AGENDA
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE

Wednesday, May 25, 2022 at 5:30 P.M.
Virtual and In-Person at Administrative Office, 138 S. Brandon Rd., Fallbrook

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: Howard Salmon and Stephanie Ortiz
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 - Announcement
   Members of the public may address the Board regarding any item listed on the Agenda at the time the item is being considered. Members of the public attending in-person need to fill-out a “Request to Speak” card and those attending by webinar need to raise your hand at this time and identify the Agenda item they would like to speak on. The Board has a policy limiting any speaker to not more than five minutes.
3. Discussion Items
   a. Government
      i. National
      ii. State
         1. Letters to Support/Oppose State Bills
            a. AB 2080 (Wood) – ACHD Opposes
            b. SB 1334 (Bradford) – ACHD Opposes Unless Amended
            c. AB 35 (Reyes & Umberg) – ACHD Supports
      iii. San Diego County & Live Well Updates
      iv. Fallbrook Regional Health District
         1. Review and Renew Committee Objectives
   b. Public Engagement
      i. FRHD and Community Event Updates
         1. Wellness Center Administrator
         2. Public Outreach/Communications Specialist
      ii. COVID-19 Updates
4. Board Comments and Future Agenda Items
5. Adjournment

I certify that on May 24, 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.

[Signature]
Board Secretary/Clerk
Today marks the final day for bills to make it out of their relevant policy committees in the first house. You can find a complete list of ACHD bills with positions, here.

**State Budget:**
The Governor is slated to release and present his revised budget plan, also known as the May Revise, next week. We expect the presentation to be Friday, May 13 and available to stream through the Governor's various social media platforms and YouTube. For those who have been tracking the budget, you know that state revenues far exceed the State Appropriations Limit, commonly referred to as the Gann limit.

In other budget news, the Senate released their updated budget priorities "Putting Wealth to Work", late last week. These priorities serve as a good indication of what the final Senate budget may include as well as signals to the Governor what they'd like to see in his May Revise. It is anticipated that the Senate will begin hearing the Governor's new or adjusted proposals on health and human services on May 17th & 19th.

Much more to come as it relates to the final stretch of the budget process. Be on the lookout for ACHD updates with more details post May Revise.

**Bills of Note:**
**AB 2080 (Wood)- ACHD Oppose**
Among other provisions, requires health facility sales, leases, transfers and mergers over $5 million to gain approval from the State Attorney General. The bill has made it though Assembly Health and Judiciary Committee and is now in Appropriations Committee. Please note, the healthcare district specific concern was included in the Assembly Judiciary Committee analysis available, here.

**SB 1334 (Bradford)- ACHD Oppose Unless Amended**
The bill would apply state labor law to public health care providers when a collective bargaining agreement (CBA) is not present. ACHD is working with the sponsors on amendments that will address some of the underlying policy concerns and technical problems with the legislation.

**AB 35 (Reyes & Umberg)- ACHD Support**
Preserves access to care in California by modifying California’s Medical Injury Compensation Reform Act of 1975 (MICRA). The bill has cleared the Senate and is now headed to the Assembly. Read ACHD's letter of support, here.
May 6, 2022

The Honorable Tom Umberg  The Honorable Eloise Reyes
California State Senate California State Assembly
1021 O Street, Suite 6730 1021 O Street, Suite 8210
Sacramento, CA 95814 Sacramento, CA 95814

Subject: AB 35 (Umberg-Reyes) Civil damages: medical malpractice – SUPPORT

Dear Assemblymember Reyes and Senator Umberg:

The Association of California Healthcare Districts (ACHD) is pleased to support your Assembly Bill 35, which would preserve access to care in California by modifying California’s Medical Injury Compensation Reform Act of 1975 (MICRA).

ACHD represents 76 Healthcare Districts throughout California, in both urban and rural settings. The districts offer a variety of services aimed at improving community health including acute hospital care, public health services, ambulance services, primary care clinics, and long-term care/skilled nursing. In many instances, healthcare districts are the sole source of health care in the community, serving as an integral part of the safety net for the state’s uninsured and underinsured.

MICRA has been a cornerstone to preserving access to care in California since its enactment in 1975. The foundation of MICRA ensure injured patients receive fair compensation while protecting California’s medical providers. AB 35 creates a sustainable reform to adjust the cap on non-economic damages, in medical malpractice cases.

Through AB 35, a decades-long conversation on medical malpractice issues will be resolved and result in the withdrawal of the November 2022 ballot measure that would have resulted in the complete dissolution of MICRA and its protections as we know it. AB 35 keeps in place MICRA’s essential cost control guardrails while protecting the rights of injured patients.

For these reasons, ACHD is pleased to support AB 35 and thanks you for your leadership on this critically important measure. Please do not hesitate to contact me at 916.266.5204, or sarah.bridge@achd.org with any questions.

Sincerely,

Sarah Bridge
Senior Legislative Advocate
Our mission is to assist residents of Fallbrook, Bonsall, Rainbow and De Luz, to lead healthy lives, supporting a greater life span and independence.

El Fallbrook Regional Health District ayuda a los residentes a llevar una vida saludable, apoyando una mayor esperanza de vida e independencia.

Government & Public Engagement Committee
Wellness Center Administrator Report - May 25, 2022
*Data from April*

Community Health & Wellness Center:

- Programming and interest in the Center continue to grow.
- New programming in April - Mental Health First Aid (MHFA), CPR Spanish training, MHFA Spanish training, Foundation for Senior Care Fix It Fridays. In May, we will bring on board the Foundation for Senior Care Computer Classes and expanded services at the screening event.
- CCHW continues to have great energy and solid attendance.
- First educational event was offered completely in Spanish.

<table>
<thead>
<tr>
<th>Wellness Center Attendance</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>Growth MoM</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID Booster Clinic</td>
<td></td>
<td></td>
<td>74</td>
<td></td>
</tr>
<tr>
<td>COVID-19 PCR Testing</td>
<td></td>
<td>27</td>
<td>54</td>
<td>53</td>
</tr>
<tr>
<td>Mental Health First Aid</td>
<td></td>
<td></td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>CCHW</td>
<td>24</td>
<td>17</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>Hands Only CPR Training with North County Fire</td>
<td>18</td>
<td>15</td>
<td>11</td>
<td></td>
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<tr>
<td>Health Screening</td>
<td></td>
<td>11</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Blood Drive with San Diego Blood Bank</td>
<td>32</td>
<td></td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Tours/Fallbrook Chamber of Commerce</td>
<td>23</td>
<td>4</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>North County Parkinsons Support Group</td>
<td>16</td>
<td>18</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Wed &amp; Thurs. - Michelle’s Place office hours &amp; events</td>
<td>2</td>
<td>32</td>
<td>37</td>
<td></td>
</tr>
<tr>
<td>Wed &amp; Fri. - Chair yoga</td>
<td>96</td>
<td>116</td>
<td>128</td>
<td></td>
</tr>
<tr>
<td>Foundation for Senior Care- Fix It Fridays/Computer Classes</td>
<td></td>
<td></td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Nonprofit/club meetings</td>
<td>5</td>
<td>53</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Total Wellness Center Visits (approximate)</td>
<td>243</td>
<td>320</td>
<td>513</td>
<td>60%</td>
</tr>
</tbody>
</table>

Outreach Events:
- Vallecitos School District, resource table at Open House April 7
- Avocado Festival April 24

North County Fire - Senior Medical Services Officer, Mary Murphy:
- COVID testing offered at North County office by appt- 11 people tested
- Hands-Only CPR- trained 300 people at Avocado Festival and another 15 at the Health & Wellness Center and private groups

Marketing:

Press (Village News):
- District events appeared in calendar section
- Article – “Health board director resigns, architect hired for Wellness Center”
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Email Marketing & Constant Contact Overview:
- Many factors contributed to the high open rate- COVID booster, targeting specific lists with relevant content, Wellness Center monthly events continues to have a be a best performer

<table>
<thead>
<tr>
<th>EMAIL MARKETING</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Contacts</td>
<td>3,009</td>
<td>3,143</td>
<td>3,207</td>
<td></td>
</tr>
<tr>
<td>New Contacts</td>
<td>130</td>
<td>155</td>
<td>141</td>
<td></td>
</tr>
<tr>
<td>Number of emails sent</td>
<td>6,014</td>
<td>11,903</td>
<td>8,629</td>
<td></td>
</tr>
<tr>
<td>Number of emails opened</td>
<td>2,948</td>
<td>5,048</td>
<td>4,069</td>
<td></td>
</tr>
<tr>
<td>Open rate</td>
<td>51%</td>
<td>44%</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Open rate over industry average</td>
<td>22%</td>
<td>15%</td>
<td>20%</td>
<td>Industry average is 29%</td>
</tr>
<tr>
<td># of Clicks</td>
<td>125</td>
<td>129</td>
<td>251</td>
<td></td>
</tr>
<tr>
<td>Click rate</td>
<td>2%</td>
<td>3%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Click rate over industry average</td>
<td>1%</td>
<td>same</td>
<td>3%</td>
<td>Industry average is 1%</td>
</tr>
</tbody>
</table>

Signage:

Regularly occurring District events are promoted at street level with colorful signage.

Spanish:

Email marketing to growing Spanish language mailing list.
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Social Media:

<table>
<thead>
<tr>
<th>Social Media Metrics</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of posts (Instagram &amp; Facebook)</td>
<td>58</td>
<td>52</td>
<td>63</td>
</tr>
<tr>
<td>Instagram Followers</td>
<td>399</td>
<td>406</td>
<td>418</td>
</tr>
<tr>
<td>Facebook Likes</td>
<td>831</td>
<td>831</td>
<td>833</td>
</tr>
<tr>
<td>Post Reach Instagram</td>
<td>0.22%</td>
<td>0.17%</td>
<td>1667%</td>
</tr>
<tr>
<td>Post Reach Facebook</td>
<td>-0.07%</td>
<td>-10%</td>
<td>47.30%</td>
</tr>
<tr>
<td>Audience Growth Instagram</td>
<td>-43.70%</td>
<td>1.72%</td>
<td>0.02%</td>
</tr>
<tr>
<td>Audience Growth Facebook</td>
<td>-36.80%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Engagement rate Instagram</td>
<td>120.00%</td>
<td>-8.60%</td>
<td>18.70%</td>
</tr>
<tr>
<td>Engagement rate Facebook</td>
<td>6.32%</td>
<td>23%</td>
<td>51%</td>
</tr>
<tr>
<td>Website Views</td>
<td>45,118</td>
<td>39,065</td>
<td>43,206</td>
</tr>
</tbody>
</table>

Social Media Takeaways:

- The use of stylized reels and videos as well as tagging major organizations we partner with have made our Instagram and Facebook more appealing to a wider audience.
- Website views increase due to event registration on our website.

Examples of some top performing posts:

Mental Health First Aid:

![Mental Health First Aid image]

- Get more likes, comments and shares when you boost this post. You'll show it to more people.
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Campaign for Avocado Festival

Published by Theresa Genestano 07 | April 22

Stop by to see us at the Avocado Festival on Sunday. Follow us on social and get a free pair of sunglasses. We will be in the parking lot of North County Fire.

New program post for FFSC Computer classes

Published by Corina Vargus Gadelwala 07 | April 22

Anyone over 50 years old is welcome to come and try some of the basics of using a computer, the internet, and social media. We have a volunteer staff of video-class instructors who not only know their subject matter but back but are skilled in communicating with our clients. We keep the classes deliberately small; only eight people are allowed in each one, which ensures that everyone gets ample hands-on attention and care. A small sign-up fee is required to get into one of our classes. To register, go to fallbrookhealth.org.