

Stanislaus County Forces of Change Assessment - Threats and Opportunities

Forces (Trend, Events, Factors)	Threats Posed	Opportunities Created
SOCIAL		
Lack of understanding about Public Health	No buy-in for PH activities or priorities	Continued marketing of PH and PH101
		Potential for community self-empowerment
Large Hispanic population	Culture and language barriers	Opportunity to reach large segment of population if correct media and strategies used.
	Cultural insensitivity	Forum for cultural competency
Large Migrant population	Periodic influx of new population possibly introduction of communicable diseases	Opportunity to develop partnerships
	Short time to capture audience and disseminate important messages	Developing standing communication on health risks/prevention during various seasons.
High prevalence of obesity - poor nutrition and sedentary lifestyle	Increasing heart disease and diabetes	Opportunities to implement preventative activities
	Strain on county health care	Partner with providers, parks & rec, school districts and employers (etc.) to join fight against obesity
High prevalence of STD's	Uncontrolled outbreaks and spreading of disease	
High use of ER for medical care	Contribute to hospital deficit -uninsured and inadequate reimbursements from private and gov't sources	Increase access to clinics and non emergency care
	Continued use of ER as primary care	Opportunity to capture uninsured with existing coverage availability
	Amplifies effects of staff shortages	
Lack of connectivity in rural areas	Unequal access to information	Investigate methods of reaching these populations to educate on public health and how messages will be disseminated to them.
	Lack of participation on important PH activities, efforts	Partner with CBO's in these areas

Forces (Trend, Events, Factors)	Threats Posed	Opportunities Created
SOCIAL CONT'D		
Uneven distribution of Healthcare providers	Unequal access to care for rural populations	Partner with public transportation to address routing
	Residents accessing healthcare when too late, no focus on prevention or screening	Opportunity to open satellite clinic
Growing elderly population		
Unstable family nucleus	Unsupervised children, increased injuries and bad health	
Influences from Media saturation		Opportunity for positive behavioral changes using media effectively
Increasing Assyrian population	Language and culture barriers	
Perception of Public Safety	Mistrust toward law enforcement agencies	
Disparities in school districts	Unequal opportunities for higher learning	
ECONOMIC		
California Budget Crisis	Additional loss of funding for PH activities	Applying for grants to fund or enhance PH activities
	Additional constraints/categorical funding that restricts how funding is used.	
Welfare reform	Decrease in providers that accept medi-cal due to inadequate reimbursement	Form a safety-net provider advisory group
	Increase in persons who do not qualify for gov't assistance or have high share of cost	
Lack of employment opportunities within county	Increase in uninsured and underinsured	
	Busier lifestyles due to commuting, 2 income households,	

ECONOMIC CONT'D		
Increase in Healthcare and Pharmaceutical costs	Costs past down from employers to employees and consumers causing expensive unaffordable premiums	
	Hospitals and safety-net providers increasing deficit due to inadequate reimbursements.	
New Kaiser facility		Possibility of offering more options on affordable HMO
Shift in PH funding to Emergency Preparedness	Lack of focus on chronic public health issues	
	Funding being reallocated from standard PH activities to new focus	
Housing Boom	Increase in population needing Healthcare with existing providers/hospitals/clinics	May be more appealing to attract new providers
	More competitive housing market causing housing prices to soar.	May bring more economic developments bringing more jobs to the area.
	Saturation in employment opportunities.	
	Priorities not centered around health but on economic survival	
ENVIRONMENTAL		
Tire fire	Mistrust of government agencies	Opportunity to work with other agencies to address continued concerns of affected population
	Long term health effects of fire	
Bad air quality	Increased effects on respiratory illnesses	
Lead exposure (paint, Candy)	Health effects on children especially high risk populations	
Pesticide Use	Short term and Long-term health effects and risks (ie asthma, Cancer)	Potential partnership with DER, AG and community advocates
Community design (not conducive of walking)	Contributing to lack of physical activity	
	Access to safe transportation	

POLITICAL		
New State Government leadership		
HIPAA	Additional burden on health care clinics and agencies	Increased patient protection
New CEO and Board of Supervisors		
Managed Care		
Homeland Security		Continued increased protection against terrorist attacks
TECHNOLOGICAL		
Lack of internet connection	Not equal access to information	
Bioterrorism threat		
Digital divide	Communities continue to get left behind	