



## Rising Above: Changing the Tide of Preventable Conditions

### Scoring Guide

Southern Central Valley counties have some of the highest prevalence and death rates in California due to preventable conditions like diabetes, heart disease, obesity, stroke, respiratory disease (i.e. asthma and COPD) and substance abuse. Many individuals and families are affected by these conditions and yet there is hope. Many of these conditions are preventable through healthy lifestyle habits and there are many community resources to help individuals and families learn about these conditions and to understand how to prevent them.

**THE GOAL:** Produce a powerful short film **(not to exceed 4-minutes)** that inspires, educates, equips and challenges the viewer to make healthy lifestyle changes in order to curb the onset of preventable conditions impacting our community.

**Required Content:**

- Pick a preventable health condition affecting our community
- Show **how** this condition is affecting our community through an inspirational story of an individual, family or community
- **Call to Action:** Provide education on practical healthy lifestyle choices proven to help prevent the condition and highlight community resources available to help
- Statistics and data must be accurate and record of references kept

Points Possible	Criteria
25	Video includes an inspirational personal story of an individual, family or community that clearly communicates the impact of preventable health issues common to the Central Valley.
20	Video challenges the viewer with a “call-to-action” regarding healthy lifestyle choices that are appropriate, practical and supported by evidence.
20	Video follows basic film techniques (rules of thirds, transitions, lighting, jump-cuts).
10	The video is sensitive yet relevant to racial, ethnic, religious and gender differences.
10	Highlights a community resource to help in the prevention of the condition
10	Video provides current and accurate data and statistical information.
5	General audio quality is balanced throughout the film
<b>Extra 5</b>	<b>Video is available in both English and Spanish (audio or subtitles)</b>



## References to Help Gather Data and Recommended Lifestyle Changes:

1. **America's Health Rankings**  
<https://www.americashealthrankings.org/explore/annual/measure/Diabetes/state/CA>
2. **California Counties Health Profiles**  
[https://www.cdph.ca.gov/Programs/CHSI/CDPH%20Document%20Library/CountyProfiles\\_2019.pdf](https://www.cdph.ca.gov/Programs/CHSI/CDPH%20Document%20Library/CountyProfiles_2019.pdf)
3. **Central Valley Community Health Needs Assessment**  
[https://www.hospitalcouncil.org/sites/main/files/file-attachments/final\\_central\\_valley\\_chna\\_3.18.pdf](https://www.hospitalcouncil.org/sites/main/files/file-attachments/final_central_valley_chna_3.18.pdf)
4. **Burden of Diabetes in California – American Diabetes Association**  
<http://main.diabetes.org/dorg/PDFs/Advocacy/burden-of-diabetes/california.pdf>
5. **Burden of Diabetes in California – California Department of Public Health**  
[https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CDCB/CDPH%20Document%20Library/FINAL%20Rpt%20\(1877\)%20DM%20burden%202014\\_9-04-14MNR3.pdf](https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CDCB/CDPH%20Document%20Library/FINAL%20Rpt%20(1877)%20DM%20burden%202014_9-04-14MNR3.pdf)
6. **Let's Get Healthy California**  
<https://letsgethealthy.ca.gov/goals/living-well/decreasing-diabetes-prevalence/>
7. **Diabetes Prevention Through Lifestyle Change Programs**  
[https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CDCB/CDPH%20Document%20Library/DiabetesPrevActionPlan\\_FinalADA-07%2003%2018%20v2.pdf](https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CDCB/CDPH%20Document%20Library/DiabetesPrevActionPlan_FinalADA-07%2003%2018%20v2.pdf)

## Prevention Programs:

1. **Kaweah Delta's Empowerment of Better Living program and Support Groups**  
<https://www.kaweahdelta.org/Our-Services/Community-Outreach/Empowerment-For-Better-Living.aspx>  
<https://www.kaweahdelta.org/Events/Support-Groups.aspx>
2. **Smoking Cessation Program**  
<https://www.thelifestylecenter.org/training-goals/smoking-cessation/>
3. **Nutrition for Diabetes & Obesity**  
<https://www.kaweahdelta.org/Our-Services/Diabetes.aspx>  
<https://www.thelifestylecenter.org/training-goals/nutrition/>