

Fernando Sañudo

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Tax Exempt Status **YES**

Service Area **Fallbrook**

Will no less than 80% of the program recipients live within the communities of Fallbrook, Rainbow, Bonsall or De Luz? **YES**

Collaborative/Joint Application **NO**

Organization Information	Legal Name	DBA (if Applicable)
	Vista Community Clinic	VCC

Contact Information	Contact Name	Title
	Fernando Sañudo	CEO
	Primary Contact Phone	Email Address
	7606315000	CEO@vcc.org

Organization Physical Address **465 La Tortuga
Vista, CA, 92081**

Board of Directors



VCC BOD Roster 2023-2024.pdf
383.52 KB

Financial Documents - Audit



Audit 2023.pdf
279.72 KB

Financial Documents - P&L and Balance Sheet



6.23 year end statements.pdf

34.21 KB

Financial Documents - 990



IRS 990 Tax Return 2023.pdf

521.88 KB

Organization's Mission Statement

Vista Community Clinic is a non-profit community health center dedicated to providing high-quality, comprehensive, compassionate and community-engaged health and wellness services to all those in need.

Organization's Vision Statement

Our mission drives and motivates us. It captures the very essence of who we are and why we are committed to VCC. Though our work is not simple, it was important to us to create an easy-to-remember mission that could guide our actions and decisions. It is our vision to create Valuable Connected Care that meets the health and wellness needs of our community. Valuable care means that we provide excellent, needed services in the community for those who need it most. Connected care means building a robust and supportive culture that allows us to collaborate as we connect with each patient to meet their unique needs. Finally, in addition to providing healthcare services to individuals, we also strengthen our community through the varied programs and services we offer. We intend this vision to inspire and guide us as we work together to fulfill our mission.

Organization History & Accomplishments

Vista Community Clinic (VCC) was established over 50 years ago and in 2002 was certified as a Federally Qualified Health Center and a Migrant Health Center, serving low-income, underserved communities. VCC now operates 11 clinics and 4 mobile units in Southern California, including our newest clinic, VCC: Fallbrook Pediatrics.

In 2023, VCC clinicians cared for more than 63,000 patients. Our patient population is predominantly (62%) Hispanic; about 30% of patients prefer to receive care in Spanish, while 15% of patients belong to a priority population including migrant farm workers, people experiencing homelessness, and military veterans. VCC clinicians provide primary medical care, dental, mental health, substance use disorder, vision services, as well as prevention and support services such as health and cancer screenings, immunizations, care coordination, transportation, and translation.

Within our first decade of operation, VCC clinicians recognized that patients’ medical outcomes could be vastly improved with health education, so the agency opened its Community Health Department in the late 1980s. Community Health offers programming in youth development; HIV/AIDS, alcohol, tobacco, and other drug prevention; parent, child, and migrant farm worker health and wellness; community-led organizing; and public health policy advocacy.

Our Community Outreach and Migrant Health staff, leveraging trained volunteer Lideres (leaders), has long provided essential health information and services to low-income, monolingual, and bilingual residents, effectively reaching populations with language and literacy barriers. A team of trained community members, known as Poder Popular, has been operational for nearly two decades, mostly in Vista. Despite the dissolution of its Fallbrook chapter more than a decade ago, committed volunteers from Fallbrook continued to support VCC in its community outreach and education efforts. With FRHD’s support, VCC plans to revitalize Poder Popular de Fallbrook by recruiting 4-5 additional volunteers to join existing members and engaging Fallbrook residents in community health activities.

Program Name/Title Poder Popular de Fallbrook: Engaging Fallbrook Residents in Community Health

Brief Program Description This project will engage Fallbrook residents in improving community health and wellness. Activities will be selected and led by Poder Popular de Fallbrook, a group of 8-10 volunteers, with support from Vista Community Clinic staff. The project will work closely with mobile medical staff, outreach staff, and Fallbrook Community Garden.

Is this a new initiative/service or established program within your organization? **New Initiative/Service**

Funding Amount Being Requested 40000

Program Information - Type **Ongoing**

Projected number of residents that will directly benefit (participant/client) from this program. 300

Target Population - Age	Percent of program participants	Estimated number of participants
Children (infants to 12)		
Young Adults (13-17)		
Adults (18-60)	80	240

	Percent of program participants	Estimated number of participants
Seniors (60+)	20	60
We do not collect this data (indicate with 100%)*		

Target Population not collected - Age

NA

Target Population - Gender

	Percent of program participants
Female	75
Male	25
Non-binary	
Unknown*	

*Target Population - Gender

NA

Target Population - Income Level

	Percent of program participants
Extremely Low-Income Limits, ceiling of \$32,100	
Very Low (50%) Income Limits, ceiling of \$53,500	
Low (80%) Income Limits, ceiling of \$85,600	
Higher Than Listed Limits	
We do not collect this data (indicate with 100%)*	100

*Target Population - Income Level

During patient registration, VCC collects income level data from its patients in order to help determine Medi-Cal eligibility. Records show that 95% of enrolled patients are low-income (200% of federal poverty level); however, enrollment at VCC is not required to participate in community events and activities led by Community Health Department staff. Their work aims to improve health at the population level, thereby benefitting our patients and non-patients alike. Thus, VCC does not collect income data from community participants; in fact, staff indicates that this would likely be a barrier to civic engagement.

What language(s) can this program accommodate:

- English
- Spanish

What demographic group does this program predominately serve:

Community - Health & Fitness

Program/Services Description - Social Determinants of Health

Social & Community Context (Civic Participation, Discrimination, Incarceration, Social Cohesion)

Healthcare Access & Quality (Access to Health Care, Access to Primary Care, Health Literacy)

Social Determinants of Health - Social and Community Context

The proposed program will address Social & Community Context by establishing and engaging a group of community volunteer Líderes (leaders) in outreach, education, and community advocacy projects. Líderes engaged in VCC work are trained to engage in conversations with community members in order to identify and overcome their barriers to health and wellness, such as a lack of English language skills, transportation, housing, and food. VCC staff maintains a directory of resources in its service area that Líderes will use to link community members to other agencies in and around Fallbrook that serve low-income and monolingual residents. VCC staff and volunteers are trained to make “warm hand offs”, to connect residents directly to resources by phone or in person.

Social Determinants of Health - Healthcare Access and Quality

The proposed program will address Healthcare Access & Quality by promoting health and preventing disease by engaging Fallbrook residents in health screenings, and referring those in need for follow up care. Volunteers will learn which healthcare services are available at VCC and other community health centers in Fallbrook and how to schedule appointments. Currently, VCC Outreach staff can make appointments at VCC Fallbrook Pediatrics while in the field, and soon the office will be accepted appointments for adults. Uninsured, low-income residents will be connected to VCC staff the provide assistance with Medi-Cal enrollment paperwork and VCC patient registration. Volunteers will refer uninsured Fallbrook residents to these resources and distribute English/Spanish brochures the describe VCC services.

Statement of Need/Problem

The proposed program will address two categories of social health: Social & Community Context and Healthcare Access & Quality by (a) establishing and engaging a group of community volunteer Líderes (leaders) in outreach, education, and community advocacy projects, and (b) promoting health and preventing disease by engaging Fallbrook residents in health screenings, and referring those in need for follow up care.

VCC’s Community Outreach and Migrant Health programs leverage trusted, trained volunteer Líderes in providing essential health information and services to low-income, monolingual, and bilingual residents to effectively reach populations with language and literacy barriers. Our volunteer group of Líderes in Vista is known as Poder Popular; it has been operational for nearly two decades and has successfully driven migrant education efforts in and around Vista. More than a decade ago, Community Housing Works led a similar group in Fallbrook, however, the group dissolved when funding ran out. Despite dissolution of the Fallbrook chapter, some Líderes continued to support VCC outreach and education efforts in Fallbrook.

These Líderes report that Fallbrook families are “hungry” for more services in their own community, given that the nearest cities are 15-20 miles away, often through muddy rural roads and then into heavy, freeway traffic to access services.

With FRHD’s support, VCC plans to reestablish Poder Popular de Fallbrook by recruiting 4-5 additional volunteers to join existing members, for a total of 10 members, and facilitate monthly, followed by quarterly group meetings. With support from VCC staff, Fallbrook volunteers will guide community education and health promotion efforts. VCC Outreach staff will leverage existing and new partnerships to give Poder Popular volunteers a home, namely VCC Fallbrook clinic staff, and Mission Resource Conservation District that oversees the Fallbrook Community Garden.

How are other organizations addressing this need in the community?

VCC is unaware of any other volunteer groups in Fallbrook focused on health and wellness that receive ongoing staff support and guidance. In fact, our work on another grant application revealed that there are multiple organizations providing health and social services in Fallbrook that would benefit from community engagement and mobilization to ensure that “everybody is rowing in the same direction.” The proposed volunteer group can begin that process by identifying key community issues that need to be addressed, and galvanizing volunteers and agencies to apply best practice solutions.

Program/Services Description - Program Entry & Follow Up

Volunteer recruitment for Poder Popular membership will be handled by VCC staff and existing Fallbrook volunteer Lideres via word of mouth, mainly through brief presentations at Fallbrook agencies. For example, at Voces de Fallbrook, an intergenerational, multicultural grassroots community organization, which has been around for several generations. Voces members include teachers and parents, and people from many walks of life and countries of origin and has worked with the Fallbrook Human Rights Committee on local equity and justice issues. Once established, Poder Popular members will work with community organizations such as the Fallbrook Public Library and Community Housing Works to recruit additional residents to engage in Poder Popular educational activities and advocacy campaigns.

Program/Services Description - Program Activities

Outreach and education services in Fallbrook will be driven by community needs identified by Poder Popular members through 2 focus groups. After completing the focus groups and identifying 2-3 community priority needs, the program will use the “Pláticas” model favored in Hispanic and Latino communities to share the findings of the focus groups and address the identified needs. The “Pláticas” model invites trained community members (Poder Popular Líderes) to disseminate information and resources to fellow community members on critical or sensitive community issues. For example, if members were concerned about emergency and disaster preparedness, VCC staff would train Poder Popular Líderes on the issue, gather educational materials in English and Spanish on the safety steps for any disaster, and familiarize residents with local agencies who can assist them on the concern. Then, the team could provide a hands-on workshop that

requires the Líderes to prepare an emergency kit to be able to demonstrate to fellow community members how to prepare theirs. The model is designed to be flexible and responsive to emerging community needs. At the same time, staff does their homework to look at prevalence data, best practices, and curriculum that may illustrate problems and offer solutions.

Program Goal

The goal of the program is to meaningfully engage Fallbrook residents in improving the health and wellness of underserved, low-income community members, with support from VCC staff and Poder Popular Líderes. In that, the program has outlined three key objectives:

(1) By September 30, 2024, revitalize and support Poder Popular de Fallbrook, a volunteer group with 8-10 active Líderes, and begin holding monthly meetings to later transition to quarterly meeting.

(2) By November 30, 2024, conduct 2 focus groups and review local health and wellness data to identify 2-3 high priority community needs.

(3) By June 30, 2025, engage 100-160 Fallbrook residents in 3 community education campaigns: 2 Pláticas (educational workshops) and 1 health fair.

Program Objectives & Measurable Outcomes

Objective 1: By September 30, 2024, revitalize the Poder Popular de Fallbrook volunteer group of 8-10 regular members and begin hosting monthly meetings and trainings.

Activities:

It is essential that the needs and suggested remedies come from within the community in a meeting space that is their own. In that, VCC plans to work closely with existing Fallbrook organizations to host regular volunteer meetings at the Fallbrook Community Garden. This will require setting up a defined, outdoor meeting space with items such as picnic tables, umbrellas, benches, and office supplies that can be used by volunteers during formal and informal meetings. Current Poder Popular volunteer Líderes from Fallbrook are members of the community garden. These materials are a demonstration of our gratitude for their service, and efforts to improve community nutrition, in a way that is financially permissible by government regulators. When

the weather does not permit outdoor assembly, meetings will take place in an alternate location such as the Fallbrook Library.

Volunteers will also participate in trainings, as needed. For example, how to conduct outreach and recruitment in the community to promote community health and wellness. These trainings will include a safety outreach protocol as well as tools and strategies to facilitate recruitment of participants. Meetings and trainings will be facilitated by VCC staff who will chart attendance, take notes, and support and guide members in their volunteer activities.

Objective 2: By November 30, 2024, conduct 2 focus groups and review of local data to identify 2-3 community priority needs.

Activities:

Experience with our Poder Popular group in Vista tells us that when they put their heads together, a group of community volunteers will come up with a wide range of projects to improve community health and wellness. Past priorities have ranged from parental education about the dangers of fentanyl to advocating for more lighting in public parks to improve safety. Fallbrook volunteer Líderes will generate an initial list of likely projects or campaigns, and then reach out to a wide range of community members for their feedback on priority needs. High on the list are bilingual and monolingual parents that may be hard to reach; other targets include teachers, youth leadership at the local high school; clinicians; first responders; youth organizations; sports group; and more. VCC staff will help volunteers to design a simple tool to rank the list of priorities and compile comments from Fallbrook residents. The final list of 2-3 top priorities will be shared with those that provided feedback and broadcast to the broader community via social media and existing e-news channels of Fallbrook organizations. Residents will be invited to join Poder Popular meetings and engage in identified community wellness campaigns to address at least 2 of those priorities in this grant term

Objective 3: By June 30, 2025, engage Fallbrook residents in 3 community education campaigns: 2 Pláticas (educational workshops) and 1 health fair.

Activities:

The revitalized Poder Popular de Fallbrook will be responsible for inviting residents to engage in their campaigns, with special efforts to engage residents with experiences that best align with the campaign goal. For example, if diabetes prevention is a high priority, then volunteers may decide to host health screenings with VCC's mobile medical unit. Volunteers with a personal or family history of diabetes will share their stories in encouraging residents to participate in routine health screenings. In another example, Poder Popular may be directed towards wildfire prevention and emergency preparedness. In that case, VCC has recently updated materials on this topic that can be shared with residents. But most of the time, Poder Popular volunteer Lideres will be in the community, engaging in Platicás, 1-on-1 conversations about the problem at hand and suggested remedies.

To incentivize participation in community change projects, VCC will distribute community garden materials such as shovels, trowels, watering cans, clippers, reusable totes, and cempasúchil (Mexican marigold) seeds to Fallbrook residents with plots and those on the waiting list. Reusable totes imprinted with the VCC and FRHD logos will also be distributed at mobile health screening events. Additionally, to compensate the support, guidance, and outreach efforts of the Poder Popular volunteer Líderes, we plan to provide them with a \$550 stipend given that these efforts are an addition to their job and family responsibilities and commitments.

Organization Collaborations

The proposed program has two active collaborators: Mission Resource Conservation District (MRCD), operator of the Fallbrook Community Garden and VCC's newest clinic, VCC: Fallbrook Pediatrics. (While this clinic currently sees pediatric patients, there is a plan in place to expand services to adults.) VCC will work with MRCD to set up a volunteer meeting space and schedule, and help distribute free garden supplies to Fallbrook residents. VCC Outreach staff will work with Fallbrook clinic and mobile medical unit staffs to organize 1 health screening event and one smaller resource fair event during the grant term. Event locations will be limited to places with parking lots large enough to host the mobile unit vehicle, such as the public library, or affordable housing complexes.

Anticipated Acknowledgment

Social Media Postings

Print Materials to Service Recipients

Anticipated Acknowledgment

With project funds, VCC intends to purchase reusable canvas tote bags imprinted with the VCC and Fallbrook Regional Health District (FRHD) logos. Tote bags will be distributed to community gardeners and health screening participants. VCC staff also intends to develop social media content with VCC and FRHD logos to promote events and information on VCC Facebook and Instagram social media platforms.

Funding History

NO

Program Budget



24-25 FRHD CHC_VCC Program Budget.xlsx
55.57 KB

Terms and Conditions

Accepted

Authorized Signature

A handwritten signature in black ink, appearing to be 'J. S.', written in a cursive style.