

## Organization

**Official Name:** NEIGHBORHOOD HEALTHCARE  
**\*Legal Name:** Neighborhood Healthcare  
**\*Year Company was Founded:** 1969  
**\*Address:** 425 N. Date Street  
**Address (2):**  
**\*City:** Escondido  
**State:** California  
**Zip/Postal Code:** 92025  
**\*Main Telephone:** 760-520-8300  
**Main Fax:**  
**Website Address:** www.nhcare.org  
**\*Main Email Address:** nhcare@nhcare.org

**\*Mission Statement and History:** Our mission is to improve the health and happiness of the communities we serve by providing high-quality healthcare to all, regardless of situation or circumstance. Neighborhood Healthcare, a Federally Qualified Health Center (FQHC), has been providing health care services in San Diego County since 1969. Today it operates 17 health centers and has received Level 3 Patient-Centered Medical Home (PCMH) recognition. In 2019, NHcare served 76,630 individuals in over 353,000 visits. Among its patients, 16% are uninsured; and 74% have Medi-Cal. Twenty percent of patients are ages 55 and older. Ninety-seven percent of patients had incomes 200% below the Federal Poverty Level (FPL). As an FQHC, NHcare provides high quality, high value comprehensive health services, including medical, dental and behavioral health. We provide quality culturally competent care including medical, dental and behavioral health services.

**\*Board of Directors :** Alan Conrad, MD; Physician, Board President  
Cabiria Lizarraga; RN; Board Vice President  
William Smith; Financial Advisor; Board Treasurer  
Katherine Schafer; Occupational Health Nurse; Board Secretary  
Elmer Cameron; Retired Educator; Board Member  
Federico Salas; Minister; Board Member  
Jesse Renteria; Construction Management; Board Member  
Judith Descalso; Attorney; Board Member  
Nasir Samaraie; Retired Educator; Board Member  
Laura Nunn; Director of Advocacy and Policy, Board Member  
Teresa Morales; Event Coordinator; Board Member  
Marisol Marquina, Paralegal, Board Member

**Most Recent 990:** NH 990 6.30.19 FILED.pdf  
**\*Most recent audited financial statement with management letter:** G1.0 NH 19 AFS Final.pdf

## Proposal

**\*Request Owner:** Rachel Mason  
**Request Source:** External (Submitted 04/10/2020)  
**Proposal Type:** Ongoing Program

## Agency Capability

**Briefly describe your organization's history and accomplishments. :**

Founded in 1969, Neighborhood Healthcare (NHcare) is a non-profit 501(c) (3) community health services organization with Federally-Qualified Health Center (FQHC) standing. In 2018, NHcare served 76,630 unique individuals through more than 353,000 visits. NHcare's primary target populations are those who are low-income, medically underserved, uninsured, and under-insured. Our mission is to provide quality health care and promote wellness to everyone in our communities, focusing on those most in need. Our primary goal is to ensure access to care and meet the needs of the communities we serve and serve as a safety net. Today we operate 17 health centers and have received Level 3 Patient-Centered Medical Home (PCMH) recognition. Practices that earn this recognition from the National Committee for Quality Assurance (NCQA) have made a commitment to continuous quality improvement and a patient-centered approach to care. In 2016, 2017 and 2018, NHcare was named a HRSA Health Center Quality Leader. This national recognition identifies NHcare as among the top 30% of all HRSA-supported health centers that achieved the best overall clinical outcomes, demonstrating high-quality across clinical operations.

**What are the current activities and/or programs offered by your organization?:**

We provide quality culturally competent care including medical, dental and behavioral health services. Health activities are focused on targeted programs that improve patient health outcomes. Currently, these center on hypertension, substance abuse treatment programs, and diabetes care. Neighborhood Healthcare has an organizational goal to become a diabetes center of excellence -- with targeted team-based strategies to address the needs of patients at different points in their journey with diabetes. Proactive chronic disease management is implemented at the patient population level. A Rapid Diabetes Response Team connects quickly with patients who are newly diagnosed. Prediabetic patients are being identified and treated to prevent progression.

Services at Neighborhood Healthcare ~ Fallbrook include podiatry, acupuncture and chiropractic. Community Outreach Workers provide information about health topics and provide resources.

**List and describe current collaborations with other organizations that enhance your ability to provide services through this program.:**

Neighborhood Healthcare (NHcare) collaborates with the Fallbrook Family Health Center operated by Community Health Systems to ensure no duplication of services. They refer patients to NHcare for acupuncture, chiropractic and podiatry. NHcare refers patients seeking primary care to the Fallbrook Family Health Center. Community Outreach Workers participate in community events such as the Fallbrook Avocado Festival. They provide information on health topics and will connect individuals to the Fallbrook Family Health Center as needed.

**Program Information**

---

<b>Is this application being submitted in collaboration with another agency?:</b>	No
<b>Project Title:</b>	Senior Diabetic Podiatry Education
<b>Requested Cash Amount:</b>	\$15,000.00
<b>This is an ongoing program that began on:</b>	07/01/2019
<b>Name of the person submitting the grant:</b>	Lorna Hardin Director of Grants 619-997-7428 lornah@nhcare.org
<b>Name of Program Coordinator:</b>	Adrian Zavala Director of Marketing and Community Engagement 760-520-8335 Adrian.Zavala@nhcare.org
<b>Is the Program Coordinator responsible for submitting quarterly reports?:</b>	Yes

**Ages Served:** Adults (18-60): 50%  
Seniors (60+): 50%

**Gender:** Female: 50%  
Male: 50%

**Select the income limit category of your target population:** Very Low (50%) Income Limits, ceiling of \$53,500

**Projected number of residents (participant/client) that will directly benefit from this program:** 1800

**Projected number of residents that will indirectly benefit from this program:** 4000

**How will the program be staffed?:** Paid: 100%

## Statement of Problem/Needs Assessment

---

### Discuss the need for the proposed program or service within the District.:

Preventing nontraumatic lower extremity amputations in racial and ethnic minorities and low-income populations with diabetes is a national priority. The main aim of diabetes foot care education is to change behavior and promote self-management of the condition. The disease can impact many parts of the body including nerve and vascular damage, which can result in a loss of sensation in the feet. Feet can show a number of diabetes warning signs and symptoms such as redness, numbness, swelling, skin feeling cold to the touch from decreased blood circulation, inflammation and any noticeable changes to the feet such as non-healing wounds or sores. If not treated in time, the American Podiatric Medical Association warns, these complications can result in lower-limb amputations for people with diabetes. Diabetic neuropathy and peripheral arterial disease put people with diabetes at greater risk of foot problems and it is estimated that one in ten will have a foot ulcer due to diabetes during their lives. Diabetes is also the most common cause of limb amputation not associated with trauma, and 80% of these amputations will be preceded by foot ulceration (NICE, 2016).

The County of San Diego, Department of Health conducted a community needs assessment of North Inland. Diabetes was identified as a top population health issue. The percentage of North Inland residents diagnosed with diabetes (8.6%) is slightly higher than the County overall (8.1%). Among North Inland adults ever diagnosed with diabetes, 90% had Type 2 diabetes, a preventable disease.

A study, titled "Geographic Clustering Of Diabetic Lower-Extremity Amputations In Low-Income Regions Of California," was published in the journal Health Affairs in August 2014. Researchers looked at data collected by the California Health Interview Survey conducted by the UCLA Center for Health Policy Research, which determined the prevalence of this metabolic disorder among populations with low income according to zip code. These maps reveal that diabetics who lived in low-income zip codes were 10 percent more likely to have lost part of or an entire lower extremity than those in more affluent areas. This highlights the need for outreach to high-risk individuals to inform them of ways to prevent amputation. (Stevens, 2014)

### Reference your supporting data below.:

Chao YS, Spry C. (2018) Preventative Foot Care for Patients with Diabetes: A Review of Clinical Effectiveness, Cost-Effectiveness, and Guidelines [Internet]. Ottawa (ON): Canadian Agency for Drugs and Technologies in Health; 2018 Nov 14. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK538734/>

National Institute for Health and Care Excellence (2016) NICE clinical guideline 19. Diabetes and other endocrinal, nutritional and metabolic conditions. Diabetes. Diabetic foot problems: prevention and management. <http://www.nice.org.uk/guidance/NG19/> (accessed 10 April 2019)

Dorresteyn JAN, Kriegsman DMW, Assendelft WJJ, Valk GD (2014) Patient education for preventing diabetic foot ulceration. Cochrane Database Syst Rev 12: CD001488

Stevens, C. D., Schriger, D. L., Raffetto, B., Davis, A. C., Zingmond, D., & Roby, D. H. (2014). Geographic Clustering Of Diabetic Lower-Extremity Amputations In Low-Income Regions Of California. Health Affairs, 33(8), 1383-1390. doi:10.1377/hlthaff.2014.0148

**What other organizations within the community offer similar programs/ services that address this need?:**

None that we are aware of.

## Program/Services Description

---

**The Fallbrook Regional Health District has identified several health disparities that effect the long term health and well being of our community. The following questions address how your program addresses these concerns. :**

**Which one of the following categories best describes the primary goal and objectives of your program?:**

Prevention/Education: Supplies/training of health practices or to prevent/control of disease/injury.

**Which of the following health disparities does the program address:**

- Medical Services (e.g., Maternal/Child, Podiatry)
- Nutrition & Access to Food (e.g., Meal programs, Food Bank, Healthy Eating, Obesity, Type 2 Diabetes)

**Describe how the program provides the service.:**

Neighborhood Healthcare is proposing to continue to enhance the Fallbrook community outreach program of diabetic foot care education. Community Outreach Workers will working alongside our Pediatric doctor by providing educational materials as leave behinds, outreach and screening events. Neighborhood will continue to use the previously purchased demonstration models, brochures and topic related giveaways such as foot care kits and diabetes socks. The outreach workers will continue to use the tables, chairs, table covers and materials. Education information will include, among others, topics on how diabetes affects your health especially when it comes to your feet health, recognizing problems, when to see your doctor, and the need for periodic exams. With the recent COVID-19 pandemic, ensuring our communities health will be of paramount importance especially for those vulnerable portions of our community that we serve.

The Director of Marketing and Community Engagement will work with our Director of Specialty Services will develop an outreach plan that specifies the days and times of table events in the community as well as screening opportunities at locations such as nurseries or other approved locations. Due to the fact that Neighborhood was previously funded for this program, the outreach plan can continue in the same month of new funding. The outreach plan will also identify the dates of community events such as the Fallbrook Avocado Festival and the Family Outreach event sponsored by Fallbrook Health Center. This outreach calendar will guide the delivery of activities.

Neighborhood Healthcare will work with a mail house to identify low-income zip codes in Fallbrook, Rainbow, Bonsall, and De Luz for targeted mailings. Neighborhood Healthcare will also deploy a digital ad campaign using a third party ad network through the San Diego Union Tribune to make sure that we capture organic and paid search using specific key words in English and Spanish. The goal will be to make sure that residents who are searching for medical advice in regards to their feet. We will also continue with our efforts to share information and post information at key places within the Fallbrook community and at community meetings. We will post signage at locations where there is high traffic where allowable.

**What is/are the program goal(s) and what are the objectives for each goal.:**

**Define goal #1 for this program :**

To increase community awareness and knowledge of diabetes foot care.

**Number of Objectives for this program:**

3

**Objective 1:**

Objective 1: By June 30, 2021, at least 800 community members will receive information about diabetes foot care through community events conducted by outreach workers.

**Objective 2:**

Objective 2: By June 30, 2021 increase community-level awareness of the importance of diabetes foot care through targeted mailings to at least 1000 low-income households.

**Objective 3:** Objective 3: By June 30, 2021 increase community-level awareness of the importance of diabetes foot care through a digital campaign.

**Measuring Success for Goal #1:** Objective 1: The Community Outreach Workers will collect data on the number and place of events, number of encounters and information distributed. They will also maintain data on number of individuals referred for health care. This data will be maintained in an Excel spreadsheet.

Objective 2: Neighborhood will provide metrics on the number of mailings made to respective homes based on the demographics provided by mailing house along with a heat map of the areas that were mailed.

Objective 3: Neighborhood will provide metrics on engagement of the digital campaign. The metrics shared are impressions (number of times our ads are "seen" by computer users, ad clicks (actual times people click on the digital ad), page views (how many times our campaign page is seen on our website), video views (when a video is deployed as part of a campaign). All the digital campaigns goals will be to increase awareness as well as a call-to-action which will be to encourage a user to call our 800 number and make an appointment.

**Define goal #2 for this program if applicable.:**

### **Anticipated Acknowledgment**

---

**Acknowledgment:** NHcare anticipates the following acknowledgments of the Fallbrook Healthcare District:

-- Announcement and thank you to the District on the NHcare website front page within one month of funding award

-- Acknowledgment of District funding support on outreach banner displayed at all community events

-- Acknowledgment of District funding support on mailers

-- Acknowledgment of District funding in the NHcare annual report published in January 2020

All acknowledgments will include the official sponsor line as well as the FRHD logo.

### **Financial Reporting & Budget**

---

**Has your organization requested funding from FRHD for this program before?:** Yes, requested and funded

**Have grant funds awarded to your organization ever been withdrawn, reduced or discontinued?:** No

**Please list other grant funders that have been approached by your organization in the past 3 years, including FRHD. Include Name, Date, Amount Requested, Declined or Pending.:**

For this program we have approached FRHD. This was in April 2019. We were awarded \$15,000.

**Please list the fund raising events conducted by yourself or other organization(s) where proceeds have been designated to your organization as beneficiary of funds raised. Include Name, Date, Amount:**

Each year we hold our Pace Setter Gala to raise funds for unfunded care. This helps us provide services for the uninsured and under-insured. Last year the gala was held September 19 and raised \$221,000.

**Describe your plan for maintenance/ continuation of the proposed program beyond the 2020-2021 fiscal year.:**

Community Outreach Workers will continue to provide diabetes foot care information and education during regularly scheduled events. The purchased supplies will last beyond the 2020-2021 fiscal year providing teaching models and event set up materials. Funding for the resupply of informational brochures and incentives will be sought through donations. We will also continue to seek funding for marketing (digital campaign, mailing)

**Describe what other funding sources will be used to support this program; include fees for services contracts or other revenue sources?:**

NHcare general operating funds will cover unfunded costs.

**Program Budget File:** Neighborhood\_Healthcare\_2020\_2021\_FRHD\_CHC\_Program\_Budget.xlsx

**Attestation:**

- I certify that all information presented in or attached to this Application is complete and accurate

## Payment

## Scan

No matches were found

## Approval

**Requested Amount:** \$15,000.00

**\*Recommended Amount:**

**Prior Approved Grants:**

**Request Status:** External

## Contact

**Salutation:** Mr.

**\*First Name:** Adrian

**Middle Name:**

**\*Last Name:** Zavala

**Title:** Director of Marketing & Community Outreach

**Address:** 425 N. Date Street

**Address 2:**

**City:** Escondido

**State:** California

**Province:**

**Zip/Postal Code:** 92025

**Country:**

**Telephone:** 760-520-8335

**Fax:**

**Email Address:** Adrian.Zavala@nhcare.org

**Contact Type:**

**Creation Date:** 03/10/2020

**Last Saved By:** 1000000010597083

**Last Saved Date:** 07-APR-20 05.16.52.322872 PM

**Notes:**

**\*Internal Use Only?:** N

**Suffix:**