Healthy in Pomona
Community Solutions to Community Problems

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Introduction

City of Pomona: Healthy in Pomona
Preceptor: Andrea Rico

In response to an increase in violent crimes in 2013, a community summit was held to identify the issues that contribute to violence. Five main areas of concern were identified and formed the 5 community groups under *Pomona's Promise:*

- Education & Academic Success
- Healthy in Pomona
- Community Engagement & Communication
- Economic Development & Employment
- Crime Prevention & Public Safety

These groups work together towards the shared vision.

Methods

Primary Data Sources:
- Two Public Forums (n = 125)
  - July 2014 & January 2015
- Resident Surveys (n = 120)
- Focus Groups (n = 70)

From our community data, we identified the top 10 community health priorities.

Community Health Priorities

Public Safety
Safe Routes to school, public safety education, reduce violence, drugs, alcohol, gangs

Economic Security
Jobs, less financial stress

Access to Healthy Food
Healthy eating, learning to cook healthy, food justice

Exercise
More safe places to play (parks), walking and bike paths, gyms

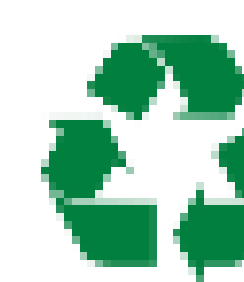**Better Communication**
Across the community, data

Access to Health Care
Mental health, preventive, dental/vision, health education, senior care, neighborhood health centers, urgent care
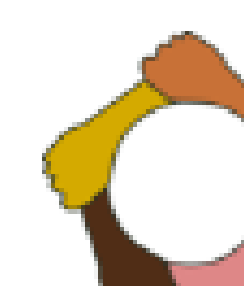
Family Activities
In neighborhoods and community

Healthy Environment
Air pollution, clean water, noise, clutter
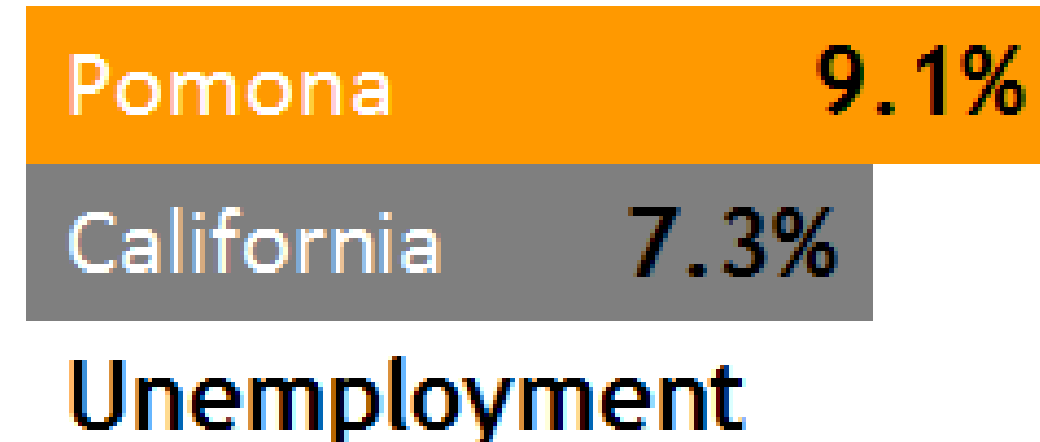
Caring for Each Other
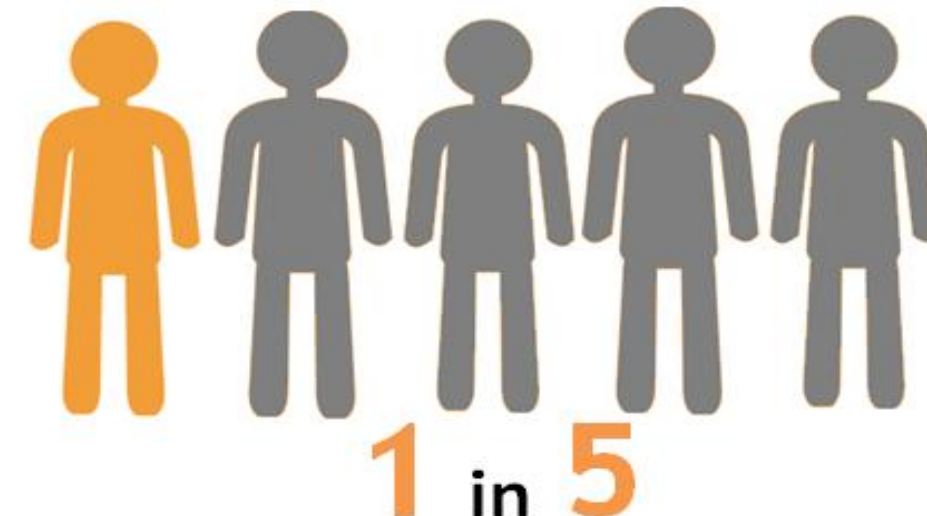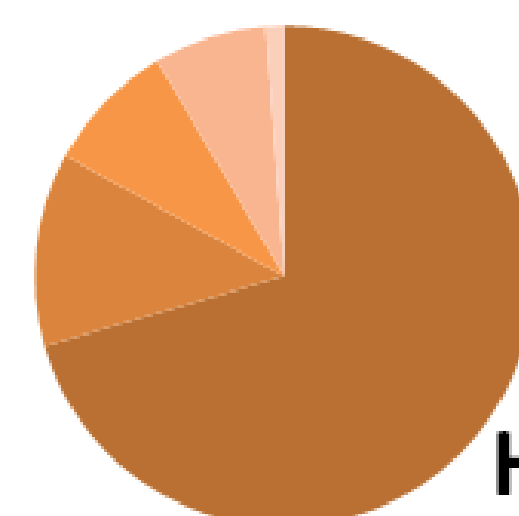Homeless population, less judgment
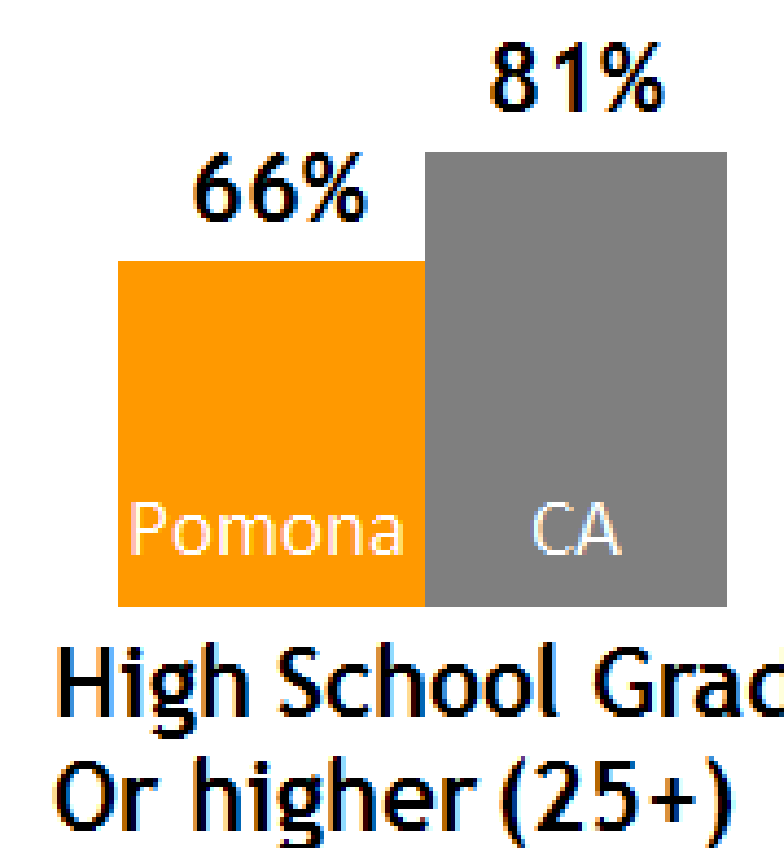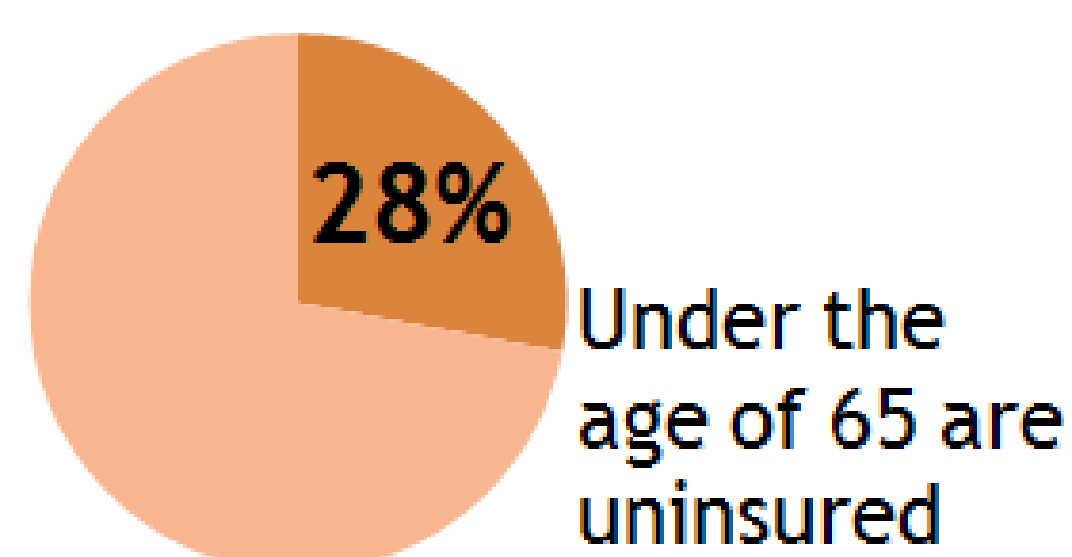
Education
Tutoring, mentoring for children at risk

Our Vision
Safe Neighborhoods, Strong Families, and a Healthy Quality of Life!

Community Characteristics

70% Hispanic

1 in 5 residents live in poverty

Unemployment	
Pomona	**9.1%**
California	7.3%

To be able to address the community health priorities that were selected by residents, a better understanding of Pomona was needed. Social and economic factors comprise 40% of our health outcomes, so recognizing these in the community was critical.

30% Obese Adults (18+)

28% Under the age of 65 are uninsured

High School Grad Or higher (25+) — Pomona 66%, CA 81%

Promotores en Pomona

What are Promotores?
Promotores are members of the community who are trained to provide education and resources to residents, especially hard-to-reach or vulnerable populations.

Currently, 24 Promotores have been trained in basic community outreach, as well as community resilience and disaster preparedness.

Promotores as a Community Solution!
Promotores programs have been successful at targeting a variety of issues in many communities.

Examples of potential work for the Promotores en Pomona:
- Obesity & Diabetes Prevention
- Emergency Preparedness
- Stress Management
- Maternity & Infant Care
- Healthcare Communication
- Advocacy

Promotores en Pomona have already been involved with the school district's parent resource fair and workshops, as well as CPR training.

Results

Pomona Parks are Smoke Free!
The Pomona City Council changed their current smoking ordinance to ban smoking of any kind at city parks and facilities.

The new policy includes electronic smoking devices and went into effect on April 2nd, 2015.

Healthy in Pomona has also publicly supported:
- AB 1357, which would tax sugar sweetened beverages in California
- Restricting the local Walmart from selling liquor.

Next Steps

Healthy in Pomona will continue to work with the community to improve health outcomes. This will include:
- Linking resources and programs to the community
- Supporting and creating policies that will enable a health community
- Working with residents, organizations, and Promotores to continue to address issues related to health.

Conclusion

Working with Healthy in Pomona allowed me to apply a multitude of skills:
- Needs Assessment
- Community Organizing
- Data Collection
- Program Design & Implementation
- Policy Recommendations & Review
- Design of health communication materials

References

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Western University
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Partnership for a Positive Pomona
La Verne University
Project Sister

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