



**AGENDA  
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE**

**Wednesday, October 26, 2022 at 5:30 P.M.**


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 by using the following link: <https://us02web.zoom.us/j/89485505136> Meeting ID: 894 8550 5136 Participants will need to download the Zoom app on their mobile device. Members of the public will also be able to participate by telephone using the following dial in information: **Dial in #: (310) 372-7549, Passcode 660448.**

Committee Members: Howard Salmon and Stephanie Ortiz

Staff: CEO Rachel Mason, Linda Bannerman, Wellness Center Administrator Theresa Geracitano, Administrative Officer Judith Oswald and Dani Vargas

1. Call to Order/Roll Call
2. Public Comments - Announcement  
Members of the public may address the Board regarding any item listed on the Agenda at the time the item is being considered. Members of the public attending in-person need to fill-out a "Request to Speak" card and those attending by webinar need to raise your hand at this time and identify the Agenda item they would like to speak on. The Board has a policy limiting any speaker to not more than five minutes.
3. Discussion Items
  - a) Public Engagement
    - FRHD and Community Event Updates
      1. Wellness Center Administrator
      2. Public Outreach/Communications Specialist
    - Public Engagement Brainstorming
      1. Grantees Services Presentations at Gov/PE meetings – Palomar Family Counseling Services
        - Healthy Bodies, Healthy Mind
        - Grandparents Raising Grandchildren programs
    - COVID-19 Updates
  - b. Government
4. Board Comments and Future Agenda Items
5. Adjournment

I certify that on October 25, 2022, I posted a copy of the foregoing agenda near the regular meeting place of the Board of Directors of Fallbrook Regional Health District, said time being at least 24 hours in advance of the meeting. The American with Disabilities Act provides that no qualified individual with a disability shall be excluded from participation in or denied the benefits of District business. If you need assistance to participate in this meeting, please contact the District office 24 hours prior to the meeting at 760-731-9187.

  
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Board Secretary/Clerk

## Wellness Center Administrator Report- October 2022

\*Data from September\*

### Community Health & Wellness Center:

- Activity continues to grow with a total of 74 events in the month of September. This includes both closed and open to the public events.
- Interest list- just to give you an idea of the groups engaging with us about the potential of holding events here: Qigong class, RX Ballroom (dance as a therapy for Parkinsons and other disorders), God Dogs Canine Companions, and Weight Watchers.
- We are organically becoming a support group hub- 5 active groups – Caregiver, Parkinsons, Maternal Mental Health, Grief, All Cancers. In addition, Palomar Family Counseling is interested in holding both a youth & adult mental health support groups, and a community request came in for a MS support group.
- We did not request the County Live Well bus for November, however they approached us wanting to partner in November and next year.
- Community outreach tabling event at the Fallbrook Chamber of Commerce State of the Chamber Dinner.

<u>Wellness Center Events</u>	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
COVID Booster Clinic			74				47	
COVID-19 PCR Testing	27	54	53	58	88	92	133	51
Mental Health First Aid			15	16	12	16	5	4
CCHW	24	17	19	23	18	12	12	16
Hands Only CPR Training with North County Fire	18	15	11		7		11	0
Health Screening		11	12	16	19	11	9	8
Blood Drive with San Diego Blood Bank	32		26		29	17	24	0
Cultivate Health					9	7	13	11
Grantee Events				24	123	68	24	51
Tours/ Fallbrook Chamber of Commerce	23	4	22	43	115	27	25	31
North County Parkinsons Support Group	16	18	20	19	24	20	43	30
Michelle's Place office hours & events	2	32	37	34	54	40	33	31
Yoga	96	116	128	111	128	122	163	236
Foundation for Senior Care- Fix It Fridays/Computer Classes			18	16	15	12	12	57
Nonprofit/club meetings	5	53	80	53	55	56	127	159
<b>Total Wellness Center Visits (approximate)</b>	<b>243</b>	<b>320</b>	<b>515</b>	<b>413</b>	<b>696</b>	<b>500</b>	<b>681</b>	<b>685</b>

### **North County Fire- Senior Medical Services Officer, Mary Murphy:**

- No CPR training this month, but class is scheduled for October
- No community requests for COVID testing

**Flyer Distribution:**

- Printed flyers were distributed at the following:
  - 4 grocery stores (including 3 Hispanic markets)
  - 2 gyms
  - 3 medical offices
  - Chamber of Commerce, library, and community center
  - 1 pharmacy
  - 2 physical therapists
  - 3 grantees – FFSC, Senior Center, Food Pantry
  - WIC office
- Digital flyers were provided to area schools -Fallbrook Elementary school district, Fallbrook High School District, Bonsall School District, Rainbow School District
- Digital flyers were provided directly to Bonsall Chamber, Fallbrook Forum, Fallbrook Chamber for community calendar, community housing works, head start program, WIC and 3 grantees- this is in addition to receiving the constant contact email
- Digital flyers are in Fallbrook Features, the monthly newsletter of the Fallbrook Chamber.
- Event dates are provided to the Village News for the calendar monthly.
- Monthly events newsletter includes the option to download each flyer as a PDF which can be printed.

**Marketing:**

**Press (Village News):**

- Mention in Article: “Kicking It on the Internet”, 9/8/22
- Mention in Article: “Evacuation protocol to be discussed”, 9/23/22

**Email Marketing & Constant Contact Overview:**

- Email marketing continues to have good open and click rates above the industry average.
- Email list continues to grow demonstrating that our activities continue to interest new members of the community.

EMAIL MARKETING	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
<b>Total Contacts</b>	3,009	3143	3207	3373	3468	3629	3660	3679
<b>New Contacts Added</b>	130	155	141	179	95	185	115	83
<b>Number of emails sent</b>	6,014	11,903	8,629	4,453	4,008	13,706	10,675	10,862
<b>Number of emails opened</b>	2,948	5,048	4,069	1,992	1,793	6,336	4,896	5,070
<b>Open rate</b>	51%	44%	49%	48%	48%	49%	49%	50%
<b>Open rate over industry average</b>	22%	15%	20%	20%	19%	20%	17%	18%
<b># of Clicks</b>	125	129	251	68	99	256	156	150
<b>Click rate</b>	2%	3%	6%	2%	3%	4%	3%	3%
<b>Click rate over industry average</b>	1%	same	3%	1%	2%	2%	1%	1%

**Social Media:**

Social Media Metrics	Mar	Apr	May	June	July	Aug	Sept
<b>Total number of posts (Instagram &amp; Facebook)</b>	52	63	46	46	45	54	38
<b>Instagram Followers</b>	406	418	421	430	443	462	466
<b>Facebook Likes</b>	831	833	848	855	871	887	896
<b>Post Reach Instagram</b>	0.17%	1667%	94.80%	104%	24.70%	-37.40%	35.80%
<b>Post Reach Facebook</b>	-10%	47.30%	36.00%	32.70%	19.10%	4.80%	-56.10%
<b>Audience Growth Instagram</b>	1.72%	0.02%	0.71%	2%	2.90%	4%	0.90%
<b>Audience Growth Facebook</b>	0	0	1.77%	0.82%	1.84%	1.80%	1%
<b>Engagement rate Instagram</b>	8.60%	18.70%	34.30%	4%	8.60%	25%	-6.20%
<b>Engagement rate Facebook</b>	23%	51%	-22%	71%	8%	43.97%	-59%
<b>Website Views</b>	39,065	43,206	41,122	37,439	34,391	45,823	60,484

- Website views increased by 14,661 that is after a month where traffic increased over 11,000. So we are seeing some good traffic on our site. The assumption is that the traffic was driven by interest in activities at the CH&WC and the effort of driving traffic for registration and information to the website.
- This was a tricky month for social media as Theresa and Dani were both out at conferences and then out on sick time and vacation time. Even so we had some wins on social- growing Facebook post reach and gaining new followers on both channels.
- The parenting workshop for the month of September was one of two most well attended classes. As you can see from the reach and engagement level, we received for the human trafficking class, our efforts are not going unnoticed. Followers on Facebook shared this event more than any other form of interaction. This post also received 61% more link clicks than the last 50 post before it.

