



**MINUTES
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE**

Wednesday, July 27, 2022 at 5:30 P.M.

Virtual and In-Person at Administrative Office, 1st Floor Community Room, 138 S. Brandon Rd., Fallbrook

In accordance with California Government Code Section 54953 teleconferencing was used for this meeting. Board members, staff and members of the public were able to participate by webinar and members of the public were also able to participate by telephone.

1. Call to Order/Roll Call

Chair Howard called meeting to order at 5:30pm

Committee Members: Howard Salmon and Stephanie Ortiz

Staff: CEO Rachel Mason, Executive Assistant Linda Bannerman, Wellness Center Administrator Theresa Geracitano, Administrative Officer Judith Oswald, and Public Outreach/Communications Specialist Dani Vargas.

2. Public Comments — Announcement

None.

3. Discussion Items

a) Public Engagement

i. FRHD and Community Event Updates

1. Wellness Center Administrator

Theresa Geracitano provided summary of programming occurring at the Community Health & Wellness Center, provided attendance metrics as well as email and social media metrics and analysis on engagement.

There is a new Cultivate Healthcare workshop, held in partnership with Fallbrook Family Health Center, that contains a parenting track, which targets all ages. There are collaborative programs such as “Nutrition to Grow” which is a collaboration between Boys and Girls Club, Fallbrook Food Pantry curriculum, assisted by the Garden Club they grew food in our garden and had the Fire Department come to a pancake morning. The program will continue in the Fall.

There are a variety of new caregiver support groups that will utilize the facility. Foundation for Senior Care, “Caregiver Wellness Community” which is a support group for caregivers. Separately there is a 6-week program through Hospice of the Valleys will hold education & support groups for caregivers.

2. Public Outreach/Communications Specialist

Dani Vargas provided update on the metrics of engagement on the different platforms. Engagement on Facebook continues to be the best, while we are experiencing audience growth on Instagram. The posts about Cultivate Health have shown an increase interest as measured via shares, likes, and follows. Another point of interest

were the posts targeting our Spanish speaking community with the Mental Health First Aid and the Cultivate Health which had a substantial number of shares.

ii. Public Engagement Brainstorming

Committee Chair Salmon would like to make this a standing item on the agenda to provide this committee with a free-flowing discussion about who our target audience(s) may be for the variety of programming that is being brought on-line. How to best engage the community and which qualitative or quantitative metrics can be utilized to measure success. Director Ortiz suggested a multi-layer approach with a variety of touch points as well as creating word-of-mouth engagement in the Spanish speaking community. Youth mental well-being and a variety of ideas were discussed. Creating and sharing the long-term plan for the Community Health and Wellness Center (CHWC) to create public engagement will be foundational.

iii. COVID-19 Updates

CEO Rachel Mason shared that Champions for Health has a COVID clinic for vaccinations set for August 6th at the CHWC. There is COVID PCR-testing available on Mondays and Thursdays-Mondays at the Administration office and Thursdays at the CHWC. We also have Antigen tests that we may distribute to agricultural partners or as needed to community.

4. Board Comments and Future Agenda Items

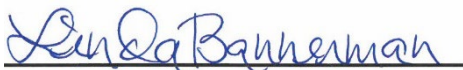
None

5. Adjournment

There being no further business, the meeting was adjourned at 6:25 p.m.



Howard Salmon, Chairman



Board Secretary/Clerk