



AGENDA

GOVERNMENTAL & PUBLIC ENGAGEMENT COMMITTEE

Wednesday, March 27, 2024, at 6:00 P.M.

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/84303078615?pwd=SnB5Z0plbVVvNzM5cUVKTFVPRHRvdz09>

Meeting ID: **843 0307 8615** Passcode: **209806** 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:**209806** *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. Communication plan for SiteLogiQ parking lot project
- b. End of Fiscal year Social Media & Outreach results
- c. Update on Community Health & Wellness Center programs

4. Board Comments and Future Agenda Items

5. Adjournment-

I certify that on Monday, March 25, 2024, 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

Government & Public Engagement Report Wellness Center Administrator Report- March 2024

- This month we have had amazing interest and turnout at our events, a clear demonstration of our marketing efforts paying off. One class had a registration of 38 with a wait list of 24 on the first day of class and we opened a second class to accommodate everyone. Another class had 31 people on the first day of class.
- The District office co-hosted with Village Rotary a Fallbrook Chamber of Commerce Sun Downer in February.
- We partnered with two County of San Diego initiatives, Love Your Heart (annual event focused on blood pressure screenings) and Revive and Thrive (goal to train 1 million San Diegans in Hands-Only CPR) where we are listed on their websites as partners.
- The County is becoming more aware of us and in March we are hosting two County programs, Tai Chi for Balance, and Smart Foods (nutrition program).
- We continue to establish connections with our military community and are now hosting a nonprofit called Showers of Appreciation that provides baby showers for enlisted families.
- The District has been visible to the community this month at: Fallbrook Forum, North County Leadership Team meeting, Farm Workers Care Coalition, Valecitos School District Open House, Fallbrook STEM Career Day, Fallbrook Union Elementary School District LCAP Community Partner Forum.
- Our DPP class graduation was recorded by a UCSF team who is creating a 3–5-minute documentary for new government employees onboarding for the California Dept of Public Health. While there are several components for the onboarding series, the Skinny Gene Project and FRHD will be featured for the intro to “Module 1: Public Health Sciences- How it helps inform diabetes prevention program and health in CA.”
- We are currently applying for recognition for CSDA Innovative Program of the Year (small district category) and ACHD Best Practices.
- This month we tested out having simultaneous Spanish translation during an event to see how it was received and as a possible way to increase our Spanish offerings.

Wellness Center Events 2024	JAN	FEB
Mental Health First Aid	9	22
CCHW	10	16
Wellness Wednesday- Health Screening, workshop, resources	10	17
Disease Specific Education (including Lifestyle Change)	28	108
Partner Health & Wellness activities	108	203
Support Groups	117	95
FRHD Yoga	0	
Community Safety	28	49
Club/ Organizational meetings	268	227
District Special Events	25	
Affiliate Classes (rental)	286	291
Total Wellness Center Visits (approximate)	889	1028

Number of Events 2023	JAN	FEB
Affiliate Events	18	16
Private Events	22	21
Public Events	38	44
Total Events	78	81
Events held by Grantees	18	17
Private Rental Event	0	0
Youth Activity	PFCS	PFCS

Flyer Distribution:

- Printed flyers were distributed at the following:
 - Major Market
 - 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, Fallbrook Forum email list and San Diego County North Newsletter
- Event dates are provided to the Village News for the calendar monthly.

Marketing:

Press (Village News):

- Press Release: 2/9/24 “FRHD expands its collaborative partnership with Palomar Family Counseling”

Email Marketing & Constant Contact Overview:

EMAIL MARKETING 2024	JAN	FEB
Total Contacts	4320	4381
New Contacts Added	69	121
Net New Contacts	-52	61
Number of emails sent	30,776	21,727
Number of emails opened	15,015	10,169
Open rate	54%	52%
Open rate over industry average	18%	14%
# of Clicks	412	300
Click rate	3%	3%
Click rate over industry average	-1%	-2%

Social Media:

	JAN	FEB
WEBSITE VIEWS	50,125	64,187

Facebook	JAN	FEB
Overall Reach	18.1 K	13.5K
Organic	8,045	10,420
Ads	11,038	5,349
Content Interactions	229	565
Followers	1.2K	1.2K
Added Followers	1	17
Profile Visits	437	472
Overall Post Link Clicks	93	262
Audience:		
Age Women	1) 35-44: 20.7%; 2) 65+: 18.5%; 3) 55-64:17.4%	1) 35-44 (20.6%), 2) 65+ (18.5%), 3) 55-64 (17.3%)
Age Men	Men: 1) 55-64: 6.3%; 2) 65+: 4.5%; 3) 35-44: 3.4%	1) 55-64 (6.1%), 2) 65+ (4.4%), 3) 35-44 (3.3%)
Gender	82.2% Women; 17.8% Men	82.3% Women; 17.7% Men
Fallbrook Residents	48.40%	48.50%
Bonsall Residents	3.30%	3.40%
Rainbow Residents	1.20%	1.40%
De Luz Residents	0%	0%

Instagram	JAN	FEB
Overall Reach	1.1K	507
Organic	428	500
Ads	679	16
Content Interactions	182	182
Followers	628	637
Added Followers	10	18
Profile Visits	51	96
Overall Post Link Clicks	1	0
Audience:		
Age Women	1) 35-44: 22.8%; 2) 45-54: 19.6%; 3) 55-64: 14.8%	1) 35-44 (24%), 2) 45-54 (19.1%), 3) 55-64 (15.1%)
Age Men	Men: 1) 35-44: 7%; 2) 25-34: 4.2%; 3) 45-54: 4.2%	1) 35-44 (6.9%), 2) 45-44 (4.6%), 3) 25-34 (3.8%)
Gender	79.2% Women; 20.8% Men	79.3% Women; 20.7% Men
Fallbrook Residents	45.10%	47.30%
Bonsall Residents	6.20%	6.40%
Rainbow Residents	0.00%	0%
De Luz Residents	0%	0%