

# ANNUAL REPORT

2023-  
2024

Celebrating a year of dedicated service, we reflect on the strides made in advancing the health and well-being of our community.



Our Promise to the Community:

# Leading the Way to Better Health, Shaping Our Community's Future.

Dear Community Members,

As we reflect on 2023-2024 year, we are grateful for your unwavering support in helping us strengthen the health and well-being of the Fallbrook, Bonsall, Rainbow, and De Luz communities. Together, we have made Fallbrook Regional Health District (FRHD) a vital resource for local health services and initiatives.

"In 2024, FRHD's board and staff continued to build upon our success by funding worthwhile projects, investing in community infrastructure, and providing valuable programs," shared Bill Leach, Board Chair. With these investments, we support our residents' current health needs and lay the groundwork for a stronger future.

Thanks to our 2020 strategic direction, we've seen impactful outcomes from initiatives like Mental Health First Aid and CDC+ recognition for our Lifestyle Change – Diabetes Prevention program. "These programs illustrate our commitment to health promotion and disease prevention," said Rachel Mason, CEO. These achievements reflect our shared vision of a healthier, more connected community.

This year emphasized the importance of collaboration in shaping our programs and prioritizing resources where they're needed most. Your dedication inspires us as we continue to innovate and address emerging needs for everyone's well-being.

*With sincere appreciation,*



*William "Bill" Leach*  
Board Chair



*Rachel A. Mason*  
Chief Executive Officer

# 2023-2024 FRHD HIGHLIGHTS

Explore our 2023-2024 highlights, showcasing key health concerns, media presence, and our ongoing commitment to community communication and engagement.

## SOCIAL PRESENCE

   **1,934**  
SOCIAL MEDIA FOLLOWERS

### TOTAL ENGAGEMENT

**5,376**

Engagements include likes, comments and shares on posts.

### TOTAL IMPRESSIONS

**89,877**

This is how many times our content was displayed across all social channels.

## MEDIA PRESENCE

**7**  
MENTIONS IN NEWS MEDIA

 **7**  
NEWS RELEASES

**TOP 5**  
Health Concerns

- Diabetes
- Obesity
- Hypertension
- Mental Health
- Disease Prevention

## COMMUNITY RESOURCE NAVIGATOR

**142**  
TOTAL REFERRALS

**69**  
TOTAL OUTGOING REFERRALS

**TOP 3**  
Needs

- Housing
- Senior Needs
- Healthcare

## COMMUNICATION & ENGAGEMENT

 **789,088**  
WEBSITE VISITS

 **22**  
OUTREACH EVENTS

 **4,548**  
EMAIL CONTACTS

**TOP 3**  
Organizations

- Interfaith Community Services
- Foundation for Senior Care
- Palomar Family Counseling Service, Inc.

## COMMUNITY HEALTH & WELLNESS CENTER

 **12,000**  
VISITS

 **1,237**  
PUBLIC & CLUB EVENTS

 **120**  
MENTAL HEALTH FIRST AID TRAINED

 **1,000**  
SUPPORT GROUP VISITS

 **242**  
WELLNESS WEDNESDAY ATTENDANCE

 **300**  
EYE ON HEALTH YOUTH FESTIVAL ATTENDANCE

# FRHD Influence &<sup>4</sup> Board of Directors

The defined boundary of the Fallbrook Regional Health District is inclusive of Fallbrook, Bonsall, Rainbow and De Luz. The service area is approximately 110.5 square miles. There are approximately 57,000 residents within this boundary.



Jennifer Jeffries, Zone 1  
current term 2022-2026



Mike Stanicek, Zone 2  
current term 2022-2024



Bill Leach, Zone 3  
current term 2022-2026



Barbara Mroz, Zone 4  
current term 2020-2024



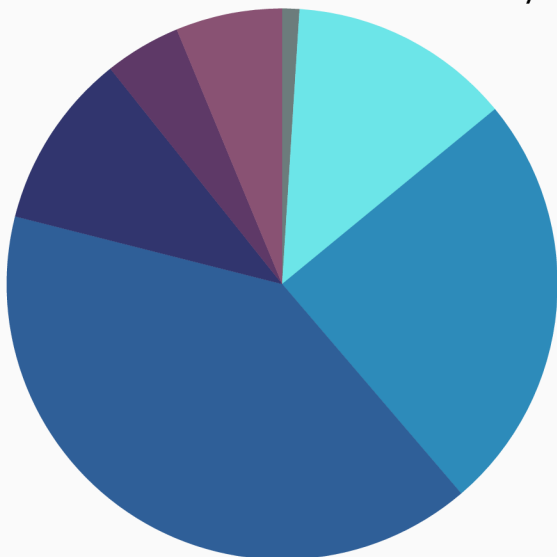
Howard Salmon, Zone 5  
current term 2024-2026

Board Directors are elected by zone.  
View the five zones and District map  
at [fallbrookhealth.org/structure](http://fallbrookhealth.org/structure) or  
scan the QR code.



## Funding the Friendly Village

The Fallbrook Regional Health District received \$2,494,926.18 in revenue for fiscal year 2023-2024. Operating expenses were \$2,186,357.14, with \$759,128.99 allocated for Community Health Contracts to support local nonprofits and care providers. The chart shows how funds were used to enhance community health.



- Outreach & Education: 1%
- District Direct Care Programs: 13%
- Community Health Contracts - Grants: 24.7%
- Staffing Expenses: 40.2%
- General Administration: 10.3%
- General Counsel & Consulting: 4.5%
- Facilities: 6.2%



For more information about the grants program, visit [www.fallbrookhealth.org/financial](http://www.fallbrookhealth.org/financial).

# District Staff <sup>5</sup>

## Administration



Judith Oswald  
Chief Administrative  
Officer\*



Raquel Williams  
Board Clerk &  
Executive  
Assistant\*



Tracy Rosalee  
Receptionist



Jasmine Thomas  
Outreach &  
Communications  
Coordinator

## Community Health & Wellness Center



Theresa Geracitano  
Chief Programs  
Officer



Patty Taylor  
Center Staff\*



Bianca Heyming  
Programs  
Coordinator



Katia Elizondo-Marquez  
Community Resource  
Navigator\*

\* We proudly offer bilingual Spanish/English staff to better serve our community.

## TAKE ADVANTAGE OF RESOURCES

### FRHD ENEWS

[www.fallbrookhealth.org](http://www.fallbrookhealth.org)

Monthly e-newsletter that highlights District news and upcoming events.

### FRHD NEWS

[www.fallbrookhealth.org/news](http://www.fallbrookhealth.org/news)

District's press releases with news and features.

### PROGRAMS & INITIATIVES

[www.fallbrookhealth.org/programs](http://www.fallbrookhealth.org/programs)

Our programs and initiatives promote wellness and enhance community life.

### EVENTS

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

Share and view upcoming District related events.

### COMMUNITY RESOURCE NAVIGATOR

[www.fallbrookhealth.org/community-resource-navigator](http://www.fallbrookhealth.org/community-resource-navigator)

Connect you with essential health services and support within the community.

### OTHER RESOURCES

[www.fallbrookhealth.org](http://www.fallbrookhealth.org)

Latest updates, resources, and information on community health, and much more.

## Partnering with Others

FRHD frequently partners with other organizations and associations to amplify our impact and deliver even greater health benefits to our community.



## Awards & Appointments

Our district is honored by the awards and appointments that recognize our commitment to excellence and leadership in community health.

- Association of California Healthcare District's 2024 District of the Year
- Bonsall Chamber of Commerce Non-Profit of the Year
- Boys & Girls Clubs of North County - Helping Hands Award
- Re-Certification of ACHD Best Practices in Governance
- Rachel Mason appointed to ACHD Board of Directors



## Community Health Contract Grants

Our Community Health Contract Grants fund vital programs and services that address key health needs, empowering local organizations to make a lasting impact.

» For more information about the grants program, visit [www.fallbrookhealth.org/grants](http://www.fallbrookhealth.org/grants).

 <b>BOYS &amp; GIRLS CLUBS</b> OF NORTH COUNTY <b>\$57,258</b>	 <b>Fallbrook</b> FOOD PANTRY <b>\$75,000</b>	 <b>Fallbrook</b> Senior Center <b>\$47,000</b>	 <b>REINS</b> <b>\$25,000</b>	 <b>THE FOUNDATION</b> FOR Senior Care <b>\$140,000</b>
 <b>Michelle's Place</b> Cancer Resource Center <b>\$48,662</b>	 <b>pfcs</b> Palomar Family Counseling Service, Inc. <b>\$66,860</b>	 <b>COMMUNITY</b> HEALTH SYSTEMS, INC. <b>\$60,000</b>	 <b>North County</b> Fire Protection District <b>\$155,284.68</b>	

## Youth Fitness Grants

Our Community Health Contract Grants fund vital programs and services that address key health needs, empowering local organizations to make a lasting impact.

» For more information about the grants program, visit [www.fallbrookhealth.org/grants](http://www.fallbrookhealth.org/grants).



Bonsall Fallbrook  
Little League  
**\$5,000**



BOYS & GIRLS CLUBS  
OF NORTH COUNTY

Boys & Girls Clubs  
of North County  
**\$5,000**



Boys Warriors  
Soccer Booster, Inc.  
**\$5,000**



Fallbrook Band  
Booster, Inc.  
**\$5,000**

## FRHD Unveils New Non-Profit: The FRHD Foundation

The Fallbrook Regional Health District Foundation received its 501(c)3, tax exempt nonprofit status this last year. We're excited to have this option to bring more services and care to the community. Here's how the FRHD Foundation will bring about more services and care: 1) having a nonprofit foundation will allow us to seek competitive grants from private, County, State and Federal funders, 2) we can serve as the fiscal agent with smaller nonprofits to seek collaborative grants from State and Federal sources, and 3) we can accept gifts from individuals to support programming and give that donor a tax deduction for their contribution. All of these sources of funds will allow us to contract with providers and develop new programs to address local needs.

It's actually pretty common for Health Districts to have a Foundation for these types of services. In fact, our local Foundation for Senior Care was originally founded as the Health District's foundation for the hospital. When we leased the hospital to CHS (a for-profit entity), the Foundation's Board chose to spin off and offer services in the form you see today at the Foundation for Senior Care. That was nearly 25 years ago, and so we've launched the FRHD Foundation to focus on the Health District's updated strategic initiatives; Health Promotion and Disease Prevention.

» For more information about the FRHD Foundation, visit [www.fallbrookhealth.org/frhd-foundation](http://www.fallbrookhealth.org/frhd-foundation).



# Fallbrook Regional Health District Named 2024 District of the Year by The Association of California Healthcare Districts (ACHD)

The Fallbrook Regional Health District (FRHD) was recently recognized as the 2024 District of the Year by the Association of California Healthcare Districts (ACHD) during its 72nd Annual Meeting: Building Bridges Together, Cultivating Positive Connections. This prestigious award celebrates FRHD's leadership and unwavering commitment to the health and wellness of the communities it serves. "This year's recipient is incredibly dedicated to their employees and communities. During these challenging times in health, they continue to provide unwavering support and leadership," said Cathy Martin, CEO of ACHD. "We are honored to celebrate the District's commitment to providing access to health and wellness services in their communities."

FRHD is making strides in community health with its innovative Lifestyle Change Program for Diabetes Prevention. In response to rising rates of prediabetes and obesity in the region, the District created a comprehensive, evidence-based program that focuses on sustainable lifestyle changes. Partnering with organizations like the J. Moss Foundation's Skinny Gene Project and training staff as certified Lifestyle Coaches, FRHD has ensured the program's effectiveness and accessibility for residents.

This recognition reflects FRHD's dedication to enhancing the well-being of Fallbrook, Bonsall, Rainbow, and De Luz, and their continued efforts to provide vital health services that meet the needs of the community.



» For more information about the District visit [www.fallbrookhealth.org](http://www.fallbrookhealth.org)



# FRHD's Lifestyle Change Program for Diabetes Prevention Receives High Praise

In the face of rising diabetes rates, Fallbrook Regional Health District (FRHD) has successfully launched an innovative Lifestyle Change Program for Diabetes Prevention, reaffirming its commitment to improving health outcomes for residents of Fallbrook, Bonsall, Rainbow, and De Luz. This initiative was developed in response to a comprehensive needs assessment conducted by FRHD in 2020, which identified obesity and Type 2 diabetes as significant health concerns in the region.

The district developed the Lifestyle Change Program with guidance from the J. Moss Foundation's Skinny Gene Project and offered it at the FRHD Community Health & Wellness Center, ensuring accessibility through Medicare and other insurance coverage. Its success is highlighted by Full Plus Recognition from the CDC, reflecting a commitment to high standards in diabetes prevention. Collaborating with community stakeholders, the program uses evidence-based strategies to address prediabetes and Type 2 diabetes, combining diet and physical activity support with ongoing coaching from certified Lifestyle Coaches. As a result, 50% of participants who remained in the program for at least six months achieved a 5% weight loss, significantly lowering their diabetes risk and improving overall health indicators like triglycerides, sleep quality, and mental health.

One participant shared how this program has improved their health beyond expectations: "At my last cardiologist visit, my blood panels had come back to normal range, and he asked what I was doing differently. This Lifestyle Change Program is helping me achieve my goal to stay healthy."

The FRHD Lifestyle Change Program is a model for other districts and communities striving to prevent chronic health conditions, reduce healthcare costs, and improve residents' quality of life. By emphasizing strategic funding, strong community partnerships, and evidence-based interventions, FRHD is setting a new standard for community health initiatives.



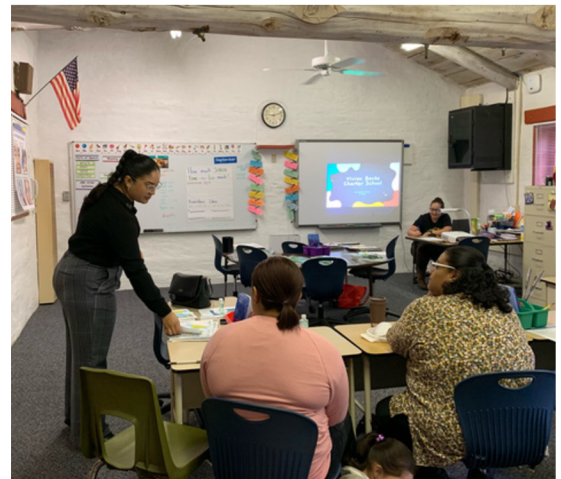
For more information about the Lifestyle Change Program visit [www.fallbrookhealth.org/lifestyle-change-program-diabetes-prevention](http://www.fallbrookhealth.org/lifestyle-change-program-diabetes-prevention).

# District Spotlight: Breaking Barriers – Community Resource Navigator Supports Local Residents

The Fallbrook Regional Health District (FRHD) enhances community health and wellness through essential resources, education, and preventive care for Fallbrook, Bonsall, Rainbow, and De Luz. Our Community Resource Navigator, Katia Elizondo Márquez, plays a key role by addressing economic barriers and basic needs like housing, food, and transportation. She helps residents connect with local resources and services. A great example of her impact is how she recently assisted a resident with application support.



The client was referred to Ms. Elizondo Márquez by a local organization for assistance with an application he needed to send for Housing Transition Navigation Services. The client had a harrowing backstory, having suffered two strokes, two heart attacks, and falling into a medical coma last year. Upon waking six months later, he lost everything and has been homeless since his discharge from the hospital. He had difficulty filling out the application and, despite reaching out to his medical provider and other organizations for assistance, they were unable to help him. Ms. Elizondo Márquez was unfamiliar with the form, but she reassured him that they could figure it out together. They worked on the application and sent it off, and within just 30 minutes, they received a response. By the next morning, the client was approved. Additionally, Ms. Elizondo Márquez helped him complete his social security disability application. He encountered numerous dead ends with available resources but expressed immense gratitude for the help he received. "What a great way to start the day!" he said.



» To connect with our Community Resource Navigator, visit [www.fallbrookhealth.org/community-resource-navigator](http://www.fallbrookhealth.org/community-resource-navigator).

# District Spotlight: FRHD Celebrates First Full Year of Programming at Community Health & Wellness Center

Fallbrook Regional Health District (FRHD) is proud to announce the successful completion of its first full year of programming at the Community Health & Wellness Center, having welcomed over 12,000 visits from residents seeking health and wellness support. This year's programming made an impact with 1,237 public and club events, 120 individuals trained in Mental Health First Aid, and 1,000 support group attendees. The center also hosted 242 participants in Wellness Wednesday workshops, held 71 counseling service appointments, welcomed 300 attendees to the "Eye on Health" event, and provided meeting space for 25 local organizations.

"We're thrilled to see such strong community engagement in our first year," said Rachel Mason, CEO of FRHD. "This milestone affirms our commitment to making vital health resources and programs accessible to all residents of Fallbrook, Bonsall, Rainbow, and De Luz."

As FRHD continues to expand its services, the Community Health & Wellness Center is set to remain a vital community resource for improving health and wellness across the region.

» For more information on FRHD programming, visit [www.fallbrookhealth.org/programs](http://www.fallbrookhealth.org/programs)






### District Office:

 138 S. Brandon Road  
Fallbrook, CA 92028

### Community Health & Wellness Center Office:

 1636 E. Mission Road  
Fallbrook, CA 92028

### Hours of Operation:

 Monday thru Friday  
9:00 AM - 5:00 PM

 (760) 731-9187  
**Phone**

 hello@fallbrookhealth.org  
**Email**

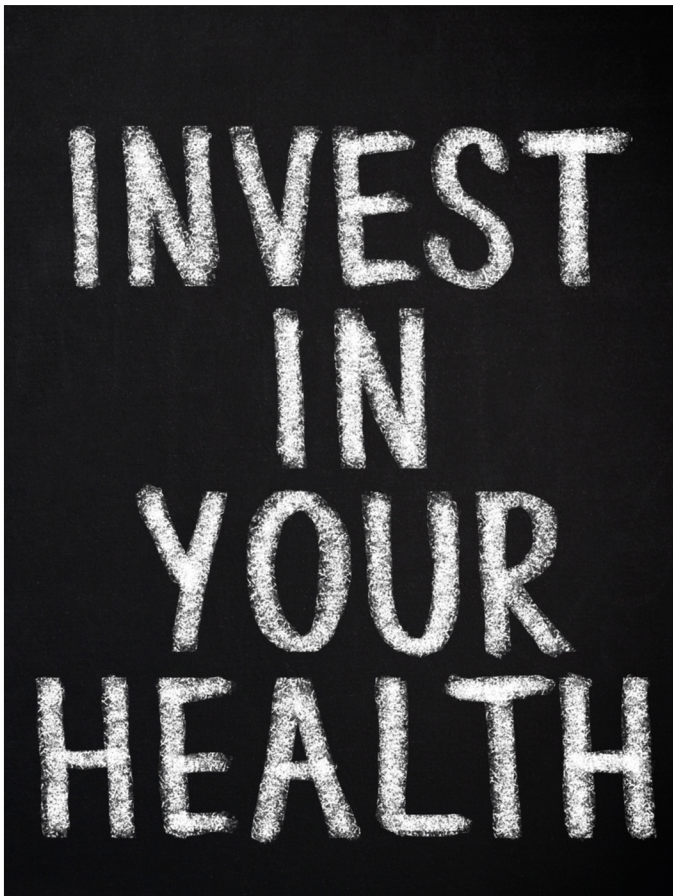
 www.fallbrookhealth.org  
**Website**

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 [linkedin.com/company/FallbrookRegionalHealthDistrict](https://linkedin.com/company/FallbrookRegionalHealthDistrict)



### FRHD MISSION

By directing resources to community nonprofits and engaging highly skilled staff, partners and passionate volunteers the Fallbrook Regional Health District endeavors to offer health and wellness services to our served communities of Bonsall, De Luz, Fallbrook and Rainbow.

### FRHD VISION

A California recognized Health District that delivers the highest quality health and wellness programs and services to support a greater life span for the local community.

### FRHD 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.