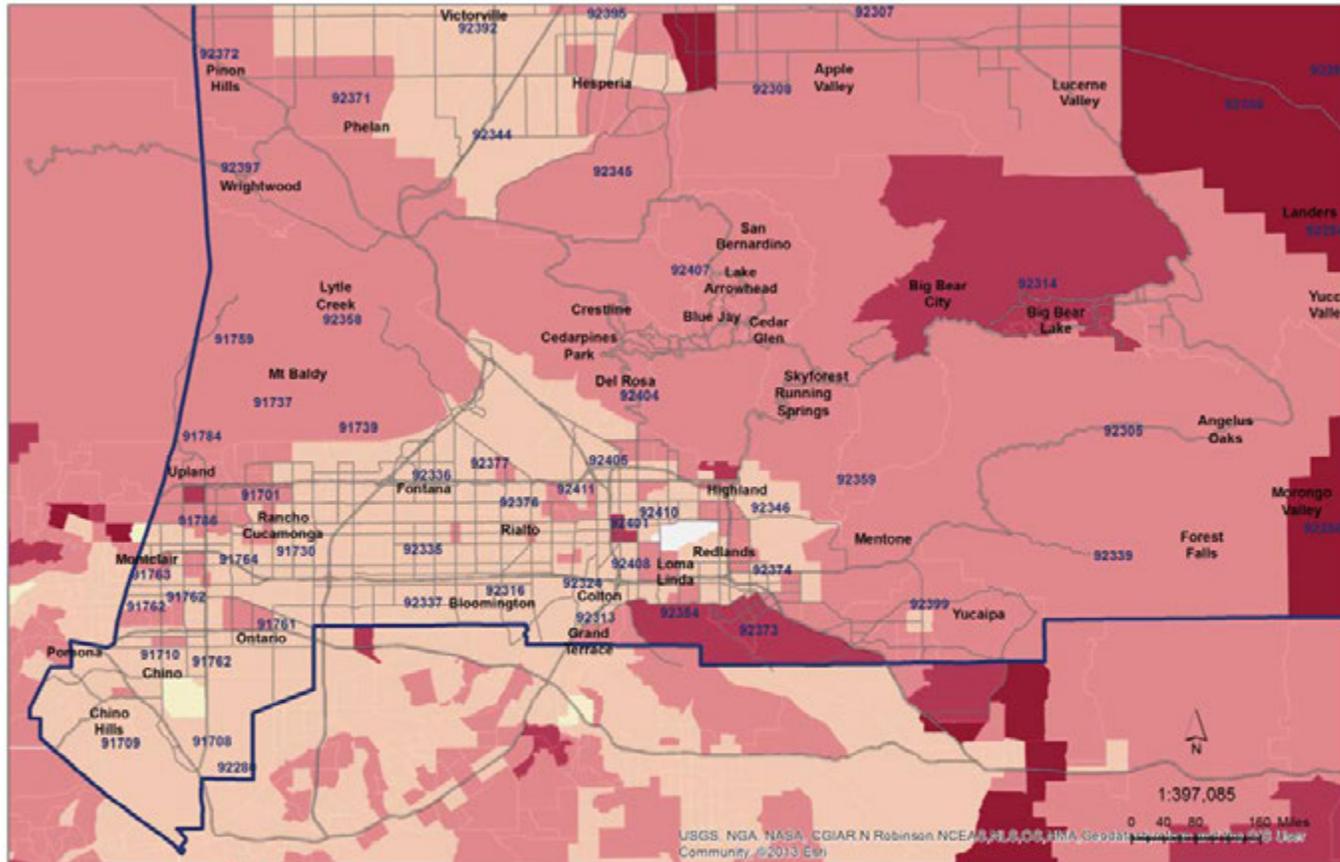
ZIP Code Tabulation Areas (ZCTAs) are generalized areal representations of (USPS) zip code service areas  
Source: California Office of Statewide Health Planning and Development (OSHPD), Data Management Office



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# San Bernardino County

## Population ≥ Age 65 Years



**2012 % Population  
≥ 65 Age Years**  
San Bernardino County, CA

ZIP Code Tabulation Areas (ZCTAs) are generalized areal representations of (USPS) zip code service areas  
 Source: ESRI Demographics Population 65 + Years  
[http://gto.arcgis.com/maps/Demographics/USA\\_Percent\\_Over\\_64](http://gto.arcgis.com/maps/Demographics/USA_Percent_Over_64)

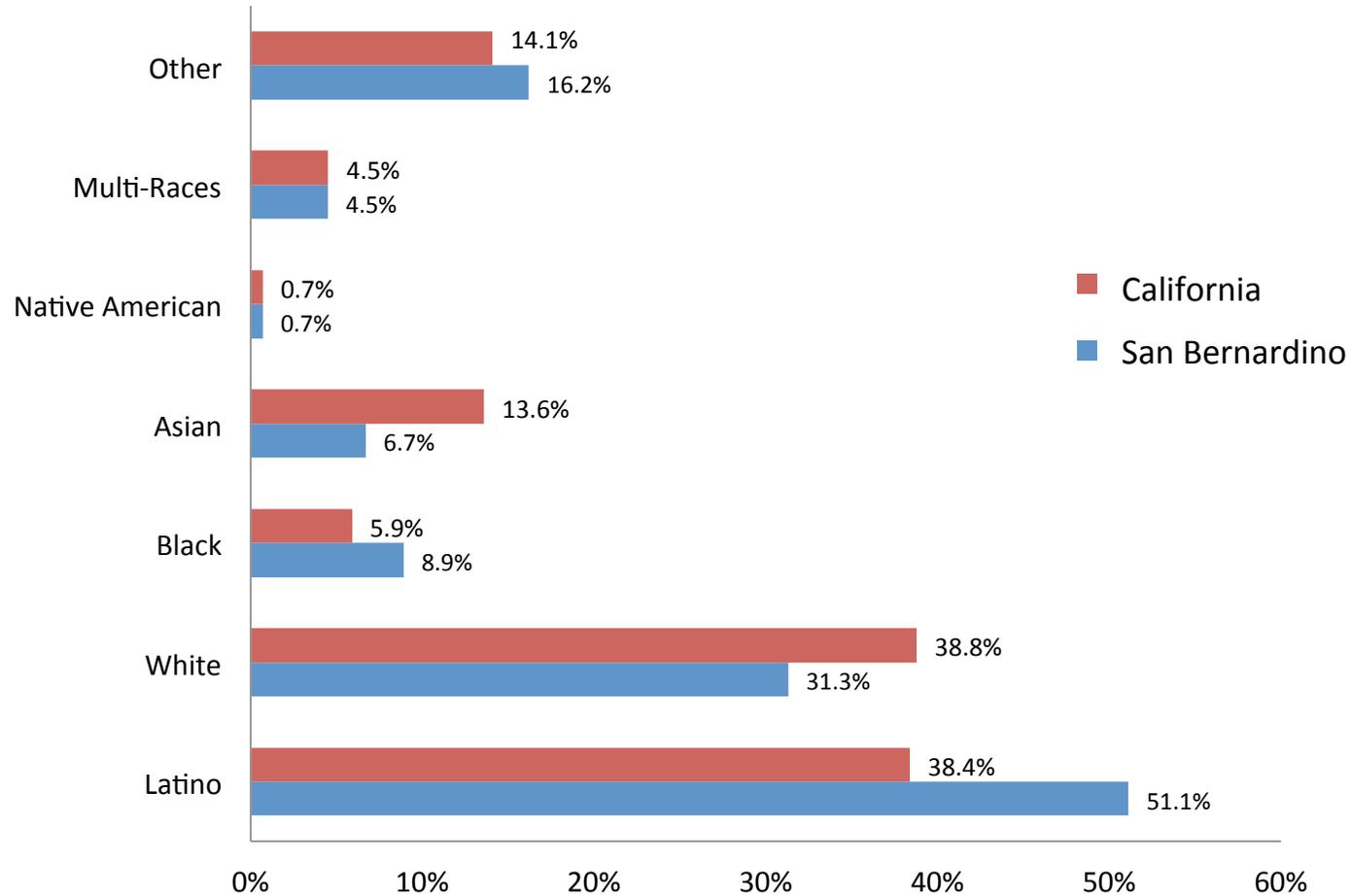


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# Racial/ Ethnic Distribution, 2013

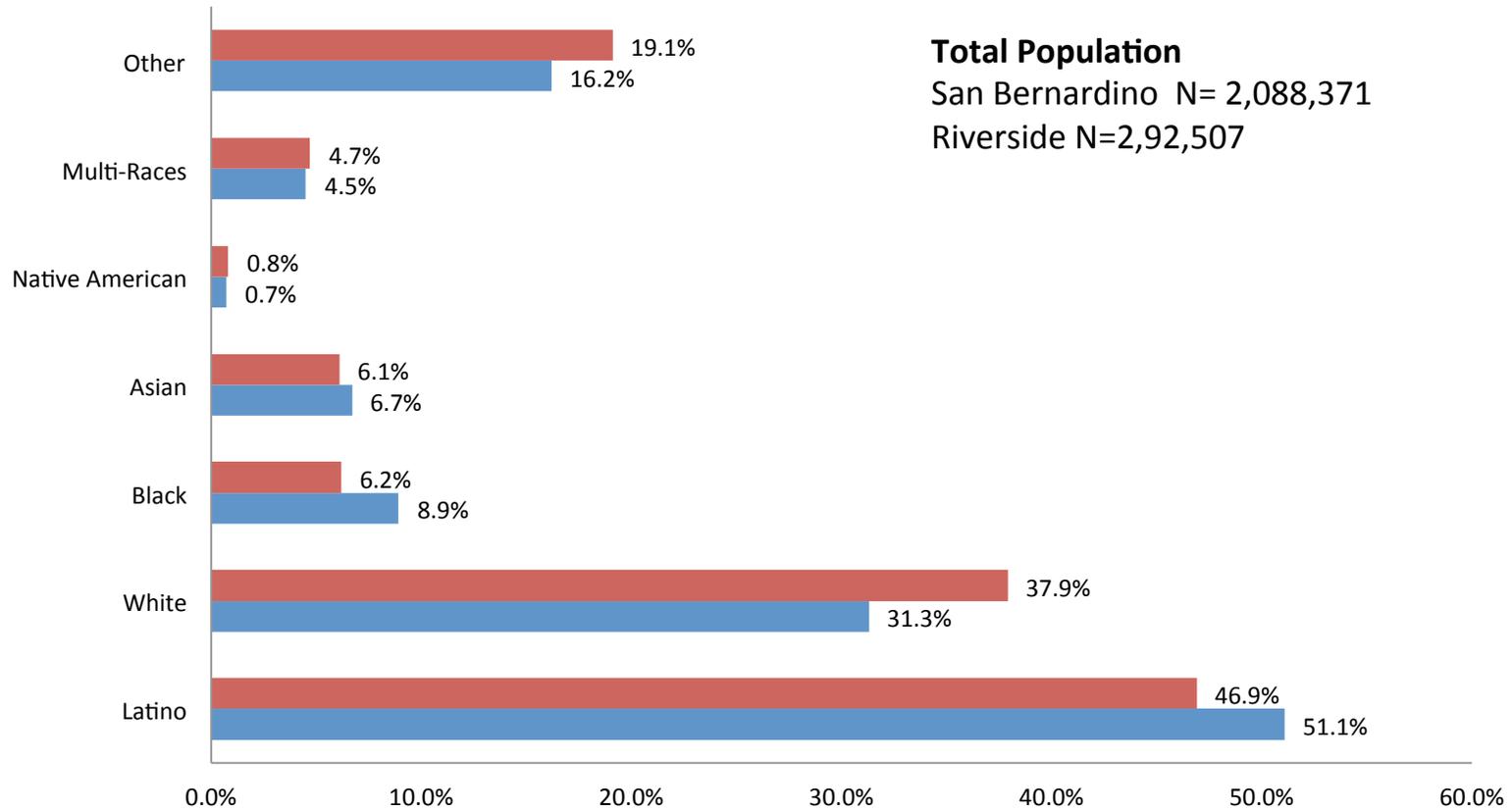
## San Bernardino County



American Community Survey, U.S. Census Bureau  
Source: ACS 2013 DP05 5 Year Estimates

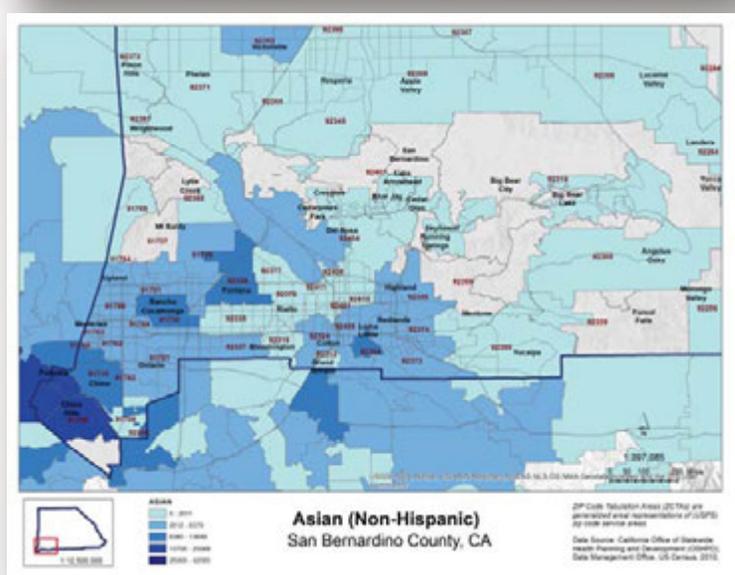
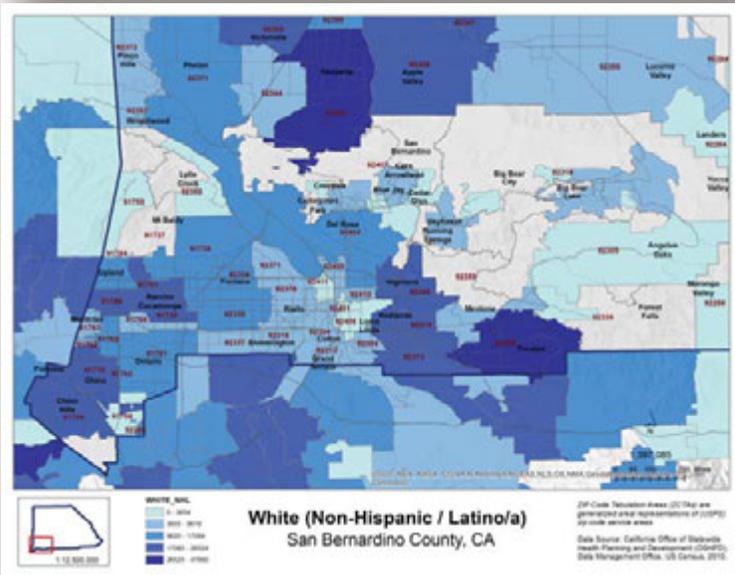
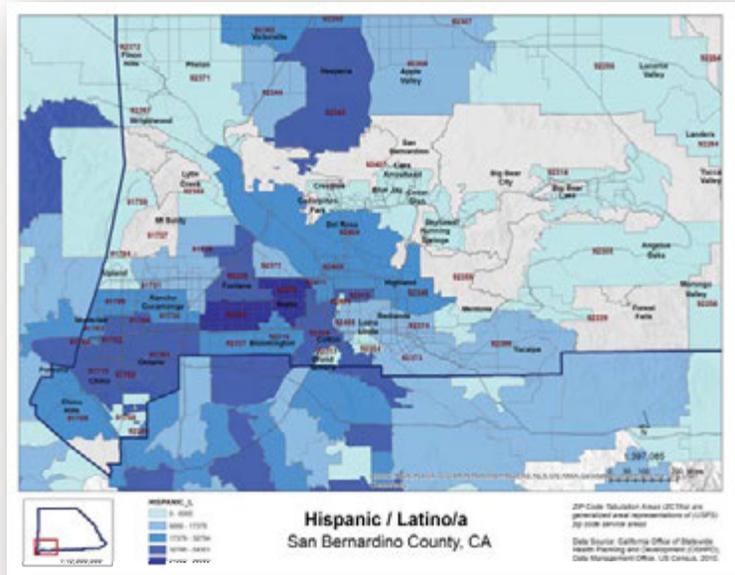
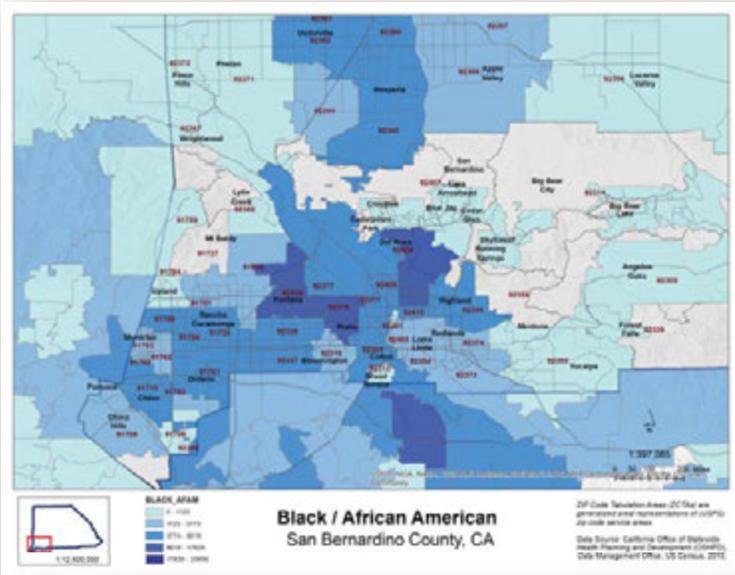
# Racial/ Ethnic Distribution, 2013

## Inland Empire



	Latino	White	Black	Asian	Native American	Multi-Races	Other
■ Riverside	46.9%	37.9%	6.2%	6.1%	0.8%	4.7%	19.1%
■ San Bernardino	51.1%	31.3%	8.9%	6.7%	0.7%	4.5%	16.2%

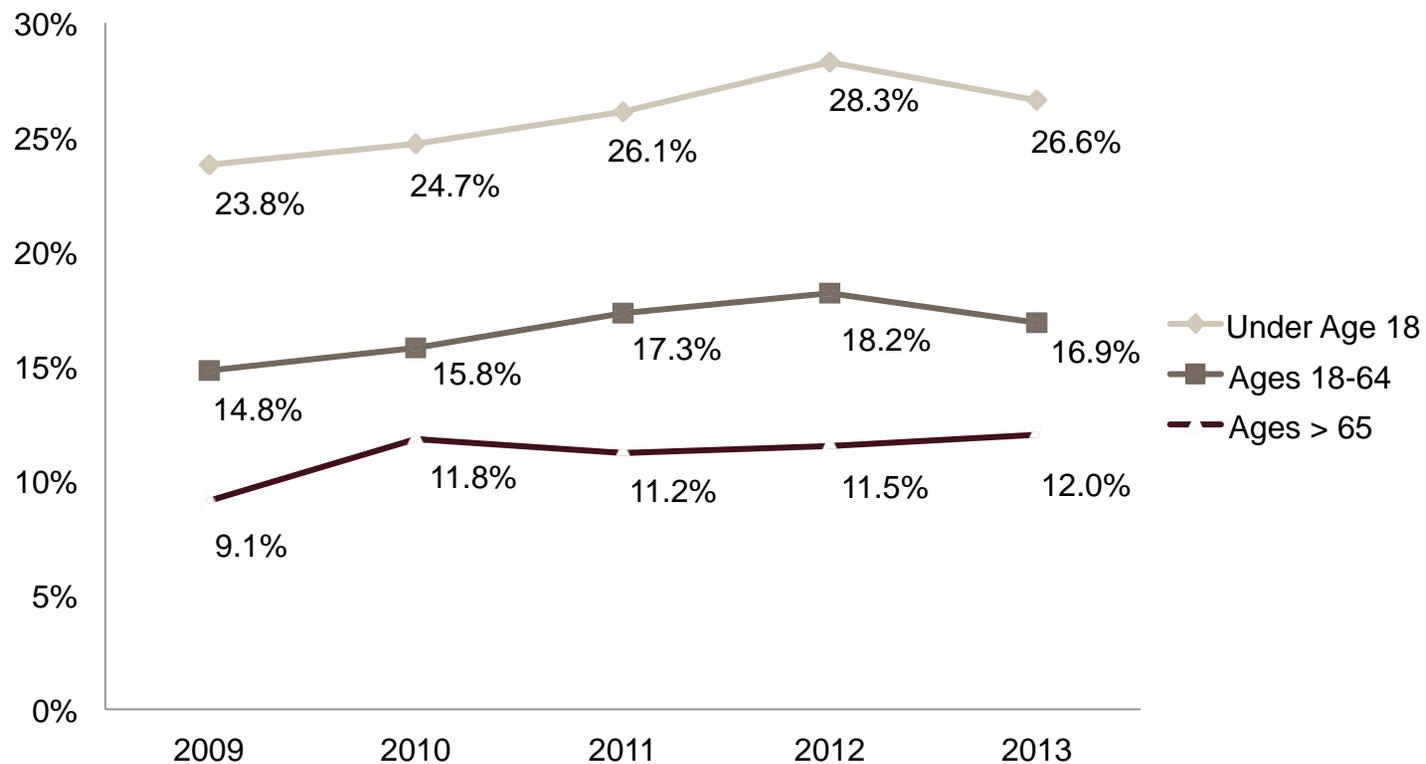
Source: American Community Survey, U.S. Census Bureau 2013 DP05 5 Year Estimates



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# Percentage of Individuals Below the Federal Poverty Level Threshold, by Age Group

## San Bernardino County

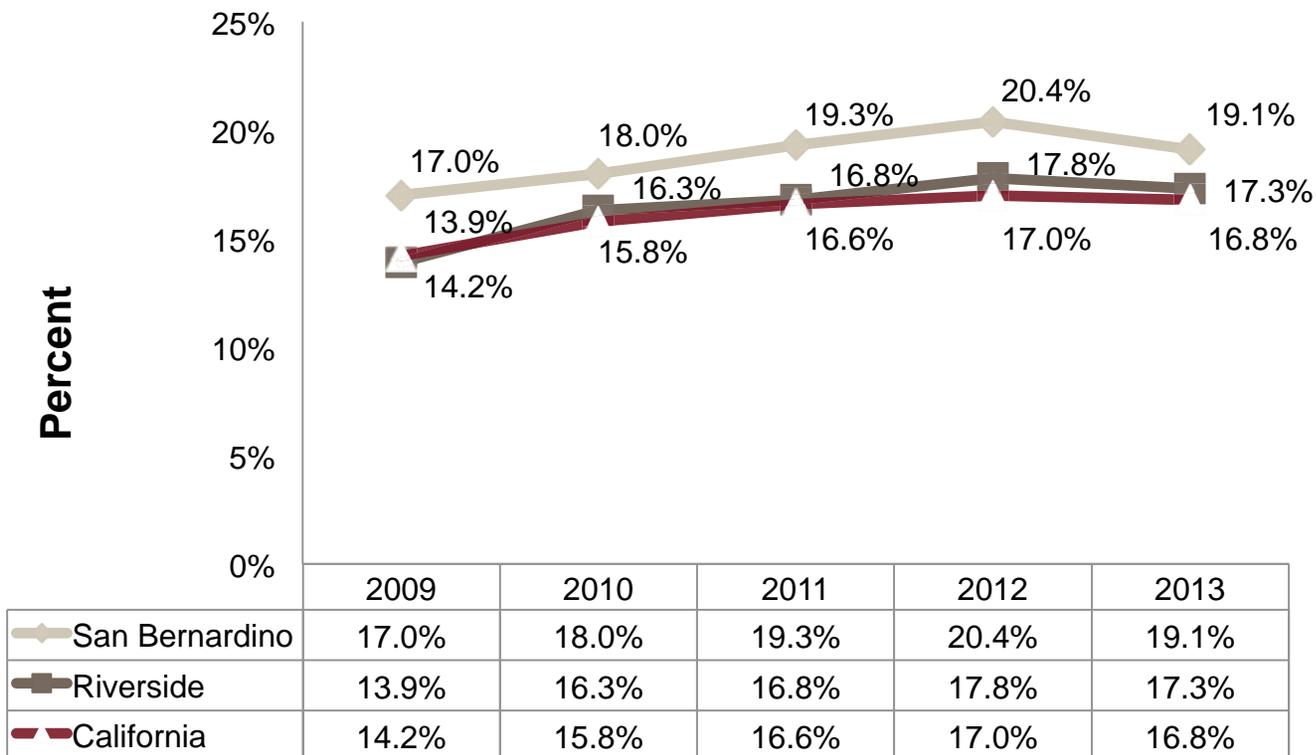


Source: American Community Survey, U.S. Census Bureau 2013



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# Percentage of Individuals Below the Federal Poverty Level Threshold Inland Empire



Source: American Community Survey, U.S. Census Bureau 2013

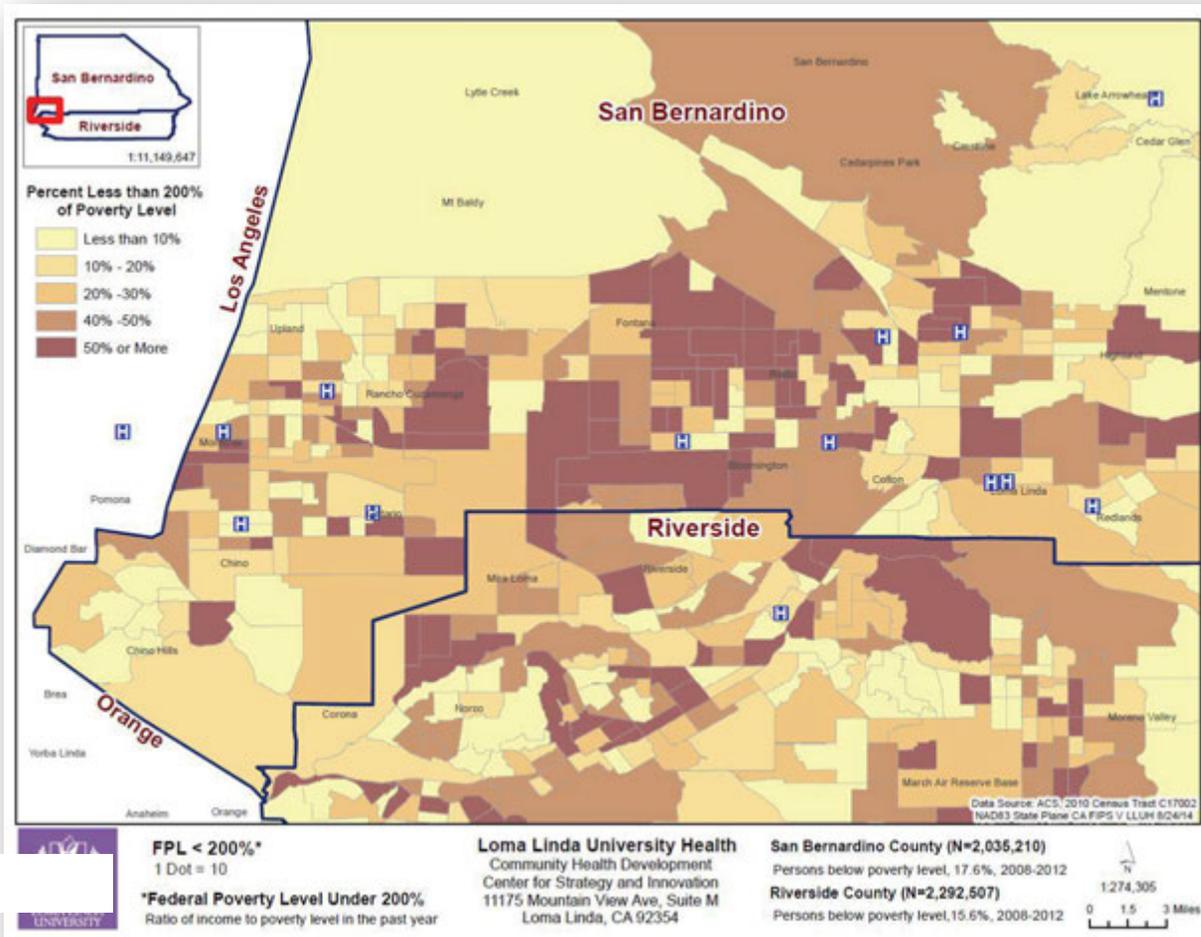


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# San Bernardino County

## Other Measures of Poverty

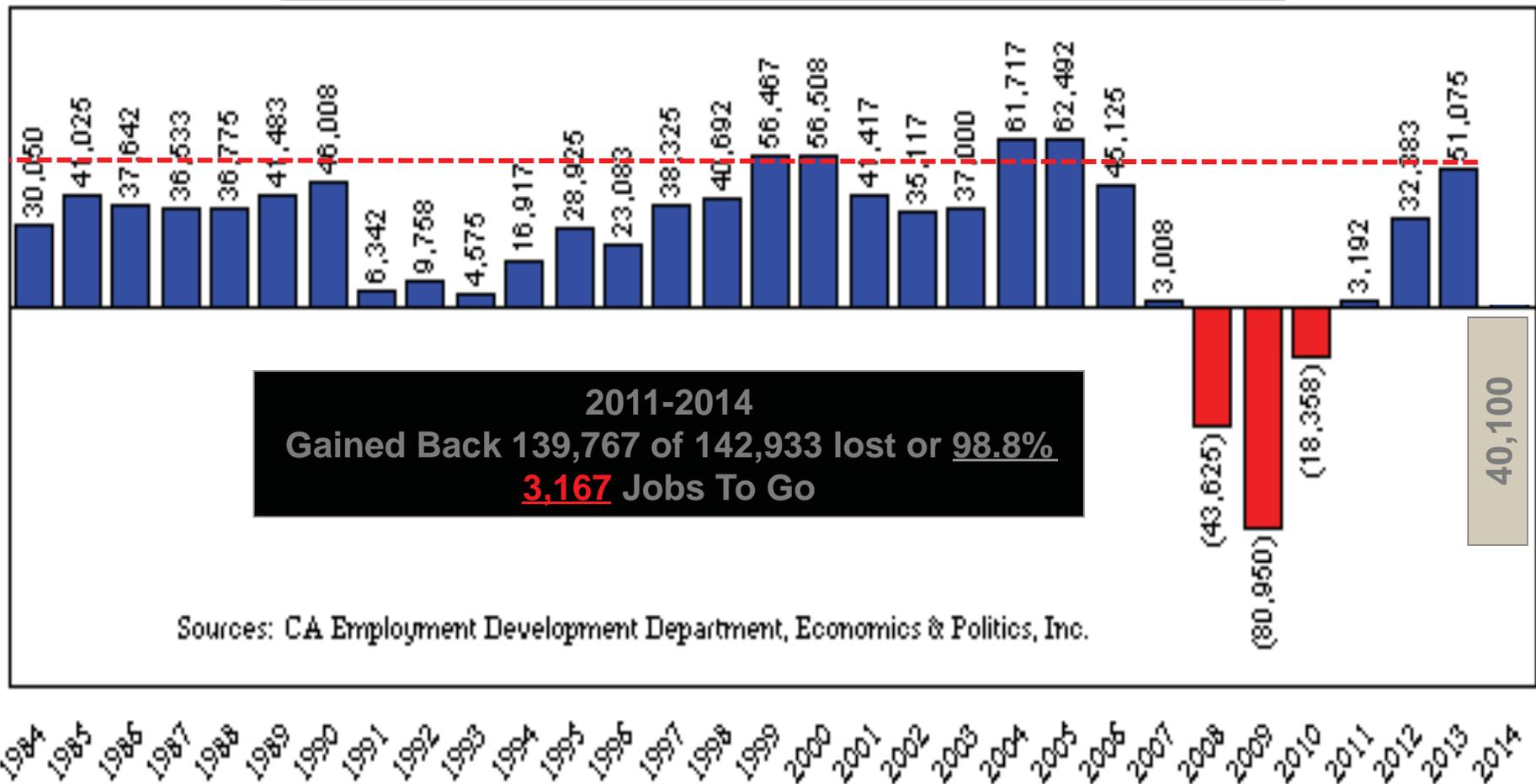
### Federal Poverty Level < 200%



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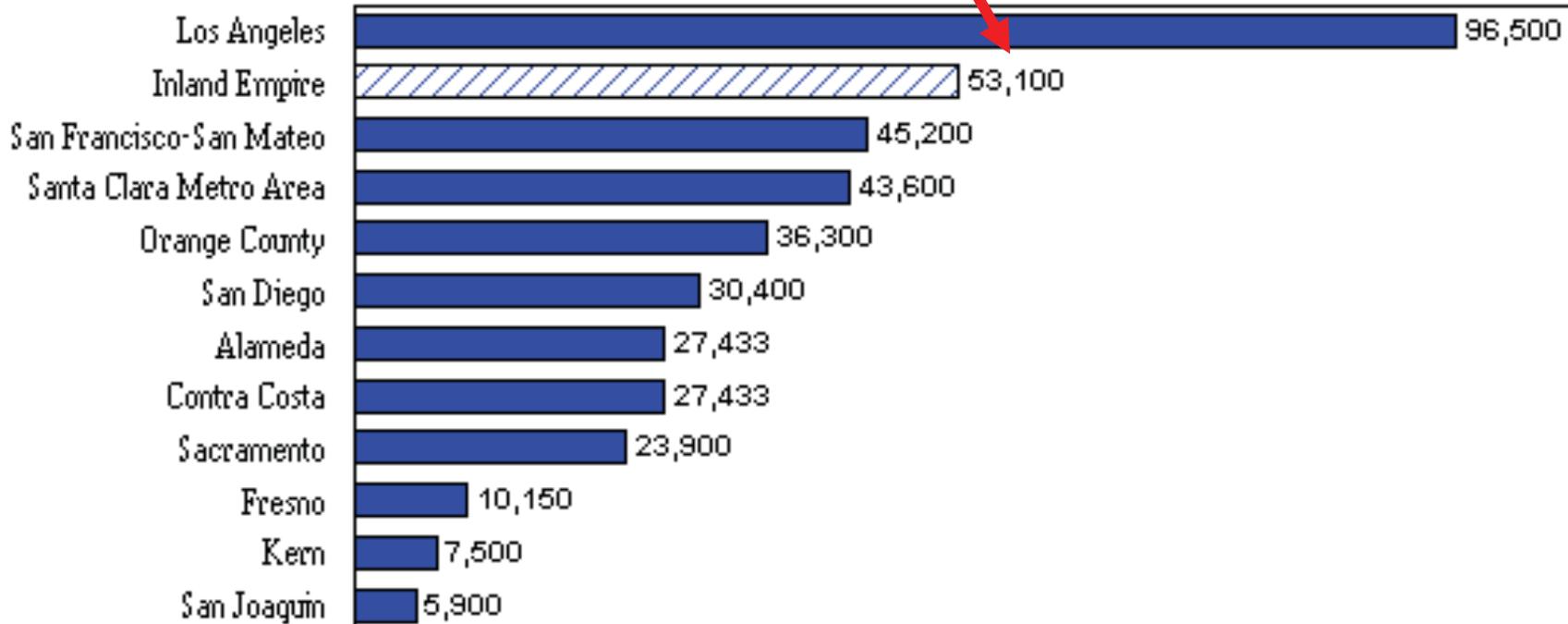
# Very Rapid Job Growth: 2 Straight Years!

**Exhibit 1.-Wage & Salary Job Change  
Inland Empire, Annual Average, 1984-2014**



Inland Empire Growth was the 2<sup>nd</sup> Largest Absolute Job Gain in California in 2014!

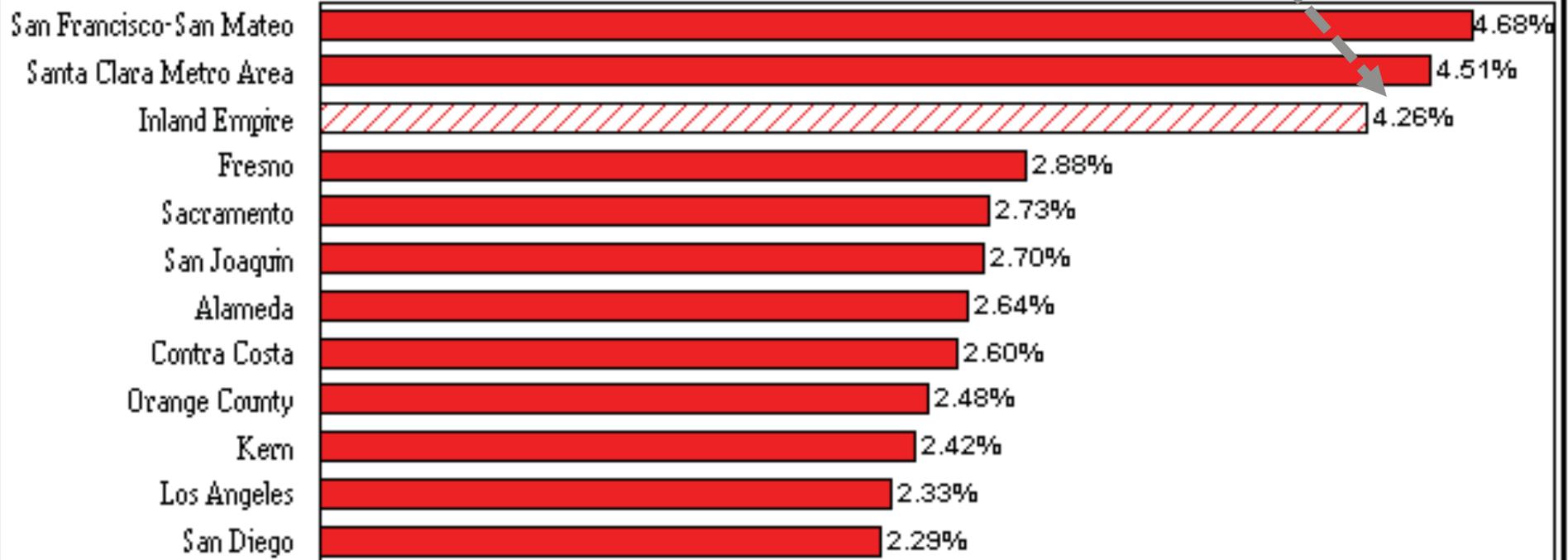
### Job Growth, Major California Metro Areas California, 2013-2014



Source: Revised Data, CA Employment Development Department

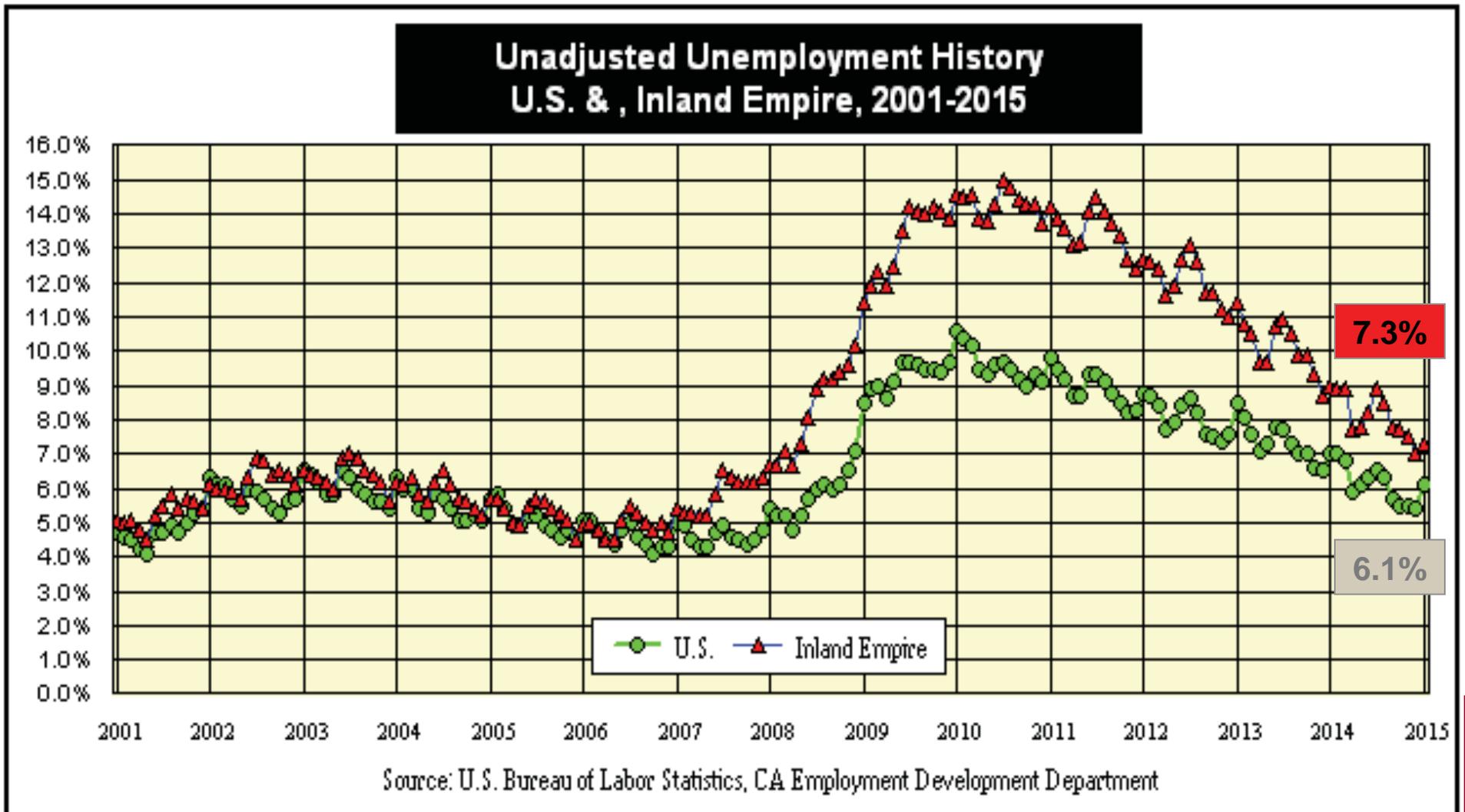
# IE Job Growth Rate Ranked 3<sup>rd</sup> after the Bay Area in 2014

**Job Growth, Major California Metro Areas  
California, 2013-2014**



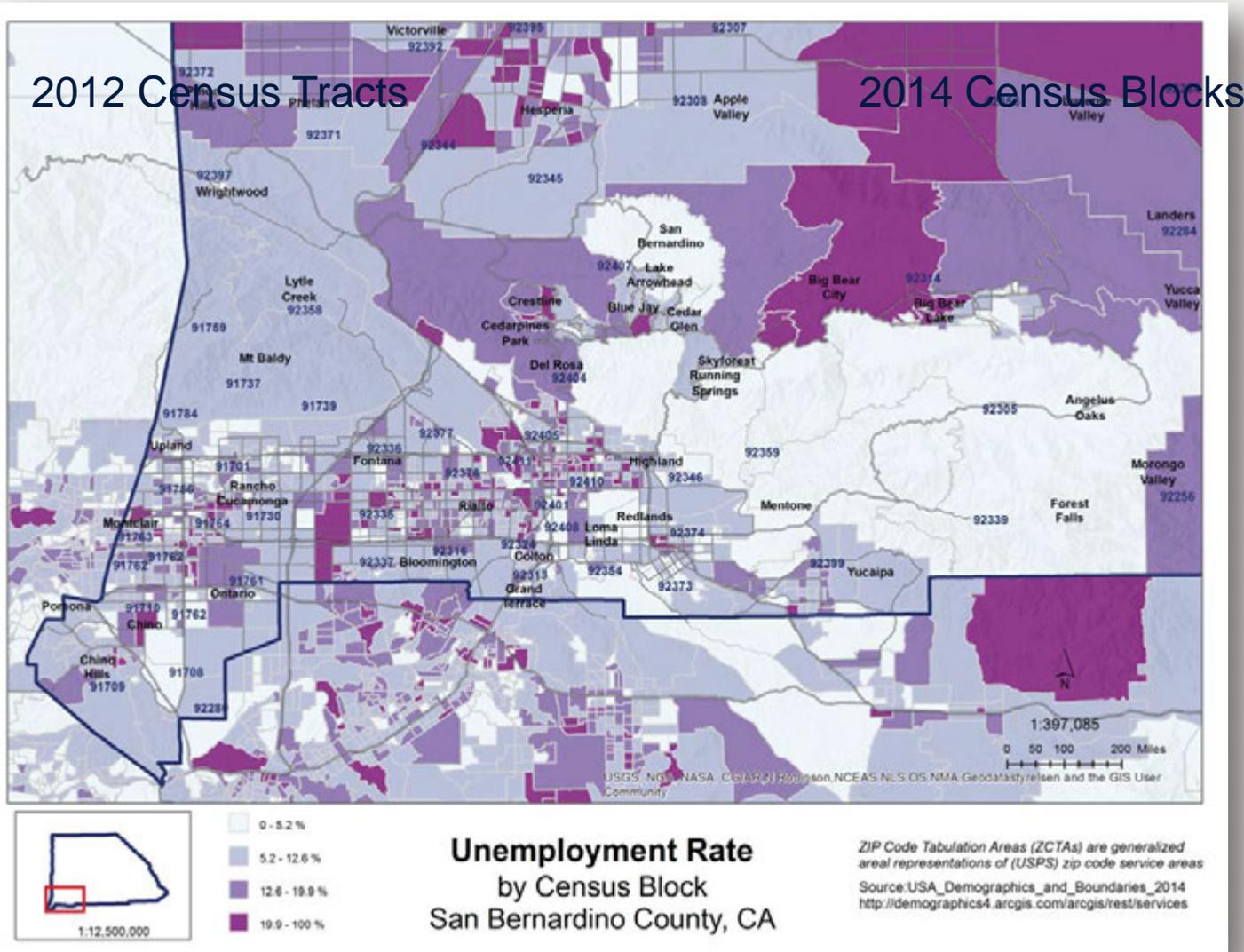
Source: Revised Data, CA Employment Development Department

# IE Unemployment Rate: Closing In on the National Level



# San Bernardino County

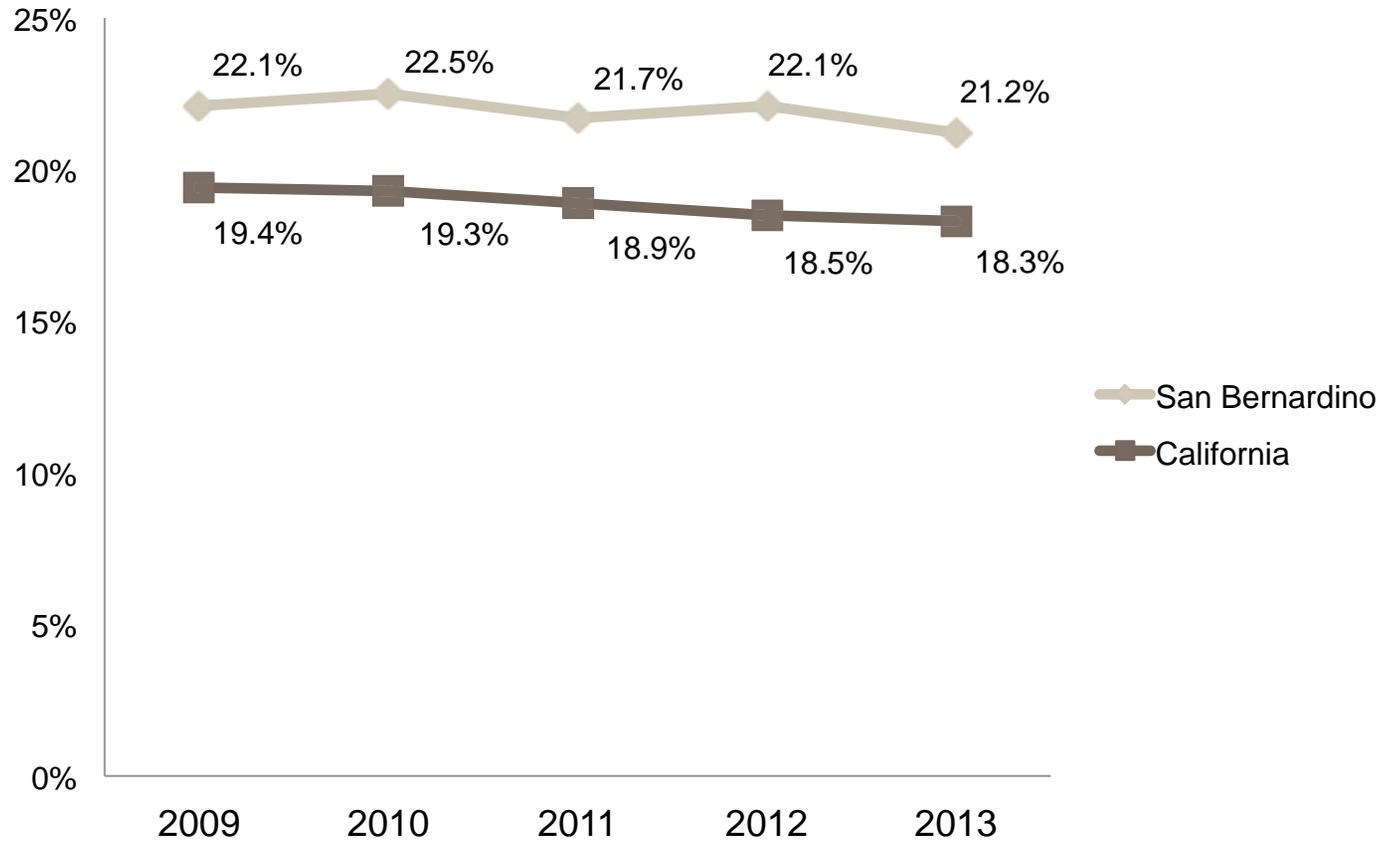
## Unemployment 2012-2014



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# Educational Attainment: Less Than High School Diploma (Ages $\geq$ 25 Years)

## San Bernardino County

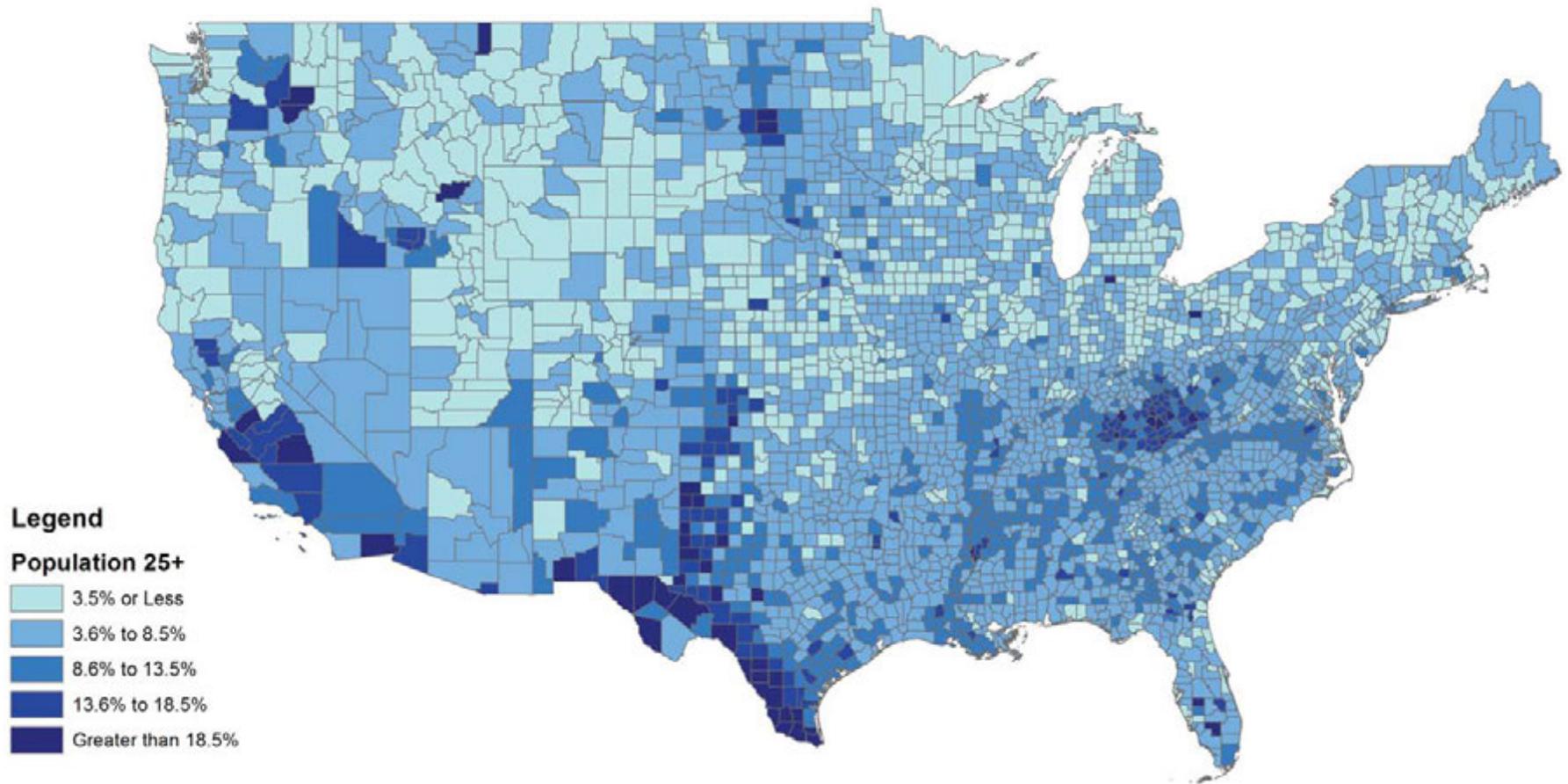


Source: American Community Survey 2009-2013, U.S. Census Bureau 2013 DP02



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## Non-High School Graduate Population Age > 24 Years



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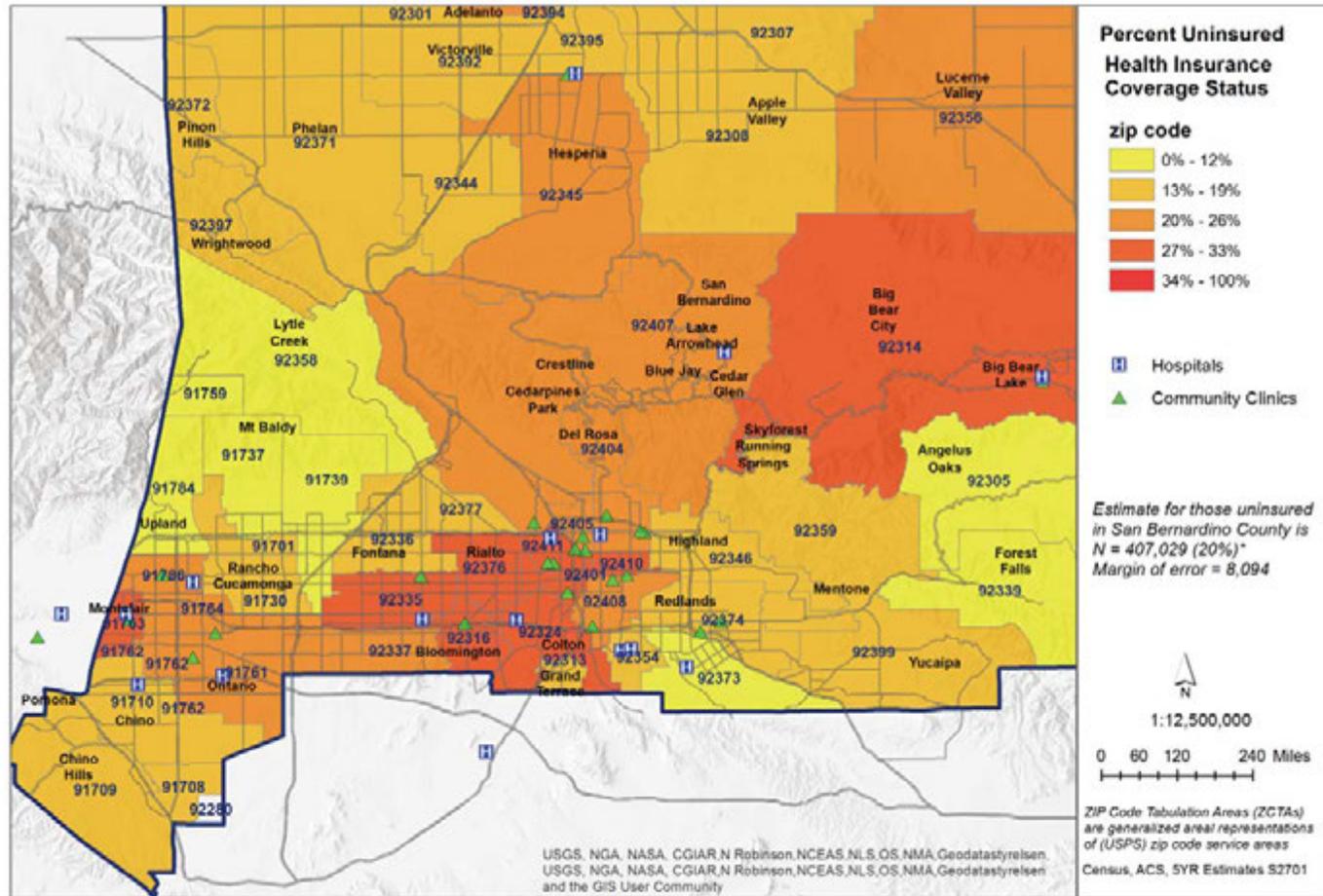
# San Bernardino County

## 2013 ACS Estimates, Percent Uninsured

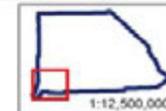
**Uninsured Adults**  
 N= 345220 (27%)  
 95% C.I. (26, 29)

**Uninsured Children**  
 N= 61461 (10%)  
 95% C.I. (8, 11)

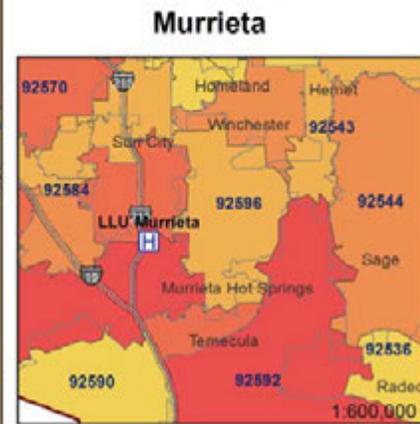
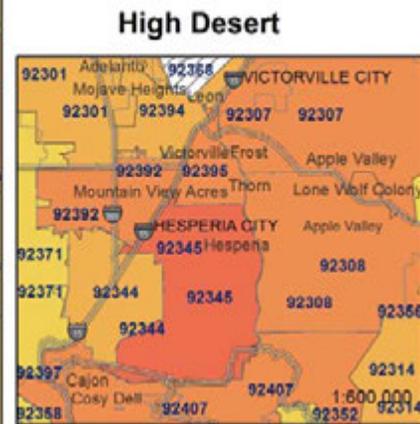
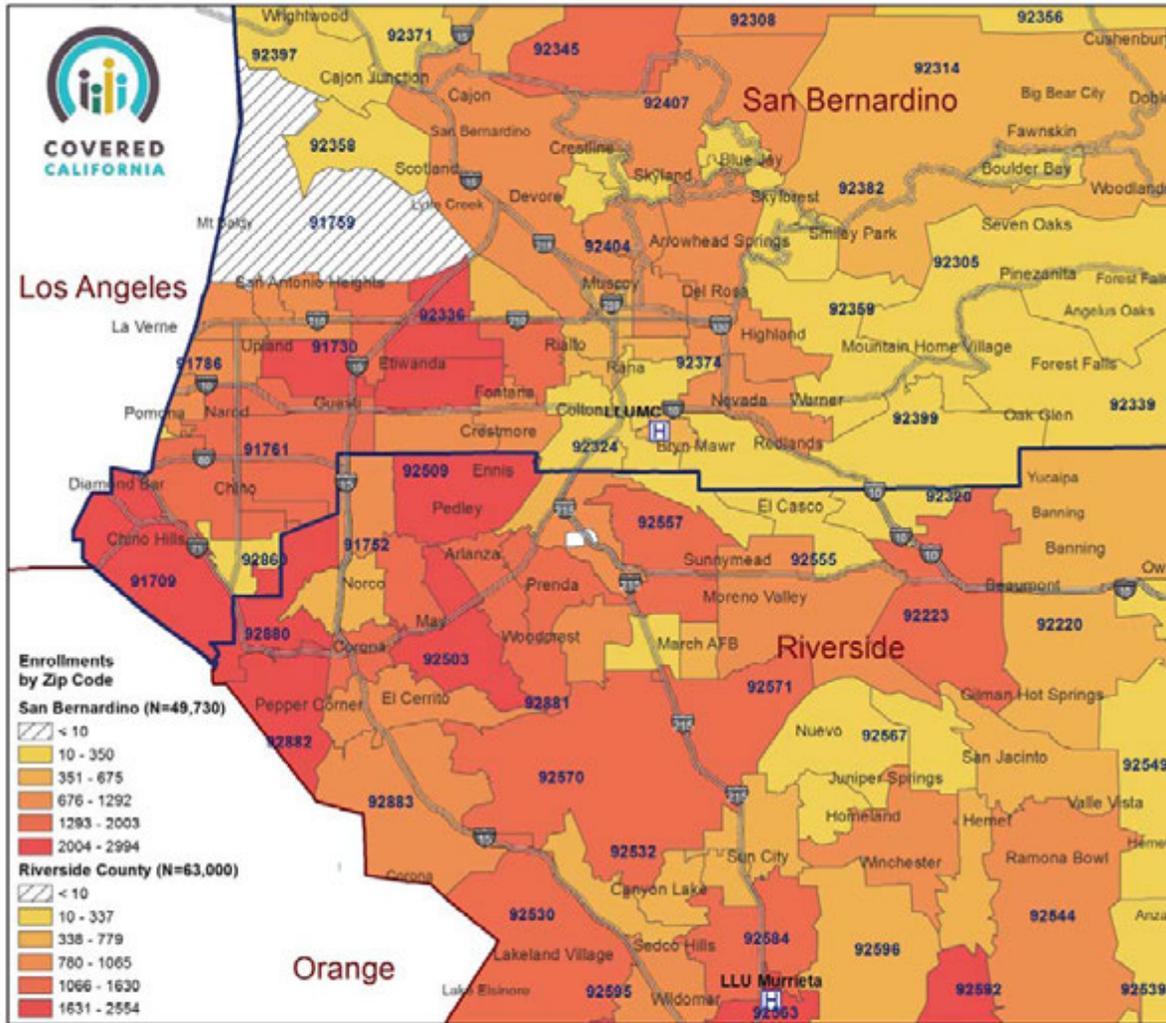
Source: 2014 County  
 Health Ranking



**Uninsured (N=407,029)\***  
 Census ACS 2013 Estimates  
 San Bernardino County, CA



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**Covered California Total Enrollments**  
 Note: Medi-Cal enrollments are not included  
 Source: Inland Empire QHP Enrollment  
 NAD 1983, CA FIPS V, Oct 17, 2014

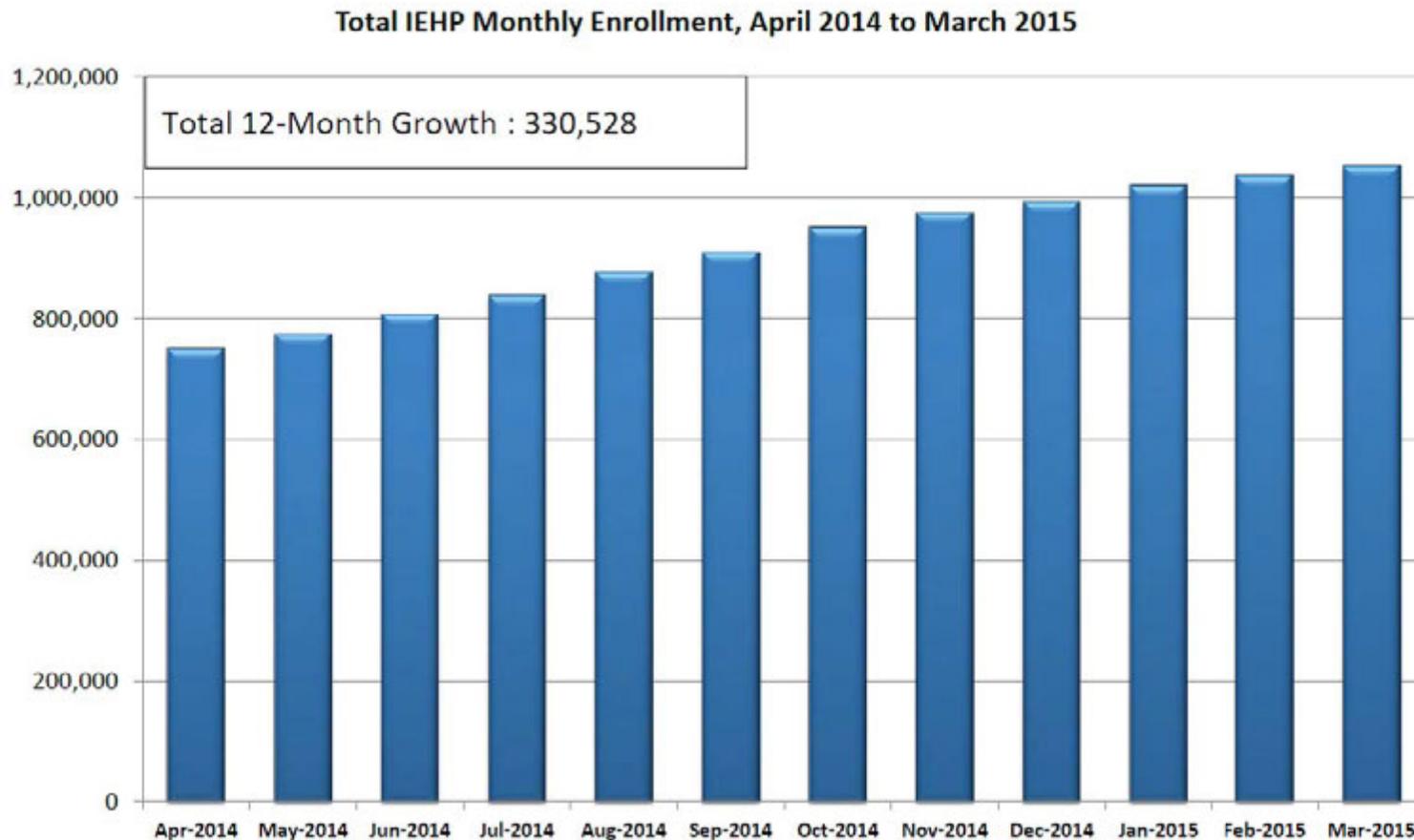


**Covered California Total Enrollment - Inland Empire**  
**Loma Linda University Health**



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# 12-Month IEHP Enrollment Growth

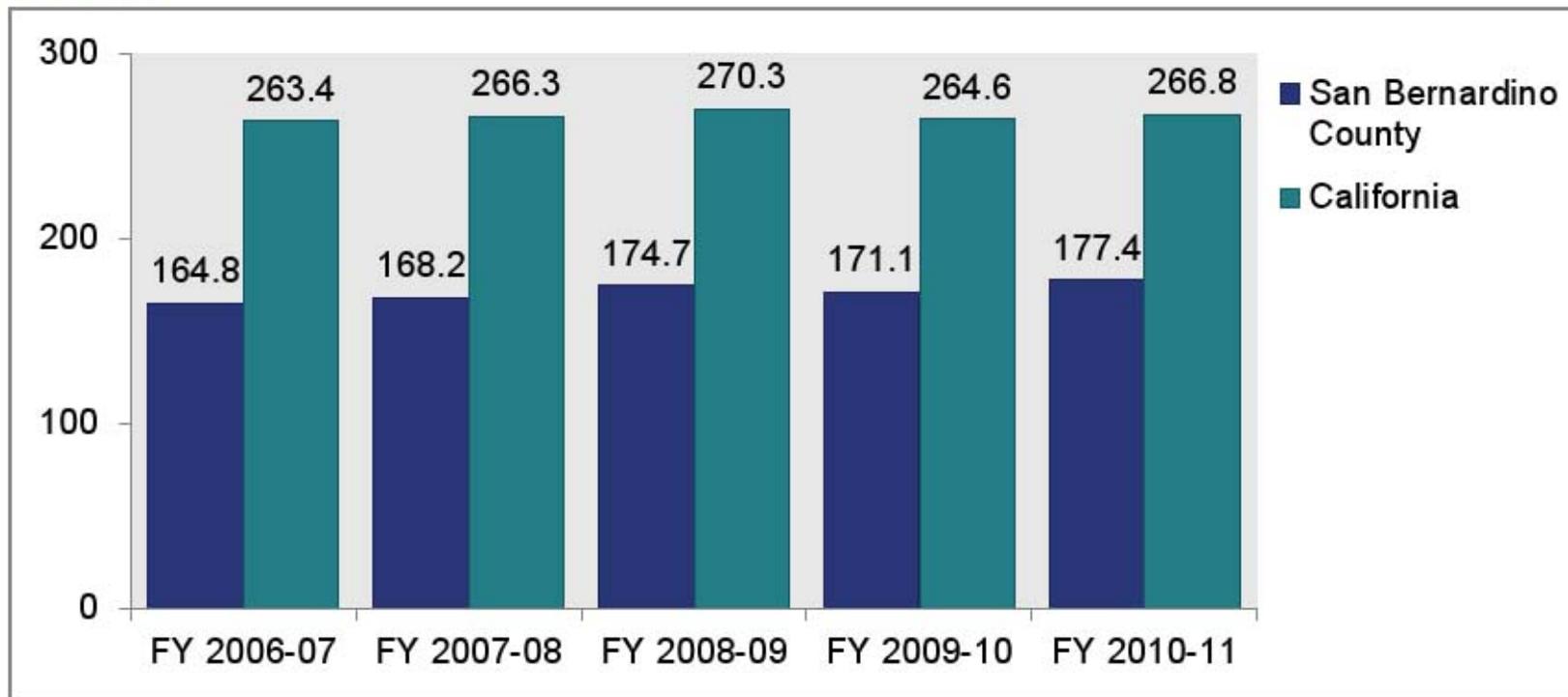


Source: Diamond as of the 15<sup>th</sup> of the Month. <sup>1</sup>



# Access to Health Professionals

## PHYSICIAN AND SURGEON LICENSES PER 100,000 POPULATION, SAN BERNARDINO COUNTY



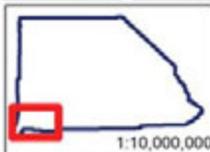
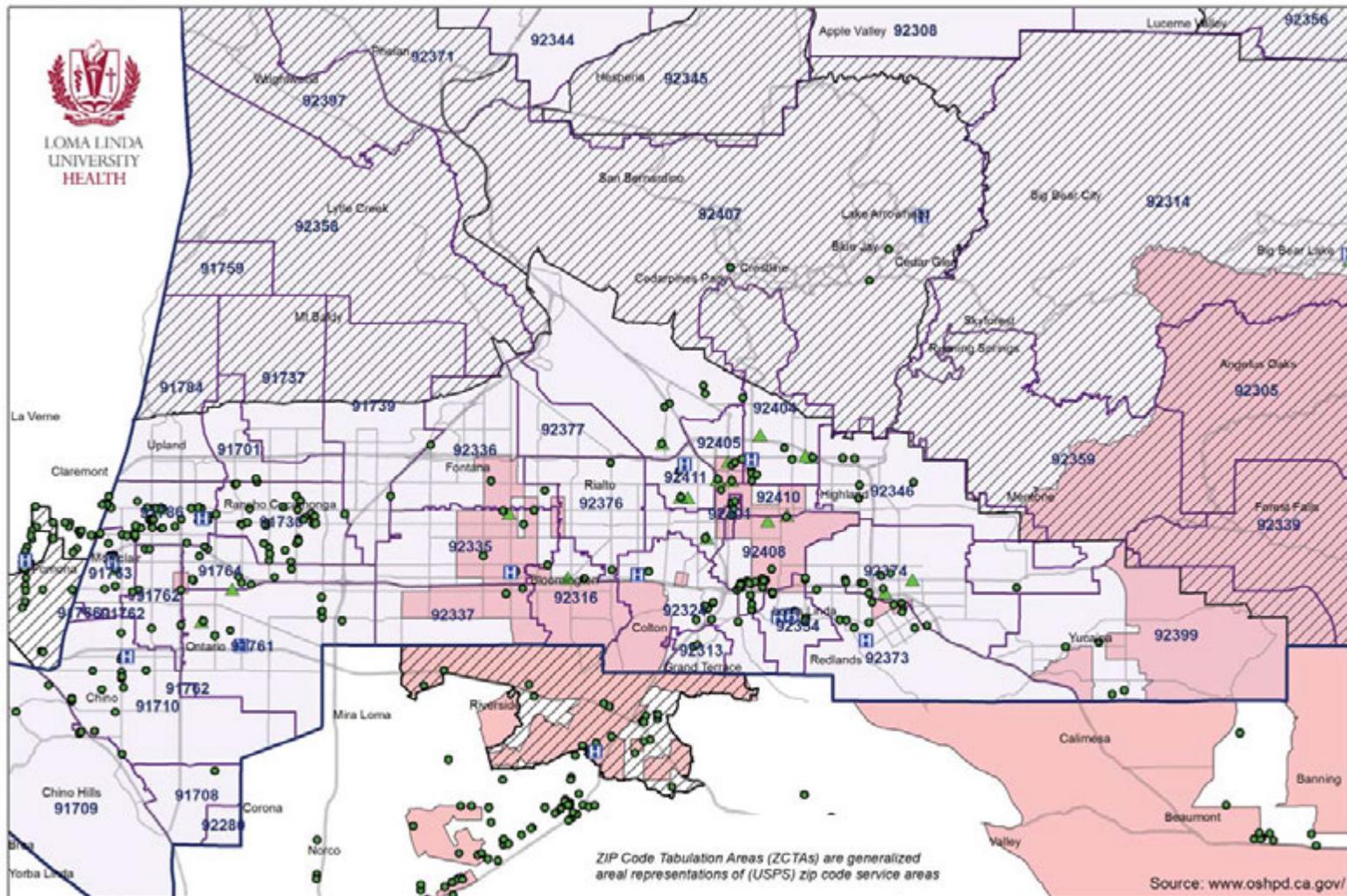
Source: Medical Board of California, Department of Consumer Affairs. (2010). Physician and surgeon license by county, Fiscal years 2006 – 2011.



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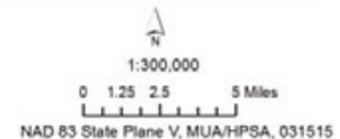


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- Hospitals
- Health Care Facilities
- Community Clinics
- Health Professional Shortage Areas
- Medically Underserved Areas

## Loma Linda University Health Medically Underserved Areas Health Professional Shortage Areas



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# Health Care Jobs: Continuous Growth

2013-2014 Growth of 4,000 Jobs			
Physicians	Other Ambulatory Care	Hospitals	Residential Care
1,200	1,500	0	1,300
4.4%	4.7%	0.0%	5.6%

## Health Services Job Growth Inland Empire, 1991-2015e

Up  
+24,100

Median Pay \$57,443



+6,700

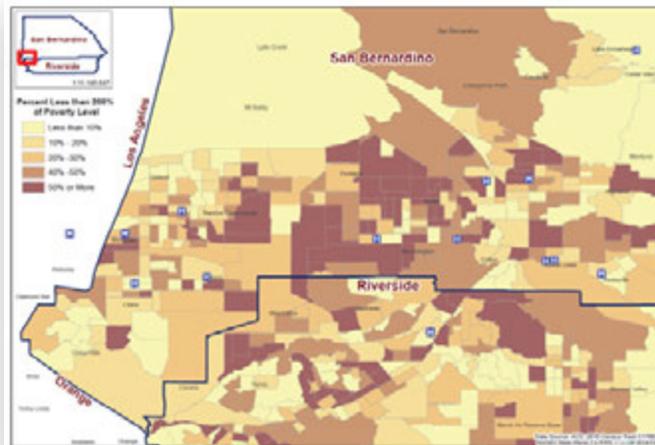
Source: CA Employment Development Department



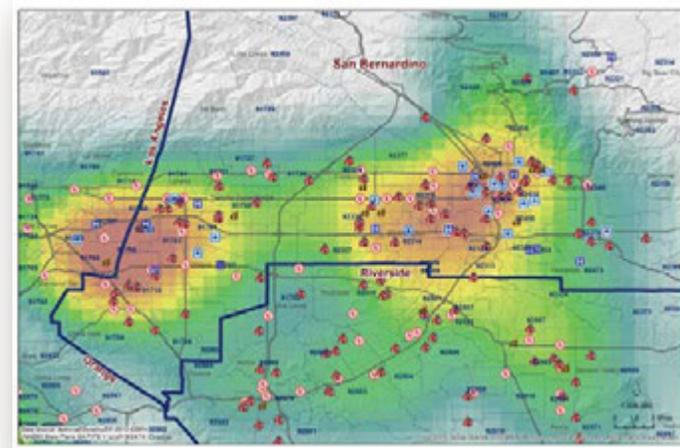
# The New Analytical Imperatives

Patients “place” becomes clinically relevant

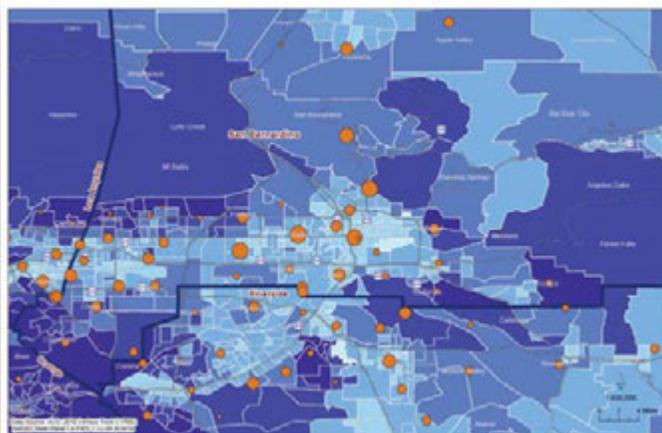
Federal Poverty level < 200%



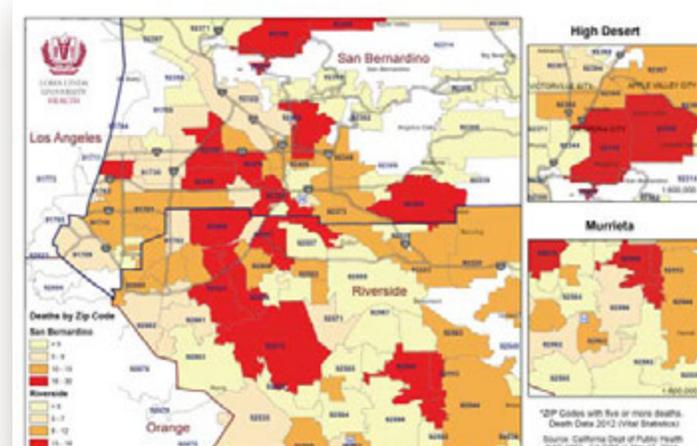
Asthma ED Visits (Age < 18 yrs)



Health Care Spending X Asthma ED Visits



Diabetes Deaths by Zip Code

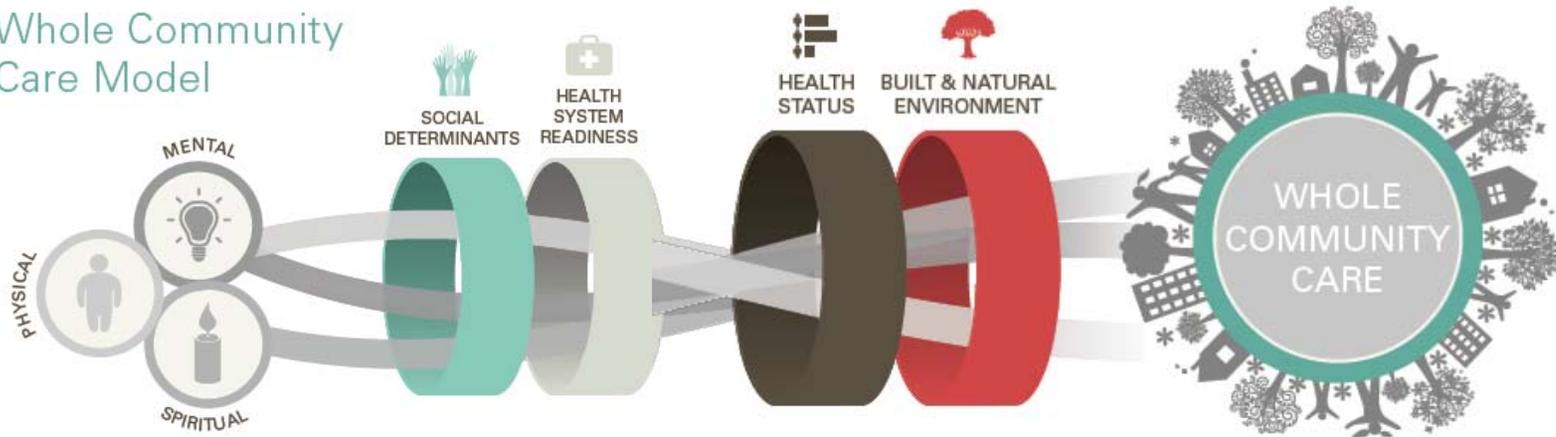


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# GIS Behind the Scenes

Utilization of GIS technologies can be used to benefit the decision making process, and policy development throughout the County, which will result in the improvement of the health, safety, and quality of life of its citizens

## Whole Community Care Model





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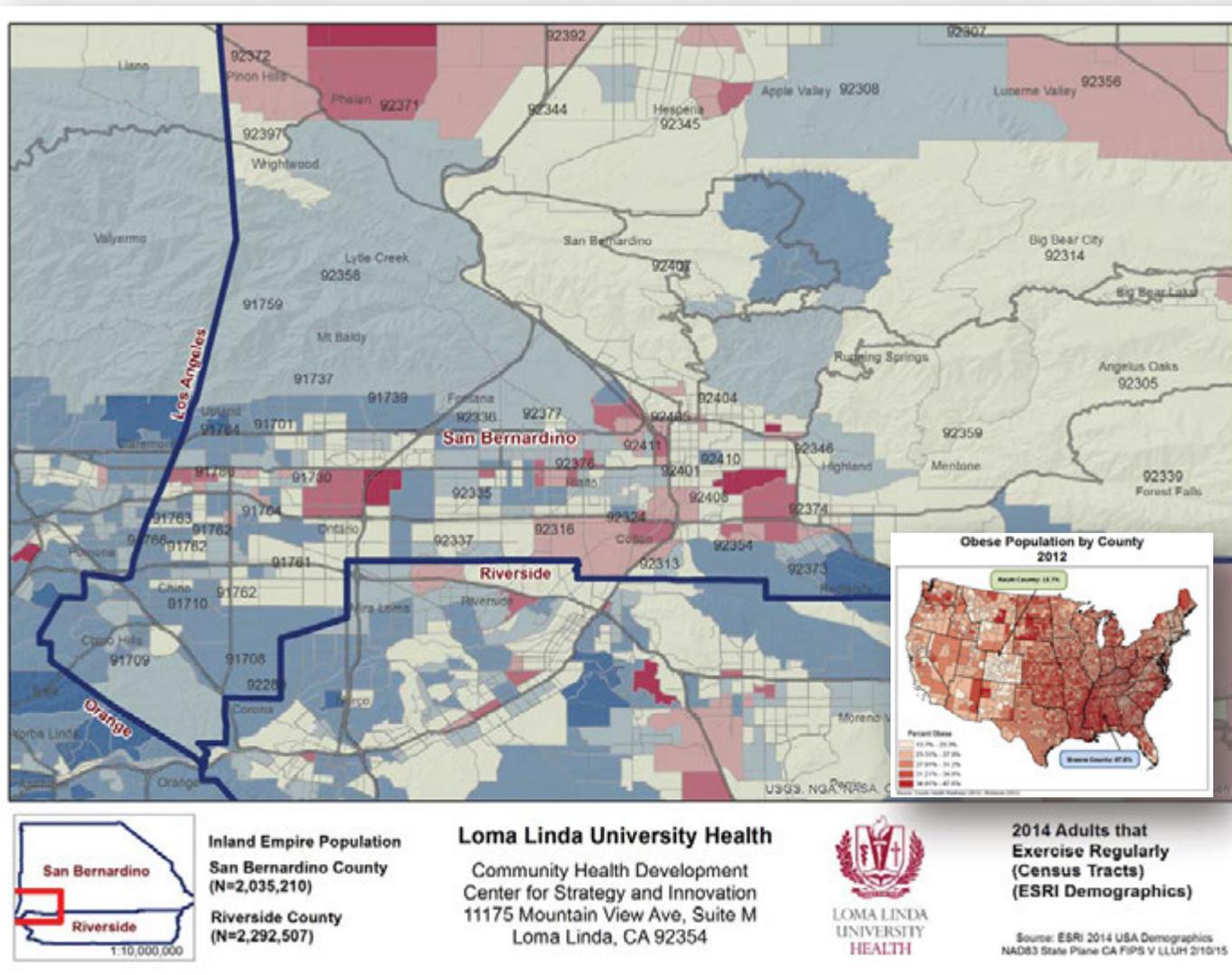
# But, a Healthy Community goes beyond

- Overarching culture of health
- Community-wide mentality
- Every decision includes deliberate consideration of health impact



# San Bernardino County

## 2014 Adults the Exercise Regularly (ESRI Demographics)



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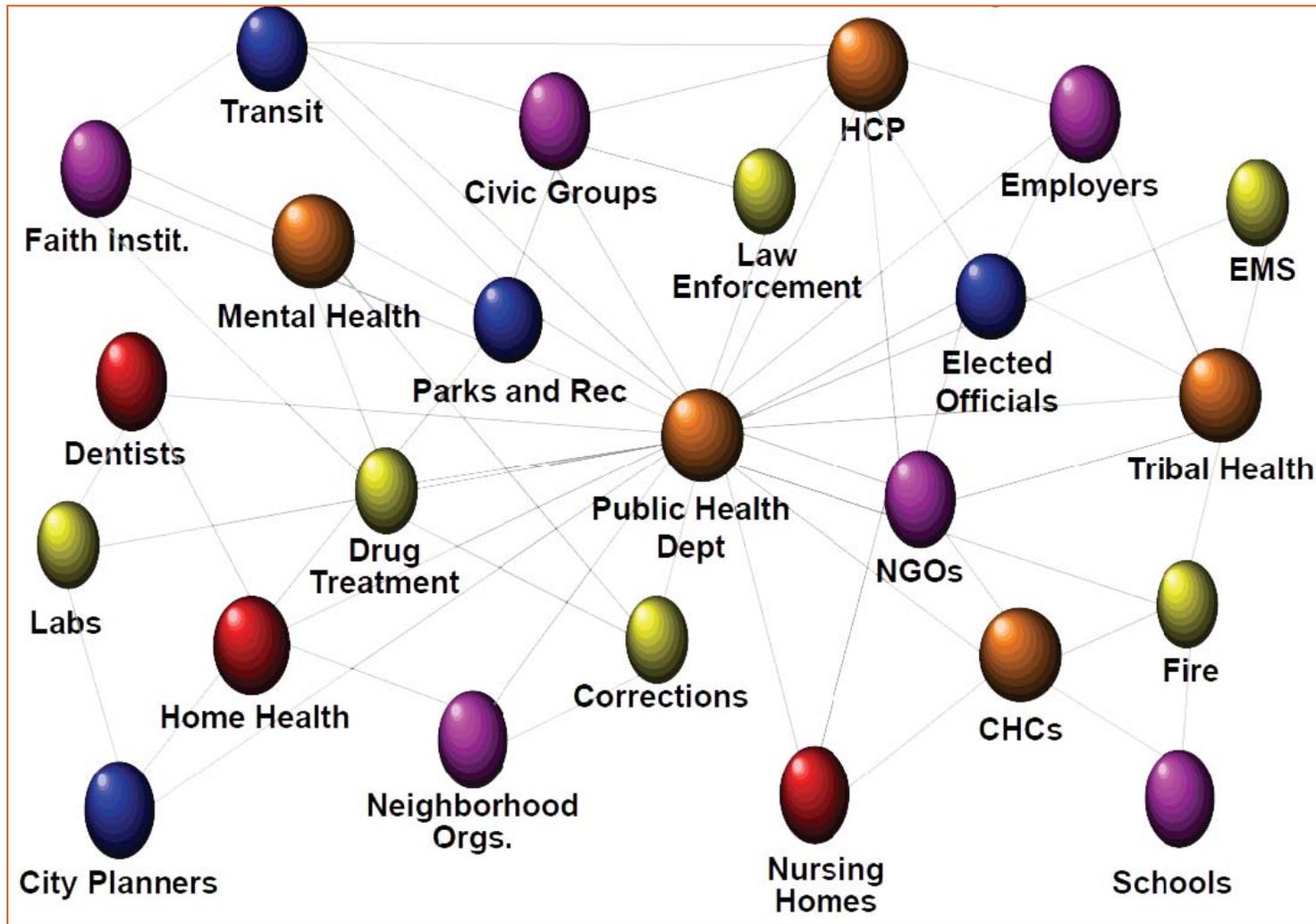


“The Healthy Communities Movement isn’t about a minor incremental change and improvements that focus only on programs, behaviors, or attitudes - it is a paradigm shift that involves engaging communities in a vision for a better, healthier future. This can’t be described in a detailed plan but in a common passion for creating community where we all have a purpose and sense of belonging.”



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# Partnering with all Sectors



# San Bernardino County 211 Services and Resources





Senate Bill 99

Assembly Bill 101

Encourage Active Modes of Transportation

**\$22,786,000** out of the \$57,290,000 (40%) was allocated to San Bernardino County

Significant increase from previous years



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# Countywide Vision

A complete county

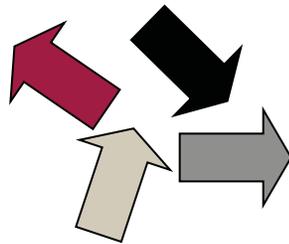
A sustainable system of community health“...and all sectors work collaboratively to reach shared goals.”



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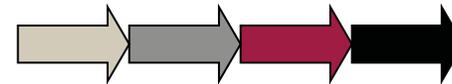
# Isolated vs. Collective Impact

## Isolated Impact



When individual organizations demonstrate a successful intervention and then encourage others to replicate

## Collective Impact



When organizations have the vision, leadership and resources to engage the relevant stakeholders in a structured process to address a specific social problem



# Collective Impact in Action

## Alignment

- ✓ Common agenda

## Goals

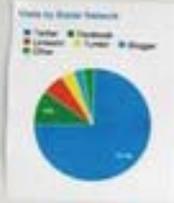
- ✓ Focuses strategies and priorities

## Metrics

- ✓ Common measures of success



# Visualization Plan

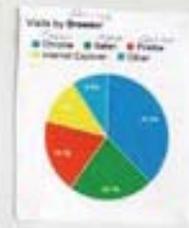


Device	Visits	Percentage
Desktop	120	60%
Tablet	40	20%
Smartphone	40	20%



Page Title	Visits
Home - The Best Product	150
About Us - The Best Product	120
Contact Us - The Best Product	100
Privacy Policy - The Best Product	80
Terms of Service - The Best Product	70
FAQ - The Best Product	60
Blog - The Best Product	50
News - The Best Product	40
Partners - The Best Product	30
Investors - The Best Product	20
Media - The Best Product	10
Jobs - The Best Product	5
Press - The Best Product	5
Legal - The Best Product	5
Other - The Best Product	5

Source Medium	Visits
Direct	100
Search	80
Social	60
Referral	40
Email	20
Display Advertising	10



<b>Visits</b> 1,832 YoY: +15%
<b>Percentage of New Users</b> 69.62% YoY: +2%
<b>Avg. Visit Duration</b> 00:01:50 YoY: +0.10%
<b>Pages/Visit</b> 1.73 YoY: +0.05%

<b>New Visitor Acquisition from Social</b> 64.22% YoY: +10%
<b>Visits from Social Networks</b> 422 YoY: +15%



Community Vital Signs  
County of San Bernardino

**SECTORS**

Indicators

**EDUCATION**

3<sup>rd</sup> Grade Literacy

HS Graduation

**ECONOMY**

HH Income

Jobs/Employment

**HEALTH**

Insured

Source of Care

**HOUSING**

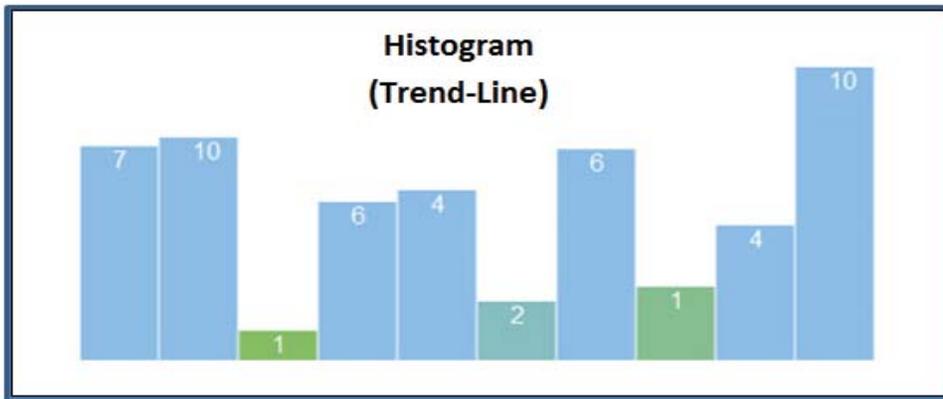
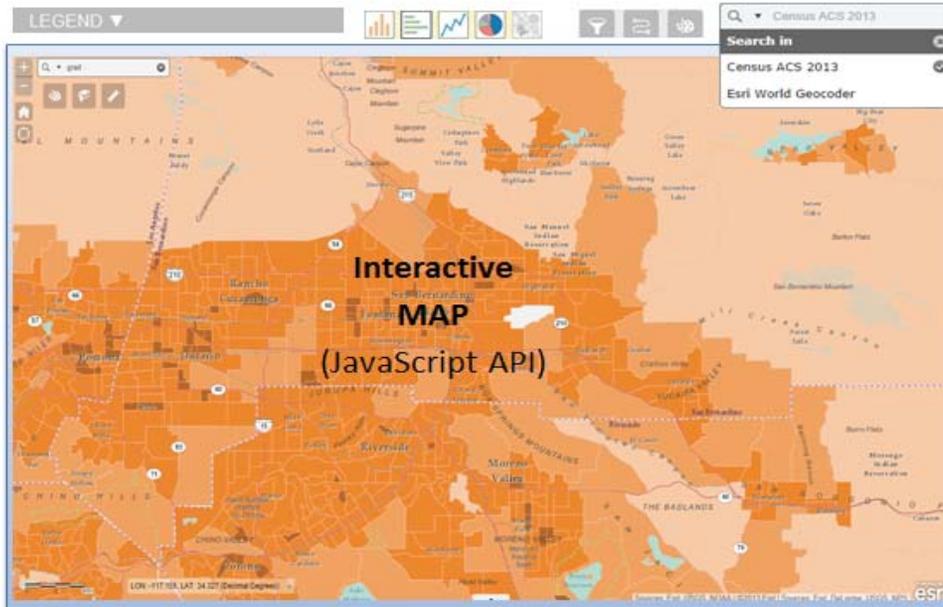
PUBLIC SAFETY

**BUILT**

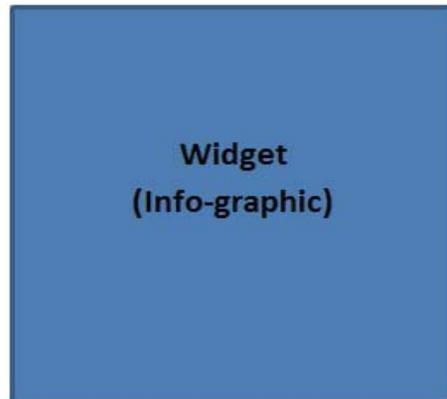
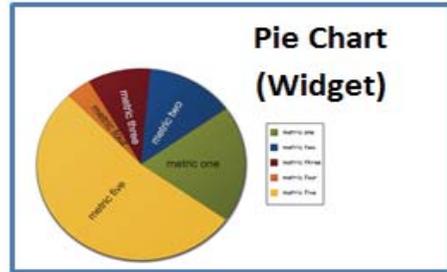
Calculate  
Social Return  
on Investment

# COMMUNITY VITAL SIGNS

## County of San Bernardino



**SEARCH**



Version 1.0 \*This is a draft outline of proposed platform for the CVS prototype

Date: September 30, 2014



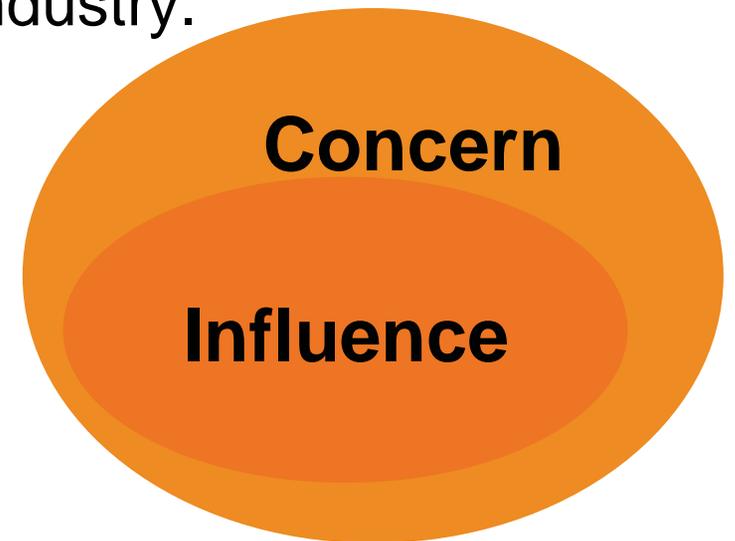
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# Leading Change with Influence

Create new mental models for health improvement and a future health system.

Create learning communities to share learning and speed adoption across the entire healthcare industry.

Vision a healthier world.





“Many Parts Make Up A Whole”



*“A Tradition in San Bernardino County since 1984”*

*#SBCityCounty*