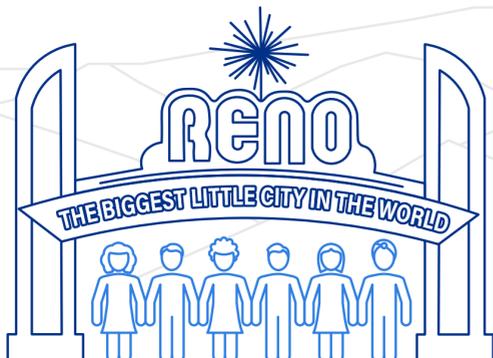


BUILDING COMMUNITY TIES THAT BIND – AND HEAL



Reno, Nev., has seen a big influx of new residents in recent years.

This growth has resulted in many new neighbors for **Renown Health**, and some new challenges.



Renown is an integrated health system that serves more than 1 million people in Reno and the surrounding rural areas, extending into California.

The organization is using its community health assessment to address local needs and changing demographics that come with a significant population increase.

Getting more community feedback on its CHA findings was a top priority, so Renown tried a new approach by:

- ▶ Using social media for the first time to invite its 7,000 employees and the entire community to **virtual briefings** about the findings.
- ▶ Making it more convenient for people to attend briefings by hosting **workday and evening sessions**.
- ▶ Asking attendees to **rank community needs** via an electronic survey.



The Renown team welcomed many new faces to the virtual briefings — from the general public, a local university and several health care clinics — giving them a sense of satisfaction and inspiring their future efforts with key learnings in mind:



Start early to plan and promote virtual briefing sessions.



Publicize the briefings through more channels.



Be more creative in attracting people to participate because an invitation isn't enough.



Seek participation from diverse populations and offer additional sessions in other languages.

Deep-rooted community connections are at the heart of its CHA implementation strategy.



Youth mental health was among the top needs identified. In response, Renown led a collaboration with area nonprofits, public agencies, service providers, funders and concerned community members to launch Connect Washoe County, a comprehensive, youth-focused, community-based mental health program across the continuum of care. The partners share data, develop interventions and measure improvements in youth behavioral health. They hosted a first-ever Youth Mental Health Summit and created an **online resource directory**.



Through the use of iPads and language services, Renown is overcoming language barriers to help address the health care needs of locals who speak Spanish, Haitian Creole, Cantonese, Vietnamese, Mandarin, Tagalog and more.



By developing strong relationships with local nonprofits, Renown acts as a broker and collaborator for food banks, shelters, behavioral health resources and more.



Renown works directly with the Chamber of Commerce to get valuable grant-matching funds from local businesses.

As Reno continues to grow, Renown is embracing change and building relationships to meet the needs of patients, families and community members.

“Collaboration has been excellent. We've focused on building councils and structuring in a way that makes the most of our resources so we're able to help more people.”



Sierra Kelly Martinez
Director, Customer Engagement Center
Renown Health