Sierra County Community Health Improvement Plan   Advisory Group Meeting Agenda for   01/30/2025

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:

- Primary decision-making body of the CHIP process, offering guidance on goals, priorities, activities, and overall direction of the CHIP.

Advisory Group Responsibilities:

- 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 (to be reviewed and refined with the group)

- 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 Concept Map for Deep Dive into Root-Case Analysis

- Key findings | Need your feedback
- Nutritious food access (Downieville)
  - Economic: economically not viable for stores to keep produce in stock due to spoilage (lack of consumer purchases or timely purchasing), costly to implement new systems of keeping food fresh longer, nutritious foods are more expensive
  - Social: lack of knowledge amongst store owners of supports/grants available to purchase better refrigeration/infrastructure for fresh produce, personal preferences, healthy vs. convenience mindset, Sierra City food bank possible disincentivizing people from engaging in program, people don't always know how to use the fresh option available, perception of farmers markets no longer available
  - Technological: lack of infrastructure in many of the convenience-type stores to keep fresh food fresh
  - Environmental: lack of infrastructure in small stores to keep food fresh for optimal time
  - Legal: Potential county restrictions on creating farm stands on individual properties?
- Nutritious food access (Loyalton)
  - Economic: limited options (Leonard's and White's) are expensive and poor-quality foods; transportation is a potential barrier with good quality grocery stores around 1 hour away
  - Social: people may not know about public transit available to grocery shop in Reno, people may not know about local food bank and/or commodities options, perception that kids don't like "healthy" options served at schools, healthy vs. easy choice mindset
  - Technological: lack of infrastructure and coordination of community garden options
  - Environmental: healthy options are an hour away, perceived transportation barriers
- Recreational Activity (Downieville)
  - 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
  - Technological: not everyone has broadband; no Facebook page for Sierra County HHS
  - Environmental: transportation barrier, especially in winter months and on weekends
- Recreational Activity (Loyalton)
  - Economic: cost of transportation may be a barrier; cost of renting available spaces may be an issue
  - Social: getting people to attend seems to be a challenge; sustainability issue once started
  - Technological: lack of infrastructure or coordination of events; communication barrier – getting the word out

Reflection
- 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
- Feb Community meeting -- perhaps virtual -- 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