



# SYNERGY MEETS INNOVATION

2018 Recap



## A Letter from the President

Newton's first law of physics says that every object will remain at rest unless compelled to change its state by the action of an external force. Meaning, at any given time, there is always a single force that anchors us to the ground, but when compelled by an external force... we can *change*.

This last year has been a year of not only potential energy realized, but also, *change* by the force of our partners and internal leadership. Through the implementation of our strategic plan of 2017, we were able to identify needs of our community.

In 2018, we stepped up. Finding the identifying partners, developing plans, and implementing them to see a transformation in not only how we do things as a Foundation, but also, the community itself. From the murals that splash the walls of the Eastside community to our own organizational restructuring. *A synergy had taken over.*

As we continue to take a step back and look at the total effect of the cross-collaboration happening internally and externally, we can truly begin to see how the sum is far greater than the individual parts. It was by combining the will, dedication, innovation, and grit of Board of Directors, Foundation staff, community advisories, committees, coalitions, volunteers, donors, as well as our residents and all our partners were we able to synergize. And, now, as the synergy moves through us all, we shall continue to allow it to compel our mission and community forward.



In Health,

A handwritten signature in black ink that reads "Dan Anderson". The signature is written in a cursive, flowing style.

**Dr. Dan Anderson**  
President/CEO

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**MISSION**

To improve the health and well-being of our community.

**VISION**

To inspire a healthier, happier, and more active community for generations to come.





# COMMUNITY WELLNESS PROGRAMS



The Community Wellness Program consists of program teams in community outreach and chronic disease. **The primary goal of the community wellness programs is to create an environment where healthy lifestyle behaviors will become the social norm.** This, in turn would begin to decrease the number of individuals who have chronic disease and help those who do to manage it. Health educators, promotores/community health workers teamed up to empower community members to improve outcomes and live a happier, healthier life. This happened through health education and physical activity classes, seminars, conferences and health fairs.



## So how did we fair in 2018?



# Health Education Classes, Seminars, and Conferences



The seminars also motivated participants do something to improve their health. For example, 94% of participants responded that they were a lot more motivated to change their unhealthy behaviors after attending the Salud Integral de Mujer conference. And, among attendees of the Women’s Health Conference, well over half of women responded that they would “definitely will” do the following after attending the conference:

In 2018, there were 6265 interactions with community members through health fairs, outreach, health education classes, seminars and conferences. This has improved by more than 800 interactions since the 2017 report.

Our programs include healthy cooking classes and store tours; nutrition education, maternal health support, diabetes and heart health seminars with healthcare professionals; free blood pressure, BMI, and blood sugar screenings; and conferences and seminars, such as the Men’s Health Seminar, Women’s Health Seminar, and Salud Integral de la Mujer successfully raised attendees’ awareness and understanding of various health topics and issues, with 74% of participants improved their knowledge of health topics and issues across the three events.

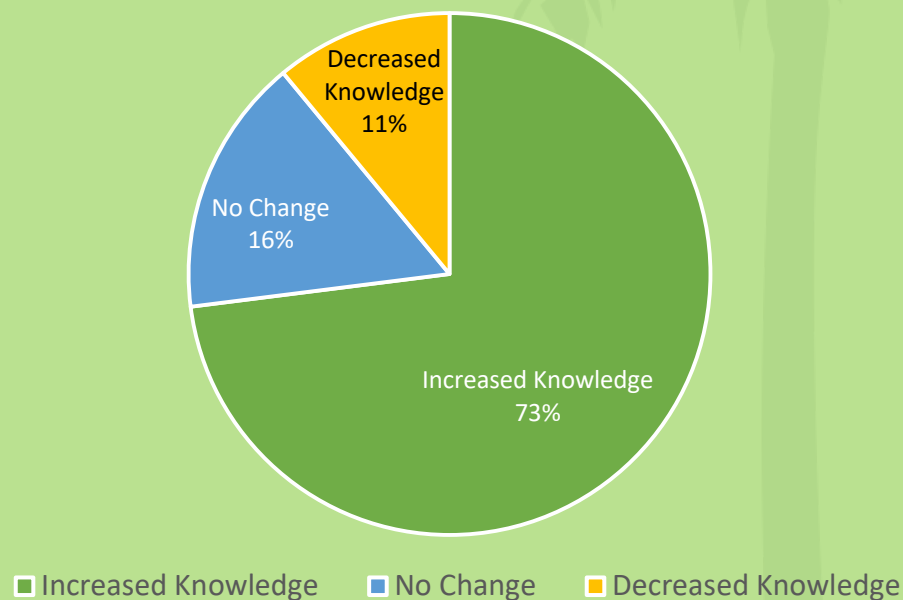
- (1) Cut down on meat, dairy, eggs, alcohol and processed food (54%);
- (2) Avoid high-calorie foods and sugary drinks (55%);
- (3) Eat more whole plant foods – fruits, nuts, vegetables, seeds, beans, and whole grains (69%); and
- (4) Move and exercise at a moderate pace about 30 minutes a day, 5 days a week (59%)

# Chronic Disease

Our program includes the following: cooking classes that highlight diabetes friendly recipes; nutrition education, diabetes seminars with healthcare professionals; free blood pressure, BMI, and blood sugar screenings; and small and large group classes that focus on the basics of diabetes, blood sugar tests, cholesterol, blood pressure, and BMI. In addition, how to eat healthy with diabetes is a topic covered on our education classes. In 2017, there were 5529 interactions with community members through health fairs, outreach, classes and seminars.

In 2018, 73% of participants surveyed in our chronic disease programs increased their knowledge of chronic diseases and chronic disease management, and 65% increased their ability to eat healthier by improving their knowledge of diet and nutrition.

Impact on Knowledge of Chronic Disease and Chronic Disease Management



What participants learned in the chronic disease programs motivated them to adopt a healthier lifestyle. Ninety percent (90%) of participants in our Diabetes 101 classes indicated they were more likely to eat healthier because of what they learned in the program, 80% indicated that they were more likely to exercise regularly, and 90% maintained that were more likely to talk to their physician about preventing or managing diabetes.









## Exercise Classes

**Did you know that adults should get at least 30 minutes of physical activity most days of the week?** In order to help community residents meet this national recommendation, the community wellness team offered fun and innovative classes throughout the city and surrounding areas. There were more than 14,000 community encounters through our exercise classes. This included Zumba, Thai Chi, and POP Pilates.





## Start R.I.G.H.T. (Riverside Getting Healthy Together)

There were more than 200 individuals who signed up for the three-month challenge to improve their health in 2018. This challenge focused on overall positive changes in body composition. Some of our Start RIGHT activities included: weekly health education and weight management classes, Walks with the Mayor, weekly walks up Mt. Rubidoux, Bike with the Mayor, Tour and Taste at California Citrus State Historic Park and Tai Chi. There were 95 contacts made through the activities over the 12-week period, and 42 individuals attended the recognition event at the end of the program.

At the end of 2018, the Start R.I.G.H.T. Challenge transitioned to a year-long challenge that aims to increase lifelong participation in fitness and health education opportunities for those who live, work and/or learn in Riverside. The 2019 Challenge has been named Start RIGHT, End Strong. Each Year, participating individuals will be able to gain points through reporting participation in qualifying healthy living activities. Recognition activities will be promoted throughout the year.



# Health Fairs

Our 2018 health fairs highlighted the community and clinic connection. The goal is to give the community the opportunity to connect with Eastside and Arlanza clinic staff to learn about services available at a very low cost for the uninsured and under insured.

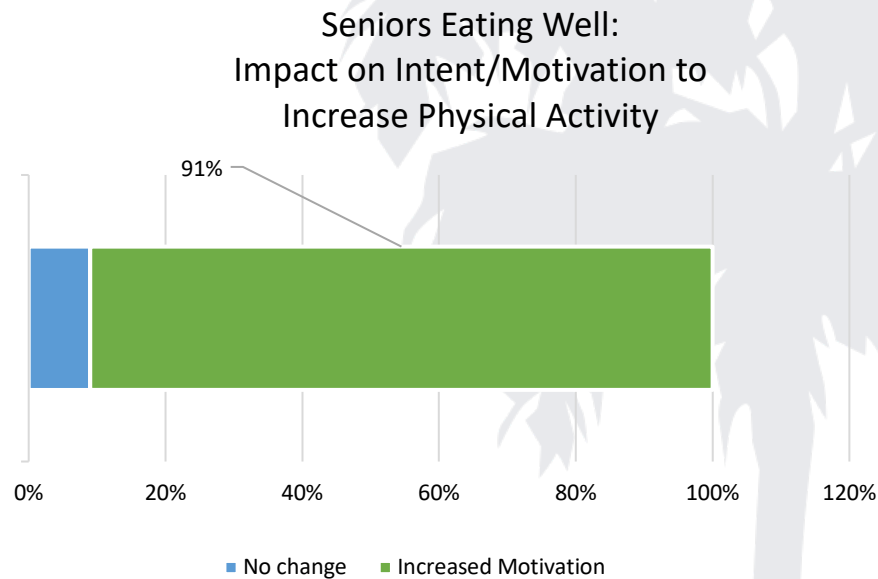
652 health fair attendees that toured the health clinics learned about the services offered at each clinic. For example, 91% learned that the clinic offers dental care and pediatric care. Eighty-nine percent (89%) learned that the clinic offers a sliding fee scale for those without health insurance. Fewer than 5% of attendees already knew these things prior to completing the clinic tour.





# Seniors Eating Well / SHARP

Participants in the nine-session series Seniors Eating Well learned about living a healthier lifestyle. Based on our evaluation of their pre- and post-survey assessments, nearly three quarters of seniors (73%) knew more about maintaining a proper diet and nutrition after they completed the program than before.



The Seniors Eating Well series also positively affected seniors' desire to improve their diet – for example, by eating more whole grains, eating healthier snacks, lowering salt intake, and increasing hydration. Fifty-nine percent (59%) of seniors indicated that they intended to change their diet and eating habits after finishing the program.

Seniors' desire and motivation to increase their level of physical activity was also impacted by the program, with 91% of seniors estimating that they would increase the amount of time they spend exercising daily. On average, seniors estimated that they would spend 15 more minutes a day engaging in physical activity.





# COMMUNITY EMPOWERMENT PROGRAMS

# HEAL (Healthy Eating Active Living) Zone

In 2018, the Foundation entered the third year of funding and sixth year of involvement with the Healthy Eating Active Living (HEAL) Initiative. HEAL Zones are a Kaiser Permanente program designed to help make healthy choices more accessible to people in underserved communities in California. The Eastside HEAL Zone Initiative is a collaborative of members representing both public and private sectors, including residents, county agencies, school district staff, community businesses, elected officials, park and community services staff, local health clinics and foundations.

The 2018 team objectives were to work with Eastside residents and stakeholders to increase the perception of safety in Eastside, increase the skills and confidence of 20 adult and youth residents in the Eastside community through the resident leadership activities.

There were 2,791 interactions with community stakeholders in 2018. The Eastside HEAL Zone conducted several surveys to find out what residents wanted improved in their neighborhood. One such survey was designed to elicit Eastside residents' opinions about Patterson Park, one of the sites identified by HEAL Zone and residents as needing attention. The survey was administered twice to Eastside residents – once early in the calendar year (January/February) and again in December after improvement efforts had been completed – to assess the impact of HEAL Zone's effort in the Eastside over the course of the year.



While HEAL Zone did not significantly change residents' perception of safety at the park (about 30% felt very or extremely safe before and after HEAL Zone), residents were more likely to have participated in activities at the park. By the end of the year, over half (53%) of residents indicated that they have attended park activities at least somewhat frequently, compared to 43% earlier in the year. Residents were also more likely to have used the park after HEAL Zone's improvement project, with 97% of residents indicating that they had used the park in December, compared to 87% in early 2018.

Eastside HEAL Zone's involvement with the revitalization of Patterson Park also appeared to raise awareness of HEAL Zone in the neighborhood. Over two thirds (68%) of residents surveyed in December (n=77) indicated that they knew what the HEAL Zone does.





# Teen Health

## FACTS (Fueling Adolescent Communities with Truth and Strategies)

**The overall goal of the teen health program is to empower adolescents to make safe and healthy decisions for better well-being.** This happens through youth education and empowerment in the areas of pregnancy prevention and STIs, legal and illegal drugs, building healthy life skills, and social media; parent education on youth support; community partnerships; and the provision of teen clinic services.

## Social Media and FACTS

The FACTS program employs social media as a tool to reach youth (ages 12 to 24) and provide knowledge and resources around its program areas. Instagram, a photo and video-sharing social network allows users to upload photos and videos and add information via captions. It allows users to widespread access to anything shared and gives the capacity to ask questions regarding the available content. The Instagram account, Teen Clinic by F.A.C.T.S., was established in July 2017. In 2018, data was collected from April 2018 to December 2018. In this nine-month period, the total number of impressions was 16,650. Reach is measured as the total number of unique accounts that have seen each of the unique posts disseminated by the accounts. These unique accounts are comprised of youth, adults, businesses, and agencies that show an interest in the content by becoming followers of the F.A.C.T.S. Instagram account.

# Teen Clinic

Teen Clinic continues to be a resource offered to all youth who seek to get more information and obtain reproductive health services. Teen Clinic is offered both at the Arlanza Family Health Center and at the Eastside Health Center once a week for three hours. Riverside Community Health Foundation health educators are available to answer questions and educate youth about the services offered. Medically trained professionals are readily available to offer information about different options youth have. In 2018, there were 295 clinic visits as a result of community outreach tabling efforts, social media advertising through Instagram, and announcements made during other program presentations.



# School-Based Teen Education

## RUSD Health Mandated Programming

Riverside Community Health Foundation continues to collaborate with Riverside Unified School District to provide the state mandated health education to all district ninth graders. The curriculum was delivered at Ramona, Arlington, Poly, and Martin Luther King High Schools.

## Be Proud! Be Responsible!

This is an evidence-based curriculum funded through the California Personal Responsibility and Education Program to address sexually transmitted infections, HIV, and teen pregnancy. Health educators implement this curriculum in various high school and alternate education settings within Alvord and Riverside Unified School Districts. The California health education code requires comprehensive sexual health education at least once in high school, and we congratulate North High School for partnering with us to fulfill this requirement.

In 2018 there were more than 3,000 encounters with 445 high school students.





# General Teen and Parent Presentations

## General Presentations

The general health presentations offer adolescents the information necessary to make informed decisions. Presentation activities offer youth tools to utilize in everyday life. The parent presentations focused on communicating with youth and understanding social media. Discussions allow them to offer their own insight and relate it to what occurs in their surrounding communities. This year, 1,005 community contacts were made as a result of the general teen education presentations.

Evaluation results from the youth presentations were positive.

- **90%** of youth attending our presentation on drug abuse prevention indicated the information they learned would help them refuse an invitation to use drugs.
- **57%** of youth attending our presentation on job and professional skills responded that they were more confident and prepared for a job interview, compared to 43% before attending the presentation.
- **After completing a presentation on healthy relationships, 71% of youth indicated that they could identify signs of an unhealthy relationship, compared to just 14% of youth before attending the presentation.**

## Parent Presentations

Our evaluation of the parent presentations found that parents gained the knowledge and skills they needed to help their children make healthy decisions.

- **72%** of parents increased their knowledge of social media and their ability to set limits on its use.
- **70%** of parents improved their ability to communicate with their teen.
- **90%** of parents increased their ability to discuss STIs and safer sex with their teen.

Parents also found the presentations useful, with about two-thirds (67%) of parents indicating they were very likely to use what they learned in the presentation. Another 24% of parents indicated they were somewhat likely to use what they learned from the presentation.

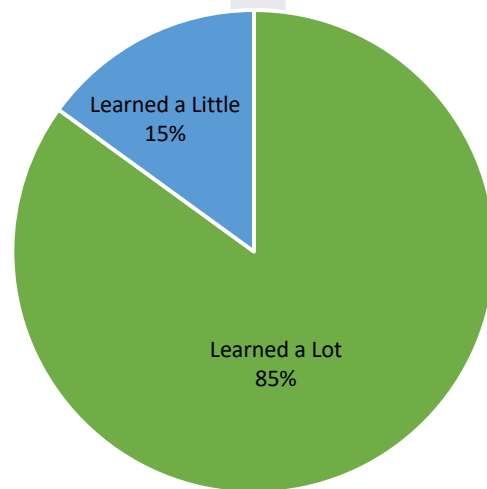


## Young Men's Conference

Riverside Community Health Foundation in partnership with the City of Riverside Parks, Recreation and Community Services Department hosted the 11<sup>th</sup> Annual 2018 Young Men's Conference. The goal of the Young Men's Conference is to empower at-risk young men to overcome the challenges they face each day and provide resources to positively deal with those issues. This year's conference focused on technology training and empowerment. This year, 142 students attended the conference, and were supported by adult mentors and counselors who were also in attendance. Students are selected by counselors and other designated staff at over 20 school sites from Alvord, Riverside, and Jurupa Unified School Districts.

The conference gave attendees information they could use, including

information about local resources and services. All the youth we surveyed (n=111) indicated that they learned at least a little about resources and services in their community. Eighty-five percent (85%) indicated that they felt they had learned a lot.



■ Learned a Lot ■ Learned a Little



# Community Health Residency Partnership



## Clinic Visits

At RCHF, we understand that having access to healthcare brings peace of mind like few other things can. In partnership with Borrego Health, our clinic operating partner, we continue to provide affordable medical, dental, and behavioral health services at our three clinic locations: Eastside Health Center Building A, Eastside Health Center Building B, and the Arlanza Family Health Center. In 2018, there were more than 64,000 visits for medical and dental services.

## Community Medicine

The opportunity for medical residents to interact with community residents became stronger in 2018. Riverside Community Health Foundation, Riverside Community Hospital/UCR School of Medicine Family Medicine Residency Program, and Borrego Health continue in partnership to offer a community medicine rotation for the Family Medicine Residency. The in 2017, the community medicine rotation began as two weeks in length per resident. However, the medical residents felt that the goal to increase their knowledge of public and community health practice could not be accomplished in two weeks per year and requested an increase to four weeks per year/rotation.

In 2018, this request was met by the Foundation, and now every resident that works with RCHF will spend 12 weeks with our communities over three years (4 weeks per year). The 2018 orientation added another eight residents for a total of 16 medical residents partnering with RCHF to serve the community. Medical residents were speakers at seminars and education sessions, participants in exercise classes, hosts of live social media conversations with teens, as well as key staff in explaining the resources of RCHF at health fairs and community events.



## Miles of Smiles

Miles of Smiles, early start program screened and applied fluoride varnish to 1076 children in Riverside Unified School District's preschool program and Jurupa Unified School District's preschool/Head Start programs. This is more than double the amount for 2017. The Miles of Smiles elementary school program, provided oral health care education to over 31,000 children, screening 12,057, and placing 12,377 sealants on 3,380 children across 38 schools in Alvord, Jurupa, and Riverside school districts.

Although we may believe that Miles of Smiles is a program that is needed in Riverside area schools, we asked the teaches this year. When

asked how important it was to have a program like Miles of Smiles at their school, 93% of teachers surveyed said that it was "very important".

One objective of the program is to create a positive dental experience. Because so many young people fear dental visits, Miles of Smiles staff also work to make sure youth are comfortable and pleased with the screening process. Ninety-one percent (91%) of youth reported that the screening they received from Miles of Smiles was a positive experience.



A photograph of two women laughing joyfully in front of a brick wall. The woman on the left is wearing a black top with a patterned neckline and has her hand behind her head. The woman on the right is wearing a black top and has her hand near her chin. The entire image has a pink overlay.

# THE PINK RIBBON PLACE

The primary goal of The Pink Ribbon Place is to improve the quality of life for individuals and families impacted by cancer by providing wigs, bras, prosthesis, support, counseling, yoga and educational programs at no cost to cost to clients.





In 2018, the Pink Ribbon Place continued the Look Good Feel Better program in partnership with the American Cancer Society to provide wigs to those who lost their hair during cancer treatment. In addition to these services, The Pink Ribbon Place continued to offer, free of charge, support groups, counseling sessions, bras, camisoles and prosthesis, exercise classes, multiple educational programs.

New programs to Pink Ribbon Place in 2018 included the Metastatic Cancer Support Group, Cancer and Nutrition Education, and Therapy Through Art Works shops.

The 2018 goal for Pink Ribbon Place was to improve the quality of live for those impacted by cancer before, during, and after their cancer experience.



<b>31</b>	<b>referral sources</b>
<b>163</b>	<b>individual products</b>
<b>784</b>	<b>service contacts</b>
<b>2080</b>	<b>encounters</b>



# SoCal Women's Cancer Conference



In 2018, the Pink Ribbon Place surveyed those attending the Breast Cancer Professional Panel, the Southern California Women's Cancer Conference, and various support group sessions held by Pink Ribbon.

Ninety-two percent (92%) of participants indicated that they were at least somewhat likely to use and apply what they had learned at these events. Two-thirds of participants said they were "Very Likely" to do so.

Nearly two-thirds (66%) of participants in the breast cancer professional panel and the Pink

Ribbon Place's support group sessions increased their understanding topics related to breast cancer and breast cancer survivors.

Participants of 2018's Women's Cancer Conference believed attending the event benefitted them in several ways, as our evaluation revealed. About 70% of attendees strongly agreed that the conference (1) stimulated them to think, (2) motivated them to want to learn more, and (3) increased their confidence and/or morale.

# 31 Faces

of Pink Ribbon Place

Each day during National Breast Cancer Awareness Month, The Pink Ribbon Place highlighted women who had been impacted by cancer and their stories. The center selected 31 clients and collaborated with Dollhouse Make Up and Hair to provide a pampering, relaxing, and fun day where they received complimentary make up, hair styling, and portraits.

The women featured in this campaign have been diagnosed with some form of cancer and have all been impacted by the support and wellness services provided by The Pink Ribbon Place.

“It has been an incredible and healing experience for me and I have met the most amazing group of women,” said Katherine Contreras, an Advanced/Metastatic Cancer Survivor of 13 years.





# pink ribbon thrift

The 2018 objectives for Pink Ribbon Thrift were to generate revenue to support the services provided at Pink Ribbon Place, and to provide effective program outreach. By the end of the year there had been 816 donations, 7,113 outreach contacts, and \$114,477 raise to support the work of the Pink Ribbon Place. These outcomes were made possible in part by the support and time given by 27 Pink Ribbon Thrift volunteers.

