

COCHISE COUNTY COMMUNITY HEALTH ASSESSMENT (CHA) AND COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)

Community Health Priorities: Strengths, Weakness, Opportunities & Threats (SWOT) Assessments

The Health Cochise Coalition met on May 10, 2017 to develop these assessments for each health priority to aid in ongoing CHIP efforts, including strategy development and selection in June.

HEALTH PRIORITY 1: Mental Health and Substance Use

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Provider Networks ▪ Providers who provide continuity & coordinated care. ▪ Formal & informal networks & coalitions like NAMI, SADD, SEABHS, and CENPATICO bringing awareness to the issue. ▪ Medicaid pays for mental health & SUD services for individuals who qualify ▪ Partnerships between Cenpatico and the jail/law enforcement agencies. ▪ Services available for both mental health & substance use disorder. ▪ 211 & Community Resource Guide ▪ Cochise Children’s Mental Health Clinic 	<ul style="list-style-type: none"> ▪ No rehabilitation facility in Cochise County. ▪ Limited availability of mental health & SUD services in smaller communities. ▪ Lack of regional transportation. ▪ Lack of affordable housing. ▪ Insufficient funding for transportation, housing and mental health & SUD services. ▪ Lack of services for those exiting incarceration. ▪ Lack of psychiatric providers in Cochise County. ▪ Lack of early diagnoses/prevention efforts & early intervention services. ▪ Cultural intolerance. ▪ Lack of understanding that MH & SUD are a disease that may contribute to “criminal” behavior. ▪ Border Community – unique needs, drug trafficking etc.
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Law Enforcement/D.C.S. can require drug rehabilitation to help individuals in the dependency courts & their families. ▪ Expand care courts in Cochise County (drug court, UA court). ▪ Establish criteria for jail diversion for substance abuse. ▪ Increased training to law enforcement and schools about MH & SUD. ▪ Re-entry services including housing, legal, and financial. ▪ Create education campaigns to destigmatize MH & SUD. ▪ Promote the 211 and Community Resource Guide. ▪ Prioritize prevention approaches and collaborative partnerships. ▪ Outreach and education to the community including the homeless & reentry populations. ▪ Legacy Foundation and other community supporters working together. ▪ Medical Tourism 	<ul style="list-style-type: none"> ▪ Declining population endangering the ability to generate a workforce ▪ Proposed changes to ACA may remove funding for MH/SUD. ▪ Proposed federal policies on Border security, DOJ emphasis on imprisonment vs. rehabilitation for drug offenses. ▪ Continuing loss of economic engines including major businesses, jobs and retail. ▪ Underfunding public schools leading to the deterioration of quality education. ▪ Potential for state and federal funding cuts for support services. ▪ Stigma and lack of understanding of Mental Health and Substance Use Disorders. ▪ Financial uncertainty of current resource networks & coalitions.

HEALTH PRIORITY 2: Good Jobs and a Healthy Economy

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Cochise County is on the US-Mexico Border creating sister city relationships between border towns, commercial ports to develop, and a relationship with the Mexican Consulate ▪ Eco-Tourism is currently in place for Sky Island region ▪ Historic Tourism that draws people to Bisbee, Tombstone and border towns. ▪ Agritourism for ranches, farms, and wine tourism (Cochise grows 80% of grapes used in wine making) ▪ Job opportunities and growth at Fort Huachuca, Wilcox, Border Patrol, border wall reinforcement, health industry, and tourism ▪ Local organizations that offer job training for various job opportunities (ACF/CC, Chamber of Commerce, UA South) ▪ Good sense of community- Existing agribusiness associations, cross-community economic development conversations, Legacy program, community grassroots task forces and groups ▪ Opportunities for growth due to a strong Chamber of Commerce, job opportunities and potential for growth, low cost of living and proximity to I-10 and Mexico 	<ul style="list-style-type: none"> ▪ Small population in a large geographic area ▪ Not much job diversity, lack of large businesses (500+), military main industry job provider so there is a continued reliance on Fort Huachuca, and fast food jobs ▪ Small businesses are struggling, can end up in bankruptcy, and are also negatively affected by the increase in minimum wage ▪ Lack of trained workforce and low unemployment rate keeps new businesses from coming to Cochise County ▪ There is no cross-community collaboration or any specific destination for visitors ▪ Tone has led to competition in tourism among communities and local policies for business involvement ▪ Perception that the Economic Development Foundation is a closed group ▪ The proximity to the border can also give Cochise County bad press for being a border community due to negative perceptions and fear of the border ▪ Funding shortages ▪ Lack of free daycare for children of working parents
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Climate in Cochise County is very temperate with four different ecosystems, growth of many different crops, and attracts outdoor activity (Creation of the Arizona Trail, and US Bike Route 60) ▪ Federal policies on border trade in the works, and city councils are working to the change tax codes ▪ Local retail attractions include goods from Mexico that can be found in Cochise County ▪ Local wines and foods grown in Cochise county can be sold directly from the producer through wine and agricultural tourism, or promoted in restaurants and businesses throughout Arizona ▪ Tourism can be expanded by marketing and cross community collaboration ▪ Connecting Cochise Country geographically with multi-use pathways, intercity bus systems, and Uber/Lyft ▪ Leverage and utilize population talents, human resources and grassroots involvement ▪ Promoting the positives of the community to encourage people to move to/visiting Cochise Country ▪ Create Wind turbines industry to provide energy and jobs to Cochise County 	<ul style="list-style-type: none"> ▪ Geographic Isolation of the county from other areas ▪ Reliance on Fort Huachuca in the economy ▪ Industry kept away from Cochise Country due to policies preventing new construction, environmental groups, declining population ▪ Untrained workforce, ineffective education system and lack of health industry ▪ Lack of cooperation between cities in Cochise County ▪ Current media coverage and negative perception of the US-Mexico border ▪ Federal government's attitude and policies towards the border, cross-border partnerships and immigration policies

HEALTH PRIORITY 3: Healthy Eating, Obesity & Diabetes

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Existing research on Non-Profit Grocery Stores ▪ Food crop and farmers throughout the counties, and farmer’s markets thrive in Cochise County ▪ Food banks and pantries receive federal funding ▪ Cochise County has an active Health Department, Committees, Community Health Centers, Health and Wellness Groups, and Bicycle Clubs ▪ Active transportation is under development and promoted ▪ Community education opportunities at Community Food Bank of SAZ, Wilcox library, and other locations on nutrition, food and being active ▪ 300 days of sun per year provides good weather for gardens, year-round outdoor exercise and outdoor activity ▪ U of A Cooperative Extension and CHSS work with school wellness policies/SHACs ▪ Infrastructure improvement for active transportation in Sierra Vista and other communities have plans to support infrastructure ▪ Donations to improve infrastructure and surplus commercial floor space for community use 	<ul style="list-style-type: none"> ▪ Population reduction ▪ Food deserts within Cochise county where individuals do not have transportation to a grocery store ▪ Fast food and junk food is readily accessible in food deserts ▪ Not much efforts and lack of funding to set up active transportation methods in the community ▪ Lack of political entities that understand the importance of funding health and wellness which have led to a lack recreation systems and Infrastructure ▪ Health education is not a priority leading to a lack of knowing about healthy choices; and education comes from unreliable sources (billboards and the media) ▪ Lack of cultural partnership around choices & healthy foods ▪ Technology can prohibit a healthy and active lifestyle
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Community Gardens and co-op community gardens in every community ▪ Incentivize owners to put healthier food in local fast food, restaurants, and grocery stores ▪ Senior population is opportunity for grocery delivery business ▪ Schools can require health class, physical educations, STEM healthy eating activities, and promote healthy living ▪ Active transportation planning working with other strategic planning actions ▪ Parks, walking paths, intercity biking trails can increase experiential tourism ▪ Limiting the type of food purchases on food stamps ▪ Wellness education and promotion for all citizens by expanding Wilcox model, educate about food options, teaching food classes, teaching people how to garden, learning about healthy eating ▪ Increase access to education in frontier areas 	<ul style="list-style-type: none"> ▪ Fast food and junk food is more affordable and available ▪ Food deserts in areas of poverty ▪ Culture of low activity level and poor nutrition, leading to some of the highest obesity and diabetes rates in the state ▪ Parents may have to work multiple jobs, so they do not have time cook for their children ▪ Stigma to have health conditions on medical record ▪ Changes in federal health policy & funding ▪ Lack of funding for health education (funding is focused on essential services) ▪ No monetary incentive for providing healthy school lunch choices ▪ Policies that inhibit billboards and information sharing