**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

- African-American: 41%
- Asian: 57%
- Hispanic: 54%
- White: 50%

### 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

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

**South Stockton**
Healthy Places Index: 13.3

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

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.