



**DESERT HEALTHCARE DISTRICT
STRATEGIC PLANNING COMMITTEE MEETING
October 17, 2019
10:30 A.M.**

Jerry Stergios Building, 2nd floor
Arthur H. "Red" Motley Boardroom
1140 N. Indian Canyon Drive, Palm Springs, California 92262

This meeting is handicapped-accessible

<i>Page(s)</i>	AGENDA	<i>Item Type</i>
	I. Call to Order – President Les Zendle, MD, Committee Chair	
	II. Approval of Agenda	Action
	III. Approval of Meeting Minutes 1. Meeting Minutes – September 23, 2019	Action
	IV. Public Comments At this time, comments from the audience may be made on items <u>not</u> listed on the agenda that are of public interest and within the subject-matter jurisdiction of the District. The Committee has a policy of limiting speakers to not more than three minutes. The Committee cannot take action on items not listed on the agenda. Public input may be offered on an agenda item when it comes up for discussion and/or action	
	V. New Business 1. Community Needs Assessment RFP Update – NTE \$300,000	Information/Discussion/ Potential Action
	VI. Old Business	
	VII. Adjournment	



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Directors Present	District Staff Present	Absent
President/Chair Les Zendle, MD Director Karen Borja Director Arthur Shorr	Conrado E Bárzaga, MD, CEO Chris Christensen, CFO Donna Craig, Senior Program Officer Meghan Kane, Community Health Analyst Andrea S. Hayles, Clerk to the Board	

AGENDA ITEMS	DISCUSSION	ACTION
I. Call to Order	Chair Zendle called the meeting to order at 10:31 a.m.	
II. Approval of Agenda	Chair Zendle asked for a motion to approve the Agenda. Chair Zendle explained the goals of the standing committee created three years ago, initially as an ad hoc committee. The Board explored the bylaws, and the Strategic Planning Committee standing committee was formed.	It was moved by President Zendle and seconded by Director Shorr to approve the agenda. Motion passed unanimously.
III. Public Comment	There was no public comment.	
IV. New Business 1. Community Needs Assessment RFP – NTE \$300,000	Conrado E. Bárzaga, MD, CEO, provided an overview of the presentation on the community listening forums, 2017-2020 Strategic Plan focus areas and the Association for Community Health Improvement’s community health assessment nine-step guide. Meghan Kane, Community Health Analyst, provided a presentation on the District’s expansion, community listening forums, priority issues, forum challenges, what was learned, where we are now, strategic	



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	<p>plan focus area funding, next steps, and the necessity of an RFP.</p> <p>President Zendle explained that while the East Valley has an immense disparity, the District should examine the entire Coachella Valley.</p> <p>Donna Craig, Senior Program Officer, explained the Strategic Plan public forums and the community health and wellness-focused areas. An overview of the grants provided to each agency since the inception of the strategic plan focus areas totaling over \$9M was distributed.</p> <p>Dr. Barzaga, CEO, detailed the next steps with the current strategic plan, which will expire in the coming year, and the plan that was created does not currently exist. In order to create a new plan, it involves the current state of the District and determining the community's priorities. The perceptions versus the data will determine the community needs. Efforts to address the social determinants of health have been siloed and a built environment such as transportation, safety, and health outcomes, it is important for the District to identify our fit in the larger vision; further outlining the community engagement.</p>	
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	<p>Director Borja explained that the Institute for Rural Studies and other organizations have spent millions of dollars on assessments in the Coachella Valley, and the Board needs to reflect on strategies to ensure the District is not duplicating services. Conversations with Inland Empire Health Plan (IEHP), which also has an assessment would be useful. Director Borja is also concerned with the monetary aspects.</p> <p>Dr. Bárzaga described the steps, obtaining an overview of the reports previously conducted, the existing information to inform the process, breaking down the barriers, and reaching out to the individual organizations.</p> <p>President Zendle explained that steps 1 -3 requires assistance with the RFP and another group to obtain separate data for the remaining steps to alleviate any concerns. Clarity is also necessary for agencies that completed needs assessments.</p> <p>The committee recommended that staff make the revisions such as recognizing the priorities before budgeting next year, as explained by Director Shorr, and presenting to the committee in October.</p> <p>Dr. Bárzaga, CEO, explained the Gap Funding of \$525K that has</p>	
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	<p>not been disbursed – detailing the funding announcement for East Valley non-profits.</p> <p>President Zendle stated that staff should present the funding announcement to the Program Committee, but no action is necessary from the Strategic Planning Committee.</p> <p>The next Strategic Planning Committee meeting is scheduled for Thursday, October 17, at 11 a.m.</p>	
V. Adjournment	Chair Zendle adjourned the meeting at 11:53 a.m.	<p>Audio recording available on the website at https://www.dhcd.org/Agendas-and-Documents</p>

ATTEST: _____
 Les Zendle, MD, Chair/President, Strategic Planning Committee
 Desert Healthcare District Board of Directors

Minutes respectfully submitted by Andrea S. Hayles, Clerk of the Board



DESERT HEALTHCARE
DISTRICT & FOUNDATION

Date: October 17, 2019
To: Strategic Planning Committee
Subject: Request for Proposals (RFP) – Community Health Needs Assessment (CHNA)

Recommendation:

Discussion on the future release of the Community Health Needs Assessment request for proposals (information only).

Background:

- On November 6, 2018, eastern Coachella Valley voters approved extending the District boundaries creating a new demographic and geographic landscape.
- On September 17, 2019, staff presented a draft CHNA RFP to the Strategic Planning Committee and received guidance to rework the proposal and develop a two-phase process that encompasses the nine-step guide from the Association for Community Health Improvement’s Community Health Assessment Toolkit.
 1. Phase one would focus on the reflection of previous assessments that have been conducted in the Coachella Valley and identifying data gaps.
 2. Phase two would focus on collecting additional primary and secondary data, prioritizing health needs, developing implementation strategies, and creating benchmarks for monitoring.

Information:

- A comprehensive CHNA will help to effectively allocate and drive investments and resources to areas of the most prioritized community health needs and provide a basis for future decision-making and monitoring.
- A PowerPoint with an overview of the nine-step process is included for your review highlighting the purpose and key components of each step.

Fiscal Impact:

- Not to exceed \$300,000, not included in the current FY 19/20 budget.

Strategic Planning Committee

October 17, 2019

Reasons for a Request for Proposal

In order to maximize and grow resources, we need to know the priorities of both the east and west

A need for a comprehensive approach:

- Build on collaboration and partnerships
- Reflect on what has been done and assess gaps
- Data collection: quantitative and qualitative
- Health needs prioritized
- Create strategies and develop an action plan
- Provide a basis for future decision-making and monitoring

Rethink focus areas based on data that represents the entire valley

Goals of Request for Proposal



Bridge siloed efforts and form a more collective, cross-sector approach to address the Valley's health needs

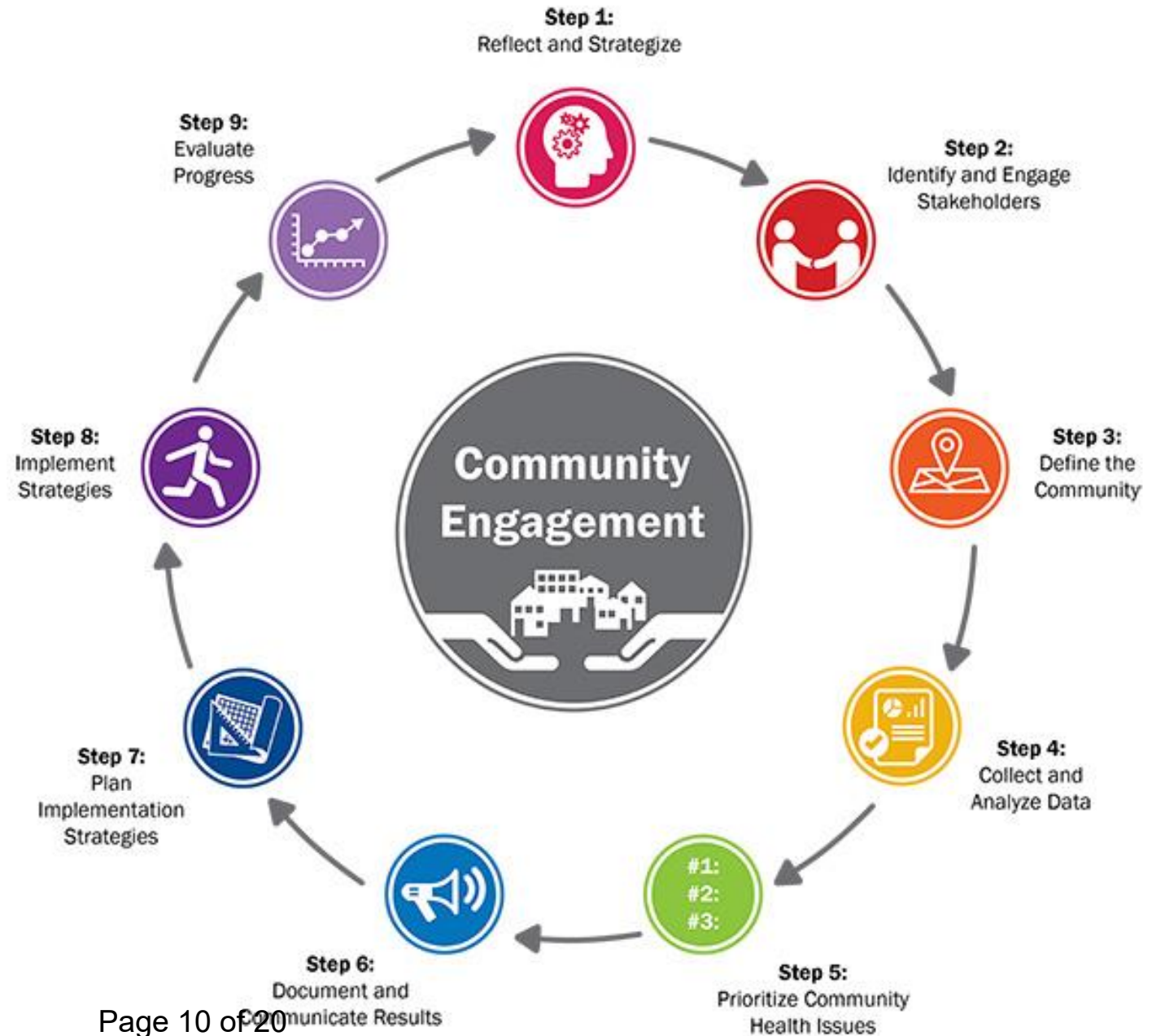


Better prioritize and more equitably distribute resources



Create baseline data to provide a basis for future decision-making and monitoring

Association for Community Health Improvement's Community Health Assessment Toolkit: Nine-Step Guide



Request for Proposal

Phase One

Step 1: Reflect and Strategize

Step 2: Identify and Engage Stakeholders

Step 3: Define the Community

Phase Two

Step 4: Collect and Analyze Data

Step 5: Prioritize Community Health Issues

Step 6: Document and Communicate Results

Step 7: Plan Implementation Strategies

Step 8: Implement Strategies

Step 9: Evaluate Progress

Purpose: Before beginning an assessment, reflect on previous community health assessments to identify what's available, what elements worked well, and areas for process improvement.



Key Components:

- Reflect on previous assessments
- Get feedback on previous assessments
- Review data sources – qualitative and quantitative
- Establish the assessment infrastructure (local org. buy-in and partnership, committee, etc.)
- Obtain leadership support
- Identify and obtain resources

Step 1: Reflect and strategize
(Phase one)

Purpose: Establishing robust, trusting relationships with community stakeholders to foster an inclusive environment, creating a stronger sense of joint ownership of the community health assessment process.

While this is a discrete step, stakeholders should be engaged throughout the CHA process.


Key Components:

- Develop an engagement approach
- Map community assets that support health improvement
- Identify and partner with stakeholders



Step 2: Identify and Engage Stakeholders (Phase one)

Purpose: Specify the geographic focus and population characteristics to help determine the scope of assessment and any implementation strategies.



Key Components:

- Describe the geographic community
- Identify population groups
- Identify other organizations conducting health assessments

Step 3: Define the Community (Phase one)

Purpose: Include a combination of quantitative demographic and health data as well as qualitative data that reflects the experiences and opinions of the community and stakeholders. Summarize and synthesize these data to develop a picture of overall community health and to prioritize health needs.



Key Components:

- Identify considerations for data collection (ways to capture entire community)
- Apply research principles to the needs assessment process
- Develop a data strategy
- Select secondary data
- Collect community-engaged primary data

Step 4: Collect and Analyze Data (Phase two)

Purpose: Distinguish the most pressing community health needs based on the data collected and then address the identified priority health needs through the implementation strategies.

Key Components:

- Identify criteria for prioritization (Magnitude, severity, available resources, and community capacity to act on issue)
- Select community health priorities
- Describe needs not prioritized

Step 5: Prioritize Community Health Issues (Phase two)

Purpose: Share the results of assessment with both internal and external audiences. This step provides an opportunity for the many participating organizations and the community at large to see the final product. It serves as a reference point for future discussions and planning strategies to address community health needs.



Key Components:

- Publish the CHNA process and results
- Present material in an accessible way
- Publicizing CHNA results
- Engage the community and stakeholders around results

Step 6: Document and Communicate Results (Phase two)

Purpose: developing comprehensive, multifaceted strategies to address the community health needs prioritized in assessment.

Key Components:

- Engage strategic partnerships
- Align strategies of community stakeholders
- Collaborate on strategies to increase potential impact
- Determine community assets
- Identify the drives of community health improvement
- Select strategies to address priority needs with goals and objectives

Step 7: Plan Implementation Strategies (Phase two)

Purpose: This step puts into action the plan selected and developed in Step 7 to address prioritized community health needs. This is an ongoing process where you are working to improve health by turning strategies into concrete, actionable steps.



Key Components:

- Assemble an implementation committee for each strategy
- Develop an action plan with goals and objectives

Step 8: Implement Strategies (Phase two)

Purpose: Evaluation should be planned throughout the community health assessment process to assess the impact of strategies and progress toward goals. This step may be used as a starting point to tailor an evaluation for a particular community health improvement effort, at a particular point in time.



Key Components:

- Find your baseline
- Engage stakeholders
- Focus the evaluation design
- Gather credible evidence

Step 9: Evaluate Progress (Phase two)