

Wellness Center Administrator Report- March 2023

Data from January

Community Health & Wellness Center:

- March event calendar has a total of 80 events- 61 public, and 19 private.
- 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 almost all our grantees as well as this other organizations- Food Pantry, Fallbrook Family Health Center, 211, County of San Diego, REINS, Veterans Administration, Fallbrook Library, San Diego's DA office, Vista Community Clinic, Farmworker CARE Coalition, Interfaith Community Services, Live Well North San Diego County Leadership Team meeting. Preparing her for a soft launch of the program in April. She is currently taking any incoming calls regarding resources that we receive.
- We were invited to be a part of the Live Well North County Leadership Team meeting and strategic planning. It was good to be and represent the voice of the Fallbrook community.
- Planning for the launch of our DPP 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 offices.
- Programming update: Program planning for 2023 takes its direction from the goals outlined in the FRHD Strategic Plan for 2022-2023 which we are on track to achieve. Objectives/success indicators include:
 - Initiation of a diabetes prevention program
 - Development of a referral pipeline for the diabetes program
 - Data collection from diabetes pilot program to determine future viability of the program.
 - Provide no less than three ongoing programs that address the SDoH identified by Catalyst Report to include: Expansion of the MHFA modules, financial literacy, mindfulness program
 - Hold one signature community event to target families and children for health and safety.

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	

Additional private event with 105 people,

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

- In January Mary trained the Fallbrook High School RTC class of 160 students, no further PCR testing has been done.

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) January:

- 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?

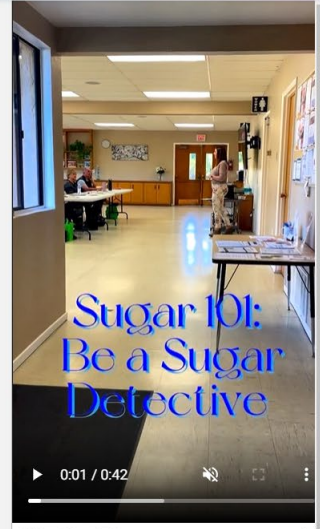
The more interactions your post receives, the higher in Feed it may appear.

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