

Cross-sector Innovation Initiative Profile:

Napa County Health and Human Services Agency, Public Health Division (CA)

Project Title and Tagline

Aligned through Design – *Improving health equity in Napa County through shared data and human-centered strategies*

Project Summary

Live Healthy Napa County (LHNC) is a multi-sector collaborative that first convened in 2012 to develop a shared vision and plan to make sustainable improvements in the health of all people who live and work in Napa County. Public Health, Community Health Initiative and Cope Family Center, three long-time partners, have a shared priority of addressing health inequities through increasing respect and social inclusion. Social inclusion is an important determinant of health, with isolation and stigma contributing to poor health outcomes. Moreover, it is an accessible, non-threatening topic for engagement with our community members which often opens the door to discussion of a range of health-related topics.

As we seek to improve health equity, LHNC is focused on lifting up the voices and lived experience of underserved communities. Our project will expand the use of human-centered design as a tool for engaging community in the planning and implementation of solutions to identified health-related challenges, starting with a focus on respect and social inclusion. Our organizations, all part of the public health system in Napa County, seek to improve systems alignment through shared outcomes, data and measurement that focuses specifically on the qualitative data captured through the use of human-centered design.

Community Description

Napa County is a well-known wine region and tourist destination, with a population of approximately 140,000. The city of Napa is the largest incorporated city, with a population of just under 80,000. Much of the County is rural, with a 30,000-acre agricultural preserve that primarily supports wine grape production. The largest racial/ethnic groups in the County are non-Hispanic whites (52%), Hispanic (34.5%) and Asian (8.8%). About one in four people in Napa County are immigrants. In recent years, Napa County has experienced a steadily decreasing birth rate, with the under-five population now making up just 5.1% of the total population. In contrast, the over 65 population, at 19.1%, significantly exceeds the statewide average for this age group. Although the median income in Napa County (\$84,753) is higher than the California median income, fully one-quarter of the population lives below 200% of the Federal Poverty Level. With the high cost of housing, low wage earners are at risk of housing cost burden. In Napa County, about half of renters pay 30% or more of their income on housing, leaving less for other necessities. These conditions, and the stresses that come with them, contribute to the eroding of connections and feelings of inclusion in the community.

Expected Impact on Systems Alignment, Population Health, and Health Equity

With increasing respect and social inclusion for all people who live, work and play in Napa County as a shared priority for increasing health equity, we seek to define how we can meaningfully measure the impacts of our efforts and increase data sharing among partners. We endeavor to expand the use of human-centered design among collaborative members as a tool for engaging community in the design and implementation of solutions to identified health-related challenges.

Key Partners

- Community Health Initiative
- Community Leaders Coalition
- Cope Family Center
- Live Healthy Napa County

Grantees are working toward population health and health equity priorities, as well as addressing one or more pillars of alignment (as indicated by a checkmark below).

Population Health and Health Equity Focus

- Social connectedness

Systems Alignment Areas

- ✓ Share a vision and a set of priority outcomes
- ✓ Create a shared data and measurement system
- Establish appropriate financing with incentives and accountability
- ✓ Strong governance with leadership and defined relationships driven by the voice and participation of community members

Cross-sector Innovation Initiative Overview

With funding from the Robert Wood Johnson Foundation, the Center for Sharing Public Health Services and the Public Health National Center for Innovations are co-leading the Cross-sector Innovation Initiative, a joint effort that aims to understand and support innovative multi-sector partnerships between public health, healthcare, and social services that ultimately transform practice towards working in alignment to improve population health, wellbeing, and equity for all.