



**CHAMPION  
PROVIDER**  
FELLOWSHIP

*A Powerful Approach to Healthier Communities*

**Vivi Stafford, MD, EMHA**  
**Kings County Champion Provider**  
**General Practice focused on weight loss &  
behavioral health**



UCSF

# Champion Provider Fellowship

- Executive Masters in Health Administration from USC.
- Bachelor's of Arts in Anthropology from USC .
- Greater than ten years of experience in Obesity and Behavioral Health in a General Practice.
- Eager to implement change in a population rather than one patient at a time through the Champion Provider Fellowship.



# Food Insecurity In Kings County

- Encouraging weight loss in patients and hearing the stories.
- Patients continued complaints related to access to healthier foods, obesity, immigration status, transportation, pain and healthcare access.
- Hearing, learning and understanding the stories within the community.



# Goals of Environmental, Systems and Policy Change in Kings County related to topography in the San Joachin Valley

- Food basket of the world.
- Highest rate of food insecurity in the nation. [2]
- Nearly 80 percent of residents are overweight or obese. [3]†
- Presumably a healthier community can provide agricultural services with effective productivity.





# PARTNERSHIPS IN IMPROVING COMMUNITY HEALTH









# Panoramic Views



# How did I gain PSE focus?

**ASKED QUESTIONS: “There is no such thing as a dumb question”**

– Carl Sagan

## What are the demographics in the community?

- Demographics as a source of gaining information about diet and community health.
- Demographic maps may give information on programs that can create change. (CDC)

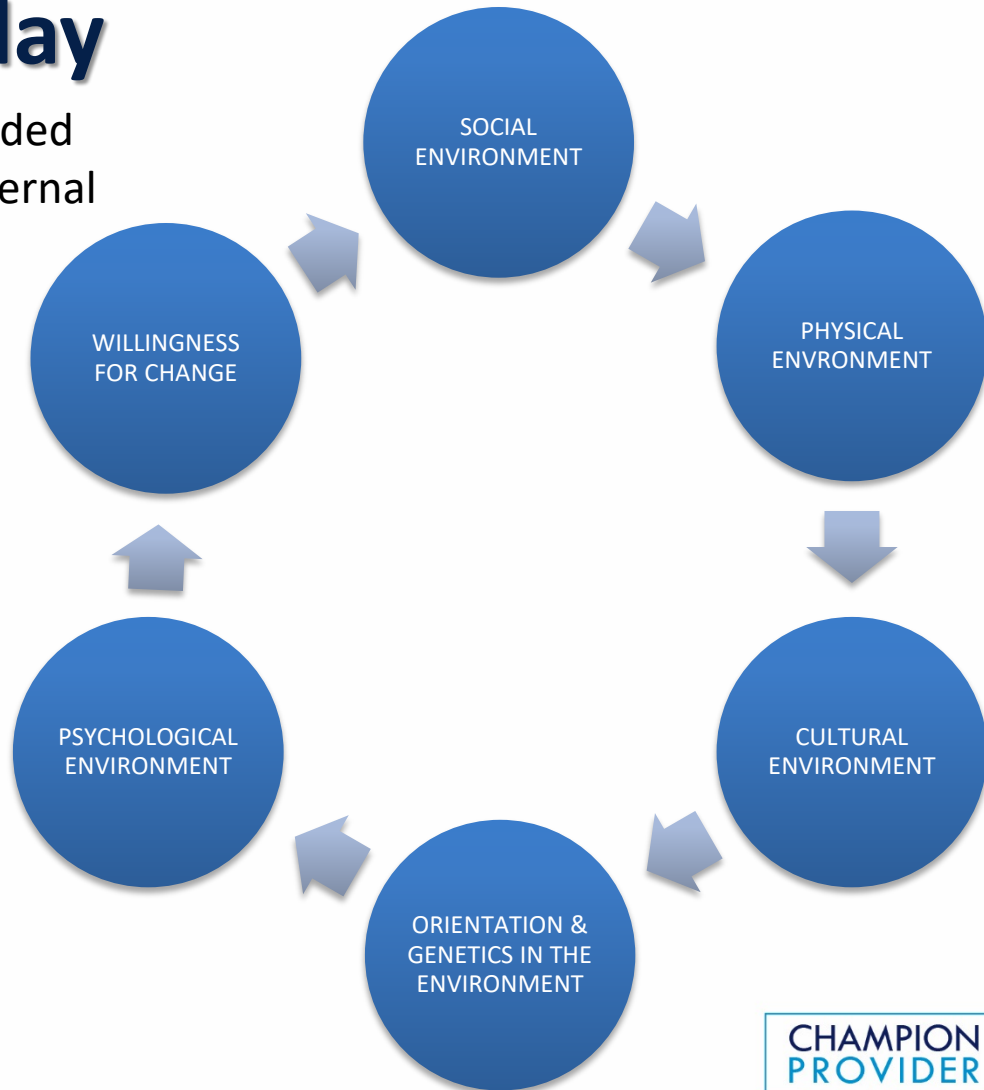
## Is the communities populations increasing or declining?

- A population decline may be a cause for decreased access to quality foods.
- An increasing population may be a source for gaining momentum for a new project for change.



# Donabedian Model & Quality of Care Perspectives developed in the 60's – significant today

Healthcare quality is embedded in and influenced by the external environment in a given community



# Intervention Identified with the help of the Donabedian Model

## Quality of Care

- Structure (Materials)
  - Buildings, staff and staff education (materials)
- Process (Services)
  - Diagnosis, treatment, preventive care and patient education
- Outcomes (Health Status)
  - All effects of healthcare from patients to **populations**.



# Donabedian applied to Kings County

- Structure
  - Hospitals, Clinics, Pharmacies, Grocery Stores
    - Food Desert's in some communities within the county
- Process
  - Transportation services, healthcare services, food banks, schools, colleges
- Outcomes
  - San Joachin Valley region ranked dead last in census for healthcare compared to Palo Alto area as the national leader as “Number One” out of 435 congressional districts.





# Developed Partners By Reviewing Structure, Process and Outcomes.

- Structure
  - Reached out to other clinics; for example, the hospital and clinics at Adventist Health.
- Process
  - Reached out to Kings County Area Public Transit Agency. Reached out to Kings County Action Organization, Reached out to ESRI Geographic Information Systems, Reached out to Dentus Aegis Network
- Outcomes
  - Created a foodscription with Adventist Health, completed maps for KCAO food bank, created awareness for the community in relations to the elimination of bag limits on public transport, became aware that the community was lacking in effective communication in relation to structure, process and outcomes.

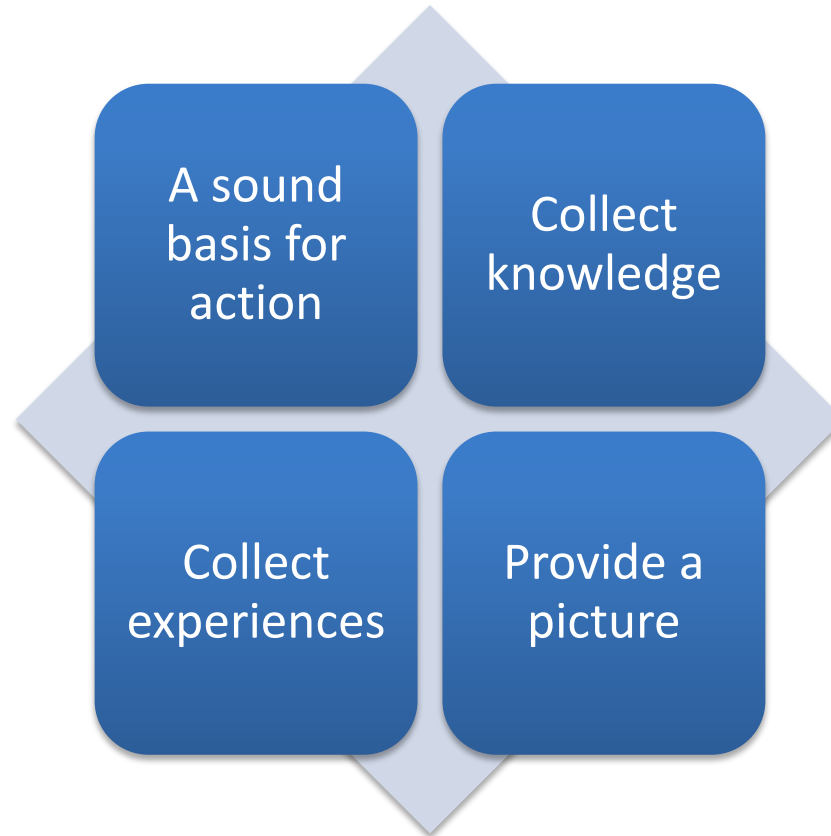


# The Affordable Care Act and how it applied to Kings County

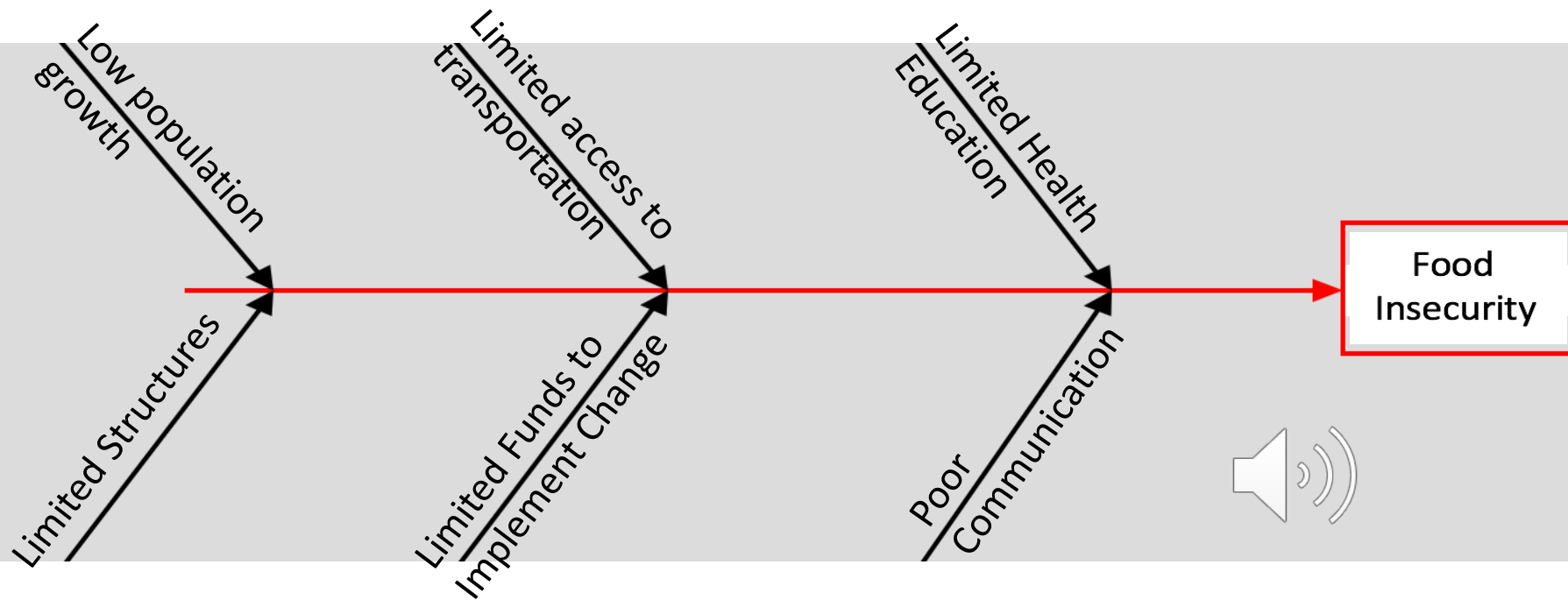
- Increased access to healthcare includes the ability to have transportation to the facilities.
- Patients continued complaints related to access.
- The changes in transportation within the community with pilot programs



# Focused on Cause for Food Insecurity to Encourage Change



# Fishbone Diagram for Kings County Food Insecurity Irony: Irrigated farm lands, high agricultural productivity, no relative fragile ecosystem and limited political instability



\*Food insecurity in third world countries may be from droughts, political instability (conflict), high population growth, poverty and fragile ecosystems



# Fishbone Diagram as Roadmap for PSE

## A.) Concepts to establish partnerships.

- Low population growth – 1.82% from 2000 to 2010 – encourage people to move to the neighborhood concept.
- Limited access to transportation – Reach out to the local metro system (KCAPTA)
- Limited health education - Participated in a partnership to establish foodscription pilot.



## B.) who?, what?, when?, where? why?

- Limited structures – Food Desert awareness. Piloted a mapping approach to orient the community of food bank locations.
- Limited Funds – Piloted a small trial to raise funds by listing the food bank as a birthday donation and also a trial with Amazon Smile.
- Poor Communication – Scheduled meetings and reached out to discuss approaches in PSE change. FDA, CDC, ESRI, KCAO, KCAPTA etc.

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June 19<sup>th</sup>, 2019 Grand Rounds at Mount Sinai Medical Center NYC about being a Champion for change in the San Joachin Valley through Partnerships in Community Health in the Department of Preventive Medicine.



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Although the enthusiasm in the goals and outcomes can be profound, knowing when to stop or to go slow is also essential for effective change in environmental, systems and policy changes.



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A Powerful Approach to Healthier Communities

Exit strategy and Legacy.

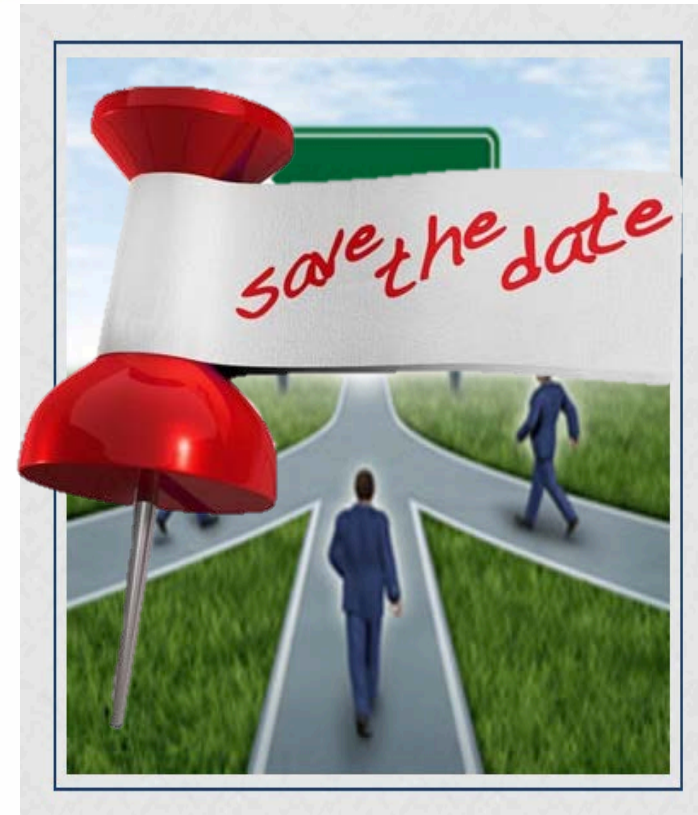
Develop a plan where your projects can expand and change. Develop a plan where your changes can expand and have growth. Online approach and offline approach, both to serve improving communication.

Offline – use libraries, schools, hospitals, clinics and any other structure to distribute information about transportation and food banks. Create Partnerships with the websites. Adjust resources accordingly.

Online- reach out to community websites. Create partnerships for outlets of online and offline promotions and information. For instance, the community website. Online activities through these outlets provides data outlets. Adjust resources accordingly.

Identify community Champions:

Appoint community Champions at the schools, the community, with continued approaches to sharing information.



## Works Cited

[1] Nash, David; Reifsnyder, Joanne; Fabius, Raymond; Pracilio, Valerie Population Health: Creating A Culture Of Wellness 1st Edition MA, 2011; Chapter 5 (Page 350)

[2] ["How We Survive: Sprouting Up in Empty Breadbaskets"](#). *National Radio Project: Making Contact. Season 12. Episode 45. 2009-11-11. Retrieved 2016-05-27.*

[3] † "Healthy Eating." Kings Partnership for Prevention. (2018)  
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