

Our overarching goal - to develop collaborations and help move community health improvement initiatives forward

Context and Background / “The Current Status”

- Opportunities: Sierra County has many assets, we need new ways of working together on a consistent basis, ability to align and enhance impact, potential for future health plan engagement
- Challenges: mobilizing community and meeting during non-working hours, virtual vs. in person decisions, harnessing and aligning with efforts already underway

Advisory Group Role and Responsibilities:

- Primary decision-making body of the CHIP process, offering guidance on goals, priorities, activities, and overall direction of the CHIP.
- Ensure that the CHIP is SMARTIE and meets the true needs and priorities of the community.
- Offer insights and recommendations about how to move work forward based on community knowledge, expertise, and experience.
- Steward the process by helping to engage and encourage community participation.
- Support integration of health equity, inclusion, and sustainability to the planning process.

Advisory Group Objectives:

- Engage Key Stakeholders
- Finalize Community Health Improvement Goals
- Develop Shared Vision & Action Plan
- Aid in Finalizing SMARTIE Objectives & Metrics
- Aid in Mobilizing and Aligning Resources and Funding
- Foster Community Ownership & Leadership of the CHIP Process
- Promote Health Equity
- Support Collaboration & Communication
- Aid in Decision-Making and Adjustments Based on Evaluation



PESTEL Key Priorities for Deep Dive into Root-Case Analysis:

- **Nutritious food access**
 - Economic: economically not viable for stores to keep produce in stock due to spoilage (lack of consumer purchases or timely purchasing); limited options and nutritious foods are more expensive; transportation is a potential barrier with less expensive and more options 1 hour away
 - Social: personal preferences; healthy vs. convenient mindset; public may be unaware of local food bank and/or commodities options, public transit available to grocery shop in Reno, how to use the fresh options available
 - Technological: lack of infrastructure in many of the convenience stores to keep fresh food fresh longer
 - Environmental: lack of infrastructure in small stores to keep food fresh for optimal time; transportation barriers with less expensive and more options 1 hour away
 - Legal: Potential county restrictions on creating farm stands on individual properties?
- **Recreational Activity**
 - Economic: cost of transportation may be a barrier; cost of renting available spaces may be an issue
 - Social: perception is that there are a lot of recreational activities already; perhaps this is more of a communication issue; not everyone is comfortable using social media/technology; getting people to attend seems to be a challenge; sustainability issue once started
 - Technological: not everyone has broadband; no Facebook page for Sierra County HHS; lack of infrastructure or coordination of events; communication barrier – getting the word out
 - Environmental: transportation barrier, especially in winter months and on weekends



Reflection:

- Where do you go to find out about community events?
- How can we get the word out more effectively?
- How can we get others involved?
- What would draw an average community member into participation with the CHIP?
- When should we meet next?

Next Steps:

- Tina to finalize goal statements with PHIL consultant and send them to Advisory Committee for written feedback
- April Community meeting to:
 - 1) Gather perspective on goal statements - *Real priority is to ensure that the goals developed address root causes of the priority issues.*
 - 2) Gather perspective to create a shared vision for community
 - 3) Ask for people to create working groups to identify & prioritize activities
 - When in April? Where?
- Can we use partner and stakeholder logos?

Partners and Stakeholders:

- High Sierras Family Resource Center
- First 5
- Eastern Plumas Healthcare
- Partnership Healthplan
- Can we add to the list?
 - Loyalton Rotary
 - 4H
 - Senior Collaborative
 - Senior Center

