



AGENDA
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE

Wednesday, July 27, 2022 at 5:30 P.M.

Virtual and In-Person at Administrative Office, 1st Floor Community Room, 138 S. Brandon Rd., Fallbrook

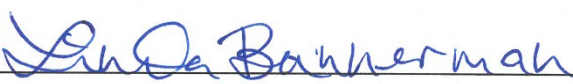
In accordance with California Government Code Section 54953, teleconferencing will be used for this meeting. Board members, staff and members of the public will be able to participate by webinar by using the following link: <https://us02web.zoom.us/j/89485505136> Meeting ID: 894 8550 5136 Participants 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
 - i. FRHD and Community Event Updates
 1. Wellness Center Administrator
 2. Public Outreach/Communications Specialist
 - ii. Public Engagement Brainstorming
 - iii. COVID-19 Updates
4. Board Comments and Future Agenda Items
5. Adjournment

I certify that on July 26, 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

Wellness Center Administrator Report - July 2022 *Data from June*

Community Health & Wellness Center:

- New programming in June – Cultivate Health Workshops, Nutrition to Grow On program a collaboration of the Food Pantry, Boys & Girls Club and Fallbrook Garden Club.
- Programming in the works- Foundation for Senior Care Caregiver Wellness Community, Hospice of the Valleys 6 week grief support group and 6 week caregiver support group, Encore Club is bringing three monthly club activities to the Center as well their board meetings.
- In June we hosted networking events for both Fallbrook Chamber of Commerce and Bonsall Chamber of Commerce that were very well attended.
- Lots of new inquiries for use of space- birthday parties, nonprofit fundraisers, and community members with ideas for future programming.
- CCHW continues to have great energy and solid attendance.

<u>Wellness Center Events</u>	FEB	MAR	APR	May	June
COVID Booster Clinic			74		
COVID-19 PCR Testing	27	54	53	58	88
Mental Health First Aid			15	16	12
CCHW	24	17	19	23	18
Hands Only CPR Training with North County Fire	18	15	11		7
Health Screening		11	12	16	19
Blood Drive with San Diego Blood Bank	32		26		29
Cultivate Health					9
Grantee Events				24	123
Tours/ Fallbrook Chamber of Commerce	23	4	22	43	115
North County Parkinsons Support Group	16	18	20	19	24
Wed & Thurs- Michelle’s Place office hours & events	2	32	37	34	54
Wed & Fri- Chair Yoga	96	116	128	111	128
Foundation for Senior Care- Fix It Fridays/Computer Classes			18	16	15
Nonprofit/club meetings	5	53	80	53	55
Total Wellness Center Visits (approximate)	243	320	515	413	696

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

- COVID testing offered at North County office by appt- 10 tests.
- Hands-Only CPR- class at Wellness Center 7 in attendance.
- Working together to get CPR in Fallbrook & Bonsall High School curriculum.

Marketing:

Press (Village News):

- Article: “Leach selected to fill health district board position”
- Article: “Wellness Center design concepts presented”
- Mentions in several places as the host of partners events

Email Marketing & Constant Contact Overview:

- Email marketing continues to have good open and click rates above the industry average.
- Email list continues to grow as new contacts sign up for and attend activities at the Center.

EMAIL MARKETING	FEB	MAR	APR	MAY	JUNE
Total Contacts	3,009	3143	3207	3373	3468
New Contacts	130	155	141	179	95
Number of emails sent	6,014	11,903	8,629	4,453	4,008
Number of emails opened	2,948	5,048	4,069	1,992	1,793
Open rate	51%	44%	49%	48%	48%
Open rate over industry average	22%	15%	20%	20%	19%
# of Clicks	125	129	251	68	99
Click rate	2%	3%	6%	2%	3%
Click rate over industry average	1%	same	3%	1%	2%

Social Media:

Social Media Metrics	Feb	Mar	Apr	May	June
Total number of posts (Instagram & Facebook)	58	52	63	46	46
Instagram Followers	399	406	418	421	430
Facebook Likes	831	831	833	848	855
Post Reach Instagram	0.22%	0.17%	1667%	-94.80%	104%
Post Reach Facebook	-0.07%	-10%	47.30%	-36.00%	-32.70%
Audience Growth Instagram	-43.70%	1.72%	0.02%	0.71%	2%
Audience Growth Facebook	-36.80%	0	0	1.77%	0.82%
Engagement rate Instagram	120.00%	-8.60%	18.70%	-34.30%	4%
Engagement rate Facebook	6.32%	23%	51%	-22%	71%
Website Views	45,118	39,065	43,206	41,122	37,439

- The table provides reach in % but to give you a better visual the Facebook reach (the number of people who saw any content from our Page or about our Page) was 6,102 and on Instagram 621 for the month of June.
- We are also running ads each month for our events to help drive attendance from new audiences.



Fallbrook Regional Health District
Published by Daniela Vargas Castañeda · June 22 ·

High blood pressure (hypertension) can cause serious health problems if you don't manage it. During this presentation, participants will have the opportunity to learn about high blood pressure complications, who is at risk, and common symptoms of high blood pressure.

This class is offered in partnership with Fallbrook Family Health Center.

La presión arterial alta (hipertensión) puede causar problemas de salud graves si no la controla. Durante esta presentación, los participa...

See more

945 People Reached

21 Likes, Comments & Shares

10 Likes	3 On Post	7 On Shares
0 Comments	0 On Post	0 On Shares
11 Shares	11 On Post	0 On Shares

8 Post Clicks

2 Photo views	0 Link clicks	6 Other clicks
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NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

With the introduction of our “Cultivate Health” classes in partnership with Fallbrook Family Health Center the interest for these classes is notable.

This post show the interest based on the shares (meaning people shared this post to their profile or someone else’s profile).

Health Screening posts also are performing very well.

Our mission is to assist residents of Fallbrook, Bonsall, Rainbow and De Luz, to lead healthy lives, supporting a greater life span and independence. El Fallbrook Regional Health District ayuda a los residentes a llevar una vida saludable, apoyando una mayor esperanza de vida e independencia.

Fallbrook Regional Health District
Published by Daniela Vargas Castañeda [?] · June 2 · 🌐

Primeros Auxilios para la Salud Mental es un curso que te enseña como ayudar a alguien que está desarrollando un problema mental o que esta pasando por una crisis de salud mental. La capacitación te ayuda a identificar, comprender y responder a los signos de adicciones y enfermedades mentales.


Para registrar vaya a:
fallbrookhealth.org/mental-health-first-aid





TÚ PUEDES AYUDAR

alguien que está pasado por una crisis de salud mental



La capacitación te ayuda a identificar, comprender y responder a los signos de adicciones y enfermedades mentales.

6 y 7 de Junio 5:00 pm-9:00 pm
1636 East Mission Rd, Fallbrook

Para registrar vaya a:
fallbrookhealth.org/mental-health-first-aid

890 People Reached

22 Likes, Comments & Shares 📊

11 Likes	2 On Post	9 On Shares
0 Comments	0 On Post	0 On Shares
11 Shares	10 On Post	1 On Shares

9 Post Clicks

1 Photo views	2 Link clicks 📊	6 Other clicks 📊
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NEGATIVE FEEDBACK

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Mental Health First Aid continues to be a popular class both digitally and in person, proven by the immense reach, what's even more notable is that this post was solely directed at the Spanish speaking community. This shows that the interest to learn about mental health spans across cultures.