



pinal county
town hall

"Through leadership, Pinal County Town Hall aspires to engage and educate Delegates to build consensus and achieve positive change."

December 15, 2014

Dear Town Hall Delegate:

On behalf of the Pinal County Town Hall Advisory Committee, it is my pleasure to provide you with the report and delegate directory from the 27th Annual Pinal County Town Hall. We commend you as delegates, for your attendance and serious attention to the subject of volunteerism. It was readily apparent throughout the Town Hall that you are ready to work on the "Economics of a Healthy Community."

The Report that follows includes a summary overview of the two-day Town Hall including a directory segment of delegates attending Town Hall.

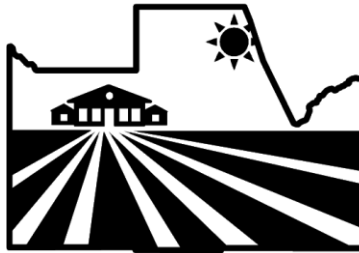
I want to once again acknowledge and thank our Partners in Economic Progress, listed in this report, who provide both time and financial resources to help make the Pinal County Town Hall a continuing reality. Special appreciation is also extended to the Pinal County Board of Supervisors and their staff who provided continuing support for the entire 27 years Town Hall has been in existence, seeing the benefits of delegates coming together from throughout Pinal County to investigate and discuss a vast number of issues. We also extend our thanks to the individuals and businesses that provided door prizes for this, our 27th Annual Pinal County Town Hall.

Should you have questions concerning the report or follow-up activities, please contact members of the Town Hall Advisory Committee or our Town Hall Director Maxine Brown at 480-322-1626 or email at m.leather@mchsi.com. We look forward to seeing many of you at next year's 28th Pinal County Town Hall which is already being planned for the fall of 2015. Your support and interest in the Pinal County Town Hall is greatly appreciated as we continue to work together for the well-being of Pinal County. Best regards for a great 2015.

Sincerely,

Sandie Smith, Chair

**27th ANNUAL
PINAL COUNTY TOWN HALL**



**ECONOMICS OF A HEALTHY
COMMUNITY**

**OFFICIAL
REPORT
2014**

DEDICATION

Our 27th Annual Pinal County Town Hall Report is dedicated to Wayne G. and Pat Gerken. Wayne served as the inspiration and guide for the Town Hall from its beginning in 1988 through 2005. It was Wayne's idea and dream that if the people of Pinal County came together to discuss issues, much could be accomplished. Many lasting friendships have been developed through Wayne's dream of bringing people from across the county together as well as forming a better Pinal County by discussing problems openly in the Town Hall forum.

Wayne's right hand in developing each Town Hall was his wife Pat, who performed a host of planning and clerical duties including registrations, support materials, awards procurement, bookkeeping and much more.

Wayne and Pat forged the Town Hall through many years and taught those following in their footsteps how "it should and must be done."

"True leaders are not those who strive to be first but those who are first to strive and who give their all for the success of the team. True leaders are first to see the need, envision the plan, and empower the team for action.

By the strength of the leader's commitment,

the power of the team is unleashed."

27TH ANNUAL PINAL COUNTY TOWN HALL

OCTOBER 2 - 3, 2014

ECONOMICS OF A HEALTHY COMMUNITY

Delegates to the 27th Annual Pinal County Town Hall met at the Casa Grande Holiday Inn on October 2 and 3, 2014 to learn more about the health of Pinal County residents, services provided to them, location of services, and the relationship of these issues to economic development. More than 120 delegates met for two days with the first day an educational component followed by the Resource Fair. The second day involved five-breakout sessions conducted by facilitators with recorders actively engaged in writing down thoughts, ideas, information, and commitments from those in attendance. See pages 4 through 7 for the outcome of the breakout sessions.

DAY ONE:

Our first speaker, **Tom Schryer, MBA** and Director of Pinal County Public Health offered information and statistics on chronic and infectious diseases in Pinal County as compared to AZ and US populations. (See our website at www.pinalcountytownhall.com for Director Schryer's entire power point presentation.)

Chronic Disease

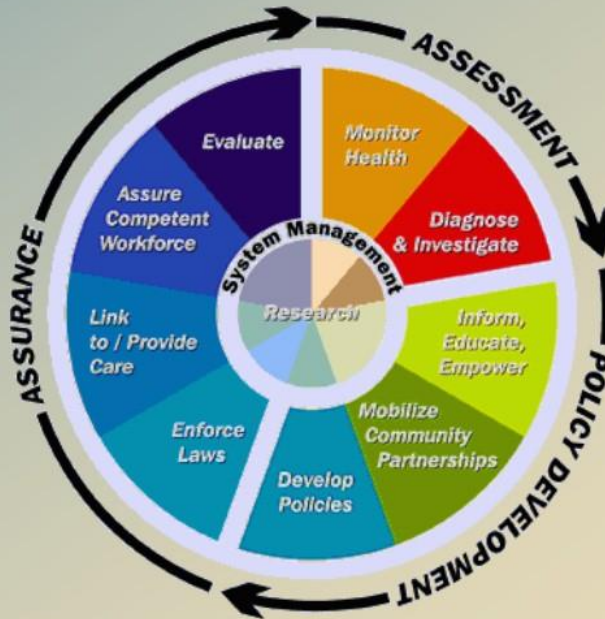
| Survey Response | Pinal | Arizona | U.S. |
|---|--------|---------|--------|
| Good or better health status, 2009 | 82.70% | 85.50% | 85.80% |
| Satisfied or very satisfied with life, 2009 | 94.70% | 94.30% | N/A |
| Limitations of activities, 2009 | 23.10% | 18.60% | N/A |
| Require special equipment for health reasons, 2009 | 7.40% | 6.30% | N/A |
| Had a heart attack, 2009 | 5% | 4.40% | 3.90% |
| Diagnosed with angina or coronary heart disease, 2009 | 5.10% | 3.40% | 3.80% |
| High blood pressure | 32.60% | 26.60% | 28.60% |
| High cholesterol | 37.30% | 40.90% | N/A |
| Population with asthma, 2009 | 16.10% | 15.50% | 13.40% |
| Cancer, 2009 | 11.60% | 11.10% | N/A |
| Had a stroke, 2009 | 6.00% | 2.60% | 2.40% |
| Obesity, 2009 | 25.90% | 35.60% | 27.10% |
| Had diabetes not pregnancy related, 2009 | 10% | 8.60% | 8.40% |

Source: Behavioral Risk Factor Surveillance Survey. Data derived from BRFSS 2009 Reports. Pinal County data is based on n=377 respondents. Available online at: <http://www.azdhs.gov>

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The delegates also learned the role of Public Health and Arizona residents' ability to access healthcare.

What is the *role of Public Health*?



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Director Schryer was followed by **Dr. Rebecca Sunenshine, MD**, US Public Health Services (CDC) and Acting Director of Public Health in Maricopa County. Dr. Sunenshine explained policies implemented in Maricopa County and the State of Arizona highlighting the impact on the health of those where the policies took effect. Many policies, such as no smoking in public places, have reduced lung related diseases and saved the state millions of dollars in healthcare costs.

Highest, actual causes of death in Arizonans has been from tobacco use, poor diet, and lack of exercise leading to health issues in the individual. Through strategic planning and policy change focused on communicable disease much can be accomplished to assist individuals in becoming healthier through lifestyle changes directly related to local and state policy changes.

Cory Nelson, MP, Deputy Director of Arizona Department of Health Services, overseeing Arizona behavioral health with primary care, reported on the benefits of doctors talking to doctors to ensure the entire health of an individual (mental and physical well-being) is treated. Mr. Nelson explained that 1 in 4 Americans has a diagnosable mental illness. Arizonans with severe mental illness die nearly 25 years earlier than other Arizonans. Many times this is preventable with proper care.

Erin Callinan provided: An Inspiring Look in to Mental Illness, a very personal look at mental illness and its impact on the individual, family members, and community. Ms. Callinan is an author and speaker. Her book: “Beautifully Bi-Polar” takes the reader on Ms. Callinan’s journey through mental illness and the healthcare she received. The need for family and community support of those suffering from mental illness, just as in any other disease, was emphasized.

Rona Curphy, RN, MBA, FACHE and CEO of Banner Casa Grande Medical Center explained how to “Engage the Local Community in Health Needs.” Ms. Curphy outlined the success of a program in Casa Grande, how it began, its setbacks, and ultimate on-going success. In the beginning the hospital needed to better understand the community it served and created an overview to gain focus through a Community Health Needs Assessment Process. The focus was on the community business leaders and the development of a Strategic Community Team to determine the highest health need priority. Ms. Curphy stated the project was a work in process and was continuing through community interest and need.

Ted Cooke, Central Arizona Project (CAP) Assistant General Manager, Finance spoke on how the “Investment in CAP Yields Dividends for Arizona’s Health Care Industry.” Mr. Cooke explained how important proper infrastructure contributes to community health. Good water, adequate sewer systems, sidewalks for exercise, safe roads to prevent accidents all add to a healthy community and to economic advantages.

Director Schryer provided the wrap up for the day with: “Healthcare Costs and the Return on Investment for Prevention and Management Programs.” Delegates learned that America spends \$2.7 trillion a year on healthcare. Half of the chronic conditions are financed through Medicare and Medicaid. Who pays for this? We

do! The Federal Government (tax payers) pays approximately 60% of the costs with employers and individuals covering the majority of the remaining costs.

Following is an example of indirect cost in the US due to diabetes alone:

- Annual cost due to absenteeism - \$5 billion
- Annual cost due to reduced productivity at work - \$20.8 billion
- Inability to work due to diabetes - \$21.6 billion
- Lost productivity due to mortality - \$18.5 billion

Pinal County has an estimated 28,982 diabetics with an annual cost of diabetes in Pinal County alone at \$231,856,000.

By reducing costs of disease and focusing on a healthier population in Pinal County, we can grow the county economically. The investment in preventative medicine can create a healthier workforce thus creating a healthier climate for economic development. Also, with reduced resources going to medical care, employers can concentrate on the advancement of their business making Pinal County more attractive to new businesses locating and growing within the county.

During the lunch time break, delegates were able to participate in “Eat This Not That,” a game show developed specifically for the Town Hall. Two teams were chosen, one of youth delegates and the other composed of adult delegates. The teams were shown 2 pictures of menu items from famous area restaurants and asked which meal had the least calories. After viewing many menu selections, the youth group won the game show and were given coupons to a local ice cream parlor! Laughter was evident throughout the event and everyone had a great time with the adult team displaying good sportsmanship.

Resource Fair

The Resource Fair was held Thursday afternoon, immediately following the day’s wrap-up. The event hosted 18 participating agencies and organizations including: Pinal Partnership; Pinal County Public Health Department; Erin Callinan, Author/Speaker; First American Credit Union; Harmony Hospice; Casa Grande Alliance; Sam’s Club #4856 (Pharmacy and Vision Center); Maricopa Historical Society; Pinal County Federal Credit Union; Pinal Partnership Open Spaces and Trails Committee; Superstition Area Land Trust (SALT); Empowerment Systems

Inc.; Arizona Workforce Connection; Honoring/Hiring/Helping Our Heroes of Pinal County (HOHP); Molar Magic; Pandya San Tan Valley; Cenpatico; and Pinal County Town Hall Advisory Committee. Each table offered valuable resource information on agencies and organizations located in Pinal County.

DAY TWO:

Summary Report of Recommendations from the 27th Annual Pinal County Town Hall

“We need to be the change we wish to see in the world.” Mahatma Gandhi

Delegates to the 27th Annual Pinal County Town Hall developed recommendations for enhancing local area and countywide good health measures to improve the overall health of county residents. More than 120 attendees heard six speakers on varying topics related to health in Pinal County and Arizona. Topics ranged from: statistics taken from a recent health assessment of Pinal County residents; to the contribution of infrastructure on a healthy county; to current, successful programs that can be replicated in other parts of the county. The delegates then divided into five breakout groups to discuss strategic recommendations and personal commitments to form a healthier county.

All groups agreed that good-paying jobs with good benefits including healthcare coverage were critical to a healthy economy. A healthy workforce plays a major role in creating a sound foundation for economic development.

Following are the questions asked along with the delegates comments taken from the five-breakout sessions:

What makes a healthy community?

- Interaction within the community/knowing your neighbors/communication

- Healthy workers and good jobs with good benefits - creating a good economy
- Access to services, healthcare
- Infrastructure: water, sidewalks, parks, connectivity, places to recreate (opens spaces and trails)
- Having an active lifestyle/prevention of obesity and diabetes
- Education on health issues/role models/ leadership in health issues

Do you and your family have healthcare insurance or access to healthcare?

- All delegates had healthcare insurance and access to healthcare. Some delegates had all services available within Pinal County, however, many had to use specialists and medical facilities in either Pima or Maricopa counties.
- Transportation to healthcare was listed as an issue in many locations

Specific health concerns in Pinal County were:

- Mental health/Substance abuse/Smoking/Alcohol
- Obesity and Diabetes
- Mental health with lack of local resources/Homelessness
- Access to healthy food choices (popularity of fast food was seen as an issue)
- Lack of indoor/outdoor workout facilities
- Lack of local resources for veterans and seniors

What types of programs do you want to see implemented in your community to improve health?

- Employers promoting fitness programs/access to fitness facilities
- Centralized community resources focused on health
- Programs to reduce isolation
- Increased preventative healthcare/access to health education
- Peer to peer programs

- Start drug education programs earlier (elementary school)
- Support farmer's markets, local growing of foods, community gardens
- Community investment in open spaces and trails for active lifestyles
- Programs on nutrition/access to good nutrition
- Need for grassroots movement to affect a behavioral change
- School facilities opened longer/after school hours for activities

What are you willing to do? Personal Commitments –

- Talk to my Town Council and let them know about what we learned at Town Hall about healthy choices!
- Educate and promote local, available services (HOA, as a member of local clubs, associates at work).
- Volunteer my time as a person knowledgeable in health insurance to help build a wellness model for the county identifying insurance benefits tied to good health to be deployed through local chambers of commerce, city/town governments, United Way, non-profits.
- Play the game show that was part of the Town Hall called "Eat This or That," (a game identifying the best food choice between two items) at school during the Central Arizona College Health Fair held each year.
- Help connect Pinal County law enforcement agencies with training programs on mental health/domestic violence issues.
- Join with neighbors in exercising before going to work.
- Professionally collaborate with industry to promote wellness programs.
- Re-educate myself on minimal walking exercise to keep healthy and share with people in my family, friends and work group.
- Be a role model for healthy practices.
- Get local community group to keep Arizona Trail in good condition and use it for regular hiking.
- Disseminate information on social media
- Take charge of my wellness!

- Have healthy behaviors (buckle up, stop smoking, no texting while driving)
- Work on getting a mobile unit for veterans implemented
- Start safe driving.
- Motivate other youth to assume leadership roles/inspire others to better health and healthier life styles
- Communicate what was learned during Town Hall to my community.
- Change my attitude toward health.
- Start a leadership group for young women.
- Get sports teams to do volunteer projects regarding healthier lifestyles
- Follow up on outreach to Child Protective Services
- Open a Veterans One-Stop Center
- Bring non-profits together to work more efficiently
- Create a healthcare directory for the City of Maricopa
- Engage with organizations across the county to work together
- Continue to advocate for children and families

“There is no next time. It’s now or never.” Author Unknown

Even if you are on the right track, you’ll get run over if you just sit there.” Will Rogers

“It always seems impossible until it is done.” Nelson Mandela

Next year delegates will be invited back to give an update on what they have followed through on, what has been accomplished, what went well, and what can still be done.

Thank You to:

Many thanks go to our breakout session facilitators for keeping the sessions lively and on track. Thanks goes to: Evelyn Casuga; Rachel Zenuk; Paul Jepson; Terry Doolittle; and Cathy Melvin.

Again, the breakout sessions could not have been successful without our dedicated recorders, taking down all the ideas and commitments from the delegates. Thanks also goes to: Doug Hamilton; Belinda Akes; Cindi DeLoseur; Mila Besich-Lira; and Trudi Wimberley.

Monitors in each breakout session helped facilitators keep on track and on time. Thank you monitors: Jean Slater; Curtis Brown; Joe Pyritz; Maxine Brown; and Gail Bouffard.

Partners in Economic Progress

“Excellence is the result of caring more than others think is wise, risking more than others think is safe, dreaming more than others think is practical, and expecting more than others think is possible.”

Partners in Economic Progress

It is through the collective efforts of both the public sector and the private sector that the Pinal County Town Hall has been made possible. The Town Hall Advisory Committee expresses appreciation to the following organizations for their financial support of the 27th Annual Pinal County Town Hall as well as their participation and interest in this county wide endeavor.

Pinal County Board of Supervisors

Special appreciation is extended to the **Pinal County Board of Supervisors** for its continuing commitment to the financial support for the Pinal County Town Hall.

Chairman Anthony Smith, Supervisor, District 4

Vice Chairman Todd House, Supervisor, District 5

Supervisor Pete Rios, District 1

Supervisor Cheryl Chase, District 2

Supervisor Steve Miller, District 3

Pinal Partnership

Special thanks is also extended to the Pinal Partnership for their Premier Sponsorship of Town Hall. Their dedication to the on-going efforts of Town Hall is appreciated.

COMMUNITY PARTNERS

GOLD: City of Coolidge
City of Maricopa

SILVER: City of Casa Grande

BRONZE: City of Eloy

COPPER: City of Apache Junction
City of Kearny
Town of Queen Creek

CORPORATE AND BUSINESS PARTNERS

PLATINUM: Abbott – A Promise for Life
ARCADIS
Arizona Water Company
Central Arizona Project (CAP)

GOLD: Empire CAT
Pinal County Juvenile Court
Resolution Copper Mining
Salt River Project (SRP)

SILVER: Arizona Public Service (APS)
Harrah’s AK-CHIN

BRONZE: Robson Resort Communities
Southwest Gas

COPPER: Belinda Akes
Economic Development Group of Eloy, Inc. (EDGE)
El Dorado Holdings, Inc.
Empowerment Systems, Inc.
Florence Copper, Inc.
Pinal County Federal Credit Union

SUSTAINING: the Dolly Steamboat at Canyon Lake, Arizona
Greater Casa Grande Chamber of Commerce

MISSION: Through leadership, Pinal County Town Hall aspires to engage and educate Delegates to build consensus and achieve positive change.

VISION: Pinal County Town Hall's Vision is to preserve and improve the quality of life for all who live, work, and visit Pinal County.

Pinal County Town Hall History

Pinal County Town Hall is an assembly of delegates, annually convened, that identifies critical issues facing Pinal County; creates a forum for education/exploration of the topic and fosters networking/collaboration among its participants. By drawing upon Pinal County's diversity of citizens the Town Hall process promotes public consideration of these issues, builds consensus and supports implementation of resulting outcomes.

The overall goal of Pinal County Town Hall is to develop strategies to affect positive change. The strategies are developed in such a manner that a Town Hall delegate or group of delegates can identify and pool resources from their community or extended networks and launch a grassroots campaign to implement these strategies.

The Pinal County Town Hall began in 1988. A few individuals and organizations realized the importance of convening a cross-section of county citizens to discuss issues of importance, especially those related to economic development.

Pinal County Town Hall receives substantial financial support from the County Board of Supervisors, as well as its many "Partners in Economic Progress." A committee of volunteers, The Pinal County Town Hall Advisory Committee, meets monthly to plan and facilitate the annual conferences.

Each fall, approximately 140 delegates assemble for two days to discuss a topic that impacts the county as a whole and its respective communities and citizens. Topics over the past 27 years include:

- 1988 A Symposium on Economic Development

- 1989 Pinal County Futures: Tomorrow's Vision – Today's Plan
- 1990 Horizon 2000: Strategies For Action
- 1991 An Inside Look at Pinal County Government: Taxes vs. Services – A Delicate Balance
- 1992 The Year for Action: Implementing a County-Wide Economic Development Plan
- 1993 The Changing Workplace: Education's Challenge
- 1994 Today's Crisis: Confronting Juvenile Crime In Our Communities
- 1995 Pinal Tomorrow: Building Healthier Communities
- 1996 Volunteers in Service to Communities: People Making A Difference
- 1997 Environment and Growth: The Delicate Balance
- 1998 Aging of the Population: A Public and Private Challenge
- 1999 Pinal's Commitment To The Future: Meeting The Needs Of Our Youth
- 2000 Charting Our Future
- 2001 Intellectual Capital – Tomorrow's Dividend
- 2002 A Call To Serve: Being Vigilant, Being Normal
- 2003 Rural Health Care: Today's Challenge
- 2004 The Changing Face of Pinal County
- 2005 The Economic Puzzle: How to Put It Together
- 2006 Safe At Home: Residential Emergency Preparedness
- 2007 Rediscovering Our Neighborhoods
- 2008 The Greening of Pinal County: Conserving for Future Generations
- 2009 GangBusters: It Takes a Community
- 2010 Exploiting Technology for Success – Building Connections Using Social Media
- 2011 Reactivating The Regional Economy
- 2012 Workforce Next Gen: Cultivating Success In Pinal County
- 2013 Step Up, Involve, Connect: Uniting Communities through Volunteerism
- 2014 Economics of a Healthy Community

An annual report, which includes recommendations and/or suggestions, is prepared after each Town Hall, and distributed to delegates and partners. While Town Hall possesses no official power or authority, it is significant to note that many of the delegate recommendations and/or ideas have been implemented as a result of the Town Hall process.

The report serves not only as documentation of the delegates' hard work and collaborative spirit, but a guide to assist in taking the next step – implementation of the strategies. The report is designed so it can be shared with friends, co-workers, members of local civic groups and others that can help implement the listed strategies in local neighborhoods and communities.

WAYNE G. GERKEN MEMORIAL SCHOLARSHIP

The Wayne G. Gerken Memorial Scholarship – Pinal County Town Hall Youth of the Year Scholarship Foundation, Inc. exists to memorialize Wayne Gerken who led the Pinal County Town Hall for 20 years. The purpose of the Scholarship Foundation is to provide encouragement and financial assistance to deserving students who demonstrate exemplary leadership qualities and a personal interest in improving the quality of life in Pinal County.

High school students in their junior or senior year, or college students (all levels) attending Pinal County Town Hall are eligible to apply. A subcommittee of the Pinal County Town Hall Advisory Committee evaluates student applications based on established criteria.

For more information about the 2015 Town Hall contact: Maxine Brown, Executive Director, Pinal County Town Hall at (480) 322-1626 or by email at m.leather@mchsi.com.

Delegate Directory

“Behold the turtle. He makes progress only when he sticks his neck out.”

James Conant

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