



CHEAC 2023

# Rebrand, Rebuild, Reconnect.

Calaveras County Public Health

Presented by:

Colleen Rodriguez, MPH, MSW; Haley Graham, MPH, Eldamaira Chavez;  
and Justin Barnes



# Agenda

Collen Rodriguez, MPH, MSW  
Deputy Director  
Calaveras County Public Health

- Introduction & Welcome
- Rebrand
- Reconnect
- Rebuild
- Summary

# Where Calaveras Is

- Population: about 45,000
- 1 incorporated city (Angels Camp)
- Established in 1850 as one of the original California counties
- Face many challenges similar to other rural communities
  - Limited access to Primary care physicians/health care
  - Limited access to healthy food/food deserts
  - High rates of suicide
  - High rates of firearm injury/death



# Who Calaveras Is

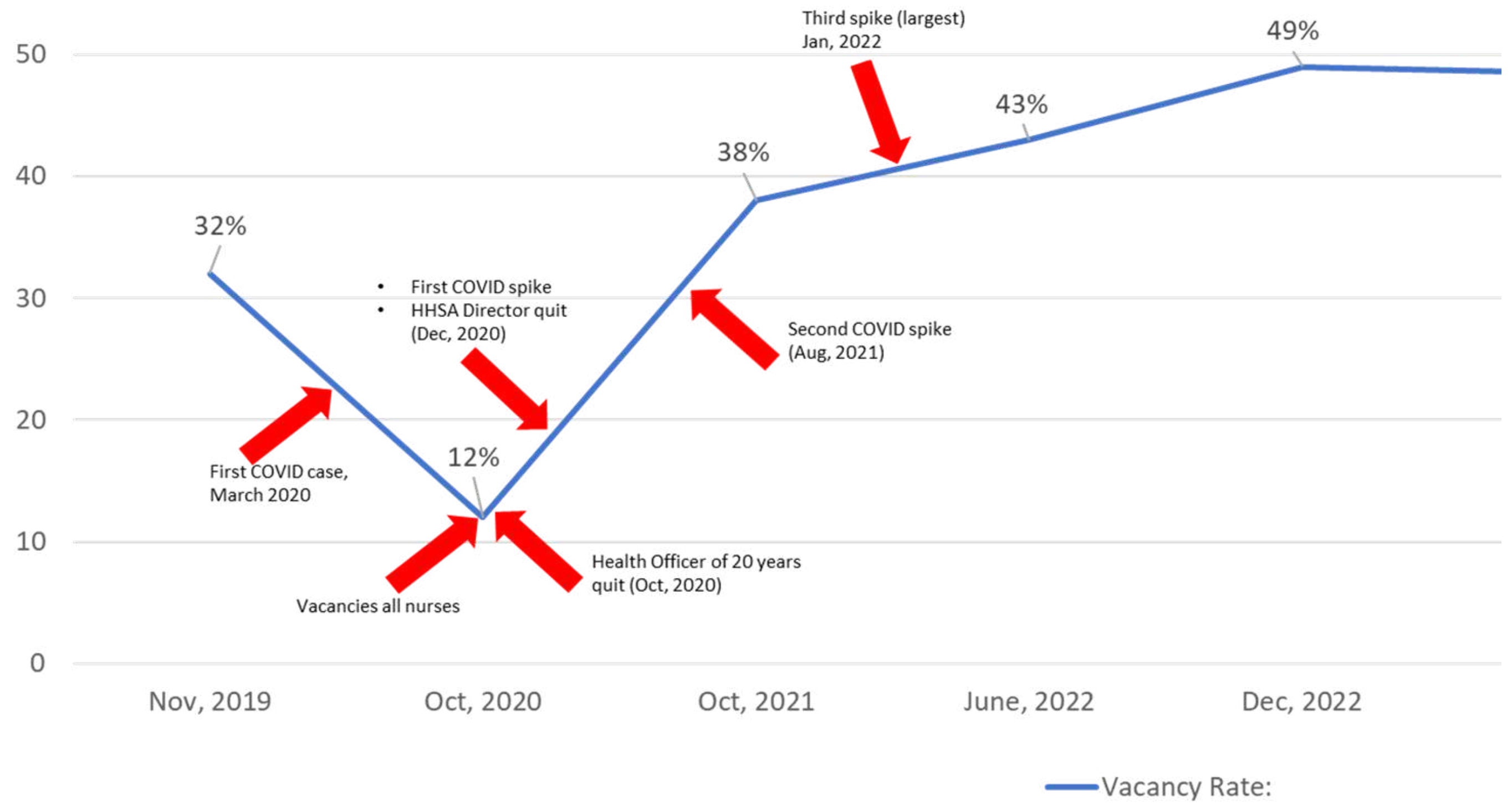


# Our Mission

Mission: To improve the health and well-being of everyone in Calaveras County.



# Where We Started





# What We Did

- **Goal to build a public health that we want to be a part of, not just one we inherited**
- **Questioned everything**
  - Is this serving us?
  - Why do we do it that way?
  - What do we really need or want?
  - What would serve our community best?
  - Did a lot of surveys: course correct
- **Rethought all aspects of leadership**
  - More listening
  - More trusting, autonomy
  - More getting out of the way
- **Our focus for 2022–2023: Rebrand, Rebuild, Reconnect**

REBUILD

# 2022-23 Strategic Plan

CALAVERAS COUNTY

## CALAVERAS COUNTY PUBLIC HEALTH 2022-23 STRATEGIC PLAN



BY JUNE 30, 2023, CALAVERAS COUNTY PUBLIC HEALTH WILL....



**1** Host 2 non-work related, wellness or appreciation events off campus for staff\*

Progress: As of May 9, 2023, CCPH has hosted 2 non-work related appreciation events. **100%**

**2** Offer at least 2 professional growth opportunities to each employee

Progress: As of May 9, 2023, CCPH staff have been offered at least two trainings. Staff development opportunities will continue to be offered. **100%**

**3** Host one non-work offsite activity for staff

Progress: As of May 2023, CCPH has hosted one offsite hike at Big Trees State Park. **100%**

**1** Host or attend 1 community event/health fair monthly\*

Progress: As of May 9, 2023, CCPH representatives have attended at least 1 community event monthly. **100%**

**2** Partner with 5 community organizations to offer resources & services to the community\*

Progress: As of May 9, 2023, CCPH has partnered with the local schools, BMYFC, WIC, senior centers and libraries to offer services to the community. **100%**

**3** Offer 2 new clinical services to the community\*

Progress: As of May 9, 2023, CCPH has hosted 10 MPOX vaccination clinics. **50%**

**1** Print the approved logo on front door of East Wing\*

Progress: As of May 9, 2023, CCPH had had the approved logo printed on the front doors of the East and West wings.

**2** Update all CCPH program webpages\*

Progress: As of May 9, 2023, CCPH Media & Communications team has updated at least 12 of 14 CCPH program webpages. **90%**

**3** Provide services to 50 community members using the mobile outreach van

Progress: As of May 9, 2023, CCPH has provided services to at least 12 community members using the MPS van. **CCPH 03.09.23 HG**

calaveraspublichealth.com



REBRAND

# Rebrand

Haley Graham, MPH  
Health Education Program Manager  
Calaveras County Public Health

CALAVERAS COUNTY



[calaveraspublichealth.com](http://calaveraspublichealth.com)

# Why Rebrand?

- Rural community with complex communication needs
- Increased demand for public health information
- Need for internal communication policies and procedures



REBRAND

# Rebrand Plan

- Establish Media & Communications team
- Develop logo and new organizational image
- Update and sustain routine messaging strategies
- Establish sustainability and improvement measures



CALAVERAS COUNTY

[calaveraspublichealth.com](https://calaveraspublichealth.com)

# Goal 1: Media & Communications Team



Developed M&C goals and objectives. Created a scope of work for 2023–24.



Established team roles and responsibilities. Utilized Clifton Strengths.



Train relevant staff on roles and responsibilities.



Develop policies and guidelines that standardize internal communications procedures.

REBRAND

# Goal 2: Logo and Public Image

- Logo Development
- Outreach Material
- Partnerships and Outreach
- Social Media Update
- Employee Recruitment

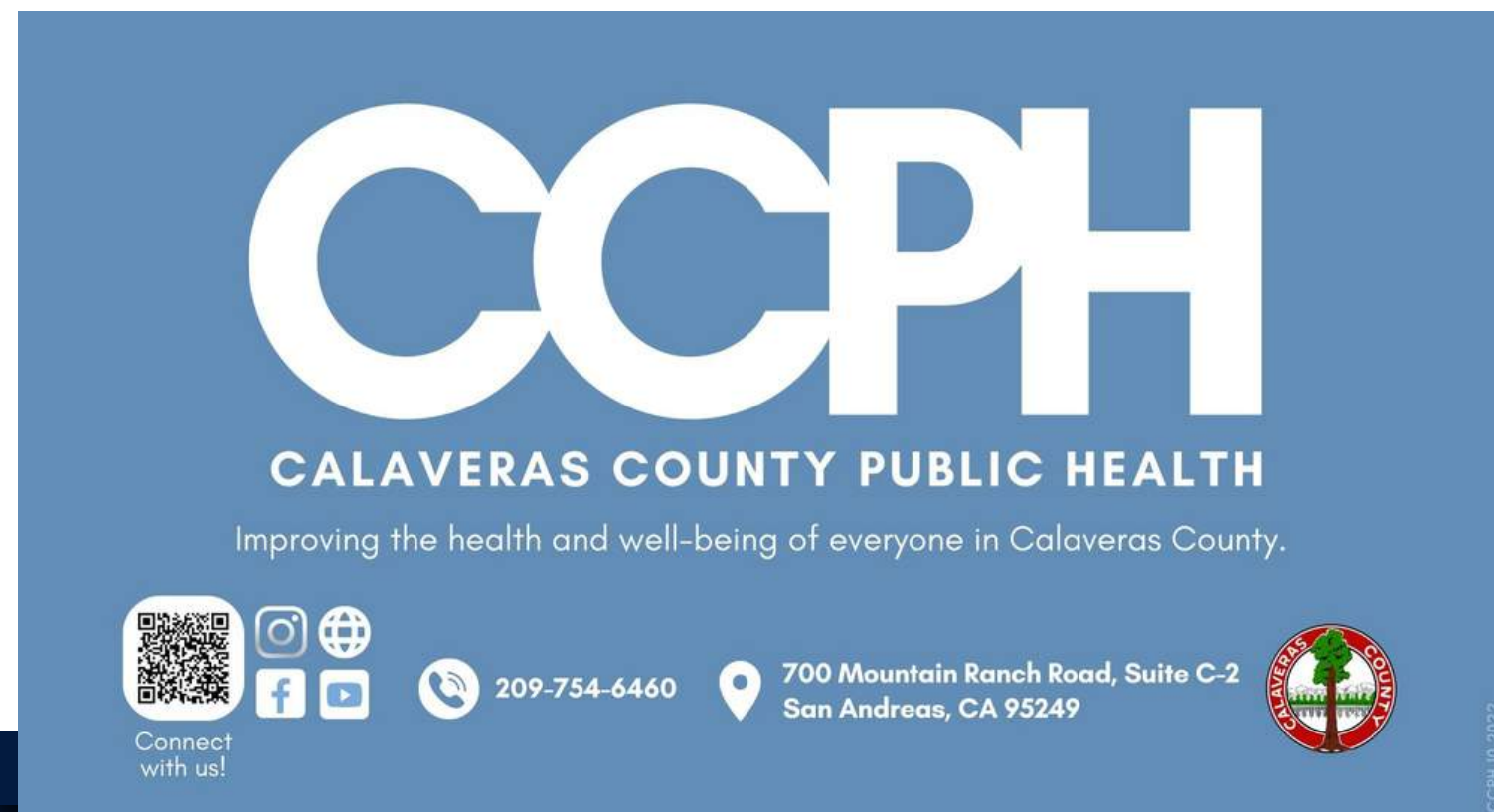
**CCCPH**  
CALAVERAS COUNTY PUBLIC HEALTH

CALAVERAS COUNTY

[calaveraspublichealth.com](http://calaveraspublichealth.com)

REBRAND

# Logo and Public Image: Outreach Material



CALAVERAS COUNTY

[calaveraspublichealth.com](http://calaveraspublichealth.com)

REBRAND

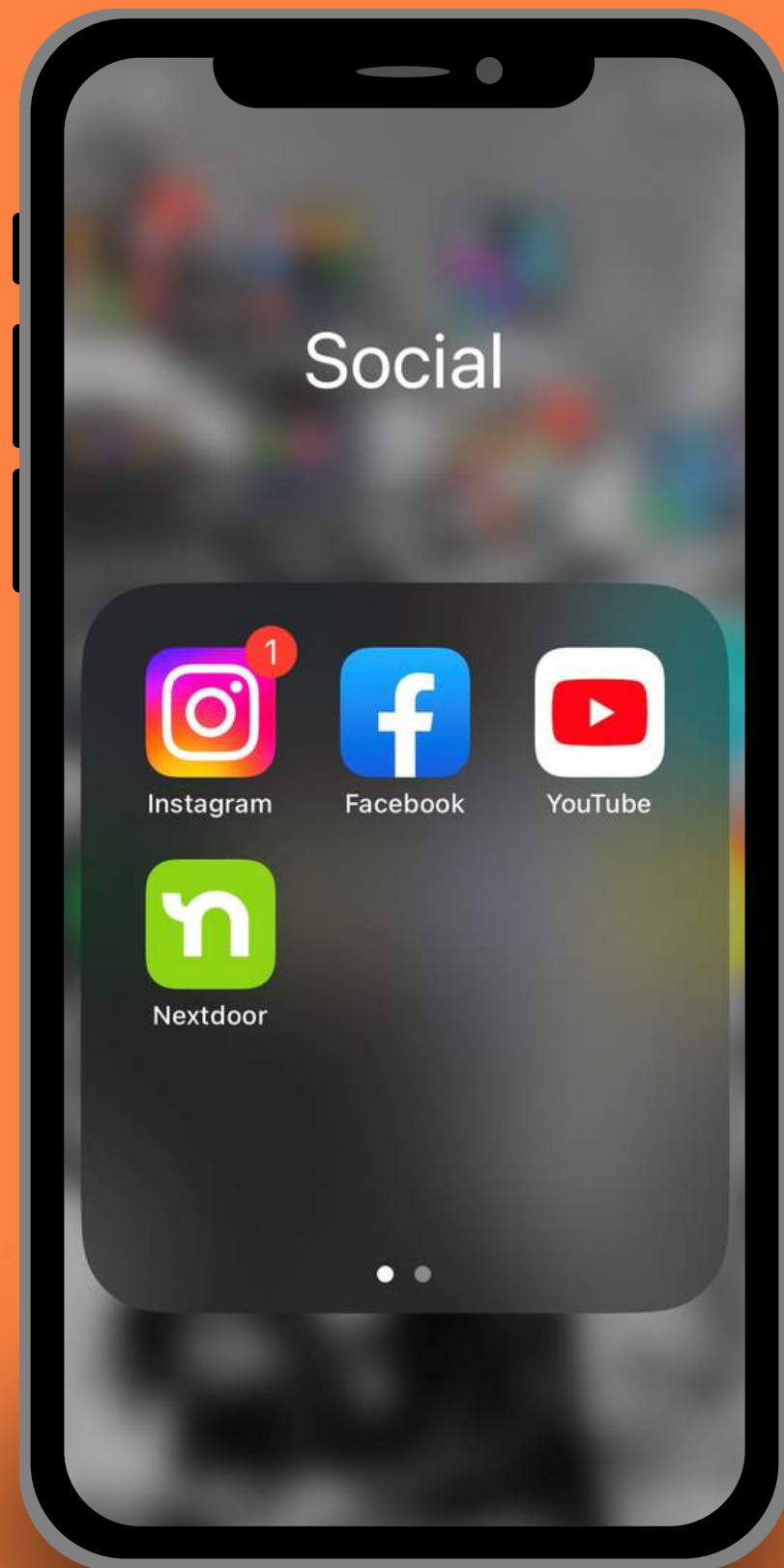
# Logo and Public Image: Partnerships and Outreach

- Wrapped clinic van to promote CCPH services in the community
- Partnered with local organizations to host and attend immunization clinics, health fairs, and community events
- Opened the CCPH building up for the public to come view our annual Open House



CALAVERAS COUNTY

[calaveraspublichealth.com](http://calaveraspublichealth.com)



CALAVERAS COUNTY

# Logo and Public Image: Social Media

The top three categories of social media that are the most interacted with, include:

- Policy and/or regulation changes
- Surveys
- COVID-19 vaccination and testing services

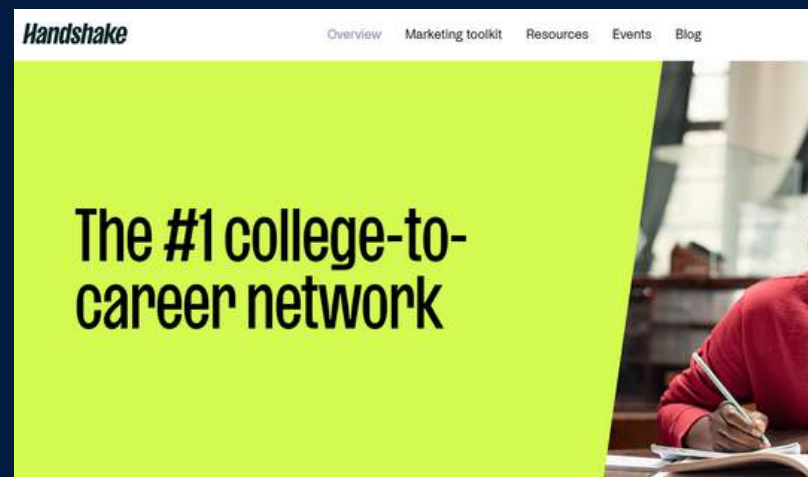
*Prepared by Waqqas Hanafi (2023), Epidemiology and Informatics Unit, Calaveras County Public Health.*

[calaveraspublichealth.com](https://calaveraspublichealth.com)



REBRAND

# Logo and Public Image: Employee Recruitment



Joined national networking agencies such as Handshake.



Shared open job positions on all CCPH social media pages.



Attended local career fairs at high school and college campuses.



Developing internship pipeline.

CALAVERAS COUNTY

[calaveraspublichealth.com](http://calaveraspublichealth.com)

REBRAND

# Goal 3: Routine Messaging Strategies

- Press Releases
- Provider Alerts
- Newspaper Ads
- Bus Ads
- Flyers/Bulletin Boards
- Radio
- Podcasts
- Community Television
- Social Media

September 7, 2023

## News Release

West Nile Case Confirmed in  
Calaveras County



[www.calaveraspublichealth.com](http://www.calaveraspublichealth.com)



209-754-6460

**CCPH**  
CALAVERAS COUNTY PUBLIC HEALTH

CALAVERAS COUNTY

[calaveraspublichealth.com](http://calaveraspublichealth.com)

REBRAND

# Goal 4: Brand and Image Sustainability

CALAVERAS COUNTY

Policies & Procedures

Media & Communications Trainings

Media & Communications Guidebook

Quality Improvement & Metrics

Annual Scope of Work Revision

[calaveraspublichealth.com](http://calaveraspublichealth.com)

# Reconnecting the Public Health Workforce: An Employee Centered Approach

Justin Barnes  
Department Analyst  
Calaveras County Public Health





# Overview

- **Workplace Wellness Advisory Group (WWAG)**
  - Optional committee made up of staff with the focus of improving the culture of wellness within our division. Built into FoPH and CASPHI as workplan objectives.
  - Sub-committee of the WWAG, focused on staff recognition and out of office employee engagement activities
- **Committee for Employee Engagement and Development (CEED)**
  - Updated our interview methods and onboarding policy, encouraged staff to create PD Plans
  - Interview & Onboarding Procedures, Professional Development

# Survey: Provide Your Definition of Wellness



“Wellness is implementing acts that lead to improved health; mental and/or physical.”



“It is a proactive approach to health, not only physical health, but it also involves mental and emotional health.”



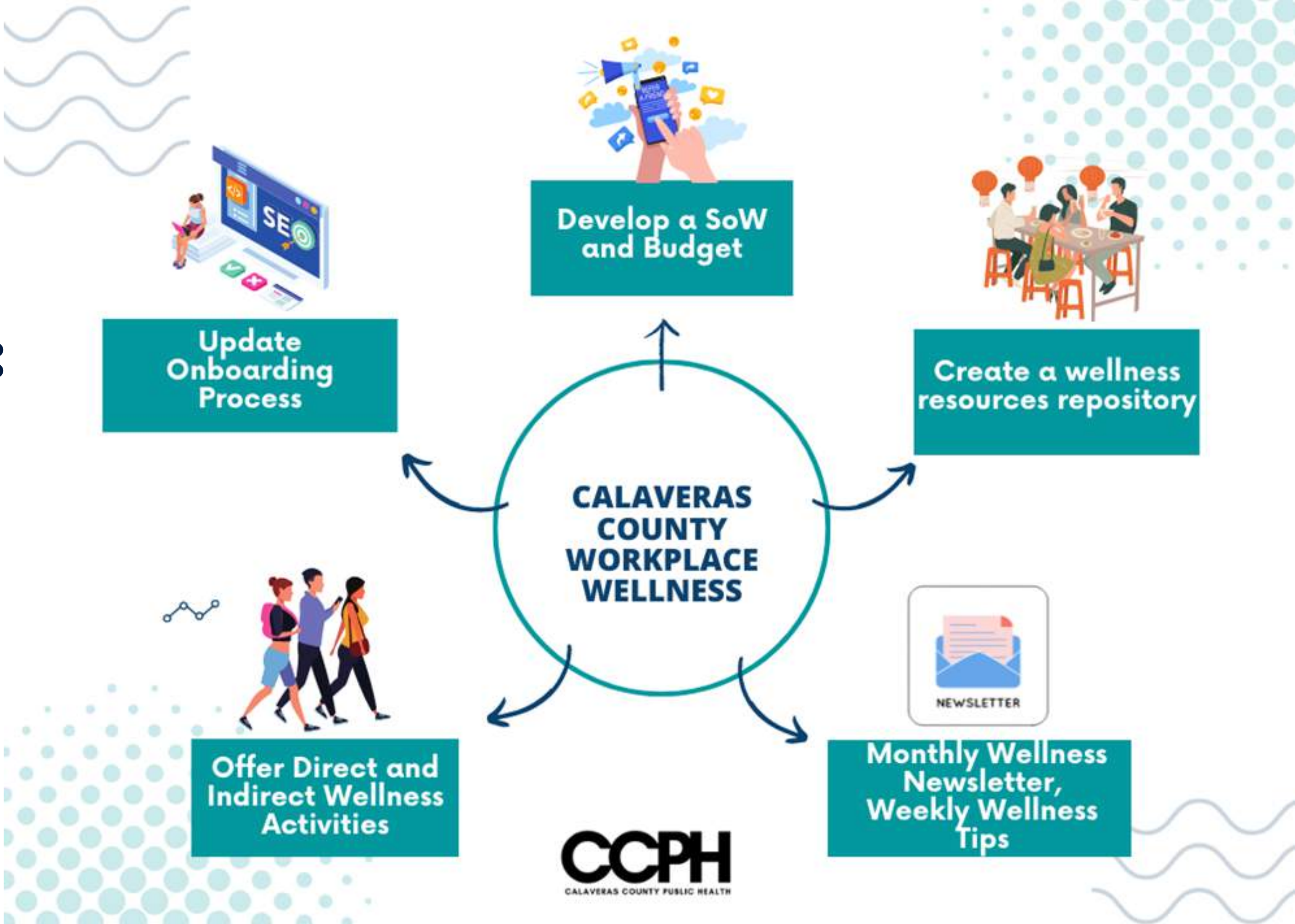
“Connected to people, community and coworkers. Healthy eating, exercise and sleep.”



“Balance, mind, body, and soul.”

RECONNECT

# Workplace Wellness Activities: Providing Resources, Activities, and Support for All CCPH Staff

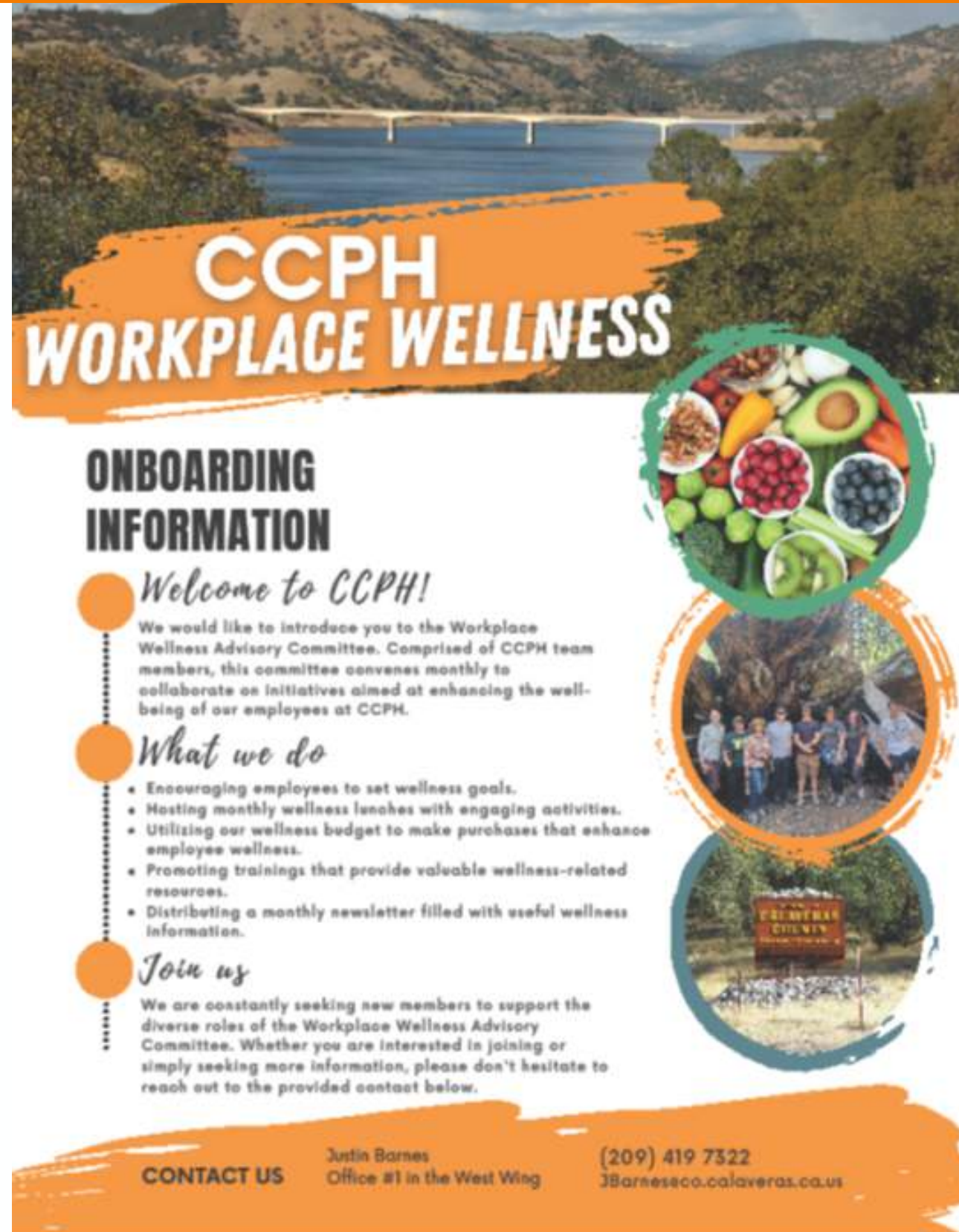


CALAVERAS COUNTY

[calaveraspublichealth.com](http://calaveraspublichealth.com)

# Interviewing, Onboarding, & Professional Development

- PowerPoint presentation during interviews
- Bringing new hires into the wellness culture from day 1
- PD plans to foster growth and identify ways staff can be supported



The graphic features a scenic background of a lake and mountains. At the top, it says "CCPH WORKPLACE WELLNESS". Below this, there are three circular images: a bowl of fresh fruits, a group of people outdoors, and a sign for "CALAVERAS COUNTY". The text is organized into sections with orange circular markers.

## ONBOARDING INFORMATION

*Welcome to CCPH!*

We would like to introduce you to the Workplace Wellness Advisory Committee. Comprised of CCPH team members, this committee convenes monthly to collaborate on initiatives aimed at enhancing the well-being of our employees at CCPH.

*What we do*

- Encouraging employees to set wellness goals.
- Hosting monthly wellness lunches with engaging activities.
- Utilizing our wellness budget to make purchases that enhance employee wellness.
- Promoting trainings that provide valuable wellness-related resources.
- Distributing a monthly newsletter filled with useful wellness information.

*Join us*

We are constantly seeking new members to support the diverse roles of the Workplace Wellness Advisory Committee. Whether you are interested in joining or simply seeking more information, please don't hesitate to reach out to the provided contact below.

**CONTACT US** Justin Barnes  
Office #1 in the West Wing (209) 419 7322  
JBarnes@calaveras.ca.us



## Calaveras County Public Health Professional Development Plan 2023-2025

As part of Calaveras County Public Health's commitment to staff engagement, we are asking each team member to complete a Professional Development Plan for the next 2 years. Below are the areas of the plan to be included and submitted to your supervisor.

In creating this plan, remember a few important things:

- This plan is for YOUR development so make the time to really think about the where and how. This is you making an investment in yourself.
- Feel free to get input from anyone. We will be conducting meetings with all team members that may help focus this plan, but feel free to speak with others if that is useful.
- Be intentional and mindful in what you chose to focus on. You are the expert on yourself so only you know what is best for you.
- Calaveras County Public Health may be able to assist in your plan. Supervisors and the CCPH Director will read the plans. If there is something that seems like a possible fit for CCPH assistance and/or themes for all-staff development, that will be discussed.

## Areas to Cover:

### Where I am now...

*(In this section, assess where you are professionally including your strengths and opportunities for growth.)*

### Where I would like to be...

*(In this section, discuss where you would like to be professionally in the next 2 years. You can be as specific as you'd like or discuss more general.)*

### How to get there...

*(In this section, discuss any themes and/or breakdown what areas, activities, ideas for support, or actions you would like to focus on. This can be in a list form, drawings, narrative paragraphs, or whatever form makes the most sense to you.)*

### Goals

*(This section is essentially your personal scope of work. List at least three SMART objectives based on the information listed above. Below the objective, list the steps on how you will get there. This is your time to be very specific and mindful. Consider actions that make sense to you. Resist adding things you think you "should" do and instead focus on things you want to do. This is all about setting yourself up for success! Remember: this is for your personal growth. If you choose, there will still be check ins on your progress as a form of accountability. Your plan can always be altered if needed but take the time now to be intentional in what you commit to.)*



# Scope of Work & Budget

Every program at CCPH has a scope of work and budget

Workplace Wellness Budget	
Starting Budget	\$1,907.96
Remaining Budget	\$2,907.96
Funding Stream: Future of Public Health Grant	
Expenses	
Item Purchased	Cost

Impact 1

Impact 2: By December 31, 2023, the Wellness Committee will have implemented five voluntary office wellness practices that will enhance employee wellb...

ACTIVITY	STATUS	TRACKING MEASURE(S)	RESPONSIBLE PARTY
Implement 2-3 direct wellness practices at CCPH			
Develop pre/post assessment to determine effectiveness of employee wellness practices.	In Process		
Create an enrollment form to track who is participating in what wellness practice.	✓	Jotform Survey	Brian Do-Golde
Formalize an accountability structure and work with participants to develop a tracking system for their chosen interventions	✓	Wellness Tracking Calendar	Justin Barnes Brian Do-Golde
Formulate and implement strategies to incentivize adherence			
Implement 2-3 indirect wellness practices at CCPH	In Process		
Place "wellness prompts" throughout the office, encourage staff to create their own prompts for their workspace as well.	In Process		
Promote nutritionally dense snacks/food ideas to have in office			
Develop a compendium of stretches, exercises, and wellness resources to live in the R drive	In Process		
Aggregate wellness opportunities that exist outside the office			
Initiate office Wellness Newsletter – Wellness Wednesday	✓	Monthly delivery of Newsletter	Shaelan Marvin
Create a list of potential categories the newsletter could encompass	✓	WW Newsletter Content Doc	Shaelan Marvin, Justin
Develop a timeline and schedule for the Newsletter	✓	Monthly Delivery	Shaelan Marvin
Email Newsletter to all CCPH staff in on a monthly basis	✓	Monthly email	Shaelan Marvin
Initiate Weekly Wellness Tip Email	✓		
Assign role within Committee	✓	WW Committee Role Sheet	Samantha Mar
Determine acceptable content for the weekly email	✓	WW Committee Meeting	Samantha Mar
Begin sending out Weekly Wellness Tip email	✓	Scheduling/Delivery of Email	Samantha Mar

# Staff Wellness Activities

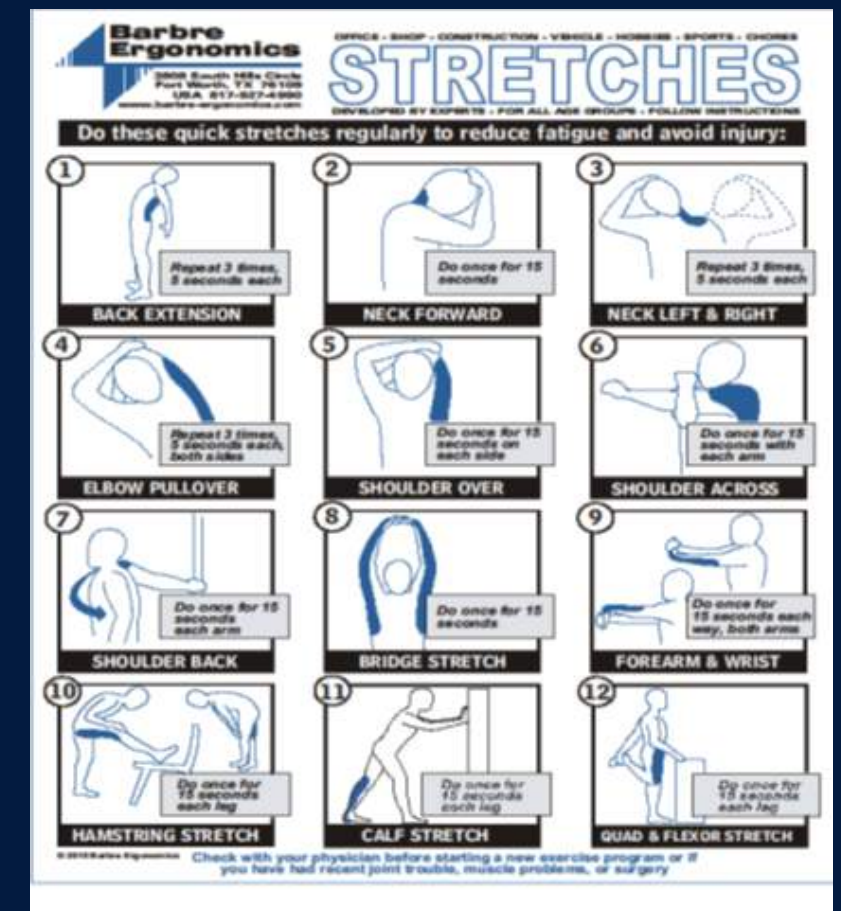
All CCPH staff have access to a department folder containing numerous workplace wellness resources



Bodyweight Exercises



Nutrition for Mental Health



Stretching Techniques

RECONNECT

# Monthly Newsletter & Weekly Wellness Tips

A monthly email sent to all staff, the agency director, and the executive team for Health & Human Services for Calaveras County.

CALAVERAS COUNTY

## WORKPLACE WELLNESS FOR MENTAL HEALTH

August 2023

In this month's edition of the CCPH Workplace Wellness Newsletter, we will be offering insights into maintaining mental clarity, exploring easily accessible methods to enhance mental well-being, presenting valuable mental health training resources, and discussing strategies for upholding a healthy work-life balance.



31 TIPS TO BOOST MENTAL HEALTH  
[link](#)



WEEKLY WELLNESS

## Strong and Flexible

TIPS

Take the stairs or a hill instead of the easy path.

Take stretch breaks every hour.

Take a break from sitting by standing or squatting at your desk.

Do ankle circles while sitting at your desk.



calaveraspublichealth.com

# Public Health Walking Maps

It is recommended to stand up and step away from your desk for a few minutes every hour. This gives your eyes a break from screens and counters the negative effects of prolonged sitting at your desk. It would also be beneficial to stretch during this time, this will help prevent issues like lower back pain, which can occur as a result of muscles tightening up after long bouts of sitting.

Walking is also recommended during longer breaks throughout the day. Research shows that walks lasting as little as 2 minutes has beneficial effects on both physical and mental health. It's also a nice way to break up the day!



RECONNECT

# Reconnecting: Activities



Healthy Potlucks:  
Healthy food only',  
outdoor/indoor  
games.



Birthday Celebrations –  
Indicated on survey to  
celebrate, decorations  
and cake.



CEED Hikes –  
Organized out of office  
weekend hikes all  
across Calaveras  
County.



Wellness Goals –  
Identify up to 3  
wellness related goals,  
post at desk and  
track.

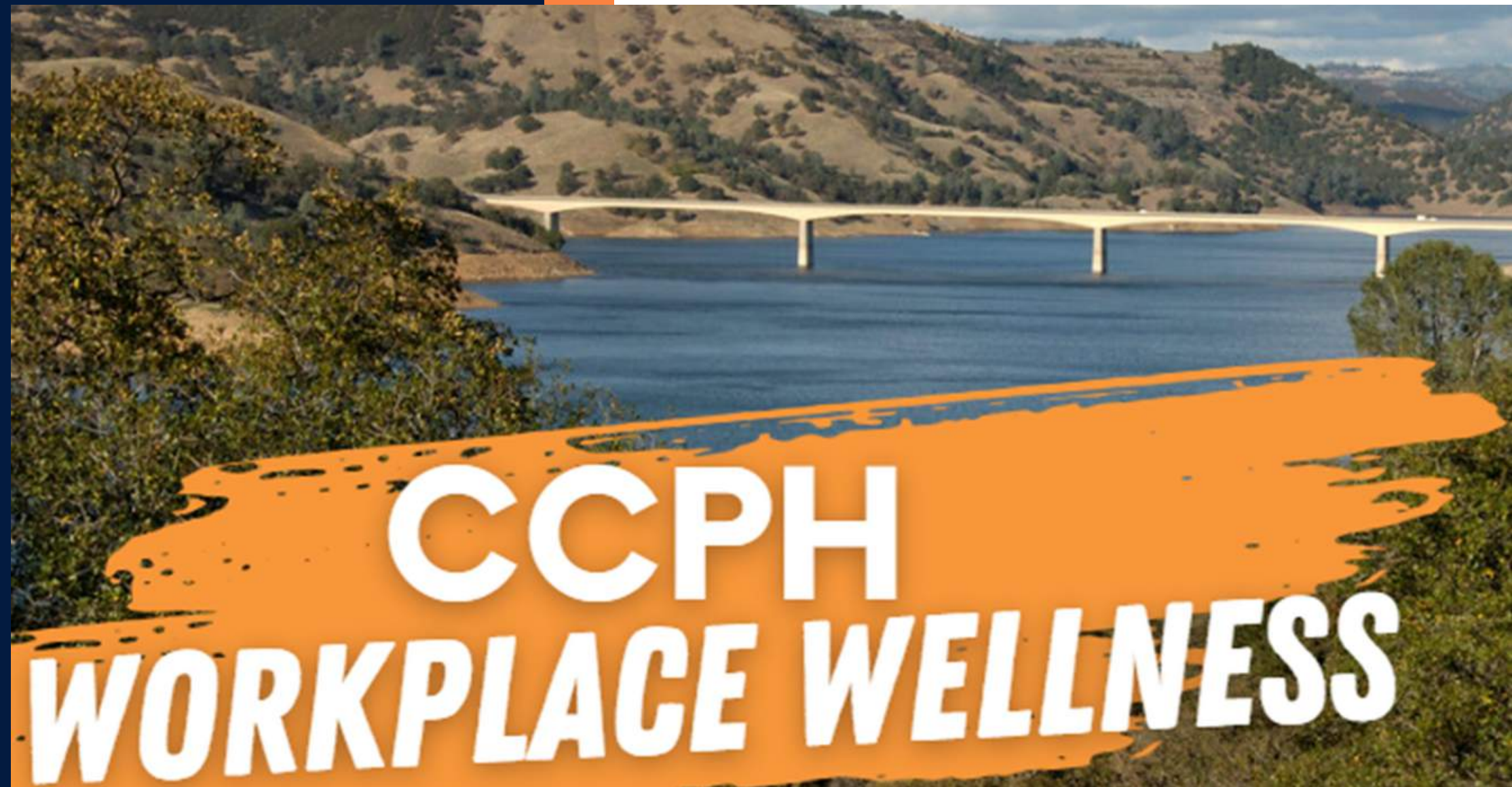
CALAVERAS COUNTY

[calaveraspublichealth.com](http://calaveraspublichealth.com)

RECONNECT

"Health is a state of complete physical, mental, and social well-being, not merely the absence of disease or infirmity." — World Health Organization

CALAVERAS COUNTY



**CCCPH**  
**WORKPLACE WELLNESS**

[calaveraspublichealth.com](http://calaveraspublichealth.com)

REBUILD

# Rebuild

Eldamaira Chavez  
Community Engagement Coordinator  
Calaveras County Public Health

CALAVERAS COUNTY

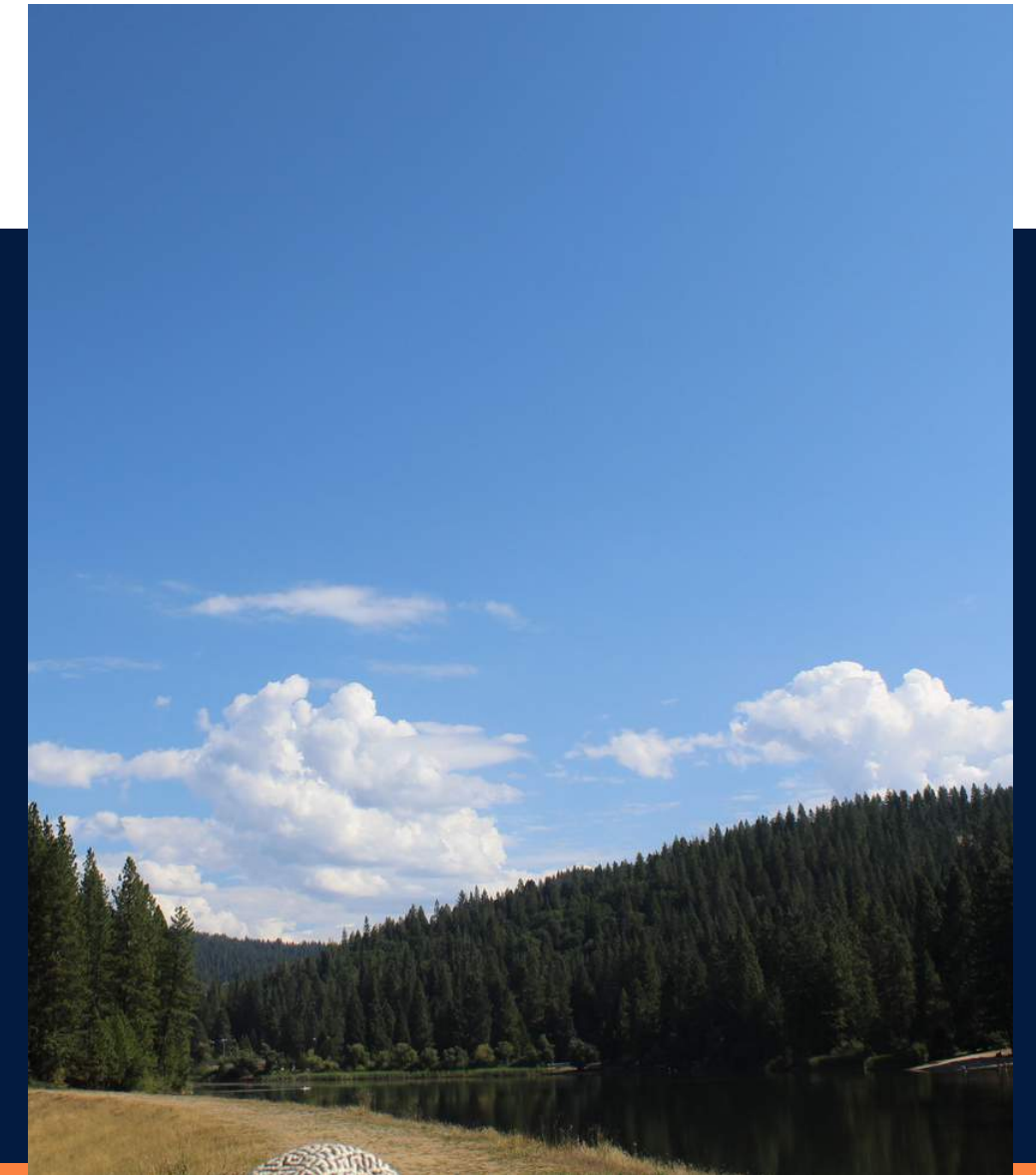


[calaveraspublichealth.com](http://calaveraspublichealth.com)

REBUILD

# Rebuild

- Methods used to rebuild our Public Health Division
  - The importance of employees strengths
  - The importance of connections



CALAVERAS COUNTY

[calaveraspublichealth.com](https://calaveraspublichealth.com)



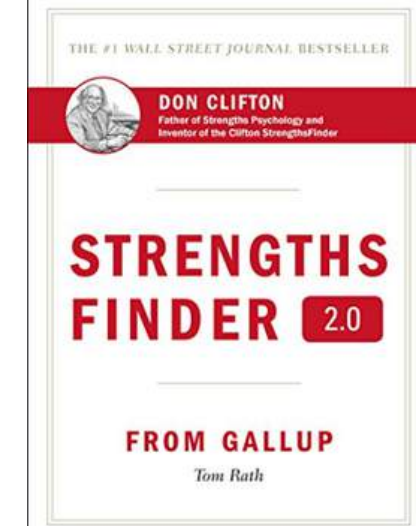


# Post Pandemic Responses

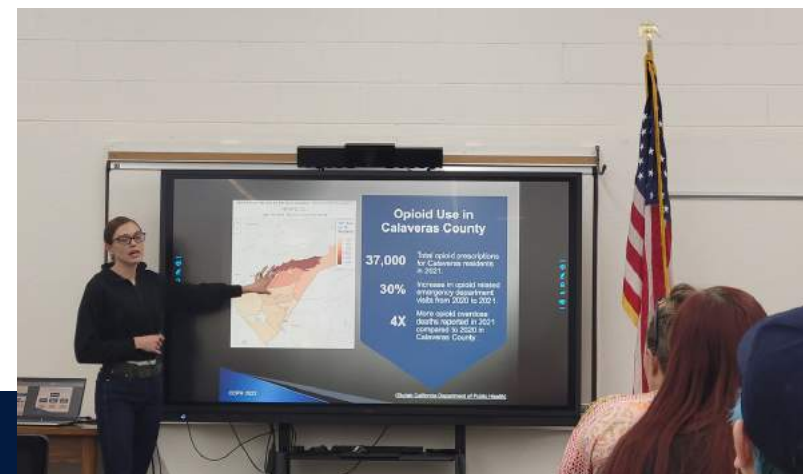
- **High employee turnover rate**
  - Connections to agencies and communities lost
- **Remaining staff had low morale**
  - What does my program look like now?
  - What am I doing?
  - Why am I here?

REBUILD

# Rebuilding Phase 1



- Starts within oneself
  - Clifton Strengths Finders Assessment
    - Allowed us to focus on our strengths and not weaknesses
    - Allowed us to be creative, bold, and positive
- Questions to ask oneself
  - What kind of community do I want to be a part of?
  - Why do I want to be a part of it?
  - How do I over come barriers?



CALAVERAS COUNTY

[calaveraspublichealth.com](http://calaveraspublichealth.com)

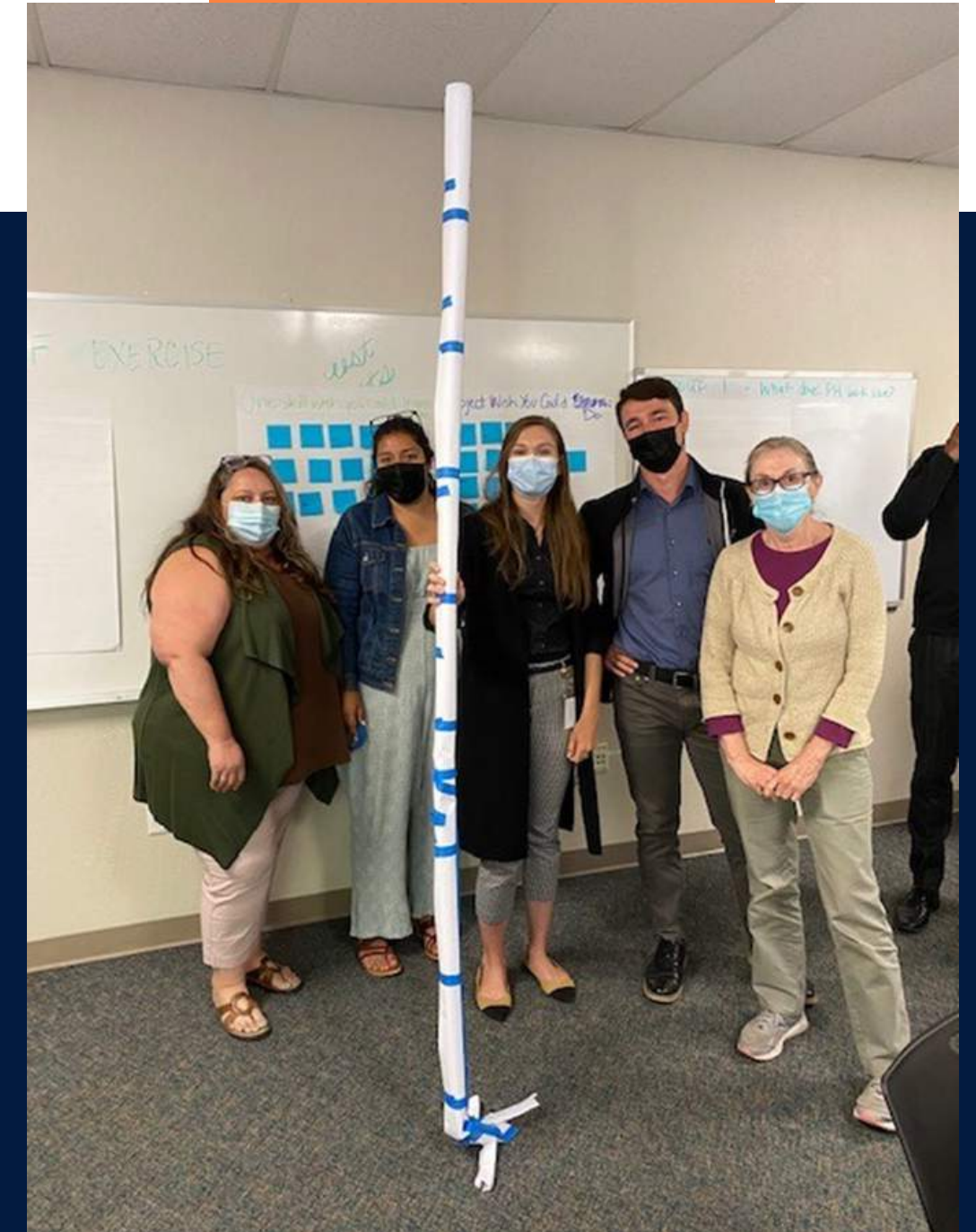
REBUILD

# Rebuilding Phase 2

Reconnecting with one another within public health

Team building activities that enhanced our Clifton Strengths

- Allowed us to be comfortable, open, and honest with one another
- Also created a base of trust with one another



CALAVERAS COUNTY

[calaveraspublichealth.com](https://calaveraspublichealth.com)

REBUILD

# Rebuilding Phase 3

CALAVERAS COUNTY

## Developing a strategic plan as a team

We needed to be SMART!

- **Specific**
- **Measurable**
- **Attainable**
- **Realistic**
- **Time Bound**

[calaveraspublichealth.com](http://calaveraspublichealth.com)

REBUILD



CALAVERAS COUNTY

# Rebuilding Final Phase

**Improved access to programs and services**

Barriers for our community

- Limited access to services
- Limited access to transportation

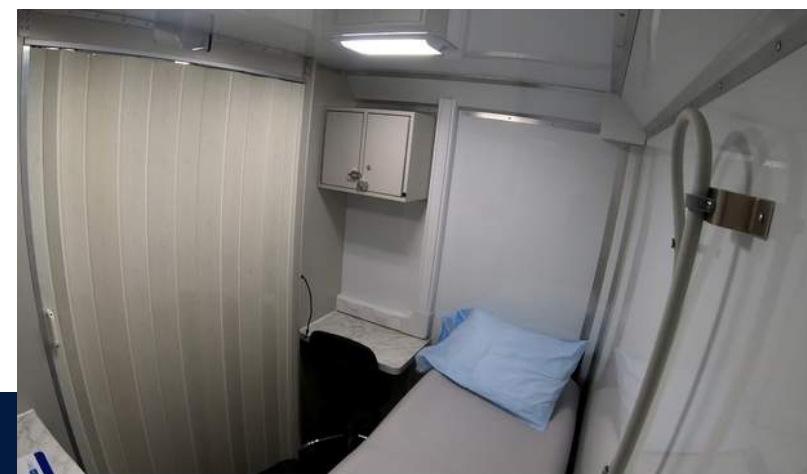
All activities led to the development of the Mobile Programs and Services Van.

[calaveraspublichealth.com](http://calaveraspublichealth.com)

REBUILD

# Mobile Programs and Services Van

- Both Clinical and Health Education services
- Ability to collaborate with agencies with the same goal in mind



CALAVERAS COUNTY

[calaveraspublichealth.com](http://calaveraspublichealth.com)

# Partnerships With MPS Van

## Recent partners

- Local schools to provide Tdap immunizations to 7th Graders along with school nurses.
- Community based organization that provides free community meals.
- Non-profit organization that provides services to the LGBTQ community.



REBUILD

# 2023 Calaveras Health Summit



CALAVERAS COUNTY

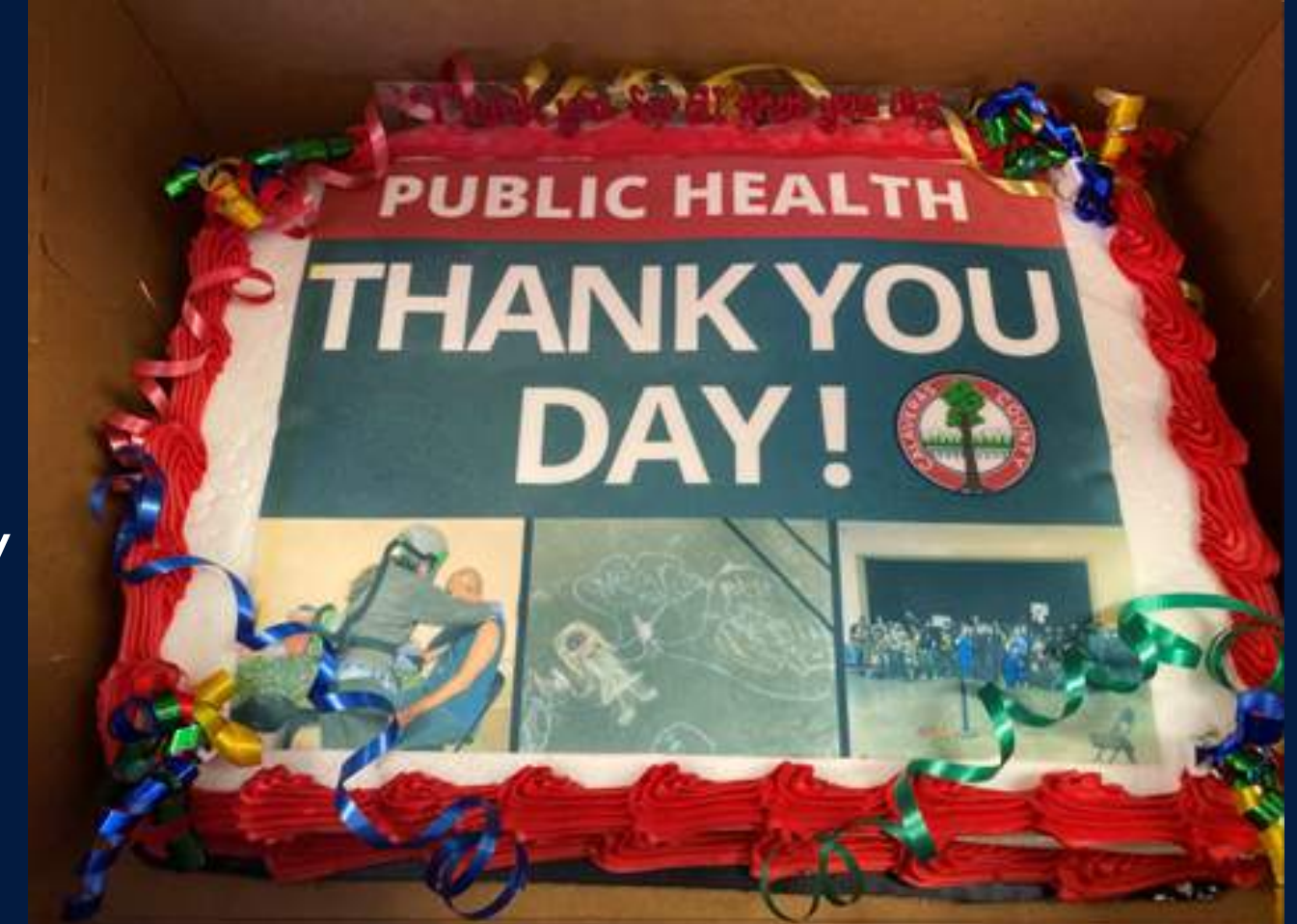
[calaveraspublichealth.com](http://calaveraspublichealth.com)



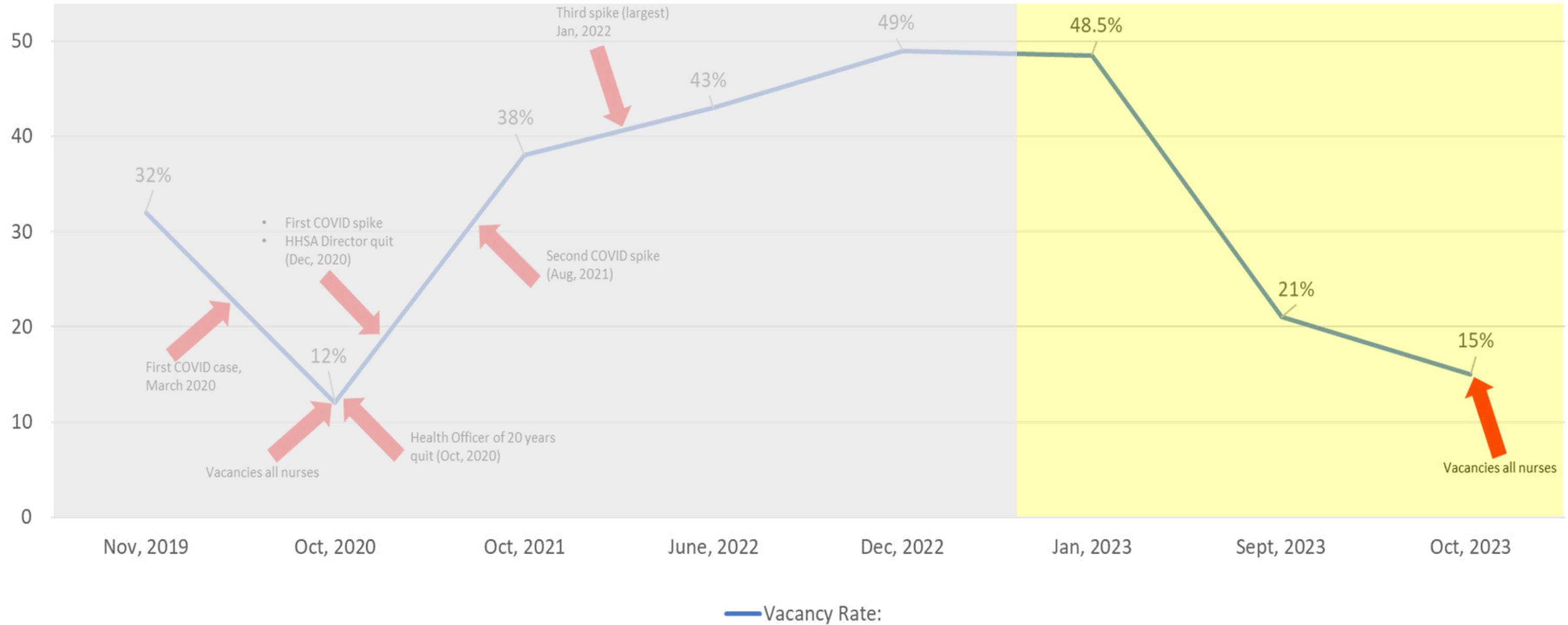
SUMMARY

# Rebrand, Rebuild, and Reconnect Changed Us

- Any action, we asked, “Does this align with the 3 Rs?”
  - Helped attract people
- Happy people attract happy people
- Clarified our values as an organization and individually
- Pride in our Division and our service to our community
- Built the public health we wanted to see
- Opportunity for ALL to give input



# Where We Are Now





# Our Successes and Strengths

- Public Health Team: our true superpower
- Calaveras Health Summit
- Engaged team members
- New Strategic Plan
- Vacancy rate
- More connected
- Clearer in our mission

# Lessons Learned

- Buy in, trust, get out of the way
- Listen
- Trust those who are hired
- Give autonomy
- Learn from challenges
- Lean into operationalized professional development
- Lots of work, but worthy work
- Assess and keep learning
- Think outside of whatever box you're in



SUMMARY

# Questions?

Thank you for your attention!

Scan for presentation.



CALAVERAS COUNTY

[calaveraspublichealth.com](https://calaveraspublichealth.com)