

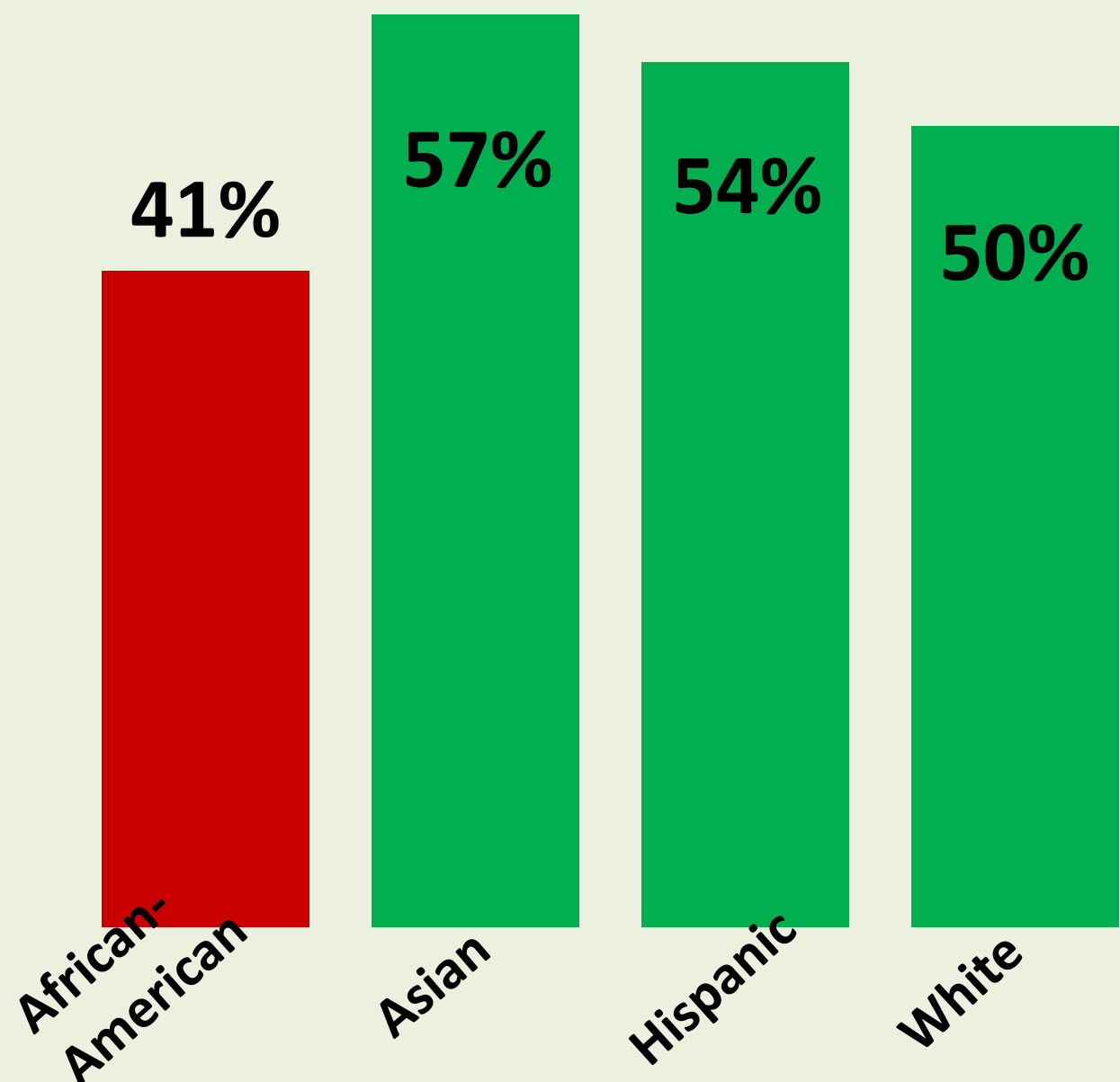
Controlling Blood Pressure in African-American Medi-Cal Members in Stockton, CA



Goal: Improve blood pressure control among African-American (AA) members in South Stockton by utilizing the Health Net Disparity Model targeting Members, Providers, and the Community.

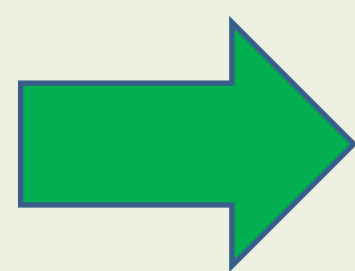
MEMBERS: African-American members living in Stockton, CA have lower rates of controlled blood pressure

Rates of Blood Pressure Control 2016



Barriers to Care for AA Members

- Lack of preventive care
- Medication non-adherence
- Transportation
- Lack of trust in medical system
- Lack of AA medical providers
- Culture and faith influencing health practices
- Diets high in salt and fat

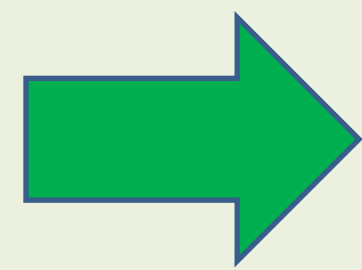


Next Steps: Member focus groups

PROVIDER: Community Medical Centers

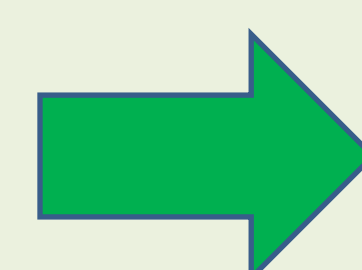
STEP 1

- Identified CMC as high volume provider with 2 locations in South Stockton.
- Met with CMC to discuss data and next action steps.
- Most importantly, build **TRUST** to continue the work.



STEP 2

- Initiated Process Mapping with CMC.
- Identified barrier: Lack of CMC outreach to AA members.
- Listed opportunities and solutions for outreach to AA members.



STEP 3

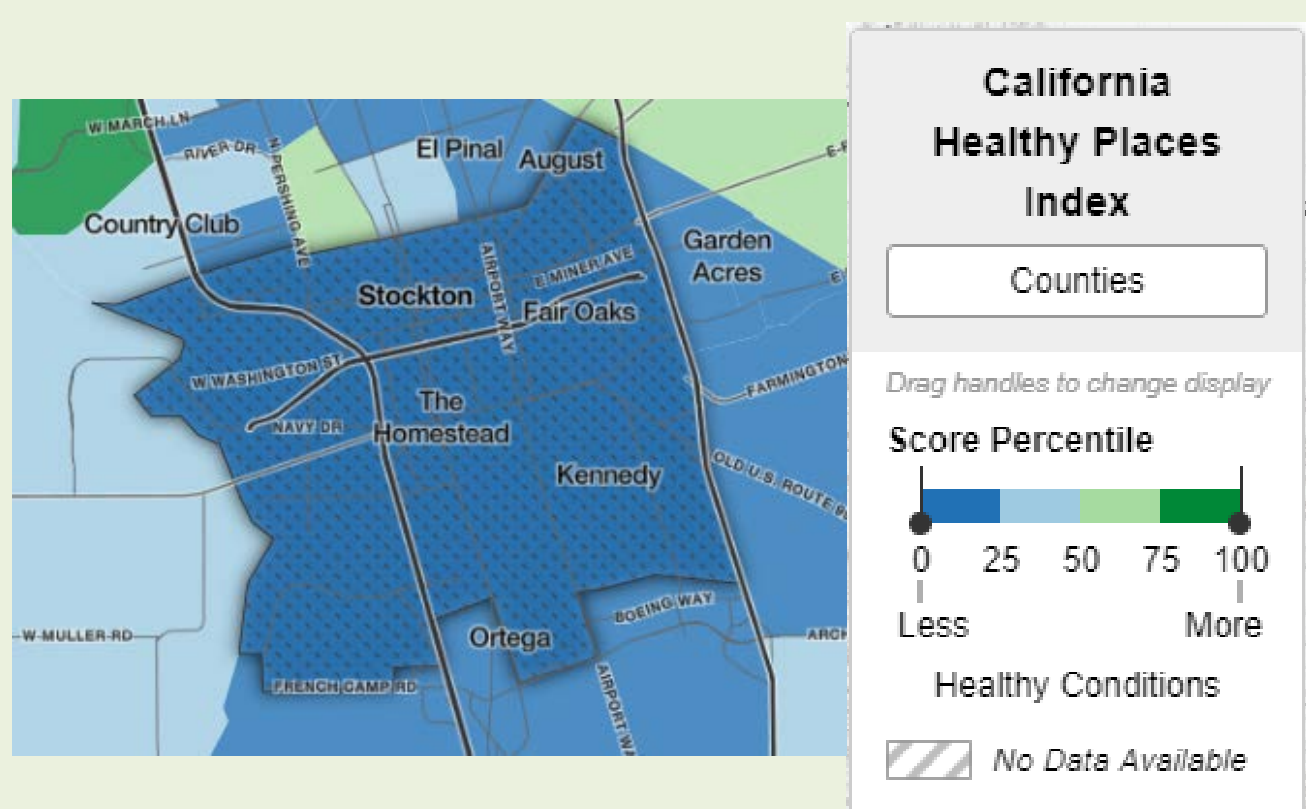
- CMC staff training opportunities, such as Motivational Interviewing and cultural sensitivity.
- CBOs to assist with AA outreach efforts.
- CMC utilizing internal Health Educators for patient outreach.

COMMUNITY: Reinvent South Stockton

GOAL: Develop a Community Advisory Group



South Stockton
Healthy Places Index: 13.3



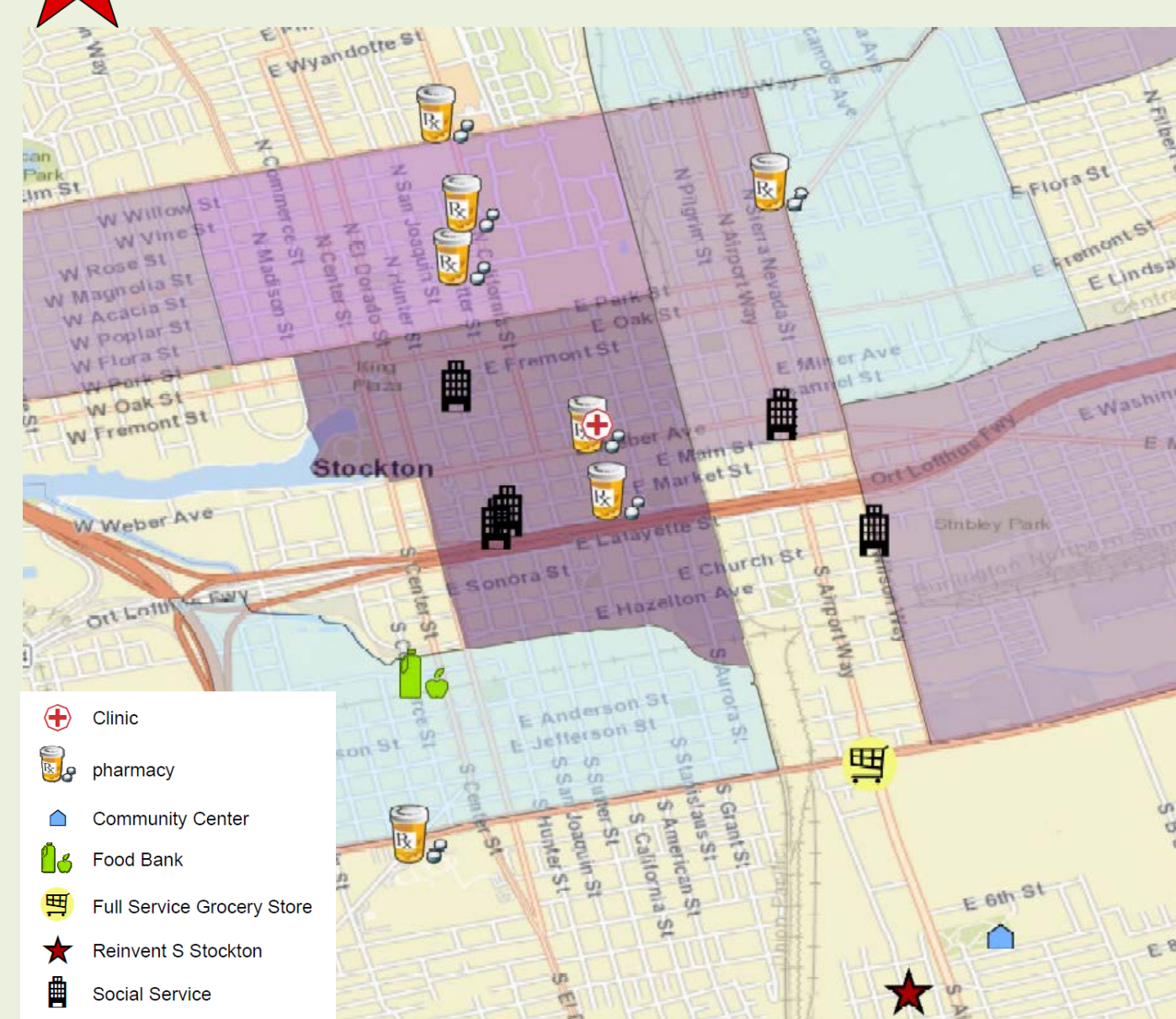
Limitations:

- Lack of parks
- Limited transportation
- Services located south of busy freeway (limited walkability)

- Medical and Pharmacy access
- Food Access
- Community Center/Social Services



Reinvent South Stockton



The Reinvent South Stockton Coalition aims to empower its residents to transform community through improving safety, education, housing, job creation, and **HEALTH**. Reinvent South Stockton is serving as a Community Advisory Group.