

2005 CCPH Award: Communities & Physicians Together

- Richard Pan, MD, MPH, Director, Communities & Physicians Together
- Peggy Tapping, Executive Director, Sacramento ENRICHES
- Evelina Krieger, MD, Senior Pediatric Resident, University of California, Davis
- Daniel West, MD, Pediatric Residency Director, University of California, Davis





Community-Campus
Partnerships for Health

Mission

**To promote health through partnerships
between communities and higher
educational institutions**





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Partnerships for Health

Annual CCPH Award

Recognizes exemplary partnerships between communities and health professional schools that build on each other's strengths to improve health professions education, civic responsibility and the overall health of their communities.

Community-campus partnerships that reflect CCPH's principles of good practice.

<http://depts.washington.edu/ccph/principles.html#principles>

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It's all about Partnerships

Five Community Collaboratives:

- **Children First – Flats Network**
- **Cordova Community Collaborative**
- **Sacramento Head Start Alumni Association**
- **Tahoe/Colonial Collaborative**
- **Yuba Community Collaborative for Healthy Children**



More Partners!

- **UC Davis Pediatric Residency**
- **Sacramento ENRICHES**
- **American Academy of Pediatrics CPTI & CATCH Program**
- **Sacramento City Unified School District**
- **Sierra Sacramento Valley Medical Society & Adopt-a-School Program**
- **Dyson Foundation**
- **Sierra Health Foundation**

Presentation Agenda



Resident Kevin Hamann demonstrates the “Safety Net” booth that was part of a fellow resident’s Health & Safety Fair project

- CPT Overview
- Getting Started
- Successes and Challenges
- A Learner’s Perspective
- Evaluation and Next Steps
- Questions

Why is CPT's Work Important?

- Communities have a strong influence on child health
- Child advocacy an essential activity for pediatricians
- Establish conceptual foundation for community pediatrics training
- Building partnerships between physicians and communities increases capacity to improve children's health



Resident Thao Doan helps children in North Highlands plant a community garden



The Mission and Goals of CPT & its Partners

Mission:

Communities and Physicians Together (CPT) strives to give every child a healthy present and future by teaching pediatricians, both in training and in practice, how to make a difference through active community partnerships to support families in raising healthy children.

Goals:

1. Form strong and reciprocal relationships between Pediatric Residents and their assigned communities.
2. Increase involvement of physicians in Community Collaboratives and in CPT.
3. Create and present formal curricula on building community partnerships.
4. Document program efficacy and increase program awareness.

Goal One: Building Relationships

- Longitudinal
- Reciprocal
- Impactful:

“My Collaborative relationship opened my eyes to the community resources I didn’t know I could tap into to maximize my long-term goal of improving the health of my patients and my community” – Hay Cheam, MD



Juanita Jue, Coordinator, Children First – Flats Network (with granddaughter Lilu Montoya); Reiko Osaki, Sacramento County Public Health Nurse; Resident Han Vu; and another County Public Health Nurse pose for a photo at their community health fair

Goal Two: Involve Practicing Community Physicians



Long-time community physicians & child advocates Dr. Cal Sia and Dr. Arnold Gold

- **Assets:** physicians can be great resources for community Collaboratives
- **Mentors:** practicing physicians can be mentors and role models for residents

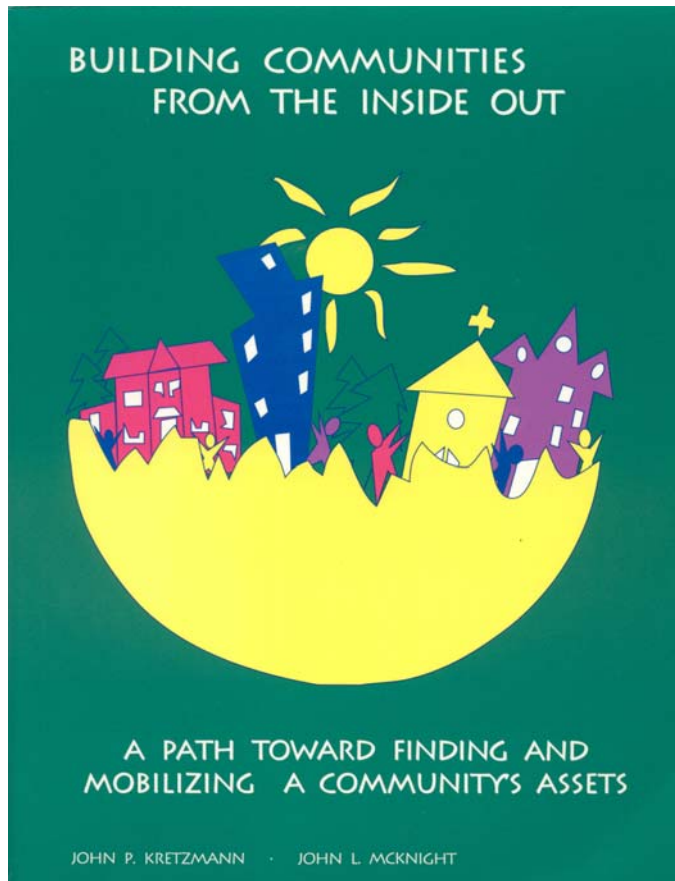
Goal Three: Curricula & Education

- **Resident Education:** CPT developed a six-part curriculum on Asset-Based Community Development (ABCD).
- **Faculty & Community Education:** CPT hosts annual seminar series on ABCD and adult learning for community, faculty and physician teachers in CPT



Resident Matt Heeren & community partner Melissa Brown in front of Matt's project poster presentation at the 2nd Annual Community Pediatrics Training Initiative Symposium

Theoretical Framework: As Easy as ABCD!



- ABCD described by John L. McKnight and John Kretzmann
- ABCD identifies community assets:
 - Gifts of Individuals
 - Power of Associations
 - Treasures of Institutions
- AAP identified ABCD as a core concept for successful community pediatricians

Goal Four: Dissemination & Awareness

- Annual Resident Child Advocacy Symposium
- Taking it on the Road – Local, State & National Presentations
- Publications – both in academic journals & distribution of own quarterly newsletter
- Webpage:

www.cpt-online.org



Resident Inessa Gofman; Cordova Community Collaborative Coordinator Linda Lee; CPT Program Manager Liz Sterba; Children First – Flats Network Coordinator Juanita Jue & Yuba Community Collaborative Coordinator Theresewynn Rodgers



History of CPT

- **1993:** Sierra Health Foundation establishes the Community Partnerships for Healthy Children (CPHC) Initiative inspired by the “social renaissance model” and funds 31 community collaboratives.
- **1997:** UCD Department of Pediatrics identifies child advocacy as a major curricular focus of the residency
- **1998:** Collaboration between Sierra Health Foundation CPHC and UCD Pediatrics initiated at the Northern California CATCH Conference at AAP Annual Meeting in San Francisco
- **1999:** Pediatric Interns (1st year Residents) were partnered with five Sacramento CPHC Collaboratives and the advocacy training program was begun
- **2001:** All pediatric residents working with a community collaborative
- **2002:** Awarded a 5 year, \$1.8 million grant from the Dyson Foundation
- **2005:** Receive Community-Campus Partnerships for Health Award

Lots to Celebrate...



Resident Zackary Taylor at his "Yuba's Drive To Health" project celebration

- 57 residents trained since in 1999.
- Resident projects have already touched from 3 to >10,000 children.
- CPT Curricula implemented at UCD.
- CPT receiving greater community recognition.

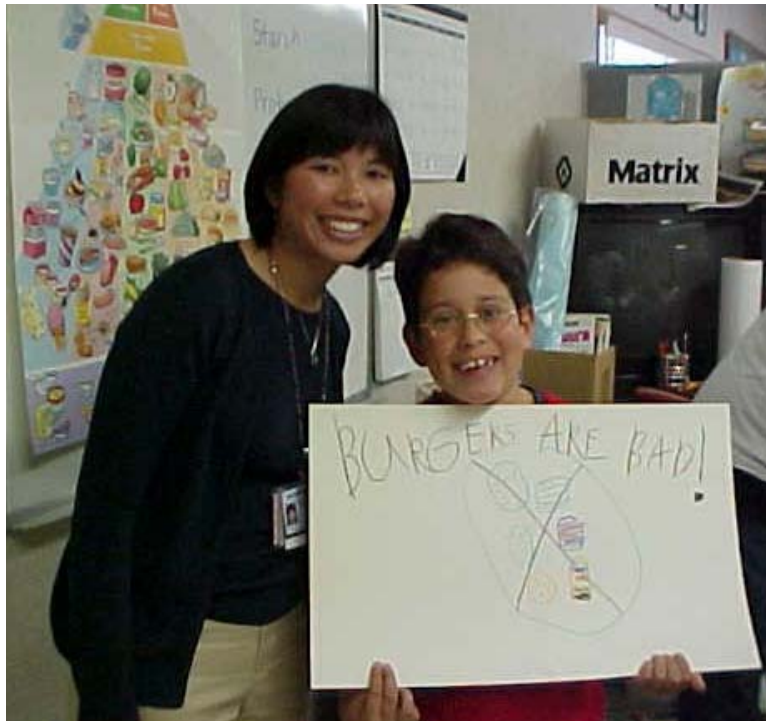
...and Lots to Do!

- Continue training Pediatric Residents.
- Evaluation on the long-term impact of CPT on residents and communities.
- Further involvement and training of community physicians in CPT.
- Dissemination of the CPT model.



**Yuba Community Collaborative Coordinator
Theresewynn Rodgers; CPT Director Richard Pan &
Children First – Flats Network Coordinator
Juanita Jue at CPT's 3rd Annual Resident Child
Advocacy Symposium, May 2005**

Challenges



Resident Allison Wong stands with a participant in her project to promote healthy eating

- Bridging the “cultural” gap between community building and the medical model.
- Valuing communities as “classrooms” and their residents as teachers.
- Teaching Asset-Based Community Development as the “basic science” of community child advocacy.



The Good Stuff: Example of a Resident Advocacy Project

- **Identifying a Project:** Resident Inessa Gofman, working with the Cordova Community Collaborative, wanted to reach out to Russian-speaking immigrants
- **Identifying Assets:** Dr. Gofman identified the following assets:
 1. Cordova Community Collaborative (CCC)
 2. Local Russian Radio Station
 3. Dr. Gofman is fluent in Russian
- **The Project:** Dr. Gofman created a monthly show on the Russian radio station on child health called “Zdorovie Deti,” or “Healthy Children.” She works with focus groups of Russian parents, organized by the CCC to choose relevant topics

The Good Stuff: Example of a Resident Advocacy Project



**Russian Outreach Worker Tatyana Zaremba;
Cordova Community Collaborative
Coordinator Linda Lee; CPT Director Richard
Pan; Resident Inessa Gofman & Afisha Russian
Media DJ Yuiry Korotkov**

- To date, Dr. Gofman's show has reached a listener base of 15,000 people
- *"The most rewarding aspect of the show is that with my doctor's knowledge and experience I can make a difference in many kids' lives. It is a totally different experience than interacting with a few patients in a clinic or at the hospital. On the air, I know that many people are listening and I am influencing the way they will take care of their kids."* –Inessa Gofman



More Examples of Good Stuff:

- **“No Butts”**: smoking cessation program by Dr. Valerie Weiss was taught to over 600 children in the Rancho Cordova Community
- **“Home Run 4 Health”**: by the residents at Sacramento Head Start Alumni Association. Partnered with the Sacramento River Cats Minor League baseball team to promote physical activity and nutrition at a North Sacramento elementary school
- **“Life Skills Curriculum”**: project including such lessons as dog bite prevention and head lice awareness developed by residents and taught to children in Tahoe and Colonial Park communities in Schools, Recreation programs and more



Even More Good Stuff...

- **“CFFN Health & Safety Fair”**: not only brought service providers to the community but also embraced and displayed its rich Latin culture; the resident (now graduated) who developed this project has remained in the community and mentors other residents in replicating the annual event
- **“Salad Bars in Schools”**: built capacity in parents to secure healthier Salad Bar school lunch option in four neighborhood schools and persuade school administrators to implement district-wide
- **“Yuba’s Drive to Health”**: located in a rural community with few health education and afterschool programs, this project focused on physical activity and rewarded kids with incentives such as exercising shoes donated by large car dealer in the area

Evaluation

- Pediatric residents changed the way they perceived child advocacy and their role as a pediatrician.
- Pediatric residents learned about the value of community associations.
- Community members recognized the value of having pediatric residents as an asset in their community



Left to Right: 3rd Year Resident and CPT Core Management Team member Evelina Krieger; 2nd year Residents Jenn Plymale & Jasmine Nguyen



Resources

Through Community-Campus
Partnerships for Health

Training Institutes

Customized Consultation

National Conference

Online Newsletter

Electronic Discussion Groups

Resource Guides & Toolkits

Promising Practices

www.ccph.info





Mark Your Calendars!

- **9th Conference - May 31-June 3, 2006, Minneapolis, MN – Registration Now Open**
- **9th Service-Learning Institute – July 21-24, 2006 in WA State – Applications available in November 2005**
- **5th Annual Award – Call for nominations out in November 2005**



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Thank You!

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