

Works-In-Progress Session #3

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INTRODUCTION

Santa Barbara County
Public Health Department

Franklin and Carpinteria
Health Care Centers

Federally Qualified
Health Centers(FQHC)

Primarily Cen-Cal



BACKGROUND

Why?

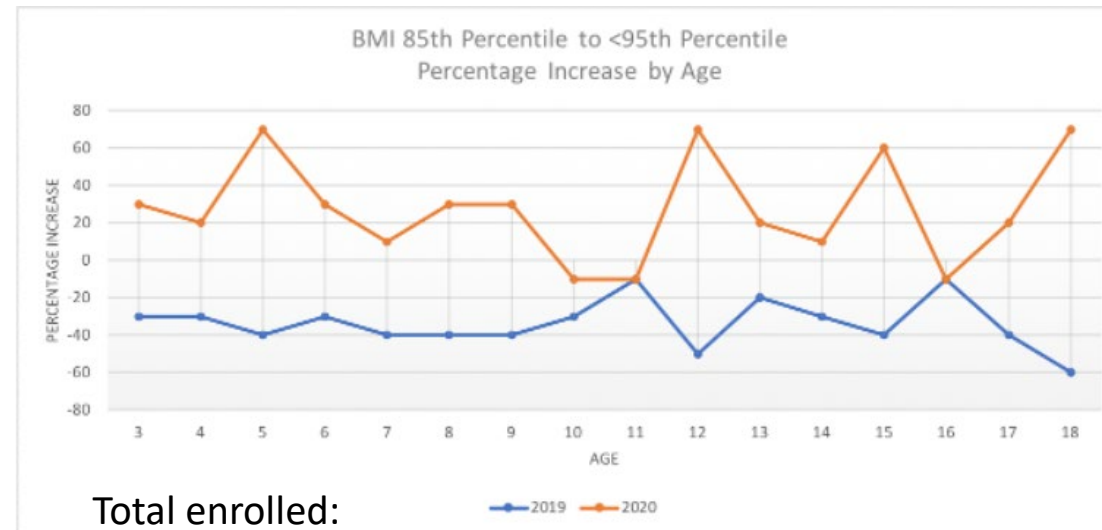
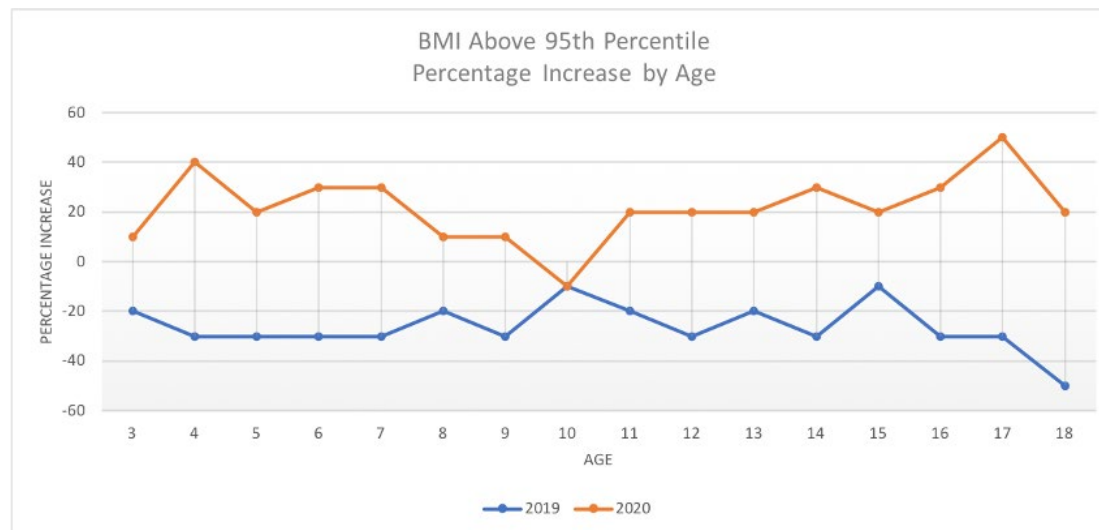
Outpatient - Prevalence alarming
SB County Health Care Centers:
>500 children
40% with co-morbidities

Researched - what should be done?!

Partnered: Susan Liles
Introduced to the Champion Provider
Fellowship

Policy, Systems and Environmental (PSE)
change
is absolutely necessary to reduce
pediatric obesity

Percent Change in Prevalence of Obesity / Overweight in Pediatric Can-Cal Patients



Total enrolled:
2019: 82,106
2020: 87,457

OVERVIEW

Intervention Goal:

Make it easier for overly burdened families to access physical activity options for kids

Create a easily accessible online resource

Track patient and provider utilization

OVERVIEW



Santa Barbara County

KIDS AND TEENS PHYSICAL ACTIVITY RESOURCES

Online Play Resource Guide


Website: <https://www.countyofsb.org/3259/Physical-Activity>

**TEXT SBCPLAY TO 61222
OR
SCAN THE QR CODE TO DOWNLOAD!**

Utilization:
439 children
(4/19/22 – 8/24/22)

Average:
~130 patients/month

**GUÍA DE RECURSOS DE ACTIVIDAD FÍSICA
PARA NIÑOS Y ADOLESCENTES**



**ENVÍE SBCJUGAR AL 61222
O
ESCANEE EL CÓDIGO DE QR PARA DESCARGAR**



This institution is an equal opportunity provider.
Esta institución es un proveedor que ofrece igualdad de oportunidades.

PARTNERSHIP

Santa Barbara County Public Health Department / CalFresh Healthy Living

Nutrition services is fairly robust in our community
My personal passion is encouraging more physical activity
No cohesive platform for this in our communities

Timeline:

- 3-6/21: Met with CalFresh Healthy Living Team / Public Health Department
- 6-8/21: Data collection
- 8/21-3/22: Built online play resource guide
- 4/22-Present: Distributed resource to Public Health Care Centers
 - Integrated into EHR
 - Started tracking data
- 5/22: Offered resource to community on Public Health Website

PARTNERSHIP

Challenges:

COVID! - planned to host a Pediatric Obesity Summit Meeting in October 2021
and had to cancel due to COVID surge

Successes:

New online resource tool
Connecting with community partners
Added as an Adverse Childhood Experiences (ACES) buffering service

COVID-19: OPPORTUNITIES & CHALLENGES

Challenges:

COVID - inhibited us from hosting our in-person community fair / partnership with the School Wellness Summit

Opportunities:

Focused our efforts on creating an online resource instead
Now can build upon this virtual platform - housing local promotions, assisting families with summer camp sign ups, texting options

NEXT STEPS

Scale up!

Data collection

Investigate app design

Secure funding

Expand community partnerships

Increase awareness

Keep the Conversation Going

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