



Healthy Mendocino Leadership Team

January 28, 2021 1PM-3PM Zoom Meeting

Minutes

Key Takeaways:

- Two new Leadership Team members were introduced: Mary Norris—Chairwoman of the Cahto Tribe in Laytonville; Debra Ramirez—Little River Band of Pomo Indians at the Redwood Valley Rancheria
- Due to lack of funding from major partners and the pandemic's worsening effect on the current priority areas, it was decided the CHNA will be pushed back to begin 2023, aligning with the 5-year cycle the County originally needed.
- Healthy Mendocino is contracting with MCOE to help facilitate networking and partnership opportunities between industry and school districts through the Healthy Mendocino Roundtable
- The 2021/2022 fundraising cycle is beginning. In addition to funder organizations, HM is also pursuing grant opportunities from the Community Foundation and the California Department of Public Health

Present on Call: Miranda Ramos, Patrice Mascolo, Molly Rosenthal, Roseanne Ibarra, Clinton Maxwell, Mary Norris, Stacy Pollina-Millen, Donna Schuler, Jill Damian, Roseanne Ibarra, Patty Bruder, Victoria Kelly

Absent: Menaka Olson, Michelle Hutchins, Debra Ramirez.

Introductions

Miranda Ramos, the new Leadership Team Chair, introduced the new members of the Team.

- Mary Norris, Chairwoman of Cahto Tribe of the Laytonville Rancheria. She was recruited by Richard Matens who currently sits on the Roundtable.
- Debra Ramirez, Chairwoman of Little River Band of Pomo Indians of the Redwood Valley Rancheria. She was also recruited by Richard Matens. Debra was not present at the meeting.

Due to Patrice's connectivity issues, the discussion about the CHNA was moved up to the first item on the agenda.

CHNA

Patrice's recommendations: Healthy Mendocino should not begin the CHNA process this spring, but instead align the next one with the County's needs of every 5 years. This would mean the CHNA would start Spring of 2023 with a completion date of late summer/early fall 2024. This new timeline would give HM staff 2 years to fundraise for this collaborative process.

Patrice reviewed her report on the CHNA and her findings from speaking with partners. This assessment is only needed by the County every 5 years but had traditionally been done every 3 because certain partners need the report in that cycle. Patrice spent the last couple months talking to previous CHNA

partners and other county agencies about the upcoming CHNA to get an idea of whether a 2022 CHNA is feasible and would it be of value. She wanted to know if the collaborative CHNA had value to their agency, if they wanted to be a part of it and whether they would be willing to help fund it.

HM funding was reduced this last fiscal year and we don't have funds presently to do a collaborative CHNA. This process, which would start this spring, would require at least an additional \$50,000. The budget for the CHNA is \$76,000, including staff salaries and consultant fees. Excluding salaries, we are looking at almost \$50,000. Many partners do their own needs assessments based on their own needs and, while they find value in the HM collaborative CHNA, they do not actually need it to fulfill a requirement.

Adventist Hospitals typically come in as the biggest CHNA funder at \$30,000 and will be doing their own CHNA going forward. Additionally, ARCH will not be funding Healthy Mendocino in the next fiscal year. ARCH uses the CHNA findings, but they don't need it. The County does need the CHNA but only every 5 years. Originally, they agreed to fund a CHNA every 3 years because other partners needed it more frequently. The CHNA is a large part of accreditation, which is put on hold because of COVID. The whole process is heavily dependent on the County working with Healthy Mendocino. It is unknown whether they will fund a collaborative CHNA in the future due to the restructuring within the agency. Donna indicated that the County is not sure where they stand on this at this point.

LT members pointed out that if we were to do a CHNA this spring, it would likely identify the same priorities as the 2019 report: Mental Health, Substance Abuse and Domestic Violence. The pandemic has only exacerbated these priority areas and has hindered efforts to effectively address them. Starting the assessment in 2023 will likely give the community some rebound time and identify needs post COVID. Patrice's document of who needs it may point to why other partners did not come in to cost share.

Donna indicated the county wants to be involved in any future CHNA and is committed to the collaborative. With the pandemic, there are not enough people to go around to do the work. With the pandemic, their programs and program staff need to focus on operations and meeting the needs of the county.

Some LT members expressed disappointment that the hospitals will no longer be funding Healthy Mendocino. Roseanne shared that Adventist corporate is trying to streamline its activities. AH has 23 hospitals and therefore will have 23 CHNAs. This will require a systemic process. Adventist wants to meld the new Blue Zones process and its approach to community wellness with the CHNA.

Clinton shared that MCOE has workforce development needs and perhaps they could fund a market needs assessment and slip in some health questions. This could be a different sector needs assessment with a health angle. Some sectors not currently involved in the work of Healthy Mendocino may be willing to pay for this sort of collaborative. HM could do a county-wide assessment on behalf of school districts and contract with MCOE.

LT members suggested this could be a time to take a step back and explore if there is a different way to do the CHNA to get more specific on the priority areas. Pushing the CHNA back could provide an opportunity to develop expertise in executing this assessment and collaborative. Healthy Mendocino can explore a broader vision of health beyond the traditional and look at new ways of partnering with Blue Zones.

Financials

4th Quarter Financials

Rent at the coast office has increased, since we are no longer subleasing with Community Foundation. We are now the sole lessee of the office. Rent has increased from \$150/month to \$500/month. Community Foundation Board agreed to help with the rent by paying their original amount of \$150/month through June. We have reduced utilities as we are using an office mate's internet and a pay-as-you go Tracfone for Molly's office phone.

We are still waiting for the \$30,000 from Adventist for FY 20/21 so the 4th quarter financials do not reflect this. The \$50,000 from County is invoiced revenue so it is not reflected either.

Fundraising Update

Healthy Mendocino is contracting with MCOE for \$5,000 to help them engage local business and industry representatives through the Roundtable. At two meetings a year, MCOE will spend 5-10 minutes at the Roundtable meetings a year to discuss state guidelines and grant application requirements regarding a challenge area for K12 Local Education Agencies (LEAs) to engage a diverse Stakeholder group in their local area for district advisory boards. Healthy Mendocino will help facilitate the development of networking opportunities for LEAs so industry knows about the needs of local school districts and how to better partner for common goals such as work based learning development.

We also received a donation from a private citizen following the Diversity, Equity and Inclusion Task Force webinar on December 9th and mention of Healthy Mendocino on Wild Oak Living, a KZYX public affairs show.

Community Foundation Grant

Staff applied for a \$5,000 grant from the Community Foundation Non-Profit Relief Grant under the "preservation" category. We will hear back mid-March.

We are also brainstorming ideas for a California Department of Public Health Equity Grant and looking for ways to collaborate on this grant with other NCO programs and community partners. The grant amount is \$50k-\$300K and is a 2-year funding cycle. Request is live and there is a short window for application—by March 2nd. There is a NCO Community Wellness meeting scheduled to discuss collaborations and ideas for this grant. Healthy Mendocino has a couple ideas, including creating a local training program and cooperative for interpreters (Spanish, ASL, Mandarin...) to address communication equity and language justice.

LT members recommended contacting Loreto Rojas, Mendocino College Spanish teacher and host of Mendo Latino on KZYX, who is looking into a interpreters cooperative model a friend of hers developed on the east coast.

Clinton mentioned this could develop into a pipeline for bilingual clinicians which we need so badly in the county.

Fundraising FY 21/22

Staff will start drafting the fundraising letter and annual report and will be asking for LT feedback at the February meeting. Staff will present the budget in April. Patrice will be sending out another periodic funders update at the beginning of February.

Healthy Mendocino Updates

Website Update

Molly has created a tutorial page and a series of tutorial videos to help end users navigate the website and its functions. We want to ensure the website stays relevant and accessible. There will be a new video released with the March/April newsletter for the *How Do I Get Started?* page.

Donna commented that this is a great way to add value and demonstrate why people should be using the website.

Google Analytics

Staff was unable to pull a google analytics report due to power outages. A report will be presented at the February meeting.

December Webinar with DEI Task Force

On December 9th, staff collaborated on an informational training webinar with the Diversity, Equity, and Inclusion Task Force. Almost 100 people signed up and over 60 were in attendance. This was an opportunity to share the work of the DEI Task Force, their vision for the county and expand on health as a social environment. Unfortunately, the translation function did not work even though this tested fine the day before. This was a major disappointment since access is integral to the work for the DEI Task Force and HM. The Task Force is working on a Spanish training and will share with Healthy Mendocino. You can view the recording of the webinar and power point slides [here](#).

Leadership Team Orientation

We are developing a leadership team packet that includes a history, background, and a glossary of acronyms. Roseanne, Miranda, and Donna are available to answer questions for any new members. Mary Norris praised staff the comprehensive information she was provided before the meeting.

Resource List Collaboration

Lily Caravello from the county has been in conversations with Miranda and Roseanne about starting a Resource database. Lily is incorporating a staff position at the county to update and maintain FindHelp.org website, which is managed by Aunt Bertha. Concerns with Aunt Bertha is there is no call center for those without connectivity. Ideally a call and text hotline would be best and can easily be achieved as long as you have a commitment to staff it.

Roseanne addressed the 211 debacle and how it did not stay relevant because it was not updated. The Promotores excel spread sheet is addressing the very specific need of the community health workers because they need criteria, language, and funding information. When we identify trauma from ACEs

training, how do we connect people to resources? Providers make referrals to a behavioral health specialist. We need a solution desperately.

Donna has needs something to use for the COVID contact tracing team. Could cross reference with Donna to share resources.

NCO Community Wellness Restructure and Collaboration

NCO will be hiring a Community Wellness Director to oversee all community wellness programs and provide fundraising, budgeting and collaboration support.

We have begun talks about a potential collaboration with Leadership Mendocino. There are many points of synergy in our programs. In the short term, we have talked about collaborating on community conversations and podcasts, with focus on community health issues. In the long term, we have discussed using both the programs' wide networks to develop a community health leadership project that works to help fill the gaps in employment in the County around community health. This project would focus on equity, providing chances for people to grow into leadership, with a focus on young leaders of color and geographically disparate populations.

Strategic Plan Update

Staff is making good progress on the Year 1 chart of our strategic plan. Will start adding our own indicators soon and have add a number of new indicators added by HCI upon our request. Created four pages for partners and projects. We have been keeping up with our goals for website maintenance and data, tutorials and Facebook. We have completed our community conversations for this year but plan to do another in spring through the collaboration with Leadership Mendocino. Will be doing a presentation at NCO board meeting in April and Avenues to Wellness. Staff is looking into professional development trainings around facilitation.

For the next few months Molly will be splitting her hours between Healthy Mendocino and Volunteer Network to help with the sourcing and recruiting of disaster relief volunteers for the County's vaccination clinics and food delivery.

Healthy Mendocino Roundtable Meeting (Thursday, March 11th at 1PM)

December Roundtable Meeting Report: Twenty-eight community leaders attended the December Roundtable Meeting. The topic of discussion was how organizations and leaders are addressing burnout among their employees and was well received. There was a flow of stimulating conversation, sharing, and networking. At the end, we asked the group to pose topics they would like to discuss at the upcoming meetings. The topic posed that seemed the most promising was regarding post pandemic recovery and what new needs do we see emerging as we slowly get back to normal.

Clinton imagines MCOE would first have a spot on the Roundtable agenda in summer/fall to get ahead of the school year and communicate CTE needs of districts and how leaders can play a role. He suggested that Roundtable question asked at that meeting align with the workforce development contract. MCOE is looking at this Roundtable Group as a collection of stakeholders to access for their CTE program.

Next Meeting--Next LT meeting is February 26th from 1PM-3PM

Meeting Adjourned 2:30PM

Respectfully Submitted by Molly Rosenthal, Healthy Mendocino