

PRESENTATION TO

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

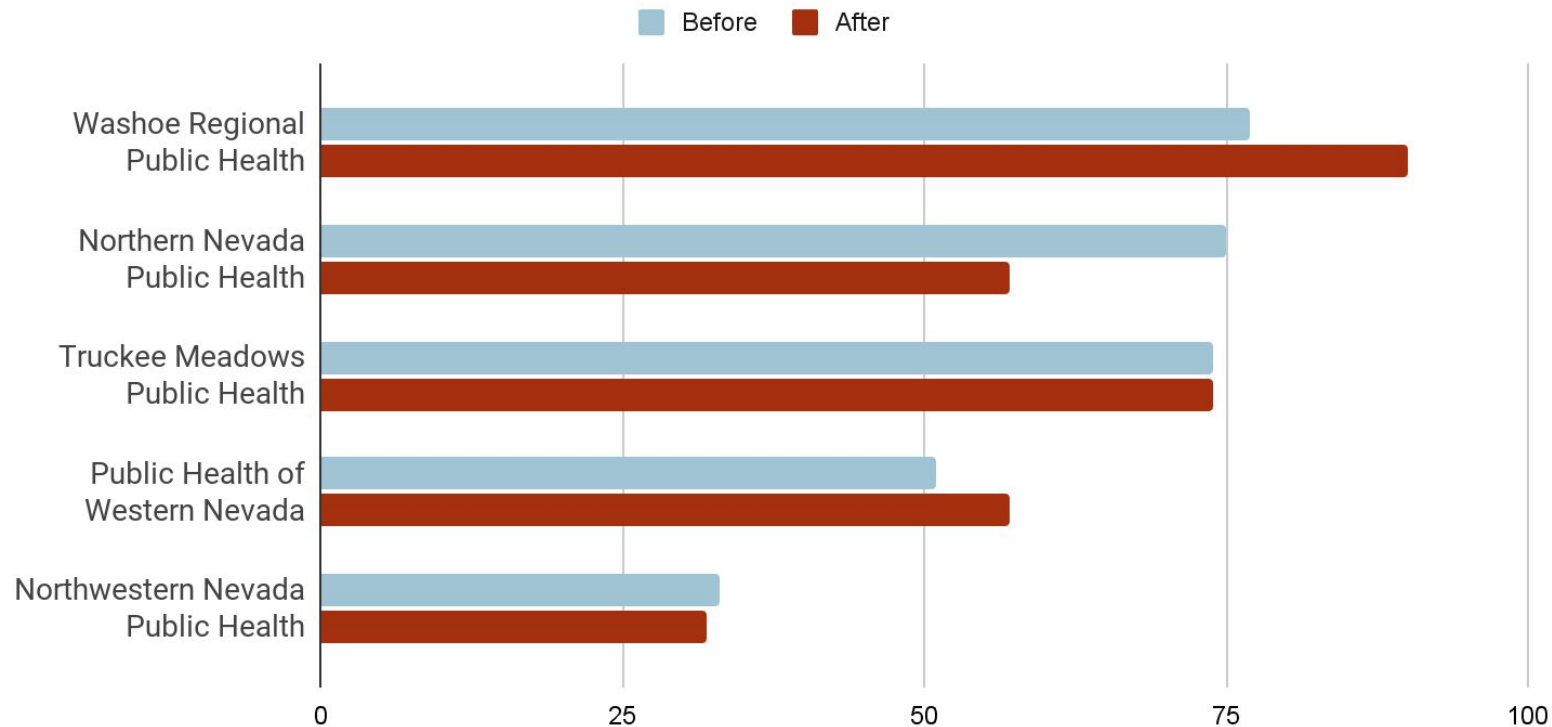
Focus Group Participants

- 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

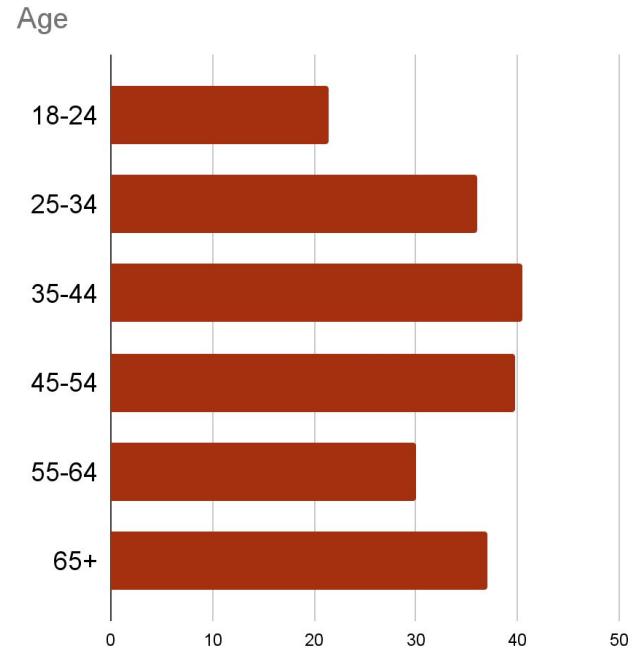
- Food & Beverage
- Construction
- Health Care
- Education
- Government
- Nonprofit
- Legal
- Manufacturing
- Truckee Meadows Tomorrow
- Eddy House
- Northern Nevada Literacy Council
- Tesla
- Sparks City Council
- EDAWN
- Downtown Reno Partnership
- Donor Network West
- Hamilton

Focus Group Results | Name Preference



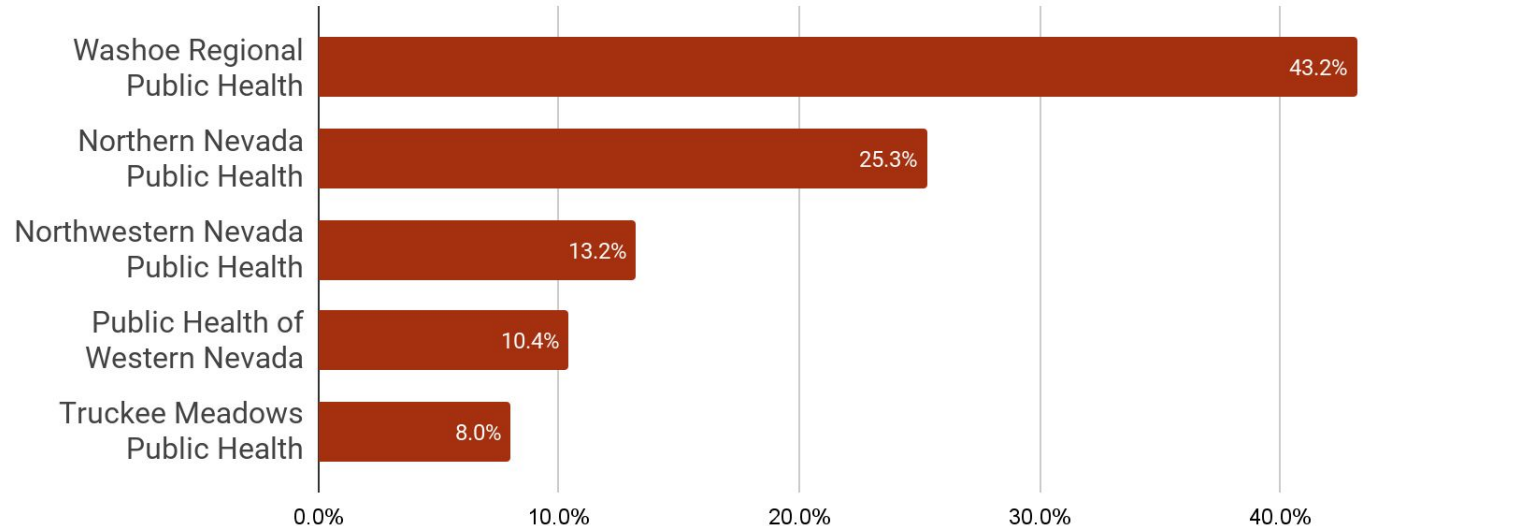
Research Method | Google Survey

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



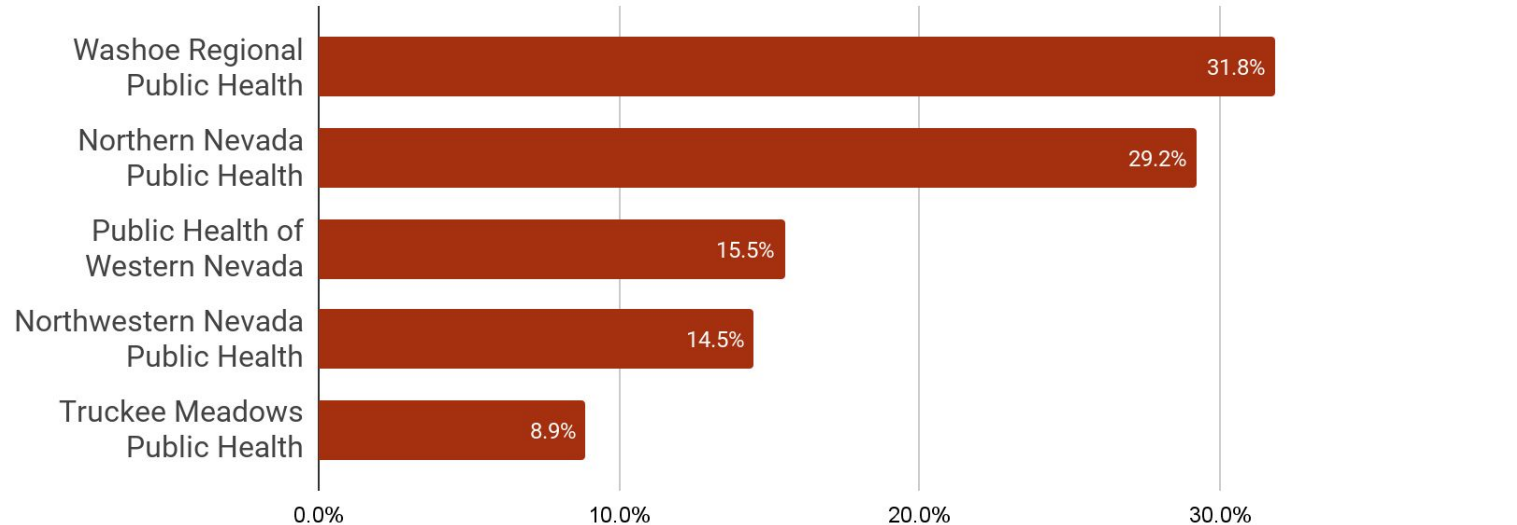
Google Survey Results | Question 1

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



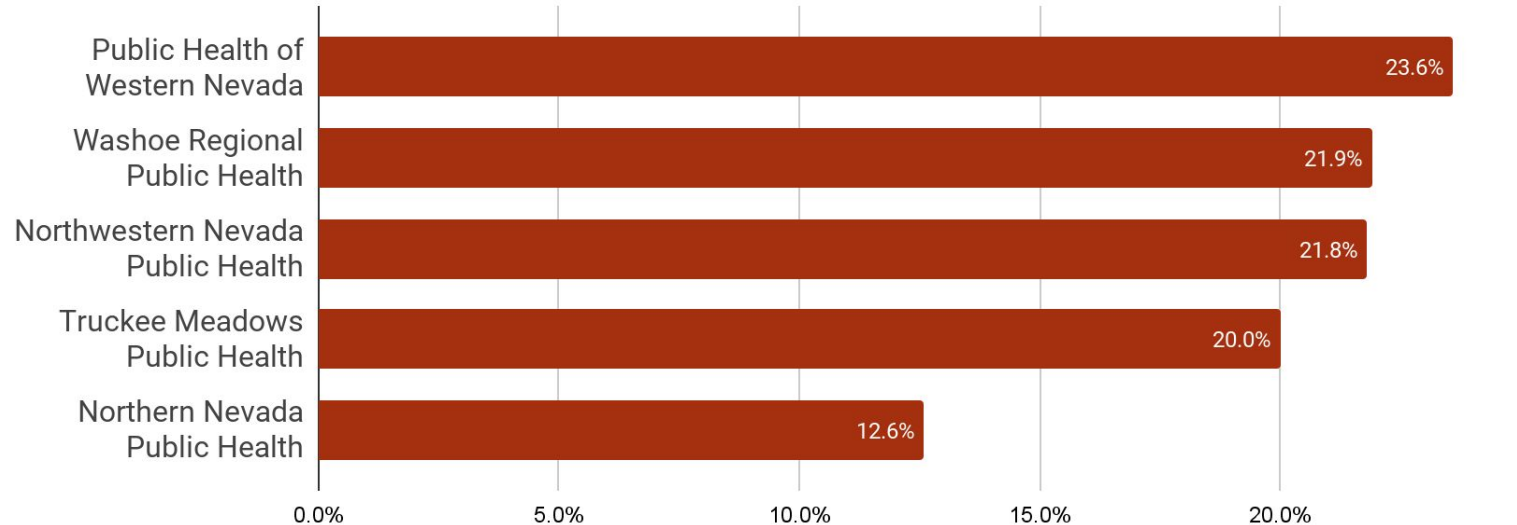
Google Survey Results | Question 2

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



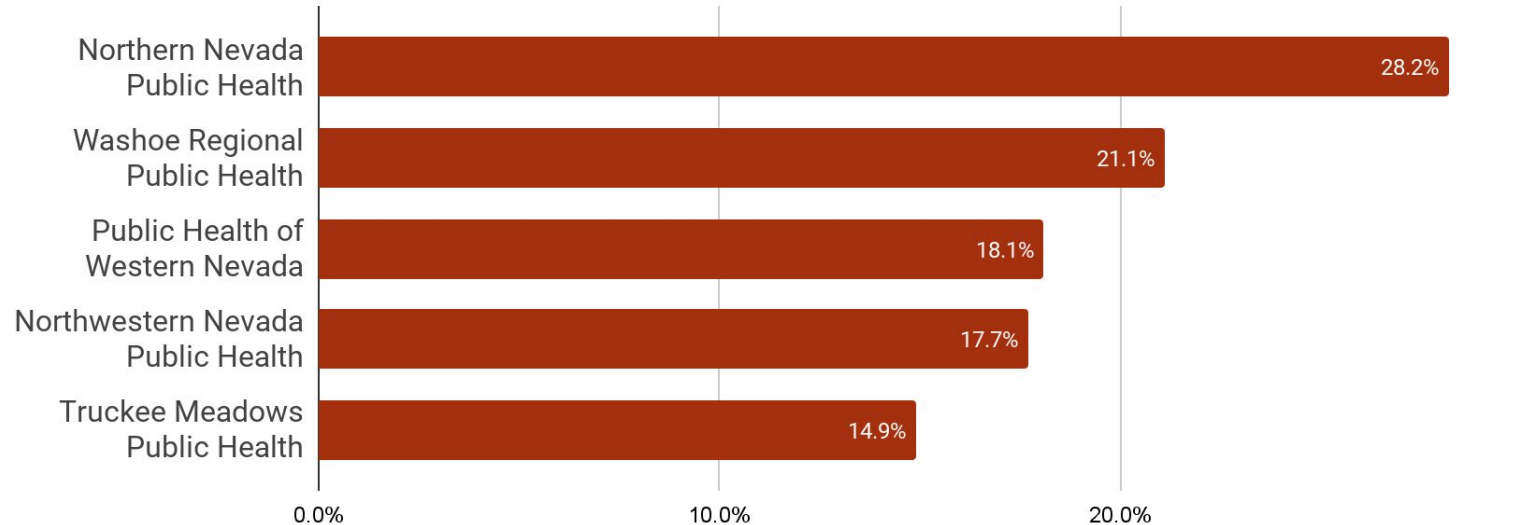
Google Survey Results | Question 3

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



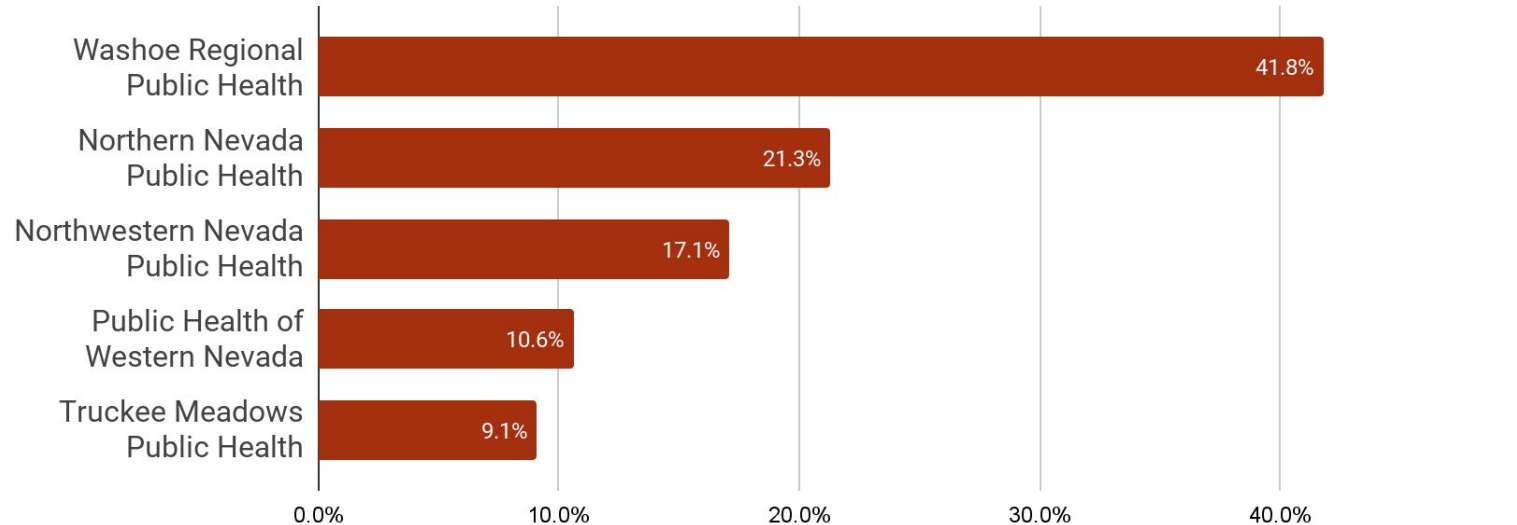
Google Survey Results | Question 4

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