HCN Connect is dedicated to keeping our community informed about the contributions that individuals and organizations are making to improve community and individual health in the Riverside County region.

Let us feature your story, event or resource in HCN Connect!

Do you have a plan, program or endeavor designed to improve your community’s health?
Do you have a resource you would like to share with the HCN? Please let us know!

Please submit ideas for the next publication by: August 31, 2018

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On July 18, the Riverside County Health Coalition (RCHC) hosted its third general membership meeting of 2018. County and community partners reviewed Riverside County’s Community Health Improvement Plan (CHIP) to ensure we are moving forward in addressing key health issues for Riverside County.

Attendees provided feedback on CHIP goals and objectives, as well as changes in community priorities and resources. This feedback will inform the 2018 CHIP Annual Update, which will be presented at the October 2018 RCHC meeting.

The meeting also included a presentation from Marci Coffey, Inland Empire Health Plan, on Connect IE—an online community resource platform. Connect IE will launch on September 1, 2018. Click HERE for more information on how to use Connect IE.

For more information on the Riverside County Health Coalition, please contact Dianne Leibrandt at dleibradt@rivcocha.org.

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The Psychology of Decline

By Rachel Quednau via Strong Towns
Published June 13, 2018

Who’s heard any of the following things said about their city or neighborhood?

- Growing up here, I loved this neighborhood. But we’re never going to get back to that place now.
- Our city is in trouble, but we can’t change that.
- Our leaders aren’t invested and the money has dried up. Nothing we do is going to make a difference.
- People here just don’t care...

These aren’t merely off-hand comments. They are expressions of a deep-seated sense of defeat that pervades many American towns and cities — especially those post-industrial communities in the Rust Belt and the Midwest.

This mindset about decline has serious consequences that go far beyond a conversation between neighbors in the grocery store or a local newspaper’s comment section. Declining cities often face a dangerously cyclical process that looks something like this:

1. Residents begin to leave a city for a million reasons, from a desire for better employment options, to higher quality housing, to lower crime, and even (it has to be said) fewer people who don’t look like them.

2. As neighborhoods lose population, they become less safe and desirable due to a lack of resources and a glut of empty spaces.

3. The remaining residents begin to feel pessimistic about the future of their city and can’t see a way out of this spiral of decline (here’s where the comments above start to come in). They stop investing in making their community more prosperous and successful.

4. More residents leave because they have lost hope in their city.

5. The decline and neglect continue as the energy of these departing residents and the tax dollars they used to contribute to their city dry up. A better future seems even more out of reach...

It takes a major shift in perspective to get the city back on track, and bold new ideas and risk-takers are needed to change this trajectory.

Continued on next page…
A Bank Run on Confidence

Oswego, New York is one community that has gone through this cycle of decline and experienced that destructive defeatist attitude. Like many post-industrial mid-size cities, Oswego lost a considerable portion of its population over the last fifty years. Paul Stewart, director of the Oswego Renaissance Association, remarked in an interview on the Strong Towns Podcast in 2016 that when he moved to the city in 2001, "There was a negativity that was present. There was a tendency to be wistful about the old days [...] but there was very little that was forward thinking."

Stewart was frustrated by the "wait and see" attitude that seemed to pervade his city and he wanted to do something proactive. He helped bring in a consulting group to conduct a study on Oswego neighborhoods, and one of the core things they discovered was a seemingly simple insight: "We have been spending all our time trying to fix what's broken, rather than trying to build on what we have that is working." That "building on what we have" wasn't going to come from a single, silver-bullet federal grant. It had to come from within — from the residents and business owners of Oswego itself.

What Stewart and the consulting group found, though, was that, while many residents did care and many could even afford to do things like fix up their declining homes and storefronts, they weren't taking that initiative because of what Stewart labels a "snowball loss of confidence" — another term for the cycle of decline I described above.

But it's not enough to merely tell people, "Chin up" and "Have a positive attitude!" Stewart says that it has to really make sense for people to invest in a community before they will actually do it. To that end, the Oswego Renaissance Association gathered local block leaders and, with funding from several local foundations and corporations, offered matching funds for neighborhood improvement projects. This, in turn, brought residents together around common goals and helped them realize they had the power to change the trajectory of their street, their neighborhood and their city.

Fighting Back Against the Inferiority Complex

Akron, Ohio is another city facing this inferiority complex and the cycle of decline that comes with it. The city expanded rapidly in the middle of the twentieth century, but by the 1970s, it was beginning to lose its population as residents left for the suburbs or other metropolitan areas. The vast vacancies in the Akron area have left residents with an over-extended system that was built for a much larger population it no longer has.

And with tax revenue dwindling, many residents have started to feel hopeless.

This decline psychology is on full display in our Strong Akron Facebook group in the comments on some of our posts, and it's likely to be familiar to anyone else who lives in a city that has lost population and optimism. These are the folks who say things like, "That neighborhood is just a crime-infested garbage heap" and, "Our city sucks. Nothing's going to change that."

If you let the naysayers overwhelm your community, then they'll be right; nothing will change. But just as the negative attitudes can pile on top of one another and grow exponentially into a massive weight that begins to drown your city, so, too, can positive actions pile on top of one another and buoy your town toward a better future.

If you look closely, you'll see that there are already people around you who are starting to take those actions. So, in a city that is spiraling into the cycle of decline, it's vital to find those people, support their efforts, and unite them as part of the wider story of your community. It might be your neighbor down the block who carefully tends her front garden each spring. It might be the hardware store owner who says hello to people as they pass by. It might be the mom who picks up trash with her kids as she walks them to school in the mornings.

Let these people inspire you and start taking your own steps to shine a positive light on your neighborhood. Then join with your neighbors, tell them their efforts matter, and be part of building the future of your community together. Don't let the psychology of decline be the death of your city.

Source: Oswego Renaissance Association Facebook page

New Oswego homeowners Kristi Eck and Liz Eck joined with neighbors in leading the efforts for beautification of their street.
The SHAPE Data Portal

SHAPE Riverside County is sponsored by the Riverside University Health System - Public Health, a department of the County of Riverside. To learn more, please visit: http://www.shaperivco.org/

WHAT DO YOU NEED?
- Health Data
- Demographic Data
- Healthy People 2020 Tracker
- SocioNeeds Index
- Compare Indicators
- Locate Reports
- Find Promising Practices
- Needs Assessment Guide

Join the Statewide Day of Action - Wednesday, August 29

Healthy Snack Day is right around the corner! On August 29, 2018 the California Department of Public Health is encouraging partners to host an event or promote on social media the benefits of healthy eating and ways to incorporate healthy choices in everyday meals.

Partners can register their participation on the Healthy Snack Day website, and access free resources to print, share or post. Riverside County was the most active in the entire state for our last day of action. On “Rethink Your Drink Day”, over 60 locations participated in our county! Let’s continue that level of engagement for Healthy Snack Day!

Prevention and Early Intervention (P.E.I) Pulse


Click HERE to read the July 2018 edition of P.E.I. Pulse. For more information or to be added to P.E.I.'s notification list, email PEI@rcmhd.org
Our Certified Farmers Market aligns with the mission of the County’s Culture of Health and the CEO’s goal to improve health and promote livable communities through partnerships, policies, systems and initiatives. It is also one of the strategic goals of the Healthy Riverside County Initiative for healthy eating.

Vendors will be providing: fruits, vegetables, eggs, berries, oils, honey, bread, flowers...and much more!

**County Administrative Center**
- **When:** Every Wednesday from 8:30 a.m. - 1:30 p.m.
- **Where:** Located in the courtyard of the County Administrative Center (4080 Lemon Street, Riverside, CA 92501), on the corner of Lemon and 10th Street

**Riverside County Health Coalition General Membership Meeting**

Join us for our Annual Community Health Improvement Plan (CHIP) Update. During this meeting partners will have an opportunity to reassess community resources and priorities to ensure we are moving forward in addressing key health issues for Riverside County.

- **When:** Wednesday, October 17, 2018 from 10 a.m. to noon.
  Registration at 9:45 a.m.
- **Where:** Towngate Community Center
  13100 Arbor Park Lane
  Moreno Valley, CA 92553

For more information, please contact: Dianne Leibrandt at dleibradnt@rivcocha.org

**Riverside University Health System - Medical Center**
- **When:** Every Thursday (except major holidays) from 7:30 a.m. - 1:30 p.m.
- **Where:** Located steps from the Cactus Avenue entrance of the Medical Center (26520 Cactus Avenue, Moreno Valley, CA 92555)

**Riverside County Circle**
- **When:** Every Thursday from 10 a.m. - 2 p.m.
- **Where:** Located near the HAB and DPSS Admin Building (4065 County Circle Drive, Riverside, CA 92503)

**Jurupa Valley**
- **When:** Every Monday from 8 a.m. - 1 p.m.
- **Where:** Located at the Rubidoux Family Resource Center (5473 Mission Blvd., Jurupa Valley, CA 92509)
Earlier this year Public Health and community partners created the Riverside Resilience Roadmap to guide our efforts in launching a cross-sector collaborative to reduce adverse childhood experiences and build community resilience. This meeting will provide an overview of the workgroups and an opportunity to sign-up and begin working towards creating a resilient Riverside County.

**When:**
Wednesday, September 5, 2018 from 10am-12pm

**Where:**
Towngate Community Center
13100 Arbor Park Ln
Moreno Valley, CA 92553

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**SafeTALK Suicide Prevention Training**

Most people with thoughts of suicide don’t truly want to die, but are struggling with the pain in their lives. Through their words and actions, they invite help to stay alive. SafeTALK-trained helpers can recognize these invitations and take action by connecting them with life-saving intervention resources.

-- SafeTALK is for community members such as: non-clinical staff, clergy, volunteers, parents, youth ages 15 and older, teachers, law enforcement, and others working with the public at large that want to make a difference.

-- This **FREE** training includes materials and refreshments!

-- Pre-registration is required and space is limited.

For more information or to register for the training, Contact Kimberly Jow at (951) 358-7171 or email KJow@rivcocha.org

**When:**
Thursday, August 30, 2018 from 1 p.m.-4 p.m.

**Where:**
Desert Hot Springs Clinic
14320 Palm Dr.
Desert Hot Springs, CA 92240

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**North Lake Vision from the Salton Sea**

The North Lake Vision consists of two projects. The first project is an in-sea barrier that would follow the contours of the shore, and be constructed to preserve Riverside County's shoreline, thereby creating a healthy body of water for environmental habitat and recreational use.

The second optional component will be a restored and expanded Whitewater River, flowing from Avenue 52 into the lake.

The Riverside County Board of Supervisors will consider forming an enhanced infrastructure finance district, which allows bond issuances to pay for public infrastructure projects. [RSVP Here]

**Speaker:** Brian Nestande, Deputy County Executive Officer - Riverside County

**When:**
Tuesday, August 14, 2018 from 11:30 a.m.-1 p.m.

**Where:**
UCR Palm Desert
75080 Frank Sinatra Dr.
Palm Desert, CA 92211

**Cost:**
$25 for AEP/APA Members
$35 for Non-AEP/APA Members

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**Complete Streets in Suburban and Rural Communities**

If you think Complete Streets, Class IV bikeways and other active transportation projects are only for urban environments, think again. Join SCAG for an upcoming Toolbox Training webinar to learn how several agencies in the region have implemented policies and designed projects that improve the safety of people walking and bicycling, and fit with the character of their rural or suburban communities. [RSVP Here]

**When:**
Wednesday, September 5, 2018 from 10am-12pm

**Where:**
Webinar

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**Riverside Resilience: Workgroup Kick-off Meeting**

Earlier this year Public Health and community partners created the Riverside Resilience Roadmap to guide our efforts in launching a cross-sector collaborative to reduce adverse childhood experiences and build community resilience. This meeting will provide an overview of the workgroups and an opportunity to sign-up and begin working towards creating a resilient Riverside County.

**When:**
Wednesday, September 5, 2018 from 10am-12pm

**Where:**
Towngate Community Center
13100 Arbor Park Ln
Moreno Valley, CA 92553
Pedestrians Are People Too: The Criminalization of Walking

Walking is the original form of transportation and yet too often it is forgotten in planning, promotion, and protection. Equally concerning is the increased messaging around victim-blaming, distracted walking legislation, and other moves to criminalize walking. Join us to explore the criminalization in walking and the responsibility we all have in supporting a culture of safe and accessible walkability. This webinar assumes a basic knowledge of issues related to walking and walkable communities.

Attendees of this webinar will:
-- Learn how policies such as jaywalking are used to discourage walking and target individuals of color
-- Hear how the increase of victim-blaming and distracted walking narratives plays a role in protecting the auto-centric culture of the US
-- Be inspired to take action against messaging, policies, and programs that criminalize walking and public spaces

When:
Wednesday, September 12, 2018 at 11 a.m.

To register, click here.

Creating the Healthiest Nation: Health Equity Now

California counties are at the forefront of providing behavioral health services to California’s diverse population. This summit will offer a range of cultural specific workshops and presentations to promote learning and advance the cultural competence needs of individuals, families and communities.

This Statewide conference is a unique opportunity to strengthen connections and enrich networks among stakeholders, behavioral health and substance use directors, ethnic service managers, workforce training managers, Prevention and Early Intervention coordinators, and other behavioral health professionals.

When:
October 23-24, 2018

Where:
Riverside Convention Center
3637 Fifth St.
Riverside, CA 92501

Walking Towards Justice: Connecting and Allying with the Disability Rights Movement

At their core, walkable communities are about the way space and land use serve as foundations for how humans interact. Walkability advocates have worked tirelessly for years to address how we move through, in, and from spaces. Protecting and guaranteeing the right to experience places, spaces and environments is spatial justice and walkability advocates understand that how we organize space influences social relations. There could not be a more potentially aligned effort to promote spatial justice than walkability advocates and disability rights advocates.

This episode of Walking toward Justice will dive into how disability rights and the history of the disability rights movement have shaped and created the spaces we live, work and play in today.

When:
Wednesday, September 26, 2018 at 11 a.m.

To register, click here.
Clinicas de Salud del Pueblo, Inc.
Coachella Valley Unified School District
Los Medicos Voladores & Tzu Chi

Present

OASIS FLYING DOCTORS & CV MEDICAL VOLUNTEERS EVENT

Saturday September 29, 2018 8:00 am – 3:00 pm
Desert Mirage High School
86150 66th Avenue,
Thermal, CA 92274

For more information contact Lucy Moreno at 760 960-4349

WORKING TOGETHER TO BUILD HEALTHY COMMUNITIES!