

## HPOC ADDRESSES THE "CHALLENGES AND OPPORTUNITIES FOR ACHIEVING EQUITABLE HEALTH CARE SERVICES"



*Kaiser Permanente - Southern California Vice President of Public Affairs Dr. Diana Bontá welcomes participants as the sponsor of the 2010 Health Policy Outreach Center Summit.*

The Health Policy Outreach Center (HPOC) culminated its activities this year with its annual Health Policy Summit on January 20, 2010. The summit is designed to provide a forum on timely health policy issues for community-based organizations, businesses, and the public sector. Entitled "Challenges and Opportunities for Achieving Equitable Health Care Services," the Health Policy Summit offered presentations, workshops and opportunities to engage with the offices of elected officials who are particularly concerned with health care reform and access issues.

The event kicked-off with Kaiser Permanente's Senior Vice President Dr. Diana Bontá, who set the foundation for the day with welcoming remarks that offered perspectives on the importance of improving health care access to communities of color. Dr. Bontá stressed the significance of providing ways for youth to develop healthy living habits and ensuring that communities have recreation

areas where children and families have space to exercise. Addressing the students in the audience, Dr. Bontá encouraged them to continue pursuing education despite the economic downturn and the budget crisis among school districts, including those in higher education.

The morning featured two concurrent workshops entitled "Promotoras: Leading Health Policy Change" and "Effective Health Policy Communication with the Media."

The "Promotoras: Leading Health Policy Change" workshop provided participants with a historical synopsis of how Promotoras (also known as Community Health Workers or "CHWs") have been a vehicle to promote health education because of their ability



*HPOC Summit participants listen to a panel discussion during the concurrent workshop entitled, "Effective Health Policy Communication with the Media."*

to reach the community in ways that other professionals have not. Promotoras are a large component to delivering health care services in Los Angeles and other California counties by gaining access and bringing messages to underserved communities. The goal of this workshop was to allow

### INSIDE THIS ISSUE

HEALTH POLICY OUTREACH CENTER SUMMIT 2010	1
FROM THE EXECUTIVE DIRECTOR	2
PUBLIC POLICY EDUCATION PROGRAM	4
THE CALIFORNIA AGENDA	5
17 <sup>TH</sup> ANNUAL CALIFORNIA POLICY ISSUES CONFERENCE	6

### PBI MISSION STATEMENT

The Pat Brown Institute of Public Affairs, a presidentially chartered institute at California State University, Los Angeles, is dedicated to the quest for social justice and equality of opportunity, enlightened civic engagement, and enhancing the quality of life for all Californians.

The Pat Brown Institute is a non-partisan public policy center dedicated to sustaining the vision and legacy of former California Governor Edmund G. "Pat" Brown through convening public policy forums, engaging multi sector stakeholders and diverse communities, and conducting timely policy research and community-driven initiatives.



## FROM THE EXECUTIVE DIRECTOR

Jaime A. Regalado, Ph.D.



Dear Friends and Colleagues:

The Pat Brown Institute's Public Policy Education Program (PPEP), our capstone policy program, has focused over the previous six years on hot-button public policy and related social, economic and political issues at state, regional, and local levels. However, for the first time, we have decided to devote the entire 2010 PPEP year to an intensive focus on Los Angeles.

Over the years, the PBI board and staff discussed the importance of periodically focusing its policy program emphasis on Los Angeles as a very special region of the state – for its sheer significance of having California's largest population concentration, more than a third of the state's voters, one of the most racially and ethnically diverse geographies on earth, a troubled economy in search of its future, growing extremes between rich and poor amid a vanishing middle class, a large and increasing homeless population, and an increasingly liberal-progressive political climate played well in by organized labor but without the business leadership and clout of previous years. There is much to explore and assess, much to discuss and debate, and much to plan for. As an applied policy institute and center for civic engagement, we fully feel up to the task.

Although the vast majority of the Institute's community and training programs over the years have been "LA-centered" – ranging from gang and youth violence prevention and intervention, after-school programs for high risk youth, community policing and problem solving training, and health policy outreach – much of its policy work has been statewide and regional. The California Agenda public policy forum series, the California Policy Issues Conference and the journal, *California Politics and Policies*, have reflected this broad focus.

Having received a pivotal grant from the John Randolph Haynes and Dora Haynes Foundation, along with continued support from Southern California Edison, Wells Fargo, Sempra Energy, Sony Pictures Entertainment, and Union Pacific, we were ready and able to turn our attention to this troubled, yet magnificent city and region of ours.

This means that each of the three components of the PPEP – the California Agenda public policy forum series, the California Policy Issues Conference, and the Los Angeles: State of the City Report – will primarily focus on prominent Los Angeles issues including the economy, politics and governance, health care status, sustainable "green" development, transportation, immigration, race, class and ethnic relations, poverty and homelessness, and housing. Policy briefs and recommendations will result from both the California Agenda series and the year-end California policy issues conference. The 2010 Los Angeles: State of the City Report will dig deeper in terms of sector analysis, projections, and recommendations. As we continue to move forward, I am proud to announce that PBI will be adopting a "green" publication strategy that will drastically reduce the amount of printed publications distributed throughout the year. The printing of the newsletter, along with other PBI publications, will be increasingly reduced over the coming years as we further prioritize the preservation of our environment and California's future.

We invite you to join us and engage in this yearlong intensive exploration of Los Angeles. A telling journey it will be.

Sincerely,

Jaime A. Regalado, Ph.D.

*Executive Director*

## HPOC ADDRESSES THE “CHALLENGES AND OPPORTUNITIES FOR ACHIEVING EQUITABLE HEALTH CARE SERVICES”

*Continued from front cover*

participants to discover how Promotoras/CHWs are using a proactive approach to impact health policy on both a local and state level and to encourage civic engagement and involvement within the communities they serve.



*National Council of La Raza Director Dr. Britt Rios-Ellis presents alongside fellow panelists Latino Consultants Founder and Managing Partner Sara Elena Loaiza and Vision Y Compromiso Promotora/CHW Network Director Melinda Cordero during the “Promotoras: Leading Health Policy Change” workshop.*

Panelists included Melinda Cordero, director of Vision y Compromiso, a network of Promotoras, and Dr. Britt Rios-Ellis, director of the National Association of La Raza. Sara Elena Loaiza, founder and managing partner of Latino Consultants, served as the moderator and primary presenter for this informative workshop.

For many community-based organizations, using the media to disseminate information has been a challenge. This was brought to the attention of HPOC’s planning committee, which then decided to provide participants with a workshop where they can learn how to use the media to influence equitable health care service and hold policymakers accountable. During the workshop entitled “Effective Health Policy Communication with the Media,” facilitators Ara Najarian of Latino Consultants and L.A. Times reporter Martin Beck illustrated how, with appropriate techniques, direct-service organizations could provide health policy information that is comprehensible, concise, and helpful to consumers making proactive choices related to health care.

The luncheon keynote was given by Los Angeles County Supervisor Mark Ridley-Thomas. Supervisor Ridley-Thomas provided an overview of the partnership that has been forged between the University of California and the County of Los Angeles to open a

new Martin Luther King Jr. Hospital in south Los Angeles. He expressed the need for health care professionals to embrace the new era of electronic medical records and complimented the system that Kaiser Permanente is currently using. Supervisor Ridley-Thomas noted examples of health care delivery that is efficient and effective as it generates much needed change in health care infrastructure.

The day concluded with a “Policy in the Making” mixer which included representatives from the offices of Congresswoman Judy Chu, Congresswoman Lucille Roybal-Allard, and Assemblymember Bonnie Lowenthal. The Health Policy Outreach Center believes in the importance of providing participants a space to interact with elected officials to discuss their efforts in regards to health care advocacy and access to services in the communities where they work. By providing this space, participants are able to voice their opinions and concerns in a productive, collective environment.



*LA County Supervisor Mark Ridley-Thomas delivers a luncheon keynote address at the 2010 Health Policy Outreach Center Summit.*

More than 120 participants attended the summit, widely representing the community, non-profit, health care, government, and education sectors.

This event was made possible by the generous support of Kaiser Permanente and The California Wellness Foundation.

*Continued on page 7*

## PUBLIC POLICY EDUCATION PROGRAM

The Public Policy Education Program (PPEP) continues steadfast for a sixth year at the Pat Brown Institute of Public Affairs (PBI). PPEP was created to serve as a vehicle to convene, educate, and engage a diverse group of stakeholders from across sectors on timely regional and statewide public policy issues through information sharing and dialogue. Throughout the year, PPEP will offer the following public policy education components: the California Agenda public policy forum series, the 18<sup>th</sup> Annual California Policy Issues Conference, the Los Angeles State of the City Report, and additional policy briefs and publications that will be produced and distributed.

The California Agenda public policy forum series was designed to carry out PPEP's mission, educating the public and California policymakers by way of timely conversations about significant state, regional, and local public policy issues. The series consists of six public policy forums held throughout the year at various locations. Previous forums and lectures have strategically focused on statewide issues such as economic and community development, education, transportation, immigration, housing, infrastructure, and safe and healthy communities.

This year the California Agenda series will focus on the City of Los Angeles and the greater Los Angeles metropolitan area. PBI believes that local emphasis is timely given the pressing issues facing Los Angeles and the potential impact on residents' quality of life. The 2010 series, aptly named "California Agenda: Los Angeles 2010," offers an exciting lineup of public policy forums with an emphasis on the intersection of social justice and equality of opportunity.

The Institute held its inaugural 2010 forum entitled, "*Envisioning Los Angeles' Economic Future*," on March 11th at the City Club in downtown Los Angeles. The panel included Los Angeles City Controller Wendy Greuel, Eugene Grigsby III of the National Health Foundation, Marqueece Harris-Dawson of Community Coalition, Fran Inman of the Majestic Realty Foundation and past-chair of the Los Angeles Area Chamber of Commerce, and John Tanner of SEIU Local 721. Shirley Jahad of KPCC served as the moderator. The dynamic

panel discussion addressed how California's budgetary and fiscal crisis, along with Los Angeles' high unemployment rate, has adversely impacted Angelenos. Controller Greuel underscored this point by stating, "We will never be the same in the City based on the economic situation that we face today." Our panelists also offered recommendations to improve the city and region's business climate and economic outlook. Audience members, consisting of representatives from community, non-profit, government, education, labor, and business sectors, were provided with an opportunity to pose questions to the panelists.

The remaining 2010 California Agenda series will focus on immigration reform and race relations, alternative energy and employment opportunities, health care reform and healthy communities, transportation development, and water infrastructure. All California Agenda forums are open to the public and free of charge.

This year's forums are generously supported by Southern California Edison, Wells Fargo, Sempra Energy, Sony Pictures Entertainment, Union Pacific and the John Randolph Haynes and Dora Haynes Foundation.

### REMINDER

#### 18<sup>th</sup> ANNUAL CALIFORNIA POLICY ISSUES CONFERENCE

Please be sure to check back with us for updated conference details regarding the program, date, and location.

[www.patbrowninstitute.org](http://www.patbrowninstitute.org)



# CALIFORNIA AGENDA: LOS ANGELES 2010

## 2010 Calendar of Events

### **May 20<sup>th</sup> – Greening Los Angeles: A Sustainable Future for All**

Efforts to create a “green” Los Angeles have secured numerous investments to create jobs and improve quality of life in Los Angeles. Given the economic downturn and the substantial amount of Federal support for infrastructure programs, this may be the opportunity for the City to expand its focus to include more equitable “green” development, widespread use of alternative energies, policies to promote “green” businesses, and investment in employment opportunities in these emerging industries. The panel will discuss these issues and offer timely information on the science and technological developments of alternative energy.

### **June 24<sup>th</sup> – Healthy Los Angeles: The Local Impact of National Reform**

Health care, and perhaps more importantly, health care reform took center stage as a predominant public policy issue in 2009. This fiercely contentious “wedge” issue affects all of us, so how do we shift its emphasis to creating healthy communities—from clean air and water to green space and a healthy future for the children of Los Angeles? Perhaps nowhere else in the country is so much more work being done to remedy economic disparities and create environmental justice. Panelists will discuss local efforts to reframe the health care debate into a conversation about creating healthy communities for all Angelenos.

### **September 16<sup>th</sup> – Aging Highways, New Horizons: The Future of Transportation in L.A.**

Transforming our aging transportation infrastructure is crucial to the future of Los Angeles. Governor Edmund G. “Pat” Brown had the foresight to develop a state highway program that reached 50 years into the future. Those 50 years are nearly up, and now we must be equally visionary. Our expert panel will focus on the history of transportation and how, in terms of transportation development, the Pat Brown era helped to create Los Angeles. The conversation will also focus on current and proposed projects slated to sustain the quality of life in L.A.

### **October 21<sup>st</sup> – The Brown Legacy: The Past and Future of Water Policy in the Golden State**

With his innovative and forward-thinking water resources program, Governor Edmund G. “Pat” Brown was instrumental in laying the foundation for the Golden State’s infrastructure. The building of the California aqueduct demonstrated Gov. Brown’s vision of developing the state’s resources to make life more comfortable for residents. Given the history of water policy in our state, our panelists will assess how Gov. Brown’s vision holds true for Los Angeles. Their discussion will look at the most recent water-related legislation passed in Sacramento and at policies and programs implemented by Los Angeles agencies to address water supplies and shortages.

The *California Agenda* series is presented by The Edmund G. “Pat” Brown Institute of Public Affairs and is traditionally focused on significant regional and statewide public policy issues. For 2010, the California Agenda will focus on the City of Los Angeles and the Los Angeles Metropolitan Area, with an emphasis on the region’s most pressing issues, especially in terms of the intersection of social justice and equality of opportunity.

You can RSVP at **323.343.3770** or on our website, [www.patbrowninstitute.org](http://www.patbrowninstitute.org).

The 2010 California Agenda series is sponsored by Southern California Edison, Wells Fargo, Sempra Energy, Sony Pictures, Union Pacific, and with support from the John Randolph Haynes and Dora Haynes Foundation.



**John Randolph Haynes and Dora Haynes Foundation**

## 17<sup>TH</sup> ANNUAL CALIFORNIA POLICY ISSUES CONFERENCE

The 17<sup>th</sup> Annual California Policy Issues Conference entitled, "Building a Green and Inclusive California: An Infrastructure for the 21<sup>st</sup> Century," was held on November 12, 2010, at the Millennium Biltmore Hotel in Downtown Los Angeles. The daylong policy gathering provided an opportune setting for experts across the sectors and audience members alike to explore the relationship between infrastructure and green development.

In its current usage, the term "green" implies that a service, product or technology is sustainable, which points to its economic and environmental viability and social relevance. As such, the issue of equity remains central to any discussion of sustainable growth. California is well positioned to provide national and international leadership in sustainability by focusing on strategic investment in traditional and new infrastructures that will improve its economic and environmental condition, while ensuring that all Californians enjoy "green jobs" and "green development" equally. It is in California's interest to capitalize on this opportunity in order to secure the state's future and specifically Californians' quality of life given the economic downturn and lack of available revenue resources.



*PBI Executive Director Dr. Jaime Regalado is joined by conference title sponsors, Edison International Vice President of Corporate Communications Barbara Parsky and Kaiser Permanente Vice President of Public Affairs Dr. Diana Bontá.*

This dynamic topic was thoroughly explored throughout the conference. California State Assemblymember Mike Eng delivered the morning keynote address, focusing on new and future developments at the state level regarding the state's economy, infrastructure, and green development. California Public Utilities Commission President Michael Peevey, the luncheon

keynote speaker, elaborated on the need to close the "digital divide" as one key to building a green and inclusive California. "We have to close the digital divide and provide more people access to the Internet," said Mr. Peevey, likening the importance of Internet access to that of the telephone in our history. Mr. Peevey also cited the importance of Internet access for job seekers—all the more critical in the current economic climate.



*(L to R) PBI Public Policy Education Program Director Jacqueline Ruiz, USC Professor Manuel Pastor, VerdeXchange Institute Chairman and Managing Director David Abel, CDTech Founder Denise Fairchild, PBI Executive Director Dr. Jaime Regalado, and SEIU Local 721 Executive Director John Tanner after the Convening Plenary Panel entitled, "The Green Agenda and the Future of the State."*

In addition to the keynote presentations, various panel discussions covered issues including a "green" agenda, sustainability, and infrastructure. The convening plenary panel entitled, "The Green Agenda and the Future of the State," set the stage for a productive day as panelists defined the wider meanings of green and sustainable development while providing a statewide perspective. The concurrent panel presentations included "The Path to Building a Sustainable Society" and "The New Infrastructure and the Challenge of Sustainability," serving as forums for engaged discussion with experts like Building America's Future Vice President and Policy Director Kerry O'Hare, Southern California Edison Executive Vice President of Power Operations Pedro Pizarro, and Greenlining Institute Managing Attorney Samuel Kang.

A new feature of the 2009 program was the special "green" lecture immediately following the conference with Interim L.A.D.W.P. General Manager, S. David Freeman, on the "Emerald City: The Green Agenda and Public Policy," which discussed a green approach to utilities in the City of Los Angeles.



California Public Utilities Commission President Michael Peevey delivers a luncheon keynote address at the 17<sup>th</sup> Annual California Policy Issues Conference.

Traditionally, the conference has focused on various issues related to governance, civil society, civic participation, and infrastructure issues, attracting an audience of up to 350 who participate in the event, and an additional audience of 5,000 through cable broadcast and other media coverage. Filmed versions of the conference are made available to an extended community and classroom audiences and printed highlights are made available through the PBI website and the California Policy Issues Annual journal publication.

## PBI HEALTH POLICY OUTREACH CENTER

*Continued from page 3*

The Pat Brown Institute's Health Policy Outreach Center (HPOC) began in 2002 to create a unified voice for community-based organizations and health advocacy groups serving Asian Pacific Islander and Latino residents in East Los Angeles and the West San Gabriel Valley. Most recently, with generous support from Kaiser Permanente and The California Wellness Foundation, PBI has extended its geographic and demographic population to include all of Los Angeles County, allowing HPOC to include the interests of more than 9 million residents and their communities.

HPOC welcomes decision makers and leaders from organizations and agencies concerned about the greater Los Angeles County to come to the table in an effort to make a positive difference in the health of our communities. HPOC works in conjunction with community and health partnering organizations, and state and local policymakers to:

- Provide a research base to determine and assess community health needs;
- Provide forums to discuss and articulate these needs and associated issues; and
- Assist policymakers and community partners in developing public policies to best address needs and issues.

The Pat Brown Institute strives to develop a venue for a stronger network of health advocacy groups and health service providers, as well as provide forums for the discussion of various health research and policy topics.

During the fall of 2009, the Health Policy Outreach Center offered educational forums on issues such as diabetes, obesity and aging populations.

- August 2009 – “Healthcare Status and Healthcare Institutions in Los Angeles.” Presented by Dr. Michael Cousineau, USC Center for Community Health Studies.
- October 2009 – “The Latino Elderly Population in Los Angeles County.” Presented by Dr. Tony Kuo, Los Angeles County Department of Public Health.

To print or request hard copies of reports from past forums, please visit our website at [www.patbrowninstitute.org](http://www.patbrowninstitute.org). Throughout 2010, HPOC will continue providing insightful and informative presentations on issues that affect Los Angeles County. Posting of upcoming events will also be available on our website.

For more information about the Pat Brown Institute and the Health Policy Outreach Center, please contact Jessica Roosinialda-Gomez at (323) 343-3770.

## PBI BOARD OF ADVISORS

**Desdemona Cardoza, Ph. D.**

*Board Chair, Provost and Vice President for Academic Affairs, CSULA*

**Nathaniel Trives**

*Board Vice Chair, New Visions Foundation*

**Diana M. Bontá, Ph.D.**

*Kaiser Permanente*

**Scott Bowman, Ph.D.**

*Department of Political Science, CSULA*

**Kenneth C. Burt**

*California Federation of Teachers*

**Charles Casey, Jr.** (ex-officio)

*UC Davis*

**Anita Gabrielian**

*AT&T*

**James R. Galbraith** (Member Emeritus)

*Conrad Hilton Foundation*

**Gordon Gregory**

*Mosaic Capital LLC*

**Marvin Hoffenberg** (Member Emeritus)

**Alice Kawakami**

*California State University, Los Angeles*

**Hon. Kathleen A. Kelly** (ex-officio)

**Stewart Kwoh**

*Asian Pacific-American Legal Center of Southern California*

**Herman D. Lujan, Ph.D.** (Member Emeritus)

**Marie Moretti**

*PBI Founding Director*

**Frank J. Quevedo**

*The Quevedo Group, LLP*

**George Ramirez**

*Union Bank*

**Byron K. Reed**

*Wells Fargo*

**Cristina Regalado**

*The California Wellness Foundation*

**Sascha Rice** (ex-officio)

*Filmmaker & Granddaughter of Gov. Pat Brown*

**David Sickler**

*State Building & Construction Trades Council of California*

**Alan Sieroty** (Member Emeritus)

*Sieroty Company, Inc.*

**John Tanner**

*SEIU Local 721*

**Peter R. Villegas**

*JP Morgan Chase*

**Keith Weaver**

*Sony Pictures Entertainment*

## PBI CORE STAFF

**Jaime A. Regalado, Ph.D.**

*Executive Director*

**Taffany Lim**

*Associate Director*

**Lily Baba**

*Administrative Analyst*

**Jacqueline Ruiz**

*Director, Public Policy Education Program*

**Jessica Roosinisalda-Gomez**

*Senior Coordinator, Safe and Healthy Communities Program*

**Roberto Campos**

*Coordinator, Public Policy and Education Program*

**Nakatomi & Associates**

*Editor & Strategic Communications Consultants*

## PBI GOES GREEN!

If you would like to receive the PBI Newsletter electronically, please email us at [pbi@cslanet.calstatela.edu](mailto:pbi@cslanet.calstatela.edu) to be placed on our "green" distribution list.