



## AGENDA

### GOVERNMENTAL & PUBLIC ENGAGEMENT COMMITTEE

Wednesday, July 26, 2023, at 5:30 P.M.

Administrative Office, 1<sup>st</sup> 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=KzIzM09kVVNGeUxHemtiTldlYXBmZz09>

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 #: +1669-444-9171 Passcode: 352531

\*NOTE: All meetings are hybrid unless otherwise noted.

#### 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 their 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. Review the draft version of the Mission and Vision statements.
- b. New Community Outreach & Communications Coordinator to provide an update on learnings and opportunities based on her 1<sup>st</sup> 30 days.
- c. Report from Community Health & Wellness Center Administrator
- d. Review upcoming community events requiring Board participation.
- e. Letter of opposition to AB 399

#### 4. Board Comments and Future Agenda Items

#### 5. Adjournment-

I certify that on Tuesday, July 25, 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". The signature is fluid and cursive.

Raquel Williams, Board Secretary/Clerk



## Mission | Vision | Values

**Mission:** The Fallbrook Regional Health District assists residents to lead healthy lives, supporting a greater life span and independence.

**Vision:** Fallbrook Regional Health District will offer and support services and programs that measurably improve physical and mental health, social engagement and increased life span and independence.

**Values:** The Fallbrook Regional Health District values dedication, efficiency, integrity, objectivity, prudence, respect, and transparency for all members of our community. Our efforts support our commitment to being an inclusive entity as we continually seek to strengthen our institution as a place for personal and social development.

**A Tax Supported Public Agency Serving Fallbrook, Bonsall, Rainbow and De Luz.**

Revised by Fallbrook Regional Health District Board of Directors on September 9, 2020



## Mission | Vision | Values

### **Mission:**

Through highly passionate and skilled staff, volunteers, and partners. The Fallbrook Regional Health District grants funds to support services that increase the health and wellness of our served communities.

### **Vision:**

Nationally recognized health district delivering the highest quality health and wellness services, partnerships, and programs to support a greater life span.

### **Values:**

The Fallbrook Regional Health District values dedication, efficiency, integrity, objectivity, prudence, respect, and transparency for all members of our community. Our efforts support our commitment to being an inclusive entity as we continually seek to strengthen our institution as a place for personal and social development.

## Government & Public Engagement Report Wellness Center Administrator Report- July 2023

\*Data from June\*

### Community Health & Wellness Center:

- July events total 85- 66 public and 19 private.
  - Senator Brian Jones held an Age Well, Drive Smart workshop Saturday July 15. – 46 in attendance, 1/3 of the audience was new to us thanks to Senator Jones email marketing to their in-house list.
  - Spanish Mental Health First Aid was offered on July 15- 4 in attendance, but 12 registered.
  - Wellness Wednesday Workshop focuses on families with the topic of Building Resilient Teens in honor of Social Wellness Month and will include a health food truck.
- The joint marketing event with North County Fire on CPR & Pool Safety with A-frames & banners at Major Market and Mae Ellis School and big social media push resulted in 33 class registrations, with 16 in attendance.
- Planning is under way for Eye on Health Youth Festival for Sept 30<sup>th</sup>. Featured events include- Eye exams & glasses, vaccinations, dental screenings, STEM zone, entertainment, art zone. Marketing is scheduled to hit in August including- A-frame signage at Major Market, social media campaign, email campaign, partner marketing, banners, press release.
- FUESD has hired 5 new social workers and requested a tour of the Community Health & Wellness Center as part of the new hires onboarding.
- Outreach events- Fallbrook Family Health Center Backpack give-away, Katia presented to a collaborative on boarder health through the Mexican Consulate, we were invited to present at the Be There Summit for the County of San Diego on our DPP/Lifestyle Change program success, Katia is holding monthly tabling events at the Food Pantry for resource navigation as well as summer movie event at Vallecitos School and attends monthly meeting of the Farmworkers Care Coalition.
- See last page of report for requested Facebook Audience report.

<b><u>Wellness Center Events 2023</u></b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>
Mental Health First Aid	13		9	19	13	15
CCHW	14		21	21	13	13
Wellness Wednesday- Health Screening, workshop, resources	28	8	9	7	17	36
Cultivate Health Workshops	10	2	14	9	2	2
DPP / Lifestyle Change Program				17	63	55
Partner Health & Wellness activities	107	138	223	298	234	204
Support Groups	53	73	55	63	92	83
Michelle's Place office hours	32	43	74	32	51	50
Yoga	232	233	302	257	269	261
Foundation for Senior Care- Fix It Fridays/Computer Classes	24	61	20	10	10	11
Blood Drive with San Diego Blood Bank	24		24		19	
COVID-19 PCR Testing	29	17				
Club/ Organizational meetings	181	203	205	179	136	195
Youth Activity					9	63
Tours	7	3	7	3	11	4

<b>Total Wellness Center Visits (approximate)</b>	<b>754</b>	<b>781</b>	<b>963</b>	<b>915</b>	<b>939</b>	<b>992</b>
Rental Events Visits- Private or class	105	0	0	8	5	0

<b>Number of Events 2023</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUNE</b>
Private events	9	14	19	17	19	27
Public Events	63	76	61	71	87	66
<b>Total Events</b>	<b>72</b>	<b>90</b>	<b>80</b>	<b>88</b>	<b>106</b>	<b>93</b>
Events held by Grantees	6	27	16	11	16	18
Private Health Event/Rental	0	1	1	1	0	0

### 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
  - 4 physician offices
  - 2 physical therapists
  - 3 grantees – FFSC, Senior Center, Food Pantry
  - Store bulletin boards such as Feed Stores, etc.
- Digital flyers were provided directly to Boys & Girls Club, 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:**

- Mention: 6/22/23 “AAUW Awards Scholarships”.

#### **Email Marketing & Constant Contact Overview:**

<b>EMAIL MARKETING 2023</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUNE</b>
<b>Total Contacts</b>	3883	3943	4013	4034	4067	4,166
<b>New Contacts Added</b>	105	72	108	69	77	100
<b>Net New Contacts</b>		41	77	33	60	80
<b>Number of emails sent</b>	6,071	8077	12,636	17,864	4626	9,153
<b>Number of emails opened</b>	2,873	3806	5581	8,659	2148	4,316
<b>Open rate</b>	52%	52%	48%	53%	51%	52%
<b>Open rate over industry average</b>	16%	17%	13%	19%	17%	18%
<b># of Clicks</b>	208	230	203	263	150	338
<b>Click rate</b>	4%	3%	4%	3%	7%	8%
<b>Click rate over industry average</b>	1%	0	-3%	-2%	2%	3%

**Social Media:**

- We have been a lot more active on social media and sharing more to local Facebook Groups thanks to Jasmine and we are seeing increased engagement.

Social Media Metrics 2023	Jan	Feb	March	Apr	May	June
Total number of posts & Stories (Instagram & Facebook)	42	47	55	57	41	142
Instagram Followers	505	514	527	532	543	565
Facebook Likes	919	928	935	947	1061	976
Facebook Followers						1,094
Post Reach Instagram	11.30%	44.40%	-5%	3.40%	8.60%	3.7K
Post Reach Facebook	156.40%	56.65	26.80%	29.10%	111.90%	1.9K
Audience Growth Instagram	2.17%	1.75%	2.66%	2.40%	30%	14 New
Audience Growth Facebook	1.20%	0.97%	1.18%	1.16%	21.40%	12 New
Engagement rate Instagram	51.70%	17.70%	11.50%	1.60%	3%	645
Engagement rate Facebook	500%	-45%	26%	28%	22.20%	316
Profile Visits Instagram						92
Profile Visits Facebook						497
Website Views	34,269	39,906	44,014	32,133	51,579	49,244

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.

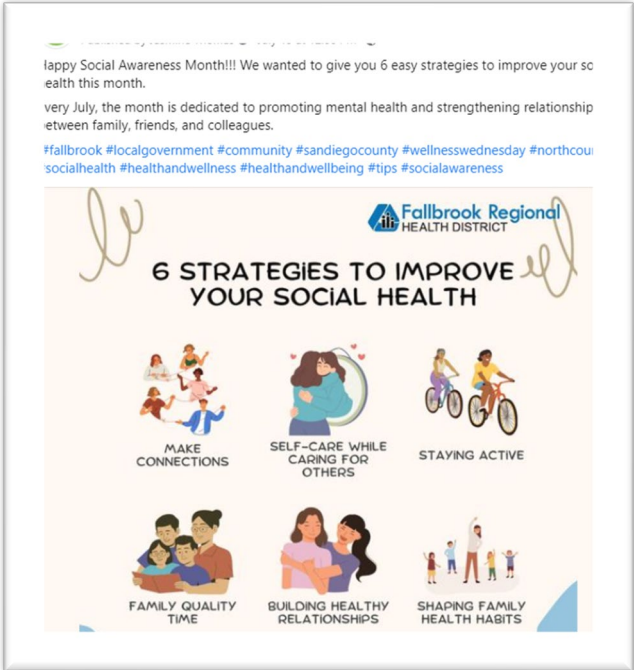
Instagram - Published Wednesday, June 21st

- Post Reach: 854
- Likes: 73



Facebook - Published Thursday, June 29th [Boosted Post]

- Post Reach - 2,338
- o Paid: 2,196
- o Organic - 168
- Likes - 21
- Link Clicks - 226



Example of PSA/ Health Tips/Awareness Month posts that are scheduled for each month.

August will include tip for sun exposure- skin cancer, heat stroke, etc.

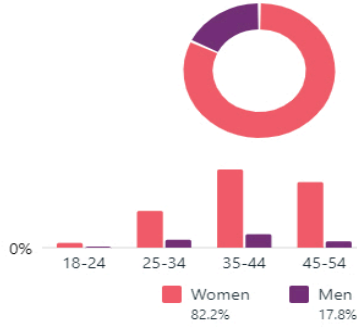
Facebook Page followers ⓘ

1,078

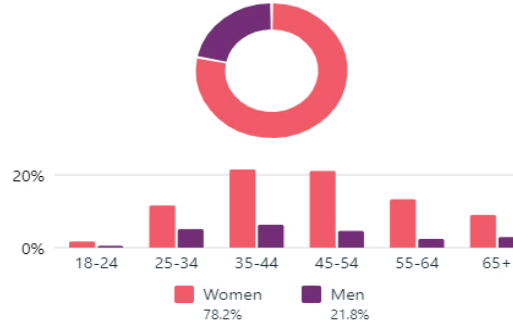
Instagram followers ⓘ

546

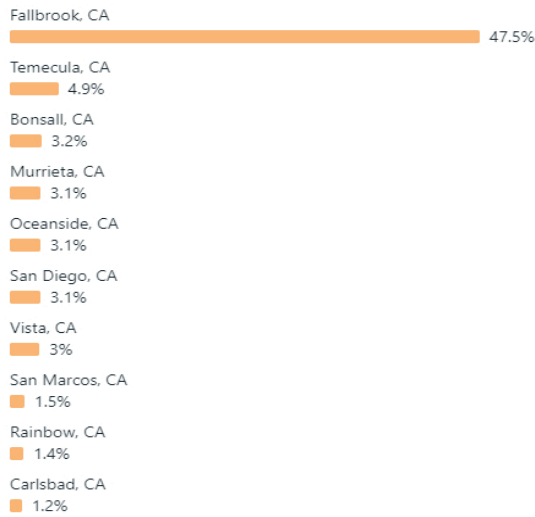
Age & gender ⓘ



Age & gender ⓘ



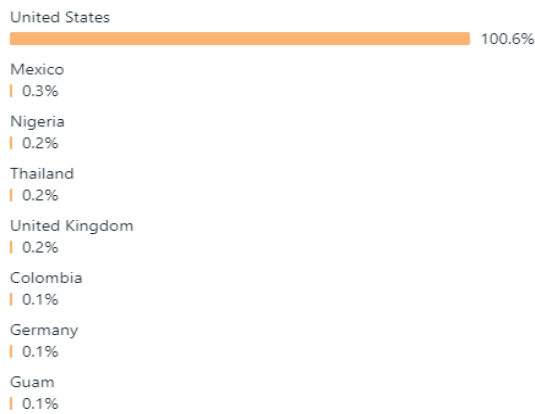
Top cities



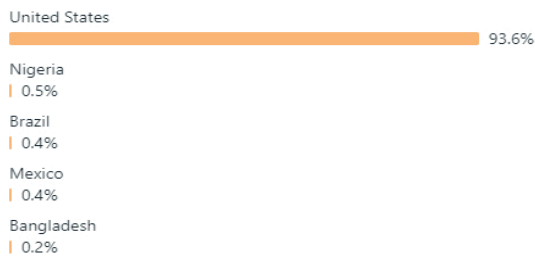
Top cities



Top countries



Top countries







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*July 20, 2023*

The Honorable Anna Caballero  
Chairwoman, Senate Governance and Finance Committee  
State Capitol, Room 407  
Sacramento, CA 95814

Re: Assembly Bill 399 – Water Ratepayers Protections Act of 2023: County Water Authority Act: exclusion of territory: procedure – OPPOSE

Dear Chairwoman Caballero:

On behalf of the Fallbrook Regional Health District, I respectfully write to express our opposition this session to *AB 399* as amended on June 14, 2023. As you know, the County Water Authority Act provides for the formation of county water authorities and grants to those authorities specified powers with regards to providing wholesale water service. The Act provides two methods of excluding territory from any county water authority, one of which is that a public agency whose corporate area as a unit is part of a county water authority may obtain exclusion of the area by submitting to the electors within the public agency, the proposition of excluding the public agency's corporate area from the county water authority. Existing law requires that, if a majority of the electors approve the proposition, specified actions take place to implement the exclusion.

*AB 399* effectively minimizes local control and self-determination by disenfranchising those most affected by a potential detachment. The process is currently being addressed locally with San Diego LAFCO (SDLAFCO); yet, *AB 399* seeks to change the way in which public agencies, like our local Fallbrook Public Utility District and Rainbow Municipal Water District, can pursue excluding their territory from a county water authority. Additionally, *AB 399* is being requested as an urgency statute to take effect immediately should it be passed. However, the urgency provision is problematic as its timing would affect ongoing SDLAFCO applications that were filed in good faith and have been proceeding for some time under existing laws.

As a Special District charged with providing services to our local community, under the direction of a locally elected Board of Directors, *AB 399* sets a pathway that is contradictory to the existence and applicability of Special Districts and our ability to perform our missions. We urge you to reject this proposal and allow the process to play out under the current applicable rules.

Yours in service,

A handwritten signature in blue ink, appearing to read "Rachel Mason", is written over a blue circular stamp. The signature extends to the right, ending in a long, thin horizontal stroke.

Rachel Mason, CEO  
Fallbrook Regional Health District

cc: Keene Simonds, San Diego LAFCO Executive Director  
Marie Waldron, CA State Assemblywoman 75<sup>th</sup> District  
Brian Jones, CA State Senator 40<sup>th</sup> District