

# Community Focus

Community Focus has been a big priority for CenCal Health over the last year or so. Our goal has been to get more involved in our community at large, and in both counties. We're happy to report that we've been very busy and feel confident that we are doing outreach that is critical to our members. There is not enough space to inform the reader of all the activities we've been involved in so we will highlight our two biggest achievements over the past year. These included the 1st Annual Childhood Obesity Summit in January 2008, in addition to our focus on heart health and our partnership with the American Heart Association. The Obesity Summit was a great success, drawing over 130 healthcare professionals from both Santa Barbara and San Luis Obispo counties together to discover the latest thinking on the obesity epidemic in this country. Specifically, we have started with childhood obesity, and will work our way towards adult obesity in time. This forum allowed people to learn from each other, network, and brainstorm. A 2nd Annual Obesity Summit is scheduled for February 11, 2009.

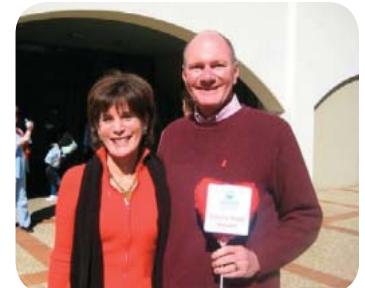


*CenCal Health employees participated in the American Heart Association's Walk at Work Day.*

*"Through our new partnership with San Luis Obispo County, we have not only increased the number of people we serve, but have also increased our ability to serve our members. This is due to having the resources and commitment of the providers, local government, staff and community in both counties to draw from."*

**Janet Wolf**, County Supervisor

Secondly, CenCal Health was the Presenting Sponsor for the American Heart Association's Heart Walk this past year. This was an opportunity for us to raise money for much needed research on heart disease and stroke, while getting our new name, CenCal Health, out into the community at an important time for us – our 25th anniversary. It was a tremendously successful campaign, and CenCal Health was ranked in the top 2 companies in the Santa Barbara area in fundraising efforts. We were proud to have 30 CenCal Health employees walk and raise money for the Heart Walk.



*2nd District Supervisor, Janet Wolf, and CEO, Lyle Luman*