Fallbrook Regional HEALTH DISTRICT

MINUTES
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE

Wednesday, October 3, 2022 at 1:30 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 Salmon called meeting to order at 1:30 pm
   In attendance: Committee Members Howard Salmon and Stephanie Ortiz, CEO Rachel Mason, Executive Assistance Linda Bannerman, Wellness Center Administrator Theresa Geracitano, and Public Outreach/Communication Specialist Dani Vargas

2. Public Comments –- Announcement
   None.

3. Discussion Items
   a) Public Engagement
      i. Community Health Contract Presentation by Michelle's Place
         Executive Director of Michelle's Place, Kim Gerrish, presented the variety of services provided by the organization. Patient navigation services being at the heart of the organization. Michelle's place provided one-on-one support for clients via their Patient Navigators. The number of clients is increasing, and they aim to help Fallbrook residents at the Community Health & Wellness Center (CHWC).
      ii. FRHD and Community Event Updates – Wellness Center Administrator
         Wellness Center Administrator, Theresa Geracitano, provided updates on events occurring at CHWC. New programming such as the drum circle; grief support groups. Caregiver support groups, and maternal mental health programming are all coming on-line at the Wellness Center.
         Aside from new programming, solidifying existing relationships with the Sheriff's Department as well as Fallbrook Union School District have played an important role in the development of community awareness of our overall programming. To that end, the continued efforts of the Live Well bus at the CHWC has been very productive.
         Theresa Geracitano shared metrics for attendance and engagement. The count for August stands at 681 visitors to the CHWC, with a positively correlated increase of traffic to the website. Communication Specialist, Dani Vargas, stated we are consistently gaining followers and likes; with health screening posts as some of the best performers. Director Ortiz suggested flyer distribution at different points such as Ingold Sports park and the local growers.
         As the programming and engagement grows, CEO Rachel Mason discussed the Customer Relations Management software that would allow for strategic marketing of events to the public.

      iii. Public Engagement Brainstorming

1. Follow up from August committee meeting
   Chair Salmon advised that the committee develop the ideas previously brainstormed before proceeding on continued brainstorming.
   a. Grantees Services Presentations at Gov/PE meetings
   b. Invitations to Public Representatives to present at Gov/PE meetings
   c. Resident Leadership Academies
      CEO Rachel Mason provided an overview of the resources this may take; this is a great opportunity that our new Programs Coordinator Bianca Heyming may be able to develop as a youth resident leadership in the long term.
   d. San Diego Department of Health – Expanded Interaction with District
      CEO Rachel Mason discussed conversations that Theresa Geracitano has held with County Office of Equity and Inclusion. The opportunity currently presented is how we may best utilize the services that may be offered at the local HHS office. Interaction and engagement with this office would benefit our community.

   b. <u>Government</u>
      i. National – No report.
      ii. State – CEO Rachel Mason and Director Salmon met with state Senator Brian Jones at a forum of healthcare groups in the community. This group discussed the healthcare needs that the Senator may be able support in the next legislative session.
      iii. San Diego County & Live Well Updates. – No report.

4. Board Comments and Future Agenda Items
   None.

5. Adjournment
   There being no further business, the meeting was adjourned at 2:36 p.m.

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Howard Salmon, Committee Chair

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Board Secretary/Clerk