



**2017**

# **ANNUAL REPORT**

**A special district  
Serving  
Bonsall, De Luz,  
Fallbrook & Rainbow**

On February 1, 2017, Fallbrook Healthcare District changed its name to Fallbrook Regional Health District.



# A Message from the President



*People of the Fallbrook Healthcare District Community,*

*The decision to sell the property at 624 E. Elder Street (former hospital) to Crestwood Behavioral Health, Inc. was not made in a rush; rather it is the culmination of three years hard work. In the summer of 2014, before the hospital closed, the District made a concentrated effort to find another operator for our acute care hospital. All major hospitals in San Diego and Riverside counties were invited to provide proposals; only one was received from Strategic Global Management (SGM) to operate the hospital. 24 hours before the District was to vote on it, they submitted a revised proposal putting all the financial risk on the District which the District found unacceptable. As a result of this effort, the District realized that the future operation of the hospital was not financially feasible. Patient admissions ceased in December 2014 and the hospital ceased operation*

*in July 2015. The hospital's license was maintained and the beds put in suspension in hopes that some group might show up that would want the license.*

*The District employed Cushman & Wakefield to find either a long term lease or a buyer for the 73,000 sq. ft. facility. Many groups toured the facility over the last two years. We actually negotiated a purchase and sale agreement with SGM who showed up again. The agreement was for \$10 million for all three buildings and the license. It was signed by the board in March 2016. Two days later they retracted it. Additional groups continued to visit but not one of them submitted a proposal until Crestwood Behavioral Health arrived in January 2017. Their 49 years of doing business throughout the state has given them a good track record of success and being an asset to each community they serve. They have told you how their clients are vetted and eventually returned to their original community. The need for behavioral health beds is well documented including a Grand Jury report in 2016. I am convinced that this is a good move by the District and will eventually be accepted by the community.*

*On behalf of the Board of Directors,*

A handwritten signature in black ink, appearing to read "Gordon Tinker". The signature is fluid and cursive.

*Gordon Tinker, President*

# DISTRICT FINANCIAL SUMMARY

**A CONDENSED VERSION OF THE INCOME STATEMENT; IT SUMMARIZES THE DISTRICT'S REVENUE AND EXPENSES AND COMPARES FISCAL YEAR 2017 RESULTS TO FISCAL YEAR 2016.**

FROM INDEPENDENT AUDITORS REPORT PREPARED BY FECHTER & COMPANY,  
CERTIFIED PUBLIC ACCOUNTANTS

	2017	2016	Change
<b>Revenues:</b>			
<b>Property tax revenue</b>	\$1,793,446	\$1,693,339	\$100,107
<b>Total Revenues</b>	\$1,793,446	\$1,693,339	\$100,107
<b>Expenses:</b>			
Community healthcare programs	708,686	643,231	(65,455)
Direct care services	99,000	294,000	(195,000)
Administrative services	360,580	339,490	(21,090)
Salaries and benefits	273,976	249,556	(24,420)
Management and maintenance	279,284	303,453	24,169
Depreciation	564	1,661	1,097
<b>Total Expenses</b>	1,722,090	1,831,391	109,301
<b>Operating Income</b>	71,356	(138,052)	209,408
<b>Non-Operating Income (Expenses):</b>			
Other income	211,878	364,362	(152,484)
Other expenses			
<b>Total Non-Operating Income</b>	211,878	364,362	(152,484)
<b>Change in Net Position</b>	\$283,234	\$226,310	\$56,924

Property taxes drive the District's operations and are its primary source of revenues. The increase of \$100,107 in property taxes reflects the continuing turnaround in the real estate market and the general state of the economy within the District's service area.

Total non-operating income decreased by \$152,484, due to the decrease in revenues relating to the building sale, as well as the interest earnings available from investments set aside by the District. The subsidy for Direct Care Services was decreased in this fiscal year, with a drop of \$195,000 over the previous year.

The Grant Allocation increased by \$65,455, because the amounts requested and provided through the grant process varies from year to year.

Salaries and benefits increased by \$26,060, due to the change of staff and accounting assistance. Consulting fees increased by \$30,961, due to community engagement services.

To request a copy of the complete *Basic Financial Statements and Independent Auditor's Report for the year ended June 30, 2016*, contact the District CEO, at 760-731-9187 or email [bpalmer@fallbrookhealth.org](mailto:bpalmer@fallbrookhealth.org). You may view the complete document on the District website: [www.fallbrookhealth.org](http://www.fallbrookhealth.org)

# FRHD STRUCTURE

## BOARD OF DIRECTORS

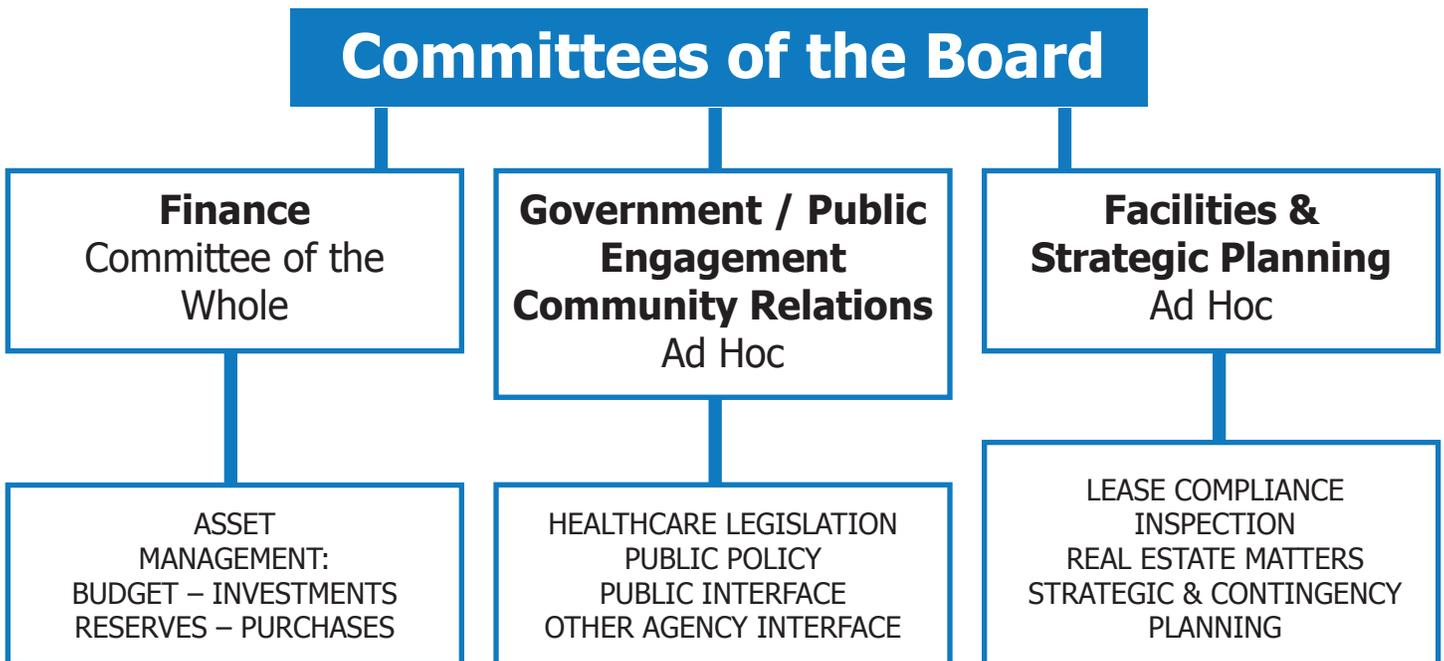
5 Elected or Appointed members

The District Board consists of five elected or appointed members. There are four officers of the Board: President, Vice President, Secretary and Treasurer. The Regular Board meeting is held on the second Wednesday of each month. There are five standing committees: Finance/Audit/Community Health Contracts; Long Range Planning; Government & Public Relations/Community Relations and Facilities. The President of the Board appoints Committee Chair and member.

In the color-keyed diagram below, each committee's function is summarized. Each committee meets separately on an as needed basis. Each committee chair presents full report of committee functions each month at the Regular Board meeting.

The Board determines policy and direction of the District. Decisions of the Board are made by vote of the Board with requirement of quorum for approval. It is the obligation and duty of each Board member to support the action of the Board. When decision is reached, administrative manager and consultant staff is directed to implement and carry-out the directive of the Board.

More detail regarding Committees of the Board is available on-line [www.fallbrookhealth.org](http://www.fallbrookhealth.org) or you may contact the executive director by phone 760-731-9187 or email [bpalmer@fallbrookhealth.org](mailto:bpalmer@fallbrookhealth.org).



## DISTRICT STAFF

The District Staff is composed of the CEO, an administrative assistant, a special projects coordinator and community health coordinator. Consultant staff is comprised of legal counsel, accountant, bookkeeper and community engagement services. Many projects and programs of the District are carried out with the effort and commitment of community volunteers and collaboration with other health and well-being service agencies. The community health contracts programs are delivered by the organization funded for specific health impacting services to people of the community. The District office is located at 138 South Brandon Road, Fallbrook. Hours are Monday – Friday 10 a.m. to 6 p.m.

# 2017-2018 Board of Directors



**Gordon  
Tinker**  
President



**Barbara  
Mroz**  
Treasurer



**Bill  
Leach**  
Member



**Howard  
Salmon**  
MHA, FACHE,  
Vice President



**Stephen  
Abbott**  
Secretary

## Mission

Promoting health for the people of the District

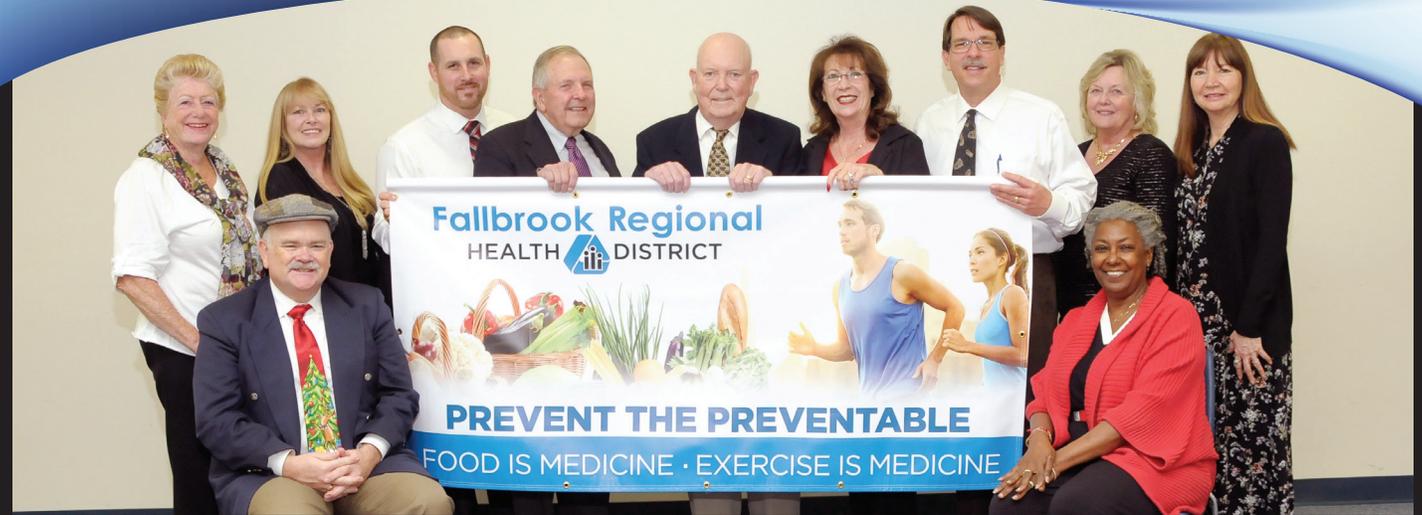
## New Vision

Fallbrook Regional Health District will work with its residents and organizations to become a designated Blue Zone<sup>®</sup> by the year of 2022.

## Values

Dedication • Efficiency • Integrity  
Objectivity • Prudence • Respect • Transparency

# Fallbrook Regional HEALTH DISTRICT



Board Members, Staff & Support Staff of Fallbrook Regional Health District

## NEW VISION

Be it resolved that the  
Vision of the Fallbrook  
Regional Health  
District effective this  
14th day of February:

Fallbrook Regional  
Health District will work  
with its residents and  
organizations to become  
a designated **Blue Zone**  
by the year of 2022.

### A Special District Serving Bonsall, De Luz, Fallbrook and Rainbow

Fallbrook Regional Health District held a community forum before its monthly board meeting February 14th to collect input from residents on what they would like to see in a wellness center. As part of its mission to promote health for the people of its district, FRHD is in escrow on a 4.6-acre property on which the District Board and staff plan to create the Fallbrook Regional Wellness Center.

A wellness center fits with the District's view that treatment of disease is more costly than prevention.

*"We would love to see a healthier community, eating right, exercising, because food is medicine, exercise is medicine."*

- Bobbi Palmer, CEO

[www.fallbrookhealth.org](http://www.fallbrookhealth.org)

A Tax Supported Public Agency



## PREVENT THE PREVENTABLE

FOOD IS MEDICINE • EXERCISE IS MEDICINE

### Fallbrook Regional Wellness Center

The District held the 1<sup>st</sup> Wellness Center Community Forum on  
February 14, 2018

**Thank you Bonsall, De Luz, Fallbrook & Rainbow Communities for your great ideas!**

**To the residents of our District (Bonsall, De Luz, Fallbrook and Rainbow):**

**We thank you for your interest in the upcoming Fallbrook Regional Wellness Center that we are working to develop and create for you. We appreciate you sharing your thoughts and ideas as listed below.**

- Cardiac Rehab • Mindfulness • Program for Alzheimer's • "Making Things Better for All" • Health & Nutrition • Support Groups • Acupuncture • Yoga
- Community Garden Composting • Continuous Education Videos Playing in Buildings and Health Education Classes • Senior Services • Community Pool
- Continuous Engagement with Community & Stakeholders • Walking Path • CPR Classes • Commercial Kitchen • Social Services • Pilates • Light Colors
- Classroom for Healthy Cooking Classes • Low Cost Mental Health Services • Childcare Center • Café with Healthy Food Choices • Diabetes Education
- Food Insecurity Program • Aquaponics: Tilapia Farming & Growing Lettuce • Motivational Speakers • Wi-Fi & Tech Support • Walking Trails • Zen Garden
- Support Groups for Tobacco Cessation • Weight Loss • Stress Management • Disease Management • Emergency Response Services • Meditation Room
- A Computer to Research Resources • Veteran Services • Low Cost Gym Facility with Flexible Hours • Online Resource Library • Transportation Hub
- Community Challenges / Service Clubs / Churches • Eastern and Western Healing Modalities • Pre-Diabetic Info • Warm Pool • Alternative Therapy Info
- Activities for Kids & Family • Drug Addiction Therapy • Meeting Space • Wellness Program for Disabled & Elderly • Care-Rite Vocational Services
- Silver Sneakers classes

# Community Collaborative for Health & Wellness



In 2016, the Community Collaborative for Health & Wellness was formed. It is a combination of former collaborative groups Community Collaborative Committee (CCC) and Community Access to Child Health (CATCH), a program of the American Association of Pediatrics. Members include representatives from various healthcare and health related organizations or agencies of the communities served by the District (Bonsall, De Luz, Fallbrook and Rainbow). The meetings are an opportunity for participants to share their programs and lend support to those of other organizations. Representatives from local school districts also attend. By joining together to share information and working together to meet common goals, we avoid working at cross purposes and duplication of efforts. The collaborative's most recent purpose is providing school linked services.

## Fallbrook Community Healthcare Resources Directory

The Community Resource Directory is updated annually. Over 100,000 have been produced in the FHD administrative office since 2002 and unknown quantities have been produced by those who also print and distribute them. The Community Resource directory is distributed to clinics, businesses, churches, civic groups, clubs, schools, fire station, sheriff station and more. It is a valuable resource for contact information for a broad range of health related services. It is presented in English and in Spanish to best serve the population of this community. Each year the directory is produced in a different color to ensure that the most recent information is being circulated. The LIGHT GREEN 2017 edition had 31 categories with 236 resources listed. An asterisk before the name of the agency indicates that they have a website that can provide additional information. The Resource Directory is the widest known project of the Community Collaborative Committee (CCC). To request directories, contact the District at 760-731-9187 or [lbannerman@fallbrookhealth.org](mailto:lbannerman@fallbrookhealth.org). You may also view the directory on the District website: [www.fallbrookhealth.org](http://www.fallbrookhealth.org)



**Fallbrook  
Healthcare  
District**

138 Brandon Road, 2<sup>nd</sup> Floor  
PO Box 2587  
Phone 760-731-9187 • Fax 760-731-9131  
Email: [lbannerman@fallbrookhealth.org](mailto:lbannerman@fallbrookhealth.org)  
Website: [www.fallbrookhealth.org](http://www.fallbrookhealth.org)

-2017-

**Community Resources Directory**  
*Directorio de Recursos de la  
Comunidad*

Special Service Project of the:  
**Community Collaborative Committee**  
Revised December 2016

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# Fallbrook Citizens Crime Prevention Committee

## Pat Braendel 1942-2017



*Pat Braendel delivers Christmas wreath made by youths.*

Pat started the program twelve years ago by walking house to house in her own neighborhood. The mission of this organization is to provide a comprehensive approach to crime awareness, prevention, and reduction for Fallbrook and surrounding communities by taking the leadership role in promoting community dialogue on crime issues, organizing seminars to increase public awareness, and implementing anti-crime programs like the GANAS Mentoring Program.

GANAS Mentoring Program was designed to help children overcome the challenges of their circumstances and make wise and healthy life choices in nutrition, hygiene, physical activity, charitable giving spirit and careers.

It has been difficult to succeed her since her untimely death in 2017.

<http://www.villagenews.com/story/2017/03/17/community/pat-braendel/49584.html>.

# Case Study: Driving Population Health



**Fallbrook Regional**  
HEALTH  DISTRICT

“I was quickly able to understand the community’s health needs and where the money should be spent.”

## Health District Need

In early 2016, Bobbi Palmer, MBA, MSW, took over the reigns of the Fallbrook Regional Health District (FRHD), a non-enterprise health district supported by taxpayer dollars. Serving approximately 57,000 residents of the Fallbrook, Bonsall, Rainbow and De Luz areas of northern San Diego County, the district’s mission is to “promote health for the people of the District by reducing the impact of identified major health issues in our District.”

## PopulationCentric Solution

**Palmer needed a comprehensive picture of the community’s health—quickly—in order to develop programs to reduce the impact of major health issues.** In the absence of a hospital within the district and thus a Community Health Needs Assessment, there was a lack of complete information about the Fallbrook community’s health, health needs and socio-behavioral aspects.

CentraForce Health provided Palmer with **data-driven Community<sup>2</sup> reports**, which profiled the two zip codes of the Fallbrook community on Health Indicators, Health Behaviors, Healthcare Utilization, Adherence, Social and Physical Determinants, Psychosocial and Engagement and Media. These data-driven insights allowed Palmer to immediately understand the needs of the entire Fallbrook community and get plans into action.

## Speed and Ease to Actionable Insights

**CentraForce Health provides a new kind of intelligence.** With our integrated, proprietary dataset, we produce the geospatial intelligence you need on any defined population.

Only CentraForce Health can provide deep **socio-behavioral insights** on populations as broad as the community or as granular as a cohort defined and attributed to a specific geography. With over 8,000 data points, visualizations and interpretive analyses, CentraForce Health helps you drive ROI into your clinical and business strategies.



[centraforcehealth.com](http://centraforcehealth.com)

# Case Study: Responding to Behavioral Health Needs



Fallbrook supports full-spectrum community health services, addressing top health disparities, including behavioral health, cancer, diabetes, heart disease and stroke.

## Health District Need

In 2016, utilizing the Community<sup>2</sup> reports, FRHD identified Behavioral Health as one of the most critical community needs, especially with a large military population within the district. The team at FRHD engaged with CentraForce Health to better understand the socio-behavioral aspects of the Behavioral Health population in their care and how to engage with them and best support their needs.

## PopulationCentric Solution

Utilizing the proprietary dataset fueling the PopulationCentric Intelligence Platform, CentraForce Health profiled the Behavioral Health population, isolating only those in the Fallbrook zip codes who had been diagnosed or treated for Behavioral Health issues.

**Population mapping:** Since FRHD encompasses two zip codes, quantifying the population by block group was important to understanding the most pressing pockets of geographical needs.

**Persona for Messaging and Intervention Planning:** Utilizing the numerous data points around Social Determinants, Engagement and Health Behaviors, CentraForce Health crafted a Behavioral Health persona that jumpstarted FRHD's engagement and intervention planning.

## Results

- **Resource Allocation:** Fallbrook learned that a significant portion of the **Fallbrook Behavioral Health Population** was comprised of Men 18–34 and one-third of this age cohort was Hispanic. FRHD allocated additional grant money to a clinic primarily servicing the Hispanic population.
- **Communication Preferences:** The internet is this population's "go-to" for finding information quickly. Researching their conditions online gives them the confidence to speak to medical professionals about their issues. **21% spend 20 hours or more per week browsing the internet.** The district provided links on their website regarding behavioral health resources.



[centraforcehealth.com](http://centraforcehealth.com)

# North County Communities Collaborative Health Initiative

## OUR GOAL

Decrease incidence in diabetes, hypertension, and heart disease in the area we are serving by educating, screening, referring, advocacy, and community outreach as well as integrating community classes, exercise/physical activity so others may thrive.

## Olivewood Gardens and Learning Center



North County Communities Collaborative Health Initiative members toured garden and kitchen on January 17th 2017.



# Call to Activity

## Wellness – One Step at a Time

### 1<sup>st</sup> Wellness Walk • February 1<sup>st</sup> 2017

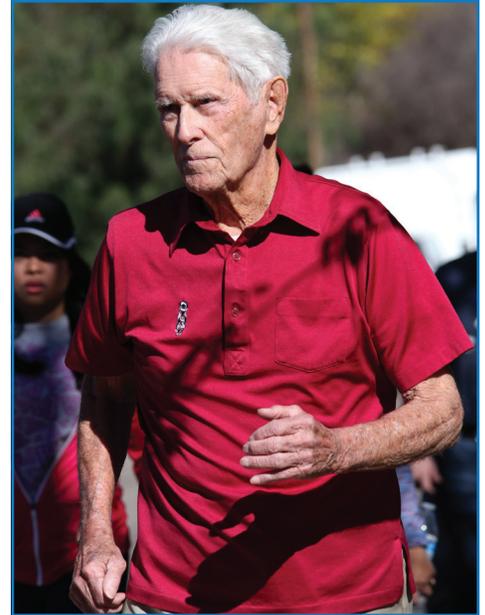
Fallbrook Community Center



# Fallbrook Regional Health District celebrates with first Wellness Walk



Ann Wade, center, of Wade into Fitness, leads a group of Wellness Walk participants in Fallbrook, Feb. 1.



Dick Bledsoe, 94, participates in the Fallbrook Wellness Walk, Feb. 1. Bledsoe is an experienced race walker and has competed in various senior Olympic games throughout the country.

FALLBROOK – On Feb. 1, the Fallbrook Health-care District celebrated its new name, Fallbrook Regional Health District, with its first Wellness Walk.

The celebration took place at 10 a.m. at the Fallbrook Community Center with representatives from Senator Joel Anderson’s office and Assemblywoman Marie Waldron’s office presenting Certificates of Recognition to Gordon Tinker, board president.

“The new name better reflects the communities served by the District (Bonsall, De Luz, Fallbrook and Rainbow) and its mission of promoting health for the people of the district,” said Tinker.

The Wellness Walk was led by Ann Wade, BA, RYT, AFAA of Wade Into Fitness. More than 30 people joined the walk (walking an estimated 195,000 steps) and each received a free pedometer, shopping bag, cookbook and bottle of water.

Dick Bledsoe, 94, participates in the Fallbrook Wellness Walk, Feb. 1. Bledsoe is an experienced race walker and has competed in various senior Olympic games throughout the country.

Fallbrook Regional Health District will sponsor a walk each month, led by a fitness professional in the community. When questioned by one of the walkers as to why only one walk per month, Executive Director Bobbi Palmer responded, “It is our hope that as people gather to walk with us and get to know one another, if they have interest in walking more, they can form their own walking group according to how long, how far, and at what pace they prefer.”

Future walks will be promoted in advance on <http://www.fallbrookhealth.org>, with flyers in the community, through the Chambers of Commerce and notice in the Village News. All walkers are required to sign a waiver. A copy will be available on the website if anyone chooses to download and sign it in advance. It can be submitted during check-in.

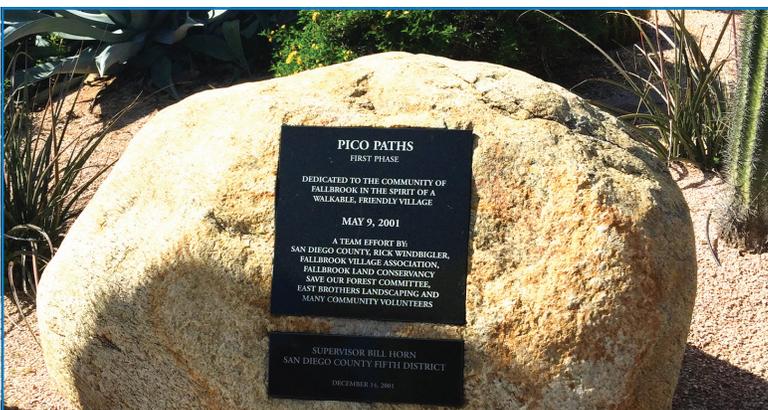
Fallbrook Regional Health District is committed to promoting health and wellness in its communities.

# Call to Activity

## Wellness – One Step at a Time

### 2<sup>nd</sup> Wellness Walk • March 3<sup>rd</sup> 2017

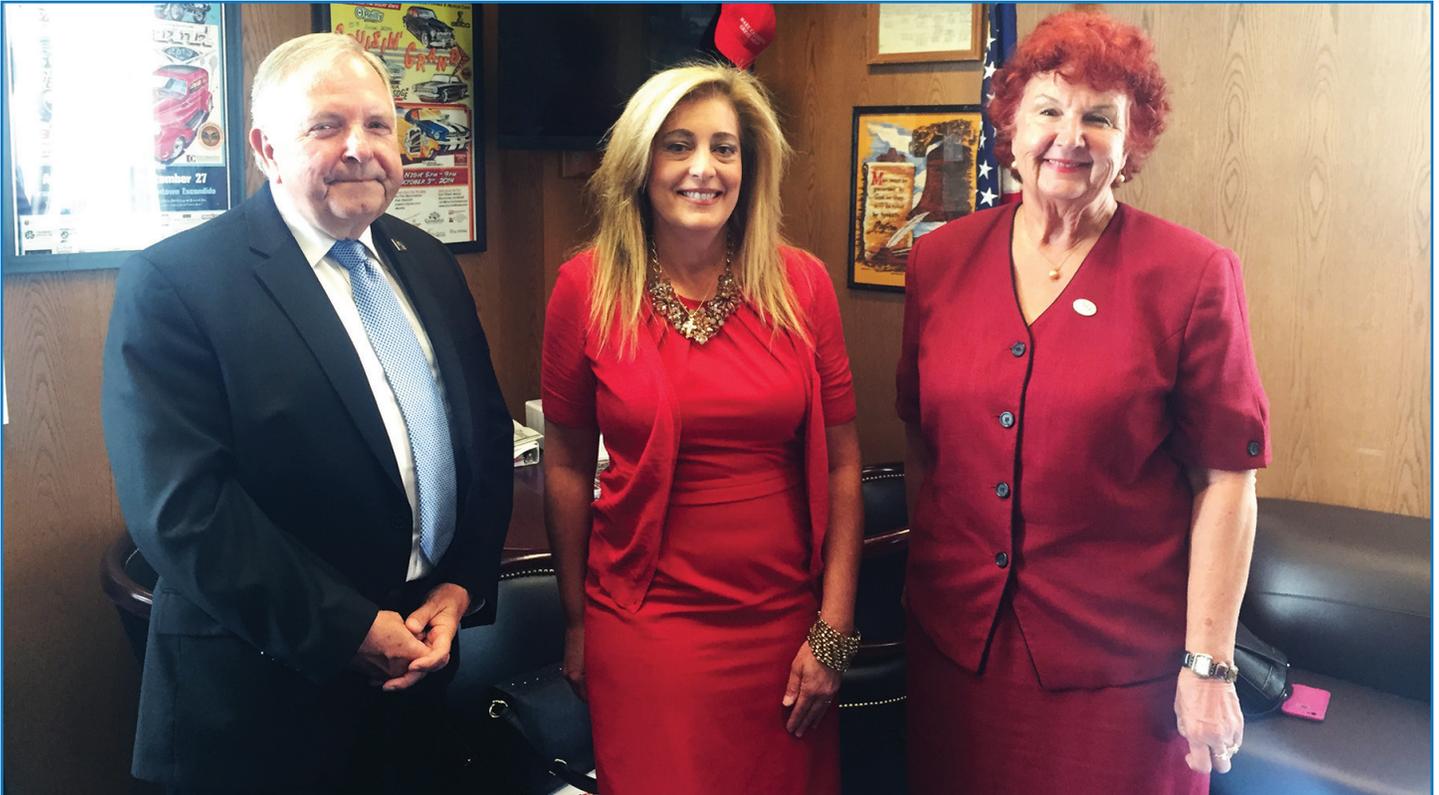
Fallbrook Library to Pico Promenade



# ACHD Legislative Day 2017

## April 3<sup>rd</sup> 2017

### Sacramento, CA



Howard Salmon, FRHD VP and ACHD Advocacy Chair met with Assembly Member Marie Waldron and ACHD President Julie Nygaard.



A little breather before meeting with Senator Patricia Bates of the 36<sup>th</sup> District.



Bobbi Palmer, FRHD Executive Director helping security guard and California Grizzly Bear protect the Governor's office.



Assembly Member Rocky Chavez and Bobbi Palmer.

# Call to Activity

## Wellness – One Step at a Time

### 3<sup>rd</sup> Wellness Walk • April 7<sup>th</sup> 2017

Grand Tradition Estate & Gardens



# Woman of Wellness (WOW)



The purpose is to educate women in matters of physical, mental and emotional health and well-being by offering a variety of monthly programs for women of all ages regarding health and wellness choices for themselves and their families.



Dick Bledsoe



Lucy Taylor



Jackie Heyneman



Roger Elyea Lucette Moramarco photos

## Lucette Moramarco

Staff Writer

The May 4 Woman of Wellness program was all about honoring and celebrating "Older Americans Month." In talking about this year's theme, "Age Out Loud," Fallbrook Regional Health District board member Barbara Mroz said, "what it means to age has certainly changed" as seniors today "have not only survived but thrived."

Four local residents were chosen as presenters to share their inspirational stories, Richard "Dick" Bledsoe, Lucy Taylor, Jackie Heyneman and Roger Elyea.

Bledsoe, almost 95 years old, has been walking for exercise since he was 67 and teaches others the right way to do it. He reminded everyone to walk into the wind and to never walk with traffic.

He advised "use your arms to get the most out of exercising," pumping them but not so high as to punch the sky he said.

Bledsoe explained that race walking is good for the cardiovascular system. He also described the different ways of walking (strolling, walking and talking, the aerobic walk, and brisk walking). He ran on the track team at Grossmont High School.

"I'm a competitor; I love to compete," he said. Walking is also less stressful on one's body."

Taylor, 89 years old, was born in Alabama and started picking cotton when she was 7 years old. She and her husband moved to Fallbrook in 1951, the same day movie director Frank Capra arrived here. Her husband got a job working for Capra on his property.

Taylor said she raised nine children who are "all up in years by the grace of God." Taylor also said that in the bad times, "I told God if he helped me, I would help my fellow man."

She served as the chaplain at Fallbrook Hospital and is now the chaplain at the Fallbrook Skilled Nursing Facility and Silvergate. Mroz said that Taylor is continuing on a tradition she started years ago – baking bundt cakes early in the morning to give away to people to brighten their day.

"My philosophy of life and how to stay young up here (pointing to her head) as long as possible is: don't ever lose your enthusiasm for what you're doing, and keep busy every day and be around children," Heyneman said.

Heyneman visited a relative in Fallbrook in 1969. Because she had to move 17 times during her husband's 27 years in the Navy, he

let her pick the place where they would retire. She chose Fallbrook, especially loving Live Oak Park Road and its oak trees.

Less than a year later, the county marked over 20 of those trees for removal. Heyneman formed a group, "Save the Oaks," and lobbied the county for weeks. They finally hired a lawyer, Roger Hedgecock, to convince the county that it was not necessary to remove all the trees. Ultimately, only two were removed.

Ten years later, the battle was renewed when the county decided to cut down trees at Live Oak Park which resulted in "Save Our Forest" being formed as a committee of the Fallbrook Land Conservancy. Only one and a half trees were lost that time.

Heyneman is very involved in the group's Environmental Education program.

"I feel the important thing for all of us, the older you get, you need a purpose in life – for me it's planting trees," she said. "Give your time to something and help others."

The fourth and youngest presenter was Roger Elyea, who is 78.

"Humor is a really important part of life, to keep young, keep a sparkle in your eye, be able to laugh," he advised. "Have a great relationship with your mate, do things together, go to church together, participate in projects with youth."

Elyea has 12 grandchildren so he also included working with young teenagers, to mentor them, as a way to stay young.

"Just being around kids and youth helps keep us young," as well as exercising, watching one's diet and getting involved in the community, he added.

Each of the four presenters was given a certificate of recognition from Supervisor Bill Horn in honor of their contributions to their community. Horn also sent a framed proclamation honoring Older Americans Month. It explained that the theme of "Age Out Loud" is "designed to give aging a new voice, one that reflects what today's older adults have to say..." and commended the Fallbrook Regional Health District (FRHD) "for its outstanding service, leadership and commitment to the health and wellness of San Diego residents."

Woman of Wellness is sponsored by the FRHD and provides free monthly programs offered on a broad range of topics including staying well, getting well, being well, and living well. The program is held the first Thursday of each month in the community room of the Fallbrook Library.

For more information, call (760) 731-9187 or email [pknox@fallbrookhealth.org](mailto:pknox@fallbrookhealth.org).

# Fallbrook Regional Health District Grows Affordable Public Health Services by 35% for Low and Fixed Income Populations

## Slicing \$200K in Operational Costs Boosts Programs for 75,000 in North County

FALLBROOK (June 15, 2017) – Fallbrook Regional Health District board at the regular board meeting on June 14 approved \$858,712.35 in affordable public health services for 16 applicant agencies providing 21 programs, accounting for a 35 percent increase - or \$224,413 more - in public health services over last year.

The no-cost health services will benefit about 75,000 low- and fixed-income patients facing the area's top health concerns, including cancer, diabetes and hypertension. The voter-approved special district collects roughly \$1.6 million annually to cover health care provider shortages, uninsured Californians, low-income patients and underserved populations.

Since the closure of the Fallbrook Hospital, the district carried about \$200,000 in annual costs to maintain the building as it sought a buyer. With the sale of the property to Crestwood Behavioral Health, Inc. to build the Fallbrook Healing Center, the district could offer greater health service coverage for the district's communities of Bonsall, De Luz, Fallbrook and Rainbow.

"In addition to combating our top health concerns, Fallbrook Regional Health District identified through local emergency calls that our citizens experience a high rate of falls, which is the leading cause of death through injury to Americans over 65," said Bobbi Palmer, Executive Director of Fallbrook Regional Health District.

"Through coordinated efforts with our health and emergency partners, we now refer fall victims for in-home assessments upon first incident to reduce risk of catastrophic injury," Palmer continued. "To support those fall and trip assessments, as well as physical activity needs, the District stepped up with greater support this year to our senior and disabled service providers to better serve our community."

In addition to contractual services, Fallbrook Regional Health District directly operates health programs including the Community Collaborative Health & Wellness Committee, Community Resources Directory, Healthcare Heroes, Woman of Wellness (WOW), Wellness Walks and North County Community Collaborative Health Initiative.

For fiscal year 2017-2018, the Fallbrook Regional Health District awarded community health contracts to the following organizations: Boys & Girls Club of North County: Summer water safety for 125 youth (\$10,000); Boys & Girls Club of North County: Triple Play designed to support youth health, stress management and positive relationships

(\$40,000); Fallbrook Citizens Crime Prevention Committee: GANAS Mentoring Program (\$10,000); Fallbrook Family Health Center: Management of chronic illness for behavioral health patients (\$100,000); Fallbrook Food Pantry: Meal provisions serving 500 families weekly (\$72,000); Fallbrook Senior Center: Mobility and Exercise Program combating falls, Type 2 diabetes, stroke, cancer and heart disease (\$12,600); Fallbrook Senior Center: Senior Nutrition - Home Delivered Meal serving up to 70 seniors (\$75,000); Fallbrook Smiles Project: Celebrate Health program providing dental and health screenings, plus service resource connections (\$71,500); Foundation for Senior Care: Care Advocacy Program provides referrals and home visits for seniors and the disabled on fall prevention, health, financial security and housing transitional needs (\$59,838); Foundation for Senior Care: Care Van & Expanded Rides offer free transportation for medical visits, physical therapy, groceries and other errand needs (\$68,773); Foundation for Senior Care: Door Through Door Hospital to Home bridges post-hospital stay care (\$50,919); Foundation for Senior Care: Respite Support at the Adult Day Care provides support to caregiving and client with emphasis on local health disparities, trip or fall incidents, and use of emergency services (\$29,583); Healthy Adventures: Fallbrook Community Center Wellness Project offers La Paloma Elementary School students cooking, gardening and nutrition programs (\$9,000); Jeremiah's Ranch: Jeremiah's Ranch Support Group for disabled families (\$14,750), Live Oak Park Coalition: Health Improvement Project for ADA Requirements (\$40,000); Mental Health Systems - North Inland Community Prevention Program: Fallbrook Youth Advocacy Coalition reducing use and abuse of drugs and alcohol (\$9,249); Michelle's Place: Breast Health Assistance Program offers early detection diagnostic services, surgical consultations, and treatment and recovery support (\$24,000); Palomar Family Counseling: Healthy Bodies, Healthy Minds provides behavior health services for Fallbrook Street and Maie Ellis elementary schools (\$75,000); REINS: Behavioral Health & Wellness Therapy (\$65,000); Trauma Intervention Program of San Diego: Trauma Intervention Programs (\$9,000); and UCSD Eye Mobile for Children: Screenings, exams and eye care for low-income children (\$8,500). The Fallbrook Healthcare District also has provided financial support for urgent care services over the last 2 years.

# FALLBROOK REGIONAL HEALTH COMMUNITY HEALTH CONTRACTS FISCAL YEAR 2016 - 2017

CONTRACT NO.	ORGANIZATION	PROGRAM	AMOUNT
273	BOYS & GIRLS CLUB OF NORTH COUNTY	SUMMER WATER SAFETY PROGRAM	\$7,200
274	BOYS & GIRLS CLUB OF NORTH COUNTY	TRIPLE PLAY	\$30,000
275	FALLBROOK CITIZENS CRIME PREVENTION COMMITTEE (FCCPC)	GANAS MENTORING PROGRAM	\$8,000
276	FALLBROOK FAMILY HEALTH CENTER	BEHAVIORAL HEALTH	\$50,000
277	FALLBROOK FAMILY HEALTH CENTER	UNCOMPENSATED CARE	\$35,000
278	FALLBROOK FOOD PANTRY	NUTRITIOUS FOOD FOR THE HUNGRY	\$60,000
279	FALLBROOK SENIOR CENTER	MOBILITY/EXERCISE PROGRAM	\$7,138
280	FALLBROOK SENIOR CENTER	NUTRITION-HOME DELIVERED MEAL	\$55,000
281	FALLBROOK SMILES PROJECT	CELEBRATE HEALTH	\$70,000
282	FALLBROOK UNION HIGH SCHOOL	ASPERGER'S AUTISM SUPPORT LEARNING CENTER	\$6,500
283	FOUNDATION FOR SENIOR CARE	ADULT DAY CARE CENTER	\$25,683
284	FOUNDATION FOR SENIOR CARE	CARE ADVOCACY PROGRAM	\$50,000
285	FOUNDATION FOR SENIOR CARE	CARE VAN & EXPANDED RIDES PROGRAM	\$54,406
286	HEALTHY ADVENTURES	FALLBROOK COMMUNITY CENTER WELLNESS PROJECT	\$9,000
287	JEREMIAH'S RANCH	JEREMIAH'S RANCH SUPPORT GROUP	\$12,000
288	MENTAL HEALTH SYSTEMS - NORTH INLAND COMMUNITY PREVENTION PROGRAM	FALLBROOK YOUTH ADVOCACY COALITION (FYAC)	\$9,620
289	MICHELLE'S PLACE	BREAST HEALTH ASSISTANCE PROGRAM	\$15,000
290	NORTH COUNTY FIRE PROTECTION DISTRICT	RAINBOW/BONSALL ADVANCED LIFE SUPPORT EXPANSION PROJECT	\$29,839
291	PALOMAR FAMILY COUNSELING	HEALTHY BODIES, HEALTHY MINDS	\$74,000
292	PALOMAR HEALTH FOUNDATION	THE SENIOR CARE GRANT PROGRAM (SCGP)	\$10,000
293	REINS	CONSULTING THERAPY PROGRAM	\$40,800
294	REINS	CPR, FIRST AID & EMERGENCY PREPAREDNESS PROGRAM	\$5,500
295	TRAUMA INTERVENTION PROGRAM OF SAN DIEGO (TIP)	TRAUMA INTERVENTION PROGRAM	\$8,000
296	UCSD EYE MOBILE FOR CHILDREN	UCSD EYE MOBILE FOR CHILDREN	\$8,500

**TOTAL AWARDED:**

**\$681,186.00**

# Community Health Contracts 2017 Recipients





# FALLBROOK REGIONAL HEALTH COMMUNITY HEALTHCARE CONTRACTS FISCAL YEAR 2017-2018

ORGANIZATION	PROGRAM	AMOUNT
BOYS & GIRLS CLUBS OF NORTH COUNTY	SUMMER WATER SAFETY	\$10,000.00
BOYS & GIRLS CLUBS OF NORTH COUNTY	TRIPLE PLAY	\$40,000.00
FALLBROOK CITIZENS CRIME PREVENTION COMMITTEE (FCCPC)	GANAS MENTORING PROGRAM	\$10,000.00
FALLBROOK FAMILY HEALTH CENTER	HEALTH PROMOTION COORDINATION - INTEGRATION AND EDUCATION FOR THE COMMUNITY	\$100,000.00
FALLBROOK FOOD PANTRY	NUTRITIOUS FOOD FOR OUR NEIGHBORS	\$72,000.00
FALLBROOK SENIOR CENTER	FSC MOBILITY/EXERCISE AREA PROTECTIVE COVERING PROGRAM	\$12,600.00
FALLBROOK SENIOR CENTER	SENIOR NUTRITION-HOME DELIVERED MEAL	\$75,000.00
FALLBROOK SMILES PROJECT	CELEBRATE HEALTH	\$71,500.00
FOUNDATION FOR SENIOR CARE	CARE ADVOCATE PROGRAM	\$59,838.25
FOUNDATION FOR SENIOR CARE	CARE VAN & EXPANDED RIDES TRANSPORTATION PROGRAM	\$68,773.00
FOUNDATION FOR SENIOR CARE	DOOR THROUGH DOOR HOSPITAL TO HOME PROGRAM	\$50,918.70
FOUNDATION FOR SENIOR CARE	RESPIRE SUPPORT AT THE ADULT DAY CARE	\$29,583.40
HEALTHY ADVENTURES	FALLBROOK COMMUNITY CENTER WELLNESS PROJECT	\$9,000.00
JEREMIAH'S RANCH	JEREMIAH'S RANCH SUPPORT GROUP	\$14,750.00
LIVE OAK PARK COALITION	HEALTH IMPROVEMENT PROJECT FOR THE COMMUNITY	\$40,000.00
MENTAL HEALTH SYSTEMS - NORTH INLAND COMMUNITY PREVENTION PROGRAM	FALLBROOK YOUTH ADVOCACY COALITION (FYAC)	\$9,249.00
MICHELLE'S PLACE	BREAST HEALTH ASSISTANCE PROGRAM	\$24,000.00
PALOMAR FAMILY COUNSELING	HEALTHY BODIES, HEALTHY MINDS	\$79,000.00
REINS	BEHAVIORAL HEALTH & WELLNESS THERAPY PROGRAM	\$65,000.00
TRAUMA INTERVENTION PROGRAM OF SAN DIEGO (TIP)	TRAUMA INTERVENTION PROGRAMS	\$9,000.00
UCSD EYE MOBILE FOR CHILDREN	UCSD EYE MOBILE FOR CHILDREN	\$8,500.00

**TOTAL AWARDED:**

**\$858,712.35**

# Woman of Wellness (WOW)

The purpose is to educate women in matters of physical, mental and emotional health and well-being by offering a variety of monthly programs for women of all ages regarding health and wellness choices for themselves and their families.



Participants in the Mini Wellness Fair visit two of the wellness providers at the library, Straight Up Pilates with Leah, center, and Straight Nutrition with Debi Foli, sitting right. More than 60 service providers can be found at [www.fallbrookwellnessdirectory.com](http://www.fallbrookwellnessdirectory.com).



Kathy Richer-Kruse, who specializes in iridology and live-cell analysis, explains her services to two of the wellness fair attendees at the library. About 50 women and a few men attended the event sponsored by Fallbrook Regional Health District.



Theresa Tirado gives ladies a chance to smell some of her aromatherapy products made with essential oils, at the Mini Wellness Fair at Fallbrook Library.

## Mini Wellness Fair promotes well-being

August 3<sup>rd</sup> 2017



Dr. Scott Vance, a chiropractor, performs a spinal screening for Helen Lange during the Woman of Wellness Mini Wellness Fair at Fallbrook Library, Aug. 3. Fourteen local businesses from the Fallbrook Wellness Directory were represented at the fair.  
Lucette Moramarco photos

*Community Health Together*

# Fallbrook Regional Health District Presents on Website Compliance at Healthcare Conference

Executive Director Bobbi Palmer Addresses Peers at  
Annual Meeting in San Diego



Fallbrook Regional Health District executive director Bobbi Palmer, center, makes a presentation on website compliance during the Association of California Healthcare Districts 65th annual meeting. Courtesy photo

FALLBROOK – Bobbi Palmer, executive director of the Fallbrook Regional Health District (FRHD), presented before peers statewide on website compliance at the Association of California Healthcare Districts 65th annual meeting held recently at the Kona Kai Resort & Spa in San Diego.

The lunch session addressed the various public information access points the district undertakes to make available through its website at [www.fallbrookhealth.org](http://www.fallbrookhealth.org). Palmer, along with administrative assistant Linda Bannerman and the district's website contractor, Sloane Dell'Orto of Streamline, covered various pressing legal requirements mandated by various laws.

"Websites today must make access to information as easy as possible for the public," Palmer said. "Our website allows citizens to make public records act requests, they can view all our financial reports, and they have access to our

meeting agendas and minutes."

A bill expected to be signed this year and enacted in 2018, AB 1728, applies specifically to health care districts, some of which do not have websites or enough legally-required information readily available to the public.

"Fallbrook Regional Health District is proud to lead the charge on being as open and compliant as possible," Palmer said. "We hope our presentation provided our health district peers with valuable information to create a higher standard of public information access across California."

This year's annual meeting of Association of California Healthcare Districts focused on preparing health care districts for the challenges ahead and the role of districts in the face of change.

For the first time, the annual meeting kicked off with a Women's Leadership Breakfast featuring Chula Vista Mayor Mary Salas, former state assembly Republican leader Connie Conway, and moderator Michelle Bholat, M.D., of Beach Cities Health District.

Palmer headed up the effort to bring together this panel of women leaders in the hopes of spurring more involvement and discussion among women in the industry.

"It's an exciting time to see more women in the health industry and particularly women of color rising through the ranks," Palmer said. "Even though the U.S. Bureau of Labor reports that women make up 78 percent of the health care industry, we represent just 21 percent in executive roles. Hopefully, this annual breakfast will serve as an inspiration to women and men in our industry to expand our leadership diversity."

# Door-Through-Door Program

Breaking the Cycle of Repeated Hospitalizations

**Door-Through-Door, an innovative public-private partnership is led by Fallbrook Regional Health District, North County Fire Protection District, and the non-profit Foundation for Senior Care**



Residents who activate 911 in the Fallbrook region and who meet program criteria — those who are medically fragile and at-risk for falls or repeat falls — are referred to the Foundation for Senior Care to be part of the existing Door-Through-Door program.



In this program, participants receive case management services including education, preventive and supportive measures, and arrangement for in-home support and transportation services.



A program coordinator also provides home checks to address fall hazards (throw rugs, rickety stairs, raised thresholds) and install safety measures (bathroom grab bars, alert monitor pendants, volunteer sheriff check-in calls), among other services.



Most of the funding for the pilot program, estimated to cost around \$64,000, has come from Fallbrook Regional Health District.

# Door-Through-Door Program

Proclamations from  
District 5 Supervisor  
Bill Horn



## Partners:

- Fallbrook Regional Health District
- Foundation For Senior Care
- North County Fire Protection District
- Vial of Life
- San Diego County Sheriff's Department
- San Diego County Aging & Independence Services
- Regional hospitals
- SDG&E
- Philips Lifeline
- Meals on Wheels
- San Diego Elder Law
- Hospice & Home Care providers



*Community Health Together*

# Fallbrook Hospital \$4.5M Sale Closes Escrow

## Fallbrook Regional Health District Sells Closed Facility to Crestwood Behavioral Health

FALLBROOK (Oct. 2, 2017) – On September 29, the Fallbrook Regional Health District received confirmation of escrow closing on the \$4.5 million sale of the closed Fallbrook Hospital to Crestwood Behavioral Health Inc. The new owners will break ground soon on renovations to reopen as the Fallbrook Healing Center.

After nearly three years of searching for a buyer, Crestwood opted to buy the facility that will take patients through county health department referrals. On May 10, the health district board voted unanimously to sell the vacant building at 624 East Elder to Crestwood and ratified the sale at a special meeting on July 28 with an intended close of escrow on July 31.

However, the health district was notified by the County of San Diego that the property required resolution of a lot line adjustment and a 1989 lien agreement before close of escrow.

"The Fallbrook Healing Center will revitalize that building and bring much-needed health care services to our community," said board President Gordon Tinker. "We're excited to work with Crestwood and their exceptional team on the next steps, which will mean investment and added jobs in our community."

The close of escrow comes after several regular and special board meetings where more than 300 residents shared feedback with the district board on the sale of the public property. Board members tabled the item at its July 12 regular meeting to do more fact-finding, including personal tours of Crestwood facilities, to address questions raised by the community.

The 50-year-old Fallbrook Hospital closed in November 2014 after soliciting proposals from more than 10 health systems in the region. Several more proposals and offers fell through in the years following as the Fallbrook Regional Health District spent about \$200,000 a year on basic maintenance and security of the building.

The Fallbrook Hospital was last managed under a 30-year lease agreement by Tennessee-based Community Health Systems. The company closed the hospital's labor and delivery department in September 2014 and announced it planned to shutter emergency and intensive

care departments in November of that year. CHS reported to shareholders it lost nearly \$6 million operating Fallbrook Hospital in 2013 alone.

Fallbrook's situation is not unique. Since 2010, a report found that at least 82 rural hospitals have closed across the country with another 700 at risk of closure.

"The board served the Fallbrook Regional Health District and its constituency with the utmost integrity throughout this long, trying process," said Executive Director Bobbi Palmer, MBA, MSW. "Their superb and steadfast leadership ultimately paved the way to reduce barriers to quality health care and cut district costs which allow us to support 35 percent more community health needs for our residents."

The 100-bed Fallbrook Health Center will bring 108 full-time permanent positions and another 10 part-time positions in addition to the immediate construction jobs. Crestwood has committed at least \$2 million for the construction project, though company representatives said it could cost the company up to \$4 million.

"We are delighted to be the newest member of the Fallbrook community," said Executive Vice President Patty Blum, Ph.D., of Crestwood Behavioral Health Inc. "Today is an exciting and monumental day. This was a long and important community discussion and the result will be to preserve the provision of healthcare at the Fallbrook Hospital site while providing much need behavioral health services."

The project plans to break ground in the coming months and open in 2018.

The voter-approved special district collects roughly \$1.6 million annually to cover health care provider shortages, uninsured Californians, patients with low or fixed incomes, and underserved populations. Since 2000, the district community health contracts have support about 300 health programs offering no-cost services for the North San Diego County unincorporated communities of Bonsall, Del Luz, Fallbrook and Rainbow. In the last five years, the District granted more than \$3.5 million in health services benefiting the public.

*Community Health Together*

# **Fallbrook Regional Health District Considers Land Purchase**

**District Located Investment to Address Health Disparities  
Through Prevention, Wellness Services**

FALLBROOK (Dec. 1, 2017) – On December 1, the Fallbrook Regional Health District held a special meeting to discuss the purchase of land in the district. The board met in closed session to discuss the matter and had no actions to report out to the public.

“We believe we’ve located a great investment for our community that would help us further address health disparities through preventative medicine and wellness,” said Bobbi Palmer, Executive Director of the Fallbrook Regional Health District. “Through this purchase, we could offer the community direct services in a variety of areas under one roof.”

Initial discussions about the funding of the investment includes the possibility of a public-private partnership, such that would help bring a variety of resources and services to the community while stretching the public’s dollar.

In October, the Fallbrook Regional Health District sold the former Fallbrook Hospital to private for-profit Crestwood Behavioral Health Inc. The \$4.5 million sale will allow Crestwood to transform the vacant building at 624 East Elder into the Fallbrook Healing Center to deliver behavioral medicine and rehabilitation therapy.

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# Fallbrook Regional HEALTH DISTRICT

*For additional information, contact*  
**Fallbrook Regional Health District**

Mailing address:

**138 South Brandon Road  
Fallbrook, CA 92088**

**760.731.9187**

Fax: 760.731.9131

**Office Hours: Mon. – Fri. 10 a.m. – 6:00 p.m.**

**[www.fallbrookhealth.org](http://www.fallbrookhealth.org)**

## **Board Meetings:**

**2<sup>nd</sup> Wednesday of each month at 6:00 p.m.  
Fallbrook Public Utility District • Board Room  
990 East Mission Road • Fallbrook, CA 92028**

All regular meetings of the board are open to the public.  
Agendas are posted 72 hours in advance of regular meetings  
at the FRHD Admin Office and on the FRHD website.

Contact the Administrative Office for additional information or special needs assistance.

Bobbi Palmer, MBA, MSW, Chief Executive Officer  
Linda Bannerman, Admin. Asst./Board Secretary  
Pam Knox, Special Projects Coordinator/Board Secretary  
Mireya Banuelos MPH, Community Health Coordinator