



# DIRECTOR'S REPORT

CARSON CITY HEALTH & HUMAN SERVICES

DECEMBER

2025

July - September  
Quarter 3 Updates and  
Upcoming Events

Presented By:

**Jeanne Freeman**

Director, PhD, CHES

Prepared in collaboration with CCHHS staff

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## Announcements, Highlights, and Successes

### New Staff and Promotions!

Carson City Health and Human Services CCHHS has had the pleasure of hiring and promoting several staff members.

#### Allie Bailey: Public Health Preparedness Planner Promotion



*I began my public health journey at Carson City Health and Human Services as an Epidemiology Administrative Assistant in 2022. In November 2024, I transitioned to Public Health Preparedness and discovered a strong passion for the preparedness side of public health. Now, as a Public Health Preparedness Planner, I'm excited to strengthen our community's readiness for potential hazards and emergencies.*

#### Christie Contreas: Human Services Division Manager Promotion



*I have over 14 years of experience working in social service programs in Carson City, eight of which were in leadership positions. Throughout my time serving Carson City, I have operated many different programs and have provided impactful services to those in need in our community. What I look forward to the most in my new role as Human Services Manager is the opportunity to continue finding ways to improve the services being provided, and through collaboration with community partners, find new and innovative ways to fill the gaps in services within our community.*

#### Taryn Ray: Human Services Case Manager New Hire



*I'm very excited to bring my nine years of case management experience to the Human Services Division. I recently relocated back home to Nevada after spending a couple of years in Northern Kentucky with family. During that time, I worked as a Youth Service Center Coordinator, where I assisted students and families in meeting basic needs that caused barriers to education and built programming. Prior to my time in Kentucky, I worked on an assessment of child welfare for a program that ran out of Washoe County. I'm really looking forward to this new role and familiarizing myself with the needs and potential solutions for the indigent community here in Carson. I love getting to know the people in the background doing incredible work and am very excited to connect the clients I'll have the privilege of assisting with life-changing resources and supports.*

#### Bryan Sorenson: Environmental Health Specialist New Hire



*I spent several years working in long-term care, filling multiple roles including care, dining, activities, and admin. After completing graduate school, I worked as a contractor for the CDC throughout the COVID-19 response, primarily as an infodemiologist, helping to build and pioneer this emerging field in public health. My work focused on vaccine confidence and demand, as well as 16 other vital public health topics. After the pandemic, I worked as an epidemiologist and then transitioned to environmental health, where I look forward to field work and delving into the many facets of environmental health.*

## Victoria Tardon: Public Health Data Analyst Intern UNR

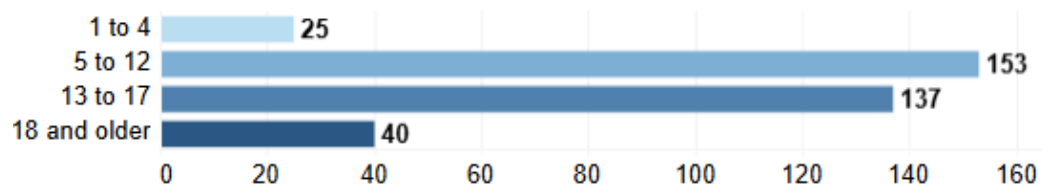


*I hold a bachelor's degree in Biosystems Analytics and Technology from the University of Arizona and am currently pursuing a master's in health Analytics and Biostatistics at the University of Nevada, Reno. My background spans education, government, and business operations, where I've gained diverse perspectives on data-driven decision-making. From managing research projects in university greenhouses to coordinating multiple projects and water rights work, I've consistently leveraged my passion for data and analytics to support organizational goals. I'm excited to deepen my expertise in analytics and statistics and apply these skills to drive meaningful impact in public health and beyond.*

## Community Outreach and Service Linkage

### Back-to-School Vaccines

The Clinic held its annual Back-to-School walk-in immunization event from August 7th to August 19<sup>th</sup>, where a total of



**693** vaccines were given to **355** patients! State Web IZ personnel came to assist in retrieving state records, and IT personnel helped set up workstations in the lobby. Clinic staff also developed a new process for retrieving records from cell phones that the IT department approved.

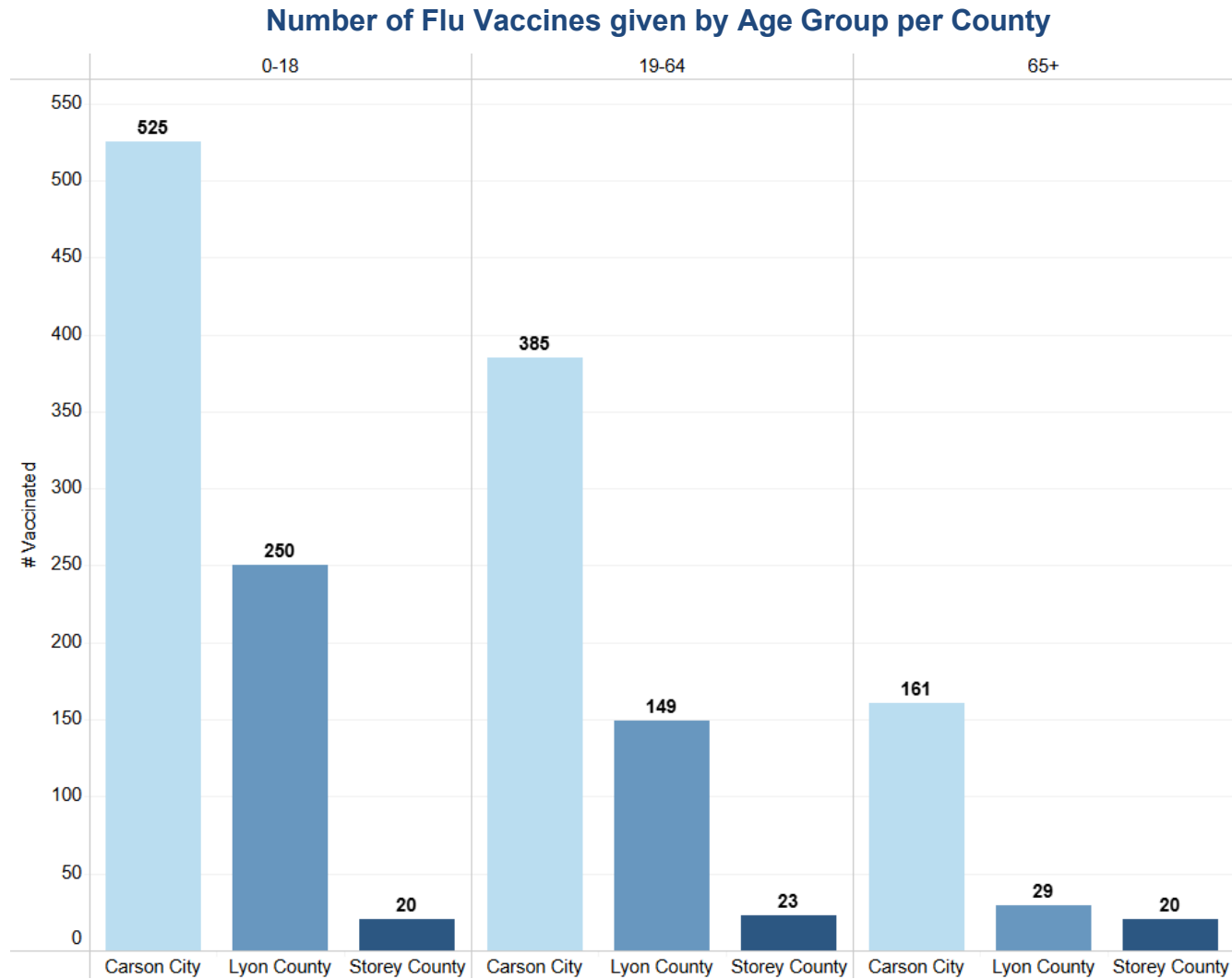
CCHHS also implemented a new process to support working families through the vaccination process. This included handing out consent packets in English and Spanish to allow guardians to give vaccine consent, providing additional guidance on required documentation, and asking additional questions as needed. Streamlining the verification process improved the way patients were processed compared to last year. Once insurance was verified and records were printed from Nevada Web IZ, all vaccination recommendations were forecasted based on the CDC immunization schedule and provided to the patient. The Clinic staff expressed positive feedback regarding the new changes, stating that during busy days, the workload felt less overwhelming, and the wait times did not seem as long.

Despite the success of the new process, CCHHS vaccinated roughly half of the number of patients vaccinated last year. Among the 355 vaccinated patients, the majority were new patients rather than patients needing a follow-up visit. Additionally, there was a large fluctuation in patient visits across the offered vaccine clinic days. Some days saw as many as 98 patients, while some days saw as few as 13 patients. Due to the low vaccine numbers, inconsistent patient numbers each day, and new verification process, CCHHS plans to host a condensed four-day event in 2026. This will allow Clinic staff to better utilize their time during the expected busy days. To offset any potential loss of patients, the Clinic will begin

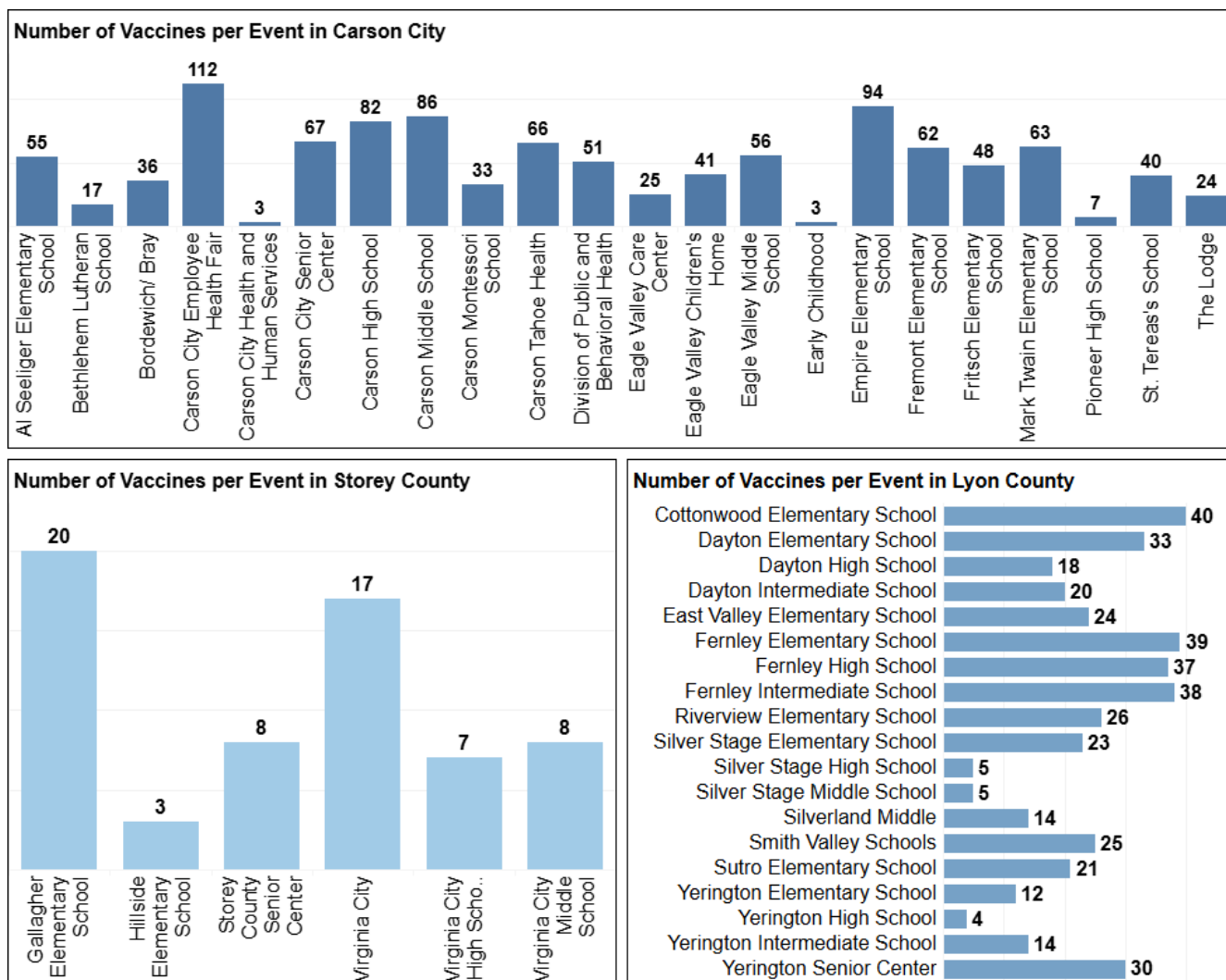
advertising for required back-to-school vaccines at the end of the 2025 – 2026 school year. This helps caregivers plan for vaccines before summer vacation begins and informs them on the Clinic’s year-round hours for vaccination—**Monday with an appointment** and walk-ins are welcome **Thursdays from 8:15 am - 4:30 pm at 900 E. Long St.** This new approach should improve staff allocation for events, increase year-round vaccination numbers, and help CCHHS’ Clinic become a more prominent vaccination resource in the community.

**Community Flu Vaccines**

CCHHS completed **47** flu vaccination events with outreach led by the Public Health Preparedness PHP Division. These Points of Dispensing (POD) events spanned across Carson City, Lyon, and Storey Counties and were hosted at schools, community locations, and as closed POD events for organizations. During these events, CCHHS gave **1,562** flu shots!

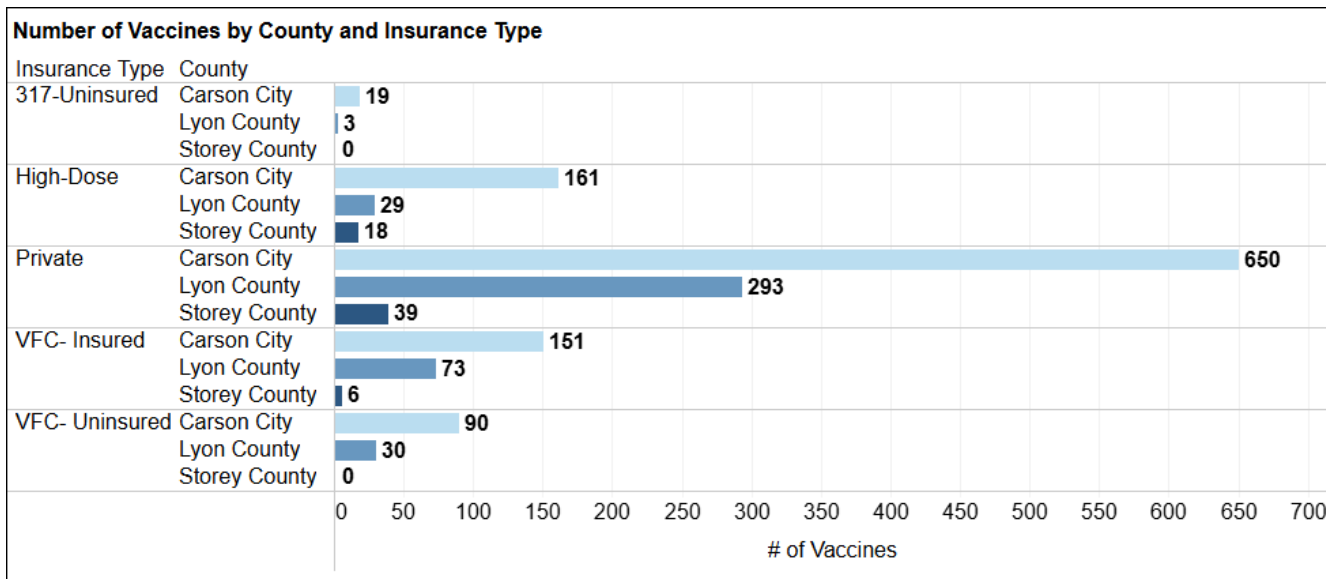


For PHP staff to prepare for next year's events, vaccine numbers were broken down by event per county. This helps with resource allocation and staffing events according to expected turnout.



As shown above, most flu vaccines (69%) were given at Carson City events. Among the 47 events, 22 were held in Carson City, 19 were held in Lyon County, and 6 in Storey County.

Vaccines were also offered at low-to-no cost, meaning non one was turned away based on their insurance status or ability to pay. PHP staff tracked how many vaccines were given by county and insurance type. This helps determine which individuals were covered by Medicaid, private insurance, the Vaccines for Children VFC program, or were uninsured. While the funding sources for insurance types were tracked for billing purposes, it also helps PHP plan for next year's vaccine events and to allocate resources accordingly.



## Carson City Job Fair



Carson City Human Services (CCHHS) hosted an annual community job fair in Carson City to help improve the quality of life for community members. The job fair provided job seekers with employment opportunities and provided employers with an occasion to connect with Carson City's skilled workforce. The 2025 Job Fair, held in September, was successful with a total of 77 job seekers attending, which was a **140% increase** from last year.

CCHHS conducted job seeker and employer evaluations to better understand why individuals are looking for employment, the age groups of job seekers, barriers employers face when trying to hire new employees, and how CCHHS can improve future job fair scheduling and marketing. Thirty-eight job seekers completed the evaluation, and 19 employers completed the evaluation. Completion of the evaluation was voluntary, so the number of responses per question may vary. There was also data collected from job seeker sign-in sheets, which included their employment status. Sixty-eight job seekers voluntarily filled out the sign-in sheet.

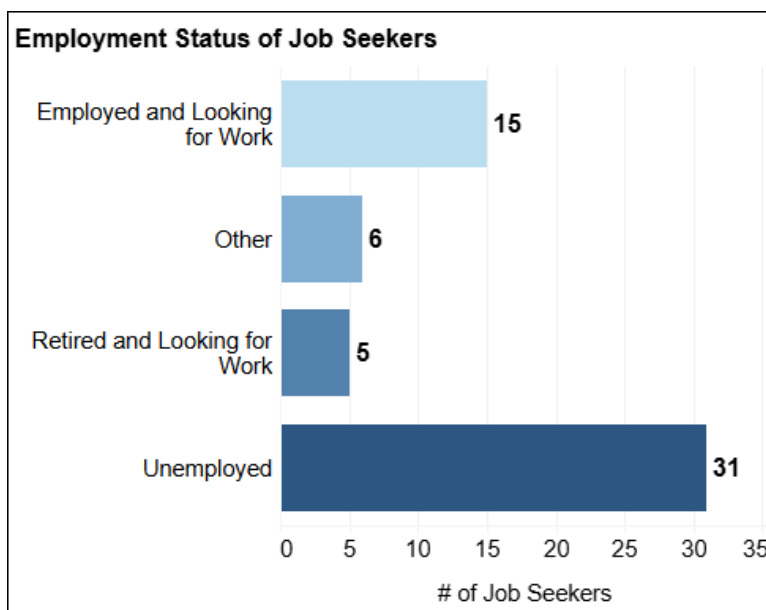
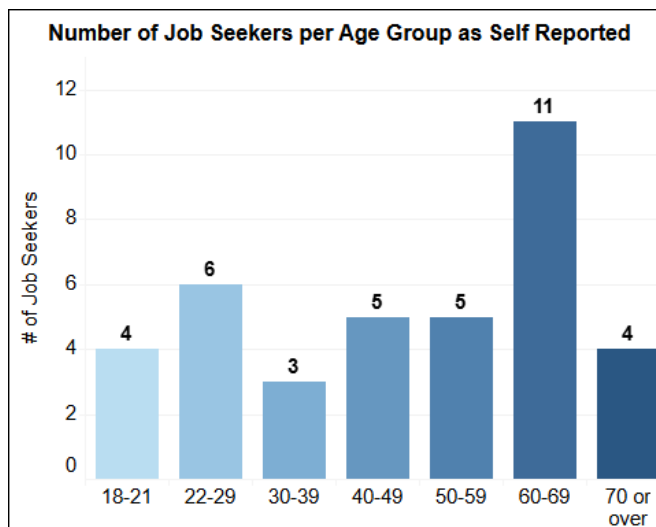
### **Job Seeker Data and Feedback**

Most respondents were from Carson City, unemployed, and over the age of 60. Attendees expressed how the job fair creates access to employment and breaks down barriers associated with the application and interview process. During the job fair, job seekers filled out 45 applications, and eight individuals were interviewed or scheduled for an interview on the spot! Specifically, one senior attending the job fair advised CCHHS staff that she had accepted



one position and was offered two other positions. This was after several months of applying for employment opportunities online with no success. CCHS received additional feedback from several seniors in attendance who felt that their applications are frequently disregarded due to their age when they apply for a position online. So, the ability to attend an in-person job fair allowed them to make face-to-face connections, engage with employers, and let them highlight their skills, making a strong impression based on their ability to contribute to the business. This event was a huge

success for employers and job seekers, highlighting how the job fair is crucial to connecting those who are unemployed with meaningful employment.



### ***Employer Data and Feedback***

Conversely, there were only a total of 22 employers in attendance, which was a **37% decrease** from last year. While most job seekers reported that their expectations of the job fair were met (84%), several attendees expressed disappointment in the low number of employers present.

CCHS asked employers if they experienced applicants who were unable to accept work because they were not ready. Of the 19 employer respondents, **15** responded 'yes.' To further understand employers' experiences with employees,

employers were asked the top reasons they are unable to retain employees within their companies. The top two responses were that job seekers do not have proper transportation to support a job, and applicants are not qualified for the required work as defined in job descriptions. This information helps job seekers to prepare for sustainable employment by ensuring they are qualified for jobs they apply to and have long-term transportation plans in place when they accept employment. Furthermore, it helps CCHS better support clients who are seeking employment.



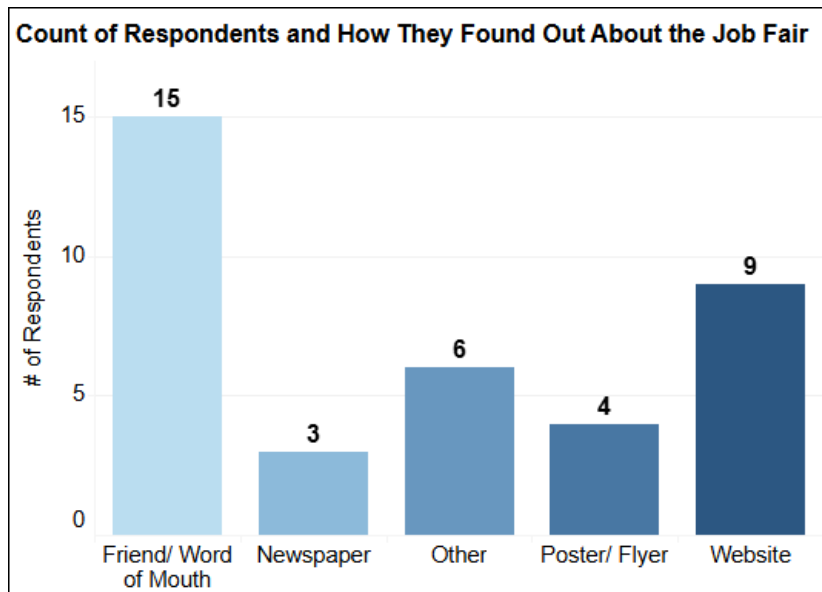
## Marketing and Scheduling Feedback for CCHS

CCHS also sought feedback on the convenience and marketing for the job fair. Respondents felt the publicity, or advertising, for the job fair was average. This aligned with comments provided by employers, as they felt advertising for the event could have been better. This is evident because most respondents reported hearing about the event through friends or word of mouth. With consideration of this feedback, CCHS will utilize additional resources, such as the support of the City's Public Information

Officer (PIO), to help publicize the event to reach the intended audience and increase attendance from employers and job seekers for future job fairs.

When asked about the convenience of the job fair, the majority of employers and job seekers agreed that the time, date, and location of the event were convenient. However, they also suggested that turnout could be improved for both job seekers and employers by shortening the length of the job fair and moving the time later in the day. This feedback also aligned with suggestions from those who found the job fair inconvenient.

CCHHS has scheduled the first job fair of 2026 for **March 3rd, 2026, from 3:00 to 6:00 PM**. CCHHS will continue to improve the quality and accessibility of upcoming job fairs in hopes of better serving both employers and job seekers.



## Agency Efforts

### Strategic Plan

The Carson City Board of Health approved the CCHHS Strategic Plan<sup>1</sup> in June 2025. Since then, staff have been making progress on the tactics listed for 2025. To begin achieving the plan's first goal of aligning agency services and responsibilities with the newly established mission, CCHHS has developed its first draft of a service catalog that supports agency leadership in determining which services are mandated, grant-required, or provided otherwise. To further address other goals, CCHHS is taking an agency-wide approach to implementation and is engaging staff in identifying leadership opportunities for divisions or individual positions. Leads will work with a team of cross-sectional staff members to support tactical implementation and help define specific performance measurement indicators as experts in their practice.

### Public Health Accreditation Board (PHAB) Annual Report

As an accredited agency, CCHHS is required to develop a Public Health Accreditation

<sup>1</sup> <https://www.getthehealthycarsoncity.org/home/showpublisheddocument/91214/638850726942270000>

Board PHAB Annual Report. The 2025 report highlights updates and progress on the agency's work as they align with PHAB standards. This year's report included:

- ✧ **Quality Improvement (QI) Plan:** The QI Plan is evidence of CCHHS's commitment to continuous quality improvement in internal processes and service delivery. The plan includes guidance for staff to implement projects that ensure effectiveness, efficiency, and improvement in all agency efforts.
- ✧ **Agency Updates:** CCHHS reported changes in leadership and staffing, including Jeanne Freeman being appointed Director and Teneale Chapton being hired as Deputy Director.
- ✧ **Emerging Health Issues:** PHAB asks accredited agencies to report on whether they have engaged in work on emerging public health topic areas. This includes areas such as public health financing modernization. CCHHS was able to report that the Fiscal division streamlined internal agency processes to align with the strictest policies to meet federal, state, and local requirements in all practices.

## Public Health Funding Update

### Senate Bill 118 SB118)

During the 2023 legislative session, Senate Bill 118 (SB118) was passed. This bill established one-time non-categorical public health funding for health districts and health authorities in all Nevada counties. To receive the appropriated funding, county health authorities had to identify their community's health priorities through an assessment. The Carson City Board of Health is the health authority for Carson City and operates through Carson City Health and Human Services (CCHHS). In 2022, CCHHS partnered with healthcare facilities, non-profit organizations, private industry, and the public in a Quad-County Community Health Needs Assessment (CHNA), where four priorities were identified:

Access to Basic Needs

Access to Healthcare for Specific Populations

Mental and Emotional Health

Substance Use Prevention, Treatment, and Recovery

The SB118 lump sum allocation of funds to Carson City totaled \$262,101.18. Funds are required to be spent down by June 30, 2026. As of September 2025, 21.2% of these funds have been spent. In alignment with the health priorities identified in the CHNA, funds have been utilized by:

<b>Parks, Recreation, and Open Space PROS)</b>	To reduce social isolation by expanding access to youth activities through their ski programming and offering fly fishing classes.
	To offer free drowning prevention swim lessons to third graders through collaboration with the Carson City School District (CCSD).
	To expose youth to arts and culture by collaborating with the CCSD to bring the Reno Orchestra to Carson City for all second-grade students.
<b>PROS &amp; CCHHS</b>	To increase awareness of mental health support services by purchasing and posting 988 Crisis Hotline signage in English and Spanish throughout open spaces across the city.
<b>CCHHS</b>	To continue addressing youth vaping prevention after funding for vaping prevention was lost from the CDC's National and State Tobacco Control Program NTCP .
	For Sexually Transmitted Infection (STI) testing, including point-of-care syphilis testing.
<b>Nevada Rural Counties Retired and Senior Volunteer Program RSVP)</b>	To expand their senior companion program and reduce social isolation among seniors across Carson City.
	To expand transportation services for seniors and individuals with disabilities from Carson City to medical appointments.

All SB118 funds will be spent by June 30, 2026. The current unspent funds will continue to be utilized in these identified programs. Additionally, funds will be used in collaboration with the CCSD to support behavioral health services within the schools for Carson City youth, as well as with the Carson City Senior Center to reduce social isolation for seniors and provide dementia-friendly programming.

In addition to the SB118 funds, Governor Lombardo allocated public health funding in the 2026-2027 biennium budget. These funds are distributed to health districts and health authorities differently than SB118 funds, in that the allocation is split in half between each state fiscal year SFY . Any funds not used at the end of each SFY must be returned to the State. The amount allocated to Carson City for SFY26 is \$128,726.54. As of October 1, 2025, 0% of the funds have been spent. The funds were approved by the State Board of Examiners in August 2025 and were distributed to Carson City at the end of that month.

The use of these public health funds will align with both the 2022 Quad-County CHNA<sup>2</sup>, as well as the Foundational Public Health Services (FPHS) in Nevada's Counties Assessment<sup>3</sup> completed by the Nevada Association of Counties (NACo) in 2024. Areas of the FPHS that funds will be utilized to support include, but are not limited to, Environmental Public Health, Assessment and Surveillance, and Organizational Competencies.

## Federal and State Vaccine Policy Update

### **Changes in Public Health Leadership**

The recent leadership change at the U.S. Department of Health and Human Services (HHS) has impacted public health agencies. Impacts range from changes in funding availability and priorities to inconsistent messaging about therapies and vaccines; all of which are challenging the public's confidence in the work being conducted by public health professionals.

<sup>2</sup><https://www.gethealthycarsoncity.org/home/showpublisheddocument/84563/638140451233170000>

<sup>3</sup><https://www.nvnaco.org/wp-content/uploads/FPHS-final-report-12-10-24-accessible.pdf>

In addition to the leadership change at the Federal HHS level, there have been changes in long-standing national committee membership and processes. These changes have created some confusion and presented challenges to the way public health operates in Nevada. Below are some of the changes and their resulting impacts on public health in Nevada and at CCHHS.

### ***Changes in ACIP Members and Processes***

Recent changes to the Advisory Committee on Immunization Practices ACIP , including the dismissal of all 17 members in June 2025 and the exclusion of major medical organizations from Centers for Disease Control and Prevention CDC vaccine workgroups, have raised significant concerns among public health agencies. These actions have introduced uncertainty and potential instability into the U.S. immunization system, resulting in inconsistent vaccine recommendations.

### ***ACIP Recommendation for COVID-19 Vaccine***

In September, the new ACIP membership recommended that COVID-19 vaccination be based on individual decision-making / shared clinical decision-making for individuals aged 6 months and older. However, this recommendation contrasted with the Food and Drug Administration FDA approval, which authorized the vaccine only for individuals over 65 years of age and those at high risk due to certain medical conditions. The discrepancy between the ACIP and the FDA created confusion among healthcare providers and the public, complicating vaccination efforts, particularly for vulnerable populations.

### ***ACIP References in Nevada Revised Statutes NRS***

Federal vaccine policies and ACIP recommendations impact access to, and funding for, vaccines in Nevada in several ways. The Nevada Revised Statutes NRS reference ACIP recommendations in twelve 12) chapters. Statutes that impact immunizations include provider authorization for dentists and pharmacists, insurance coverage by Medicaid and other state-regulated agencies, provision of financial assistance from the Account for Family Planning, and reporting into WebIZ, Nevada's Immunization Information System.

### ***Potential Implications for the VFC Program and Access to Vaccines for Uninsured and Underinsured Adults and Children***

The challenges experienced with the discrepancy between the FDA approval and ACIP recommendations for the COVID-19 vaccine may be repeated in the future with other vaccinations. The recently restructured ACIP has been reviewing the childhood immunization schedule to determine whether changes are to be made. The review of the childhood immunization schedule has raised significant concerns among public health professionals, particularly regarding potential changes that may impact vaccine access and public trust. The Vaccines for Children VFC program and the Section 317 Immunization Program are federally funded programs that provide vaccines at no cost to uninsured and underinsured children and adults. Both programs are legally and operationally tied to ACIP recommendations, meaning that any vaccines or dosing schedules outside of ACIP's recommendations would not be covered. Limiting access for children and adults relying on public programs could potentially reduce vaccine coverage rates and increase the likelihood of a vaccine-preventable disease outbreak.

**Overall**

At a time when CCHHS is already working to address vaccine hesitancy, political polarization around public health, and workforce strain, inconsistent national messaging on vaccine safety could create confusion, reduce confidence in routine immunizations, and increase the risk of vaccine-preventable disease outbreaks.

**Leveraging Data for Decision Making**

In 2025, CCHHS made an intentional shift to better utilize data and align all practices and services with community needs, evidence-based practices, our mission, vision, values, and our strategic plan goals and objectives. In doing so, there are several ongoing projects and new processes that are being developed to ensure CCHHS can determine if and how efforts are leading to impact. Further, the new processes will drive decision-making by implementing processes that make analysis and reporting more efficient and impactful. Altogether, CCHHS will be able to determine if agency efforts are positively impacting public health outcomes.

Two examples of how CCHHS is working towards this goal are by developing dashboards:

1. Communicable Disease Dashboard

COMMUNICABLE DISEASE DASHBOARD	CCHHS is developing a communicable disease dashboard, intending to provide weekly updates on all reportable diseases in Carson City, Douglas, Lyon, and Storey counties. This will provide information on historical case numbers over a Morbidity and Mortality Weekly Report (MMWR) season to support the Epidemiology Division in identifying disease outbreaks during current seasons. There will also be zip-code-level disease rates mapped so CCHHS can implement targeted mitigation strategies to specific locales to best confine outbreaks. Additionally, a large focus will be put on respiratory illnesses, such as influenza, COVID-19, and RSV, where vaccination status, hospitalizations, age, and comorbidities will be used to describe disease outcome data and inform prevention strategies, such as vaccination. This will help CCHHS to increase staff capacity during the reporting season while also allowing community members, medical providers, and other interest holders to view data throughout the MMWR year and make informed decisions accordingly. To ensure these goals are met, CCHHS is internally developing a basic respiratory dashboard to be utilized during the 2025 – 2026 MMWR season and will seek internal and external feedback during the implementation process.
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## 2. Internal Marketing Analysis Dashboard

### MARKETING ANALYSIS DASHBOARD

In conjunction with modernizing data practices, CCHHS is closely monitoring the impact of marketing and communications tactics across all social media accounts. Thus, a marketing analysis dashboard is being developed that tracks all social media efforts. This includes reactions and interactions specific to division campaigns, the number of posts each division posts, the number of community members engaged at in-person outreach events, and analyzing demographic characteristics across media types and division posts. This data measures agency efforts and helps CCHHS determine who is engaging with content and at what rates. However, the purpose of marketing services and programs is to encourage community members to utilize services and participate in programming. Therefore, CCHHS will be tracking impact measures in conjunction with effort measures to determine how CCHHS communications are improving outcomes. This will be done by tracking client numbers in conjunction with customer surveys that ask how they heard about the service or program. This dashboard will be used internally. However, having the data readily available in a dashboard allows for rapid reporting and making decisions on how to market based on past successes in engagement and what types and styles of communications intended audiences are engaging with most.

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If you have any questions about this report, please reach out to us at:

- Email: [CCHHSinfo@carson.org](mailto:CCHHSinfo@carson.org)
- Phone: 775-887-2190
- In-Person: 900 E. Long Street, along JAC bus Routes 1 and 2A at Long and Roop at Health and Human Services