



**AGENDA
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE**

Wednesday, January 26, 2022 at 5:30 P.M.

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: Kate Schwartz-Frates and Howard Salmon

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
3. Discussion Items
 - a. Government
 - i. National
 - ii. State
 - iii. San Diego County & Live Well Updates
 - b. Public Engagement
 - i. COVID-19 Updates
 - ii. NCFPD – Public Outreach/Communications Specialist
 - c. Brand/Logo Refresh
 - i. Community Health & Wellness Center
 - ii. FRHD Foundation
4. Board Comments and Future Agenda Items
5. Adjournment

I certify that on January 25, 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

GOVERNMENT/PUBLIC ENGAGEMENT REPORT – JANUARY

Government

National

- **COVID-19**
 - CDC Endorses ACIP's Updated COVID-19 Vaccine Recommendations
Today, CDC is endorsing updated recommendations made by the Advisory Committee on Immunization Practices (ACIP) for the prevention of COVID-19, expressing a clinical preference for individuals to receive an mRNA COVID-19 vaccine over Johnson & Johnson's COVID-19 vaccine. The U.S. supply of mRNA vaccines is abundant – with nearly 100 million doses in the field for immediate use.
 - The Food and Drug Administration (FDA) provided emergency authorization for people aged 16–17 to get a third dose of the Pfizer vaccine. They will be eligible for the shot 6 months after the second dose. Read more about this story in our live updates article. [Read Medical News Today.com.](#)
 - Transmission of SARS-CoV-2 in K-12 Schools and Early Care and Education Programs information link: https://www.cdc.gov/coronavirus/2019-ncov/community/schools-childcare/k-12-guidance.html#anchor_1625661937509
 - This guidance emphasizes implementing layered prevention strategies (e.g., using multiple prevention strategies together consistently) to protect students, teachers, staff, visitors, and other members of their households and support in-person learning.
 - Vaccination is the leading public health prevention strategy to end the COVID-19 pandemic. Promoting vaccination can help schools safely return to in-person learning as well as extracurricular activities and sports.
 - Due to the circulating and highly contagious Delta variant, CDC recommends universal indoor masking by all students (age 2 and older), staff, teachers, and visitors to K-12 schools, regardless of vaccination status.

Additional Information on current CDC recommendations for children and teens:

<https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/children-teens.html>

Total US Cases: 57,898,239 **Total Deaths in US:** 829,740 **Vaccines Administered:** 515,162,867

State

- **COVID-19**
 - Stats
 - 65,613,968 total vaccines administered.
 - 79.8% of the eligible population (5+) has been vaccinated with at least one dose.
 - California has 5,530,751 confirmed cases to date.
 - There have been 76,049 COVID-19 deaths since the start of the pandemic.
 - COVID-19 claims the lives of 44 Californians each day (average daily death count over 7 days).
 - Frequently Asked Questions
 - CA Dept of Public Health K-12 Schools Guidance/FAQs: [Click here.](#)
 - Vaccination and Booster Shot appointments: myturn.ca.gov
 - Vaccination record in digital form is available at: <https://myvaccinerecord.cdph.ca.gov/>
 - How long to quarantine or isolate: covid19.ca.gov

- **HEALTH**

- **Forecasting 2022 Health Issues:** The Newsom Administration has several large health and behavioral health initiatives being implemented in 2022. The major health initiatives being launched in 2022 can be found on the weekly [summary](#).
- **Behavioral Health Infrastructure Funding: A Closer Look:** The state has launched a [website](#) for information about both the Behavioral Health Continuum Infrastructure Program (BHCIP) and the Community Care Expansion (CCE) Program. The BHCIP offers six rounds of funding through Requests for Applications (RFAs).

- **INFRASTRUCTURE**

- **State Announces Initial List of 18 Open-Access Middle-Mile Broadband Location:** In mid-November, the California Department of Technology (CDT) released details regarding the [first 18 projects](#) selected as part of the statewide open-access middle-mile broadband network effort. **Of Note: Our area appears to be included in Project #18. The next middle mile advisory comm meeting was scheduled on 12-15-21.**

- **BUDGET**

- **Legislative Analyst's Office 2022-23 Fiscal Outlook:** On November 17, the Legislative Analyst's Office (LAO) released its annual report: [The 2022-23 Budget, California's Fiscal Outlook](#). For those tracking state revenues closely, the good news may come as no surprise, but the LAO is projecting another historic budget surplus for the upcoming fiscal year. **The LAO finds that revenues are growing at historic rates and estimates the state will have a \$31 billion(!) surplus to allocate in 2022-23**, given that revenues already are \$10 billion ahead of Budget Act expectations for this point in the fiscal year
- **Senate and Assembly Release 2022 Budget Priorities:** Last week, both the full Senate and Assembly budget committees released their respective 2022 spending priorities. The plans can be found here: [Senate: Putting California's Wealth to Work for a More Equitable Economy](#) and [Assembly: Delivering Prosperity & Strengthening the Future](#)
- **Highlights of the State Senate Plan:** Support Getting Back to Work: Childcare, Small Businesses, and Essential Workforce. Strengthen Middle Class Families and Reduce Debt. Assist Families and Those in Need and Support Aging Californians. Focus on Health: Improve public health, mental health, access and affordability, Balance Public Safety and Justice
- **Highlights of the State Assembly Plan Include:** Ensure funds go out promptly to prevent wildfires and address the climate crisis • Improve public health infrastructure to protect Californians from COVID-19 and future pandemics

- **NEW LAWS**

In case you missed ACHD's New Laws in 2022 webinar you can [view a copy of the slides here](#) and [register for the on-demand webinar here](#). The webinar included an overview of laws impacting healthcare districts taking effect in January. ACHD.org

San Diego County & Live Well Updates

COVID-19

- SAN DIEGO (KGTV) – San Diego County has distributed COVID-19 testing kits to various libraries around the county, and they are being given out on a first-come, first-serve basis
- While information has helped people stay safe and healthy, incorrect information sometimes increases confusion about health-related issues. The County of San Diego has declared medical misinformation a public health crisis and is working to create a space to help you get accurate and reliable information from credible sources.
- Accurate and reliable information from credible sources: [Click here](#).
- San Diego County vaccine doses and boosters: coronavirus-sd.com/vaccine.

- Early Treatment for COVID-19 and Post-Exposure Prophylaxis with Monoclonal Antibodies are available at the Monoclonal Antibody Regional Centers (MARC): Monoclonal antibodies are proteins made in a lab that help boost the immune system to fight viruses. Monoclonal antibodies have been shown in clinical trials to reduce COVID-19-related hospitalizations and emergency room visits. [Click here for more information.](#)

Fallbrook Regional Health District

- COVID-19 Testing in Fallbrook:

Diagnostic/RT-PCR

- Fallbrook Family Health Center, 1328 S. Mission Rd. (760)451-4720
- Rite Aid, 1331 S. Mission Rd. (760) 728-6063
- FRHD Community Health & Wellness Center, by San Diego County, usually twice a month. [Click here to find testing sites in San Diego County.](#) For further assistance, please call the 24-hour confidential phone service 2-1-1 San Diego (858.300.1211 for San Diego County).

Rapid Testing

- Free At-Home Test Kits on Thursday, January 27th from 2:00 pm to 4:00 pm at the FRHD Community Health and Wellness Center, 1636 E. Mission Rd., Fallbrook.
- MedPlus Urgent Care, 617 E. Alvarado St. (760) 509-9509
- For More Info on Testing Sites: fallbrookhealth.org

**Government & Public Engagement Committee
Wellness Center Administrator Report- November/December/January**

Community Events:

- Rachel presented to Bonsall Rotary 10.28.21

Community Health & Wellness Center:

- CCHW (Community Collaborative for Health & Wellness): November in person meeting included a tour of the Wellness Center, January Zoom meeting was focused on grant training
- District events (blood drive, CPR classes) are included on website calendar

Facility Users:

ORGANIZATION	USE
Chair Yoga (Sandra Buckingham)	Yoga class
CSUSM Nursing Students	Meetings and storage of materials
North County Parkinson Support Group	Monthly meetings
Fallbrook Food Pantry	Storage of van
AAUW (American Association of University Women)	Monthly meetings- Nov & Dec
Blood Bank	Oct 2021, Every other month blood drives in 2022
Be Well Yoga Therapy for Cancer	Storage of materials, classes to resume in 2022
D’Vine Path	Use of classroom on rainy days
VOCAS de Fallbrook	Meetings
Angel Society	Coffee meetings in 2022
Fallbrook Animal Sanctuary	Fundraising, set up
Shady Grove Home Owners Association	Homeowners association meetings
CERT	CPR class
Boys & Girls Club	Jr. Chef Club
Civil Air Patrol	Meetings

District Events:

- Operation Collaboration/ COVID Clinics
- Blood drive
- Retirement party
- CPR Training
- Flu clinic at Wellness Center, Food Pantry & growers
- CCHW
- COVID-19 test kit distribution- 3 events and kits provided to 3 growers

Wellness Center Use Inquiries:

Fallbrook High School Alumni

- Fallbrook Republican Women
- Insight Book Club

Press (Village News):

- Blood drive advertisement
- CPR advertisement
- COVID testing and vaccination clinic advertisement
- Flu vaccination event advertisement

North County Fire- Senior Medical Services Officer:

- Flu vaccinations provided to 96 agricultural workers
- Hands-Only CPR training to 27
- Two-day flu vaccination event held at Food Pantry
- CPR & AED training provided to FRHD staff

Social Media:

Reach: Facebook 3,757 (we reached 1.4k on December 27th) & Instagram 384

Visits: Facebook 279 & Instagram 129

Best Performing Post: CfH vaccination clinic post- December 30th 202. Our top performing post and post that receive most engagement continue to be post giving out information about testing and vaccination clinics for COVID.

WELLNESS CENTER LOGO

COLORS: LOGO COLORS + GREEN . . . FONTS: LOGO FONTS + GOUDY OLD STYLE BOLD



WELLNESS CENTER CUSTOM COLOR

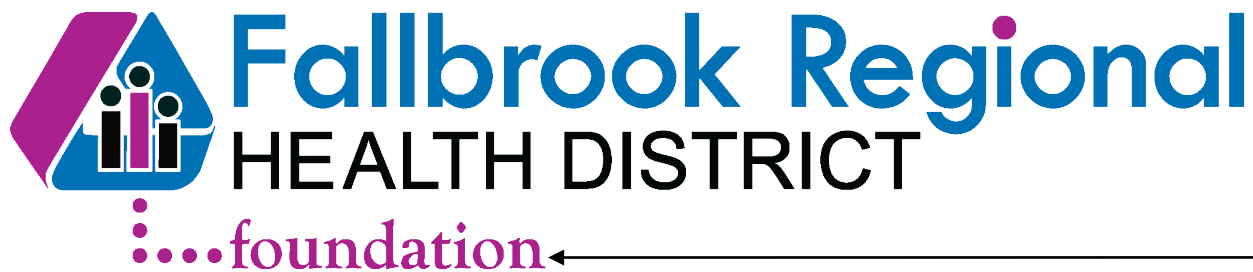
GREEN

RGB = R:128 G:195 B:66 • CMYK = C:55 M:0 Y:100 K:0 • HEX = #80C342

TRACKING: +1 ON ALL (AT 28 PT)

FOUNDATION LOGO

COLORS: LOGO COLORS + FUCHSIA . . . FONTS: LOGO FONTS + GOUDY OLD STYLE BOLD



FOUNDATION CUSTOM COLOR

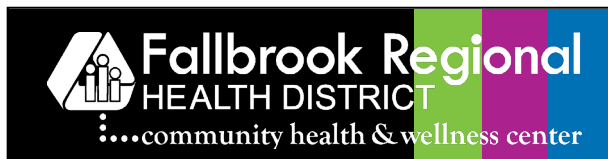
FUCHSIA

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TRACKING: +1 ON ALL (AT 28 PT)

ONE-COLOR OPTIONS FOR BOTH WELLNESS AND FOUNDATION LOGOS

WHITE ON BLACK OR COLOR



BLACK ONLY



FRHD LOGO

COLORS: BLUE • BLACK . . . FONTS: TW CEN MT REGULAR • ARIEL REGULAR



FRHD COLORS

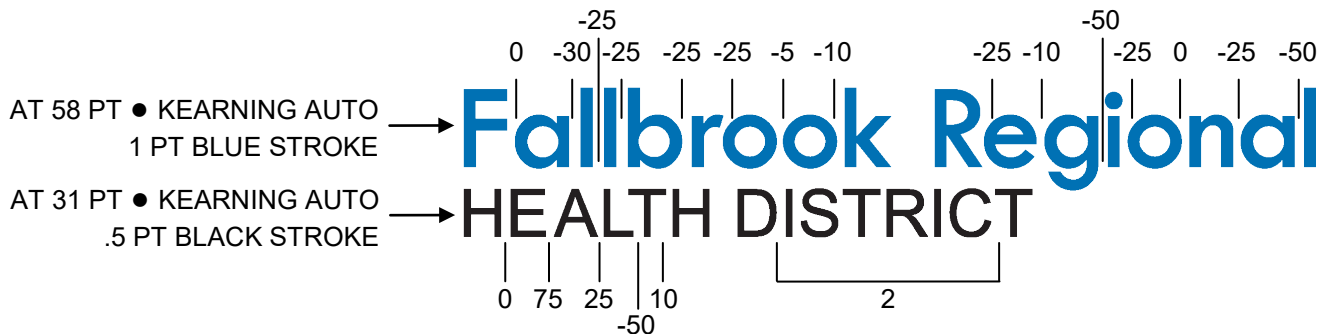
BLUE

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BLACK

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TRACKING



ONE-COLOR OPTIONS

WHITE ON BLACK OR COLOR



BLACK

