



# 2017-2022

## Community Health Improvement Plan COCHISE COUNTY, ARIZONA



*A partnership among:*

**COPPER QUEEN COMMUNITY HOSPITAL ✦ NORTHERN COCHISE COMMUNITY HOSPITAL  
BENSON HOSPITAL ✦ CANYON VISTA MEDICAL CENTER ✦ CENPATICO INTEGRATED CARE  
CHIRICAHUA COMMUNITY HEALTH CENTERS ✦ UOFA COOPERATIVE EXTENSION  
COCHISE HEALTH & SOCIAL SERVICES ✦ COMMUNITY FOOD BANK OF SOUTHERN ARIZONA  
LEGACY FOUNDATION OF SOUTHEAST ARIZONA  
FIRST THINGS FIRST COCHISE REGIONAL PARTNERSHIP COUNCIL**

**Prepared by Health Management Associates**

This Page Intentionally Left Blank

# Letter to the Community

Greetings Cochise County!

Creating a culture of health and wellness within our community is our fundamental guiding principle. Our journey to achieving a culture of health is well on its way, and we look forward to the continued collaboration shared among all.

Cochise Health and Social Services (CHSS) will foster an exceptional quality of life by advocating for a community centered culture of health through unparalleled public health services.

*We believe in creating healthy opportunities for ALL.*

I want to extend my deepest gratitude to our community partners for their leadership and collaboration on our journey to achieving a Healthy Cochise. Our partners represent the diversity of our community, which is reflected in the priorities and goals outlined in this plan.

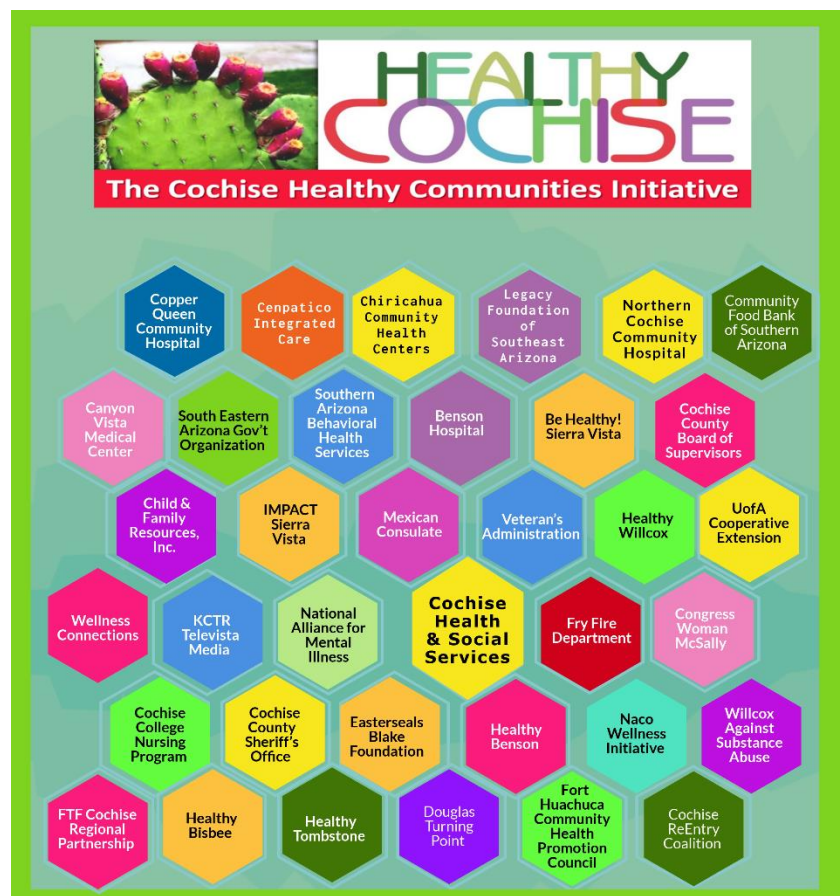
Developing the Community Health Assessment and the Community Health Improvement Plan is a milestone in bringing the communities within our County together. Our priorities for health are based on a combination of health data and community perception, aligned with the efforts of CHSS, our partners, and our community members to improve our community's health over the next five years. This process is a roadmap illuminating the path to an exceptional quality of life in our shared vision of a Healthy Cochise.

At CHSS we take our stewardship of the County's health seriously. We will continue this journey, seeking ongoing collaboration from all sectors of our community: the public, law enforcement, business, elected officials, and community organizations.

***We succeed when we work together.***

*With gratitude,*

Carrie Langley, Director  
Cochise Health & Social Services





# Table of Contents

<b>Letter to the Community</b> .....	<b>2</b>
<b>About Cochise County, Arizona</b> .....	<b>4</b>
<b>Cochise County 2016-2017 Community Health Assessment Approach</b> .....	<b>5</b>
<b>Public Health Priorities for Cochise County</b> .....	<b>6</b>
<b>Planning for a Healthy Cochise County</b> .....	<b>7</b>
<b>Alignment With Public Health Accreditation</b> .....	<b>7</b>
<b>Cross-Sector Partnerships</b> .....	<b>7</b>
<b>Identifying Strengths, Assets, Resources, Challenges and Opportunities</b> .....	<b>8</b>
<b>CHIP Framework</b> .....	<b>11</b>
<b>Priority: Mental Health and Alcohol/Substance Abuse</b> .....	<b>12</b>
<b>Priority: Good Jobs &amp; Health Economy</b> .....	<b>13</b>
<b>Priority: Healthy Eating, Obesity &amp; Diabetes</b> .....	<b>15</b>
<b>Cross Cutting Priority Issues</b> .....	<b>17</b>
<b>Advancing Health in Cochise County</b> .....	<b>18</b>



## About Cochise County, Arizona

Founded in 1881, 31 years before Arizona achieved statehood, Cochise County has a rich and diverse history. Located in the southeast corner of Arizona and covering more than four million acres, it is larger than the states of Connecticut and Rhode Island combined. The county's namesake, the legendary Apache chief Cochise, waged battle with U.S. Cavalry units in the Dragoon mountains, while Geronimo was pursued deep into the Chiricahuas. The legendary Buffalo Soldiers of the 10th U.S. Cavalry were stationed at Ft. Huachuca, anchoring a tradition of military service that endures to this day. If you know one thing about Cochise County, you know it was home for a time to the legendary lawman Wyatt Earp and was the setting for the kind of old-west boom town adventures that movies are (literally) made of.

Today, Cochise County is home to people of all types of backgrounds, with a variety of social, economic, and healthcare needs. The county is home to diverse cultures and lifestyles, from

Tombstone to the copper town turned artistic community of Bisbee, to Sierra Vista and Fort Huachuca, to the vineyards and farms of Willcox, the natural splendor of the San Pedro Valley, and all the way down to the cross-border bustle in Douglas.

The organization officially responsible for promoting the health and well-being of the 129,112 residents of Cochise County is Cochise Health and Social Services (CHSS), and in 2012, they embarked on a journey to better understand the health needs of county residents. With funding and technical assistance from the Arizona Department of Health Services (ADHS), they conducted the first county-wide Community Health Assessment (CHA). The purpose of the Cochise County CHA was to determine the self-identified current health status of the county's residents, identify the barriers to accessing health care, and determine what types of services residents were using. More importantly, the CHA attempted to gain an understanding of the county's definition of a healthy community and to strategically deploy limited resources throughout the county for the greatest possible effect.

Building on the 2012 assessment, CHSS embarked on a collaborative approach to conduct the 2016 assessment, partnering with the Legacy Foundation of Southeast Arizona, Benson Community Hospital, Copper Queen Community Hospital and Northern Cochise Community Hospital to bring together residents and community leaders, nonprofit and social service agencies, governmental institutions, and federally qualified community health centers to harness their collective resources, energy and expertise to identify and prioritize the major issues threatening the health and well-being of Cochise County residents.

## Cochise County 2016-2017 Community Health Assessment Approach

Using the infrastructure created through The Cochise Healthy Communities Initiative, CHSS and their partners coordinated the five-month CHA process, which was a collaborative, community effort that engaged more than 2,400 county residents through the community needs survey, community meetings and stakeholder engagement. The process relied on Health Management Associates (HMA) and the University of Arizona's Office of Population Health to perform the various components of research and information gathering, and HMA guided CHSS and their partners through a modified Mobilizing through Planning and Partnership (MAPP) framework for the four MAPP assessments:

- Community Themes and Strengths Assessment
- Local Public Health System Assessment
- Forces of Change Assessment
- Community Health Status Assessment

The MAPP assessments were conducted with direction by the CHA Steering Committee to meet the following objectives:

- To ensure racial and ethnic minority communities' needs and input were included.
- To ensure broad stakeholder engagement and participation in the assessment.

- To ensure each of the five major communities and rural areas within Cochise County were included in the survey and community meetings.
- To the extent possible, obtain, analyze and interpret health data specific to Cochise County.

To achieve these goals, primary and secondary data were collected and reviewed, including county-specific Medicaid utilization data. The community themes and strengths were assessed by conducting a survey of more than 2,400 community residents, health system partners, and other health and social service professionals. To understand the forces of change in Cochise County, a series of webinars was conducted with key informants representing major communities of interest including education leaders, elected officials and health care providers. A fourth webinar was held for key informants representing vulnerable populations that often experience greater health disparities including the elderly, border health experts, domestic violence advocates and LGBTQ advocates.

Through this assessment and data collection process, three community health priorities surfaced. These priorities are supported by the data, and they were echoed by community members and public health professionals.

## Public Health Priorities for Cochise County

### *Mental Health and Alcohol/Substance Abuse*

Medicaid utilization data revealed that mental health and substance use disorders are a major contributor to poor health of the Cochise County population. Mental health and physical health are inextricably linked, and research has shown a link between depression and chronic diseases and health conditions, including diabetes and cancer, which are two of the leading causes of death in Cochise County.

### *Good Jobs and a Healthy Economy*

Health is influenced by a number of social and economic factors, including where people live. People who live in rural areas are at a higher risk of having poor health. Cochise County is one of two counties in Arizona with a declining census; all other counties are experiencing population growth. In addition, approximately 28 percent of the county's children are living in poverty, which is an indicator for an increased risk of mortality, prevalence of medical conditions and disease incidence, and poor health behaviors.

### *Healthy Eating and Obesity & Diabetes*

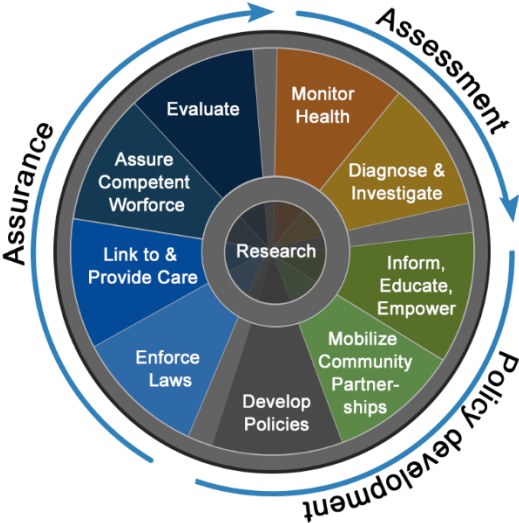
Unhealthy individual behaviors like smoking, lack of physical activity, and poor eating habits are major contributors to the leading chronic diseases. The United States Department of Agriculture (USDA) catalogues who has limited access to healthy food by determining what percentage of low-income residents live close to a grocery store (within 10 miles in rural areas). The lack of healthy food choices, lack of physical activity and obesity all contribute to the county's high rate of diabetes.



# Planning for a Healthy Cochise County

## Alignment with Public Health Accreditation

State and local health agencies have used various types of health needs assessments for a variety of programs for years. In the last decade, a movement began to set standards in key functional domains for state and local health departments, with the objective of becoming formally accredited by the Public Health Accreditation Board (PHAB). PHAB accreditation is comprised of twelve domains, including the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP). Even though accreditation is voluntary, CHSS believes the community will benefit tremendously by the alignment of services through the CHIP and we have conducted all of our planning efforts to align with the public health accreditation requirements.



## Cross-Sector Partnerships

CHSS brought together a dedicated group of community partners to lead, promote, and advance sustainable health by developing strategies and objectives to address identified health priorities through local Healthy Community Committees.



Figure 1: Cochise County Community Strategy Session, Cochise Community College, Downtown Center, June 28, 2017

The mission of the **Cochise Healthy Communities Initiative** is to motivate and guide the very diverse and unique communities within Cochise County to actively participate in identifying and addressing health concerns in their neighborhoods, towns and surrounding communities.



# Identifying Strengths, Assets, Resources, Challenges and Opportunities

The Healthy Cochise Coalition met on May 10, 2017 to develop a list of strengths, challenges and opportunities for each of the three priority areas. These assessments were used to assist the ongoing CHIP efforts, including the development of goals, strategies and objectives.

## HEALTH PRIORITY 1

### Mental Health & Alcohol and Substance Abuse

STRENGTHS, ASSETS, RESOURCES	CHALLENGES
<p>Strong provider networks and providers who deliver coordinated care</p> <p><b>Formal &amp; Informal networks &amp; coalitions, such as NAMI, SADD, SEABHS, and CENPATICO</b></p> <p>Services available for both mental health &amp; substance use disorder (SUD)</p> <p>Medicaid coverage for mental health &amp; SUD services for individuals who qualify</p> <p>Partnership between the regional behavioral health authority and jail/law enforcement agencies</p> <p>211 &amp; Community Resource Guide</p> <p>Cochise Children's Mental Health Clinic</p>	<p>Lack of inpatient rehabilitation facility in Cochise County</p> <p><b>Limited availability of mental health &amp; SUD services in smaller communities</b></p> <p>Lack of regional transportation</p> <p><b>Lack of affordable housing</b></p> <p>Insufficient funding for transportation, housing and mental health &amp; SUD services</p> <p><b>Lack of services for those exiting incarceration</b></p> <p>Lack of psychiatric providers in Cochise County</p> <p><b>Lack of early diagnoses/prevention efforts &amp; early intervention services</b></p> <p>Cultural intolerance/stigmatization of mental illness and SUD</p> <p><b>Declining population endangering the ability to generate a workforce</b></p> <p>Proposed changes to ACA may remove funding for MH/SUD</p> <p><b>Underfunding public schools leading to the deterioration of public education</b></p>
OPPORTUNITIES	
<p>Change policies to require substance abuse treatment services for families involved in the child welfare system due to SUD</p> <p><b>Expand access to drug and UA courts in Cochise County</b></p> <p>Establish criteria for jail diversion for substance abuse</p> <p><b>Increase training to law enforcement and schools about mental illness and substance use disorders</b></p> <p>Establish re-entry services including housing, legal, and financial for the justice-involved</p> <p><b>Create education campaigns to destigmatize mental illness and substance use disorders</b></p> <p>Promote the 211 and Community Resource Guide</p> <p><b>Prioritize prevention approaches and collaborative partnerships</b></p> <p>Outreach and education to the community including the homeless &amp; reentry populations</p> <p><b>Support the Legacy Foundation's efforts to help community organizations work together</b></p>	

## HEALTH PRIORITY 2

### Good Jobs and a Healthy Economy

STRENGTHS, ASSETS, RESOURCES	CHALLENGES
<p>Community support for Eco-Tourism, Historic and Agritourism for ranches, farms, and wine tourism</p> <p>Cochise grows 80% of grapes used in Arizona's wine making</p> <p>Job opportunities and growth at Fort Huachuca, Willcox, Border Patrol, Healthcare and Tourism</p> <p>Local organizations offer job training for county residents (ACF/CC, Chamber of Commerce, UA South)</p> <p>Strong sense of community</p>	<p>Small population in a large geographic area</p> <p><b>Lack of job diversity and large businesses</b></p> <p>Reliance on a mono-industry (Fort Huachuca) to support the economy</p> <p><b>Unskilled workforce</b></p> <p>Poor communication between cities in Cochise County</p> <p><b>Lack of affordable childcare</b></p> <p>Geographic Isolation – physical and technological</p> <p><b>Declining population</b></p> <p>Untrained workforce, ineffective education system and lack of health industry</p> <p><b>Media coverage gives a negative perception of the US-Mexico border</b></p> <p>Attitude and policies towards the cross-border partnerships and immigration</p>
OPPORTUNITIES	
<p>Climate in Cochise County is very temperate with four different ecosystems, friendly to growing many different crops, and outdoor activity (Creation of the Arizona Trail, and US Bike Route 60)</p> <p><b>Leaders are working on improved federal policies on cross border trade</b></p> <p>Local retail attractions include goods from Mexico that can be found in Cochise County</p> <p><b>Local wines and foods grown in Cochise county can be sold directly to consumers throughout Arizona</b></p> <p>Tourism can be expanded by marketing and cross community collaboration</p> <p><b>Connecting Cochise County geographically with multi-use pathways, intercity bus systems, and rider sharing programs</b></p>	

## HEALTH PRIORITY 3

### Healthy Eating, Obesity & Diabetes

STRENGTHS, ASSETS, RESOURCES	CHALLENGES
<p><b>Food crops and farmers throughout the counties, and farmer's markets thrive in Cochise County</b></p> <p>Cochise County has an active Health Department and various Committees, Community Health Centers, Health and Wellness Groups, and Bicycle Clubs</p> <p><b>Active transportation is under development and promoted</b></p> <p>Community education opportunities at Community Food Bank of SAZ, Willcox library, and other locations on nutrition, food and being active</p> <p><b>300 days of sun per year provides good weather for gardens, year-round outdoor exercise and outdoor activity</b></p> <p>U of A Cooperative Extension and CHSS work with schools to develop wellness policies</p> <p><b>Infrastructure improvements are underway for active transportation in Sierra Vista and surrounding communities</b></p>	<p>Many food deserts within Cochise County</p> <p>Individuals do not have transportation</p> <p><b>Fast food and junk food is readily accessible</b></p> <p>Underfunding of community transportation</p> <p><b>Lack of political will to fund health and wellness</b></p> <p>Few recreation opportunities and Infrastructure</p> <p><b>Health education is not a priority</b></p> <p>Lack of cultural partnership around choices &amp; healthy foods</p> <p><b>Technology sometimes leads to a sedentary lifestyle and poor nutrition, resulting in some of the highest obesity and diabetes rates in the state</b></p> <p>Parents working low wage jobs and multiple jobs, may not have time to cook for their children</p> <p><b>Stigma associated with health conditions</b></p> <p>Changes in federal health policy &amp; funding</p>
OPPORTUNITIES	
<p>Community Gardens and co-op community gardens in every community</p> <p><b>Incentivize food retailers to provide healthier food in restaurants and grocery stores</b></p> <p>Schools promote physical education, healthy eating education and healthy living</p> <p><b>Coordinate transportation planning with other strategic planning activities within the county</b></p> <p>Create public parks, walking paths, intercity biking trails to increase experiential tourism</p> <p><b>Wellness education and promotion for all residents that includes education about healthy food options, food preparation, gardening and healthy eating</b></p>	

This Page Intentionally Left Blank

ECONOMIC DEVELOPMENT ✦ COMMUNITY ✦ DIVERSITY  
NATURAL ✦ WELLNESS ✦ FRIENDLY ✦ HEALTH  
ACTIVITY ✦ AWARENESS ✦ SAFETY ✦ QUALITY



Dave Mint  
Photograph

# COCHISE COUNTY'S PRIORITIES



# CHIP Framework

The Community Health Improvement Plan (CHIP), like a business plan, outlines the goals, strategies and performance measures it wants to achieve. And, like a business plan, the CHIP assigns responsibility, seeks to foster and support collaboration and requires ongoing commitment from the community.

The 2017 – 2022 Cochise County CHIP is the product of eighteen months of community engagement that began with an in-depth assessment of the community’s health. The community health assessment findings provided the structure for a thoughtful and strategic planning process whereby the community identified their top three health priorities based on data and community input. After identifying their priorities, the community embarked on a stakeholder process to develop goals, objectives and strategies for each of the priority areas, which are designed to improve the health of people who live, learn, work, and play within Cochise County. Additionally, the CHIP partners developed their goals and strategies within a contextual framework consisting of communication, coordination, partnership, evidence-based practice and measurable actions.

With the plan in place, the community will move into the action cycle phase of the CHIP. Community members, providers and community groups reconvened for the 2<sup>nd</sup> annual Healthy Cochise Summit in September 2017 to learn more about policy, systems and environmental change and to consider ways all parties can align their activities and strategic plans with the CHIP. Priority area work groups have begun forming work plans, establishing time lines, considering evaluation benchmarks, and recruiting more community participation to implement the CHIP. The success of the CHIP will be dependent on contributions from both CHSS, community partners and the residents of Cochise County. CHSS staff will monitor the CHIP workplan to ensure accountability from all the contributing initiatives, which will be required to contain clear, specific, realistic, and action-oriented goals that are measurable and time-bound.

Here in Cochise County we view our CHIP as a living and evolving plan that will respond to the needs of the community and be informed by the lessons we learn along the way. We will update the CHIP annually to track our progress, reaffirm our direction and provide course correction using health related data, community input through survey dissemination and CHIP’s evaluation metrics. Implementation of the CHIP will strengthen the community, improve our public health infrastructure, facilitate the development of deep and meaningful community partnerships, and support the health, well-being, and quality of life of Cochise County residents.



# Priority One:

## Mental Health and Alcohol/Substance Abuse

Mental health and physical health are inextricably linked, and research has shown a link between depression and chronic diseases and health conditions, including diabetes and cancer, which are two of the leading causes of death in Cochise County; it isn't surprising that every community identified mental health and/or substance abuse as a priority. During the community health assessment data review, the Medicaid utilization data revealed that mental health and substance use disorders are a major contributor to the poor health of Cochise County residents.

### Mental Health at a Glance

#### *Medicaid Inpatient Data:*

- Other psychoses (No Schizophrenic or Major depressive disorder) 7.6% or 660 visits
- Other mental disorders exc. psychoses and alcohol dependence, 4.3% or 373 visits

#### *Medicaid Outpatient Data:*

- Other mental disorders (32% or 211,529 visits)
- Psychoses (9.6% or 63,369 visits)
- Schizophrenic disorders (5.6% or 36,866 visits)
- Injury exc. Poisonings and fractures (4.4% or 29,566 visits)
- Major depressive disorder (3.4% or 22,985 visits)

#### *Substance Use Disorder*

Arizona ranks 12th highest in the nation for rates of prescription drug misuse and abuse for individuals over 12 years old, as well as 12th highest in the nation for opioid-related overdose deaths. In response to the increasing rates of prescription drug misuse and opioid overdoses, the Governor's office created the Arizona Rx Drug Misuse and Abuse Initiative.

#### *Cochise County Detention*

Between March 1, 2016, and September 30, 2016, over half (59 percent) of the bookings were attributed to a Cenpatico member. Of these, 16 percent were in an "open episode" of care, and the remaining 84 percent were not actively receiving care for their mental health or substance use disorder.

# MENTAL HEALTH, ALCOHOL & SUBSTANCE ABUSE

**GOAL #1: To affect state, county and local policy changes that allow and implement diversion from jail and/or prison for individuals diagnosed with mental illness and/or substance use disorder (SUD).**

**Objective:** Reduced incidence of incarceration for MH/SUD and increased incidence in participation in community programs

## Strategy 1

Complete a community capacity assessment: Identify and map all existing resources and gaps (including eligibility, access and coverage) for MH and SUD in Cochise County.

## Strategy 2

Develop a broad-based education and training program on MH/SUD for law enforcement, first responders, community providers and volunteers regarding a comprehensive approach to diversion.

## Strategy 3

Develop a systematic and sustainable communication structure among law enforcement, judicial, resources and providers who are involved with MH/SUD.

## Strategy 4

Ensure Cochise County is engaged and involved in all statewide resources, regulations and initiatives for MH/SUD, including the opioid crisis.

**GOAL #2: Promote and expand mental health wellness and substance use disorder resources across the lifespan for all in Cochise County.**

**Objective:** Increased incidence of participation by individuals affected by MH and/or SUD in community programs.

## Strategy 1

Develop a systematic and sustainable communication and advertising structure to increase shared understanding among all organizations, agencies and residents about access to resources and systems.

## Strategy 2

Initiate a formal process to engage stakeholders on the creation of community-based infrastructure for MH/SUD acute treatment and resource center.

## Strategy 3

Develop a county-wide approach to reduce opioid addiction and deaths. Support local municipalities in individualized approaches.



# Priority Two: Good Jobs & Health Economy

Health is influenced by biological, social, economic, and environmental factors and their interrelationships. People who live in rural areas are at a higher risk for poor health. The Rural Health Information Hub states, “[R]ural risk factors for health disparities include geographic isolation, lower socio-economic status, higher rates of health risk behaviors, and limited job opportunities. Higher rates of chronic illness and poor overall health are found in rural communities when compared to urban populations.”<sup>1</sup> Research shows that social factors, including educational attainment and poverty, account for over a third of total deaths in the United States in a year.<sup>2</sup> Across the country, the likelihood of premature death increases as a person’s income decreases, and lower education levels are directly connected to lower income, higher likelihood of smoking, and a shorter life expectancy. The most recent US Census

GOOD JOBS & HEALTHY ECONOMY			
<p><b>GOAL #1: Promote business growth and job opportunities throughout Cochise County.</b></p> <p><b>Objective #1:</b> Compile a comprehensive list of all assessments of the needs and challenges that impact growing and sustaining business and jobs in Cochise County.</p>			
<p><b>Strategy 1</b></p> <p>Compile a list of assessment of needs &amp; challenges facing Cochise County businesses.</p>	<p><b>Strategy 2</b></p> <p>Develop a report summarizing the findings from the assessments of needs and challenges facing businesses.</p>	<p><b>Strategy 3</b></p> <p>Compile a list of assessments of needs &amp; challenges facing Cochise County job seekers.</p>	<p><b>Strategy 4</b></p> <p>Develop a report summarizing the findings from the assessments of the needs &amp; challenges facing job seekers.</p>
<p><b>Objective #2:</b> Support the collaboration and partnership of all Cochise County economic development plans &amp; projects to maintain a county-wide focus.</p>			
<p><b>Strategy 1</b></p> <p>Increase communication, cooperation and collaboration among all the economic development efforts in Cochise County.</p>		<p><b>Strategy 2</b></p> <p>Identify a Healthy Cochise Coalition member to attend all city &amp; county economic development group meetings to exchange information about economic development strategies and projects, county-wide.</p>	
<p><b>GOAL #2: Support and promote all tourism efforts in Cochise County including eco-tourism, historic tourism &amp; agri-tourism.</b></p> <p><b>Objective:</b> Key partners, efforts, trends and groups working on economic development throughout Cochise County are connected.</p>			
<p><b>Strategy 1</b></p> <p>Support all efforts to develop a county-wide plan to promote all types of tourism.</p>		<p><b>Strategy 2</b></p> <p>Support all efforts to assess all Cochise County cross-border businesses and partnerships and efforts to identify opportunity.</p>	

<sup>1</sup> <https://www.ruralhealthinfo.org/topics/rural-health-disparities>

<sup>2</sup> Sandro Galea et al., “Estimated Deaths Attributable to Social Factors in the United States” American Journal of Public Health 101, no. 8 (August 2011):1456–1465, doi:10.2105/AJPH.2010.300086.

data indicates that 17.9 percent of Cochise County residents live in poverty (U.S. Census Bureau, 2011-2015), and the Census’ Small Area Income and Poverty Estimates (SAIPE) Center indicates that almost 28 percent of children in Cochise County live in poverty. Given this reality, Cochise County residents identified good jobs and a healthy economy as a priority for improving our health.

## Priority Three: Healthy Eating, Obesity & Diabetes

Unhealthy individual behaviors like smoking, lack of physical activity, and poor eating habits are major contributors to the leading chronic diseases. The United States Department of Agriculture (USDA) catalogs who has limited access to healthy food by determining what percentage of low-income residents live close to a grocery store (within 10 miles in rural areas).

The lack of healthy food choices, lack of physical activity and obesity all contribute to the county’s high rate of diabetes.

HEALTHY EATING, DIABETES & OBESITY				
<p><b>GOAL #1: Build &amp; strengthen community-based infrastructure that provides options for healthy eating &amp; active living.</b></p> <p><b>Objective #1:</b> Cochise County population can easily access information about available healthy living activities.</p>				
<p><b>Strategy 1</b> Develop a “Healthy Cochise” App (built from Maricopa Health App concept)</p>		<p><b>Strategy 2</b> Develop a county-wide, coordinated communication &amp; marketing plan to promote healthy living activities, with a single point of contact.</p>		
<p><b>Objective #2:</b> Cochise County workplaces can easily access information about best practices for healthy living policies &amp; practices.</p>				
<p><b>Strategy 1</b> Research workplace wellness policies and develop a toolkit for Cochise County businesses.</p>	<p><b>Strategy 2</b> Research policies for alternative use of public spaces (i.e. Joint use agreements for school facilities to be used by community after school hours).</p>	<p><b>Strategy 3</b> Research best practices for increased physical activity in schools.</p>	<p><b>Strategy 4</b> Research best practices for health care providers to prescribe healthy foods (CMS – “food as medicine”).</p>	<p><b>Strategy 5</b> Research best practices for health care providers to promote healthy eating and physical activities with patients.</p>
<p><b>Objective #3:</b> Cochise County population can easily access healthy living activities in areas where we live, learn, work, play and pray.</p>				
<p><b>Strategy 1</b> Develop a plan for hydration education and access throughout Cochise County.</p>		<p><b>Strategy 2</b> Develop a plan to assist grocery stores to label and market “healthy” foods for easier identification by consumers.</p>		

Four of the leading causes of death in Cochise County are related to chronic disease. The US National Center for Health Statistics defines a chronic disease as a health condition lasting three months or longer that generally cannot be prevented by vaccines and does not “get better” or disappear on its own. According to the CDC, “chronic diseases such as heart disease, stroke, cancer, type 2 diabetes, obesity, and arthritis are among the most common, costly, and preventable of all health problems.” Several studies demonstrate the nationwide severity of chronic disease.

Individual behaviors are the major contributors to the leading chronic diseases. According to the 2016 County Health Rankings & Roadmaps, Cochise County residents are in-line with the national trends for smoking, lack of physical activity and obesity.

<h1>HEALTHY EATING, DIABETES &amp; OBESITY</h1>	
<p><b>GOAL #2: Change cultural expectations about the definition of a good and healthy life.</b></p>	
<p><b>Objective #1:</b> Cochise County business and community leaders are involved in developing and implementing healthy living policies and programs.</p>	
<p><b>Strategy 1</b></p> <p>Influence how Cochise County businesses view their responsibility to facilitate healthy living.</p>	<p><b>Strategy 2</b></p> <p>Promote and/or create worksite wellness programs for various types of Cochise County businesses.</p>
<p><b>Objective #2:</b> Healthy living educational resources are available for all ethnic, social and organizational groups.</p>	
<p><b>Strategy 1</b></p> <p>Develop healthy living educational resources that are culturally responsive to the population of Cochise County.</p>	<p><b>Strategy 2</b></p> <p>Implement culturally responsive community education that explains the benefits of healthy living.</p>



# Cross Cutting Priority Issues

Transportation, and communication about available resources were identified in every survey, discussion and committee meeting throughout the assessment and plan development process.

Access to services and resources for all Priority areas is impacted at every level by the availability of transportation and the level of communication about county-wide and local resources.

Therefore, we have developed goals for these issues as well, in order to support the first three Priority areas:

TRANSPORTATION & RESOURCE COMMUNICATION	
<b>GOAL #1: Support all efforts to expand transportation access throughout Cochise County</b>	
<b>Strategy 1</b> Support SEAGO's plans to expand intercity transportation to Benson and to set up public transportation in Willcox.	<b>Strategy 2</b> Support development of VICAP transportation services in all areas where there is no public transportation.
<b>GOAL #2: Support all efforts to consolidate and market a comprehensive one-stop, county wide Resource Directory</b>	
<b>Strategy 1</b> Support the Legacy Foundation to expand and maintain/update the Cochise Resource Directory.	<b>Strategy 2</b> Support the Legacy Foundation to market the combination of all directories into one.

# Advancing Health in Cochise County

*There are many ways to engage in improving the health of our community and making our Community Health Improvement Plan a reality.*

## CONVENE or JOIN a Healthy Community Committee

A Healthy Community Committee is a group of dedicated volunteers who work together to improve the health and well-being of their community. We will support your work by providing a toolkit of resources to establish your committee, help you select and implement your projects, and train your committee members and volunteers. We have a dedicated staff person to assist and support your committee each step along the way.

**To date there are seven active Healthy Community Committees:**

### *Douglas Turning Point*

The longest running healthy community committee in Cochise County, the Douglas Turning Point began in 1998. What started as an approach to foster innovation and collaboration for the well-being of the community is now a local network between businesses, agencies, and community members working to make Douglas a better place.

### *Sierra Vista BeHealthy!*

Convened in 2014, the Be Healthy! Sierra Vista Health Advisory Committee is a collaborative group that will lead, promote and advance sustainable health initiatives through the development of strategies and objectives that address identified health priorities. Members of this health committee serve together in the role of prevention, quality care insurance, policy development and community engagement.

### *Fort Huachuca Community Health Promotion Council*

Convened in 2014, the overall objective of the Community Health Promotion Council (CHPC) is to focus on a more integrated comprehensive approach to address multiple risk factors, health conditions, and to optimize wellbeing through interventions and strategies that can influence multiple organizational levels including individual behavior change, organizational culture, and the worksite/community environment.

### *Healthy Benson*

Convened in 2017, this group has begun the mission and vision development process to determine where they fit in the larger picture of the Healthy Cochise Initiative and the City of Benson. Additionally, we are continually looking for partners to expand the reach and scope of Healthy Benson.

### *Healthy Willcox*

Convened in October 2015, this group quickly focused on the lack of public transportation in Willcox and is currently working with SEAGO to bring public transportation to the Willcox area. In the meantime, VICaP taxi service was expanded into the Willcox area. During 2016 additional committees were formed to address other issues including: opening a nursing home in Willcox, providing playground equipment for Willcox parks, and improving the economic outlook of the greater Willcox area.

### *Healthy Bisbee*

Convened in 2017, this action group was created from the core of the previous Bisbee Homeless Task Force (2014-2016) which was disbanded in the fall of 2016. The current group is reviewing the intersection of law enforcement and mental health, and determining its role in the greater Healthy Cochise Initiative and how it can further the CHIP goals under Priority 1: Mental Health & Substance Abuse.

### *Healthy Tombstone*

Convened in 2017, Healthy Tombstone was established to address three critical needs: expand access to emergency services, create or assist with lack of transportation options and expand healthier food options. Since January 2017, Healthy Tombstone has created a volunteer transportation service by partnering with VICaP. They've made affordable supplemental helicopter insurance available to all residents in the Tombstone area. And by establishing a partnership between Healthy Tombstone, the local Lions Club, and the Tombstone Senior Center they are now exploring the possibility of opening a nonprofit grocery store.

## **WORK on Plan implementation in a CHIP Priority Area Work Group**

- Mental Health, Alcohol & Substance Abuse
- Good Jobs & a Healthy Economy
- Healthy Eating, Diabetes & Obesity

If you or your organization would like to become involved in the Healthy Cochise Initiative or would like more information, please contact us at: [healthycochise@cochise.az.gov](mailto:healthycochise@cochise.az.gov) or check out the website at [www.healthycochise.org](http://www.healthycochise.org).