
CHIP Goals and Objectives

Vision

Building healthy communities where all residents have the resources to be healthy, a voice in shaping their future, and the ability to remain in their community as it improves.

Overarching CHIP Goals

1) Goal: Build leadership capacity and power through place-based training, strategic policy development, and community engagement

- a) *Objective:* Establish a CHIP coalition of at least 50 CBOs and residents to guide and lead CHIP activities by August 2023.
 - i) *Activity:* Public Health Advocates and Sacramento County Public Health will conduct outreach via email, text, local news, radio, social media, and word of mouth to recruit people to meet to participate in the CHIP process.
- b) *Objective:* Establish a CHIP steering committee of nine members by January 2024.
 - i) *Activity:* Select from among interested members of the CHIP Coalition to meet regularly and steward the CHIP implementation
- c) *Objective:* Train 100 youth and adult community members on community organizing and policy advocacy to lead community outreach focused on census tract 44.01 by December 2028.
 - i) *Activity:* With funding from the CHIP budget, experienced CBOs selected by the CHIP Steering Committee will train and mobilize community members to engage in community organizing/mobilization activities

2) Goal: Increase income through program eligibility and employment to reduce poverty

- a) *Objective:* By December 2028, increase the percentage of people with incomes above 200% of the federal poverty level from 38.1% to 65%.
 - i) *Activity:* With funding from the CHIP budget, experienced CBOs and partners from the CHIP Coalition selected by the CHIP Steering Committee will conduct at least two targeted outreach events per year for union apprenticeships, local job training and hiring, navigating entrepreneurship and career pathways – including mentorship/shadowing, and community college/technical school enrollment and financing by December of each year.
 - ii) *Activity:* With funding from the CHIP budget, experienced CBOs and stakeholders from the CHIP Coalition selected by the CHIP Steering Committee will conduct at least three enrollment events per year for eligible census tract 44.01 residents to access earned income tax credit,

- social service benefits programs and other financial empowerment opportunities by December of each year.
- iii) Activity: The 100 trained youth and adult community members will partner with CHIP Coalition members to develop and champion policy recommendations to address income insufficiency in Sacramento County.

Food Access Goal

3) Goal: Promote access to and consumption of culturally relevant healthy foods through education, advocacy, and community engagement

- a) *Objective:* Reduce food insecurity from 11.7% to 9.0% in Sacramento County.
 - i) Activity: By December 2024, the Food Access subcommittee of the CHIP Coalition will create a county-wide Food Action Plan.
 - ii) Activity: By March 2025, the CHIP Steering committee will identify CHIP implementation goals for food insecurity actions in census tract 44.01.
 - iii) Activity: With facilitation support from the CHIP Coalition food advocates, 100 trained youth and adult community members will develop and champion policy recommendations to improve food access in Sacramento County.

Housing Insecurity Goal

4) Goal: Reduce the number of people becoming unhoused in Sacramento County.

- a) *Objective:* By December 2028, reduce the number of evictions in census tract 44.01 by 50%.
 - i) Activity: With funding from the CHIP budget, experienced housing partners within the CHIP Coalition selected by the CHIP Steering Committee will connect households at imminent risk of homelessness in census tract 44.01 to stabilization resources to avoid literal homelessness.
 - ii) Activity: With funding from the CHIP budget, experienced legal aid and resource navigation partners within the CHIP Coalition selected by the CHIP Steering Committee will provide access to legal aid education, consultation, and/or representation to ensure individuals and families are informed of their rental rights and provided guidance.
 - iii) Activity: With facilitation support from the CHIP Coalition housing advocates, 100 trained youth and adult community members will develop and champion policy recommendations to address the housing displacement and affordability – the root causes of homelessness and housing inequities in Sacramento County. The two policies will focus on eviction prevention and stabilizing housing cost.⁴⁵

Mental Health Goal

5) Goal: Reduce barriers to physical and mental healthcare.

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- a) *Objective:* By December 2028, increase the number of census tract 44.01 residents who are insured from 85.1% to 95.0% -- with a special focus on MediCal Managed Care enrollment for undocumented residents and small business marketplace enrollment.
 - i) *Activity:* The CHIP Coalition and 100 trained youth and adult community members will conduct an outreach campaign which includes at least two in-person events, targeted phone calls, local announcements, media ads, and door-to-door canvassing to reach and enroll eligible uninsured persons and small businesses
 - b) *Objective:* By December 2028, MediCal Managed Care Plan partners will increase the number of members receiving housing services, follow-up after adult mental health visits to the ER, and pediatric screening by 5% in zip code 95820, with a focus on census tract 44.01
 - c) *Objective:* By December 2028, increase census tract 44.01 residents' awareness and participation in community mental health services by 10%
 - i) *Activity:* With funding from the CHIP budget, the 100 trained youth and adult community members and the CHIP steering committee will conduct a communications campaign to raise awareness of the 9-8-8 emergency line by 50%
 - ii) *Activity:* The CHIP Coalition and 100 trained youth and adult community members will partner with MHSA programs to increase the number of census tract 44.01 residents participating in MHSA programming by 10%

The CHIP team anticipates several of these activities to be funded using transparent and community-driven decision-making processes. In 2023, the Sacramento County Board of Supervisors approved Public Health Advocates to manage Centers for Disease Control and Prevention funding for CHIP activities until May 2024 (extension anticipated until May 2026).

CHIP Evaluation

The CHIP Steering Committee will meet alternating weeks to maintain momentum and accountability towards fulfilling the goals and objectives described in the CHIP. A CHIP-funded evaluator will also add capacity to CHIP evaluation strategy and activities. Progress toward goals and objectives will be monitored semi-annually and will include internal CHIP program activity updates from the CHIP Coalition and funded CHIP partners in addition to updated external health outcome data.

The annual progress report (APR) will use population data, program data and periodic community surveys to benchmark progress on stated goals and objectives. The APR will also include an annual detailed revision plan with needed changes to