Desert Senita CHC

By Fran Driver, R.N., M.S.N., M.B.A.
Desert Senita Community Health Center

- Serves western Pima county
- Evolved from a hospital/outpatient facility run by a large mining company until 1986
- After mine closure outpatient facility relocated
  - Phelps Dodge men’s dormitory
- Independent outpatient facility since 1997
- FQHC 2001
- Services include medical, dental, behavioral health, & pharmacy
Collaborative vs. Collective Impact

- Both require input from multiple community agencies

- **Kids Club**
  - Internal health center group that reaches out to the community to help build children’s self esteem

- **Ajo Regional Food Partnership**
  - External group of which health center is a partner
  - Works together for a powerful collective impact
Kid’s Club

- Behavioral Health outreach to kids
- Started 2009
  - Increased referrals in the Summertime by parents for children
  - Common need for confidence & self-esteem building
  - Recruited staff children in a really good place and mixed them with children that had challenges
  - Limited to 4th to 6th graders
Program Specifics

- 6 week program with a lot community involvement
  - Puts bullies with the bullied allowing for on the spot conflict resolution
  - Not only assists kids, but builds community
  - So much community support, naturally had to do it again
  - “Good idea to begin with, but had no idea how wonderful it would be...Kids definitely benefit from it” Susan Guinn-Lahm LPC
Building Community
Sharing Professions
Health Day
Nutrition Tie-In
Benefits & Challenges

- One “person” leading direction of group minimizes conflict
- Able to focuses on one area or sub-group
- One “person” asking community for help
- Narrow span of influence
Food Movement Partnerships

Ajo Community Garden Consortium

- 2007 ACGC formed
- ISDA donated first garden space
- Fall 2008 full capacity
- 2009 School Garden
- 2010 Elementary Courtyard expansion
- 2nd Community Garden this winter
- 5 acre development slated for end of 2012
Ajo Regional Food Partnership

- 2010 ARFP formed
- Shared vision of overall wellness for Ajo and economic development
- Focus Areas:
  - Ajo Grows
  - Ajo Learns
  - Ajo Markets
  - Ajo Cooks
Ajo Regional Food Partnership

- 11 organizations & community members
  - Desert Senita Community Health Center
  - Pima County Parks And Recreation
  - Pima County Health Department
  - International Sonoran Desert Alliance
  - Ajo Community Supported Agriculture
  - Arizona Nutrition Network
  - Ajo Unified School District
  - Tohono O’ohdam Community Action
  - And more
Ajo Grows

Led by Nina Altshul; TOCA

- Promotes growing your own food
- Assists with knowledge & some product

Includes:
- Community Garden
- School Garden
- Backyard Gardens
- Permaculture group
Ajo Learns

Led by Jane Canon, RN, Outreach Director

- Promotes growing & nutrition education
- Includes Parks & Rec; DSCHC; Ajo CSA; Arizona Nutrition Network; & more
Ajo Cooks & Markets

Led by International Sonoran Desert Alliance

- Sponsored Cultural dinners
- Building Commercial Kitchen
- How to promote entrepreneurship through food preparation

Led by Peter Altshul, CSA coordinator

- Weekly farm stand at CSA pick up
- Once a month at Second Saturday event
- Future vision of Farmer’s market
Benefits & Challenges

- Diverse group with a common goal
- Broad span of influence
- Larger impact in a community
- COLLECTIVE IMPACT!!!

- Conflict can arise
  - Duplication of roles
  - Spending funds
- Rogue member
- Effective promotion & branding
THE END
Questions?