

Fallbrook Regional HEALTH DISTRICT

**To: Board of Directors
Fallbrook Regional Health District**

**From: Bobbi Palmer, MBA, MSW
Chief Executive Officer**

Date: June 13, 2018

Re: Status Report Based on Phase 1 Outcome

Collective Impact Strategy: Stanford University Model

“Mutually Reinforcing Activities” defined as participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.

Phase 1: Month 5

- **Foundant Software tool and CHC contract redesign with integrated and comprehensive model for delivery of services**
- **Integration of services related to Blue Zones Initiative**
- **Developing Blue Zone Champions of at least 50 across several platforms**
- **Physical location for the Wellness Center with “Health Under One Roof” concept**
- **Anticipated co-location of Blue Zone Team at Wellness Center**

Community Engagement

- **Engaged with FRHD youth group to expand Blue Zone outreach strategy**
- **Provided training opportunities to staff regarding T.I.E.R.S framework with a plan to fully engage FRHD community in the next 30-90 days. Integration of social media, cross-promotional efforts, and advertisements**
- **Met with heads of organizations to distribute CHC checks as well as to prepare for 2018-2019 Initiatives**