

Alignment of FRHD Mission, Vision Values and Social Determinants with NCFPD - JPA Features

Mission: The Fallbrook Regional Health District assists residents to lead healthy lives, supporting a greater life span and independence.

Vision: Fallbrook Regional Health District will offer and support services and programs that measurably improve physical and mental health, social engagement and increased life span and independence.

Values: The Fallbrook Regional Health District values dedication, efficiency, integrity, objectivity, prudence, respect, and transparency for all members of our community. Our efforts support our commitment to being an inclusive entity as we continually seek to strengthen our institution as a place for personal and social development.

Relevant Social Determinants of Health: Education; Health and Health Care; Social and Community Context

Ambulance Refurbishments/ Replacement	Senior Medical Services Officer (SMSO)	Social Media Specialist Services
<p>The ambulance feature of the JPA is directly aligned with the FRHD <u>Mission and Vision</u> in that reliable and efficient ambulance services contribute to <u>supporting greater life span and independence</u> by responding to urgent and life-threatening situations in a timely and expert manner.</p> <p>It is responsive to the <u>Determinants of Health</u> in the area of <u>Health and Health Care</u> by providing for efficient and expert responses to emergency situations which increases the probability of good outcomes and reduces the health care cost to providers and the individual who receive ambulance services.</p> <ul style="list-style-type: none"> • 3,391 Medical Responses July 2020 through April 2021 • 2,400 ambulance transports July 2020 through April 2021 	<p>The SMSO feature of the JPA is directly aligned with the FRHD <u>Mission and Vision</u> in that this level of expertise <u>supports greater life span and independence</u>, as evidenced in the FRHD response to the COVID pandemic. The SMSO provided 38 days of direct COVID vaccination clinics efforts via the County’s Operation Collaboration. This unusual public health occurrence illustrates the value of such expertise to FRHD residents should other such situations arise in the future.</p> <p>Relative to the more routine application of expertise, the SMSO provides “wellness checks” on residents transported by ambulance upon their return home. In addition, the SMSO has the capacity and training to provide the community with ongoing education such as CPR and first aid training, and flu vaccination clinics.</p> <p>This array of capabilities supports the <u>Determinants of Health</u> in the area of <u>Health and Health Care</u> and <u>Education</u>. With the SMSO coordination of Spanish language offerings, the</p>	<p>The Social Media Specialist feature of the JPA is directly aligned with the FRHD <u>Mission and Vision</u> in achieving <u>greater life span and independence</u> which is highly dependent on “getting the word out.” This requires a multi-pronged approach, including traditional modes of mass communication, as well as leveraging the power of current and emerging forms of social media. It also requires attention to redundancy and use of high interest approaches to communicating what the FRHD is offering to the community. This requires time, attention and expertise and will become increasingly important as the Wellness Center becomes a reality.</p> <p>It should be noted this type of coordinated, proactive, pervasive and persistent communication effort cannot be implemented by the FRHD staff due to their already robust level of responsibility.</p> <ul style="list-style-type: none"> • The follows on our Facebook page showed a 477% increase from June 2020 – June 2021. • Our top performing posts on Facebook now peaks around 1.8 unique accounts, up from peaking at around 536 accounts.

SMSO feature of the JPA reflects a commitment to the FRHD Value of being an inclusive entity.

- COVID PPE Coordination
- Assisted with COVID Testing
- Liaised with public groups re COVID education and outreach.
- Collaborated on the District's ability to support public health vaccinations into the future.

- Early in COVID-19 testing efforts, our Wellness Center site saw some of the largest attendance in the entire county thanks to our promotion of it on Facebook and Instagram.
- An over 300% increase in Instagram followers.