



AGENDA

GOVERNMENT & PUBLIC ENGAGEMENT COMMITTEE

Wednesday, February 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 by using the following link:

<https://us02web.zoom.us/j/87009871120?pwd=KzIzM09kVVNGeUxHemtjTldlYXBmZz09>

Meeting ID: 870 0987 1120 Passcode: 352531 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 #: +1699-444-9171 Passcode: 352531. *NOTE: All meetings are hybrid unless otherwise noted.

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

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
Community Health & Wellness Center Administrator- Theresa
 - b) Local Newspaper Outreach Initiative
 - c) Increasing Public engagement
 - d) Communications and Outreach Coordinator position
 - e) Public Forum – Community Health & Wellness Center feedback

4. BOARD COMMENTS AND FUTURE AGENDA ITEMS
5. ADJOURNMENT

I certify that on Tuesday, February 21, 2023, 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.

A handwritten signature in blue ink that reads "Raquel Williams".

Raquel Williams, Board Secretary/Clerk

Wellness Center Administrator Report- February 2023

Data from January

Community Health & Wellness Center:

- Staff is set up in new office space behind the “blue” door in the education building. In response to the email we sent out many people have stopped by to say hi and everyone seems excited and interested in the changes.
- CCHW had an interactive meeting where the World Café Method was introduced to discover organizational and personal needs that can be addressed this year through CCHW meetings.
- January's Wellness Wednesday event had a good turnout and resulted in four people pre-qualified for our Lifestyle change program.
- February's new programs Rx Dance and QiGong are both well attended and well received.
- Planning continues for the launch of our Lifestyle Change program scheduled to start on April 25th.
- Presentation was given to St. Peter's Women's Ministry in January.
- In addition to the total visits in the chart below we had 105 people who attended the Castaneda Quinceanera, our first private event.

Wellness Center Events	2022												2023
	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	
COVID Booster Clinic			74				47			82			
COVID-19 PCR Testing	27	54	53	58	88	92	133	51	20	20	74	29	
Mental Health First Aid			15	16	12	16	5	4	4	9	8	13	
CCHW	24	17	19	23	18	12	12	16	18	16		14	
Hands Only CPR Training with North County Fire	18	15	11		7		11				10		
Wellness Wednesday-Health Screening, workshop, resources		11	12	16	19	11	9	8	6	4		28	
Blood Drive with San Diego Blood Bank	32		26		29	17	24		24		25	24	
Cultivate Health					9	7	13	11	4	2	8	10	
Grantee Events				24	123	68	24	51	21	27	17	17	
Tours/ Fallbrook Chamber of Commerce	23	4	22	43	115	27	25	31	28	45	2	1	
North County Parkinsons Support Group	16	18	20	19	24	20	43	30	12			27	
Michelle's Place office hours & events	2	32	37	34	54	40	33	31	17	25	23	32	
Yoga	96	116	128	111	128	122	163	236	206	164	194	232	
Foundation for Senior Care- Fix It Fridays/Computer Classes			18	16	15	12	12	57	20	17	20	30	
Nonprofit/club meetings	5	53	80	53	55	56	127	159	192	131	196	318	
Total Wellness Center Visits (approximate)	243	320	515	413	696	500	681	685	572	542	577	775	

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

Flyer Distribution:

- Printed flyers were distributed at the following:
 - 4 grocery stores (including 3 Hispanic markets)
 - Chamber of Commerce, library, and community center
 - 1 pharmacy
 - 2 physical therapists
 - 3 grantees – FFSC, Senior Center, Food Pantry

- Digital flyers were provided directly to Fallbrook High School District, Fallbrook Elementary School District, Vallecitos School District, Bonsall School District, 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.

Marketing:

Press (Village News) December:

- Article Jan 7: “Health district announces officers, committees.”

Email Marketing & Constant Contact Overview:


- Our email list continues to grow with 139 new contacts added for a net growth of 105 new contacts in Jan.
- Open and click rates continue to be above the industry average.

EMAIL MARKETING	2022									2023
	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Jan
Total Contacts	3207	3373	3468	3629	3660	3679	3758	3752	3748	3883
New Contacts Added	141	179	95	185	115	83	76	27	-3	105
Number of emails sent	8,629	4,453	4,008	13,706	10,675	10,862	9,989	18,745	14,143	6,071
Number of emails opened	4,069	1,992	1,793	6,336	4,896	5,070	4,497	8,589	6,548	2,873
Open rate	49%	48%	48%	49%	49%	50%	48%	49%	50%	52%
Open rate over industry average	20%	20%	19%	20%	17%	18%	16%	15%	15%	16%
# of Clicks	251	68	99	256	156	150	127	345	202	208
Click rate	6%	2%	3%	4%	3%	3%	3%	4%	3%	4%
Click rate over industry average	3%	1%	2%	2%	1%	1%	0%	1%	1%	1%

Social Media:

Social Media Metrics	2022								2023
	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan
Total number of posts (Instagram & Facebook)	46	46	45	54	38	51	58	39	42
Instagram Followers	421	430	443	462	466	468	475	494	505
Facebook Likes	848	855	871	887	896	904	908	908	919
Post Reach Instagram	-94.80%	104%	24.70%	-37.40%	35.80%	-22.30%	-2.50%	76%	11.30%
Post Reach Facebook	-36.00%	-32.70%	19.10%	4.80%	-56.10%	65.90%	-30.40%	-52%	156.40%
Audience Growth Instagram	0.71%	2%	2.90%	4%	0.90%	0.02%	12%	3.90%	2.17%
Audience Growth Facebook	1.77%	0.82%	1.84%	1.80%	1%	0.08%	1.50%	0	1.20%
Engagement rate Instagram	-34.30%	4%	8.60%	25%	-6.20%	-13.20%	-2.60%	-5.10%	51.70%
Engagement rate Facebook	-22%	71%	8%	43.97%	-59%	-23%	-5%	-49%	500%
Website Views	41,122	37,439	34,391	45,823	60,484	48,117	51,297	50,439	34,269

- Our Sugar detective workshop reel (Instagram) did significantly better than our other posts this month. Instagram Reels are continually increasing in engagement, this is because Instagram is attempting to compete with TikTok and the algorithm is probably prioritizing this content to our followers. If we maintain a habit of posting reels with good music (maybe voiceovers?) we could see a steady increase in engagement.

←  Starting the year off right with a workshop on sugar and it effects on your health. We offer health workshops like this every last Wednesday of the month at our Wellness Wed...
Post · Published on: Wed Jan 25, 2:43pm

Some typical performance data may not be available yet
Typical reach data is currently only available for organic Facebook posts published on or after October 1, 2022. Check back soon to compare typical

How is my post performing?

Instagram post reach
419 ↑ 474%
Higher than typical
Typically 60-96

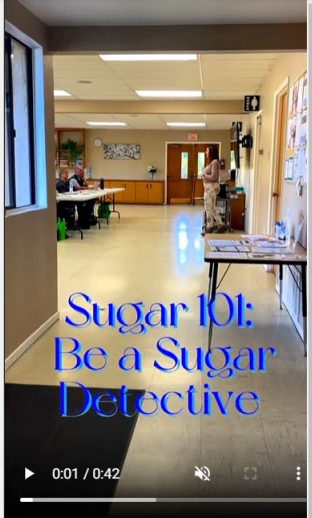
What's affecting my post reach?
The more interactions your post receives, the higher in Feed it may appear.

Organic interactions

Instagram post comments	Instagram post Shares	Instagram post likes	Instagram post saves
1 ↑ 100%	9 ↑ 800%	32 ↑ 433.3%	0 0%
Higher than typical Typically 0	Higher than typical Typically 0-2	Higher than typical Typically 3-10	Typical Typically 0

Who am I reaching with this post?

Age & gender



0:01 / 0:42

fallbrookhealth Starting the year off right with a worksho on sugar and it effects on your health. We offer ... more

Job Title: Outreach & Communications Coordinator

Job Objective: Under direction from the CEO, this position is responsible for assisting in the development and implementation of strategies that increase the District's visibility within the surrounding community. The Outreach and Communications Coordinator serves as the primary District representative for all community outreach activities. Will be able to utilize a variety of media to provide clear positive messaging and branding from the District to its various stakeholder groups. Works with District Board and staff to strategically create partnerships and methods for engaging with local community organizations. The Outreach and Communications Coordinator will be responsible for evaluating the efficacy of the District's communication and outreach strategies, marketing, and public relations efforts, ensuring that communication is cohesive, consistent and effective in supporting the District's mission.

Duties:

1. Generate awareness and interest in the District through a wide range of outreach and communication activities including social media, email and print communication, presentations, and online events.
2. Manage marketing events such as District sponsored health events and the services and programs offered at the Community Health & Wellness Center.
3. Writes, edits, and reviews public relations materials for Administration and senior management, to include fact sheets, articles, newsletters, and speeches; oversees production and publication of public relations materials and other related communications.
4. Creating content and designing promotional materials for media and target audiences, as well as executing social media campaigns on a variety of web-based platforms.
5. Maintains a calendar for outreach events and works closely with community partners to plan and execute and attend outreach events
6. Research, collect, and analyze data to help devise strategies for effective outreach and communication outcomes.
7. Organize and enable coverage of activities and events and provide media representatives with relevant information.
8. This position will support the District by attending community meetings/groups to understand community issues or to build relationships with community members.
9. Continuously expand knowledge of community resources, services, and programs available to members and build ongoing relationships with these organizations to advocate collaboration across organizations.
10. Develop and maintain effective working relationships with other District staff members.
11. All other duties as assigned.

Qualifications:

The Outreach and Communications Coordinator should have several years of experience in communications or public relations, and have advanced skills in running effective communications campaigns and successfully conducting community outreach. Is expected to have excellent computer literacy skills with Microsoft Office, social media platforms, Canva, Constant Contact and or other communications software. Cultural competency - able to work with diverse groups of community members. Excellent written and verbal communication skills, and ability to effectively communicate with a wide audience. Superb organizational skills and the ability to manage and prioritize duties. A talent for developing strong interpersonal relationship and consensus building is necessary. Sound judgment and the ability to quickly analyze situations. Highly organized and self-motivated to work independently and manage schedules efficiently.

Ability to lift at least 25 pounds and arrange event related equipment. Valid California Driver's License.

Bilingual English/Spanish is highly preferred; thus, this position is eligible for bi-lingual add-on pay.

Organization Culture: Ability to work independently and/or as a team member. Ability to perform work in a creative, energetic and self-directive manner. Tolerant and able to embrace the ambiguity of an evolving project. As a public entity, our mission and values are community focused.

Work Hours: The Outreach and Communications Coordinator is full-time position. The organization core operating hours are 9:00 a.m. to 5:00 p.m. Monday through Friday; however, weekend and evening schedules will be needed to ensure participation at community events.

Salary Range and Benefits: \$24.00 to \$34.00 per hour, non-exempt. This position qualifies for bi-lingual add-on pay, which is three percent (3%) additional pay calculated from the base rate. Health and retirement benefits are available and will be discussed with successful candidates.

Supervisor: Chief Executive Officer

The terms of my employment have been discussed with me, and I understand the benefits available and the rate of pay (Hourly/Non exempt \$ _____) and through my employment at FRHD.

Employee Signature: _____

Start Date: _____

1. Update Health Center for administrative offices allowing the District to combine its' corporate operations with the health center operations. This would allow the District to sell or lease out the corporate offices and use the proceeds to better meet the health-related needs of the community.
2. Arrange mobile blood drive, hearing, eye examination, ultrasound, and other health-related events in Bonsall and Rainbow; Partner with local churches and organizations to accommodate these events.
3. Invite the community to bring into the center discarded/unused eyeglasses for redistribution to the needy.
4. Collaborate with the local high school to use its aquatic facility for water aerobics and yoga programs during school breaks.
5. Become a resource portal for assisting residents with health insurance applications, i.e. Medicare, Part A, B, C and D; Medi-cal health benefit applications; HMO/PPO explanations. Provide a social work resource to assist residents with accessing already available health resources, services, and grants.
6. Partner with a local pharmacy and become a safe collection station for residents to be able to bring unused or expired medications so that the medications can be safely and properly destroyed.
7. Provide drug abuse prevention programs for all including parents for the children of our community especially the #1 killer of Fentanyl abuse. Bring awareness to our schools.
8. Communicate the District's programs, services and purpose by providing District representatives speak to local schools, churches and civic organizations. Further, make use of local business bulletin boards to post District events and services, i.e. local markets, banks and cafés have public bulletin boards for just that purpose. Advertise information in our local paper, Facebook, Nextdoor, Instagram, Telegram and other social media sites.
9. Weekly walking programs.
10. Weight training programs.
11. Services, venues or programs provided by the District should not be in any way in competition with local business.
12. Instead of selling the 5,136 square foot Medical Office Building located adjacent to the Brandon Road Corporate Office that is currently operating as an Urgent Care Center, the District should be operating that Urgent Care Center.