



AGENDA
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE

Wednesday, October 3, 2022 at 1:30 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. Community Health Contract Presentation by Michelle’s Place
 - ii. FRHD and Community Event Updates – Wellness Center Administrator
 - iii. Public Engagement Brainstorming
 1. Follow up from August committee meeting
 - a. Grantees Services Presentations at Gov/PE meetings
 - b. Invitations to Public Representatives to present at Gov/PE meetings
 - c. Resident Leadership Academies
 - d. San Diego Department of Health – Expanded Interaction with District
 - b. Government
 - i. National
 - ii. State
 - iii. San Diego County & Live Well Updates
4. Board Comments and Future Agenda Items
5. Adjournment

I certify that on September 30, 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.

A handwritten signature in blue ink that reads "Linda Bannerman".

Board Secretary/Clerk

Wellness Center Administrator Report- September 2022
Data from August

Community Health & Wellness Center:

- Excitement about the Center continues to grow, we continue to receive wonderful comments about programming and plans for the remodel, are starting to see our “high users” who are attending multiple events and spreading the word.
- New Groups- Encore Club has been able to move four of their club activities out of people’s homes and into the CH&WC including board meetings, Mah Jong, Card & Carbs, and Card Games.
- New Programming- Fallbrook Community Drum Circle monthly meetings started in August, Hospice of the Valleys 6-week grief support group and 6-week caregiver support group start in September, 2 new yoga class dates to be added in September, maternal mental health programming/ post-partum support groups starts in October.
- Branded giveaways were provided to the Fallbrook Union School District for an employee health fair.
- Deepening of our relationship with the sheriff’s department as they participated in the August parenting workshop on Drug Awareness.
- Live Well bus will be at the September health screening events providing resources such as veterans benefits, CalFresh, and Medi-Cal. The August event was on the hottest day of the summer, so turnout was lower than expected. Working for a higher turnout for this month’s event.
- COVID Booster clinic was held for adults and children 6 mos+.
- COVID testing increase is due to the additional day at the administration building servicing Crestwood Behavioral Health employees.
- Presentation was made to Fallbrook Rotary Club on the CH&WC and remodel.

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

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

- CPR training provided to 20 at Fallbrook Union High School District employee health fair.
- 100 people were CPR trained at the Sheriffs National Night Out event.
- Continuing to work with schools to get CPR into the curriculum.
- Hands-Only CPR class held at CH&WC 11 trained.

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
- 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, 3 grantees, Fallbrook Chamber for community calendar.
- 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: “Fallbrook Village Rotary hosts keynote speaker at Health & Wellness Center”
- Mention in Article: “Drum Circle finds new home at Wellness Center”
- Mention in Article: " Hospice of the Valleys offers support series”
- Article: “FCPG unofficially backs wellness center plans”
- Mention in Opinions: “Good news, family and friends of Fallbrook Drum Circle”

Email Marketing & Constant Contact Overview:

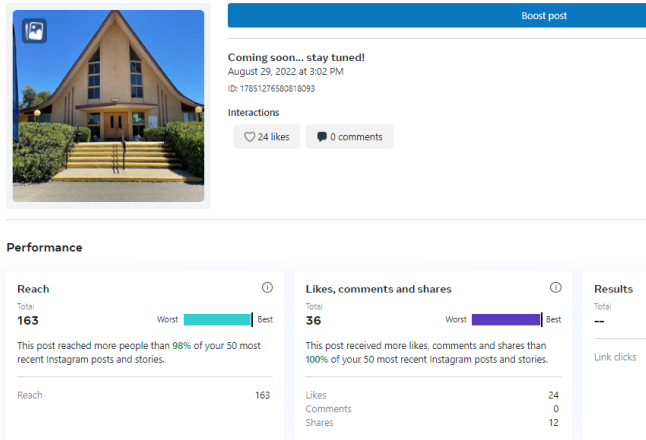
- Email marketing continues to have good open and click rates above the industry average.
- Email list continues to grow demonstrating that our activities continue to interest new members of the community.

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

Social Media:

Social Media Metrics	Feb	Mar	Apr	May	June	July	Aug
Total number of posts (Instagram & Facebook)	58	52	63	46	46	45	54
Instagram Followers	399	406	418	421	430	443	462
Facebook Likes	831	831	833	848	855	871	887
Post Reach Instagram	0.22%	0.17%	1667%	-94.80%	104%	24.70%	-37.40%
Post Reach Facebook	-0.07%	-10%	47.30%	-36.00%	-32.70%	19.10%	4.80%
Audience Growth Instagram	-43.70%	1.72%	0.02%	0.71%	2%	2.90%	4%
Audience Growth Facebook	-36.80%	0	0	1.77%	0.82%	1.84%	1.80%
Engagement rate Instagram	120.00%	-8.60%	18.70%	-34.30%	4%	8.60%	25%
Engagement rate Facebook	6.32%	23%	51%	-22%	71%	8%	43.97%
Website Views	45,118	39,065	43,206	41,122	37,439	34,391	45,823

- Website views increased by 11,432 assumption is that the traffic was driven by interest in activities at the CH&WC and the effort of driving traffic for registration to the website.
- Highlight 1) on Instagram we got the most engagement for this post- this is a positive indicator for the changes happening at the wellness center.



Boost post

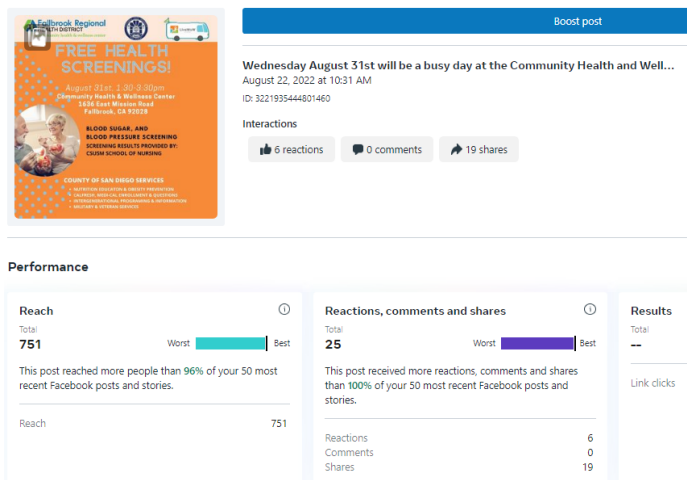
Coming soon... stay tuned!
August 29, 2022 at 3:02 PM
ID: 17851276580818093

Interactions
24 likes 0 comments

Performance

Reach	Likes, comments and shares	Results
Total: 163	Total: 36	Total: --
This post reached more people than 98% of your 50 most recent Instagram posts and stories.	This post received more likes, comments and shares than 100% of your 50 most recent Instagram posts and stories.	Link clicks
Reach: 163	Likes: 24 Comments: 0 Shares: 12	

- Highlight 2) on Facebook we got the largest reach and engagement- the health screenings have been a valuable resource to people and the algorithm is pushing this towards that audience.



Boost post

Wednesday August 31st will be a busy day at the Community Health and Well...
August 22, 2022 at 10:31 AM
ID: 3221935444801460

Interactions
6 reactions 0 comments 19 shares

Performance

Reach	Reactions, comments and shares	Results
Total: 751	Total: 25	Total: --
This post reached more people than 96% of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.	Link clicks
Reach: 751	Reactions: 6 Comments: 0 Shares: 19	