



Cochise County Health and Social Services

Public Programs...Personal Service
www.cochise.az.gov

***** MEDIA RELEASE *****

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FOR IMMEDIATE RELEASE: *A Healthy Community Is More Than Just Health*

Cochise Health and Social Services is proud to partner with the Legacy Foundation of Southeast Arizona, Copper Queen Community Hospital, Northern Cochise Community Hospital, and Benson Hospital to conduct the county's second Community Health Assessment (CHA). Following up on the first CHA in 2012 (available at www.cochise.az.gov), this year's effort is expected to provide additional critically important information on various factors impacting health in Cochise County.

What is a Community Health Assessment?

A CHA is a systematic examination of health status indicators that identify key assets and challenges in a defined community. The ultimate goal of a CHA is to develop strategies to address the community's health needs and related contributing issues. Two essential ingredients for success are community engagement and collaborative participation.

What components make a community healthy? Access to healthcare? A safe space to play? The availability of healthy food? Livable-wage jobs? Answers to questions like these are critically important to creating a healthy community. The more residents who join the conversation by participating in the CHA, the more the results will lead to appreciable and measurable improvements in local quality of life.

How to get involved:

- Participate in the county-wide CHA survey between now and the end of November 2016. Help make the Community Health Assessment a thorough, well-informed, population-based framework for taking community-focused actions to create healthy communities throughout Cochise County. The survey only takes about 10 minutes and can be done on-line at https://www.surveymonkey.com/r/Cochise2016_Spanish or https://www.surveymonkey.com/r/Cochise2016_English

In addition, paper surveys in English and Spanish are available by calling Jacob Martinez at 520-432-9490 or emailing jmartinez@cochise.az.gov

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- Send the survey to family, friends, neighbors, co-workers, employees, customers, clients, partners, business contacts, and school mates.
- Post the survey on your personal or business website and social media pages.
- Take the survey to community meetings, places of worship, the grocery store, and other spots where people congregate.

How will the results of this survey be used?

All perspectives and opinions about community health needs will be combined with quantitative health data and information from community focus groups to produce a well informed, community-based foundation for taking useful next steps to create healthy communities throughout Cochise County.

Once the Community Health Assessment is completed in December, the results will be used to develop a Community Health Improvement Plan (CHIP). The CHIP will outline a strategic action plan to provide overall guidance and direction for community health and other related projects throughout Cochise County. The CHA and CHIP will prove vital in assessing needs, providing services, making policy change and securing funds for health-related services and projects in the neighborhoods, towns and communities in our county.

“HEALTHY COCHISE” -- The Cochise Healthy Communities Initiative

The goal of the Cochise Healthy Communities Initiative is to motivate and guide the diverse and unique communities within Cochise County to actively participate in identifying and addressing health concerns in their neighborhood, towns and surrounding areas. Addressing health, social and economic factors, community committees throughout the county afford residents the opportunity to directly participate in improving local quality of life.

CHSS and its partners encourage anyone in the community to convene or join a healthy community committee in your area. Resource toolkits, training, strategic planning, potential funding resources, and even start-up staff assistance can be obtained by contacting Jacob Martinez at jmartinez@cochise.az.gov or 520-432-9490.

**A healthy community is everyone's responsibility.
Play a part. Have a voice. Make a difference.**

About Cochise Health and Social Services

On behalf of the Board of Supervisors, Cochise Health and Social Services promotes health and quality of life for all Cochise County residents through community partnerships, education, service, and leadership. For more information, including recent media releases, please visit our website at <https://www.cochise.az.gov/health-and-social-services/home>.

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