

PRESENTATION TO

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CONCURRENT  
COUNCIL  
MEETING

JULY 22, 2022



# Process

- Planning & discovery
  - Naming committee:
    - Council Member Delgado
    - District Health Officer Dick
    - WCHD PIO Scott Oxarart
- Creative brief / internal brainstorming sessions
- Name options:
  - First round: 11 options
  - Second round: 10 options
  - Third round: 5 options
- Primary research
- Presentation to DBOH

# Name Options

- Northwestern Nevada Public Health
- Truckee Meadows Public Health
- Northern Nevada Public Health
- Public Health of Western Nevada
- Washoe Regional Public Health

# Research Method | Focus Groups

5 focus groups

Total of 31 participants

2 internal

- 1 WCHD employees
- 1 JIC member

3 external

- 2 English
- 1 Spanish

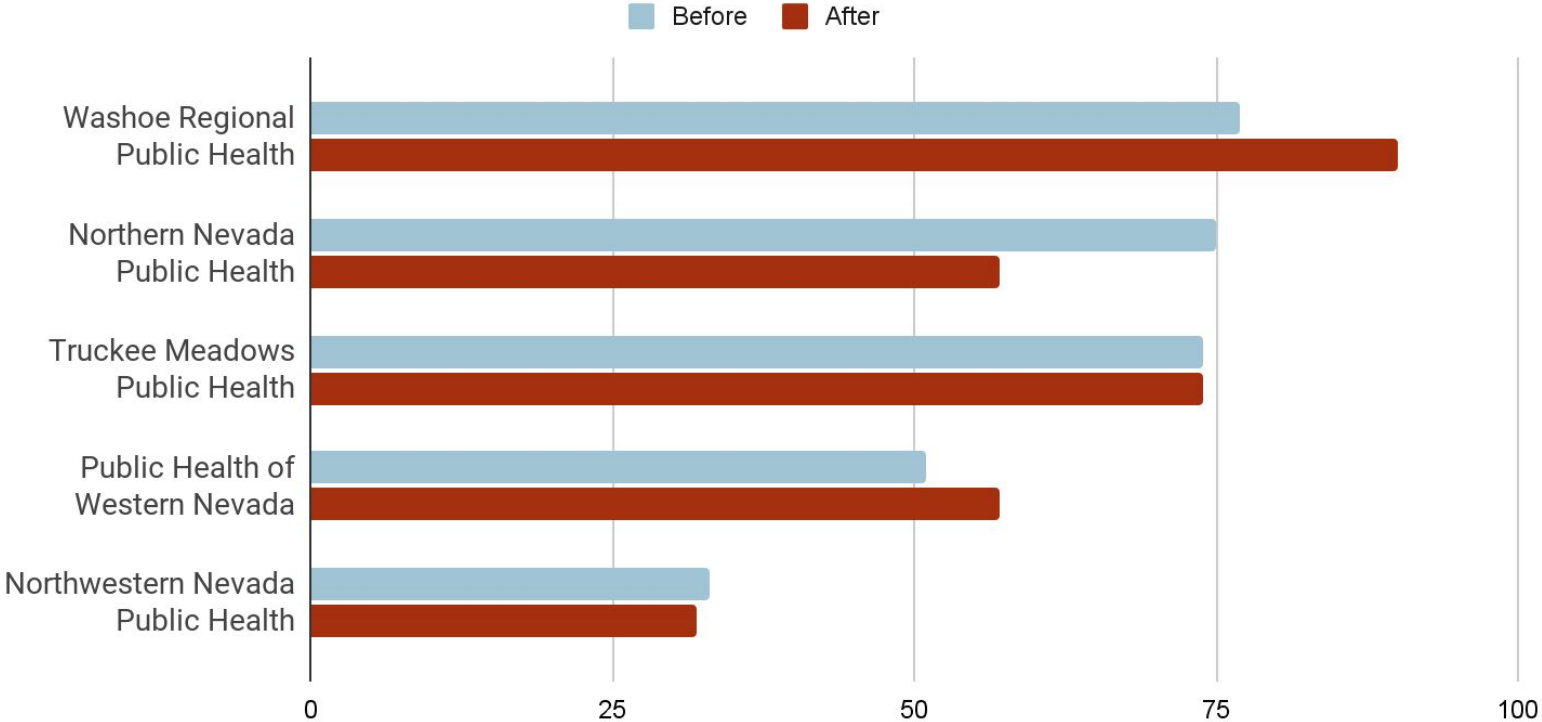
# Focus Group Participants

- All Washoe County residents
- Each focus group: 5–10 participants
  - Except the JIC focus group, which was:
    - Rebecca Venis, City of Reno
    - Julie Duewel, City of Sparks
    - Bethany Drysdale, Washoe County
- Mix of age, gender, race, occupation
  - 61% female, 39% male

# Focus Group Participants | Select Industries & Organizations

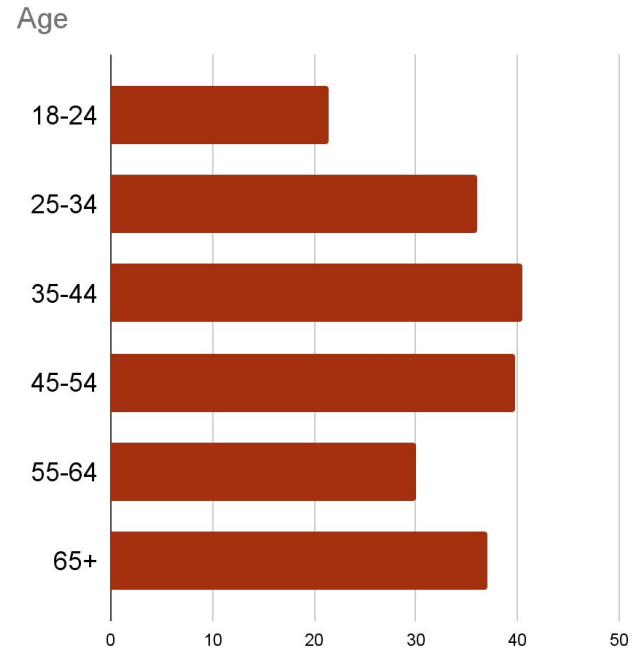
- Food & Beverage
- Construction
- Health Care
- Education
- Government
- Nonprofit
- Legal
- Manufacturing
- Truckee Meadows Tomorrow
- Eddy House
- Northern Nevada Literacy Council
- Tesla
- Sparks City Council
- EDAWN
- Downtown Reno Partnership
- Donor Network West
- Hamilton

# Focus Group Results | Name Preference



# Research Method | Google Survey

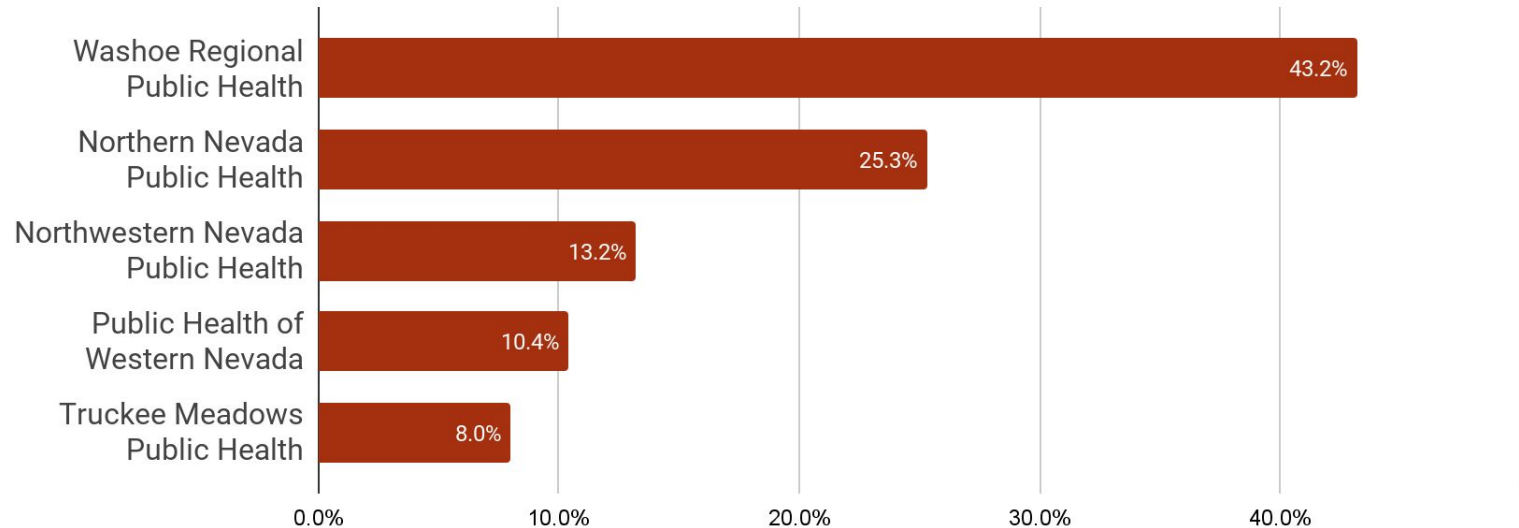
- 5 Survey Questions
- 349 Total Respondents
- Statewide Perspective
- 48% male, 52% female





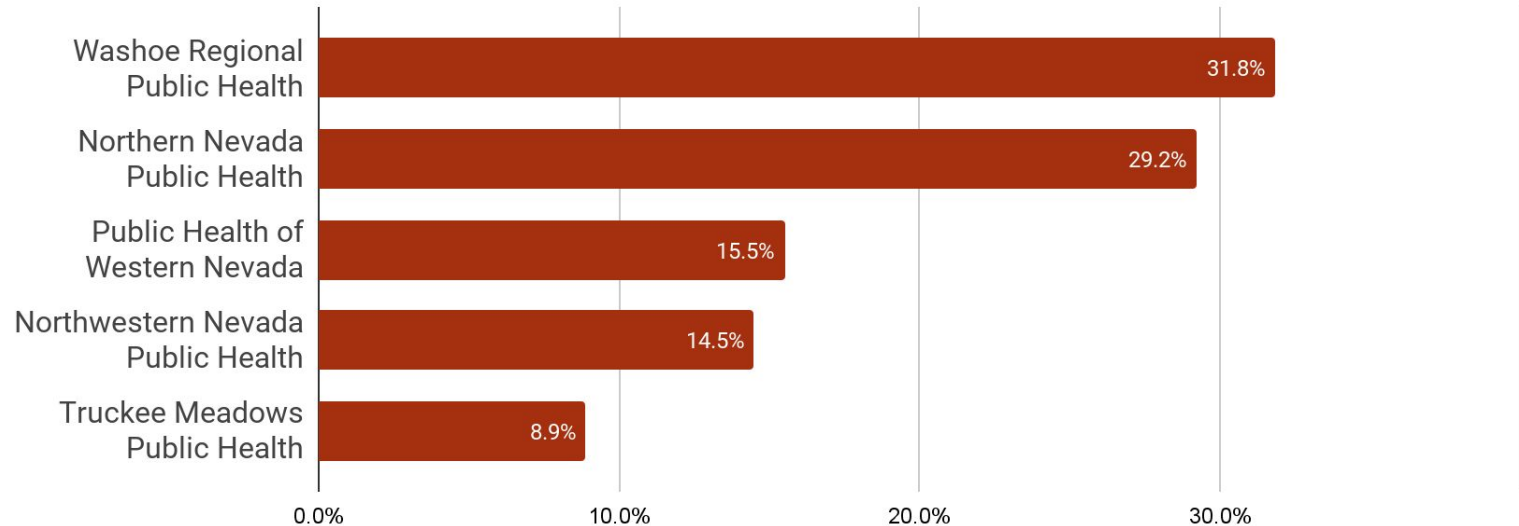
# Google Survey Results | Question 1

Which of the below organizations do you believe has the most **authority** over public health in Reno/Sparks?



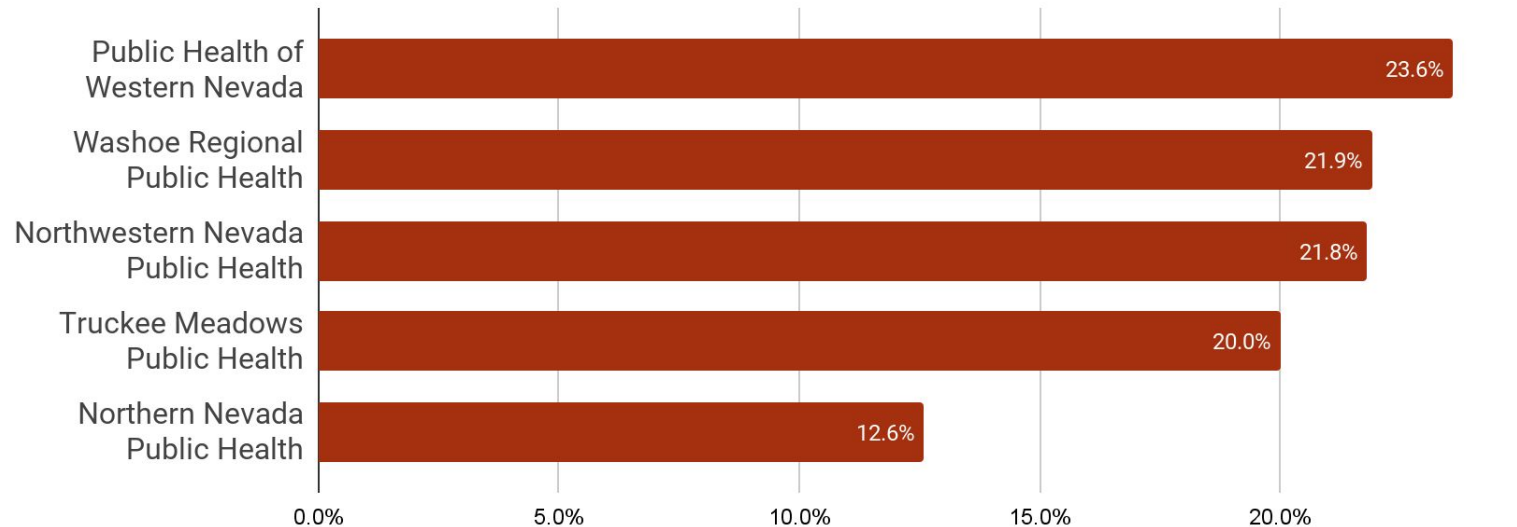
# Google Survey Results | Question 2

Which organization name best represents the **mission** of protecting public health and safety?



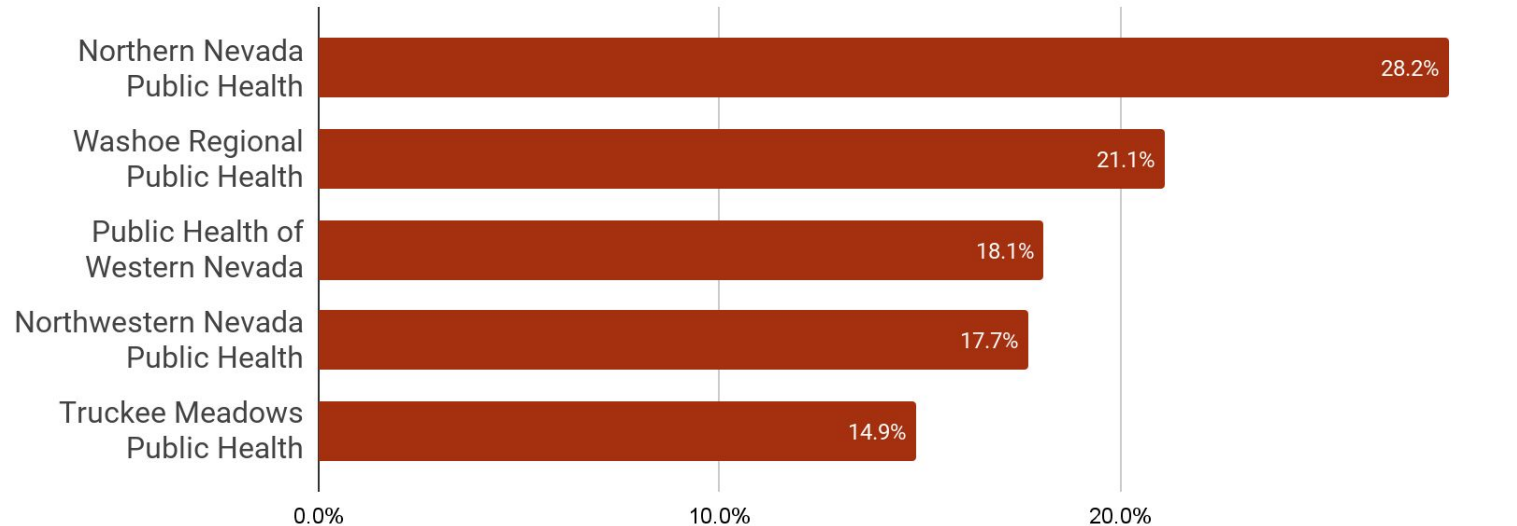
# Google Survey Results | Question 3

Which organization do you feel is the **least impactful** at protecting public health and safety?



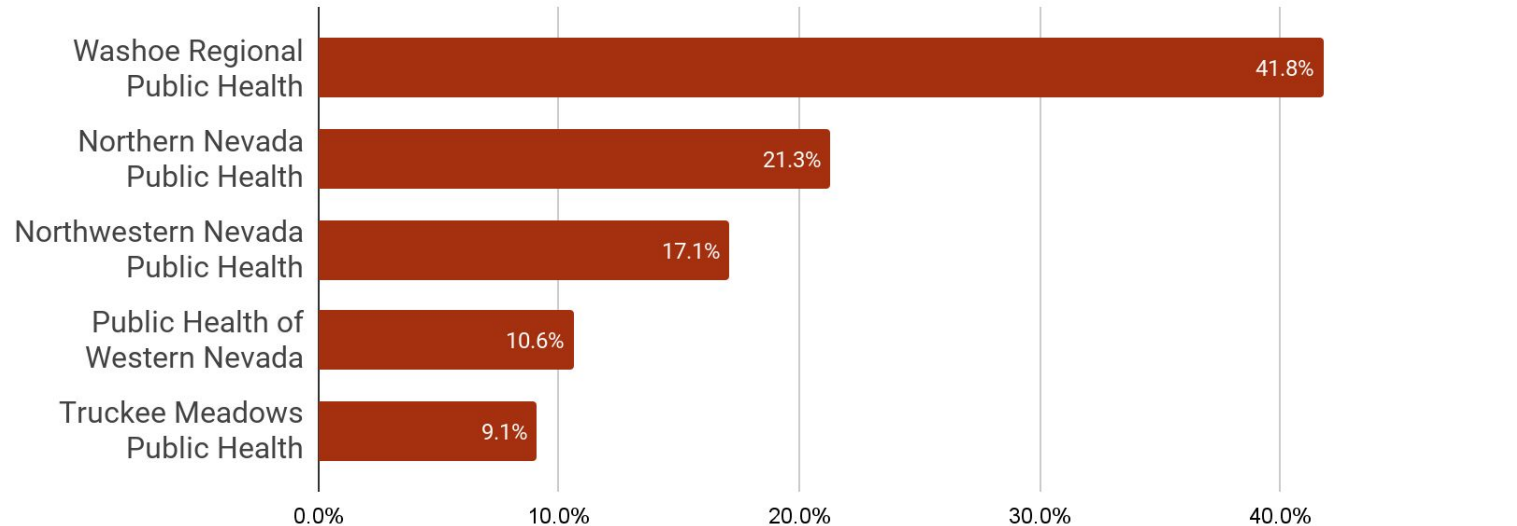
# Google Survey Results | Question 4

Which of the below organizations do you believe is responsible for public health and safety in **rural communities like Gerlach?**



# Google Survey Results | Question 5

If the Washoe County Health District were to change their name, which name do you like BEST to represent the organization's mission?



# Anecdotal | Northern Nevada Public Health

- PRO
  - Inclusive of all areas the health district serves
  - Many consider Washoe northern, Clark southern and everything else rural
- CON
  - Implies that the health district serves ALL of Northern Nevada, which they do not

# Anecdotal | Washoe Regional Public Health

- PRO
  - It's a nod to Washoe County without saying it
- CON
  - Not different enough from Washoe County
  - Could be considered redundant
  - Potential appropriation of indigenous language
  - Sounds like a hospital or clinic

# Estipona Group Recommendation

## Northern Nevada Public Health

Serving Reno, Sparks & Washoe County

- Puts the organization toe-to-toe with Southern Nevada Health District
- Perceived as superseding other regional organizations such as Washoe County or City of Reno / City of Sparks