



AGENDA
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE

Wednesday, May 25, 2022 at 5:30 P.M.

Virtual and In-Person at Administrative Office, 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. Government
 - i. National
 - ii. State
 1. Letters to Support/Oppose State Bills
 - a. AB 2080 (Wood) – ACHD Opposes
 - b. SB 1334 (Bradford) – ACHD Opposes Unless Amended
 - c. AB 35 (Reyes & Umberg) – ACHD Supports
 - iii. San Diego County & Live Well Updates
 - iv. Fallbrook Regional Health District
 1. Review and Renew Committee Objectives
 - b. Public Engagement
 - i. FRHD and Community Event Updates
 1. Wellness Center Administrator
 2. Public Outreach/Communications Specialist
 - ii. COVID-19 Updates
4. Board Comments and Future Agenda Items
5. Adjournment

I certify that on May 24, 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



LEGISLATIVE UPDATE

Today marks the final day for bills to make it out of their relevant policy committees in the first house. You can find a complete list of ACHD bills with positions, [here](#).

State Budget:

The Governor is slated to release and present his revised budget plan, also known as the May Revise, next week. We expect the presentation to be Friday, May 13 and available to stream through the Governor's various social media platforms and YouTube. For those who have been tracking the budget, you know that state revenues far exceed the State Appropriations Limit, commonly referred to as the Gann limit.

In other budget news, the Senate released their [updated budget priorities "Putting Wealth to Work"](#), late last week. These priorities serve as a good indication of what the final Senate budget may include as well as signals to the Governor what they'd like to see in his May Revise. It is anticipated that the Senate will begin hearing the Governor's new or adjusted proposals on health and human services on May 17th & 19th.

Much more to come as it relates to the final stretch of the budget process. Be on the lookout for ACHD updates with more details post May Revise.

Bills of Note:

[AB 2080 \(Wood\)](#)- ACHD Oppose

Among other provisions, requires health facility sales, leases, transfers and mergers over \$5 million to gain approval from the State Attorney General. The bill has made it through Assembly Health and Judiciary Committee and is now in Appropriations Committee. Please note, the healthcare district specific concern was included in the Assembly Judiciary Committee analysis available, [here](#).

[SB 1334 \(Bradford\)](#)- ACHD Oppose Unless Amended

The bill would apply state labor law to public health care providers when a collective bargaining agreement (CBA) is not present. ACHD is working with the sponsors on amendments that will address some of the underlying policy concerns and technical problems with the legislation.

[AB 35 \(Reyes & Umberg\)](#)- ACHD Support

Preserves access to care in California by modifying California's Medical Injury Compensation Reform Act of 1975 (MICRA). The bill has cleared the Senate and is now headed to the Assembly. Read ACHD's letter of support, [here](#).



May 6, 2022

The Honorable Tom Umberg
California State Senate
1021 O Street, Suite 6730
Sacramento, CA 95814

The Honorable Eloise Reyes
California State Assembly
1021 O Street, Suite 8210
Sacramento, CA 95814

Subject: AB 35 (Umberg-Reyes) Civil damages: medical malpractice – SUPPORT

Dear Assemblymember Reyes and Senator Umberg:

The Association of California Healthcare Districts (ACHD) is pleased to support your Assembly Bill 35, which would preserve access to care in California by modifying California's Medical Injury Compensation Reform Act of 1975 (MICRA).

ACHD represents 76 Healthcare Districts throughout California, in both urban and rural settings. The districts offer a variety of services aimed at improving community health including acute hospital care, public health services, ambulance services, primary care clinics, and long-term care/skilled nursing. In many instances, healthcare districts are the sole source of health care in the community, serving as an integral part of the safety net for the state's uninsured and underinsured.

MICRA has been a corner stone to preserving access to care in California since its enactment in 1975. The foundation of MICRA ensure injured patients receive fair compensation while protecting California's medical providers. AB 35 creates a sustainable reform to adjust the cap on non-economic damages, in medical malpractice cases.

Through AB 35, a decades-long conversation on medical malpractice issues will be resolved and result in the withdrawal of the November 2022 ballot measure that would have resulted in the complete dissolution of MICRA and its protections as we know it. AB 35 keeps in place MICRA's essential cost control guardrails while protecting the rights of injured patients.

For these reasons, ACHD is pleased to support AB 35 and thanks you for your leadership on this critically important measure. Please do not hesitate to contact me at 916.266.5204, or sarah.bridge@achd.org with any questions.

Sincerely,

Sarah Bridge
Senior Legislative Advocate

**Government & Public Engagement Committee
Wellness Center Administrator Report - May 25, 2022
*Data from April***

Community Health & Wellness Center:

- Programming and interest in the Center continue to grow.
- New programming in April - Mental Health First Aid (MHFA), CPR Spanish training, MHFA Spanish training, Foundation for Senior Care Fix It Fridays. In May, we will bring on board the Foundation for Senior Care Computer Classes and expanded services at the screening event.
- CCHW continues to have great energy and solid attendance.
- First educational event was offered completely in Spanish.

<u>Wellness Center Attendance</u>	FEB	MAR	APR	Growth MoM
COVID Booster Clinic			74	
COVID-19 PCR Testing	27	54	53	
Mental Health First Aid			15	
CCHW	24	17	19	
Hands Only CPR Training with North County Fire	18	15	11	
Health Screening		11	12	
Blood Drive with San Diego Blood Bank	32		26	
Tours/Fallbrook Chamber of Commerce	23	4	20	
North County Parkinsons Support Group	16	18	20	
Wed & Thurs.- Michelle's Place office hours & events	2	32	37	
Wed & Fri.- Chair yoga	96	116	128	
Foundation for Senior Care- Fix It Fridays/Computer Classes			18	
Nonprofit/club meetings	5	53	80	
Total Wellness Center Visits (approximate)	243	320	513	60%

Outreach Events:

- Vallecitos School District, resource table at Open House April 7
- Avocado Festival April 24

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

- COVID testing offered at North County office by appt- 11 people tested
- Hands-Only CPR- trained 300 people at Avocado Festival and another 15 at the Health & Wellness Center and private groups

Marketing:

Press (Village News):

- District events appeared in calendar section
- Article – “Health board director resigns, architect hired for Wellness Center”

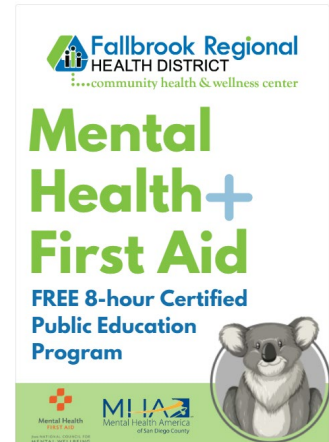
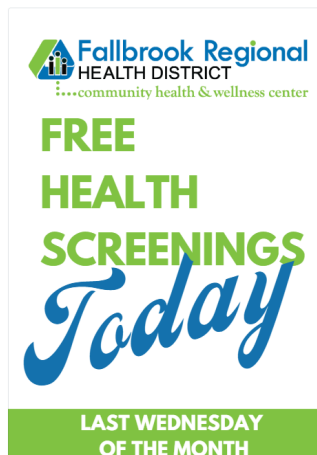
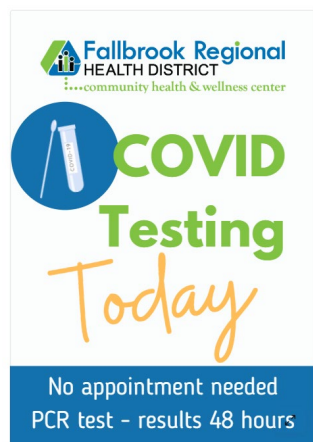
Email Marketing & Constant Contact Overview:

- Many factors contributed to the high open rate- COVID booster, targeting specific lists with relevant content, Wellness Center monthly events continues to have a be a best performer

EMAIL MARKETING	FEB	MAR	APR	Notes
Total Contacts	3,009	3143	3207	
New Contacts	130	155	141	
Number of emails sent	6,014	11,903	8,629	
Number of emails opened	2,948	5,048	4,069	
Open rate	51%	44%	49%	
Open rate over industry average	22%	15%	20%	Industry average is 29%
# of Clicks	125	129	251	
Click rate	2%	3%	6%	
Click rate over industry average	1%	same	3%	Industry average is 1%

Signage:

Regularly occurring District events are promoted at street level with colorful signage.



Spanish:

Email marketing to growing Spanish language mailing list.



Social Media:

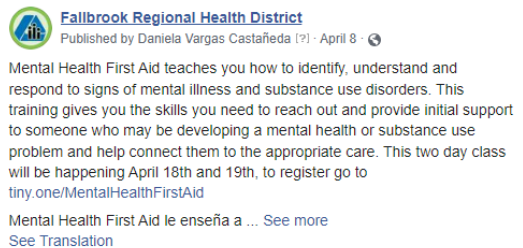
Social Media Metrics	Feb	Mar	Apr
Total number of posts (Instagram & Facebook)	58	52	63
Instagram Followers	399	406	418
Facebook Likes	831	831	833
Post Reach Instagram	0.22%	0.17%	1667%
Post Reach Facebook	-0.07%	-10%	47.30%
Audience Growth Instagram	-43.70%	1.72%	0.02%
Audience Growth Facebook	-36.80%	0	0
Engagement rate Instagram	120.00%	-8.60%	18.70%
Engagement rate Facebook	6.32%	23%	51%
Website Views	45,118	39,065	43,206

Social Media Takeaways:

- The use of stylized reels and videos as well as tagging major organizations we partner with have made our Instagram and Facebook more appealing to a wider audience.
- Website views increase due event registration on our website.

Examples of some top performing posts:

Mental Health First Aid:



Fallbrook Regional Health District
Published by Daniela Vargas Castañeda · April 8

Mental Health First Aid teaches you how to identify, understand and respond to signs of mental illness and substance use disorders. This training gives you the skills you need to reach out and provide initial support to someone who may be developing a mental health or substance use problem and help connect them to the appropriate care. This two day class will be happening April 18th and 19th, to register go to tiny.one/MentalHealthFirstAid

Mental Health First Aid le enseña a ... See more
See Translation



Mental Health First Aid +
Hope, Health, & Healing
FREE 8-hour Certified Public Education Program

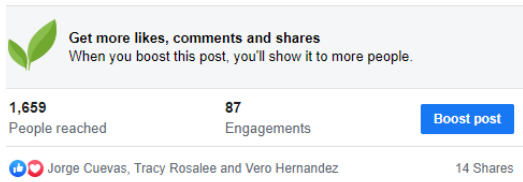
A Two-day Event:
April 18th & April 19th: 10:30 am-2:30 pm
COMMUNITY HEALTH AND WELLNESS CENTER
1636 EAST MISSION ROAD, FALLBROOK

Sign up for this FREE training at:
tiny.one/MentalHealthFirstAid

Mental Health First Aid +
Esperanza, Salud y Curación
GRATIS- Programa de 8 horas de Educación Pública Certificada

Un Evento de Dos Días:
18 de Abril y 19 de Abril: 10:30 am-2:30 pm
COMMUNITY HEALTH AND WELLNESS CENTER
1636 EAST MISSION ROAD, FALLBROOK

Inscríbete a la capacitación GRATIS en:
<https://tiny.one/MentalHealthFirstAid>



Get more likes, comments and shares
When you boost this post, you'll show it to more people.

1,659 People reached 87 Engagements **Boost post**

Jorge Cuevas, Tracy Rosalee and Vero Hernandez 14 Shares



Fallbrook Regional Health District
Published by Instagram · April 19

Our first day of Mental Health First Aid was a success! We are so thankful to our participants, they are making our community a safer space for all.
¡Nuestro primer día de Primeros Auxilios en Salud Mental fue un éxito! Estamos muy agradecidos a nuestros participantes, están haciendo nuestra comunidad un espacio más seguro para todos.

See Translation



Get more likes, comments and shares
When you boost this post, you'll show it to more people.

465 People reached 97 Engagements **Boost post**

Campaign for Avocado Festival

Fallbrook Regional Health District
 Published by Theresa Geracitano [?] · April 22 · 🌐

Stop by a see us at the Avocado Festival on Sunday. Follow us on social and get a free pair of sunglasses. 🕶️ we will be in the parking lot of North County Fire. 🥰



New program post for FFSC Computer classes

Fallbrook Regional Health District
 Published by Daniela Vargas Castañeda [?] · April 29 · 🌐

Anyone over 50 years old is welcome to come study some of the basics of using a computer, the Internet, and social media. We have a volunteer staff of world-class instructors who not only know their subject matter front to back, but are skilled in communicating with our clients. We keep the classes deliberately small, only eight people are allowed in each one, which ensures that everyone gets ample hands-on attention and care. Because of this, advanced signup is required to get into one of our classes! To register go to foundationforseniorcare.org

<p>THE FOUNDATION for Senior Care</p> <p>Computer Classes</p> <p>Starting this month the Foundation for Senior Care will be providing various computer classes for seniors by seniors.</p> 	<p>Smartphone & Tablet (Androids)</p> <p>Learn basic features of your Smartphone & Tablet with emphasis on communicating with family & friends using Android devices. We cover email, texting, Zoom, taking & sharing photos, and videos, the built-in apps, downloading and updating apps from the app store, surfing the net, backing up your data & wireless operations.</p> 
<p>Internet Banking and Online Bill Paying</p> <p>This 2 hour workshop will introduce online banking and online bill pay. Due to the variety of bank user interfaces, this session will be generic in nature and will not address specific banking user accounts. It will talk about general processes and capabilities and acquaint the student with common capabilities that all banks provide.</p> 	<p>iPhone/iPad Class</p> <p>Learn basic features of your iPhone and iPad.</p> 