California Wellness Plan, 2014
Moving Forward with Implementation

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California Department of Public Health
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California Wellness Plan
Desired Outcomes

• Understanding of the multiple factors that contribute to chronic disease
• Increased transparency of CDPH prevention activities
• Roadmap for collaboration between CDPH and partner organizations
• Ability to measure improvements in chronic disease outcomes, inequities and costs
California Wellness Plan

Goals

Overarching: **Equity in Health and Wellness**

1. Healthy Communities
2. Optimal Health Systems Linked with Community Prevention
3. Accessible and Usable Health Information
4. Prevention Sustainability and Capacity

*Plan posted online February 28, 2014*

http://www.cdph.ca.gov/programs/cdcb/Pages/CAWellnessPlan.aspx
Coordination within CDPH

- Policy Forums
- Data and Information Forums
- Communications Workgroup
- Evaluation Workgroup
- Health Systems Linked with Community Prevention Workgroup
- Monitor CWP Objectives and P21 Activities
Coordination with Partner Organizations

• Communicate regularly with partner organizations
• Convene partner organizations annually to report on CWP Objectives
• Convene regular or ad hoc Workgroups to complete specific projects
• Participate in state and national initiatives
Example: Chronic Disease Prevention Messaging Toolkit

- Created with input from CDPH programs and partner organizations
- Contains instructions to craft compelling messages
  - Social Media
  - Reports
- Storytelling Templates
  - Success Stories

http://www.cdph.ca.gov/programs/cdcb/Pages/TrainingandTechnicalAssistanceResourceList.aspx
Office of Health Equity

- California Statewide Plan to Promote Health and Mental Health Equity
  - To be released August, 2014

- CWP Overarching Goal: Equity in Health and Wellness
  - If possible, will monitor disparate group outcomes in addition to overall outcomes
Letters of Support

- Requests by July 14th COB
- Letter template with interest areas for potential State collaboration
- Email requests to:
  Shirley Shelton
  Chronic Disease Prevention Management Section
  Shirley.shelton@cdph.ca.gov
Questions?

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CWP and P21 Contact:
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Thank You!