

Fallbrook Regional HEALTH DISTRICT

AGENDA STRATEGIC PLANNING COMMITTEE

Wednesday, May 1, 2019 at 6:00 P.M.
Board Conference Room, 138 S. Brandon Rd., Fallbrook CA 92028

Committee Members: Howard Salmon, Chair and Jennifer Jeffries, Co-chair

Interim Director/Bookkeeper: Wendy Lyon

Staff Members: Linda Bannerman, Pam Knox and Mireya Banuelos

1. Call to Order/Roll Call
2. Public Comments
3. Discussion Items
 - a. NCFPD Cost Share and Shared Positions Proposals
 - b. Wellness Center Site Features
 - c. Wellness Center Programs and Services
 - d. Kid Fit Program (presented to Board in April)
 - e. Wellness Center Use Criteria
 - f. Blue Zone interviews outcome measurement, alternative solutions; next steps
 - g. Lyft partnership- next steps
4. Adjournment

I certify that on April 30, 2019, 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.



Board Secretary/Clerk

DISCUSSION

- a. NCFPD Cost Share and Shared Positions Proposals

Request and Rationale for Cost Sharing Request to FRHD for Ambulance Purchase and Medical Services Officer

The North County Fire Protection District (NCFPD), previously the Fallbrook Fire Department, was one of the first fire departments in the State to provide Basic Life Support (BLS) ambulance service to their community. The service area covers the approximate 95 square mile Fire District.

Advanced Life Support Service Arrives

In 1990, after significant growth to the area and a rapidly growing demand for service, the NCFPD began providing Advanced Life Support (ALS) service to the area. Implementing the ALS required NCFPD to hire 12 new Dual Role Firefighter Paramedics to the agency. The ALS model offered enhanced services such as medication and IV administration and 12 lead EKG12 capabilities.

At the time, Fallbrook had a local hospital with an emergency department. The Dual Role Firefighter Paramedic was a position that, as the name applies, was able to fulfill both the role of Paramedic for medical purposes and as a firefighter. With a local emergency room, Firefighter Paramedics who were staffing ambulances were able to manage medical incidents quickly and remain available in the District to respond to fires as part of an effective response force.

Due to the presence of the Dual Role Firefighter Paramedic model, the NCFD service area residents were assured firefighting capabilities were sustained and received the enhanced services inherent in the Advanced Life Support model.

The financial Impact of instituting the ALS model resulted in an approximate \$900,000.00 addition to the NCFPD annual operating budget. ISustaining the ALS model required the on-going postponing of funding the remodeling and replacement of the 5 fire stations.

Impact of Hospital Closure on Emergency Medical Services and Fire Fighting Resources

Upon the closure of Fallbrook Hospital in 2014, NCFPD quickly realized that the impact of the closure was a factor in a significant increase in demand for service. NCFPD realized an increase of over 20 percent in calls for service. This demand for service is still increasing today. The closure of the hospital, coupled with the increase demand for service, has caused NCFPD to make significant changes to its Emergency Medical Services (EMS) delivery model.

Transporting each resident to hospitals outside of the community increased the total EMS incident commitment time to approximately 1.5 hours per incident versus 30-45 minutes when the hospital was in existence. This doubling of ambulance commitment time meant that the Firefighter Paramedic was no longer available within the district boundaries to be used as a firefighting resource, nor were they able to keep up on the required training for that position.

As a result, NCFPD was forced to deploy a Non-Safety Single Role Paramedic Position and add an additional fulltime ambulance at the expense of NCFD in order to meet the service demands.

The deployment of a Single Role EMS delivery model is no small task and has increased administrative and operational workload on the entire NCFPD workforce. The Single Role Paramedic is considered an entry level position in the industry and, by this very nature, NCFPD experiences a very high turnover rate in this position. This equates to NCFPD having to be in an ongoing state of hiring and training.

Additionally, these employees are generally very new to the field of paramedicine and require a significant amount of regular quality assurance training to ensure all patient care is being conducted in accordance with NCFPD, State and local standards and regulations. Quality Assurance responsibilities are assigned to the Senior Medical Services Officer (SMSO).

By July 2019, NCFPD will have eliminated 9 Firefighter Paramedic positions out of 51 (3 firefighters less per day) and replaced them with Single Role Paramedics. This is a significant reduction in firefighting capability within the NCFPD and the communities it serves. By July 2019, NCFPD will be funding 42 Firefighter Paramedic Positions and 18

Single Role Paramedic positions. This is a 21% reduction in personnel available for firefighting duty since the hospital closed. Even in light of the reduction of personnel, NCFPD has incurred an increase in personnel costs from 2014/15, when the hospital closed, to 2018/19. In 2014/15, personnel costs were 4.3 million dollars while the 2018/19 costs will be 45.1 million dollars.

Ambulance Fleet

Another significant impact of the hospital closure on NCFPD has been the added wear and tear on the agency's emergency apparatus, specifically the agency's ambulance fleet. Prior to the closure of the hospital, an NCFPD owned ambulance would acquire approximately 20-25,000 miles per year and had a front-line service life of 5 years; post-hospital closure, ambulances are now acquiring approximately 50,000 miles per year and have a front-line service life of 3 years.

In order to assure high quality EMS services to residents, NCFPD maintains a fleet of six ambulances, each with a lifespan six years. Assuring three frontline ambulances and three reserve ambulances being available at all times requires the purchase of one new ambulance each year.

Senior Medical Services Officer

As noted above, the Senior Medical Services Officer (SMSO) is integral to the quality assurance for training and the overall operations of the District's emergency medical service. That position is currently funded at .50 FTE. The lists below illustrate the responsibilities currently fulfilled in the half time position and what could be offered to the community if the position was fulltime.

Current services delivered by .50 FTE SMSO Position: a) basic quality assurance for EMS services; b) articulation with receiving facilities; c) basic continuing education for paramedics.

Service expansion delivered by fulltime SMSO Position in addition to those listed above: d) expand “Door-to-Door” senior program; e) initiate Mobile Integrated Health Program (MIP); f) develop Tele Health capacity; g) pursue AED program; h) promote Stop the Bleed campaign/Community CPR and First Aid training; j) integration of Lyft program; and k) provide for alternate destination transportation.

Expanding the SMSO hlf time position to a fulltime position has the potential to increase services from 3 to 10 for our communities.

Discussion

As a result of the significant impacts and accumulated effects of the hospital closure, and the change in the way NCFPD now delivers Emergency Medical Services, NCFPD is seeking ongoing financial support from the Fallbrook Regional Health District. This assistance is necessary to ensure NCFPD can continue and enhance the quality of service to our community that they want and deserve.

The NCFPD has taken steps since the closure of the hospital to reduce operating costs in order to maintain the quality and level of service to residents. Those reductions include:

- Converting ambulance staffing to non-firefighting personnel to save on payroll and benefit costs.
- Increased the use of part-time personnel.
- Closed an underutilized fire station and reassigned personnel.
- Employees pay their full portion toward retirement.
- Solar installation on four fire stations.
- Identified real estate assets to sell.
- Purchased rather than lease facilities.
- Four administrative staff positions are unfilled.

In addition to reducing costs, NCFPD is preparing to take full advantage of the new Medicare/Medicaid *Emergency Triage, Treat, and Transport (ET3)* program which

will provide greater flexibility to ambulance care teams to address emergency health care needs of Medicare beneficiaries following a 911 call.

In a recent community survey, conducted by a private firm, the residents served by NCFPD indicated they are satisfied with the current level and quality of EMS and firefighting service. Additionally, this survey also identified that the communities served by NCFPD are not in support of subcontracting EMS services should it become financially necessary to do so. In fact, if NCFPD were to do so, ambulance billing rates would increase by 80%.

Proposed Cost Sharing Collaboration

NCFPD is requesting a cost sharing collaboration with FRHD for 50% of a full-time Emergency Medical Services Officer. This position will manage administrative duties associated with the ongoing development and management of the medical service provided by NCFPD. More importantly, this position would continue to work closely with all community stake holders to pursue new Mobile Integrated Health programs and services, such as the door-to-door program, telehealth, alternative means of transportation (e.g. Lyft or Uber) etc.

In addition, this collaboration would leverage the resources of both districts as the FRHD Wellness Center campus is developed and programmed. Due to areas of expertise, the SMSO can serve as a subject matter specialist to FRHD in areas such as disease prevention programs, as well as community safety and education programs.

- Total salary and benefits for full-time EMSO is \$160,000.00, divided by 2 = \$80,000.00 FRHD cost share portion per year.

As it pertains to the increase usage and mileage of the ambulances, NCFPD would like the FRHD to participate in a 50% cost share for the replacement of 1 ambulance each fiscal year.

- Total cost of an ambulance is approximately \$210,000.00, divided by 2 = \$105,000.00 FRHD cost share portion per year. This cost can vary slightly, in either direction, based on manufacture pricing and any equipment needs at the

time of purchase. It is always the intent of NCFPD to be as fiscally responsible as possible with all apparatus replacement.

Summary

The closure of the Fallbrook Hospital has placed a financial, operational, and administrative burden on the NCFPD. Community surveys have indicated that the residents value the current EMS services being provided by the NCFPD and do not want those services to be diminished in any way. With the support from the FRHD, NCFPD can continue to not only provide the excellent services being delivered today, but the two districts could amplify and deepen the natural synergies between the two districts. This type of ongoing collaboration holds the potential for new services that can be offered to the communities both districts serve.

Expanding services into areas where public health intersects with pre-hospital medicine will allow us to “move the needle” by improving health outcomes and creating meaningful savings to the healthcare system. We believe this will enhance both entities’ role and relevance within the community.

DISCUSSION

b. Wellness Center Site Features

DISCUSSION

c. Wellness Center Programs and Services

DISCUSSION

- d. Kid Fit Program (presented to Board in April)



PRESENTING

Fit2beKids

Glimpse into a healthy
non-profit with fresh ideas.

Mercedes Benz | May 2017

WE HAVE A LARGE PROBLEM!

According to the CDC, childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years.

The percentage of children aged 6–11 years in the United States who were obese increased from 7% in 1980 to nearly 18% in 2012. Similarly, the percentage of adolescents aged 12–19 years who were obese increased from 5% to nearly 21% over the same period.

In 2012, more than one third of children and adolescents were overweight or obese.





WHO WE ARE

Fit to be Kids, Inc. is a 501(c)(3) community outreach organization providing prevention, awareness and advocacy education about childhood obesity and the health risks that accompany this disease, to at-risk youth and their families--empowering them to live healthier wholesome lives while promoting physical activity, nutrition education, social-emotional character development all through guided-discovery enrichment programs, that ultimately impact the overall well-being of our communities.

Our programs incorporate mind-body-spirit practices that provide children and families with life-long skills in and outside the classroom.



OUR STORY

“Being on Welfare was the best thing that ever happened to me.”

After ten years of spousal abuse, financial, mental, and emotional hardship, Shae Gawlak swallowed her pride and applied for Welfare... a word and a program that had never entered her vocabulary growing up in an upper-middle class family.

But this “opportunity” allowed Shae to see the flaws in the system when it came to childhood obesity, healthy habits, nutrition and exercise for the underprivileged. So in 2009, Shae enrolled at Kaplan University in their Health & Wellness program to major in Nutrition. Her plan was to make a REAL difference.

Shae knew that engaging + educating these kids (and their parents) was essential to the wellbeing of an entire population. Luckily, her schooling taught her how to develop a community outreach program. But Shae’s project didn’t end when the class was over, it was just the beginning of a hard-fought goal to change the lives of low-income + at-risk families, permanently.

Fit2beKids is now a thriving non-profit that encourages long-term health and educates about the dangers of sedentary lifestyles, using the great outdoors as a catalyst for change.

— O U R —

VISION

To empower at-risk youth to lead mentally-, physically- and emotionally- balanced lives, thereby enhancing their well-being as well as that of the community as a whole.

— O U R —

MISSION

To fully educate at-risk youth and their families on nutrition and physical activity; as well as social/emotional character development through guided-discovery learning.

— O U R —

VALUES

To create a guided-discovery learning environment that is built on trust, courage, respect and balance; where children can develop necessary social, emotional, cognitive and dexterous skills to empower themselves in leading a wholesome life.



PROMOTING HEALTH

Through nutrition education, physical activity and character development programs; our intention is to promote positive reinforcement of change, reduce problematic health risks, increase obesity awareness, and improve the overall wellness of at-risk youth and their families.



CHILD

Core Competencies &

NUTRITION + MOVEMENT



Anticipated Outcomes, Measures &

STRATEGIES



RESEARCH

Foundation & Data Collection



OUR FOUNDATION

— of health & wellness —

WHERE

we make an impact

COMMUNITY

- ✓ Access to safe and fun venues for all children
- ✓ Establish corporate and community partnership

SCHOOL

- ✓ Students maintain health-enhancement levels
- ✓ The President's Challenge & Nutrition Education

HOME

- ✓ Educating parents about nutrition and physical activities
- ✓ Parents facilitation of eating healthy and getting active



CURRENT

— program s —



Saturday FIT N' FUN

The founding idea behind its mission where health and wellness are addressed at the family unit level. While the program is designed for community youth, parent participation is required to build a holistic approach to family health.

1

After School EARN IT

A fun, engaging and potentially everlasting, health and wellness goal-oriented activity designed to build basic understanding of “effort, progress and reward” at the personal character level. The program is unique in its approach to physical activity, emotional development and cognitive skills.

2

Summer ADVENTURE STEAM CAMP

Built on the 7-Dimensions of Wellness, where each week's activities are designed to develop a better understanding and stronger adoption of the dimensions. The experience-based learning environment is facilitated in the outdoors where children can interact with nature.

3

BMI

Pre-test overall average = 17.8
Post-test overall average = 15.6
Largest % decrease = 8 pts. (21.5-13.5) or 37.2%

WAIST CIRCUMFERENCE

Pre-test overall average = 24.3 inches
Post-test overall average = 23.4 inches
Largest % decrease = 3.5 inches (23-19.5) or 22%

RHR

Pre-test average = 107.5 BPM
Post-test average = 94.8 BPM
Largest % decrease = 27 BPM (104-77) or 26%

FLEXIBILITY

Pre-test average = Toes
Post-test average = Past Toes
Largest % increase = 42.2%

ABDOMINAL STRENGTH

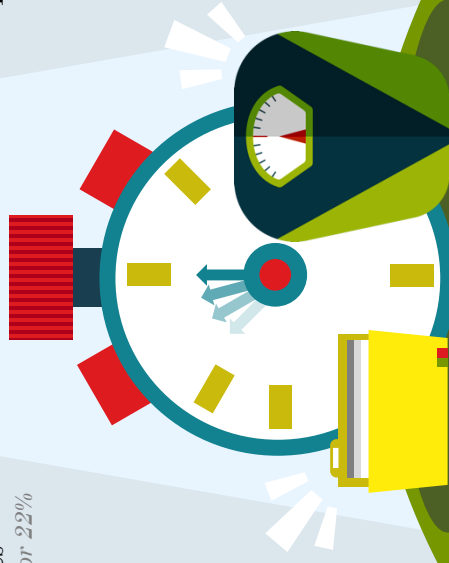
Pre-test overall average = 11.5 sit-ups
Post-test overall average = 14.5 sit-ups
Largest % increase = 9 (15-24) or 38%

UPPER BODY STRENGTH

Pre-test overall average = 8.6 push-ups
Post-test overall average = 13.9 push-ups
Largest % increase = 8 push-ups (5-13) or 62%

AEROBIC ACTIVITY

Pre-test overall average = 25.54 steps
Post-test overall average = 33.18 steps
Largest % increase = 19 (3-24) or 79%



— PROVEN RESULTS —

53 kids were recorded from January to July with success!

All reported statistics have been calculated and professionally endorsed by Dr. Terry Olson.





WE SUPPORT + LOVE EACH OTHER

through health + wellness



GOALS

Create

AWARENESS

To raise the awareness of our community's children and their parents' ability to recognize the link between obesity and severe-chronic health risks.

Reduce

PREVALENCE

To reduce the prevalence of obesity in underserved children.

STRATEGIES

Provide

OUTREACH

Provide outreach programs (Fit 'n Fun Club, Earn-A-Bike, Summer Camp, Health Fairs) through Hospitals, pediatricians, the City, State Health Department and to local school districts; school age children and their parents at local area parks.

Set

GOALS

Conduct one-on-one counseling (goal setting) sessions.

Track

PROGRESS

To track pre and post results from each child based on 7 categories: Flexibility, Muscular Endurance, Muscular Strength, Cardio-Respiratory Function, Body Composition, and Nutrition.

MEASURES

Participate

TOGETHER

Classes will be held on Saturday mornings at local area parks. F2BK will offer afterschool programs (Earn-A-Bike) throughout the school year, as well as offer an 8 week summer sports day camp. We will participate in several health fairs/events, Fun Runs, 5k's, Anti-Drug Walks. Turkey Trot, etc.

Track

RESULTS

We will track our results of each child seen over a course of 12-16 weeks and incorporate 1-3 healthy positive habits for fitness and nutrition.

Test

FITNESS

FITT tests – performed at the entrance of every program and every 12-16 weeks thereafter until program has been completed. Our FITT testing consists of age, height, weight, BMI, RHR, THR, girth measurements, sit ups, push ups, sit and reach, and 30-60 second (depending on age) 1 mile run.

OUR CORE TEAM

Fit2beKids group of experts



SHAE GAWLAK

Executive Director + Founder

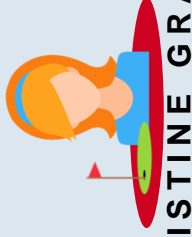
BS in Nutrition from Kaplan University, Exercise Sports Science Adjunct Professor at Concordia University, PT NASM Certified, 26 years physical fitness experience working with children, teens and adults



JENNIFER MARQUEZ-DOUGHERTY

Fundraising Events + Youth Director

National CARA Track Coach, 15 years experience coaching track & field and gymnastics, 10 years experience as APEX Summer Camp Director in CO and 16 years as a volunteer coach for the Special Olympics



CHRISTINE GRAHAM-RAWLINGS

Grant Manager

Professional Certificate in Grant Writing, SDSU, San Diego, CA
Ph.D. Applied Child Development, Tufts University, Medford, MA
M.A Applied Child Development, Tufts University, Medford, MA



SUMMER GOEBEL

Program + Marketing Director

BS in Kinesiology from Cal State University of Long Beach, minor in Health Science, Certified Health Education Specialist and a Youth Exercise Specialist, two years as Program Director for the Laguna Beach Boys & Girls Club



MAXINE MANZ

Director of Operations

BS in Computer Information Systems from California Polytechnic University, Pomona
Information technology developer, business analyst and project manager



WILLIAM COOK

Community Youth Coach

PT ISSA Certified, 20 years experience in the fitness industry, Former United States Navy working and training with Salvage/Rescue Divers

Local Businesses

Pediatricians

Local Universities

Local School Districts K - 12

Local Cities

Ambassadors

Volunteers

Hospitals

State Health Department

community sustainability through

— PARTNERSHIPS —



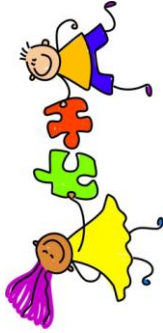
— our future is in —
TECHNOLOGY

WEB + MOBILE APPLICATION

- ✓ Data Integration
- ✓ Data Workflow
- ✓ Health Records (FITT Testing)
- ✓ Social Media
- ✓ Video
- ✓ Push Notifications (vm, text, email)
- ✓ Family Access
- ✓ Doctor Access
- ✓ Volunteer Access



**HOW YOU
CAN HELP**



HOW

you can make a difference

PROGRAM EXPANSION

- ✓ New program Chapter — Fit2beKids Chapters across the Nation
- ✓ Initial start up program costs

TECHNOLOGY DEVELOPMENT

- ✓ Development of interactive mobile applications + on-going support
- ✓ On-going support of Classy.org fundraising + registration technology platform
- ✓ Donor platform, Salesforce1 + integration with fundraising platform
- ✓ Social Media campaigns

EDU-TAINMENT NUTRITION + MOVEMENT PROGRAMS

- ✓ Providing YEAR-ROUND Fit 'n FUN Club + enrichment programs
- ✓ Promoting the 7-Dimensions of Wellness through nutrition education, + movement; enhancing social-emotional character development-- through guided-discovery enrichment programs
- ✓ Data collection which includes The President's Challenge + 6 components of fitness + nutrition

CURRICULUM DEVELOPMENT

- ✓ Development of 4 individual enrichment programs: Together We Run, CHOP! A Nutrition, WWOW + Paying It Forward
- ✓ "My Courageous Journey to Health" — Health Journal

FAMILY SUPPORT



F2BK 2016-2017 ANNUAL PROGRAM BUDGET	COMMUNITY SPONSORS/DONORS/ GRANTS	IN-KIND VOLUNTEER HOURS	TOTAL PROGRAM BUDGET
PROGRAM OPERATING COSTS			
FAMILY FIT 'N FUN CLUB (100 kiddos + 50 parents)			
--Together We Run, Across the Nation (12-week program)	\$ 25,000.00	\$ 5,000.00	\$ 30,000.00
--Go Nuts! A Nutrition Team Competition (12-weeks)	\$ 30,000.00	\$ 5,000.00	\$ 35,000.00
--WWOW (Wonderful World of Wacky Sports) (12-weeks)	\$ 25,000.00	\$ 5,000.00	\$ 30,000.00
--Paying It Forward (12-weeks)	\$ 30,000.00	\$ 5,000.00	\$ 30,000.00
AFTER SCHOOL PROGRAMS (Spring/Fall) (100 kiddos)			
--Earn It (8-weeks) (\$25,000 x 2 seasons)	\$ 50,000.00	\$ 10,000.00	\$ 60,000.00
SUMMER CAMP (100 kiddos)			
--Adventure STEAM Camp (8-weeks)	\$ 75,000.00	\$ 10,000.00	\$ 85,000.00
TOTAL OPERATING COSTS		\$ 235,000.00	\$ 40,000.00
			\$ 275,000.00

Entertainment

Education

Mobile Kitchen

Movement

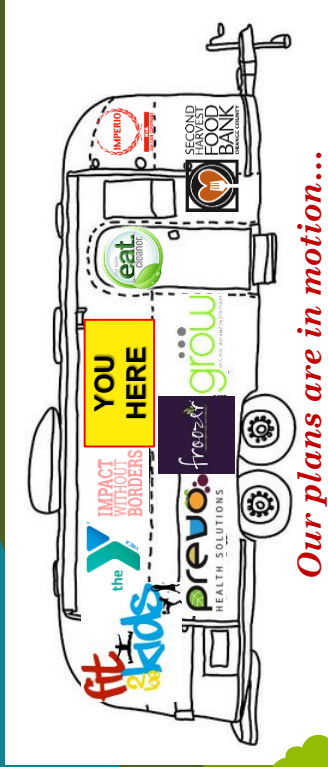
Nutrition

Local School Districts K - 12

Corporate Wellness

Pediatricians + Hospitals

National Events, Health Fairs, Community Food Pantry



Our plans are in motion...



fueled by knowledge...em-”powered” with nutrition

— EDU-TAINMENT —

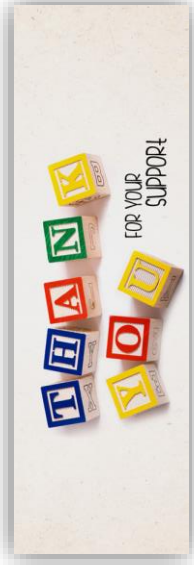
with Eat Cleaner Nutrition



2017 NUTRITION + MOVEMENT MOBILE EDU-TAINMENT PROGRAM BUDGET

	NATIONAL & COMMUNITY SPONSORSHIPS	IN-KIND VOLUNTEER HOURS AND PRODUCTS	TOTAL PROGRAM BUDGET
PROGRAM OPERATING COSTS			
Purchase of 26' Branded Travel Trailer - for cooking demons, food pantry & health fairs	\$ 25,000.00	\$ 10,000.00	\$ 35,000.00
Build out of Travel Trailer	\$ 30,000.00	\$ 15,000.00	\$ 45,000.00
Travel Trailer Registration	\$ 500.00	\$ 0.00	\$ 500.00
Waste Fees	\$ 2,400.00	\$ 0.00	\$ 2,400.00
Fuel	\$ 9,600.00	\$ 0.00	\$ 9,600.00
Insurance	\$ 2,500.00	\$ 0.00	\$ 2,500.00
Program Marketing - Music Video + Dance Production -Filming, production and distribution of (15) 5-minute cooking edutainment series to leverage across platforms, including at events and schools, YouTube, social media and grassroots programs, as well as all printed/branded materials, including curriculum. **Edutainment soundtrack and video development project execution and oversight [to come later].	\$ 30,000.00	\$ 10,000.00	\$ 40,000.00
Program Chef	\$ 25,000.00	\$ 5,000.00	\$ 30,000.00
Program Youth Coordinator	\$ 15,000.00	\$ 5,000.00	\$ 20,000.00
Program Equipment - Cooking equipment, roll-out stage, monitors, tables, etc.; (in-kind donations)	\$ 10,000.00	\$ 5,000.00	\$ 15,000.00
TOTAL PROGRAM COSTS	\$ 150,000.00	\$ 50,000.00	\$ 200,000.00

CORPORATE SPONSORS



— Details of the —
SPONSORS

SELECT A LEVEL



ANGEL

Includes Knight Level + Press Releases in local newspapers

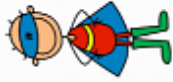
\$50,000



KNIGHT

Includes Hero Level + Exposure at two (2) park program locations (Bannerst / Traction Report)

\$25,000



HERO

\$15,000
 Exposure at 1000's



**FISCAL YEAR 2017-2018 Fit2beKids
WHERE NUTRITION + MOVEMENT EDU-TAINMENT
MEETS NATIONAL HEALTH EVENTS
CORPORATE SPONSOR LEVELS**

	# OF	SPONSOR DOLLARS
<p>HEROS – LOCAL Brand Awareness: advertising/promotion and sampling of company products for 18-months (July-December 2017 & January-December 2018). Recognition: small company logo (18"x18") on mobile unit; logo on all F2BK program literature (brochures, flyers, media kits, etc.); logo displayed on website under SPONSORS and on all social media platforms; announcements for initial support through print communications (press releases, magazines, newsletters). Metrics: exposure to the public; through the mobile unit only, during this sponsored year is estimated to exceed more than 250,000 people through cooking demonstrations and classes at public and private schools, corporate and city health fairs, and private events, etc.</p>	20	\$ 10,000
<p>KNIGHT – NATIONAL Brand Awareness: Includes HEROS sponsorship (+) medium company logo (1.5'x1.5') on mobile unit; Recognition: logo on promotional marketing such as t-shirts, banners, bags, hats and other items; promotional print communications for ALL EVENTS at local schools (elementary, middle and high), health fairs, trade shows, seminars, etc. Metrics: exposure to the public at 11-separate large national events (Fitness on the Rock, in CO; Fit Expo in L.A., Philadelphia, Chicago, San Jose, Anaheim, Ft. Lauderdale) with total attendance exceeding more than 500,000 people during the sponsored year. **Product Sponsorships, too**</p>	15	\$20,000
<p>ANGEL – NATIONAL Brand Awareness: Includes KNIGHT sponsorship (+) large company logo (2.5'x2.5') on mobile unit, Recognition: promotional communications, including video (YouTube, Vimeo, F2BK website) for ALL EVENTS at local schools (elementary, middle, high), health fairs, local and national trade shows, seminars, etc.; logo displayed on F2BK website landing page footer; first right of refusal with discounted renewal. Metrics: see KNIGHT level. **Product Sponsorships, too**</p>	<u>10</u>	\$30,000
	ANNUAL TOTALS	45

CORPORATE

partnerships



www.fit2bekids.org

Daniel G. Amen, M.D.



**OUR
ORGANIZATION**

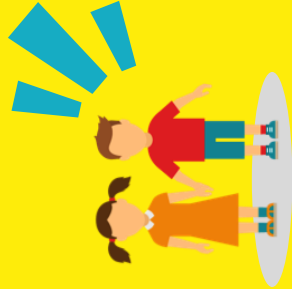
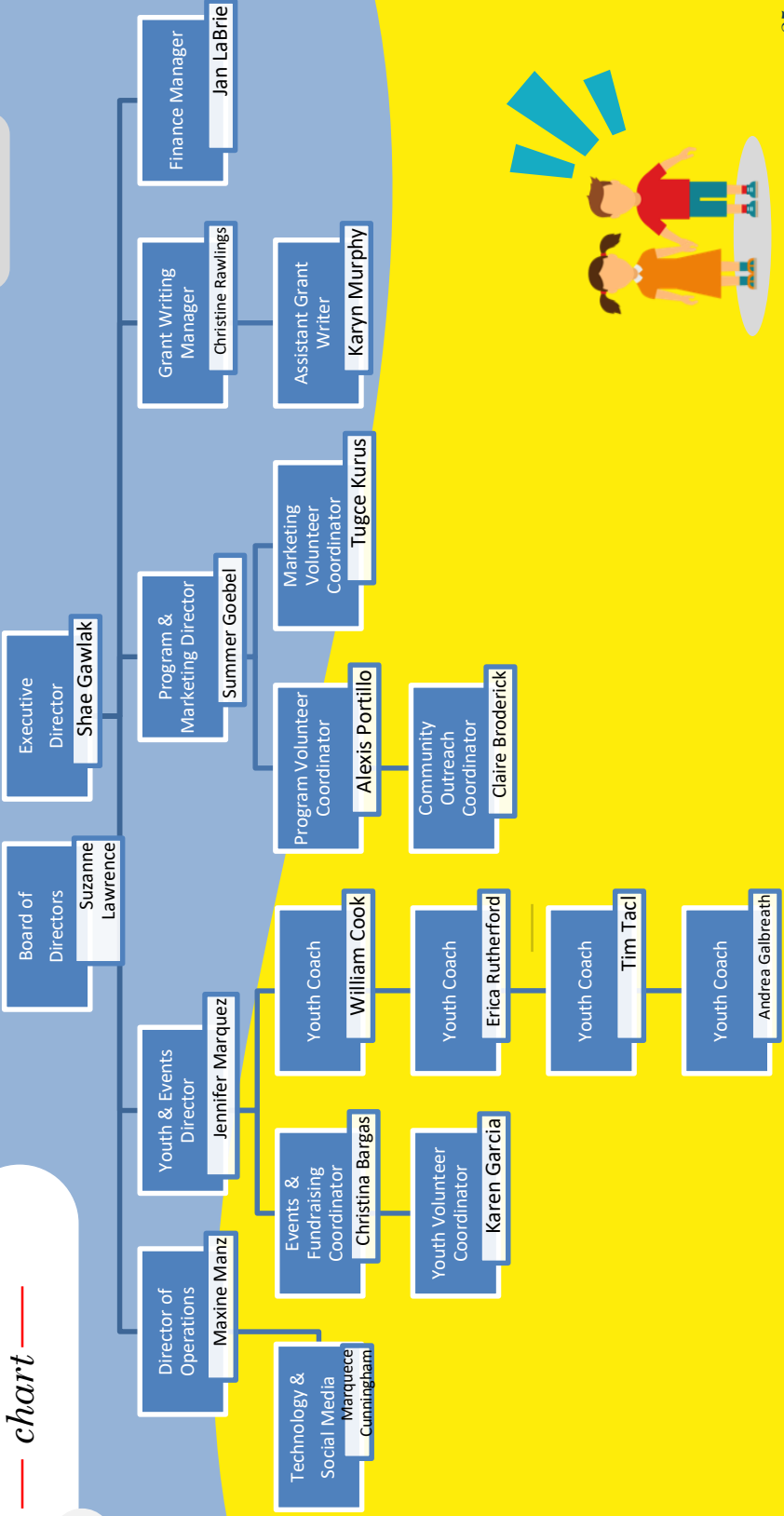


Non-Profit
Organizations



ORGANIZATIONAL

— *chart* —



DISCUSSION

- e. Wellness Center Use Criteria

2019 STRATEGIC PLANNING
FRHD Wellness Center Use Criteria

Organizations and individuals who wish to use Wellness Center Facilities must meet the following criteria:

1. Services and activities must address and/or include one of the following:
 - a. High Cholesterol
 - b. Hypertension
 - c. Type 2 Diabetes
 - d. Eye Problems/Eye Disease
 - e. Obesity
 - f. Anxiety
 - g. Depression
 - h. Adolescent Health
 - i. Behavioral Health
 - j. Prevention Initiatives
2. Services and activities must not compete with existing services and activities within the District.
3. The user must agree to fulfill FRHD quality and customer service conditions.
4. Advertising cites partnership with FRHD
5. Length of lease/agreement may be for short periods of time, as well as up to 2 years with renewal options.
6. There will be 1st right of refusal for existing District service providers.
7. Use fees can vary from free for qualified non-profits to ??????????

DISCUSSION

- f. Blue Zone interviews outcome measurement, alternative solutions; next steps

DISCUSSION

- g. Lyft partnership- next steps