The Southern California Kaiser Permanente HEAL Zone Initiative builds on a "place-based" approach to reversing the high obesity rates in low-income communities. While place-based approaches have traditionally been designed as a means for addressing poverty, public health advocates now recognize the linkages between poverty and health outcomes, so this approach makes sense. The HEAL sites thus have much to gain (and share!) from lessons learned and challenges overcome in other place-based initiatives.

This special-topic HEAL Zone Learning Circle is open to site coordinators, directors, and key Kaiser Permanente Community Benefits staff. Our Learning Circle will feature conversations with place-based funders from The California Endowment, The California Community Foundation and the Diamond District Community Building Initiative. In reflecting together on lessons from other place-based initiatives, we hope to inform the year three HEAL Zone Initiative implementation and future HEAL program design.

PARTICIPANTS
HEAL Initiative Coalition Managers and Directors
Kaiser Permanente HEAL Staff
Technical Assistance, Learning, and Evaluation Partners

OBJECTIVES
Participants will:

- Understand the rationale for (and challenges of) place-based programming;
- Learn the importance of applying an "asset based approach" to the HEAL Zone work;
- Gain capacity to apply key lessons for ensuring partner (including resident) ownership and long-term sustainability.

PRE-SESSION READING PACKET
Please click here to access the required readings.

HOMEWORK
As part of your preparation for this important day of discussion, please draft answers to the following questions:

1. How has your site connected residents and coalition members to broader policy advocacy efforts?
2. What has your site done to build from the different interests, assets and needs of diverse coalition members (nonprofit agencies, government agencies, residents, paid- and non-paid coalition members)?
3. How has your site approached resident leadership (for CAP design, CAP implementation, long-term sustainability)?
AGENDA

11:30 am – 12 pm  Registration and Networking Lunch

12 – 12:15 pm  Welcome
Roberta Tinajero-Frankel, Kaiser Permanente

Introductions and Framing
Judy Harper, Community Partners

12:15 – 1:15 pm  Comparative Reflections on Three Southern CA Place-Based Initiatives

ROUND 1: Connecting Places to Policy Change

Advocacy and Collaboration: From Grassroots to Treetops
Jennifer Ybarra, The Building Healthy Communities Initiative
The California Endowment

ROUND 2: Looking to the Future – Community Transformation

Thinking Long-Term through Resident Leadership
Jennifer Vanica, The Diamond Neighborhoods/Market Creek Plaza Initiative
VanicaCummings Community Change Consulting

Leveraging Resources, Planning for Sustainability
Frank Molina/Vera de Vera, The El Monte Community Building Initiative
California Community Foundation

The presentations will be followed by a “walking/talking circle” around the room perimeter in groups of 2-3. Discuss how you might apply key lessons to year three implementation and sustainability planning.

1:15 – 2:15 pm  Large Group Discussion and Reflections with Place-Based Designers
(CCF, CCC, TCE, KP)

2:15 – 2:45 pm  Networking Break

2:45 – 4:15 pm  Discussion Break-Outs: Applying Lessons Learned
The purpose of these small group discussions (organized by similar sites and KP staff) will be to consider how each site might apply lessons learned from other initiatives to the HEAL Zone’s year three implementation and sustainability planning.

4:15 – 5:00 pm  Sharing and Final Reflections

5:00 – 6:30 pm  Networking Reception at Border Grill