

Fallbrook Regional HEALTH DISTRICT

To: Board of Directors
Fallbrook Regional Health District

From: Bobbi Palmer, MBA, MSW
Chief Executive Officer

Date: September 7, 2018

Re: Status Report Based on Phase 1 Outcome Measurements, Month 8

Collective Impact Approach: September 5th Ground Breaking, Ribbon Cutting, Health Screenings, Health Education, Yoga, Meditation Exercises, Facilitated Walking, Backpack Give-Away, Fresh Produce and Vegetables for seniors, teens, children and families.

An all- day health and wellness agenda starting at 10 am and ending at 5 pm attracted upwards of 200-250 participants which included service providers.

“More and more people have come to believe that collective impact is not a fancy word for collaboration, but represent a fundamentally different, more disciplined, and higher performing approach to achieving large-scale social impact.” Stanford Social Innovation Review, Informing and inspiring leaders of social change.

Sixteen community based organizations funded by Fallbrook Regional Health District (FRHD), 20 community health contracts: 2018-2019 fiscal year for a total of \$910,415.97.

An “Integrative approach” was utilized to structure collaborative efforts with a common agenda. FRHD orchestrated this event and the District’s presence was one described as the backbone organization.

As you recall the 5 conditions of Collective Impact include the following:

1. Common Agenda
2. Shared Measurement
3. Mutually Reinforcing Activities
4. Continuous Communication
5. Backbone Support

Collective Impact efforts are sustained over long periods of time with systems in place to retain momentum. With this in mind the National Health and Prevention Calendar for the month of **September** served as a kick-off for implementing a community intervention. To maximize the full capacity of Fallbrook Regional Health District's **Wellness Center**, we integrated the following event points.

September

1. Fruit and Veggies – More Matters Month
2. Healthy Aging Month
3. National Yoga Awareness Month
4. Pain Awareness Month
5. World Suicide Prevention Month
6. National Backpack Awareness Day
7. Falls Prevention Awareness Day
8. Family Health and Fitness Day

Following the above structured framework all community health contract awardees will accomplish 2 critical outcome standards:

1. Demonstrate ongoing organizational presence at the Wellness Center
2. Demonstrate key indicators to support the Blue Zone Initiative
3. Create and maintain a high level of progress based on individual funding provided by FRHD Community Health contracts by way of the “Foundant” Software Measurement Tool.
4. This report and outcomes broadly has taken this collective impact work from Phase 1. Initiate Action to Phase 2. **Organize for Impact.**

Organize for Impact: Establishes common goals “Health Under One Roof” requires stakeholders to work together to establish common goals and shared measures, creating a deeper level of outcomes and a shared vision, which support the backbone infrastructure, FRHD, and taps into the synergy already gained by aligning the many funded organizations involved.

Please see attached for additional information.

<i>TIME</i>	<i>WHAT</i>	<i>WHO</i>	<i>WHERE</i>
8:00am-9:00am	Setup: Check-in Booth, FRHD booth, Produce Booth Coffee & Muffins Delivery	FRHD Staff Fallbrook Coffee Co.	Community Room & Pavilion
9:00am-10:00am	Setup	All Community Organizations	
10:00am-11:00am	Health Screenings	CSUSM & Fallbrook Smiles Project	6. Health Screenings Room
11:00am-12:00pm	Yoga Lunch Delivery? Health Screenings	Be Well Jersey Mikes? CSUSM & Fallbrook Smiles Project	7. Yoga Room Community Room 6. Health Screenings Room
12:00pm-1:00pm	Yoga Health Screenings Lunch Delivery?	Be Well CSUSM & Fallbrook Smiles Project Jersey Mikes?	7. Yoga Room 6. Health Screenings Room Wendy
1:00pm-2:00pm	Health Screenings	CSUSM & Fallbrook Smiles Project	6. Health Screenings Room
2:00pm-3:00pm	Petting Zoo Yoga Health Screenings	Garden of Eden Be Well CSUSM & Fallbrook Smiles Project	F. Community Garden 7. Yoga Room 6. Health Screenings Room
3:00pm-4:00pm	Petting Zoo Yoga Health Screenings Walking	Garden of Eden Be Well	F. Community Garden 7. Yoga Room #7
4:00pm-5:00pm	Petting Zoo Health Screenings	Garden of Eden	F. Community Garden
3:45pm-4:00pm	Photo op	Sarah (ACHD), Bobbi, Staff	WHERE?
4:00pm-4:15pm	Lime tree planting	Howard, Bill, Bobbi, Linda, Mireya	E. Learning Center
4:15pm-4:30pm	Avocado tree planting	Howard, Gordon, Bobbi, Mireya, Linda	Front of Learning Center
4:30pm-4:45pm	Orange tree planting-citrus basket exchange	Barbara, Bill, Bobbi, Solange, Pam	Front of Health Under One Roof
4:45pm-5:00pm	Ribbon Cutting for Truck	Pantry Board Members, Bobbi, Wendy, Frauke	Next to booth #13