



**Fallbrook Regional**  
HEALTH DISTRICT



# 2022 - 2023 ANNUAL REPORT



# Board Chair Statement & District Meetings



*Bill Leach,  
Board Chair*

The Fallbrook Regional Health District Board of Directors and staff have strived to support and deliver programs that have a positive effect on the health and wellbeing of our residents. Some of our accomplishments in 2023 include:

- A highly successful launch to our CDC aligned diabetes prevention/lifestyle change program.
- A “superstar” award from Mental Health America for our mental health first aid program.
- A pilot program to distribute Narcan and fentanyl test strips to non profits in our community to help combat the opioid crisis.
- Supporting North County Fire Protection District’s ongoing mission through our JPA and in helping to purchase new ambulances and equipment as well as to support their ongoing training through their medical services officer.
- Programming at the Community Health & Wellness Center that supports mental health, physical fitness, mindfulness, physical health, screenings, vaccinations, blood drives, and ongoing health education.
- Supporting vital community services through our Community Health Contract Grants program and partners such as: Fallbrook Food Pantry, Boys & Girls Club, Foundation for Senior Care, Palomar Family Counseling Service, Michelle’s Place, and REINS.

In 2024 we look to continue our mission in providing high quality health and wellness programs for the community, expanding on our success with our diabetes prevention program, offering much needed counseling services, and continuing to support critical programs for our residents.

**Board & Committee meetings are always open to the public.  
We encourage you to participate and learn about how we are striving to  
enhance the wellbeing & health of the community.**

For information about our meetings, to view upcoming agendas, access the Zoom link or phone-in conference line, or any other details please visit our website at <https://www.fallbrookhealth.org/calendar> or scan the QR code.



# CEO Statement

*Rachel Mason,  
Chief Executive Officer*



**Wow! What a year. We saw two new Board members, our team grew from six to nine, and most importantly the programming at the Community Health & Wellness Center exploded! It was another year filled with change and growth. Luckily for us and all of our community members, these changes have translated into fun programs and cool community connections. With the installation of new Board members came a change to our redevelopment plans for the Center. We are focusing on some of the smaller, yet immediate upgrades to the Education building, and have begun planning for other infrastructure upgrades as well.**

**We recently updated our Mission and Vision statements to better reflect the District's operations (*see the following page*). We think that by this time next year we'll WoW you even more than we did this last year. So be on the lookout and come over to the Center for fabulous, fun, and health focused activities.**

# District Staff & What We Do

**Administration (keeping the wheels turning & getting the word out).**



*Judith Oswald*  
Administrative Officer\*



*Raquel Williams*  
Board Clerk &  
Executive Assistant\*



*Tracy Rosalee*  
Receptionist



*Jasmine Thomas*  
Outreach &  
Communications  
Coordinator

**Community Health & Wellness Center (programs, groups, & resources).**



*Theresa Geracitano*  
Center Administrator



*Patty Taylor*  
Center Staff\*



*Bianca Heyming*  
Programs Coordinator



*Katia Elizondo-Marquez*  
Community Resource  
Navigator\*

**\*As part of our commitment to serve the community to our best ability we are proud to have several bilingual Spanish/English staff who can assist with our service offerings.**

## Mission

By directing resources to community nonprofits and engaging highly skilled staff, partners and passionate volunteers the Fallbrook Regional Health District endeavors to offer health and wellness services to our served communities of Bonsall, De Luz, Fallbrook and Rainbow.

## Vision

A California recognized Health District that delivers the highest quality health and wellness programs and services to support a greater life span for the local community.

# FRHD Sphere of Influence & Board of Directors

The defined boundary of the Fallbrook Regional Health District is inclusive of Fallbrook, Bonsall, Rainbow and DeLuz. The service area is approximately 110.5 square miles. There are approximately 57,000 residents within this boundary.



*Jennifer Jeffries, Zone 1*  
current term 2022-2026



*Mike Stanicek, Zone 2*  
current term 2022-2024



*Barbara Mroz, Zone 4*  
current term 2020-2024



*Bill Leach, Zone 2*  
current term 2022-2026



*Terry Brown, Zone 5*  
current term 2022-2026

The Board Directors are elected from within identified zones. An interactive review map of the five zones and District boundaries can be found on our website (select *tan rebuild*) [fallbrookhealth.org/structure](http://fallbrookhealth.org/structure) or scan the QR code.



# Power of Your Penny

The Fallbrook Regional Health District has served the evolving health and wellness needs of the community since 1950. As a local special district, we are a single function, non-enterprise, independent government agency serving a defined geographic area. Simply stated, we are a local agency organized to provide public service to the local community. We are an autonomous government entity accountable to the voters of Bonsall, De Luz, Fallbrook and Rainbow. As a special district we must follow the state laws pertaining to public meetings, bonded debt, record keeping and elections. Our five-member Board of Directors are elected by the community using a zone-based process, while the staff works to implement the Board's vision and strategic direction. We receive our funding from property taxes and investments.



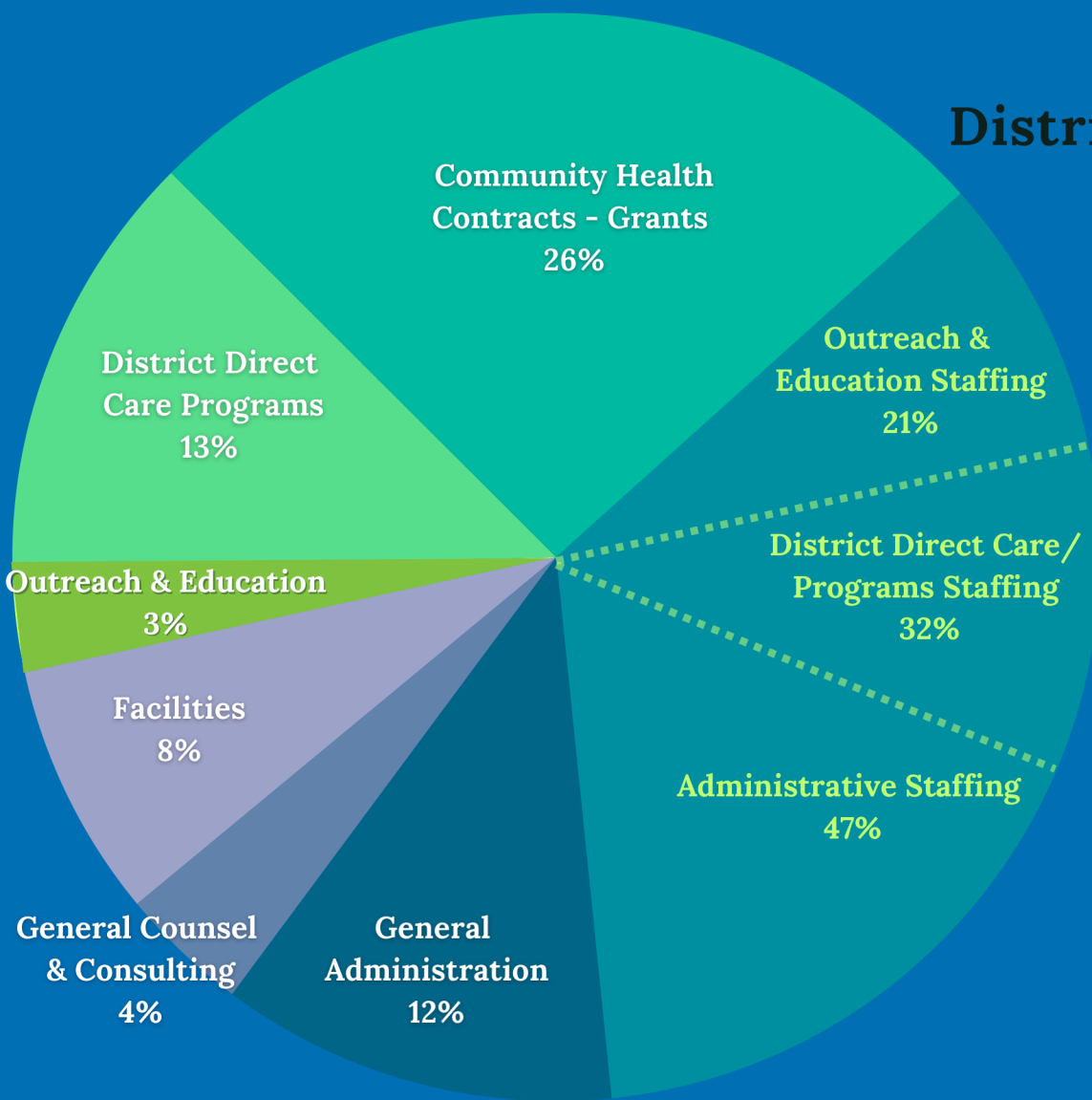
*For every \$1 in property taxes collected by San Diego County FRHD receives .00038 (less than a penny)*

## Funding the Friendly Village

Fallbrook Regional Health District received \$2,333,423 in revenue during the 2022-2023 fiscal year. The chart opposite illustrates how money was apportioned to support the health and wellbeing of the community. The total operating expenses were \$2,091,754. The District approved \$806,129 in Community Health Contracts; which are grants made to community nonprofits and care service providers. District Direct Care Services are services we provide via our staff and or sponsor directly.

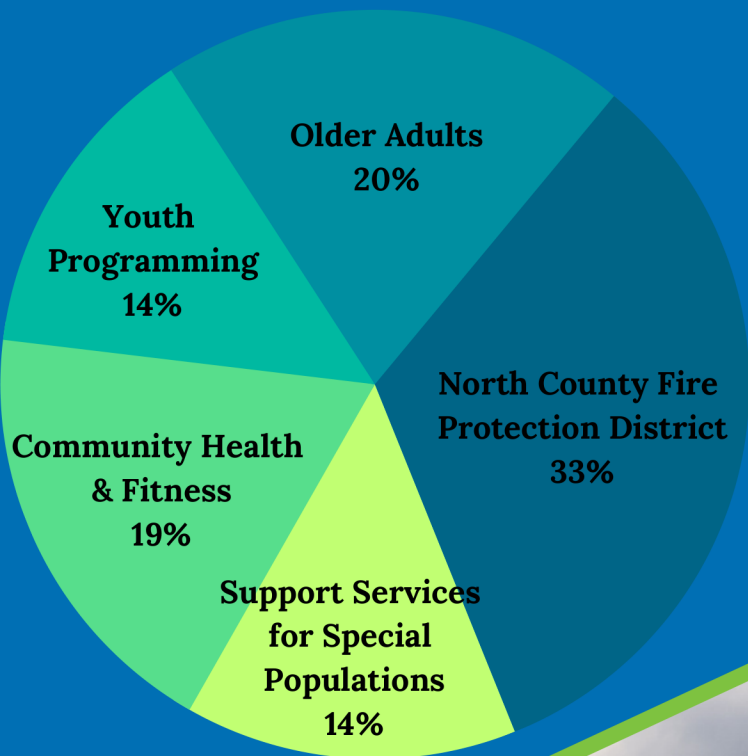
*Copies of the Community Health Contracts, the Impact Reports, FRHD's audited financials and operating budget are all publicly available online at [www.fallbrookhealth.org](http://www.fallbrookhealth.org).*

# District Expenses



Total Staffing Expenses  
35%

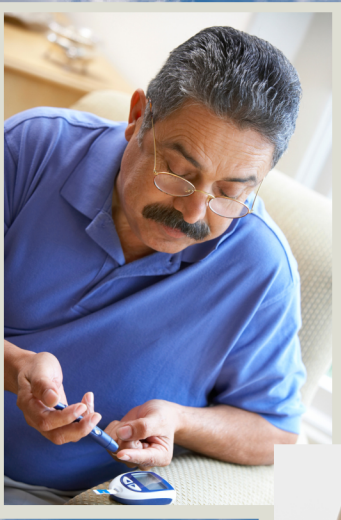
# Community Health Contract Grants by Service Population



# Health & Wellness Priorities

Building upon the results from our 2020 Community Needs Assessment, we have continued to follow a Social Determinants of Health paradigm to guide our efforts in how we fund and select service offerings that can make the deepest impact on the community. The Social Determinants of Health are defined as the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

The Community Needs Assessments identified several areas of unmet need, the District focused its resources toward supporting those areas. While we will continue supporting our nonprofit health and wellness partners, it is our goal to bring additional services to the community.



The top five health concerns are:

- Diabetes
- Hypertension
- Obesity
- Mental Health
- Youth Social Support



# Programming Solutions



This diabetes prevention program teaches participants the skills needed to make lasting changes. Learning to eat healthy, how to add physical activity, manage stress, stay motivated, and solve problems that can get in the way of healthy changes.

Addressing Diabetes, Hypertension, Obesity



**Trained Lifestyle Coach:**  
Trained to be  
supportive & inspiring.



**Approved Curriculum:**  
CDC approved program



**Year-long Program**  
Weekly for 6 months,  
then 1-2 a month.

**DON'T KNOW  
WHERE TO GET  
RESOURCES?**

Come talk to our  
Community Resource Navigator  
to get connected.

¡Podemos apoyarte en español!  
Venga a hablar con nuestra Asistente De  
Servicios Comunitarios para ayudarle a  
encontrar recursos locales.

We added a Community Resource Navigator to the team to support the community in identifying and connecting with local, regional, State and Federal resources.

Addressing Mental Health, Health Literacy,  
Family/Child Support



**Housing &  
Shelter**



**Food & Basic  
Needs**



**Access to Medical  
Services**



**Assistance Navigating  
Safety Net Programs**

Partnered services and community sponsored groups are still a vital part of the daily activities at the Community Health & Wellness Center. Please see our website for the monthly calendar of classes and events.

<https://www.fallbrookhealth.org/community-health-wellness-center>



1636 East Mission Road,  
Fallbrook, CA 92028



# Facility Updates

The renovation of the Community Health & Wellness Center has taken a different process. The initial plans for remodeling came in with a cost that the Board was uncomfortable with approving. Instead, the Board chose to break the remodeling into smaller, more manageable projects that aligned with our specific programming goals. We anticipate that several of these projects will continue through 2025.

## Building B - Education Center

Repainted the exterior, retrofitted the windows, and created seating around the exterior of the building. Interior classrooms were updated with new paint, lighting, flooring, and technology. A Welcome Center and Staff offices were created to streamline our ability to provide services and increase communication.



Up next: ADA upgrades to Building B - Education restrooms, exterior ramps between buildings and the lower shade structure.

New HVAC in the Building A - Community room.

The District is researching a project that would allow us to install solar shade structures, install EV chargers and replace our old parking lot. Our goal is to make the Center a self-contained site where we could serve as a cooling center, emergency services triage location, and a community resource center during times of need.





District staff can be reached Monday through Friday from 9am to 5pm at 760.931.9187.

The administrative offices are located at 138 S. Brandon Rd., Fallbrook, CA 92028,

The Community Health & Wellness Center is located at 1636 E. Mission Rd., Fallbrook, CA 92028 - *Please direct all correspondence to the Administrative office.*

For more information about the District's services and initiatives please visit our website at [www.fallbrookhealth.org](http://www.fallbrookhealth.org)