



**2024 - 2029**

**Community Health Improvement Plan  
- Shasta County -**



## Introduction and Overview

The Shasta County Community Health Improvement Plan (CHIP) is a community-driven, action-oriented strategy designed to enhance the overall health and well-being of Shasta County residents. To engage with diverse community partners, the CHIP was developed by the Mobilizing for Action through Planning and Partnerships (MAPP) Steering Committee. Collaboratively, it identifies priority areas by deliberating on critical challenges, evaluating opportunities, and analyzing available data. To address persistent health concerns, the CHIP focuses on priority areas **within the sphere of committee influence**.

While the CHIP's identified priority areas **do not encompass all the issues faced by the Shasta County community**, prioritizing these areas elevates the health and vitality of the region. The MAPP Steering Committee is committed to effecting positive change through collective actions, emphasizing health equity within the community. Dedicated to advocating for the well-being of everyone, the committee centers its efforts on disproportionately affected and marginalized populations. Its collective dedication and shared endeavors create enduring positive transformations that will enrich the lives of present and future generations.

## Shasta County Mobilizing for Action through Planning and Partnerships (MAPP) Steering Committee Guiding Principles:

- **Equity and Inclusion:** We recognize that certain populations face systemic barriers to health and well-being due to historical injustices, structural inequalities, societal stigma, and inadequate resource availability. We prioritize and uplift our community's voices and needs, ensuring that they are at the forefront of our decision-making process and that our actions are guided by principles of fairness, equity, and inclusion.
- **Policy, Systems, & Environment (PSE) Approach:** The power of the PSE approach brings about sustainable and impactful change. By engaging with stakeholders, community partners, and policymakers, we implement systems changes that promote equal opportunity and dismantle barriers for our most vulnerable community members.
- **Trauma-Informed Perspective:** Adverse childhood experiences, chronic and complex trauma, disasters, and other difficult circumstances can influence an individual's overall well-being and the community at large. Our planning and interventions incorporate a trauma-informed perspective so that our programs and services establish safe, nurturing, and restorative environments.
- **Collaboration and Partnership:** Addressing the complex challenges faced by disproportionately affected populations requires collaboration and shared responsibility. To leverage our collective expertise and resources, we actively seek new partnerships with community-based organizations, public agencies, healthcare providers, educational institutions, and other stakeholders.
- **Data-Driven Decision Making:** To ensure the effectiveness of our initiatives we rely on data-driven decision-making processes. By gathering and analyzing relevant data, we continually assess the impact of our interventions, making informed adjustments to serve the needs of our community better.

- **Transparent Communication:** We are committed to transparent communication with the community, our partners, and stakeholders. Regularly sharing the process, progress, challenges, and successes will foster trust and accountability in our efforts.
- **Continuous Learning and Improvement:** We acknowledge that our journey to health equity and wellness for all is ongoing. We will engage in continuous learning, seeking out innovative strategies and staying current with emerging research and best practices to improve the effectiveness and impact of our initiatives.

## MAPP Process

Planning and developing a CHIP is a lengthy process. Its primary objective is to outline a blueprint for enhancing the health and well-being of all Shasta County residents, employees, and recreational participants. The MAPP Steering Committee has recently completed a modified version of the six phases within the Mobilizing Action for Planning and Partnerships framework<sup>i</sup>. Notably, this marks the second cycle of participation for this steering committee. Their continuous involvement has allowed the CHIP process to commence at phase three.

The response efforts to the COVID-19 pandemic significantly affected the activities and capabilities of both the MAPP Steering Committee and community partners. To complete this CHIP, the county harnessed the valuable data from three local resources—Dignity Health’s Community Health Needs Assessment (CHNA), the MAPP Steering Committee’s Forces of Change focus group, and the numerous contributors to the Shasta County Community Health Assessment. This data played a pivotal role in identifying strategic issues, formulating objectives, and advancing into the action planning phase.

A PSE transformative approach is required to effectively address the underlying causes of health disparities among all Shasta County community members. This type of approach changes the policies, systems, and environments (PSE)<sup>ii</sup> that influence our community’s living conditions. In essence, sound health decisions cannot be made when access to healthy choices are limited. PSE is instrumental in promoting healthier opportunities by ensuring their availability. However, implementing PSE is often challenging when compared to addressing specific diseases or health conditions. This level of change in a community requires communitywide collaboration, meticulous planning, rigorous evaluation, and secure funding.

## SIX PHASES OF THE MAPP FRAMEWORK

1. Organizing for Success/Partnership Development
2. Visioning
3. The MAPP Assessments\*
4. Identifying Strategic Issues
5. Formulate Goals and Strategies
6. Action Plan

\* modified the MAPP assessments to better meet our needs.

This CHIP serves as a resounding call to action, rallying all community partners to unite to address the conditions that detrimentally affect the health and well-being of Shasta County’s residents. Through collective effort and collaboration, we enhance the quality of life and empower residents to flourish right here in Shasta County.

## Community Health Improvement Plan Approach

The formulation of the 2024-2029 Community Health Improvement Plan was data-driven by the latest Community Health Assessment. This assessment included Shasta County demographic insights, population health statistics, findings from the Dignity Health CHNA, and insights gathered from the Forces of Change focus group. By identifying common overarching themes, we pinpointed three strategic priority areas that significantly affect a substantial portion of Shasta County's residents. These areas demand a united and collaborative effort to effectively address them:

### Basic Needs for Health and Safety

### Lifelong Learning

### Belonging and Civic Engagement

These priority areas have received affirmation from various organizations and community groups who are already committed to enhancing these domains. Additionally, we are actively engaging with new community allies to invigorate our efforts in these priority areas and others. Our commitment remains resolute in addressing interconnected factors that impact community well-being and enhance overall health outcomes. We emphasize supporting and building upon existing collaborative initiatives while harnessing community assets and partnerships.

The formulation of these priority areas was inspired by the Seven Vital Conditions for Health and Well-Being<sup>iii</sup>, a framework that envisions a holistic approach to community well-being and the essential conditions that contribute to it. This framework has been embraced by the U.S. Department of Health and Human Services in its recently launched **Federal Plan for Equitable Long-Term Recovery and Resilience (ELTRR)**<sup>iv</sup>. The ELTRR is a comprehensive, government-wide strategy to equitably strengthen resilience and well-being across our nation. It underscores the call for **“all people and places to thrive, without exception.”**

The Federal Plan for ELTRR emphasizes transformative systemic change that empowers communities to engage in inclusive, self-driven discussions about their needs and potential solutions. It supports collaborative, trauma-informed approaches, and healing processes. Furthermore, the plan urges the redesign of existing activities, including the development of new strategies to bridge gaps and optimize outcomes.

Shasta County acknowledges the need to reshape existing initiatives and harness the Seven Vital Conditions for Health and Well-Being Framework. This cross-community collaborative effort will collectively address identified needs and chart a pragmatic course of action for our community to enhance health and wellness outcomes. Adopting this framework within the Shasta County 2024-2029 Community Health Improvement Plan represents the initial step in aligning our actions with this framework. This approach is rooted in our community strengths and assets, while creating actionable measures to enhance all social determinants.



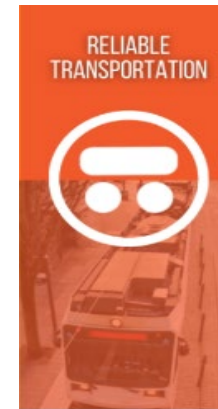
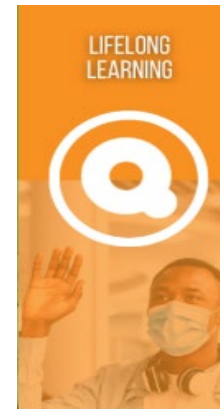
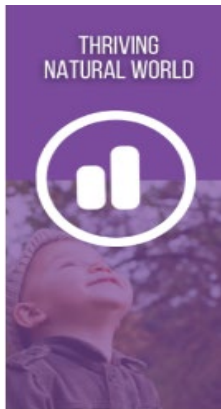
## Seven Vital Conditions for Health and Well-Being Framework

The Seven Vital Conditions Framework shares the concepts of social determinants of health in easily comprehensible plain language. It facilitates collective decision-making by emphasizing familiar conditions and values that are geared toward positive outcomes. This is a shift from focusing on the negative outcomes we seek to avoid. Additionally, highlighting the interconnectedness of the conditions within a community, encourages individuals to view themselves as valuable contributors to the solutions.

This framework's advantages extend beyond categorizing and assigning social determinants. The framework itself facilitates changemakers to recognize connections and asks us to consider the intergenerational dynamics influencing well-being in our community. As community members and changemakers, we can recognize the interconnection of seemingly isolated conditions. It becomes readily apparent that education and vocational training, for instance, create opportunities for meaningful employment and wealth, supporting one's investment in humane housing, connections with the natural world through recreation, and the fulfillment of fundamental health and safety needs. As we gain an understanding of the vital conditions to thriving, we will excel at identifying and leveraging such connections to develop effective, systemic solutions.

When we as a community possess the tools to address complex challenges, we are better equipped to navigate the dynamic processes that determine thriving versus suffering. We can transform into skilled "multi-solvers," capable of devising actions that yield numerous benefits. This shift encourages a broader perspective, urging us to consider the bigger picture. It prompts collaboration and engagement across differences, bolstering our sense of belonging and civic efficacy to shape a more vibrant and healthy community.

## Vital Conditions<sup>v</sup>



**Thriving Natural World:** Sustainable resources, contact with nature, freedom from hazards, clean air, water, and soil; healthy ecosystems that sustainably provide necessary resources; accessible natural spaces; freedom from extreme heat, flooding, wind, radiation, earthquakes, pathogens.

**Basic Needs for Health & Safety:** Requirements for health and safety, nutritious food, safe drinking water; fresh air; sufficient sleep; routine physical activity; safe, healthy sexuality and reproduction; freedom from trauma, violence, addiction, and crime; routine care for physical and mental health.

**Humane Housing Humane:** Consistent housing, adequate space per person; safe structures; affordable costs; diverse neighborhoods (without gentrification, segregation, concentrated poverty); close to work, school, food, recreation, and nature.

**Meaningful Work & Wealth:** Rewarding work, careers, and standards of living; job training/retraining; good-paying and fulfilling jobs; family and community wealth; savings and limited debt.

**Lifelong Learning:** Continuous learning, education, and literacy; continuous development of cognitive, social, and emotional abilities; positive early childhood experiences; elementary, high school, and higher education; career and adult education.

**Reliable Transportation:** Safe, and accessible transportation close to work, school, food, and leisure; safe transport; active transport; efficient energy use; few environmental hazards.

**Belonging & Civic Muscle:** Sense of belonging and empowerment to shape a common world, social support; civic associations; freedom from stigma, discrimination, oppression; support for civil rights, human rights; civic agency; collective efficacy; vibrant arts, culture, and spiritual life; equitable access to information; many opportunities for civic engagement (voting, volunteer, public work).

Delving deeper into the intricate web of factors, a profound consideration arises when we weave in basic thriving conditions with immediate, critical interventions. We then see a comprehensive spectrum of well-being (as illustrated in Exhibit 1). In moments of crisis, urgent services become the thread between life and death, between mere existence and well-being. For anyone grappling with adversity, these urgent services become imperative in reclaiming health and balance. Should any vital condition be denied, remain unfulfilled—or if an unforeseen shock, like the sudden emergence of a new pathogen or wildfire, transpires—an alarming accumulation of severe adversity takes hold. The result manifests in heightened rates of illness, joblessness, housing instability, hunger, isolation, and many distressing challenges.

Any escalating adversity then drives an increased need for urgent services—ranging from medical attention and substance use disorder to crime mitigation, environmental remediation, homelessness aid, unemployment assistance, and nutritional support. While urgent services are indispensable in mitigating immediate suffering, they represent only a temporary respite for those in crisis. We must acknowledge that urgent services alone cannot cultivate a flourishing life. They cannot facilitate a profound thriving community. Moreover, these services fall short in countering a deep-seated environment of adversity perpetuated by deficient vital conditions, trauma, and marginalization.

To shift our trajectory toward an environment that fosters thriving individuals and communities, a fundamental reevaluation is needed. We must step back and evaluate the overarching system to forge a new, transformative path.




**Exhibit 1: A well-being portfolio balances vital conditions and urgent services.**

From <<https://www.i-p3.org/post/new-federal-government-adopts-vital-conditions-framework>>

## 2024-2029 CHIP Priority Areas: A Closer Look

Addressing individuals' cultural, linguistic, psychological, behavioral, and safety needs isn't just a matter of basic well-being—it's the basis of fostering a truly fulfilling and prosperous life. Every aspect of a person's life, from their cultural identity to their mental health, hinges on meeting these fundamental requirements.

A blue vertical graphic on the left side of the text block. At the top, it says "BASIC NEEDS FOR HEALTH & SAFETY" in white. Below the text is a white cross icon inside a white circle. The background of the graphic shows a blurred image of a person in a medical setting.

In essence, the bedrock of physical and mental well-being lies in access to fresh air, clean water, nourishing food, and a stable living environment. These essentials are non-negotiable foundations that enable people to not merely survive but to truly thrive.

However, the depth of well-being goes beyond the physical. It encompasses the profound importance of nurturing healthy relationships, access to quality comprehensive healthcare, allowing individuals the freedom to express their gender and sexuality without constraint, and creating an environment devoid of violence, injury, and toxic stress.

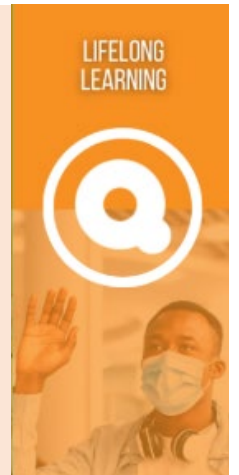
When these critical needs are adequately met, individuals are empowered to flourish throughout their entire lives. They can rise above challenges, adapt to circumstances, recover from trauma, navigate loss, and embrace change. This holistic approach not only safeguards the essence of our humanity but also fortifies the resilience and vitality of our society.

Empowering individuals with dynamic learning and trade opportunities isn't just about knowledge acquisition—it's a catalyst for unlocking the doors to a life of thriving and prosperity at every stage.

Higher levels of education and skill development are not just correlated with financial stability, expanded horizons, superior health, and extended lifespans; they are the cornerstone of societal advancement. However, the persistent disparities in education and opportunity, often transmitted across generations, hinder potential for many members of our community.

The journey towards knowledge and growth must begin early, with tailored learning experiences from early childhood to adulthood. This ensures that the educational and opportunity trajectory matches the needs and aspirations of each stage of life. It's an investment in the fabric of our community and an avenue to uplift individuals and families. Therefore, it is not just about offering opportunities; it's about democratizing access, valuing diverse learning styles, and embedding educational and skill enrichment within the very heart of our community.

By creating an ecosystem of inclusive educational and experiential opportunities—within and beyond the traditional confines of schools—we not only cultivate skills and knowledge but also foster personal growth and forge connections across generations. These enriching experiences fortify the community, enhancing our resilience in the face of life's challenges.







Strong, healthy relationships and robust social support create a supportive environment for flourishing individuals and families. These connections forge bonds of trust, cooperation, and a shared purpose within our community, shaping a collective vision that unites us as a people. Creating a community that cultivates an inclusive sense of belonging and a formidable civic strength, we are empowered to:

- Forge pathways to resilience that suit our distinctive needs and aspirations.
- Mobilize resources effectively and equitably in times of crisis, consolidating our assets to respond swiftly and comprehensively.
- Perseveringly enhance critical conditions that address pressing needs, ensuring sustainable progress and equitable advancement.
- Tackle the pervasive impact of structural inequities and deeply ingrained systemic social and health disparities. We can boldly dismantle barriers within programs and policies, striving for impartiality and granting everyone equal access to opportunities and benefits.

At the core, we as an empowered community, can redefine our future, fostering a culture of interconnectedness, empowerment, and justice that propels us toward a brighter, more equitable future.

## Performance Evaluation and Quality Improvement



Our objective for the period spanning from 2024 to 2029 is to execute the strategies outlined in the Community Health Improvement Plan (CHIP). We are committed to the principles of Continuous Quality Improvement (CQI). This entails a thorough evaluation of the efficacy of our efforts, discerning what proves effective and what requires adjustment to sustain meaningful impact.

Within this framework, each goal is accompanied by Specific, Measurable, Achievable, Relevant, Time-bound, Inclusive, and Evaluated (SMARTIE) objectives. These objectives propel our initiatives toward transformative changes within the MAPP Steering Committee's sphere of influence.

To ensure the success and appropriateness of our actions, we have established measures and set timelines. They will guide progress assessments throughout the implementation process. Monitoring progress ensures we stay in alignment with our goals and gauges the overall impact of the implementation plan on the community's health and well-being.

These CQI methodologies will be systematically and routinely conducted to determine areas of success and identify challenges. CQI allows us to swiftly and effectively address any issues that may impede our progress. In instances where a goal has been fulfilled or removed, proactive steps will be taken to formulate new goals based on identified gaps or sustained key actions to further our mission.

## Strategic Priority Area: BASIC NEEDS FOR HEALTH AND SAFETY

### Goal 1: Chronic Disease Awareness and Prevention

#### Objective 1: Increased healthy eating

#### Multi-Solver Connection: Lifelong Learning, Belonging & Civic Muscle

Selected Strategies	Measures	Timeline	Responsible Parties
<p>Enhance access to healthy nutrition and hydration for youth and families by increasing Farm Club participation and reducing sugary beverage consumption.</p>	<p><b>Farm Club Participation:</b></p> <ul style="list-style-type: none"> <li>Enhance targeted outreach to low-income families, emphasizing the benefits of locally sourced, healthy produce provided by the Farm Club.</li> <li>Implement a comprehensive marketing strategy to attract more youth (ages 3-15) and families to join the Farm Club, highlighting the nutritional advantages of the program.</li> <li>Continuously evaluate and adjust outreach and marketing approaches based on feedback to optimize participation and engagement levels.</li> </ul> <p><b>Reducing Sugary Beverage Consumption:</b></p> <ul style="list-style-type: none"> <li>Identify suitable locations for three new water filling stations in priority areas to promote water accessibility and reduce sugary beverage consumption.</li> <li>Establish partnerships and secure necessary resources for the installation and maintenance of the filling stations.</li> <li>Implement the installation of three new water filling stations in collaboration with local stakeholders and authorities to encourage healthier hydration choices within the community.</li> </ul>	<p>2024-2025</p>	<p>Healthy Shasta (HS)</p>
<p>Enhance access to nutritional education and healthy eating habits by facilitating community workshops, and direct education.</p>	<p><b>Nutrition Education:</b></p> <ul style="list-style-type: none"> <li>Collaborate with CFHL partners to provide tailored nutrition and gardening education, focusing on SNAP-Ed eligible families and schools, encouraging healthy eating habits and sustainable gardening practices.</li> </ul> <p><b>Mindful Eating:</b></p> <ul style="list-style-type: none"> <li>Conduct four “Mindful Eating” educational workshops annually to increase healthy eating habits within the community.</li> <li>Increase participation by promotion at 30+ community events.</li> <li>Track pre/post surveys measure to continuously improve participation/outcomes.</li> <li>Continuously evaluate and adjust outreach and marketing approaches based on feedback to optimize participation and engagement levels.</li> </ul>	<p>Ongoing/annually</p>	<p>HS, Shasta Community Health Center (SCHC)</p>

	<p><b>Cooking Matters:</b></p> <ul style="list-style-type: none"> <li>• Open eligibility for the Cooking Matters workshop to non-diabetes participants to increase outreach and scope.</li> <li>• Increase access to culinary education for low-income communities by providing free cooking workshops.</li> <li>• Collaborate with community partners to ensure sustainability and increase participation.</li> <li>• Track pre/post surveys measure to continuously improve participation/outcomes.</li> </ul>		
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<b>Objective 2: Increased daily movement</b>			
<b>Multi-Solver Connection: Thriving Natural World, Belonging &amp; Civic Muscle</b>			
<b>Selected Strategies</b>	<b>Measures</b>	<b>Timeline</b>	<b>Responsible Parties</b>
<p>Promote fitness and play by enhancing access and utilization of community facilities, active transportation, and recreation opportunities through effective promotion and programming with a focus on underserved communities.</p>	<p><b>Enhancing Access:</b></p> <ul style="list-style-type: none"> <li>• Interact with jurisdictions, planners, developers, and trail groups to identify suitable locations for new transportation/recreation facilities.</li> <li>• Advocate for facility locations in areas with insufficient infrastructure and increased need for access to fitness and recreation opportunities.</li> <li>• Facilitate 24 free community physical activity events open to the community.</li> <li>• Provide free online physical activities to community members with transportation barriers.</li> </ul> <p><b>Opportunities and Utilization:</b></p> <ul style="list-style-type: none"> <li>• Monitor and document the number of HS events held at parks and trails.</li> <li>• Track attendance and classes offered by HS partners related to physical activity, trails, and parks.</li> <li>• Monitor and document the number of significant interactions with relevant stakeholders to ensure progress toward improved infrastructure.</li> <li>• Increase participation in Walktober and Bike Month by 15%, recording new participating workplaces.</li> <li>• Promote awareness of local walking and biking trails through digital and print maps, leveraging social media and community events.</li> <li>• Conduct 5 outreach activities in schools along key transportation corridors to enhance the health and safety of students walking and cycling.</li> </ul>	<p>2024-2029</p>	<p>HS, Public Health (PH), SCHC</p>

<b>Objective 3: Reduce prevalence of diabetes and prediabetes</b>			
<b>Multi-Solver Connection: Lifelong Learning</b>			
<b>Selected Strategies</b>	<b>Measures</b>	<b>Timeline</b>	<b>Responsible Parties</b>
Provide diabetes prevention education and improve health equity through collaboration.	<ul style="list-style-type: none"> <li>• Conduct an annual diabetes prevention education event for 100 at-risk Shasta County adults, promoting the prevention of diabetes.</li> <li>• Offer health promotion classes, walking &amp; support groups, cooking workshops, and coaching to enhance healthy lifestyle choices via FQHC partner and tribal diabetes care hub.</li> <li>• Advocate for and support healthy food policies in local businesses and workplaces.</li> <li>• Implement a food security program, including medically tailored meals to ensure access to nutritious food for the community.</li> <li>• Organize 3 six-week mindful eating class series to promote healthier eating habits.</li> <li>• Host health screening events open to the public, measuring BMI, and A1C levels.</li> <li>• Planning and development of local Diabetes Center.</li> <li>• Increase diabetes awareness and promote screening efforts at 40+ community events.</li> </ul>	2024-2029	PH, Redding Rancheria (RR), SCHC, Mercy Medical Center Redding (MMCR)

<b>Objective 4: ACEs - Reduce and prevent toxic stress in Shasta County families, parents, and children</b>			
<b>Multi-Solver Connection: Lifelong Learning, Belonging &amp; Civic Muscle</b>			
<b>Selected Strategies</b>	<b>Measures</b>	<b>Timeline</b>	<b>Responsible Parties</b>
Reduce, mitigate, and prevent toxic stress by strengthening families, increasing awareness of Adverse Childhood Experiences (ACEs) and Positive Childhood Experiences (PCEs), by increasing access to supportive, useful, and appropriate tools, enhancing protective factors, and	<p><b>Educational Presentations:</b></p> <ul style="list-style-type: none"> <li>• Conduct 20 presentations on ACEs, PCEs, and family bonding by HHSA Public Health staff to reduce toxic stress and increase positive interactions in Shasta County families, promoting resilience and well-being.</li> </ul> <p><b>Promoting Protective Factors:</b></p> <ul style="list-style-type: none"> <li>• Organize 10 Parent Cafés, aiming to enhance protective factors within families and the community.</li> <li>• Conduct 1 Parent Café Table Host training and 2 SF Protective Factor’s trainings to equip community members and organizations in understanding and implementing protective factors effectively.</li> </ul>	2024-2029	Strengthening Families Collaborative (SFC), PH, SCHC



<p>implementing ACE screening and referral systems.</p>	<ul style="list-style-type: none"> <li>• Arrange 5 Teen Cafés to engage and educate teenagers, further bolstering protective factors.</li> </ul> <p><b>Data Monitoring and Accessibility:</b></p> <ul style="list-style-type: none"> <li>• Maintain a comprehensive data dashboard of ACE-related indicators, regularly reviewing and ensuring public accessibility for informed decision-making.</li> </ul> <p><b>ACEs Screening and Referral System:</b></p> <ul style="list-style-type: none"> <li>• Institutionalize ACE screening and referral systems within at least 3 Strengthening Families Collaborative (SFC) organizations, targeting specific populations such as Shasta Community Health Center, HHSA Children’s Services, One Safe Place, Youth Options Shasta, Pathways to Hope for Children, North Valley Catholic Social Services, and Far Northern Regional Center.</li> </ul>		
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<b>Goal 2: Promote Mental Well-Being</b>			
<b>Objective 1: Increased contact with nature and greenspace to promote mental well-being</b>			
<b>Multi-Solver Connection: Belonging &amp; Civic Muscle, Thriving Natural World</b>			
<b>Selected Strategies</b>	<b>Measures</b>	<b>Timeline</b>	<b>Responsible Parties</b>
<p>Enhance mental well-being for the community through nature-based activities, mental well-being workshops, and collaboration.</p>	<p><b>Nature-Based Activities:</b></p> <ul style="list-style-type: none"> <li>• Offer 3 new nature engagement opportunities in collaboration with partner agencies.</li> </ul> <p><b>Mental Well-being Workshops:</b></p> <ul style="list-style-type: none"> <li>• Conduct 3-4 mental well-being workshops annually in youth-friendly community locations.</li> <li>• Target youth (ages 14-25) to promote mindfulness and positive mental well-being. Collaborating with community partners to ensure accessibility and relevance to the age group.</li> </ul> <p><b>Collaboration for Mind-Body Wellness:</b></p> <ul style="list-style-type: none"> <li>• Strengthen collaboration with mental health partners to support mind-body wellness initiatives.</li> <li>• Document partnerships and collaborative efforts to strategically promote nature and greenspace activities.</li> <li>• Increase community engagement and awareness of available mind-body wellness tools and activities.</li> </ul>	<p>2024-2029</p>	<p>HS, PH, SCHC</p>

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<b>Objective 2: Increase mental well-being knowledge and practice</b>			
<b>Multi-Solver Connection: Lifelong Learning, Belonging &amp; Civic Muscle</b>			
<b>Selected Strategies</b>	<b>Measures</b>	<b>Timeline</b>	<b>Responsible Parties</b>
Promote mental and social well-being by increasing awareness of accessible resources, fostering mind-body wellness in workplaces, encouraging healthy social media use, and enhancing adult skills in mind-body wellness care.	<p><b>Community Mental Well-Being Newsletter:</b></p> <ul style="list-style-type: none"> <li>Establish the Community Mental Well-Being (CMWB) Program to produce and distribute a regular newsletter focused on mental well-being.</li> <li>Publish the newsletter 3-4 times annually, aiming to reach 200 subscribers by December 2027.</li> <li>Highlight simple, cost-effective strategies to improve mental well-being within the general community.</li> </ul> <p><b>Workplace Mind-Body Wellness:</b></p> <ul style="list-style-type: none"> <li>Advocate for the implementation and promotion of evidence-based practices for mind-body wellness in workplaces.</li> <li>Establish and document the Worksite Wellness Committee (WWC) and its participating organizations.</li> <li>Facilitate knowledge sharing among WWC organizations to enhance mental well-being support for employees.</li> </ul> <p><b>Promoting Healthy Social Media Use:</b></p> <ul style="list-style-type: none"> <li>Educate 100+ teachers and/or parents/caregivers on strategies to encourage positive social media use among teens.</li> <li>Measure knowledge enhancement through pre-and post-survey information, conducting a follow-up survey after two months to evaluate success and strategy implementation.</li> </ul> <p><b>Enhancing Adult Mind-Body Wellness Care:</b></p> <ul style="list-style-type: none"> <li>Engage a minimum of 80 Shasta County adults in the Center for Mind Body Medicine (CMBM) training series.</li> <li>Conduct a minimum of four Mind-body workshops to improve the mental well-being for adults within the community.</li> </ul>	2024-2029	HS, PH, SCHC

<b>Objective 3: Enhance mental well-being and support to prevent suicide</b>			
<b>Multi-Solver Connection: Lifelong Learning, Belonging &amp; Civic Muscle</b>			
<b>Selected Strategies</b>	<b>Measures</b>	<b>Timeline</b>	<b>Responsible Parties</b>
Enhance mental well-being and prevent suicide by increasing community knowledge of suicide warning signs, improving support skills, promoting help-seeking behaviors, reducing stigma, and limiting access to lethal means.	<p><b>Increase Knowledge of Suicide Warning Signs and Support Skills:</b></p> <ul style="list-style-type: none"> <li>• Coordinate 50-60 training sessions for 2,000 Shasta County community members to enhance knowledge of suicide warning signs and support skills.</li> <li>• Utilize pre- and post-knowledge surveys, evaluation forms, and a 6-month follow-up survey to assess the effectiveness of the curriculum.</li> </ul> <p><b>Promote Help-Seeking Behaviors and Access to Crisis Resources:</b></p> <ul style="list-style-type: none"> <li>• Distribute and promote resources at 30-35 community events, reaching 4,000 individuals, to encourage help-seeking behaviors and increase access to crisis resources.</li> <li>• Regularly update and maintain online resources on the suicide prevention website to ensure accessibility and relevance.</li> </ul> <p><b>Reduce Mental Health Stigma and Encourage Help-Seeking:</b></p> <ul style="list-style-type: none"> <li>• Coordinate 2-4 suicide prevention awareness marketing campaigns aimed at reducing mental health stigma, encouraging help-seeking, and promoting hope regarding suicide prevention.</li> <li>• Measure campaign reach through media impressions and engagement metrics.</li> </ul> <p><b>Limit Access to Lethal Means of Suicide:</b></p> <ul style="list-style-type: none"> <li>• Distribute 100 lock boxes and 200 cable locks at 3-5 community events to reduce access to lethal means and enhance safety within the community.</li> </ul>	2024-2029	PH, SCHC

Objective 4: Increase access to case management and housing support services			
Multi-Solver Connection: Humane Housing			
Selected Strategies	Measures	Timeline	Responsible Parties
Enhance mental well-being services and access to sustainable housing.	<p><b>Expanding Case Management:</b></p> <ul style="list-style-type: none"> <li>Fully implement CalAIM Enhanced Care Management (ECM) and Community Supports (CS) Services.</li> <li>Integrate ECM/CS services throughout SCHC clinics by building easy referral and coordination pathways.</li> </ul> <p><b>Housing Development:</b></p> <ul style="list-style-type: none"> <li>Pilot permanent supportive housing services and evaluate long-term sustainability and fit.</li> <li>Define recommendations for a sustainable SCHC role in housing and housing support services.</li> </ul> <p><b>Increase Access to Comprehensive Mental Health Support Services</b></p> <ul style="list-style-type: none"> <li>Explore virtual mental health provider staffing/contracting arrangements and expand the use of telehealth to deliver mental health services.</li> </ul>	2026- 2029	SCHC

Goal 3: Healthy Beginnings			
Objective 1: Prevention of perinatal substance use and early childhood intervention			
Multi-Solver Connection: Lifelong Learning, Belonging & Civic Muscle			
Selected Strategies	Measures	Timeline	Responsible Parties
Enhance perinatal care and mental well-being for women, infants, and children through a comprehensive community approach addressing substance use disorder (SUD), mental health, and developmental needs.	<p><b>Develop a Comprehensive Countywide Approach to Perinatal Substance Use:</b></p> <ul style="list-style-type: none"> <li>Develop broad recommendations and a 1-year action plan by 2025 to address perinatal substance use, including common language, debunking myths, and consistent talking points among organizations.</li> <li>Collaborate with stakeholders to create a communication plan and messages about SUD, treatment options, and accessible help resources.</li> </ul> <p><b>Increase Knowledge and Awareness among Healthcare Providers:</b></p> <ul style="list-style-type: none"> <li>Provide training to the medical community regarding SUD, treatment options, and referral procedures, specifically focusing on substance use during pregnancy.</li> <li>By March 2025, enhance knowledge and awareness among healthcare providers about SUD and substance use during pregnancy, emphasizing the latest science and appropriate referrals for treatment and support.</li> </ul>	2026-2029	PH, HHSA, First 5 Shasta (F5S), Maternal Child Adolescent Health (MCAH), PHP, SCHC



	<p><b>Establish Coordination of Complex Care Treatment Model:</b></p> <ul style="list-style-type: none"> <li>• Coordinate with the Health and Human Services Agency’s Behavioral Health and Social Services (HHS BHSS) complex care substance use disorder treatment model to support women in SUD treatment and recovery.</li> <li>• Enhance communication and facilitate warm handoffs between providers and organizations assisting women in SUD treatment and recovery.</li> </ul> <p><b>Improve Support for Mental Well-being During Pregnancy and Postpartum:</b></p> <ul style="list-style-type: none"> <li>• Collaborate with the Healthy Babies program to develop social and community support groups providing self-care skills training and education to pregnant and postpartum individuals.</li> </ul> <p><b>Enhance Access to Developmental Screening for Children 0-5:</b></p> <ul style="list-style-type: none"> <li>• Increase the number of children receiving developmental screenings before age 3.</li> <li>• Advocate for improved access, coordination of services, and referrals for developmental screenings and related services.</li> </ul> <p><b>Increase Utilization of Services for Birthing Persons and Children:</b></p> <ul style="list-style-type: none"> <li>• By December 31, 2025, improve attendance of infants ages 0 - 15 months at well-child visits across the county from 2022 baseline claims data of 36.4% to 43.7% by: <ul style="list-style-type: none"> <li>• Identifying newborns within 2 days of delivery and scheduling a post-partum visit and newborn visit within 7 days of hospital discharge. <ul style="list-style-type: none"> <li>• Staff will contact birthing members during or immediately after their hospital stay and schedule follow up appointments.</li> </ul> </li> <li>• Incentivizing well-child visits for the first 2 years of life through outreach, education, and gift cards that reward timely well-child visits.</li> <li>• Collaborating with local First 5 and Comprehensive Perinatal Services Program, and other community providers to increase prenatal visits and education for pregnant members (leveraging CHW, ECM, and doula benefit opportunities).</li> <li>• Establish contracts with providers to perform the benefitted services above.</li> <li>• Provide oversight and review contract performance measures no less than quarterly.</li> <li>• Collaborate with schools, public health, and other stakeholders to support school-based clinics and other related activities.</li> </ul> </li> </ul> <p><b>Ensure Access to Maternal, Perinatal, and Postpartum Mental Health Services:</b></p>		
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	<ul style="list-style-type: none"> <li>Continue supporting the Healthy Babies program, enhancing access and encouraging utilization of maternal, perinatal, and postpartum mental health.</li> </ul>		
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<b>Objective 2: Increase access to perinatal support services</b>			
<b>Multi-Solver Connection: TK Lifelong Learning, Belonging &amp; Civic Muscle</b>			
<b>Selected Strategies</b>	<b>Measures</b>	<b>Timeline</b>	<b>Responsible Parties</b>
Enhance access to perinatal, OB, and children support services.	<b>Women, Babies and Children’s Center</b> <ul style="list-style-type: none"> <li>Open the Women, Babies, and Children’s Center facility by spring 2024.</li> <li>Evaluate and maximize the OB services staffing and service model and expand OB services staffing where possible.</li> </ul>	2024-2028	SCHC

## Strategic Priority Area: BELONGING AND CIVIC MUSCLE

### Goal 1: Cultivate Community

**Objective 1: Create a connection to community by engaging community leaders and residents to build equitable, sustainable, and resilient communities**

**Multi-Solver Connection: Basic Needs for Health and Safety, Lifelong Learning**

Selected Strategies	Measures	Timeline	Responsible Parties
<p>Facilitate enhanced community engagement, communication, and support systems to promote health improvement, inclusivity, and connectivity within Shasta County.</p>	<p><b>Identify Viable Communication Channels and Support for Health Improvement:</b></p> <ul style="list-style-type: none"> <li>Conduct a specified number of focus groups in HS-identified geographic priority areas to understand residents’ communication needs and preferences for health improvement.</li> </ul> <p><b>Support Policies, Systems, and Environments for a Healthier Shasta County:</b></p> <ul style="list-style-type: none"> <li>Collaborate with Public Health, Partners, Educational Institutions, and Committee Leadership teams to identify best practices, policies, and sustainability models that can significantly impact the health of the community.</li> <li>Enhance the organizational culture of diversity, equity, and inclusion by appointing a health equity lead, organizing employee forums, providing staff training, and engaging in discussions addressing barriers to health and well-being.</li> </ul> <p><b>Support Community Engagement in Infrastructure Improvement Plans:</b></p> <ul style="list-style-type: none"> <li>Conduct a minimum of six targeted outreach efforts to educate community members about the “Street Story” platform, encouraging story collection through surveys and online resources.</li> <li>Share collected stories with local transportation partners to influence and support community engagement in infrastructure improvement plans.</li> </ul> <p><b>Provide Increased Opportunities for Families to Build Social Connections and Enhance Parenting Support:</b></p> <ul style="list-style-type: none"> <li>Facilitate community activities, playgroups, and parent groups to provide families with opportunities to build social connections and enhance parenting support.</li> <li>Focus on increasing support for fathers in their parenting roles to encourage positive family dynamics and active involvement.</li> <li>Advocate for family-friendly systems, services, and workplace practices.</li> </ul>	<p>2024-2029</p>	<p>HS, Reach Higher (RH), F5S, PH, SCHC</p>

**Goal 2: Cultivate Community Capacity to Address ACEs**

**Objective 1: Increase the awareness and understanding of the connection between adverse childhood experiences (ACEs) and chronic disease; and bridge the efforts that address each of those issues**

**Multi-Solver Connection: Basic Needs for Health and Safety**

Selected Strategies	Measures	Timeline	Responsible Parties
<p>Empower and mobilize community leadership to effectively address Adverse Childhood Experiences (ACEs) and enhance community resilience through strategic engagement, training, and partnerships.</p>	<p><b>Build Community Leadership to Address ACEs:</b></p> <ul style="list-style-type: none"> <li>• Organize quarterly leadership luncheons to facilitate discussions and strategize approaches for addressing ACEs within the community.</li> <li>• Conduct one Town Hall event annually to engage a wider audience and garner community involvement in ACEs initiatives.</li> </ul> <p><b>Build Community Capacity to Address ACEs:</b></p> <ul style="list-style-type: none"> <li>• Support Aces presenters through mentorships.</li> <li>• Facilitate 15 presentations by ACE Interface Presenters to disseminate knowledge and awareness about ACEs and their impact on the community.</li> <li>• Provide training programs to increase and maintain an ACE Presenters Cohort, ensuring a sustained pool of knowledgeable individuals in the community.</li> </ul> <p><b>Increase Resilience in Family and Community through Partnerships and Tools:</b></p> <ul style="list-style-type: none"> <li>• Organize 10 Trauma-Informed training sessions to equip community members with the skills and knowledge needed to understand and address trauma effectively.</li> <li>• Conduct one 40 Developmental Assets training to educate and empower individuals and organizations to enhance resilience and well-being in families and communities.</li> </ul>	<p>Ongoing/ annually</p>	<p>HHSA, PH, SFC, SCHC</p>



## Strategic Priority Area: LIFELONG LEARNING

### Goal 1: Improve Health Outcomes by Impacting the Social Determinants of Health

#### Objective 1: Increase educational and skill attainment

#### Multi-Solver Connection: Basic Needs for Health & Safety, Meaningful Work & Wealth

Selected Strategies	Measures	Timeline	Responsible Parties
<p>Enhance educational outcomes and opportunities for students from early childhood through post-high school by focusing on kindergarten readiness, literacy rates, post-graduation planning, student engagement, and parent involvement.</p>	<p><b>Increase Kindergarten Readiness:</b></p> <ul style="list-style-type: none"> <li>Report annual data on student’s readiness for kindergarten and the number attending Pre-K (PK) or Transitional Kindergarten (TK).</li> </ul> <p><b>Improve Grade-Level Literacy Rates (Focus on First Graders):</b></p> <ul style="list-style-type: none"> <li>Implement yearly testing for first-grade students to monitor and improve literacy rates.</li> </ul> <p><b>Enhance Post-Graduation Planning and Opportunities:</b></p> <ul style="list-style-type: none"> <li>Monitor and report on completion rates of A-G and Career Technical Education (CTE) Pathways.</li> <li>Track remediation rates to identify areas for improvement.</li> <li>Increase student engagement by tracking the number of students signing up for Concurrent Enrollment (CC), volunteer matches, and internships.</li> </ul> <p><b>Promote Student Engagement and Reduce Chronic Absenteeism:</b></p> <ul style="list-style-type: none"> <li>Monitor and enhance student engagement and involvement in extracurricular activities by tracking the number of volunteer matches, internships, and Concurrent Enrollment (CC) signups for middle and high school students.</li> <li>Focus on reducing chronic absenteeism by implementing strategies to enhance student engagement behaviors and improve grades.</li> </ul> <p><b>Raise Parent Awareness of School Attendance:</b></p> <ul style="list-style-type: none"> <li>Engage parents in early childhood education to instill values of attendance during PK, TK, and kindergarten, emphasizing the importance of regular school attendance.</li> <li>Engage parents in the lifelong learning process through SCOE Community Connect.</li> </ul>	<p>Ongoing/annually</p>	<p>RH, F5S, Shasta County Office of Education (SCOE)</p>

Objective 2: Increase the number of students earning a degree, certificate, skills and achieving gainful employment			
Multi-Solver Connection: Meaningful Work & Wealth			
Selected Strategies	Measures	Timeline	Responsible Parties
Enhance educational and economic prospects for Shasta County residents by focusing on educational attainment, workforce readiness, and economic stability.	<p><b>Increase Shasta College CTE Major Declarations:</b></p> <ul style="list-style-type: none"> <li>Implement targeted campaigns and guidance programs to encourage Shasta College students to declare a Career Technical Education (CTE) major during their first fall post-high school graduation.</li> </ul> <p><b>Improve Degree and Certificate Attainment Rates:</b></p> <ul style="list-style-type: none"> <li>Implement initiatives to enhance the percentage of students earning a degree or certificate within six years, utilizing strategies informed by the National Student Clearinghouse (NSC) data and analysis.</li> </ul> <p><b>Enhance Employment Opportunities and Living Wage Jobs:</b></p> <ul style="list-style-type: none"> <li>Collaborate with local businesses, industry partners, and educational institutions to identify skill gaps and develop programs that align with in-demand careers in the region.</li> <li>Facilitate job fairs, internships, and apprenticeships to connect students with living wage job opportunities and benefits.</li> </ul>	Ongoing/ annually	RH, SCHC

## Shasta County Community Health Improvement Plan 2024-2029 Work Plan

This plan embodies a comprehensive and inclusive process, harmonizing insights gleaned from the Dignity Health Community Health Needs Assessment, the Forces of Change focus group, local health outcome data, and invaluable partner knowledge and relationships. It forms our collective dedication toward enhancing the health and wellbeing of everyone who resides, works, and engages in the vibrant fabric of Shasta County.

We extend our deepest gratitude to our partners for investing countless hours in shaping the 2024-2029 Community Health Improvement Plan. We also extend our appreciation to the residents of Shasta County who generously contributed their perspectives through surveys and focus groups. Your innovative ideas, transparency, and steadfast commitment throughout this journey have been truly inspiring. At HHS-Health & Human Services, we acknowledge that this endeavor would not have been possible without your invaluable contributions.

Rallying around strategic priorities, we realize that improved community health requires a collective effort from residents, community groups, agencies, faith-based organizations, and healthcare providers. This CHIP, along with the forthcoming action plans, will serve as a beacon, guiding our collective actions. It's incumbent upon all of us to play our part, to drive progress, and to positively impact the health of our community. Moving forward, we invite and encourage you to stand with us in unity, as we elevate the health and well-being of Shasta County together.



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We appreciate any questions or comments that you may have about this report and welcome recommendations for improving subsequent reports. If you have any comments to share, please contact us at:

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<https://health.gov/our-work/national-health-initiatives/equitable-long-term-recovery-and-resilience>

## End Note

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<sup>i</sup> <https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment/mapp>

<sup>ii</sup> <https://www.communitycommons.org/collections/An-Introduction-to-Policy-Systems-and-Environmental-PSE-Change>

<sup>iii</sup> <https://www.communitycommons.org/collections/Seven-Vital-Conditions-for-Health-and-Well-Being>

<sup>iv</sup> <https://health.gov/our-work/national-health-initiatives/equitable-long-term-recovery-and-resilience>

<sup>v</sup> <https://www.communitycommons.org/collections/Seven-Vital-Conditions-for-Health-and-Well-Being>