

**Notes on the Tuesday, November 4<sup>th</sup>, Noon meeting  
of the SSU Campus Working Group on the  
Health Care Crisis in Sonoma County  
Salazar seminar room 1061**

Initial note of thanks: Please note that Jessica had a November meeting notes draft ready for editing soon after the November meeting. Skip

Call to order: 12:05

**Present:**

Liz Close, Chair, Nursing, SSU	(707) 664-2654	<a href="mailto:liz.close@sonoma.edu">liz.close@sonoma.edu</a>
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Jeremy Tucker, Pre-med student, SSU	(760) 815-8304	<a href="mailto:ChauncyMcgregor@netscape.net">ChauncyMcgregor@netscape.net</a>
Richard Zimmer, Professor, Hutchins School, SSU	(707) 664-3181	<a href="mailto:zimmer@sonoma.edu">zimmer@sonoma.edu</a>
Observer: <b>Sean</b> , Psychology Student		
Notetaker: Jessica Froiland		<a href="mailto:jfroiland@santarosa.edu">jfroiland@santarosa.edu</a>

12-12:05: *Informal hellos.*

12—12:10

● *Initiative Timeline:* Skip drew a timeline from November to May on the board and inserted the following: November: Monthly meeting of campus working committee, 1<sup>st</sup> Tuesday at noon; Cooperage reserved for April conference. November/December: Submitting narrative and budget to plus or minus eight foundations. April: 24-25<sup>th</sup> Cooperage Conference. May: 8-9<sup>th</sup> The Hills and Skip, National Health Plans. Skip invited committee members to add critical dates to the timeline. (*Nothing added at the meeting.*)

● *Foundation Seeking Report:* In draft. Several important grant applications on the horizon and need for matching funds. Identified need for communication or announcements about synergistic projects on this campus.

During the meeting, participants went around the room and briefly introduced themselves, giving name and department or program affiliation.

12:10—12:30

Josh Schultz spoke about the initiative draft components: Draft is in large part a product of Skip Robinson with input from Carolyn Epple. It needs tailoring to specific sponsor requirements, and to observe conventional formatting of campus administrators. Need to create a master budget of needs identified so far. When seeking funding from foundations it is customary to send letters of inquiry to start, followed by full proposals when appropriate. Described two ways to approach this: 1) look for funders who want to fund a comprehensive project, refine project parameters; 2) piecemeal, get specific funders for different components such as research or conferences. Explained the shape of the draft:

faculty projects, staffing needs, conference coordination, website maintenance; outline of costs related to three or four major areas of the project; sort persons into appropriate budget categories.

Skip indicated that a piece from Carolyn for the budget is still coming. Gave a quick overview of six primary foci of the initiative:

- 1) Potential for campus dialogue to improve health care career studies on campus.
- 2) Campus community dialog broadening ideas that are developing, furthering state-of-the-art health care plans that can be developed at different levels.
- 3) Foundation fund drive: more help is needed targeting and approaching funders.
- 4) Research: There are nine or more areas where we can improve health care and lower or moderate health care costs and lower inflation curves: mathematical studies for example, the actual net cost of covering/giving access to those who don't have health care except through "bizarre or expensive ways." Also consider figures from doctors' perspective of the workload versus reimbursement rate (also nurses and other health care professionals). This will probably drive up the cost of the project. Another example, states and cities going to Canada for their prescription drugs, which brings up issues such as the dysfunction of the FDA, cost containment methods in hospitals and ambulatory care units, and what is going wrong with the way Sonoma county is using health care dollars? Get numbers ready for the spring conference in April.
- 5) Strategic prevention: studies are on the verge of coming out. We have a contact at the University of Texas who is part of the group looking at cost and care fitting into the prevention model.
- 6) Improvement of opportunities for training and retraining of professional health care workers. How can we support them? (Fits in the "Content" category of the budget.)

Skip further noted that the first round of funding came from the university and supported the upgrade of the website. The on-line library is being expanded and updated for a much richer web resource for academe and for the community.

*Discussion ensued:* Richard Z. suggested that the university can spread itself too thin. Recommended getting the Academic Senate involved and get university commitment behind the initiative, not restricted to dollars. The goals of this project need to enter into strategic planning of whom we hire and department plans. Include decision-makers across campus in discussion of how the university handles itself. Josh S. suggested raising this issue in the Provost's strategic planning group, and tying it to the Academic Senate. Richard Z. suggested more attention to promotional measures, e.g., get a newspaper article out and generate buzz in the community. Further discussion: There are reporters assigned to cover the health care crisis here. Could we arrange to have Skip interviewed as our contact person? Also invite Brad Bollinger to do a story as a hook into the business community. The *New York Times* recently did an article that suggested employers abandon providing health coverage and move toward socialized medicine. Think systematically about what the center point is for different groups.

With 22 minutes left, the group voted on which two of the following four discussion points to cover: Academic Development, Research Needed, Conferences/Meetings, Academic Year Priorities. Priorities and Research were selected by a show of hands.

12:30—12:40: *Academic Year Priorities*

● Alan P. identified raising awareness, getting connected and bringing contacts out of the woodwork. Would like more information about some of the pieces that are do-able.

- Liz C. would like to see projects defined and the role of SSU as clearinghouse for the county established: who does what for whom in this county. Liz also commented that the physician problems are minimal compared to nurses who move from place to place to work (“travelers”). As it costs \$40,000 to turn over one RN position, retention is critical. Liz quoted a yearly figure for travelers and noted that a chunk of it goes to brokers, which must be understood by the community. She also said that the education done at Santa Rosa Junior College isn’t done at SSU (radiology tech training, dental assisting, etc), and that impacts students who must spend time traveling to their classes. ●Skip R. said he would like to outline information sources and categories of information to turn over to the consortium webmaster, also to raise money for it. ●Liz remarked that the business school article in the Press Democrat last week was more about distance education technology to educate nursing students. She would like to see retraining of our own workers but with an emphasis on saving them transit time and conducting web-based lessons. It may be that saving one student two hours of transit time per week translates into eight hours of shift/work savings per month. A priority then could be framing of distance education and on-line courses in the programs besides nursing. Concrete contribution is made if we educate students without removing them from the workplace to do it.
- Skip indicated a meeting to discuss this was to be considered for the week of November 10. He also said that a key element is that this approach uses the web rather than a dedicated line, allowing students access from home or from work.
- Susan H. asked what a good source is for getting started on statistical information gathering. Suggestions included: California Health Care Federation website: [www.CHCF.org](http://www.CHCF.org), then one way would be to type in “Sonoma”; start from our own initiative website; and utilize the daily reports posted on the Kaiser Foundation website.
- Carolyn E. asked for an overview so people can begin working on pieces. Maybe a visual chart depicting how we got to this place.
- Skip R. agreed that a systems presentation of where we are now and how do we get out would be helpful.
- Richard Z. suggested contacting Norma Clee, a Hutchins, also the Center for Distributive Learning. Strongly recommended getting time at department meetings. Threw out the idea of having a graduate student in the History Department write a thesis about this movement, and generally utilizing some of the other built-in assets that the university affords.

12:40—12:50: *Research Needed*

- Carolyn E. identified insights on ethnographic impact of health care crises: what is it like for those on the ground who are losing health care. Another crucial piece is prioritizing areas of cutbacks, for example anti-retrovirals funding in the community is being cut back at the county level. Skip R. noted mental health cut backs as well.
- Susan H. asked what funders will want from us besides budget goals, etc. How will we justify to them that we are worthy of their investment?
- Skip R. commented that Sonoma County is one of a limited number of counties in the state that are fighting back with some thought and effect. Research needed to see what’s going on in the country that we can adopt, and what can we do here for less cost that is better? What can we use as a model? If everyone is broke except the locals, why not learn to use the locals as a model.
- Richard Z. noted that more research is needed on gerontology, on retired persons, on cross-cultural use and on sexual behavior in Sonoma County. He also remarked that insurance providers appear to adjust pricing according to real estate and other considerations to squeeze higher profits from health care recipients.
- Vincent R. recommended beginning to put focus on academic track and in areas with less advocacy, such as nursing home management, and to bear these things in mind for the April conference.

*Closing one- and two-word comments around the room:* “More exciting.” “Been helpful.” “Student involvement.” “Overwhelmed.” “Whelmed.” “Thank you.” “Develop deliverables.” “Charge!”

Adjournment: 12:50 PM

Handouts: SSU Initiative on the Health Care Crisis in Sonoma County, Narrative, Ninth Draft, Budget Spreadsheet/Sponsors

Respectfully submitted by Jessica Froiland