



Healthy Mendocino Leadership Team

November 19, 2020 1PM-3PM Zoom Meeting

Minutes

Key Takeaways:

- We have met our fundraising goal for the 2020/2021 FY with the addition of Community Foundation and Mendocino Coast Healthcare Foundation funding.
- Staff is recording website tutorials for building dashboards and reports and using site functions
- Staff is hosting a webinar with the Equity, Diversity, and Inclusion Task Force on Dec. 9th 12PM.
- Patrice is working on a report about the CHNA. This report will be completed in January and will determine whether a CHNA will be conducted this cycle.
- Staff will reach out to Leadership Mendocino to collaborate on a prompt topic for the next Healthy Mendocino Roundtable (December 10th at 1PM)
- Leadership Team members will be deemed as resigned if they miss 5 consecutive or 6 cumulative LT meetings in a 12-month period. We value your perspective so please consider appointing a representative from your organization if you are unable to attend regularly.
- Adventist Health will roll out Blue Zones in Q1 of next year. Roseanne is talking to partners to understand concerns and how work in the community may intersect.
- No December meeting—next meeting is January 28th at 1PM

Present on Call: Roseanne Ibarra, Patrice Mascolo, Molly Rosenthal, Miranda Ramos, Clinton Maxwell, Jill Damian, Donna Schuler

Absent: Patty Bruder, Victoria Kelly, Menaka Olson, Stacey Pollina-Millen, Michelle Hutchins

Meeting Commenced: 1:00PM

Financials

Financials will now be presented quarterly

Fundraising Update

The Community Foundation approved \$2k a year for the next 3 years. Mendocino Coast Healthcare Foundation (MCHF) awarded us \$5k for the 2020/2021 FY. Excited to welcome MCHF to funding partners and their ED will now be on our Roundtable.

The \$7k we have raised makes up for the MCOE funds and MCHC funds we are not receiving this year and helps us meet our fundraising goal. We have \$125k of committed funds. We plan to apply for the Community Foundation's COVID-19 non-profit relief grant for the amount of 1,500 in January.

Healthy Mendocino Updates

Website:

We are now producing newsletters on a bi-monthly basis. Our Nov/Dec Newsletter features an article by Molly about [Mendocino Coast Children's Fund Breathe Easy Project](#). The article was well received by some community partners.

The [Local Health Events Calendar](#) has been revamped and we are encouraging organizations to submit their own events. We hope to make this a valuable resource to find health and wellness related trainings, workshops, meetings, support groups and events. The calendar used to be used quite a bit, so we're excited to get it up and running again.

Additional new features on the website include the [Healthy People 2030 tracker](#) & [Women's Well-Being Index](#). HM was asked, along with many other NCO Community Wellness programs, to take an active role in Calfresh advocacy. Staff completed a 4-hour training with Lily Carvello at the County and created a [Calfresh](#) page.

Staff has been trained on creating new data indicators and is looking for local and national sources for data. We received data from RQMC from 2017-present and will create an indicator to show trends over the last 3 years. September Google Analytics show there was a lot of traffic going to the Mask Awareness Project. The overall traffic to the HM website went down in October to 1,900 total page views from 2,518 in September.

Webinar in December:

On December 9th 12-1:30PM HM will be hosting a webinar with the Equity, Diversity, and Inclusion Task Force. This Task Force was formed when joint Latinx leaders made a request to the County for more intentionality around equity and COVID information. One of the asks was the formation of this Task Force, whose work will carry beyond the pandemic. They are currently meeting to identify priorities and strategies.

This webinar is intended to introduce the Task Force to the wider community and provide the opportunity to talk about their goals and upcoming activities. They will also take questions from attendees. The invite for this webinar will be sent Monday. We hope you will attend.

Website Tutorials:

Molly will be putting together a series of recorded, short tutorials on the website that shows users how to build custom data dashboards and reports, maneuver through Promising Practices, etc. We hope to have these videos and a tutorial page completed for the January/February newsletter.

CHNA:

Patrice has been slowly talking to agencies who have either been involved with the CHNA in the past or you may have used the CHNA in their work. At this point, we do not have funding to do a collaborative CHNA, so we are collecting information on how organizations use this report and whether it's of value. So far, most organizations value the CHNA but it has been challenging to get them to commit to funding the collaborative. The CHNA process would begin next spring, if continued.

211:

United Way of Wine Country would like to get 211 back into Lake and Mendocino County. There are a lot of good aspects to 211 as it is a great resource for individuals without internet access or devices and a central place professionals can refer their clients. United Way is hoping to get funding from the County to reinstate 211, and if so, they will move ahead. HM could possibly be a partner for this project.

Roseanne is the Mendocino County representative for the United Way Board of Directors. She mentioned that 211 has put a bad taste in many organizations' mouths as it is clunky on the back end and the platform needs a lot of improvement. United Way will be looking into improving the platform if they reinstate it. Roseanne is an advocate for having a central place for resources since each organization seems to have their own guides. She is hopeful that if 211 is adopted again, it will be improved.

Clinton mentioned that in a rural county it is essential to have grassroots groups feeding the 211 system. A lot gets missed if someone from outside the county is updating the database. Clinton mentioned the school districts

would be a great partner for this project as they have a big footprint in the community. He offered to help facilitate this partnership.

Healthy Mendocino Roundtable Meeting—December 10th at 1PM

Staff asked for input on possible prompt topics to ask the Roundtable. The prompts are sent out a week in advance to give attendees time to prepare and are intended to stimulate conversation and sharing among community leaders.

Possible topics were discussed: the CHNA and how the priority areas fit in to the new CHNA under COVID; addressing health and burnout among our workforce; how do we strengthen in-person work experience post-COVID; knowing what we know now, how we will pivot our emergency response plans in the future; how has the “lack of choice” the pandemic has forced us into is affecting our future work; how do we deal with the loss of control over the choices we are having to make for our organizations.

The topic should be forward-facing and proposed through the lens of the CHNA priority areas—mental health substance abuse and domestic abuse. There are already so many community conversations going on in the county. This roundtable should be another opportunity to verify the priority areas and tie the current events back into HM’s purpose.

Roseanne suggested staff connects with Holly Madrigal of Leadership Mendocino on a collaboration for this. LM tends to have uplifting topics and may be interested in hearing what established leaders are experiencing. Molly and Patrice have already initiated conversations with Holly about partnering on some community conversations and engagement work and on emerging leadership orientation framework. This seems like a good synergy. Staff will schedule a meeting with Holly.

Strategic Plan

Staff presented the Strategic Plan Dashboard which is a paired done version of the Work Plan to show progress towards the goals and objectives. This document will be presented at each LT meeting.

The Team thought the dashboard looked fantastic and was pleased that HM now has a Strategic Plan with clear goals and strategies. The Team commended staff for putting all this work in.

Clinton mentioned the dashboard is a great start to documents required for the Council of Accreditation operating procedures process. Patrice was unsure if NCO goes through this process and will check with Patty.

The document can be evolved as circumstances change, but at a certain point it needs to be approved and adopted. The 3-year plan can be reviewed each year. Patrice will send out the final strategic plan and collect any changes and email approval from team members.

Leadership Team Attendance

The perspectives from each of the team members are so important to this work. The minutes are comprehensive, but only really highlight what happens at each meeting. We really need each member to be here on a consistent basis to participate in the nuanced conversation. As a reminder, if you’ve missed 5 consecutive meetings or 6 cumulative meetings in a 12-month period you will be considered resigned from the Team. If you are finding your schedule to busy to attend the meetings monthly, please consider appointing a representative from your organization. Patrice is talking to members that have not been able to attend regularly and asking for emerging leaders in their organizations to represent them if they can not attend.

The LT may be getting a new NCO representative because Menaka is very busy.

Patty receives invites to both the LT meetings and the Roundtable. She is very busy, but the team felt it was important she attends. She is chair of the HHS Advisory Board and essentially our liaison for the County.

Announcements

Roseanne— Jason Wells, President of Adventist Health in Mendocino County president is transitioning to a new role in Roseville, CA. There has not been an official announcement of his replacement, but interviews are in the final stages.

Additionally, Mendocino County has been earmarked as the first Adventist Health community to roll out Blue Zones (BZ). This will be happening in Quarter 1. Roseanne will be reaching out to all partners to understand their concerns before inviting Blue Zones staff to make their pitch. One of the biggest concerns from a few years ago was the cost of the program. Now that the program is owned by Adventist, the cost will not be as high, however they will still need community contributions. Roseanne wants to be respectful to the work already underway to improve community health and to better understand the initiatives that intersect with the work. So far, it is undecided whether BZ will be rolled out in Ukiah, Willits, or Fort Bragg first.

Donna—The new Public Health accreditation deadline is March 19th 2021 which will be challenging to meet since she and Julie Beardsley are the only ones working on accreditation.

Next Steps

Email Strategic Plan to LT and collect approval of document

Meet with Leadership Mendocino to partner on December Roundtable

Projects: webinar, tutorials, CHNA research, data, emerging leader framework

Next Meeting

December Meeting is canceled. Next LT meeting is January 28, 2020

Meeting Adjourned 2:30PM

Respectfully Submitted by Molly Rosenthal, Healthy Mendocino