



CENTRAL CALIFORNIA ALLIANCE
FOR HEALTH®



2021



Community Impact Report

HEALTHY PEOPLE. HEALTHY COMMUNITIES.



Central California Alliance for Health (the Alliance) is committed to building healthy communities.



The Alliance's **Medi-Cal Capacity Grant Program (MCGP)** provides grants to health care and community-based organizations to increase the availability, quality and access of health care and supportive services for Medi-Cal members in Merced, Monterey and Santa Cruz counties.



Your Health Matters is the Alliance's member outreach program. Through outreach and education at community events in the counties the Alliance serves, the Your Health Matters program helps members understand their health care options and how to access the services and resources they need.

A MESSAGE from our CEO

The Alliance is pleased to share our community impact in 2021. In the following pages, we share highlights of the Alliance's impact through our community engagement, grant-making and outreach programs. The Alliance's community engagement efforts were instrumental in meeting the immediate needs created by the COVID-19 pandemic, while also advancing access to quality services for our Medi-Cal members.

In 2021, the Alliance's MCGP supported access to critical care and integration of social supports to meet members' physical, mental and social needs through investments in both infrastructure and upstream prevention.

The Alliance's outreach program, Your Health Matters, prioritized engagement with our members and county partners to ensure that members had the information and resources they needed to navigate this year's challenges.

We are proud of what we achieved and are pleased to share these highlights with you. We continue to be inspired by the agility and determination of our community partners to transform challenge into opportunity. By working together, we are confident that we can achieve the Alliance's vision of Healthy People. Healthy Communities.

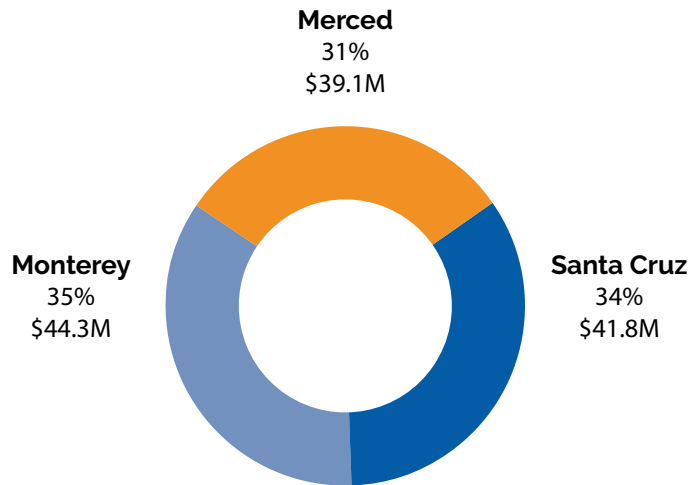


*Stephanie
Sonnenshine*
Stephanie Sonnenshine, CEO



Since 2015, the Alliance has awarded **562** grants totaling **\$125,247,492** to **138** organizations in the Alliance's service areas.

Awards to Date



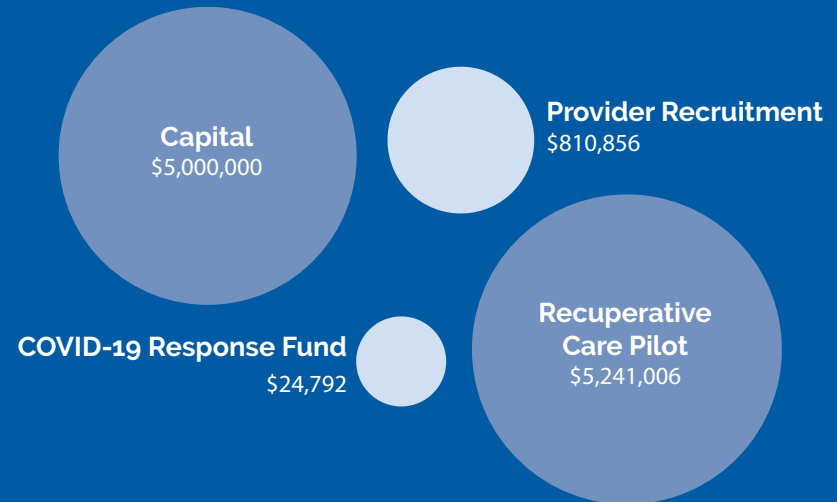
2021 Grant Awards

\$11.1M
awarded

6,225
Alliance
members
impacted

14
grants
awarded

Total Awarded by Program



Please visit www.thealliance.health/grants-program-descriptions/ for more information about grant programs.

BUILDING ACCESS to HEALTHCARE



A Focus on Women and Children

The MCGP supported expanded access for women and children. **Soledad Community Health Care District (SCHCD)** received a grant from the Alliance for its new Women's Health Center. The center focuses on enhanced prevention and detection services, including new mammography services enabled by an Alliance-funded digital imaging unit. The center will also allow SCHCD to expand OB/GYN services from 3 to 5 days per week. With a grant from the MCGP, **Coastal Kids Home Care** opened a new location in Salinas. This expanded and renovated facility increases pediatric home health, palliative care and behavioral health services for children and families in Monterey County.



Coastal Kids Home Care's newly expanded facility in Salinas includes three therapy rooms to provide physical and occupational therapy as well as behavioral health services. (Featured: Coastal Kids Farms mural by Monterey artist Paul Richmond.)



Connecting Through Technology

With MCGP support, grantees implemented new technology to manage protected health information and connect members to needed services. **Family Service Agency of the Central Coast** established an electronic health record (EHR) system to improve access, quality and care coordination for members and community partners. It also allows behavioral health clinicians to provide treatment via telehealth during the pandemic. **Mercy Medical Center Merced** implemented an electronic community referral system using the Unite Us platform. The *Connected Community Network* allows networked medical care providers and community organizations to refer members to services. The network has 34 organizations and three government entities serving Merced County, and it continues to grow.



Left: CHI's Food for Families program provides coaching and in-person classes for children and their families on healthy eating and lifestyle. **Right:** Project Grow operates the People's Fridge, Merced County's first community fridge to provide free, fresh food to all available 24/7.

Food security remained a priority for the Alliance in 2021. Several MCGP grantees implemented projects that helped children and families receive healthy food and develop a healthy lifestyle.

Community Health Innovations (CHI), in partnership with **Food Bank for Monterey County**, enrolled 108 children in *Food for Families* who screened positive for food insecurity and at risk for diabetes. This program provides telephonic coaching and in-person classes for children and their families on healthy eating and lifestyle. They receive weekly groceries and recipes for six months, along with scales and pedometers to track progress. Forty-three percent of participants decreased their BMI percentile by the end of the six-month program. CHI ensures that all participants are connected to sustainable food resources like food bank sites, CalFresh and/or WIC.

United Way of Merced County's Project Grow addresses nutritious food security through a variety of dynamic strategies. It engages families with peer-led Facebook Live videos on topics such as: purchasing the most nutritious food at local markets on a tight budget; ideas for fun and healthy kids' snacks; and how to access services like CalFresh and WIC. They run a weekly Pop-Up People's Pantry that provides donated fresh fruits and vegetables. *Project Grow* also operates the People's Fridge, Merced County's first community fridge that provides free, fresh food to all, available 24/7. The People's Fridge expanded to two more locations (Delhi and Winton) in 2021. *Project Grow* promotes sustainable models to engage the community in accessing healthy food while reducing food waste.

“Through new partnerships, we worked to establish outdoor events to promote food security (like home gardens, pantry, free-fridge) and social media collaborations. The resulting community reach and support exceeded our imagination!”

**– Steve Roussos,
Project Grow**

HOUSING and HEALTH



The Alliance continued to support its members experiencing homelessness with a continuum of housing and care provided by homeless service organizations across our three counties and funded by the MCGP.

The Recuperative Care Pilot launched in 2021. This short-term housing solution is an alternative to hospital care for individuals experiencing homelessness who no longer need hospital care for an illness or injury but whose medical needs would worsen by living on the street or in a shelter. Recuperative care reduces hospital readmission rates by allowing people to heal while accessing medical treatment and other supportive services like case management and housing navigation. The pilot sets the stage for the Alliance to offer recuperative care and short-term, post-hospitalization housing as Community Supports. Our pilot partners are **Community Homeless Solutions** in Monterey County, **Housing Matters** in Santa Cruz County and **Mission Merced** in Merced County. Mission Merced completed construction of its Hope Respite Care facility, an Alliance grant-funded capital project, at the end of the year.

The Merced County Navigation Center opened in March with funding to the **County of Merced** from a MCGP capital grant to support the construction of a low-barrier navigation center. The center provides transitional housing, case management

and supportive services to individuals experiencing homelessness, with capacity to serve 150 people annually. The 15,000 sq. ft. facility has 75 beds to safely house participants temporarily while they are linked

to permanent supportive and affordable housing units. The pet-friendly center also has kitchen and dining facilities, laundry, classroom, and clinic and office space for service providers.



Mission Merced led a tour of the new 32-bed Hope Respite Care facility for the Social Services Department at Mercy Medical Center Merced.

Your Health Matters Outreach Program



Your Health Matters (YHM) is the Alliance's community outreach program. The program is made up of Alliance employees who volunteer their time to make a difference in the lives of our members and the communities we serve. This program informs and educates our members, communities and the public about Alliance services. In 2021, we attended in-person and virtual events throughout Merced, Monterey and Santa Cruz counties.

During the COVID-19 pandemic, the Alliance collaborated with public health and other county and local organizations across our service areas to better understand available resources and to support the coordination of services for the Alliance's most vulnerable populations.

The Alliance participated in regular calls to collaborate with county leaders and local organizations to improve county health equity measures in our service area. The Alliance mobilized staff from the Your Health Matters program to provide critical outreach calls to our most vulnerable members. These calls in the member's primary language allowed members to engage in dialogue and have many of their questions answered by trained staff who are culturally in tune with their needs.

The Alliance relied on large-scale, direct member outreach efforts to provide essential information to encourage members to take a safe approach to preventing infection. When the vaccine became available, we were positioned to quickly transition from education and resource sharing, to vaccine promotion.

The program's ability to rapidly shift efforts as information and guidelines changed proved to be an asset during a challenging year. Staff reached over 9,500 members through the call campaigns. As social distancing restrictions lifted, the Your Health Matters team began to provide face-to-face outreach in our service areas. The Alliance attended 22 outreach events and reached 13,500 members across all outreach efforts.

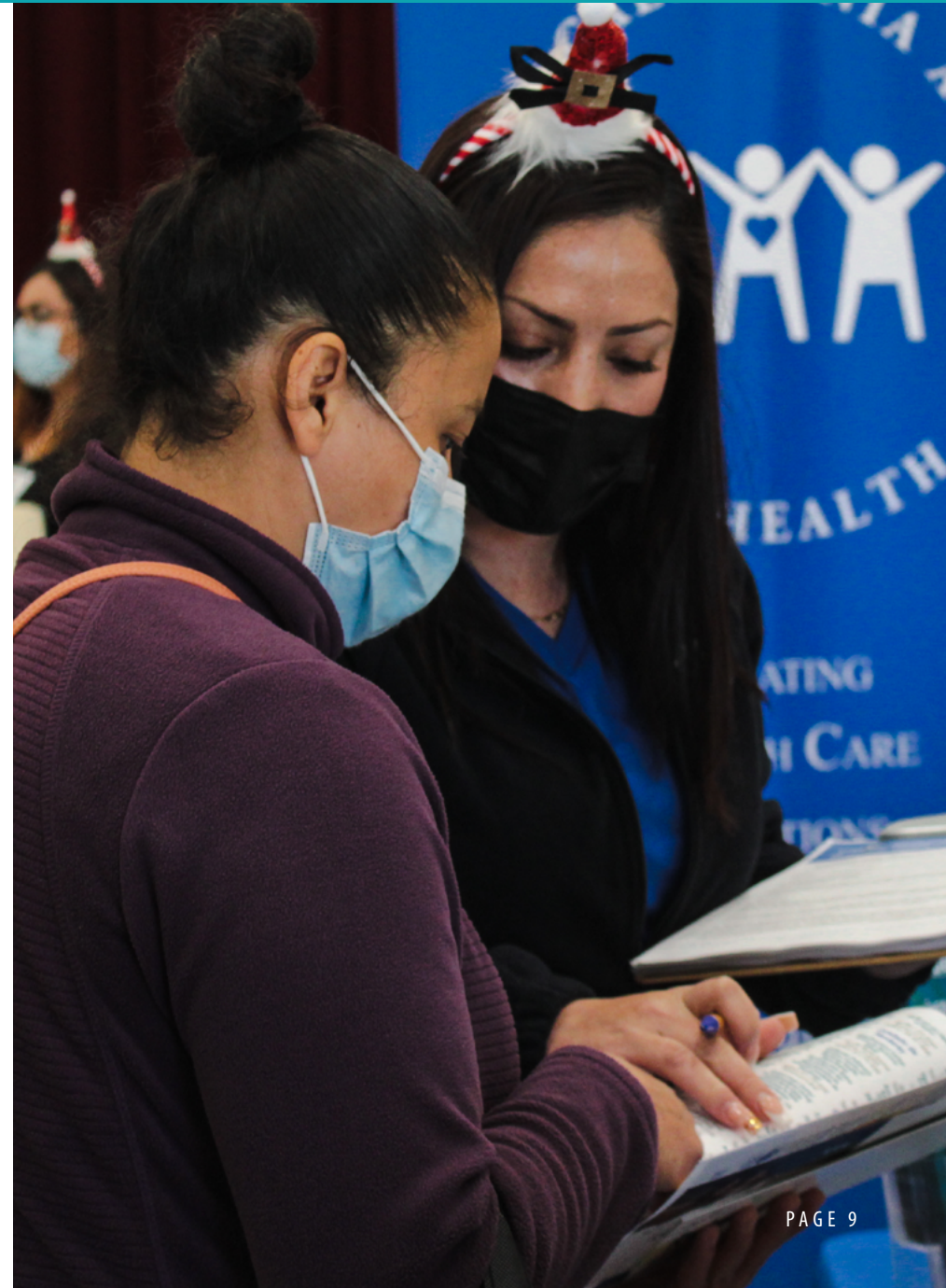
Your Health Matters Outreach Program



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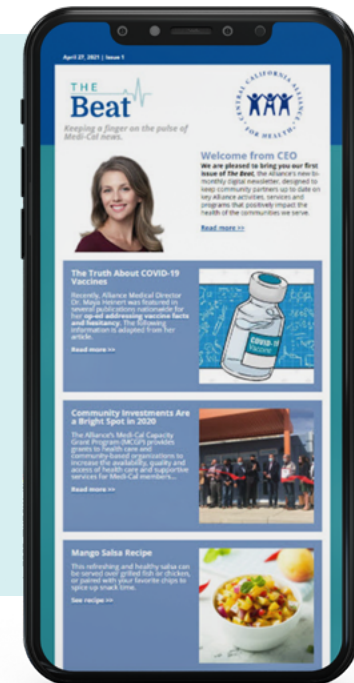
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Keeping Connected with our Community-Based Organizations

To keep our community partners connected to what's happening at the Alliance and in our communities, we launched The Beat. The Beat is our bi-monthly newsletter for community partners who share our vision of healthy people and healthy communities. Stay up to date on the activities, services and programs that positively impact the health of the communities we serve.







About the Alliance

Central California Alliance for Health (the Alliance) is a regional Medi-Cal managed care health plan, established in 1996 to improve access to health care for nearly 390,000 members in Santa Cruz, Monterey and Merced counties.



For more information, please visit
www.thealliance.health/for-communities

