



**AGENDA  
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE**

**Wednesday, March 23, 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: Kate Schwartz-Frates and Howard Salmon

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
3. Discussion Items
  - a. Government
    - i. National
    - ii. State
    - iii. San Diego County & Live Well Updates
  - b. Public Engagement
    - i. FRHD and Community Event Updates
      1. Wellness Center Administrator
      2. Public Outreach/Communications Specialist
4. Board Comments and Future Agenda Items
5. Adjournment

I certify that on March 22, 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.

  
\_\_\_\_\_  
Board Secretary/Clerk

## GOVERNMENT/PUBLIC ENGAGEMENT REPORT – March 2022

### Government

#### International:

- **Ukraine Crisis**

If you would like to contribute/donate to organizations currently addressing the needs of the Ukrainian population, or to provide resources for families requiring disaster relief:

**USAID:**

The U.S. Agency for International Development (USAID) has deployed a Disaster Assistance Response Team (DART) to respond to growing humanitarian needs stemming from Russia's unprovoked and unjustified further invasion of Ukraine. USAID's DART, which is currently based in Krakow, Poland, is working closely with European allies and partners who will be on the front lines of the response. The team will lead the U.S. Government's humanitarian response to help address critical needs caused by Russia's invasion of Ukraine, including responding to the needs of those internally displaced. USAID will coordinate closely with the Department of State as they also support international organization partners responding to the needs of those internally displaced. The State Department will lead the U.S. Government's response on any resulting refugee situation.

**US Embassy in Ukraine:**

+380 044 521 5000, Emergency Assistance: 044-521-5566 Email: [kyivacs@state.gov](mailto:kyivacs@state.gov). Just announced: Provision of nearly \$54 million in humanitarian assistance to those affected by Russia's invasion. \$26 million from Dept of State, and \$28 million from the US Agency for International Development. The latest humanitarian assistance will flow through independent humanitarian organizations that deliver needs-based assistance, (including emergency medical care). ([ua.usembassy.gov](http://ua.usembassy.gov)) <https://ua.usembassy.gov/the-united-states-announces-additional-humanitarian-assistance-for-the-people-of-ukraine>

**Resources:**

<https://www.savethechildren.org>

International Rescue Committee: <https://www.rescue.org>

<https://www.unicefusa.org> 1-855-9Rescue

International Medical Corps: <https://internationalmedicalcorps.org>

Project Hope: (On the ground medical support to countries in crisis) <https://www.projecthope.org>

Doctors Without Borders: <https://www.doctorswithoutborders.org>

Sen. Alex Padilla: (619) 239-3884 and (202) 224-3553 and (202) 224-2200.

Sen. Diane Feinstein: (202) 224-3841

#### National

- **COVID-19- New reports on Health and well-being of Children/Youth during Pandemic (Friday, February 18, 2022 CDC Media relations)**

Today, CDC is releasing two new reports in *MMWR* that provide important insights on the health and well-being of children and adolescents during the COVID-19 pandemic.

Early identification and expanded evidence-based prevention and intervention strategies are critical to improving children's [mental health](#), especially among adolescent females who might have increased need. CDC recommends increased awareness for health concerns among children and adolescents that could arise due to delayed medical care and heightened emotional distress.

For the full article: <https://www.cdc.gov/media/releases/2022/s0218-children-wellbeing-covid-19.html>

Additional Information on current CDC recommendations for children and teens:

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/children-teens.html>

**Total US Cases:** 78,855,000    **Total Deaths in US:** 947,882    **Full Vaccinated:** 215.7 Million

76.4% of US Population Vaccinated w/one dose, 65% Fully Vaccinated

<https://www.cdc.gov/coronavirus/2019-ncov/covid-data/covidview/index.html>

## State

- **CDPH is comprised of six Centers:** the Center for Healthy Communities, the Center for Infectious Diseases, the Center for Family Health, the Center for Environmental Health, the Center for Health Care Quality, and the Center for Health Statistics and Informatics. CDPH's budget supports activities and services that reinforce the state's commitment to the health and well-being of all Californians. For 2022-23, the Governor's Budget provides \$5.7 billion for the support of CDPH's programs and services, an increase of 20.73 percent from the 2021-22 Enacted Budget. Of the total Governor's Budget proposal, \$2.8 billion is for State Operations and \$2.9 billion is for Local Assistance. The budget affirms CDPH's commitment to address the public health needs of Californians
- **Governor's Budget Highlights Fiscal Year 2022-23 California Department of Public Health:**  
For More Information: <https://www.cdph.ca.gov/Pages/GovernorsBudget.aspx>
- **CA Schools Don't Have to Require Masks After March 11:**  
<https://www.sandiegouniontribune.com/news/education/story/2022-02-28/california-schools-can-go-mask-optional-after-march-11>  
The lifting of the state's school mask mandate will apply to both students and staff after March 11. The California Division of Occupational Safety and Health's standards, which apply to school employees, are aligned to the state's decision about March 11, county school officials said Tuesday.
- **COVID-19**
  - Stats
    - 71,632,009 total vaccines administered.
    - 83.1% of the eligible population (5+) has been vaccinated with at least one dose.
    - California has 8,382,656 confirmed cases to date.
    - There have been 84,712 COVID-19 deaths since the start of the pandemic.
    - COVID-19 claims the lives of 174 Californians each day (average daily death count over 7 days).
  - Frequently Asked Questions
    - CA Dept of Public Health K-12 Schools Guidance/FAQs:  
<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/schools-faq.aspx>
    - Vaccination and Booster Shot appointments: <https://myturn.ca.gov/>
    - Vaccination record in digital form is available at: <https://myvaccinerecord.cdph.ca.gov/>
    - How long to quarantine or isolate: [covid19.ca.gov](https://covid19.ca.gov)

## San Diego County & Live Well Updates

- **Mobile Crisis Response Teams Successfully Operating Countywide**  
<https://www.countynewscenter.com/mobile-crisis-response-teams-successfully-operating-countywide/#:~:text=By%20Jos%C3%A9%20A,4%3A15%20PM>  
In the past few years, the county has made significant increases in investment and funding to provide better access to behavioral health services. Mobile Crisis Response Teams, or MCRTs, are available countywide for people experiencing a mental health or substance use crisis. The teams are comprised of licensed mental health clinicians, case managers and peer support specialists who travel to the person to provide assessment, crisis intervention services and connections to treatment and other services, as needed. The training, compassion and resources these teams bring with them on every call is proving to be a winning combination. The addition of the crisis teams is just one prong of the county's multifaceted effort to overhaul the region's broken mental health system. Too often, people struggling with mental illness find themselves cycling in and out of emergency rooms or jail cells, neither of which is well-equipped to treat and support people in a mental health crisis, officials say. "The majority of these calls are not criminal in nature. They're better suited for a medical or behavioral specialist," Tellez said. "That's

what our community and our elected officials want. They want mental health professionals, behavioral specialists, to handle the majority of this.”

- **COVID-19** For San Diego County COVID Info: visit [fallbrookhealth.org](http://fallbrookhealth.org) and [https://www.sandiegocounty.gov/content/sdc/hhsa/programs/phs/community\\_epidemiology/dc/2019-nCoV/status.html](https://www.sandiegocounty.gov/content/sdc/hhsa/programs/phs/community_epidemiology/dc/2019-nCoV/status.html)

### **Public Engagement**

#### **Fallbrook Regional Health District**

- **COVID-19 Testing** – visit <https://www.fallbrookhealth.org/covid-19-testing>  
PCR Testing – a collaboration of the Fallbrook Regional Health District and the Fallbrook Family Health Center, Thursdays, 2/17, 2/24, 3/3 and 3/10 from 8:30am-11:30am-see website.
- **Government/Public Engagement Committee Meeting:** Held 2/23/22. Discussed Public engagement efforts thru the Wellness Center, Social Media as well as events/activities/programs currently offered at the Wellness Center and future planned programs. Discussed current COVID testing provided at the Wellness Center weekly. Touched on budgetary considerations for the Committee for fiscal year 2022-2023. Discussion took place re. review of district Gov/PE Committee goals and objectives, with Howard Salmon and Kate Schwartz making suggestions for consideration. Schwartz raised issue for consideration of changes in the “Health and Wellness Landscape” for service/program delivery methods and suggested further consideration and discussion by the Committee as well as the Board as a whole.

## Government & Public Engagement Committee Wellness Center Administrator Report- March

### Community Health & Wellness Center Use:

#### Facility Users:

ORGANIZATION	USE
Chair Yoga (Sandra Buckingham)	Yoga class
CSUSM Nursing Students	Diabetes & Blood Pressure Screenings, Meetings, storage of materials
North County Parkinson Support Group	Monthly meetings
Fallbrook Food Pantry	Storage of van
Michelle's Place	Office hours 2 days a week; Open House/Cancer Prevention event 2/24
Blood Bank	Blood Drive – every other month
VOCES de Fallbrook	Meetings
Angel Society	Coffee meetings
Shady Grove Home Owners Association	Homeowners association meetings
CERT	CPR class
Boys & Girls Club	Jr. Chef Club

#### District Events at CHWC:

- COVID testing – District led, weekly
- Blood drive
- CPR Training
- CCHW Meeting

#### Wellness Center Use Inquiries:

- PEO Group PF
- Gang prevention presentation- Local resident & high school board member
- Bonsall Chamber of Commerce

#### Press (Village News):

- District events appeared in calendar section
- Article-2/10 “COVID-19 tests offered at Wellness Center”

#### North County Fire- Senior Medical Services Officer:

- COVID testing- 3 tests at North County F
- Hands-Only CPR class at Health & Wellness Center

**Programming in the works:** Mental Health First Aid (MHFA), monthly health screenings, Alzheimer's support group, hospice and/or caregiver support group, CPR Spanish training, MHFA Spanish training

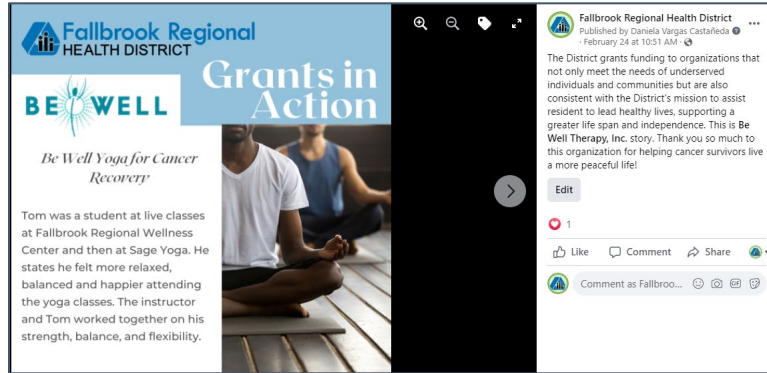
#### Social Media:

Social Media Metrics	Feb
Total number of posts (Instagram & Facebook)	58
Instagram Followers	399
Facebook Likes	831
Post Reach Instagram	0.22%
Post Reach Facebook	-0.07%
Audience Growth Instagram	-43.70%
Audience Growth Facebook	-36.80%
Engagement rate Instagram	120.00%
Engagement rate Facebook	6.32%
Website Views	45,118

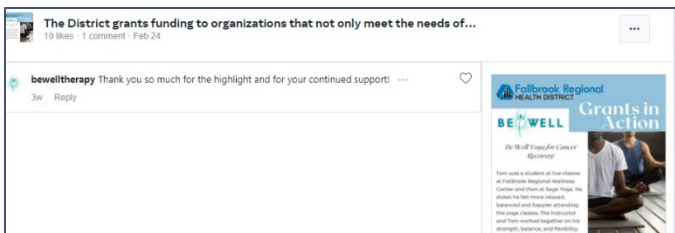
**Social Media Takeaways:**

- Audience growth has decreased due in part to COVID fatigue leading to less people have a need to test and seek us out. We need to pivot and refocus our efforts on the benefits of existing programming.
- Engagement rate is up meaning more people are interacting with our social media, due to our partnerships, with Michelle’s Place, North County Parkinson’s Support Group and grantees.
- North County Parkinson’s Support Group is highly favored among followers and private groups on Facebook

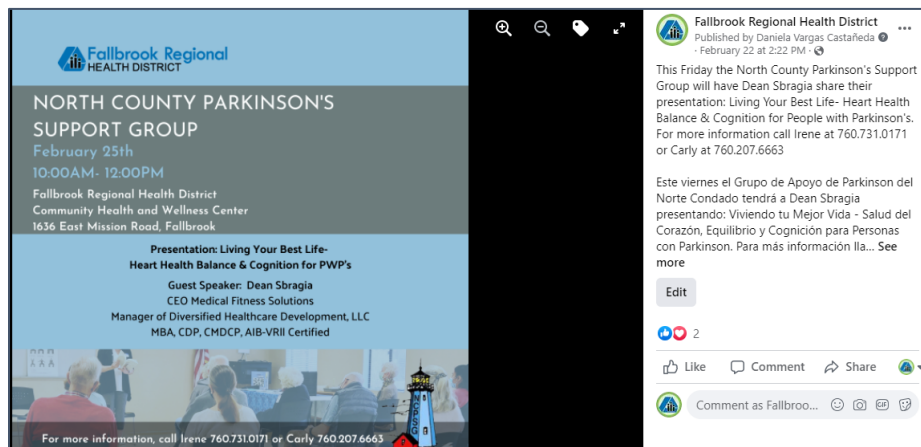
**Example of the Grants in Action Posts**



**Comments from Grantees on our posts increase the reach of our posts and help expand our audience.**



**Requirements of Grantees to thank us on social media also help us attract new followers and gets our impact shared with new audiences.**



**Example of a North County Parkinsons Support Group post that is highly favored on Facebook and in the private groups we share to.**



**Email Marketing & Constant Contact Overview:**

<b>Email Marketing</b>	<b>FEB</b>	
<b>Total Contacts</b>	3,009	
<b>New Contacts</b>	130	
<b>Number of emails sent</b>	6,014	
<b>Number of emails opened</b>	2,948	
<b>Open rate</b>	51%	
<b>Open rate over industry average</b>	22%	Industry average is 29%
<b># of Clicks</b>	125%	
<b>Click rate</b>	2%	
<b>Click rate over industry average</b>	1%	Industry average is 1%

**Wellness Center Attendance:**

- This data is per visit NOT per person, actual visits are higher as we do not have numbers for Michelle's Place and individual tours & meetings are not included.

<b><u>Wellness Center Events</u></b>	<b>FEB</b>	<b>Notes</b>
Wed & Fri- Chair yoga	96	
Wed & Thurs- Michelle's Place office hours & Events	?	
<b>Feb 3 Wellness Center Tour- Fallbrook Chamber of Commerce</b>	23	
<b>Feb 16 CCHW</b>	24	
<b>COVID-19 PCR Testing</b>	27	with Fallbrook Family Health Center
<b>Blood Drive with San Diego Blood Bank</b>	32	Goal was 20 appt
Feb 25 North County Parkinsons Support Group	16	
<b>Feb 28 Hands Only CPR Training with North County Fire</b>	18	
<b>Total Wellness Center Visits (approximate)</b>	<b>236</b>	