

# **Invest Health Stakeholder Breakfast 2022**

4<sup>th</sup> Stakeholder Breakfast  
May 20, 2022



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The mission of the Health Education Council is to cultivate health and well-being in under-served communities by leveraging the power of collaboration.





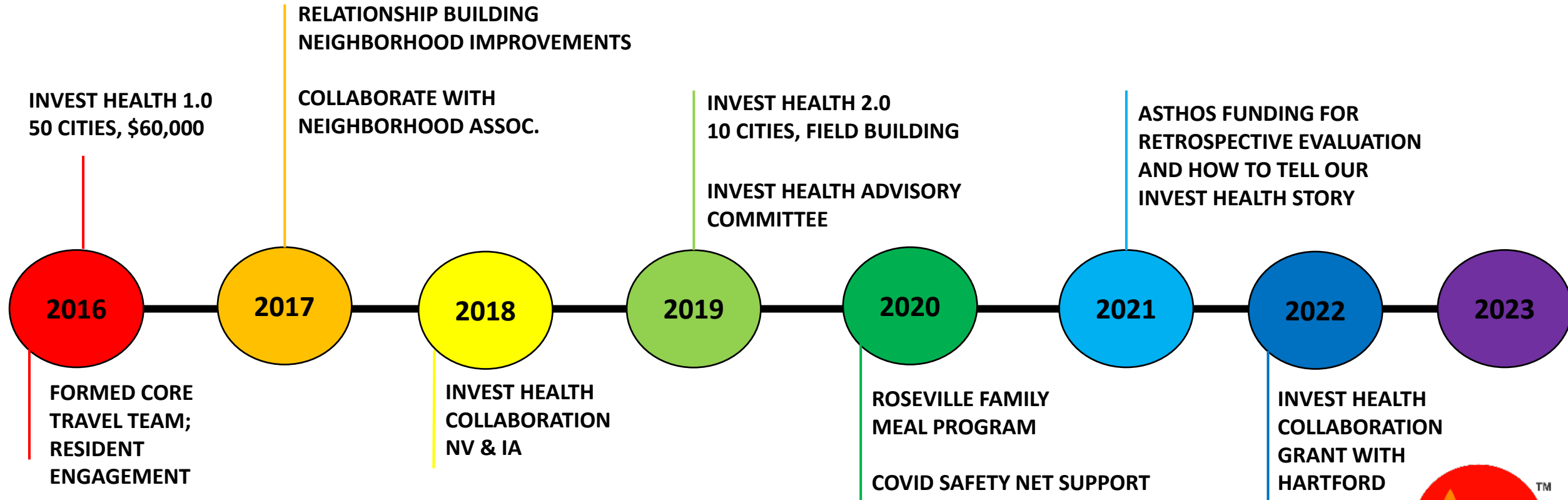
## Key strategies of all HEC Initiatives:

- Cross-sector collaboration/collective impact
- Resident Engagement – asset based; historically, excluded



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# Invest Health Timeline





# Invest Health Field Learning Experiences



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# Invest Health Home Advisory Committee



Schools



Business



Faith Community



City Government



Community Service  
Providers



Dignity Health.



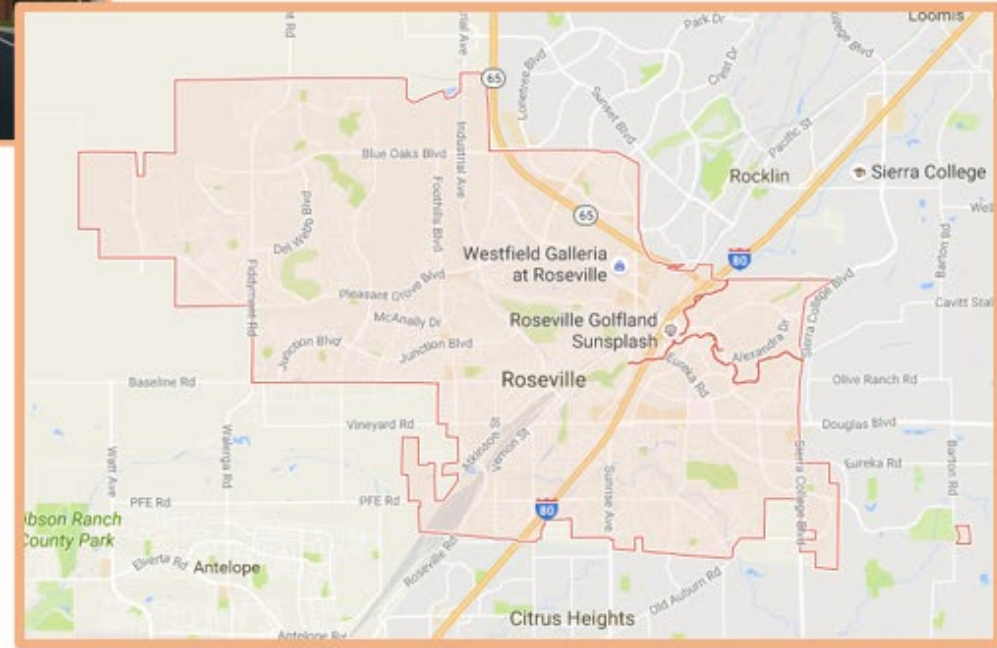
Residents



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# Roseville, California



- Population –135,868
- 11<sup>th</sup> Healthiest city
- 6<sup>th</sup> Best city in CA for young families
- 21<sup>st</sup> Safest city
- 24<sup>th</sup> Best place to retire
- Healthcare 'Hub'



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Roseville is home to the largest railyard west of the Mississippi and the three neighborhoods are adjacent to the railyard in downtown Roseville.



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## Invest Health Roseville: Vision



# Invest Health



## Roseville

To improve the quality of life and community well-being in Downtown Roseville's core neighborhoods of: Roseville Heights, Cherry Glenn, and Thieles Manor, through projects that will result in positive health outcomes for residents of the neighborhoods. The projects developed address issues and concerns expressed by residents and others during stakeholder meetings.



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# Invest Health Roseville: Outcomes

## OUTCOMES WE SEEK:

### INCREASING SAFETY & WALKABILITY



### REDUCING CRIME



### IMPROVING CONNECTION TO MENTAL HEALTH, PRIMARY CARE, SOCIAL SERVICES, NEIGHBORS & GOVERNMENT



### INCREASING PHYSICAL ACTIVITY AND HEALTHY FOOD ACCESS



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### Average Household Income

City of Roseville  
\$75,867

Roseville Heights  
\$32,615



### Families in Poverty

City of Roseville  
8.78%

Roseville Heights  
25.26%



### Unemployment

City of Roseville  
4.7%

Roseville Heights  
12.75%



### Education High School Diploma

City of Roseville  
94.5%

Roseville Heights  
19.68%



### Diversity

City of Roseville  
15%

Roseville Heights  
58.3%

Roseville Demographics



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# Weber Park



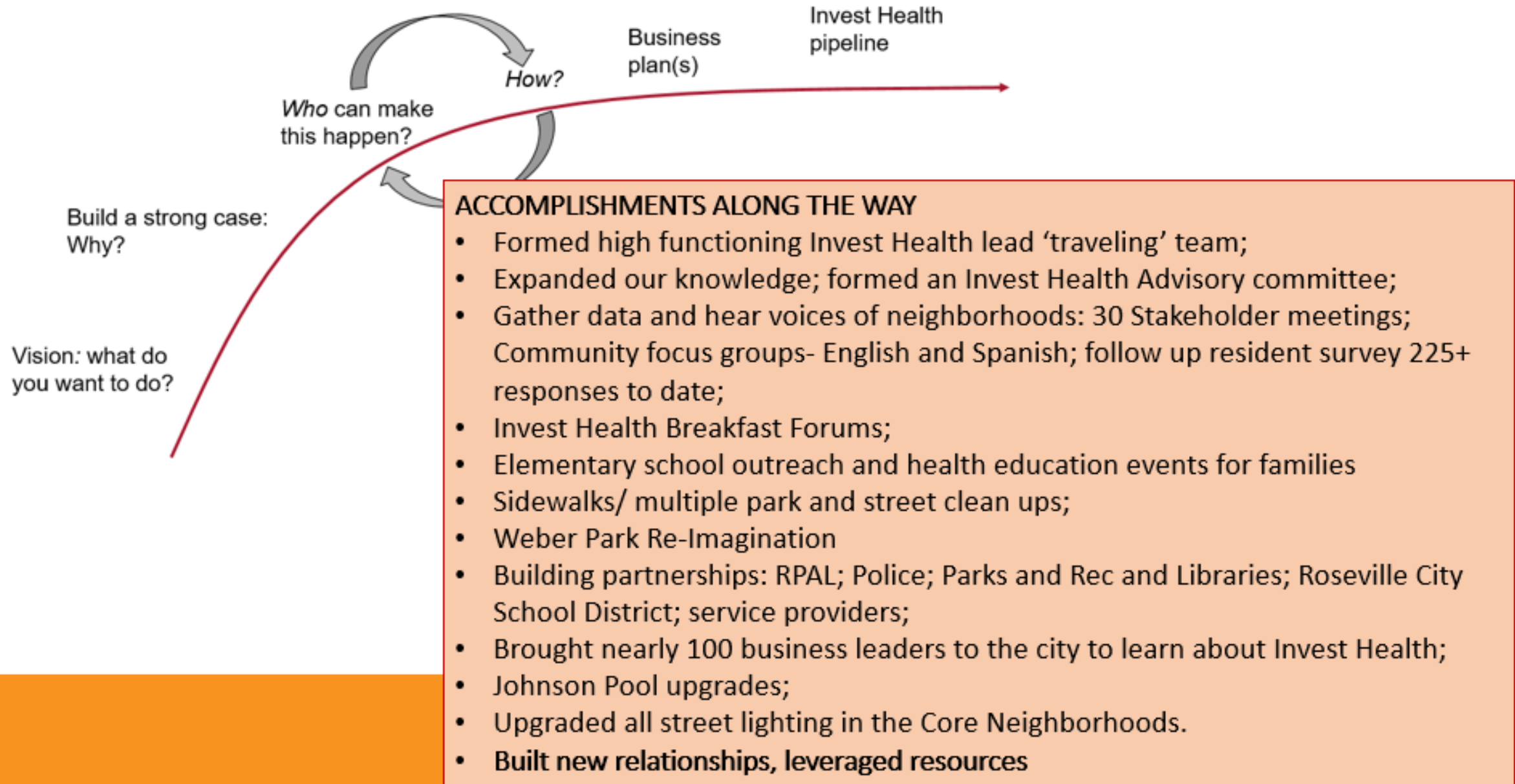
## Park Characteristics

- Under-utilized
- Limited view from street
- Homeless hangout
- Drug activity/ visible paraphernalia
- Poor lighting



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# Invest Health: Program Overview





# Family Meal Roseville Food Delivery Program

Over 16,000 meals served  
May 2020



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## HOW \$60,000 BECAME OVER \$2MILLION!

- Johnson Pool
  - **\$400,000** ADA Improvements
- Improved LED Lighting to Underserved Neighborhoods
  - **\$350,000** grant from ROSEVILLE ELECTRIC to improve lighting and safety in our older neighborhoods
- Improving Local Park Facilities and Access
  - **\$75,000** investment for Roseville's Weber Park from KAISER PERMANENTE to rehab and expand access to the classroom facility and create an outdoor learning area for after school tutoring and other programs for youth. Expand programming in the park working with Parks and Recreation, RPAL, Library, Salvation Army
- Neighborhood Watch Signs
  - **\$15,000** - 55 NEIGHBORHOOD WATCH SIGNS – grant from UNION PACIFIC FOUNDATION; **\$5,000** – Resident Engagement– CITIZENS BENEFIT FUND

# INVEST HEALTH

## *Strategies for Healthier Cities*

A Project of the *Robert Wood Johnson Foundation*  
and *Reinvestment Fund*

## HOW \$60,000 BECAMES OVER \$2 MILLION!

- Over **\$20,000** in Sponsorships
  - Breakfast Forums – sponsored by SUTTER HEALTH and KAISER PERMANENTE, ADVENTIST HEALTH
- Mark White Park, Weber Park and Core Neighborhood
  - **Hundreds of volunteer hours** to fix and clean Mark White Park and Weber Park
- Anti Stigma Mental Health Awareness Initiative **\$180,000** collaboration grants from Kaiser Permanente
  - Led by the Health Education Council working with Cirby elementary and the school district, understand mental health concerns of their students and families, offer teacher resources and parent/ family community resources.
- **\$25,000** Collaboration grants with City of Henderson, NV and Des Moines and Iowa City, IA
- **\$105,000** for Invest Health 2.0 Field Building grant.



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# INVEST HEALTH

## *Strategies for Healthier Cities*

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## HOW \$60,000 BECAME OVER \$2 MILLION!

- **\$62,000** Placer Co. Air Pollution Control District funding for resident engagement and outreach around air pollution and health
- **\$290,000** Kaiser Permanente funding to address social determinants of health in low-income communities
- **\$25,000** California Health & Wellness funding to provide mental health screenings to vulnerable Latino communities.
- **\$295,000** in COVID-19 funding to provide testing, testing kits and vaccinations; host community events; distribute education and resource materials encouraging residents to get vaccinated
- **\$235,000** in funding to provide meals to low-income residents
- **\$27,000** Support Invest Health Roseville and Hartford team collaboration.



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