



# Sonoma County Maternal, Child and Adolescent Health (MCAH) Annual Report 2013

A report on the state of maternal, child and  
adolescent health in Sonoma County

*County of Sonoma Department of Health Services  
Maternal, Child and Adolescent Health Advisory Council*

NOVEMBER 2013



**sonoma county**  
DEPARTMENT OF HEALTH SERVICES



## from the mcah director...

Dear Community Stakeholders,

I am pleased to present the 2013 Maternal, Child and Adolescent Health (MCAH) Annual Report with updated demographics, trends, and accomplishments. In the spirit of [\*Collective Impact\*](#), the report is organized according to the ten locally developed [\*Health Action goals\*](#). The MCAH program uses evidenced-based strategies across the [\*Spectrum of Prevention\*](#) in partnership with individuals, organizations and communities. In addition, MCAH staff regularly collaborate with Department of Health Services Health Policy, Planning and Evaluation (HPPE) colleagues to inform the community and lawmakers about issues pertinent to the health and well-being of mothers and children.

This is such an exciting and interesting time to work in MCAH. We know so much more about the lifelong impacts of toxic stress during pregnancy and early childhood on the developing brain of the infant and toddler. The importance of promoting healthy and happy pregnancies and childhoods in our neighborhoods and communities can not be emphasized enough. Taking the life course perspective - preconception, pregnancy, infancy, childhood, and the teen years are especially unique times for promoting life-long health and wellness, reducing disparities, and preventing and minimizing chronic conditions.

I am proud to be part of local MCAH efforts and grateful to work with so many dedicated staff and valued community partners. Although together we have already accomplished so much over the years, there is still more to do to improve the health and well-being of families and communities. This year, we will be conducting a needs assessment to determine the local priorities, which will guide our MCAH work plans for the next five years. We welcome your participation in the process. Furthermore, after reading this report, I hope you feel inspired to take action, no matter how small, to improve the life of a child, a neighbor, a family member, or friend - for small actions can add up to make all the difference.

Sincerely,

*Elisabeth Chicoine*

Elisabeth Chicoine, RN, MS, PNP  
Director of Maternal Child and Adolescent Health  
County of Sonoma, Department of Health Services

elisabeth.chicoine@sonoma-county.org

707.565.4551

For more information on Health Action, please visit the website:  
[www.sonomahealthaction.org](http://www.sonomahealthaction.org)

# brief history and program description

Seventy-eight years ago the landmark federal legislation known as Title V, was enacted to assure the health and well being of women, children, youth and families. Title V, as the sole federal funding stream dedicated to maternal and child health, provides block grant funding to communities through the state to address local health priorities. Upstream prevention and early intervention - particularly in the maternal, child and adolescent population - is proven to result in long term, cost-effective benefits. Benefits include increased school readiness, adult productivity and life expectancy, all of which contribute to a healthier community.

The MCAH program provides both direct safety net services to our most vulnerable families and provides leadership in community planning and coordination efforts.

In Sonoma County, broad MCAH program goals for 2010 - 2014 include:

- All children are born healthy to healthy mothers.
- No health status disparities among racial/ethnic, gender, economic and regional groups.
- A safe and healthy environment for women, children, adolescents, and their families.
- Equal access for all women, children and their families to appropriate health care within an integrated system.
- All children have opportunities to maximize their potential.

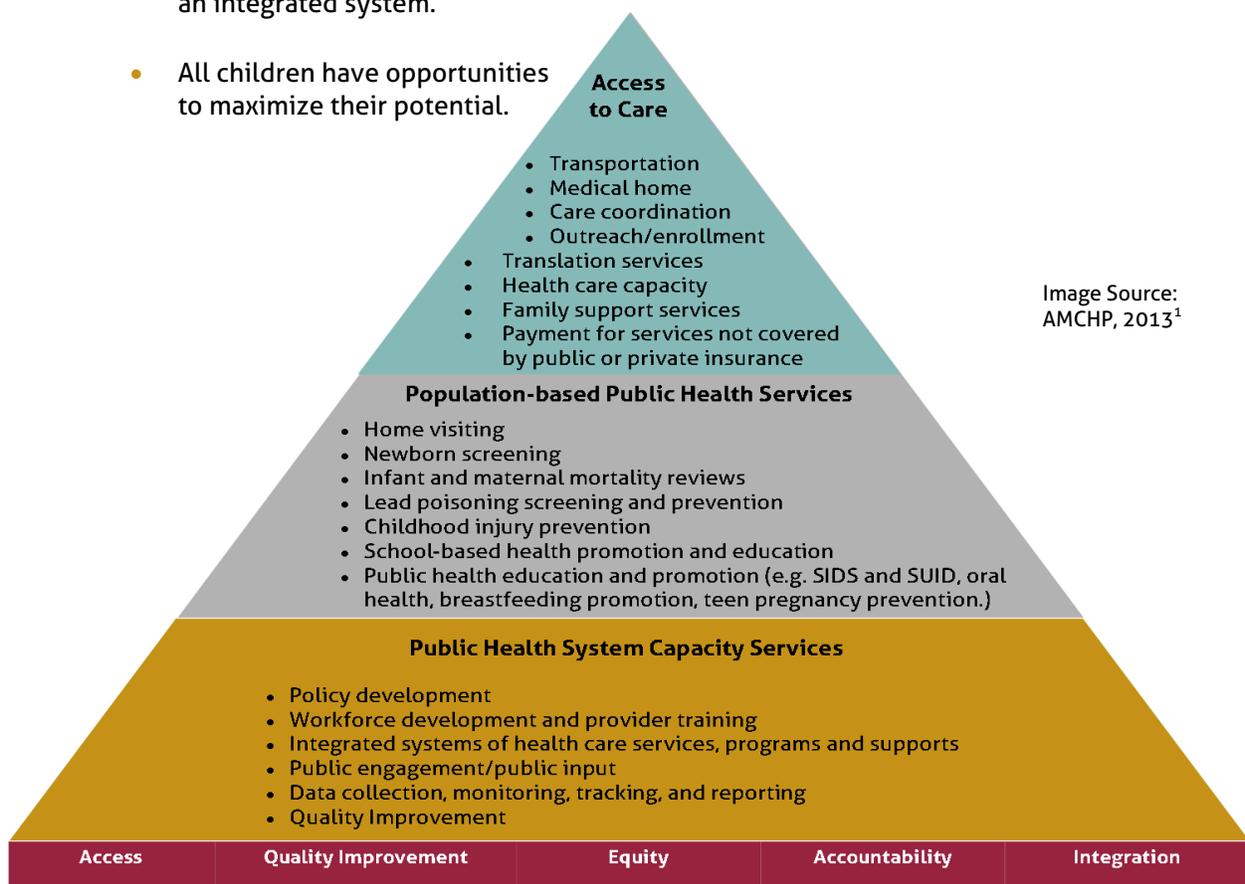


Image Source: AMCHP, 2013<sup>1</sup>

## from the chair and vice chair of the advisory board...

Dear Members of the Sonoma County Board of Supervisors and Community Leaders,

The overarching goal of the Maternal, Child and Adolescent Health (MCAH) Advisory Board is to promote the physical, social and emotional health of childbearing women, children and adolescents in Sonoma County. As an advisory board to the Sonoma County Board of Supervisors and the Department of Health Services, we provide guidance on the health needs of our community. We work closely with the MCAH program to continually assess and look for best practices that will address emerging health issues.

Our board members are a diverse group of health and human professionals representing a range of disciplines and geographic areas throughout the county. By sharing resources and coordinating activities, we support ongoing efforts to build a coordinated, effective health care delivery system for women and children. Each month the MCAH Board reviews a relevant health concern for local populations. Over the course of the past year, we chose current troubling topics such as human trafficking, gun violence, barriers to child vaccination, obesity prevention strategies, student success programs and implementation of the Affordable Care Act for discussions at our monthly meetings. Our members provide input and take information back to their own agencies and communities to align agency health care efforts.

We encourage you to use this MCAH Board comprehensive report to inform decisions you make concerning the current state of maternal, child and adolescent health in Sonoma County. Your questions and comments are welcomed!

Sincerely,

Jeanette Koshar, Chairperson  
Gina Cuclis, Vice Chairperson  
MCAH Advisory Board



Jeanette Koshar, Chairperson



Gina Cuclis, Vice Chairperson

## members

### Members for 2012 - 2013 Fiscal Year included:

Rebecca Barragan	Human Service Department, Economic Assistance
Donna Bassett, RN, PHN	Sonoma County Office of Education
Gina Cuclis	Parent, Sonoma Valley Sonoma County Board of Education Trustee, Area 1
Adrienne Davis, MPH, CHES	Kaiser Permanente Medical Center
Sarah Hollister RN, IBCLC	West County Health Centers
Mignon Evans, MSW	Human Service Department, Family, Youth and Children's Division
Karla Fittipaldi, MA	The Living Room
Marta Flax Tilling, M.S.W.	Community Action Partnership
Rory Gibbens-Flores	Santa Rosa Community Health Centers
Grace Harris, MFT	California Parenting Institute
Jeanette Koshar, RN, NP, PhD	Sonoma State University
Renee McKenna RD, IBCLC	Santa Rosa Memorial Hospital
Jeff Miller MD, FAAP	Retired Pediatrician
Annie Nicol, FNP	Petaluma Health Center, St. Joseph Health System
Ed Sheffield, MPA	Representative Assemblywoman Noreen Evans
Amanda Silva	Verity
Carol Simmons, RN	Child Care Planning Council
Stacey Stirling, RDA	St. Joseph Health Dental Programs
Terese Voge, MPA	Center for Applied Research Solutions

## join us

The MCAH Advisory Board meets the first Thursday of each month from 12:30 to 1:30 p.m. at the Public Health downtown offices at 625 5th Street in Santa Rosa, CA. The public is welcome at all MCAH Advisory Board meetings.

Interested in serving as an advisory board member? Please contact:

Rebecca Munger  
MCAH Coordinator  
707.565.4553  
[Rebecca.Munger@sonoma-county.org](mailto:Rebecca.Munger@sonoma-county.org)

## who we serve

- In 2012 there were 5,140 births in the county. This represents approximately one percent of births in California. 40% of births are to first-time mothers. 5.1% of total births in the county are to teen mothers.<sup>2</sup>
- Three out of four teen births are to teens 18 years and older. About 67% of all teen births are to Hispanic mothers.<sup>2</sup>
- 43% of births are to families that meet the income eligibility to qualify for Medi-Cal.<sup>2</sup> For a family of four, this is less than \$47,100 per year.
- There are approximately 118,000 children under the age of 18 living in Sonoma County. 32% of households have children. Almost a third of these are single-parent households.<sup>3</sup>
- 42.8% of students in Sonoma County are eligible for Free/Reduced Price School meals.<sup>4</sup>



## trends of concern

- In the 2011 - 12 administration of the California Healthy Kids Survey, the majority of Sonoma County high school students say it is easy to obtain tobacco, alcohol, and marijuana. 76% of 11th graders, 54% of 9th graders, and 18% of 7th graders believe it is easy to get marijuana if they want it.<sup>5</sup>
- Fewer Sonoma County students than in previous years perceive smoking marijuana as harmful. A third of 7th graders indicated that smoking marijuana once or twice a week causes little or no harm compared to a quarter of students four years earlier.<sup>5</sup>
- The percentage of women who smoke before (17.8%), during (12.9%), and after (12.3%) pregnancy has increased from 2010 to 2011 and is significantly higher than the rest of California.<sup>6</sup>
- 26.7% of pregnant women used alcohol during pregnancy, significantly higher than the state average of 19.6%.<sup>6</sup>
- Since 2004 - 2006, the number and the rate of newborns experiencing drug withdrawal has increased.<sup>7</sup>

## areas where sonoma county does well or is improving

- The percentage of Sonoma County 9th graders who graduate from high school four years later has increased from 72% in 2008 to 81% in 2012. While there continues to be a difference in graduation rates between White, non-Hispanic students and Hispanic students, the gap appears to be narrowing. In 2010, 81% of White, non-Hispanic students graduated, compared to 65% of Hispanic students. In 2012, 84% of White, non-Hispanics graduated compared to 73% of Hispanic students. This reflects a 12.3% improvement for Hispanics compared to 3.7% improvement for White, non-Hispanic.<sup>8</sup>
- Since 2000, teen birth rates have decreased overall, and in the Hispanic population, have dropped significantly.<sup>2</sup>
- 81% of Sonoma County teen parents enrolled in the Teen Parent Connections program graduated from high school in 2013, which is significantly higher than the graduation rate of teen parents nationally.
- Compared to California, a higher percentage of students in Sonoma County report they have caring adult relationships, high expectations from a teacher or other adult, and opportunities for meaningful participation in their community outside of school.<sup>5</sup>
- Alcohol use among youth declined between 2007 and 2011 for 7th, 9th, and 11th graders. Sonoma County students that reported drinking a full glass of alcohol in the past 30 days dropped from 14% to 7% for 7th graders; 28% to 22% for 9th graders and from 45% to 38% for 11th graders.<sup>5</sup>



- Since 2002, deaths and hospitalizations from unintended injuries for children age 1 - 14 years have steadily declined and are significantly lower than the state.<sup>6</sup>
- The percentage of babies born large for gestational age is higher than the state but has decreased since 2000 for all ethnicities.<sup>2</sup>

## client story

Nora entered Teen Parent Connections Adolescent Family Life Program (AFLP) when she was 16 years old and pregnant. During the previous year, she had dropped out of high school and was a frequent resident of Juvenile Hall due to a history of violence, gang involvement and drug use.

Nora was ready to turn her life around for her baby, but had many barriers when she began working with her social worker at Teen Parent Connections (TPC). Her boyfriend broke up with her, neither parent would allow her to live with them, and she was severely depressed. Nora's social worker referred her to a counselor for regular meetings. Slowly she overcame her depression.

As a first step to getting on track, Nora needed to find housing. For two years Nora and her baby moved back and forth, living a few months at a time with different family members. With her TPC social worker facilitating several family meetings, Nora was able to live permanently with an older sister, and thus decrease the stress of a transient lifestyle.

Next, Nora wanted to complete her high school education. The TPC social worker helped Nora enroll in a school with free child care on campus where she learned how to care for her child. Nora was able to use the school bus for transportation, although she lived 1½ miles from the bus stop. Teen Parent's "Wee Wardrobes" program through Redwood Empire Assistance provided her with a stroller and a baby backpack so she could walk to the bus stop.

With fierce determination, support from her social worker, and the help of her school counselor, Nora earned extra credit so that she completed high school in two years.

Throughout this time Nora continued to meet with her Teen Parent social worker who provided ongoing support and guidance. Nora made friends at school and even went to her Senior Prom. She graduated on time, the first in her family to earn a diploma.

Nora even received several scholarships, and is now at Santa Rosa Junior College. She is currently enrolled in a certificate program for bookkeeping.



## featured work

Tobacco continues to be the number one cause of preventable death in the United States, and each year over 500 Sonoma County residents die of cancer and heart disease caused by their smoking. 13.5% of adults currently smoke in the county, one of the highest rates in the Bay Area.<sup>9</sup> The 2010 - 12 California Healthy Kids Survey found that over 52% of Sonoma County 9th graders and 70% of 11th graders believe cigarettes are easy to obtain. In the most recent survey, over 800 local youth admitted to smoking in the past 30 days. **Since 90% of daily smokers start smoking by age 18, prevention efforts are needed to counter tobacco marketing practices that target youth.**

With support from the National Association of County and City Health Officials (NACCHO), the MCAH program partnered with the tobacco control program in the Department of Health Services Health Policy Planning and Evaluation to launch a teen-led campaign about youth access to tobacco. Students from Project TRUE in Santa Rosa proved themselves to be effective anti-tobacco advocates by publishing articles in local media and speaking with stakeholders about how advertising and easy tobacco access impact youth decisions to smoke. Two members of their group were selected to participate in a national tobacco conference in Washington D.C., sponsored by the prestigious Legacy Foundation. They received training with other youth leaders across the country on strategies, to prevent marketing and sale of tobacco to youth in their own neighborhoods.



Youth from the Roseland community developed the *PhotoVoice* exhibit, using photographs to share how they've experienced the marketing of tobacco in their neighborhood. New products like small inexpensive cigars, sweet-flavored cigarettes and electronic-cigarettes appeal to young people, as well as the placement of ads and sale of tobacco products nears schools and youth - sensitive areas. The *PhotoVoice* exhibit appeared at the county fair and will be displayed at other locations over the next few months.



# 1 GOAL

Youth graduate from high school on time and are prepared to succeed.

MCAH Indicator	Baseline	2009 - 2012	2020 Target
Percent of 9th graders who graduate from high school 4 years later. <sup>8</sup> *±	72% (2008)	81% (2012)	89%
Rate of births among adolescent females age 15 - 19 per 1000 population. <sup>2</sup> ±	25.1/1000 (2006 - 08)	19.7/1000 (2009 - 11)	17.7/1000
Percentage of 11th graders who reported binge drinking in the past 30 days. <sup>5</sup> ±	32% (2007 - 08)	27% (2011 - 12)	19%

\* Shared indicator between Maternal Child Adolescent Health (MCAH) and Health Action  
 ± Shared indicator between Maternal Child Adolescent Health (MCAH) and Upstream Investments

## mcah progress towards goal 1

**Keeping teens healthy and engaged with their school communities is key to their success. Unplanned pregnancies, drug and alcohol use and mental health issues can derail youth engagement and interfere with academic achievement. The MCAH program with its community partners continues to promote wellness and resiliency among youth.**

- 338 pregnant and parenting teens enrolled in the Teen Parent Connection program received ongoing case management and early intervention services from a team of 8 MCAH Social Workers with support and technical assistance from the State Adolescent Family Life and Cal Learn Programs.
- MCAH staff participated as a member of the Sonoma County Office of Education (SCOE) School Attendance Review Board. Advocated with others to strengthen efforts to reduce truancy by focusing on chronic absenteeism in younger students through positive engagement of families.
- Provided resources and current research on key health topics to local youth providers. For example, Public Health nurses provided school nurses and Social Advocates for Youth staff with research about adolescent use of E cigarettes and energy drinks.

### **In collaboration with the Teen Health Advocacy Coalition (THAC)...**

- MCAH hosted a workshop for teachers and others working with youth on California sex education requirements and how to provide education on value/belief-based topics.
- Developed, implemented and evaluated a peer-based classroom curriculum to deliver comprehensive health education to teens including pregnancy prevention and healthy coping skills.
- Updated, printed and distributed over 10,000 Teen Eyes resources cards linking teens with health and human services for sensitive topics. Teen posters were placed in schools, libraries and other community locations.



# 2 & 3

## GOALS

Sonoma County families have the economic resources to make ends meet. And Sonoma County residents are connected to their communities and participate in community life.

MCAH Indicator	Baseline	2009 - 2012	2020 Target
Percentage of Sonoma County residents that live in households above 300% of the federal poverty level. <sup>3*</sup>	61% (2008)	57% (2012)	65%
Percentage of women aged 15 - 44 who deliver a live birth within 24 months of a previous birth. <sup>10</sup>	17.9% (2000- 02)	17.2% (2009 - 11)	7.2%
Rate of substantiated child maltreatment per 1,000 children under age 18. <sup>11±</sup>	9.1 (2008)	5.4 (2012)	4.9

\* Shared indicator between Maternal Child Adolescent Health (MCAH) and Health Action

± Shared indicator between Maternal Child Adolescent Health (MCAH) and Upstream Investments

## mcah progress towards goals 2 & 3

**Our MCAH program provides direct services to our community's most vulnerable families. Many pregnant and new mothers come to the program struggling with depression, anxiety, substance use, domestic violence, homelessness, loneliness and isolation. We assist families through two nurse home visiting programs: 1) the nationally known evidence-based Nurse Family Partnership (NFP) and 2) for those who do not qualify for NFP, we offer an evidence-informed alternative based on the Strengthening Families framework.**

**In both programs, parents who partner with our specially trained Public Health Nurses (PHN) learn how to seek prenatal care, find positive solutions to stressful circumstances, develop healthy parent-child interactions and set goals for the future that improve family self sufficiency. Research has proven that home visiting is a powerful prevention-oriented service that leads to substantial savings for taxpayers and helps to reduce child abuse and neglect, school failure, poverty, unemployment and crime. Unfortunately, due to limited resources and program capacity, fewer than 15% of eligible families each year are able to participate in these highly effective programs.**

- In fiscal year 2012 - 13, over 500 low-income high-risk pregnant and/or parenting women and their families received ongoing health promotion and case management services in a nurse home visiting program.
- At enrollment, over half of the families served are struggling with maternal depression and anxiety or other maternal health conditions; and over one third are impacted by maternal substance abuse.
- Nurses partner with these families in a respectful and culturally responsive manner and provide assistance in accessing economic resources, health care, and healthy parenting information. We estimate nurses made more than 7,000 referrals to vital resources this year.
- To encourage social connectedness and literacy for young families enrolled in the home visiting programs, Public Health Nurses started a weekly reading group at a local public library.

**Giving families the ability to determine whether and when to have children carries a significant economic benefit. MCAH staff worked with community partners to eliminate barriers for women to access reliable birth control through the Family Planning, Access, and Treatment (PACT) program.**

- Hosted a training for local physicians and nurse practitioners regarding new data in favor of offering Long Acting Reversible Contraceptives (LARCs) to women interested in delaying pregnancy.



# 4 & 5 GOALS

Sonoma County residents eat healthy food.  
 Sonoma County residents are physically active.

Indicator	Baseline	2009 - 2012	2020 Target
Percentage of women exclusively breast-feeding at 6 months postpartum. <sup>12</sup>	25.2% (2008)	28.8% (2011)	37.8%
Percentage of public school students in grades 5,7,9, and 11 with BMI's indicating overweight or obese. <sup>13±</sup>	no baseline	35.5% (2009 - 11)	25.5%
Rate of gestational diabetes per 1,000 hospitalizations of pregnant females age 15 - 44. <sup>14</sup>	.9 (2003 - 05)	1.3 (2009 - 11)	1.1
Percentage of children age 1 - 2 years with iron deficiency anemia. <sup>15</sup>	19.3% (2006 - 08)	17.5% (2008 - 10)	10%
Percent of 7th graders that achieve the Healthy Fitness Zone for all 6 areas of the annual California Fitness Tests. <sup>16</sup>	35% (2008)	28% (2011 - 12)	36%

± Shared indicator between Maternal Child Adolescent Health (MCAH) and Upstream Investments

## mcah progress towards goal 4 & 5

**The Maternal Child Adolescent Health program supports breastfeeding as an optimal first food. Breastmilk provides optimal nutrition and supports healthy development. The American Academy of Pediatrics recommends that all infants exclusively breastfeed for the first six months of life. Applying the principals of collective impact, MCAH is working with local delivery hospitals and clinics, to promote evidence - based practices that support breastfeeding initiation and duration.**

- The Perinatal Services Coordinator served as a member on the California Department of Public Health Breastfeeding committee which is setting guidelines for health centers across the state on how to become Breastfeeding-Friendly.
- Facilitated the widespread adoption by local pediatric providers of the new World Health Organization (WHO) standards for assessing the growth of infants from birth to 24 months. These new growth charts are based on healthy breastfed babies representing diverse backgrounds and are endorsed by the American Academy of Pediatrics and the Center for Disease Control.
- Provided leadership and support in the planning and implementation of the breastfeeding promotion components of the CDC-funded Community Transformation Grant (CTG) to facilitate breastfeeding friendly environments in the 5 Sonoma County delivery hospitals by encouraging adoption of the WHO's 10 best breastfeeding practices.
- Provided ongoing staff support and leadership to the Mother Baby Collaborative, the Breastfeeding Coalition, and the planning of the annual breastfeeding conference for local health care providers.
- Hosted professional training for 48 hospital-based nurses on baby behavior and lactation support skills.
- Presented to childcare providers on best practices to help breastfeeding mothers who are returning to work.
- Promoted the new Farmer's Market at the Sonoma County Woman, Infant, and Children Program. This weekly event offers fresh fruits and vegetables to young families and members of the northwest Santa Rosa community.
- Public Health Nurses conducted outreach to local nonprofits serving families to ensure summer lunch programs are fully utilized by local families.
- Provided technical assistance and support to revive the tradition of breastfeeding among tribal members at Sonoma County Indian Health project.



# 6 GOAL

Sonoma County residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs.

Indicator	Baseline	2009 - 2012	2020 Target
Percentage of 11th graders who report current cigarette smoking. <sup>5±</sup>	16% (2006 - 08)	13% (2011 - 12)	5%
Percentage of pregnant women who report any alcohol use, 1st or 3rd trimester. <sup>6</sup>	no baseline	26.7% (2011)	17.7%
Rate of newborn hospital discharges with a diagnosis of neonatal abstinence syndrome per 1000 births. <sup>7</sup>	1.6 (2004 - 06)	3.5 (2009 - 11)	2.9
Percentage of 11th graders who reported binge drinking in the past 30 days. <sup>5</sup>	32% (2007 - 08)	27% (2011 - 12)	19%

## mcah progress towards goal 6

**Sonoma County continues to have high rates of tobacco, alcohol, and prescription drug use by youth and women of reproductive age. Perinatal substance use contributes to poor pregnancy outcomes and child wellbeing. For the last two years, Sonoma County MCAH was one of six communities chosen from across the country to work closely with the Center for Disease Control and the national CityMatCH organization to develop and implement a plan in collaboration with over a dozen local community partners to prevent substance exposed pregnancies.**

- Developed and implemented a bundled screening tool for use at community clinics and primary care practices that screens women of reproductive age for intimate partner violence, mental health and substance use disorders. Women who screen positive are referred for services to address identified concerns and encouraged to develop a reproductive life plan in order to avoid a substance exposed-pregnancy.
- Hosted a train-the-trainer certificate program for health professionals on *Fetal Alcohol Spectrum Disorders*. Over 400 local people including physicians, nurse practitioners, physician's assistants, RNs, student nurses, registered dietitians, and early childhood development professionals learned about the importance of preventing this leading cause of birth defects and developmental disabilities.
- Convened a workgroup to address prevention of prescription drug abuse. In November 2012, this group held a professional conference attended by over 50 physicians, nurse practitioners and physician's assistants. A six-month follow-up survey showed participants made significant progress in implementing changes in their clinical practice to reduce opioid abuse.
- Published an article in [Sonoma Medicine](#) about the upward trend in cases of neonatal abstinence syndrome resulting from infants withdrawing from legally-prescribed pain medications.
- Developed and disseminated an information pamphlet on the current research about the harmful effects of marijuana exposure on fetuses, children and adolescents.
- Provided an interactive training to the perinatal health workers representing local hospitals and clinics about best practices to help women quit smoking.
- Worked collaboratively with DHS Behavioral Health, First 5, and community clinics to continually improve access and coordination of services for women needing treatment services for substance use disorders.



## GOAL

Sonoma County residents enjoy good mental health.

Indicator	Baseline	2009 - 2012	2020 Target
Number of suicide deaths for Sonoma County youth age 10 - 24 (annual number). <sup>17*</sup>	6 (2008 - 10)	4 (2012)	
Percentage of postpartum women that report depressive symptoms. <sup>6</sup>	12.0% (2010)	13.3% (2009 - 11)	4.3%

\* Shared indicator between Maternal Child Adolescent Health (MCAH) and Health Action

## mcah progress towards goal 7

**Many new mothers in Sonoma County struggle with depression and anxiety. To address this concern, the MCAH program worked collaboratively with community organizations to develop a comprehensive screening tool, referral plan, and treatment services. Ongoing support is provided by First 5 and the Mental Health Services Act. The network ensures women experiencing perinatal mood disorders have somewhere to turn for support and treatment.**

- Participated in a department-wide initiative to further understanding among Department staff and community partners about toxic stress and the impact of Adverse Childhood Experiences (ACES) on long-term health and chronic disease.
- Hosted training on ACES for Department of Health Services (DHS) staff and community partners, in partnership with First5 and DHS Behavioral Health.
- Identified areas of need and developed a plan to address geographic service gaps for women experiencing perinatal mood disorders.
- Provided bereavement support to referred families who experienced an infant death.
- Helped support the annual memorial service hosted by a local hospital for parents who have experienced a perinatal loss.
- Convened and chaired the Perinatal Mental Health Partnership, a local collaborative of service providers. This group educated policy makers about barriers for low-income women in accessing mental health services.



# 8 GOAL

Sonoma County residents take steps to prevent injury.

Indicator	Baseline	2009 - 2012	2020 Target
Number of infant deaths in a sleep environment. <sup>18</sup>	1.8 (2003 - 07)	3.3 (2009 - 11)	0
Rate of non - fatal unintentional injury hospitalizations for children age 0 - 14 per 10,000. <sup>19</sup>	17.8 (2006 - 08)	13.8 (2009 - 11)	12.4
Rate of nonfatal unintentional poisonings for children age 0 - 14 per 10,000. <sup>19</sup>	1.3 (2006 - 08)	1.2 (2009 - 11)	1.1

## mcah progress towards goal 8

**The MCAH Program partners with Safe Kids Sonoma County to help connect parents and caregivers with the resources they need to keep children safe. During the 2012-2013 fiscal year we:**

- Offered car seat fitting stations twice a month, providing low-cost car seats and boosters to eligible families.
- Provided 115 low-income families with safe cribs for newborns.
- Provided six local homeless shelters and transitional housing centers in Sonoma County with infant cribs that meet the new U.S. Consumer Product Safety standards. Conducted safety checks with these agencies to ensure adequate childproofing at their sites.
- Secured a Healthy Living grant from the American Medical Association to educate parents and students about the risks of prescription drug poisoning and diversion.
- Oriented staff at a busy pediatric health center about information and resources for educating parents about injury prevention and safe infant sleep.
- Educated families about use of safety gates, window locks and play yard safety to help prevent falls - the number one cause of unintentional injury for children under 14 years of age.
- Coordinated with the Sonoma County Bicycle Coalition to distribute bicycle helmets to low - income children, with 1,220 helmets distributed through schools and community events.



# 9 & 10 GOALS

Sonoma County residents have health care coverage. And Sonoma County residents are connected with a trusted source of prevention-focused primary care.

Indicator	Baseline	2009 - 2012	2020 Target
Percentage of population age 0 - 18 who are uninsured. <sup>20±</sup>	12.3% (2007)	8.2% (2009 - 11)	2%
Percentage of females age 18 and over who had a doctor visit in the last year. <sup>20</sup>	89.3% (2007)	87.6% (2011 - 12)	95.6%
Percentage of women age 20 - 44 who had dental health insurance all the past year. <sup>21</sup>	no baseline	48.7 (2007)	61.7%
Percent of Sonoma County children who have had a dental visit in past year. <sup>22*</sup>	83% (2007)	93.1% (2011 - 12)	100% <sup>S</sup>
Percentage of females delivering a live birth with prenatal care in the first trimester. <sup>23</sup>	87.1% (2006)	82.3% (2011)	91.3%
Rate of asthma hospitalizations for children age 0-4 per 10,000. <sup>24</sup>	20.1 (2010)	19.9 (2011)	18.1

\* Shared indicator between Maternal Child Adolescent Health (MCAH) and Health Action

± Shared indicator between Maternal Child Adolescent Health (MCAH) and Upstream Investments

## mcah progress towards goal 9 & 10

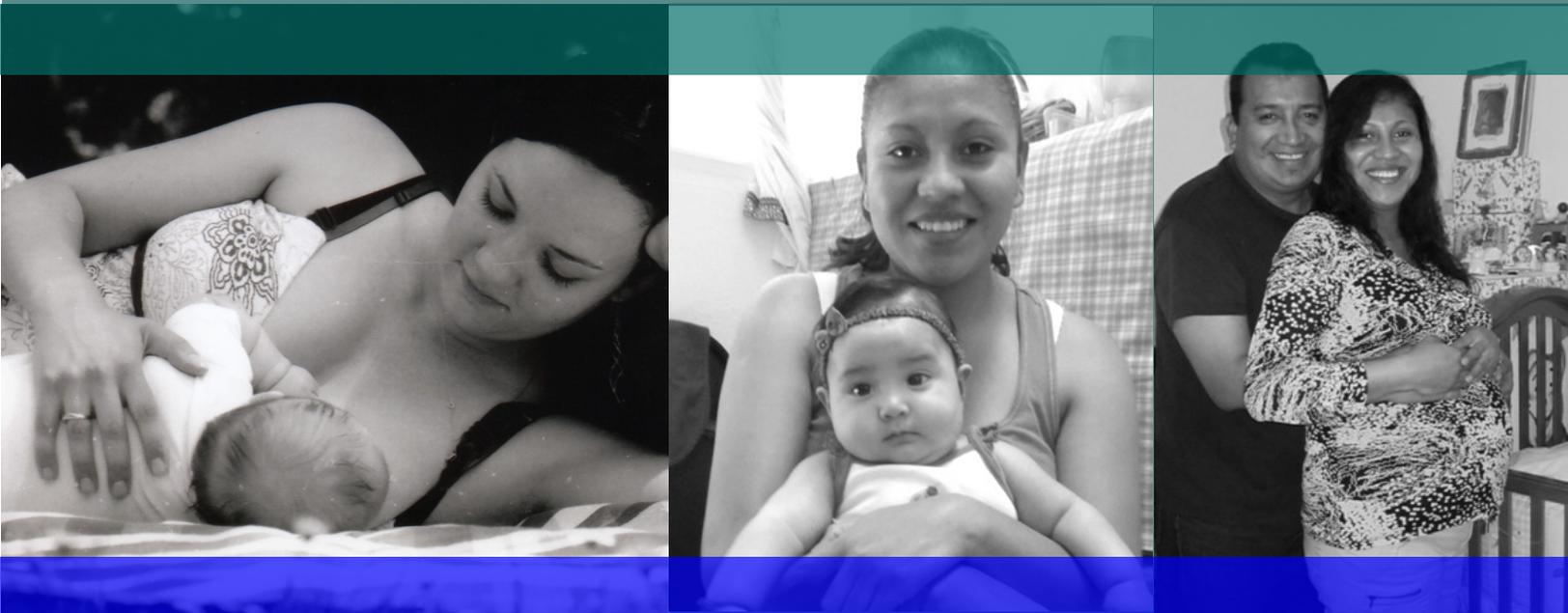
**Assuring access to quality health care is a core function of the MCAH program. With the roll out of health care reform, it is possible for more individuals and families to receive primary care services. MCAH staff actively educated consumers and providers about new opportunities for benefits and services now required through the Affordable Health Care Act. Two important benefits that have great potential to improve the health of women and children in Sonoma County are the preventative services for women and the extended coverage for young adults on their parents' insurance.**

- MCAH staff actively participated in local planning to ensure community members and staff learn about the new opportunities for coverage offered by the affordable care act.
- MCAH linked 11,000 visitors with up-to-date health information and resources through the MCAH webpage:  
[www.sonoma-county.org/health/about/publichealth\\_mcah.asp](http://www.sonoma-county.org/health/about/publichealth_mcah.asp)
- Participated as a member of the Healthy Kids Steering Committee, a group committed to sustaining a local system that ensures all children in Sonoma County have health insurance. The group recently expanded its mission in alignment with the Affordable Care Act and is now called Covered Sonoma County.
- With community partners, First 5 and the Sonoma County Oral Health Task force, developed and implemented a self-sustaining program integrated with WIC services to expand access to oral health services for pregnant women. During the pilot, which began in January 2013, 29 pregnant women received oral health services through the new voucher program established with Santa Rosa Junior College dental hygienist program.
- Assisted over 250 callers through our MCAH Toll Free line (1.800.427.9882) find services including low-cost health insurance, child safety seats, flu vaccines and birth control services.
- Partnered with Sonoma County Human Services to improve the quality of 2-1-1 referrals made for families seeking maternal and child health services.
- Public Health Assistants located 67 pregnant women who failed to keep prenatal visits, and encouraged them to return to care.

## appendix

- <sup>1</sup>Pyramid image: page 13, Appendix A: Title V Pyramid Graphic, Sept. 11, 2013, Memo from the Association of Maternal and Child Health Programs
- <sup>2</sup>California Department of Public Health, Birth Statistical Master Files, 2006-2012
- <sup>3</sup>US Census Bureau, American Community Survey, 2008 and 2011
- <sup>4</sup>California Department of Education, 2011/12
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- <sup>16</sup>California Department of Education, DataQuest, Physical Fitness Data, 2008 and 2012
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**sonoma county**  
DEPARTMENT OF HEALTH SERVICES

County of Sonoma Department of Health Services  
[www.sonoma-county/health](http://www.sonoma-county/health)

Sonoma County Maternal, Child, Adolescent Health Advisory Board  
[www.sonoma-county.org/health/meetings/mcahab.asp](http://www.sonoma-county.org/health/meetings/mcahab.asp)