

**Office of the District Health Officer
District Health Officer Staff Report
Board Meeting Date: March 27, 2025**

DATE: March 20, 2025
TO: District Board of Health
FROM: Dr. Chad Kingsley, District Health Officer
775-328-2416; ckingsley@nnph.org
SUBJECT: **District Health Officer Report** - Northern Nevada Public Health Communications Update, Accreditation, Quality Improvement, Workforce Development, Community Health Improvement Program, Equity Projects/Collaborations, Community Events, Public Communications and Outreach.

DHO Overview

Current Update:

Due to the nature of public health, the District Health Officer may provide updates on subject matter that affects local, state, and national interests regarding issues deemed important to NNPH and the DBOH. The scope of NNPH Public Health can be located here www.nnph.org.

Performance Measures Narrative Highlights:

As part of NNPH, the DHO participates in the NACCHO partner State Association of City and County Health Officials (SACCHO) as a member of the Nevada Association of City and County Local Health Officials (NALHO). As the previous NALHO director is retiring, I have accepted the role of NALHO Director. Annually, SACCHO participates in a leadership week for Hill Day in Washington, D.C. As part of leadership week, I was able to meet with the Offices of Senator Rosen, Senator Cortez Masto, and Congressman Amodei, to advocate for public health in Nevada. I also participated in leadership training and received important information beneficial to NNPH.

For accountability and collaboration, I presented NNPH's operational performance and budgetary review to the Washoe Board of County Commissioners, the City of Sparks City Council, and the City of Reno City Council.

DHO Performance Measures:

Performance Measure	Metric	Feb 2025 Total
1. Effective Relationships	Number of strategic partnerships engaged	11
2. Communication	Number of internal/external emailed communications	232
3. Community Engagement	Number of community meetings/forums attended	18
4. Effective Representation	Number of public health activities advocated or supported.	14
5. Personal Development	Hours spent on professional development	6
6. Leadership	Number of staff mentorship or leadership activities conducted	31
7. Strategic Decision-Making	Number of engagement activities for strategic initiatives	7
8. Crisis Management	Number of crisis response actions or emergency preparedness drills	1
9. Policy & Program Implementation	Number of public health programs evaluated	4
Standard Practices		
Total Hours		184
Excess Hours (>160)		40
PTO		0
Sick-Time		0
Holiday		8

Communications & Public Information

Communications had a productive month for earned media related mostly to respiratory season but also environmental health. Overall, we had 37 media inquiries in February, up from 20 in January. We had 42 stories mentioning NNPH, up from 26 in January. The increase was mainly due to increased respiratory and gastrointestinal outbreaks at WCSD schools. WCSD comms asked us to help them with increasing media requests and we did so by accommodating nine media requests – a special thank you to our epidemiology program for providing great information to the community.

Additionally, a popular restaurant that failed an inspection attracted a lot of media attention. While not speaking specifically about the restaurant, we did facilitate three interviews to go over basic food safety components. Thanks for the increased attention, we learned of over 300 new downloads to our Washoe Eats food inspection mobile app and over 3,000 page views in one day to our food inspection webpage. Also, our Air Quality Management team was asked several questions about the recent demolition of the Union Pacific building in Sparks to ensure that proper asbestos abatement procedures were followed, which they were.

From a social media standpoint, Media & Communications Specialist Yeraldin Deavila conducted an Instagram reel (video) filming our public nurses trying to place a syringe in a balloon without popping the balloon, which is a trending challenge in the healthcare space. The reel got more than 2,300 views (most since November post about flu) and 66 likes (most since a post in November also). We also surpassed 1,000 followers on Instagram.

Workforce Development

A “Technology Request Form” has been created and is now part of the standard document packet that supervisors hiring new employees receive. This form provides a near-comprehensive list of technology needs that supervisors fill out and send to NNPH HR/TS to ensure that their inbound employee has their technology needs as fully met as possible as of the employee’s first day at work. Previously, supervisors had submitted non-standard and informal lists of technology requests for inbound employees, and this sometimes resulted in confusion or delays in getting new employees’ technology needs fully met. This new form will standardize the process by which supervisors request technology and therefore make the onboarding experience generally smoother.

Late last year, NNPH employees responded to the Public Health Workforce Interest and Needs Survey (PHWINS), which is a nationally representative survey conducted by the de Beaumont Foundation and ASTHO that measures the strengths and gaps of the governmental public health workforce. Collectively, NNPH submitted enough responses to have de Beaumont create an “individual data dashboard.” This means NNPH will receive specific, disaggregated findings for the health district that are not combined with other state health agencies. NNPH will use these specific findings to inform changes and improvements to its workforce development plan. PHWINS results will be featured in the upcoming 2025-2027 NNPH Workforce Development Plan, with efforts being made to address identified shortfalls and knowledge gaps in current NNPH workforce needs.

Quality Improvement

Additional user licenses and a “browser” guide for ClearPoint, NNPH’s performance management system, were created and shared with members of the Quality Improvement Council and certain other interested individuals throughout the organization. Previously, only specific program managers and senior leaders throughout NNPH had been able to directly view NNPH’s progress toward achieving its strategic objectives. These additional users have now gained direct access to performance management data, and they will use these new insights to help advise and advocate for potential initiatives where the data show opportunities for improvement.

Language Access

Since Spring 2024, NNPH has submitted 150 priority and public-facing documents for translation. Through dedicated grant funding, 49 documents have been translated for a total of \$18,432. The remaining translations are covered under Washoe County’s Language Access Plan, in collaboration with United Way of Southern Nevada, who will have available funds to support translation efforts through Spring 2025. Translated documents cover multiple languages, including Vietnamese, Tagalog, Chinese, Spanish, Thai, and Punjabi.

Division	Target Language(s)	Documents
Air Quality Management	Spanish	2
Community Clinical Health Services	Chinese, Spanish, Tagalog, Vietnamese	23
Emergency Planning and Health Preparedness	Spanish	27
Environmental Health Services	Chinese, Filipino, Spanish, Punjabi, Tagalog, Thai, Vietnamese	98
Total		150

Six language access posters and twelve sets of language ID cards have been printed to improve language access services and will be displayed in public-facing areas, in line with Washoe County’s Language Access Plan adopted by NNPH.



ATTENTION NNPH STAFF

AS A LANGUAGELINE SOLUTIONS CLIENT, NNPH HAS ACCESS TO OVER-THE-PHONE INTERPRETATION 24 HOURS A DAY, 7 DAYS A WEEK.

USE THIS LANGUAGE IDENTIFICATION CARD IN A FACE-TO-FACE SITUATION TO DETERMINE WHICH LANGUAGE A PERSON SPEAKS.

THE LANGUAGE ID CARD LISTS THE LANGUAGES MOST FREQUENTLY ENCOUNTERED IN NORTH AMERICA, GROUPED BY THE GEOGRAPHICAL REGION WHERE THEY ARE COMMONLY SPOKEN.

- To use the Language ID Card efficiently, locate the geographical region where you believe the speaker may be from. (Pacific Islands, Europe, etc.)
- Show the person the languages listed for that region. The message underneath each language says: "Point to your language. An interpreter will be called. The interpreter is provided at no cost to you."

ENGLISH	ENGLISH
Point to your language. An interpreter will be called. The interpreter is provided at no cost to you.	

TO ACCESS AN INTERPRETER:

- Dial: 1-866-874-3972
- Provide Client ID: 705499
- Indicate Language
 - Press 1 for Spanish
 - Press 2 for all other languages
 - Press 0 if you don't know the language
- Provide Department Name: Northern Nevada Public Health

HMOOB	HMONG
Taw rau koj hom lus. Yuav hu rau ib tug neeg txhais lus. Yuav muaj neeg txhais lus yam uas koj tsis tau them dab tsi.	

BAHASA INDONESIA	INDONESIAN
Tunjukkan bahasa Anda. Penerjemah akan dihubungi. Penerjemah disediakan gratis tanpa dikenakan biaya.	

日本語	JAPANESE
あなたの話す言語を指してください。 無料で通訳サービスを提供します。	

ကရင်စကားပြော	KAREN
နွံလိလျော့န့ၣ်တံၢ်တကိၣ်ပုၣ်ကိၣ်သံတံၢ်. တံၢ်ဟ့ၣ်ပုၣ်ကိၣ်သံတံၢ်လတၢ်ဆိၣ်ဒီးဆၢပုၣ်ဆၢကလံၢ်ဘၣ်.	

ខ្មែរ (កម្ពុជា)	KHMER (CAMBODIAN)
សូមបង្ហាញភាសាអ្នក។ ពេទ្យនឹងហៅអ្នកបកប្រែភាសាអន្តរជាតិ។ អ្នកបកប្រែភាសានឹងជួយអ្នកដោយឥតគិតថ្លៃ។	

한국어	KOREAN
귀하께서 사용하는 언어를 지칭하시면 해당 언어 통역 서비스를 무료로 제공할 드립니다.	

ພາສາລາວ	LAOTIAN
ສົບຮອດພາສາທີ່ເຈົ້າເວົ້າໄດ້. ພວກເຮົາຈະຕິດຕໍ່ນາຍພາສາໃຫ້. ທ່ານບໍ່ຕ້ອງເສຍເງິນຄ່າແປໃຫ້ແກ່ນາຍພາສາ.	

BAHASA MELAYU	MALAY
Tunjukkan bahasa anda. Jurubahasa akan dihubungi. Jurubahasa akan disediakan tanpa anda dikenakan bayaran.	

MIEN	MIEN
Nuqv longc meih nyei waac fingx. Ninh mbuo porv waac mienh oix zuqc heuc daaih lorx meih. Ninh mbuo porv waac mienh tengx nyei jiauv louc yaac baegc thenx maiv zuqc cuotv zinh nyaanh faan-liuc.	



Монгол	MONGOLIAN
Танай хэлээ эвэ. Орчуулагч дуудагдана. Орчуулагчийн тусламж танд үнэгүй байх болно.	

ไทย	THAI
ช่วยชี้ถึงภาษาที่ท่านพูด แล้วเราจะจัดหาผู้แปลให้ท่าน การให้บริการนี้ไม่มีค่าใช้จ่ายใดๆ	

Tiếng Việt	VIETNAMESE
Hãy chỉ vào ngôn ngữ của quý vị. Một thông dịch viên sẽ được gọi đến, quý vị sẽ không phải trả tiền cho thông dịch viên.	

NORTHERN NEVADA
Public Health

¿NO HABLAS INGLÉS? ¡NO TE PREOCUPES!
Para que te atiendan en tu idioma, muéstrale el folleto azul al representante y señala con tu dedo tu idioma de preferencia.

HINDI KA BA MARUNONG MAG ENGLISH HUWAG KANG MAG-ALALA!
Para maihain sa iyong wika, ipakita ang brochure na asul sa kinatawan at ituro ang iyong daliri sa iyong ginustong wika.

SIE SPRECHEN KEIN ENGLISCH? MACHT NICHTS!
Um in Ihrer Sprache bedient zu werden, zeigen Sie dem Vertreter die blaue Broschüre und zeigen Sie mit dem Finger auf Ihre bevorzugte Sprache.

KHÔNG NÓI TIẾNG ANH? ĐỪNG LO LẮNG!
Để được phục vụ bằng ngôn ngữ của bạn, hãy đưa tài liệu quảng cáo màu xanh lam cho người đại diện và chỉ ngón tay vào ngôn ngữ ưa thích của bạn.

不言英语? 不足忧也!
供君语, 请示蓝小册子, 指首选语。

Bilingual Efforts

The team is working with Communications to develop internal guidelines for translation best practices, supporting bilingual staff in translating documents.

Collaboration is also underway with NNPH's HR specialist to simplify the current bilingual pay guidance, which will be incorporated into the employee onboarding checklist. NNPH's Health Equity Coordinator is joining Washoe County's working group focused on bilingual testing, certification, and pay.

Community Health Improvement Plan

1. Fresh Connect with Inter-Tribal Council of Nevada's WIC:

- As part of the CHIP under Preventative Health Behaviors, the team is supporting the Fresh Connect program, which seeks to increase access to fresh, locally grown produce for WIC participants within the Inter-Tribal Council of Nevada. Outreach to local farmers is underway to facilitate WIC voucher acceptance for healthier food options.

2. 5210 Program:

- The project team met with Donner Springs Elementary to discuss the 5210 program and potential initiatives for the school. The next step is to attend two upcoming parent and family events to introduce the 5210 message.

3. Financial Literacy:

- The financial literacy team hosted their first bilingual session for this year's CHIP at the Women's and Children's Center of the Sierra. Nine participants attended, focusing on reviewing and understanding the paperwork required for homeownership.

4. Aca Entre Nos:

- Aca Entre Nos held their second session at Clayton Middle School (MS) on February 25th, focused on building resilience at home and in the school environment. The session included participation from NNPH, Clayton MS, Parent University, Dr. Cucalon, and Lourdes Calzada who is a local therapist.

5. Family Health Festival

- All three venues for the 2025 Family Health Festival series are selected. The FHF committee is proud to host a festival once again in May, July, and October in high-need zip codes experiencing health care access and general socioeconomic challenges. A "Save the Date" flier is being created and will be sent to NNPH staff members and external community partners by mid-March.

Staff Transfers/Promotions/Resignations

Maricruz Schaefer – Full time Sr. Public Health Nurse to Intermittent Hourly RN – CCHS – effective 3/21/25

Christine Ballew – Advanced Practice Registered Nurse – CCHS – resigned 3/8/25