



MINUTES

GOVERNMENTAL & PUBLIC ENGAGEMENT COMMITTEE

Wednesday, March 22, 2023, at 5:30 P.M.

Administrative Office, 1st Floor Community Room,
138 S. Brandon Rd., Fallbrook, CA 92028

In accordance with California Government Code Section 54953, teleconferencing will be used for this meeting. Board members, staff and members of the public will be able to participate by webinar.

Call to order/Roll Call

Committee Members: Chair Mike Stanicek & Director Bill Leach

Staff: CEO Rachel Mason, Executive Assistant Raquel Williams, Community Health & Wellness Center

Administrator Theresa Geracitano, Administrative Officer Judith Oswald, and Public

Outreach/Communications Specialist Daniela Vargas

Public Comments – Announcement

NONE

Discussion Items-

Report from Community Health & Wellness Center Administrator – Theresa Geracitano

- March event calendar has a total of 80 events- 61 public, and 19 private events.
- Addition of the Community Resource Navigator is strengthening our ties with our partners and the community. Katia is only finishing her first month and has already met with all our grantees as well as other organizations.
- Planning for the launch of our Diabetes Prevention Program in April continues. Theresa & Bianca are now CDC Certified Lifestyle Coaches. Our outreach to the medical community has begun with “Lunch & Learn” meetings being scheduled with physician offices- Graybill, Rancho Family Medical Group, Dr. Strutz. Meetings are being scheduled with other medical groups as well. Village Pharmacy has agreed to include inserts about the program with prescription deliver. Referral form and page for the patient are provided. “Coffee Talks” are being scheduled for one on ones as well.
Website had been updated with a new Lifestyle Change page <https://www.fallbrookhealth.org/lifestyle-change-program> with ability to sign up online, as well as a physician/organization referral page. Emails will go directly to Bianca for immediate follow-up.
- Development of a referral pipeline for the diabetes program is underway, and applicable to all future programming. Data collection from diabetes pilot program to determine future viability of the program is underway as we register for Unite Us, a coordinated care network. In conjunction with San Diego County and Skinny Genes Program, FRHD was selected to participate in the Lifestyle Change Program.
- Hold one signature community event to target families and children for health and safety- underway back to school event being outlined to include our fire and sheriff partners, screenings, vaccinations, and other resources for families.
- CEO Mason shared that the Lions Club runs a Gift of Sight Program that provides no cost eye exams and glasses for children, they will be participating in the September event.
FRHD is to provide no less than three ongoing programs that address the Social Determinants of Health identified by Catalyst Report to include: Expansion of the Mental Health First Aid modules, Financial Literacy, Mindfulness Program- all three are underway.
- The strategic planning program goals were taken directly from the Catalyst Report, which we use as our guide as we research and plan for future/additional programming.

- Current things going well, current challenges. What has worked or is not working. Current work and by whom? 3 communication pillars/ district engagement with public. Revenue, %grant, %admin costs charted for past 5 years.
- Reviewed milestones changes over past 20 years at a high level. Multiple CEO's, board members and staff members Action- Historical milestone chart for website and communication to public. Newness of staff. Fast-paced, near-term action driven environment resources limited but need to review priorities and objectives that have greatest impact.
- Continue to ensure focus on Spanish language resources at all touch points- web, events, etc.
- Social media strategy- event capture, video marketing, upcoming events.
- How to cross-link grantee and FRHD websites consistently. Strategic plan should drive marketing objectives. Web page developed that maps the services.
 - FRHD services
 - Grantee services
 - Clickable for directions and summary of service
 - Search box based on need that directs to appropriate partner or service provider.
- Grant site visits more frequently Quarterly success stories
- Grantee marketing expectations
- Community events. Wellness center definition and marketing
 - Wellness programs
 - Celebratory events
 - Success stories
 - Registration automation

Chair Stanicek expressed his appreciation of the staff and is impressed with the combined knowledge of the FRHD Team and what we bring to the party. CEO Mason echoed his comments. Director Leach shared that he is happy to see that Strategic Planning and Governmental and Public Engagement Committees are in line with each other.

District Specific Events Discussion- History/Best Practices report by Rachel Mason we are moving away from old format and utilizing the CH & WC. In response to Director Leach's inquiry about getting more resources to Fallbrook to help combat the Fentanyl crisis. Narcan and Fentanyl Training Seminar will be coming this summer to the CH & WC by Mary Murphy the group will also be providing tests and test strips.

May 4 & May 6 Public Forums Rachel Mason- Informational boards are being created for the upcoming Public Forums to engage the public with the changes coming to the District.

CSDA has legislative days in April this is a good opportunity for us to discuss topics of interest with the new legislators.

**Board Comments and Future Agenda Items-
None**

Adjournment- There being no further business the meeting was adjourned at 6:24pm



Raquel Williams, Board Secretary/Clerk