

# ANNUAL REPORT 2021.2022

Community Health & Wellness Center Operations Begin, COVID-19 Resources & Support, Expansion of Community Collaborations for Enhanced Service Offerings.



THE FALLBROOK REGIONAL HEALTH DISTRICT ASSISTS RESIDENTS TO LEAD HEALTHY LIVES, SUPPORTING A GREATER LIFE SPAN AND INDEPENDENCE.

# Board Chair Statement & District Meetings



The District Board of Directors and Staff are guided by the District's Vision: "To offer and support services and programs that measurably improve physical and mental health, social engagement, increased lifespan, and independence."

With this vision as our guide, the District made major contributions to our communities:

- Continued COVID-19 support to the community, while shifting from San Diego County resources to managing our own testing options.
- Health messaging in both English and Spanish.
- Implementation of wellness services at the Community Health & Wellness Center, including:
  - Caregiver Wellness Community & Support Groups
  - Senior Computer Classes & Fix-it-Friday
  - Parent Drug Awareness and Education
  - Cancer Support: Michelle's Place Cancer Resource Center, Satellite Office
  - Mental Health First Aid training
  - Blood Drives & Health Screenings
  - Hands Only CPR Training

Looking to the future, in 2022-2023 we will accomplish the following:

- Begin construction and renovation of the former church buildings and their surrounding 4.7 acres, while still maintaining services and programs.
- Launch a Diabetes education and disease management program
- Research transportation options that not only serves the Center, but allows increased access from Rainbow and Bonsall to the Fallbrook Village area.
- Continue to provide Grant funding to organizations who provide services that help our communities' residents attain the District's vision of improved health.

It has been a pleasure to serve the Fallbrook Regional Health District and its residents.

*Howard Salmon*

**Board & Committee meetings are always open to the public.**

**We encourage you to participate and learn about how we are striving to enhance the wellbeing & health of the community.**

FOR INFORMATION ABOUT OUR MEETINGS, TO VIEW UPCOMING AGENDAS, ACCESS THE ZOOM LINK OR PHONE-IN CONFERENCE LINE, OR ANY OTHER DETAILS PLEASE VISIT OUR WEBSITE AT [HTTPS://WWW.FALLBROOKHEALTH.ORG/CALENDAR](https://www.fallbrookhealth.org/calendar) OR SCAN THE QR CODE.





# CEO Statement



"Coming together is a beginning, staying together is progress, and working together is success."  
Henry Ford

The District's success in bringing together and sustaining an effective COVID response, finding and implementing new wellness initiatives at the Community Health & Wellness Center, and launching several new, internal systemic best practices happened because of the team of employees we have here at the District.

While our Board provides exceptional governance and direction, it is the team that works to implement. We hope you've seen our efforts through our expanded public engagement efforts. We have grown our email lists, social media followers, and traditional flyer distributions as well. The Community Health & Wellness Center began programming and has been busy Monday through Friday. Yet, we still have a lot more to do and are looking forward to the challenge!

We saw some new faces in 2021-2022, and said *bon voyage* to few as well, but we continue to be fortunate by having strong continuity and dedication to public service among this team.

*Rachel Mason,  
Chief Executive Officer*

*Top Row: Judith Oswald, Administrative Officer  
Linda Bannerman, Executive Assist./Board Clerk  
Second Row: Tracy Rosalee, Receptionist,  
Theresa Geracitano, Wellness Center  
Administrator, Patty Taylor, Center Staff*



# FRHD Sphere of Influence & Board of Directors

FRHD went through a redistricting process in March of 2022 to realign our Board member election zones according to new census data.

An interactive review map of these zones and boundaries can be found on our website (*select tan rebuild*) [fallbrookhealth.org/structure](http://fallbrookhealth.org/structure) or scan the QR code.



**Jennifer Jeffries, Zone 1**  
current term 2018-2022



**Stephanie Ortiz, Zone 2**  
current term 2020-2024



**Kate Schwartz-Frates, Zone 3**  
current term 2018-2022, seat was vacated in April 2022.  
Bill Leach was appointed and will serve through Dec. 2022.



**Barbara Mroz, Zone 4**  
current term 2020-2024



**Howard Salmon, Zone 5**  
current term 2018-2022



# Power of Your Penny

The Fallbrook Regional Health District has served the evolving health and wellness needs of the community since 1950. As a local special district, we are a single function, non-enterprise, independent government agency serving a defined geographic area.

Simply stated, we are a local agency organized to provide public service to the local community. We are an autonomous government entity accountable to the voters of Bonsall, De Luz, Fallbrook and Rainbow. As a special district we must follow the state laws pertaining to public meetings, bonded debt, record keeping and elections. Our five-member Board of Directors are elected by the community using a zone-based process, while the staff works to implement the Board's vision and strategic direction. We receive our funding from property taxes and investments (see the graphic below to see how much funding is generally derived from this process).



For every \$1 in property taxes collected by San Diego County, FRHD receives .00038 (*less than a penny*)

## How that adds up

While different property types have various types of tax assessed on the land and its structures, this illustration has been simplified to demonstrate how much of your tax dollars are generally provided to FRHD.



As an example, a \$500,000 home is taxed at a rate of .0073% = \$3,600 in taxes, of that \$3,600 we receive .00038% or \$1.40.

*That's a lot of impact from your investment.*



# FRHD Health & Wellbeing Priorities

The District has chosen to align our Community Health Contract Grant funding with the results from our 2020 Community Needs Assessment. We are using a Social Determinants of Health paradigm to guide our efforts in how we fund and select service offerings that can make the deepest impact on the community. The Social Determinants of Health\* are defined as the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

Our Community Needs Assessments identified several areas of unmet need in our community, the District will focus its resources toward supporting those areas. While we will continue supporting our nonprofit health and wellness partners, it is our goal to bring additional services to the community.



\*For more information on the Social Determinants of Health we hope you'll visit Healthy People 2030 at <https://health.gov/healthypeople/objectives-and-data/leading-health-indicators>

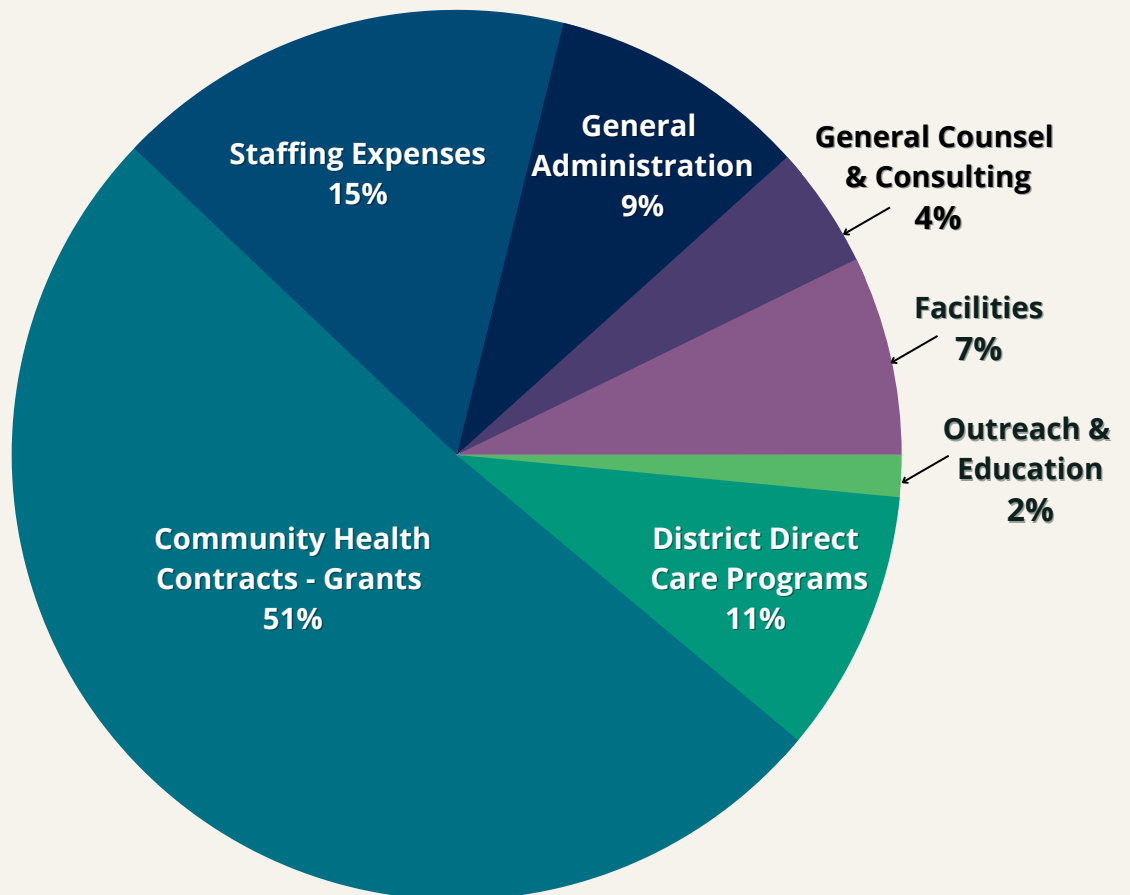
# Funding the Friendly Village



Fallbrook Regional Health District received \$2,123,504 in revenue during the 2021-2022 fiscal year. The chart below illustrates how money was apportioned to support the health and wellbeing of the community. The total operating expenses were \$1,912,166.

Community Health Contracts are grants made to community nonprofits and care service providers (*see the list of contract holders on the following pages*). The distribution of these grant funds is made annually through a competitive grant process. Each year FRHD receives more requests than can be funded; however, as of the close of the 2021-2022 fiscal year FRHD has invested \$13,470,158 back into the community since we started the grant program in 2000.

Copies of the Community Health Contracts, the Impact Reports, FRHD's audited financials and operating budget are all publicly available online at [www.fallbrookhealth.org](http://www.fallbrookhealth.org).



# Community Health Contract Grants Then & Now

The District began making grants to nonprofits and community health service providers in 2000. Our first grant was to the North County Fire Protection District to supply EKG machines on their ambulances. Twenty years later we are still proud to support our partners in health at the North County Fire Protection District and so many others. To date we have provided \$13,470,158 in grant funding.

Below is a list of the entities we have funded at some point in our grant making history, with the total amount of funds to date.

- BE WELL THERAPY - \$52,379.71
- BOYS AND GIRLS CLUB - \$578,042.75
- CHAMPIONS FOR HEALTH - \$55,484.00
- CSUSM SCHOOL OF NURSING - \$5,000.00
- DE LUZ FIRE DEPT. VOLUNTEER - \$7,000.00
- D'VINE PATH - \$94,208.00
- E.Y.E COUNSELING SERVICE - \$51,500.00
- FALLBROOK CHILD DEVELOPMENT CENTER - \$6,425.00
- FALLBROOK CHILDHOOD DIABETES PREVENTION PROGRAM - \$50,000.00
- FALLBROOK COMMUNITY ACCESS TO CHILD HEALTH (CATCH) - \$35,000.00
- FALLBROOK CITIZENS CRIME PREVENTION COMMITTEE - \$39,800.00
- FALLBROOK FAMILY HEALTH CENTER - \$2,502,890.00
- FALLBROOK FOOD PANTRY - \$1,325,900.00
- FALLBROOK HOSPITAL AUXILLARY - \$134,594.00
- FALLBROOK LAND CONSERVANCY - \$69,607.00
- FALLBROOK SENIOR CENTER - \$978,391.31
- FALLBROOK SMILES PROJECT - \$962,715.00
- FALLBROOK SPORTS ASSOCIATION - \$43,300.00
- FALLBROOK UNION ELEMENTARY SCHOOL DISTRICT - \$10,000.00
- FALLBROOK UNION HIGH SCHOOL - \$116,500.00
- FALLBROOK FIRESTORM RELIEF FUND/
  - FALLBROOK VILLAGE ASSOCIATION - \$15,000.00
- FOUNDATION FOR SENIOR CARE - \$2,098,081.17
- FRIENDS OF THE FALLBROOK LIBRARY - \$16,000.00





# Community Health Contract Grants Then & Now

- HEALTHY ADVENTURES - \$64,450.00
- HOSPICE OF THE VALLEYS - \$52,317.24
- JEREMIAH'S RANCH - \$83,327.50
- LIVE OAK PARK COALITION - \$49,000.00
- MENTORING ASSOCIATES - \$5,000.00
- MOTHERS AGAINST DRUNK DRIVERS - \$12,880.00
- MENTAL HEALTH SYSTEMS - \$207,837.45
- MICHELLE'S PLACE CANCER RESOURCE CENTER - \$226,026.00
- NEIGHBORHOOD HEALTHCARE - \$30,000.00
- NORTH COUNTY COUNCIL ON AGING: PROJECT CARE - \$20,000.00
- NORTH COUNTY CERT - \$19,420.00
- NORTH COUNTY DISABLED SERVICES - \$45,095.00
- NORTH COUNTY FIRE PROTECTION DISTRICT - \$606,207.72
- OTHER DIRECT CARE PROGRAMS - \$203,505.00
- PALOMAR FAMILY COUNSELING - \$1,390,389.00
- PALOMAR HEALTH FOUNDATION - \$10,000.00
- PEOPLE TO PEOPLE - \$54,450.00
- RAINBOW VOLUNTEER FIRE DEPT. - \$7,400.00
- REINS THERAPUETIC HORSEMANSHIP PROGRAM - \$679,068.75
- SAN DIEGO NO. COUNTY LIONS CLUB - \$5,000.00
- SENIOR SPECIAL NEEDS ANIMAL ASSISTANCE PROJECT ENDEAVOR - \$5,000.00
- ST. PETER'S CATHOLIC COMMUNITY - \$4,318.25
- THINK FIRST PROGRAM - \$159,775.00
- TRAUMA INTERVENTION PROGRAM OF SAN DIEGO - \$120,100.00
- TRI-CITY HOSPITAL FOUNDATION - \$4,891.00
- UCSD EYE MOBILE FOR CHILDREN - \$77,625.00



# Community Health Contract Grants FY 2021.2022

In fiscal year 2021.2022, the District provided Community Health Contract grants in the amount of \$975,485.73. This includes funding through our Joint Powers Agreement with North County Fire Protection District for two shared staff positions (the Senior Medical Services Officer and the Communications Specialist) and the Ambulance refurbishment project.

## BOYS & GIRLS CLUB OF NORTH COUNTY

- Summer Water Safety Program: \$15,000
- Triple Play: \$36,103.75

## D'VINE PATH

- Life I Can, Healthy Lifestyle: \$21,900.00

## FALLBROOK LAND CONSERVANCY

- Save our Forest Environmental Education Program Expansion: \$11,750.00

## PALOMAR FAMILY COUNSELING SERVICES

- Healthy Body, Healthy Minds: \$44,624.70
- Grandparents Raising Grandchildren: \$15,185.50

*Youth Programming*

## CHAMPIONS FOR HEALTH

- Project Access San Diego: \$32,000.00

## FALLBROOK FOOD PANTRY

- Alleviating Hunger in Greater Fallbrook: \$77,500.00

## FALLBROOK LAND CONSERVANCY

- Preserve & Trail Walkability Enhancement: \$17,962.50

## BE WELL THERAPY

- Yoga & Mind/Body Wellness for Cancer Recovery: \$8,221.71

## HOSPICE OF THE VALLEYS

- Fallbrook Senior Assistance Program & Butterfly Memorial: \$11,218.81

## MICHELLE'S PLACE CANCER RESOURCE CENTER

- Cancer Support Services: \$41,908.00

## REINS

- Therapeutic Horsemanship Program: \$80,453.75

*Community Health & Fitness*

*Support Services for Special Populations*

# Community Health Contract Grants FY 2021.2022

## FALLBROOK SENIOR CENTER

- Congregate Meal Program: \$47,855.90
- Home Delivered Meal Program: \$85,329.85

## FOUNDATION FOR SENIOR CARE

- Adult Day Care: \$48,168.90
- Door Through Door: \$29,684.85
- Senior Care Advocacy: \$66,941.50
- Senior Transportation Services: \$73,075.40

## FOUNDATION FOR SENIOR CARE & FALLBROOK FOOD PANTRY

- Seniors & Disabled Adults Nutrition Program: \$27,090.25

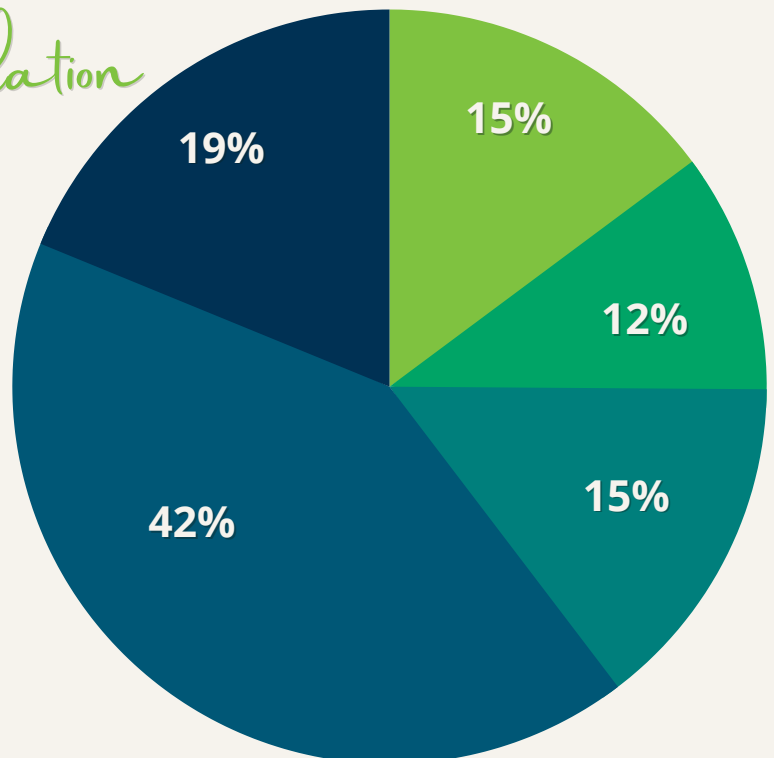
*Senior Citizens*

*North County Fire Protection District*

- Ambulance Refurbishment: \$82,973.50
- Senior Medical Services Officer: \$75,098.55
- Public Communications: \$25,439.01

*Grants by Service Population*

- Youth Programming
- Community Health & Fitness
- North County Fire Protection District
- Support Services for Special Populations
- Senior Citizens





# Two Districts, One Goal



North County  
Fire Protection District



Health &  
Safety

North County Fire Protection District (NCFPD) and the Fallbrook Regional Health District have a decades long history of working together to ensure our community has access to quality healthcare and exceptional emergency medical services. In 2016, together the Districts signed a Joint Powers Agreement (JPA) that provided support for the creation of joint health services programming. In 2019, this JPA was updated and expanded to bring forward additional support for the refurbishment of NCFPD Ambulance fleet and two shared staff (a Medical Services Officer and a Public Outreach/Communication Specialist). This partnership has allowed us to maximize the public dollar while ensuring critical health and safety resources are available.

## Ambulance Transport Volume By Year

- 2019 - 3,440
- 2020 - 3,522, 2.4% increase for 2020
- 2021 - 3,642, 3.4% increase for 2021

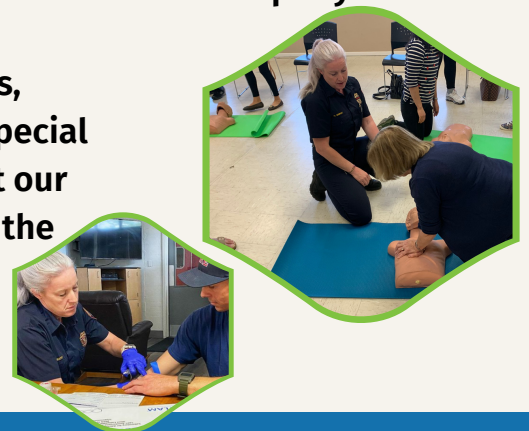
5.8% increase  
over the 3 years



Approximately 50% of transports out of the District go to Temecula Valley Hospital, 38% to Palomar Hospital and the remaining are split among Tri-City Hospital and others. On average, each ambulance transport takes the unit out of the District for 90 minutes.

## Medical Services Officer

- Provides Quality Assurance (QA) audits on all patient care reports (PCR), for 2021 that means approximately 303 PCR's per month. These chart audits often require additional follow up discussions with the crews and/or area hospitals.
- Continuing Education (CE) - 36 hours per month of education or 108 hours per year provided to all NCFPD Paramedics and EMT's.
- Hands-Only CPR: Well over a 100 classes to church groups, homeowner associations, businesses and during major special events within the community. With bi-monthly classes at our Community Health & Wellness Center and plans to teach the classes at the High Schools.
- Oversight and administration of area flu shots clinics, with sites at our local agricultural growers.



# COVID-19, rearview mirror

The COVID-19 pandemic continued its bumpy ride throughout the 2021.2022 fiscal year. In July of 2021, we were running weekly testing and vaccination events, but by the end of the summer interest in those events became a tiny trickle. The Fall saw a slight uptick in demand for testing and vaccination, but our Cal Fire and North County Fire partners went back to being fire professionals and we relied on new partners for monthly to quarterly events. The Federal Government launched covidtests.gov, and anyone could find testing kits at most stores. Then winter hit, and by the Christmas Holiday everyone had learned about the dreaded, super contagious Omicron variant. Throughout January test kits were scarce, but we found resources and purchased over 2,000 kits to be distributed locally. The California Department of Public Health enrolled us as a COVID-19 PCR testing site, and we began weekly COVID testing throughout the spring and summer. While we continued to offer COVID vaccination events throughout the fall of 2022, we know the newest boosters will be available through most health and pharmacy providers and expect to offer fewer COVID only vaccination events.



*What did we learn?*

*Keep innovating and developing partnerships.*

We may see fewer COVID outbreaks, or we may see more variants. Either way the District will continue to be vigilant about how we can best serve the community.





# Fallbrook Regional HEALTH DISTRICT

...community health & wellness center

2018

The District purchases the previous St. Stephens Lutheran Church with funds derived from the sale of the old Fallbrook Hospital building. We apply for a Major Use Permit change to the County. Service programming research begins, with several community forums.

2019

The District seeks community input about design, programs, and service options. The Social Determinants of Health are chosen as the main organizing paradigm to influence the service offerings. We begin searching for the right consultants to assist in a Community Needs Assessment. Repairs and maintenance of the education buildings begin.

2020

Work with our consulting firm Catalyst begins just as the COVID-19 lockdown hits. Behind the scenes planning kicks into high gear, while the Center becomes a COVID testing site.

2021

We finish the Community Needs Assessment with our consulting firm and begin outlining how programming can begin...once the COVID-19 pandemic ends. We continue offering COVID-19 testing and vaccination events. The County grants our Major Use Permit change. The Wellness Center Administrator is hired and limited programming commences.

2022

The COVID-19 pandemic shifts to an endemic phase, we continue offering testing and vaccination events. The Center offers more programming and begins supporting partnered services Monday through Friday. A San Diego based architectural firm is hired and initial concept designs for the redevelopment of the prior sanctuary, fellowship hall and landscape are drafted. Additional staff are hired and by June of 2022 we are seeing nearly 700 visits a month to some of our sixteen different programs or events.



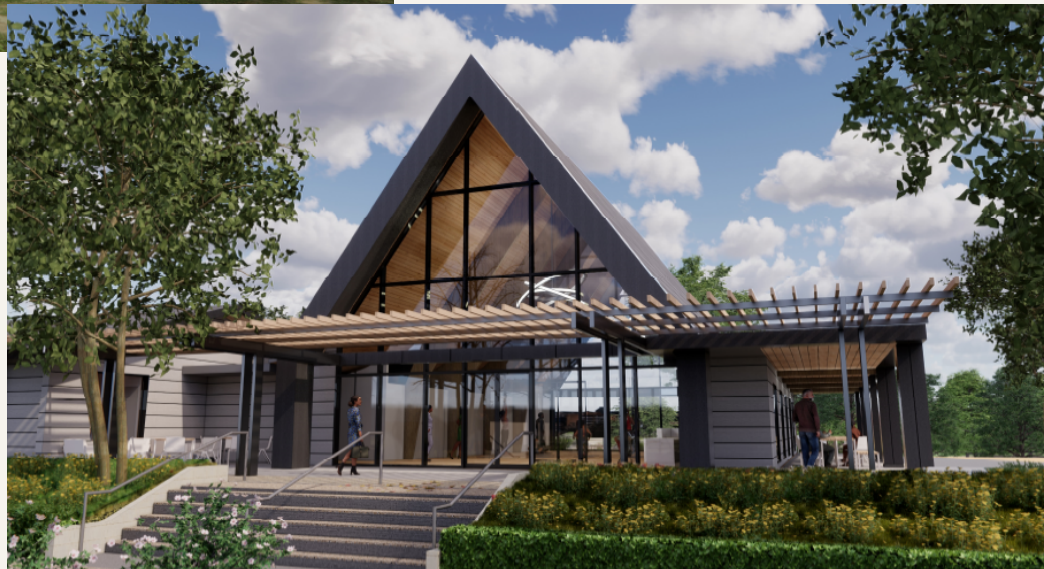
The services, programs, and events being offered at the Center continues to grow and develop. We encourage people to visit the District website to view and register for events: [www.fallbrookhealth.org/community-health-wellness-center](http://www.fallbrookhealth.org/community-health-wellness-center)

*While we anticipate changes to these conceptual designs, below are images that are shaping the direction of the redevelopment.*



*View of Multipurpose room 1 as seen from the front entrance, facing North from E. Mission Rd.*

*Main entrance view, facing South toward E. Mission Rd.*







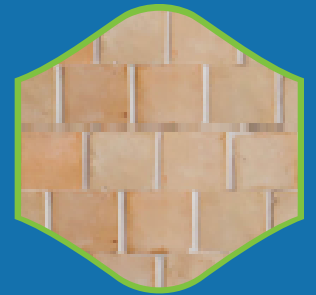
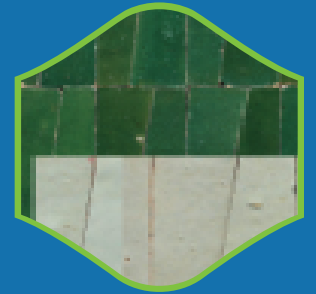
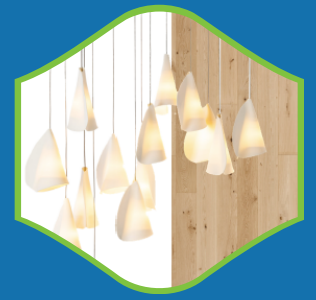
Entry view - Multipurpose room 1, bright, open and welcoming



Entrance, looking toward Multipurpose room 2 and demonstration kitchen



Multipurpose room 2, facing the demonstration kitchen





# Programming has started!

For a current calendar of the programs and services offered visit:

[www.fallbrookhealth.org/community-health-wellness-center](http://www.fallbrookhealth.org/community-health-wellness-center)

Additional services and programs are being scheduled and researched; such as:

- **National Diabetes Prevention Program (NDPP)**, to meet the growing demand to help adults prevent type 2 diabetes.
- **Community Resource Navigator** to assist community members access healthcare and health-impacting resources. Including, how to address health barriers like access to health care, poor health literacy, transportation and more.

## Want to get involved?

Reach out and ask about our **Wellness Advisory Group**.



District staff can be reached Monday through Friday from 9am to 5pm at 760.931.9187.

The administrative offices are located at 138 S. Brandon Rd., Fallbrook, CA 92028, the Community Health & Wellness Center is located at 1636 E. Mission Rd., Fallbrook, CA 92028 - Please direct all correspondence to the Administrative office.

For more information about the District's services and initiatives please visit our website at [www.fallbrookhealth.org](http://www.fallbrookhealth.org)

### *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.

### *Mission:*

The Fallbrook Regional Health District assists residents to lead healthy lives, supporting a greater 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.