



# HHSA NEWS

## Unleashing Your Potential: A Guide to Goal Setting, Strengths, and Service

By: Dr. Tico Zendejas

In the journey of personal and professional development, setting meaningful goals, recognizing and utilizing our strengths, and engaging in service to others are pillars that not only propel us forward but also contribute to a more fulfilling and purposeful life.



### 1. The Power of Purposeful Goal Setting

Goal setting is the roadmap to your aspirations. Whether they are personal or professional, goals provide direction and motivation. When setting goals, consider the SMART criteria: Specific, Measurable, Achievable, Relevant, and Time-bound. This ensures that your goals are well-defined and actionable. Especially with the New Year approaching and folks setting their resolutions.

**Example:**

- **Specific:** Instead of a vague goal like "exercise more," make it specific, such as "commit to a 30-minute workout three times a week."
- **Measurable:** Track your progress. For instance, note the number of workouts completed each week.
- **Achievable:** Set goals that challenge you but are realistic within your current circumstances.
- **Relevant:** Align your goals with your broader objectives and values.
- **Time-bound:** Set deadlines to create a sense of urgency and structure.

### 2. Leveraging Your Strengths

Understanding and harnessing your strengths is a game-changer. Your unique qualities, skills, and talents are powerful tools in achieving your goals. Be intentional and directly tie your strengths to your goals. Remember in StrengthsFinder – we have all 34! We have all of them, but we focus more on our Bright Spots – our Top 5.

**Example:**

- If one of your strengths is Belief, use it to mobilize a team or take charge of projects aligned with your goals. If Ideation is a strength, infuse innovative approaches into your problem-solving strategies.

### 3. The Transformative Power of Service

Service to others not only benefits the community but also enriches your own life. Engaging in acts of kindness, volunteering, or incorporating a service-oriented mindset into your daily life can bring a profound sense of purpose and fulfillment.

**Example:**

- Consider volunteering for a cause related to your goals. If your goal involves improving public health, volunteer at a local clinic or organize community wellness events. Service not only positively impacts others but also reinforces the significance of your goals.

### 4. The Synergy of Goals, Strengths and Service

The magic happens when you integrate goal-setting, strengths utilization, and service. By aligning your goals with your strengths and using them as instruments of service, you create a powerful synergy that not only advances your personal growth but also contributes to the well-being of others.

### Conclusion: Your Journey Towards Fulfillment

As you embark on your journey of goal setting, strengths exploration, and service, remember that these elements are interconnected. Your goals become more achievable and meaningful when rooted in your strengths and directed towards serving a greater purpose. Embrace the journey, celebrate small victories, and let the pursuit of your goals be a force for positive change in both your life and the lives of those around you.

Dr. Tico Zendejas  
 Competition – Achiever – Significance – Focus - WOO

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FOCUS ARTICLE

**CULTIVEMOS SALUD**  
DIA DE RETIRO PARA CAMPESINOS  
Evento Gratis en Español

SABADO 18 DE NOVIEMBRE  
625 COURT ST.  
WOODLAND CA. 95695  
10:00AM - 3:00PM

10:00AM ◆ BIENVENIDA Y CAFECITO  
10:30AM ◆ PLÁTICA CON LA TERAPEUTA  
12:30PM ◆ ALMUERZO Y ENTRETENIMIENTO  
1:30PM ◆ TALLER #1: ESTRÉS CLIMÁTICO  
2:00PM ◆ DESCANSO: ¡A MOVERSE!  
2:15PM ◆ TALLER #2: CULTIVANDO CONCIENCIA  
2:45PM ◆ ¡RIFAS! ¡PREMIOS!

De Colores Resource Center  
YoloWorks! TRABAJANDO HACIA UNA AGRICULTURA FLORISCENTE  
WRASAP

PARA MÁS INFORMACIÓN: HEALTHEQUITY@DECOLORES.COM

The month of November is a month for highlighting what we are thankful for. As an agricultural region, we are thankful to the farmworkers who help this County thrive. This last November, our Agricultural Program Coordinator, Rodrigo Lopez, held a Farmworker Health Retreat in collaboration with De Colores Resource Center. Funded by the Western Region Agricultural Stress Assistance Program (WRASAP), the retreat focused on destigmatizing mental health, drawing a connection between physical and mental health, and identifying local mental health resources to help farmworkers thrive.



Farmworkers participated in a Spanish discussion guided by a bi-cultural LMFT with Luna Counseling. Together, they identified common stress factors for farmworkers, as well as strategies to help them cope through their experiences. Among other options for self-care, they discussed individual therapy and what that might look like as a new patient.

They identified the impacts of climate change as a root cause for significant stress factors. The increasing number of days above 90-degree temperatures has resulted in shorter workdays for them, decreasing their income while increasing their energy costs to cool their homes. The financial stress resulting from a lack of work due to extreme heat or excessive rain was not their only concern. Several shared having experienced heat stress symptoms or witnessing coworkers feeling ill due to high temperatures and physically demanding work. They expressed a common hesitation for letting their supervisors and contractors know when they are experiencing heat stress symptoms for fear of retaliation or lack of support. This generated interest among participants for a future session to learn more about their rights when they're feeling sick at work.



**DESCOMPRIME TU ESPALDA**  
Esta serie de ejercicios te van ayudar a recuperar una postura sana y descomprimir, aliviar dolores de cuello, hombros y brazos y a mejorar la circulación de la sangre por todo el cuerpo.  
Facilítate en cualquier momento de tu día, desde tu mesa de trabajo, hasta de noche o desde el camino a casa.

Mantén cada ejercicio durante 20-30 segundos. Repítalo entre 2-3 veces por ocasión.  
No fuerces en exceso e intenta bajar un poquito más allá con cada intento.

**FORTALECE TU ESPALDA**  
Estos ejercicios te ayudan a mantener tu espalda sana, a sufrir menos dolores a medio-largo plazo, a descansar mejor mientras duermes y a sentirte más joven y mejor contigo mismo.

Escoge 3 días entre estos ejercicios y realízalos al menos 3 veces por semana.  
Haz 10-12 repeticiones de cada uno de ellos y repítalos 2 veces cada vez.



With the guidance of a physical fitness trainer, participants had the opportunity to put into practice a few simple techniques to strengthen their back and shoulders using an elastic band. Farmworkers enthusiastically participated in the brief exercise and were gifted the elastic bands and a guide to practice these exercises at home.

Yolo County's vibrant agricultural industry is dependent on this workforce. Cultural events like these increase their sense of community and help connect them to resources to promote their wellbeing.

CALM APP CORNER

With the rise of technology and the ability to connect with others virtually, we should feel more connected but in reality that's not entirely true. Naturally, we are social creatures that crave quality relationships in real-life but with global situations such as the pandemic, the feeling of loneliness is more common than ever.



Here are some recommendations from Calm, our mental wellness partner, to help you navigate loneliness and build deeper connections:

- **Aloneness:** Learn the difference between aloneness and loneliness
- **Real Connection:** Do a breathwork exercise and learn about the importance of fostering connections with those around you.
- **Social Media and Screen Addiction Masterclass:** Discover practical steps for managing the rise of social media and screen addiction in our lives.

Join one of the [Calm App Webinars](#) to learn how to get the most out of your Calm experience and bolster your overall well-being.

UPCOMING PAINT LANGUAGE EVENTS

The HHSA Hears Employee Engagement Team is excited to invite you to celebrate the beautiful diversity that is HHSA through free Paint Language events! Join us as we explore our rich cultural heritage through paint expression. Paint Language events are provided at no charge to HHSA employees and are instructed by KonaKeeli Designs.



Upcoming paint events will be held the following Wednesdays in Woodland:

- January 17, 2024
- February 14, 2024

Huge thank you to those who have joined Paint Language events in 2023! To register, please email Suzanne Ramalia at [Suzanne.Ramalia@yolocounty.org](mailto:Suzanne.Ramalia@yolocounty.org). Photos featured is from the November 15 class.

QUALITY IMPROVEMENT WORD OF THE MONTH

Quality Improvement Word of the Month

Criteria Alternative Matrix (C.A.M.)

DEFINITION

A Criteria Alternative Matrix (C.A.M.), also referred to as a decision matrix, is a tool for evaluating and comparing options based on different important factors to help make an informed decision.

IN A SENTENCE

"When choosing our next vacation spot, we used a Criteria Alternative Matrix to score destinations on important factors like food, adventure, and relaxation."

WotM IN ACTION

How to Use It:

1. Identify your alternatives. Examples of these alternatives include potential solutions, program features, or projects.
2. Identify your decision criteria. These are important decision factors that can include ease of implementation, cost, efficacy, long-term sustainability, or others.
3. If applicable, determine which criteria are more important than others. Assign higher multipliers to more important decision criteria (not depicted in example).
4. Design your scoring system and determine the scoring range (i.e. 1 to 5, or 1, 3, 5).
5. Rate your alternatives then total the scores by multiplying the score for each criteria by its weight. Total the scores for each alternative.

Use this tool to overcome decision fatigue when presented with a variety of options!

Criteria	Alternative 1	Alternative 2	Alternative 3
A. Cost of implementation	1	3	5
B. Training time	1	3	3
C. Long-term sustainability	3	5	1
D. Return on investment	5	3	3
<b>Overall score</b>	<b>10</b>	<b>14</b>	<b>12</b>
<b>Alternative ranking</b>	<b>3rd</b>	<b>1st</b>	<b>2nd</b>

## Survey Design Best Practices

### What is a survey?

Historically, organizations have focused on surveys when trying to gather information to assist in making decisions. The goal of surveys is to collect information using relevant questions from a sample of people with the aim of understanding a problem or situation. Surveys can be very helpful when done correctly but can be detrimental to their goals when not set up properly. Have you encountered issues with a survey? Have you ever been required to answer a survey question that did not allow for the correct response? It is critical for a survey to be planned, designed, and executed properly.



### Why use a survey?

Surveys are an important way to measure the current state of people, process, and/or tools in an organization. Understanding what works well and what needs to be improved can be helpful in ensuring organizational effectiveness and efficiency. Below are a few examples of why to use a survey:

1. Want to know what customers think
2. Want hard data
3. Want to know the why
4. Want to improve

Overall, surveys are an important way to make sure HHS is providing timely, accurate, and consistent services to the community and that we are continuously improving our processes as an organization. Have you ever heard the term “garbage in, garbage out”? I have heard that phrase in my past referring to poor software application use and management. It does not matter how well the application is built if the information entered into its database is incorrect; hence, garbage in, garbage out. Similarly with surveys, if respondents are not given the proper context for the reason for the survey, if you are not asking the right questions, or if the survey does not have the proper construction or flow, it might not achieve the goals of the survey. Please click here to watch a fun video regarding [how not to write surveys](#).

Below are some helpful tips in designing a quality survey.

### 5 Steps to designing a survey

1. **Define the problem** – What do we want to know? Who do we want to ask? What will we do with the information? More time spent defining the problem carefully up front will save you many headaches in the future.
2. **Plan how it will be administered** – There are several options to consider for how the survey will be conducted:
  - In-person
  - Mail
  - Telephone
  - Online/Email
3. **Write the questions** – Tips for writing quality survey questions:
  - Make sure that every question is necessary
  - Ask clear and direct questions
  - Keep your wording simple and consider whether the question means the same thing to every person
  - Ask one question at a time
  - Avoid leading and biased questions
  - Use response/Likert scales when possible
4. **Pilot test** – Always, always, always test your survey before going live. Test with team members and test with people outside of your team.
5. **Conduct the survey** – Be sure to give ample time for respondents to complete the survey, and tactfully follow up to ensure high response rates to get the most feedback. You may want to wait until the survey is complete before summarizing your findings from the responses.



Hopefully these survey design tips can be helpful for you the next time you are tasked with conducting a survey.