

Fallbrook Regional Health District
Health and Wellness Center

Steering Committee

May 21, 2021

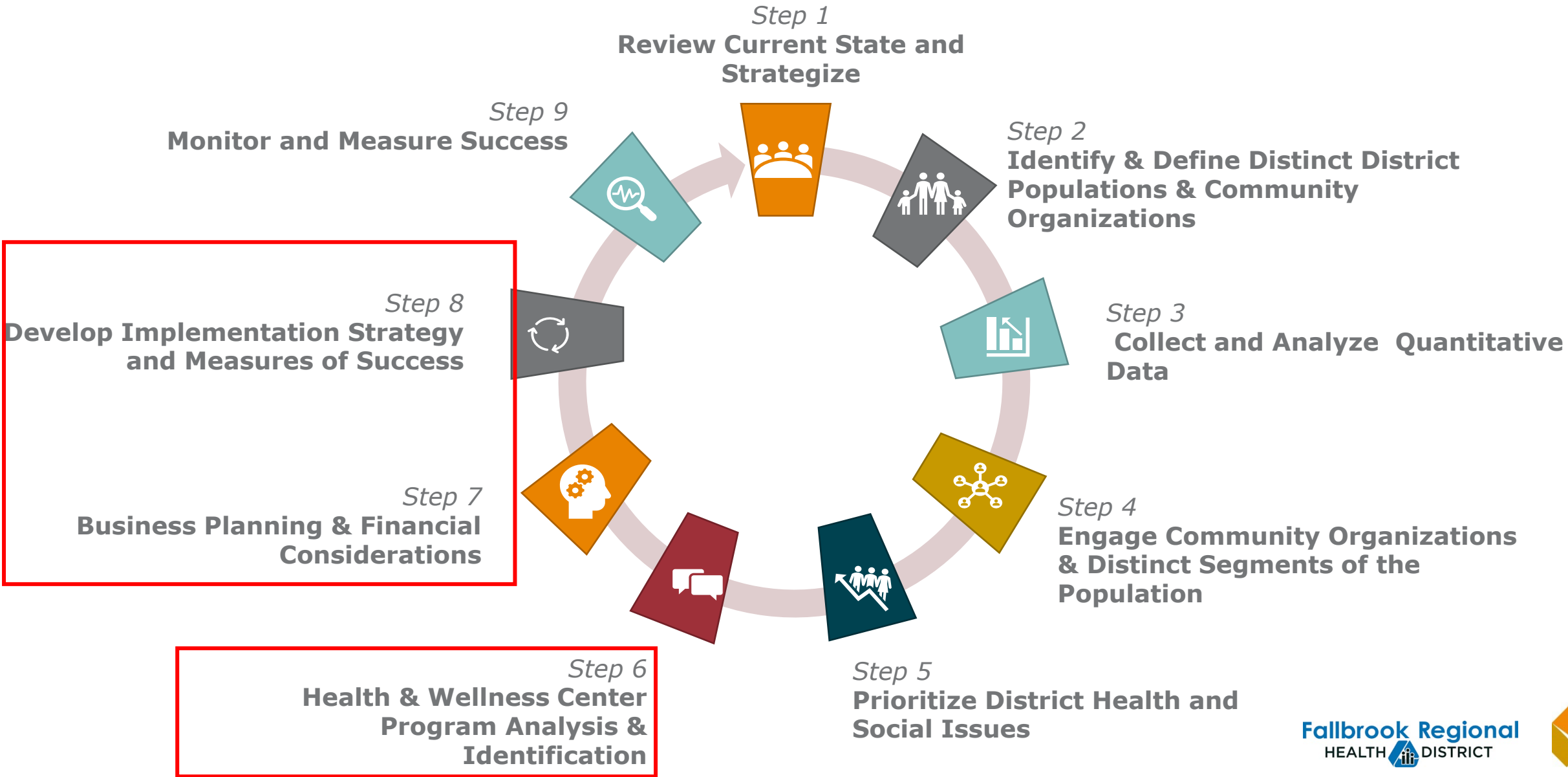


Agenda

- Workplan – Where We Are and Where We Are Going
- Quick Review of Revised Goals and Ranking of Needs
- Program Recommendations
 - Just Do
 - Program to Plan
- High Level Summary of Space Needs
- Next Steps



FRHD Health and Wellness Center Work Plan



Review of Revised Goals and Ranking of Needs



FRHD Health and Wellness Center Revised Goals

- 1. Encourage **community engagement** through enhanced communication, collaboration, inclusivity, and access through affordable, accessible, and diverse programming to meet the interests of the entire community.
- 2. Foster **collaborative partnerships** with new and existing community organizations to deliver the programs to address the priority and lifelong health needs of those living in the community.
- 3. **Reduce health disparities** and provide linkages to community organizations to support economic opportunities for all residents.
- 4. Encourage “lifetime” **health, wellness and healthy behaviors** through improved health literacy, holistic concepts, and healthy conditions which promote and support the 6 components of health which are: physical, emotional, mental, social, spiritual, and environmental.
- 5. Assure **appropriate utilization of FRHD resources** by 1) minimizing duplication of services; 2) performing due-diligence for all new and existing services; 3) providing annual review of community needs; and 4) acting diligently in review of the capital investment needs for the wellness center.



FRHD Health and Wellness Center

Health and Social Needs Criteria for Prioritization

Weighted Values	Weight	Criteria Board Priority	Criteria Definition
0.15	8,6,8,3,2 27	Magnitude - #3	Number of residents impacted.
0.17	6,7,7,8,4 32	Disparities - #1	Differences in health outcomes by subgroup, i.e., geography, languages, ethnicity, culture, citizenship status, economic status.
0.12	7,5,4,4,3 23	Trend - #4	Degree to which the need is worsening, staying the same or getting better.
0.1	3,4,3,2,6 18	Community - #6 Resources	Level of resources, i.e., physical, human, programmatic, currently available in the community to address the need.
0.07	4,2,5,1,1 13	Fills an existing void in the market - #8	Avoids duplicating efforts/provides a path forward to complement existing services offered in the community.
0.16	5,8,6,5,5 29	Important to - #2 Community	Level of importance expressed by the community through surveys and community focus groups.
0.12	2,3,2,7,7 21	Implementation - #5 Effort/Cost	Level of effort and cost, i.e., time, capital, human resources, to address this need.
0.09	1,1,1,6,8 17	Cost - #7	Level of on-going operational costs to run the programs to meet the need.

Weight: Scale of 1-8 with 8 being the highest



Community Needs Prioritized and Grouped by Rank*

Needs are highly interconnected which enables programs to meet multiple needs simultaneously.

*Ranking of needs is based on assessment against weighted criteria and stated wellness center goals determined by the Board.

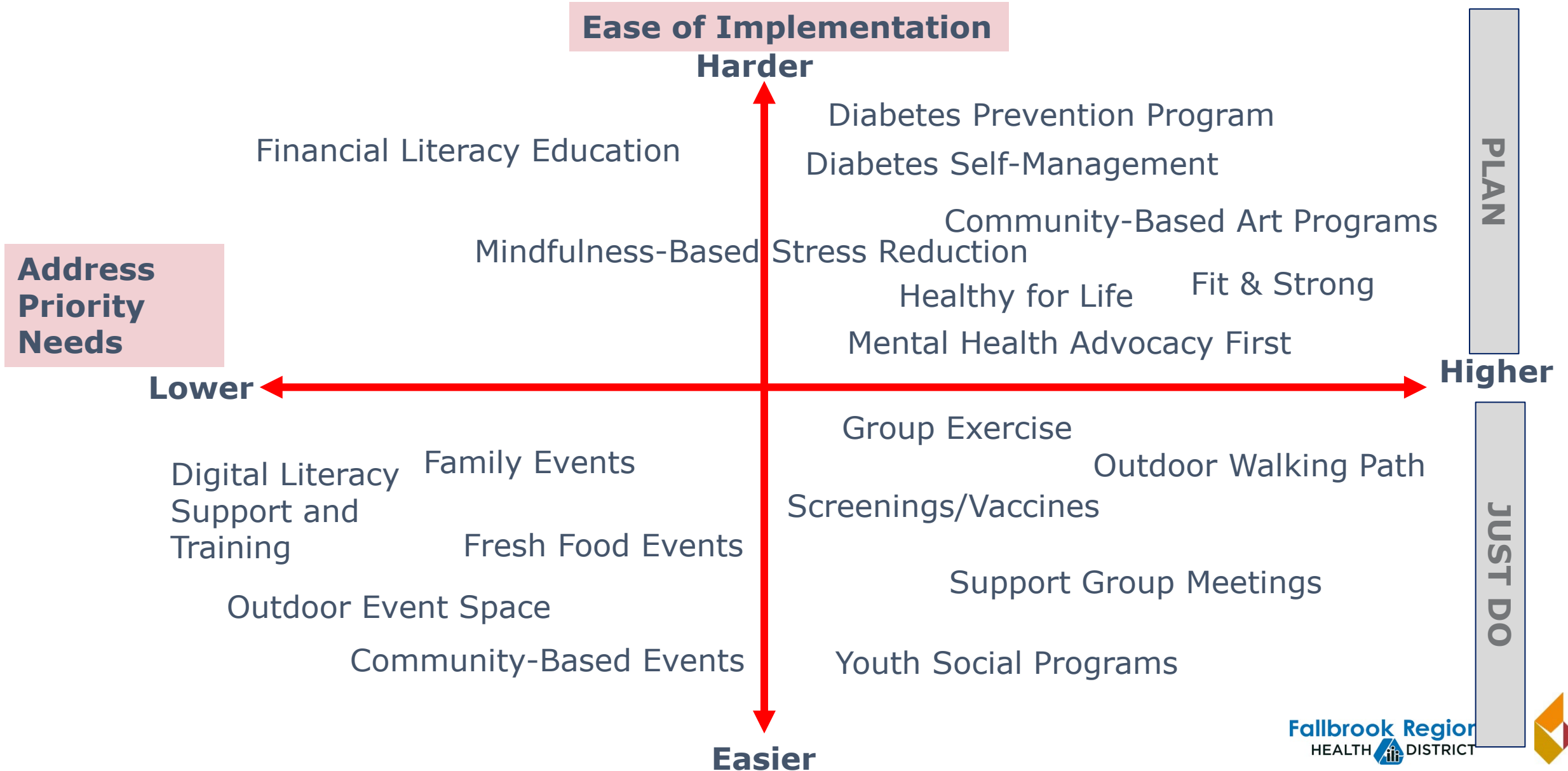
Rank	Category	Needs
1	Health	Obesity
	Health	Type 2 Diabetes
	Social	Youth Social Support
2	Health	Mental Health
	Social	Prevention/Screening
3	Health	High Cholesterol
	Health	High Blood Pressure
	Social	Transportation
4	Health	Mobility
	Social	Healthy Food/Nutrition
5	Health	Age Related Deficits
	Social	Language Barrier
6	Social	Economic Security
7	Social	Family/Child Support
8	Social	Education
9	Social	Health Literacy
10	Social	Legal/Advocacy



Program Recommendations



Recommended Programs – Just Do vs. Plan

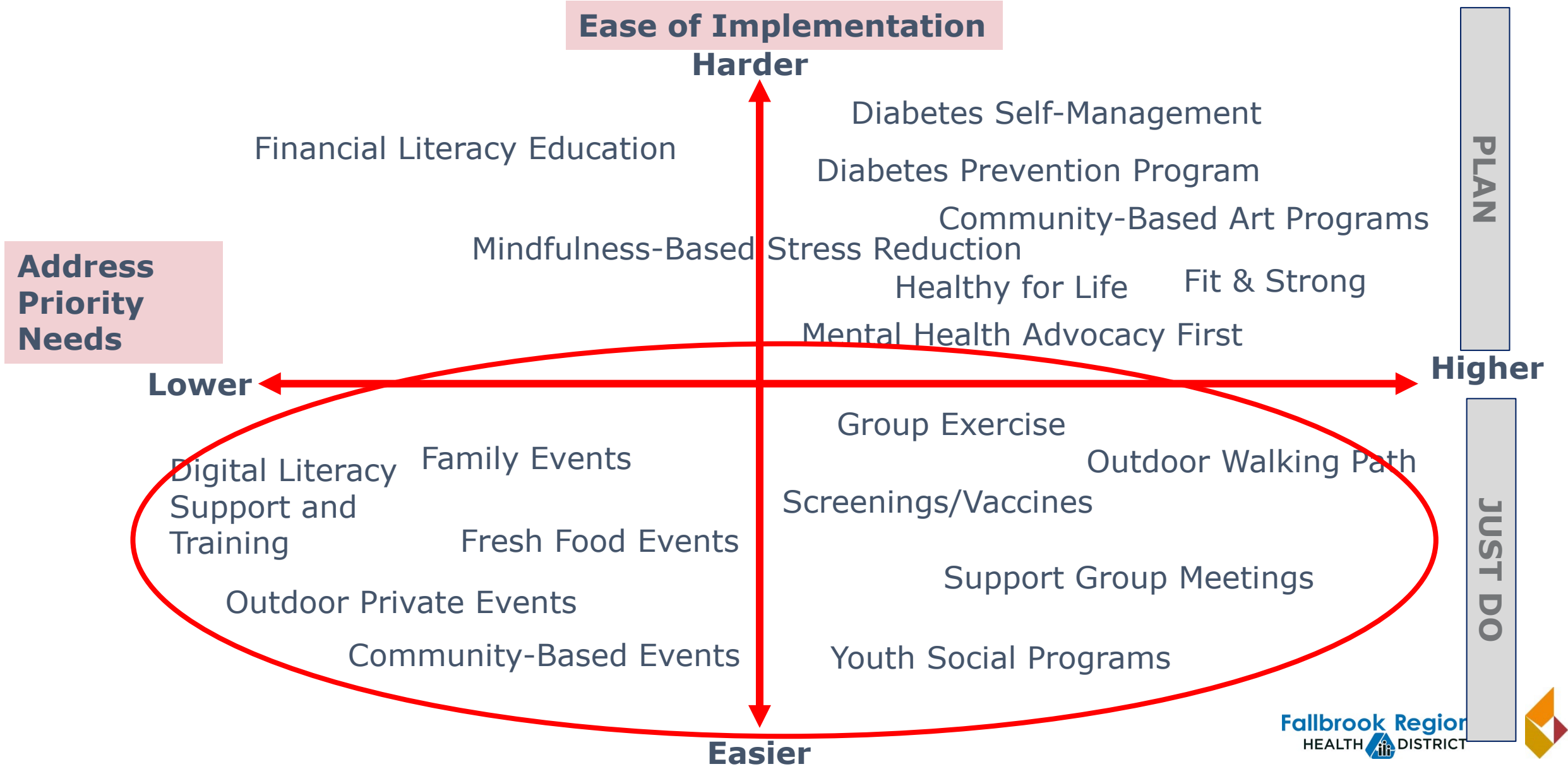


Recommended Programs

Just Do



Recommended Programs – Just Do vs. Plan



“Just Do” Programs

Activities and Physical Requirements

Just Do Programs	Example Activities	Physical Requirements
Group Exercise	<ul style="list-style-type: none"> • Dance, cardio, Zumba, strength, yoga, etc. • Organize by age: child, youth, adult, senior • Explore parent/child offerings 	<ul style="list-style-type: none"> • Large indoor or outdoor space with level floor • Sound system, water, equipment storage area (could be mobile), restrooms
Outdoor Walking Path	<ul style="list-style-type: none"> • Structured walking programs • Open walk times • Exercise stops 	<ul style="list-style-type: none"> • Develop a safe and accessible walking path to meet all community needs; lighting • Provide for shade and water; consider activity stations; safety and security considerations
Screenings/Vaccines	<ul style="list-style-type: none"> • Vision & hearing • Vaccines • Other screening tests, i.e., wellness/prevention 	<ul style="list-style-type: none"> • Accessible space to accommodate screening programs provided • Space to include waiting, locked storage and space for screening activities
Support Meetings	<ul style="list-style-type: none"> • Weight management • Substance use programs • Counseling support groups • Financial counseling 	<ul style="list-style-type: none"> • Large open meeting space available to organizations; mobile tables and chairs • Refreshment counter, water, restrooms
Youth Social Programs	<ul style="list-style-type: none"> • Study hall/tutoring • Movie night • Peer pressure coping programs • Certification programs • Inclusion of youth with disabilities 	<ul style="list-style-type: none"> • Large comfortable social space where kids can hangout, ping-pong, video games, movies • Access to bathrooms and water, with restricted access to other parts of the facility

“Just Do” Programs Activities and Physical Requirements

Just Do Programs	Attributes/Activities	Physical Requirements
Family Events	<ul style="list-style-type: none"> • Holiday events • Health fair • Performance-based events • Cultural events 	<ul style="list-style-type: none"> • Very large open space indoors or outdoors; consider accessibility to bathrooms, shade and food/water; access to break-away stage, audio, lighting, storage for equipment/props
Fresh Foods Events	<ul style="list-style-type: none"> • Fresh produce for sale • Residents to sell goods • Cooking demonstrations 	<ul style="list-style-type: none"> • Large open outdoor space with adequate shade for farmers and shoppers • Sufficient parking for farmers; access to kitchen; covered area for education classes
Community-Based Events	<ul style="list-style-type: none"> • Fire Safety • Blood Drives • CPR Training/Certification 	<ul style="list-style-type: none"> • Large indoor or outdoor space, level floor • Sound system, water, equipment storage area (could be mobile); Sufficient parking for mobile services
Outdoor Private Events	<ul style="list-style-type: none"> • Non-profit organizations • Private events • Sports events, i.e., 5K • Revenue generation 	<ul style="list-style-type: none"> • Outdoor event space with adequate shade (temporary vs. permanent), electricity, water, mobile furniture. Storage space; access to restrooms and sufficient parking; consider pavilion structure
Digital Literacy Support & Training	<ul style="list-style-type: none"> • Provide WIFI access • Provide live training to use device/internet • 1-on-1 training and support • Cybersecurity 	<ul style="list-style-type: none"> • Classroom setting with tables and chairs. Audio and internet capabilities. Support includes device management, WIFI access, training.

Just Do Program Health & Social Needs Coverage (Potential)

"Just Do" Programs	Obesity	Diabetes	Youth Social Support	Mental Health	Prevention/ Screening	High Cholesterol	High Blood Pressure	Transportation	Mobility	Healthy Food/ Nutrition	Age Related Deficits	Language Barrier	Economic Security	Family/ Child Support	Education	Health Literacy	Legal/ Advocacy
Group Exercise	X	X	X	X		X	X		X		X	X		X			
Outdoor Walking Path	X	X	X	X		X	X		X		X	X		X			
Screenings/ Vaccines	X	X		X	X	X	X		X		X	X				X	
Support Meetings	X	X	X	X		X	X			X	X	X		X		X	
Youth Social Programs			X	X	X					X		X	X		X	X	
Family Events			X	X	X					X		X		X	X	X	
Fresh Food Events	X	X				X	X			X		X		X		X	
Community-Based Activities	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X
Outdoor Private Events			X											X			
Digital Literacy Support/Training	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X



Summary of Just Do General Space Needs

Outdoor Space



Educational Space



Exercise Space

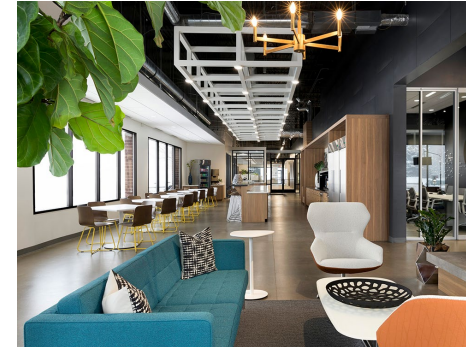


General Types of Space Needed	Programs Supported
Large Education Space	<ul style="list-style-type: none"> • Support Groups • Family Events • Community-Based Events • Digital Literacy
Large Exercise/Arts Room	<ul style="list-style-type: none"> • Group Exercise • Prevention/Screening • Support Groups • Youth Social Events • Community-Based Events
Private Rooms for 2-4 persons	<ul style="list-style-type: none"> • Prevention/Screening • Support Groups
Public/Social Space	<ul style="list-style-type: none"> • Family & Youth Events • Community-Based Events
Demonstration Kitchen	<ul style="list-style-type: none"> • Family & Youth Events • Community-Based Events
Outdoor Space	<ul style="list-style-type: none"> • Family Events • Fresh Food Events • Community-Based Events • Group Exercise • Outdoor Walking Path • Youth Social Events • Outdoor Private Events

Private Rooms



Public/Social Space



Demo Kitchen



Recommended Programs

Plan for Evidence-Based Programs

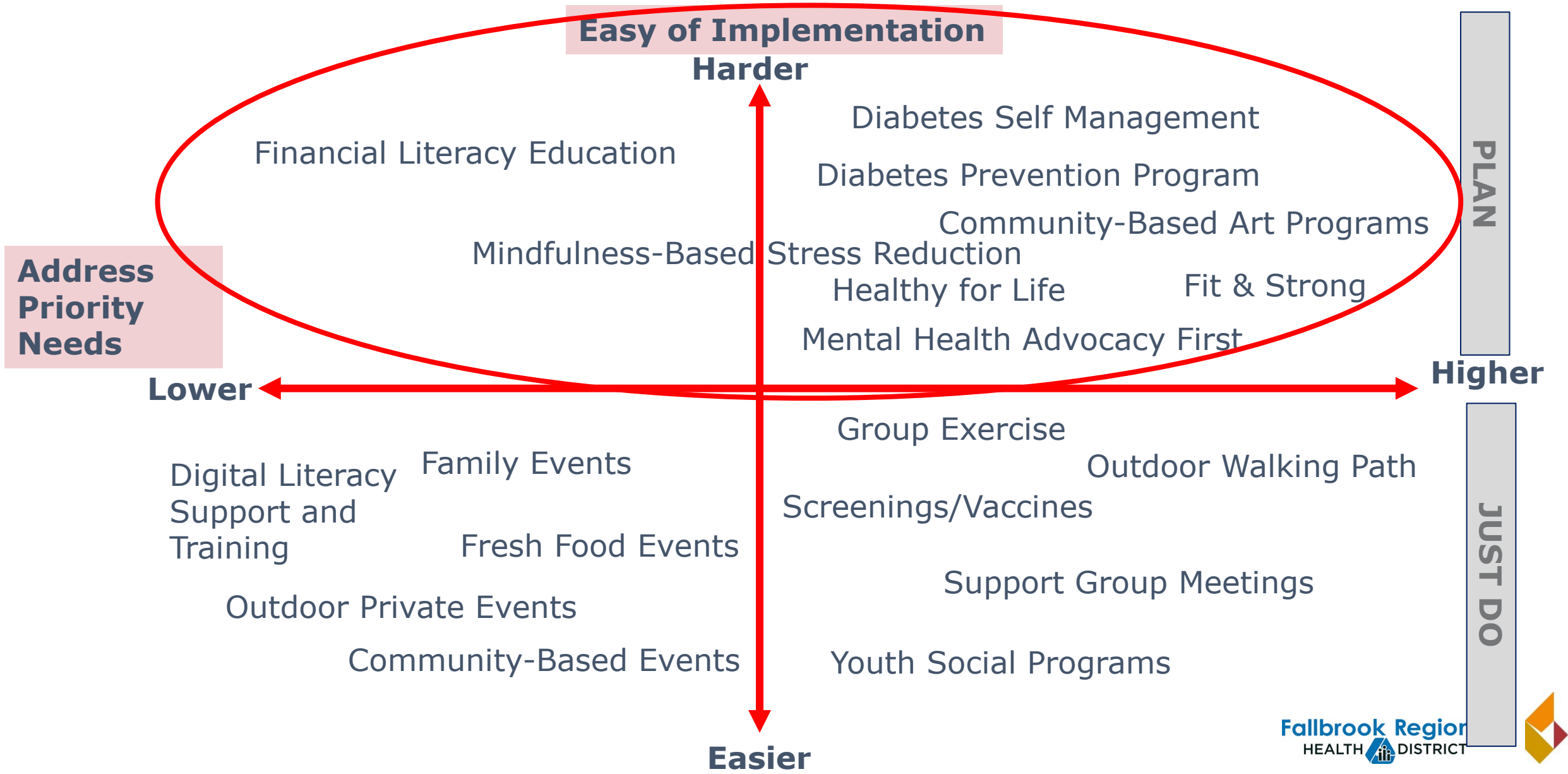


Considerations for Inclusion of Evidence-Based Programs

- Evidence-based.
- Must address more than one SDOH.
- Should be sensitive to cultural, disabled and literacy considerations.
- Align with criteria identified by the Board.
- Supporting space must be flexible to allow utilization by other programs.
- Integrate with and be complementary of other programs.
- Implementation leverages existing resources to minimize execution time.
- Programs must not duplicate services already offered in the community unless information supports expansion, repositioning or increased need for accessibility.
- Programs should meet S.M.A.R.T. goals whenever possible.
- Transportation and Outreach/Marketing – refer back to larger District plan



Recommended Programs – Just Do vs. Plan



National Diabetes Prevention Program (DPP)

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Needs Addressed/Rank



Program Rationale

- Research has demonstrated the ability to lower the risk of people with prediabetes from developing type 2 diabetes by 58% (71% for people over 60 years old).
- Outcomes show that prevention or delay of diabetes with lifestyle intervention can persist for at least 10 years.

Program Characteristics

- CDC-approved curriculum with lessons, handouts, and other resources to help participants make healthy changes; offered in-person, on-line or blended.
- One-year program focused on healthy eating, physical activity, managing stress & overcoming challenges; also offered in **Spanish**.
 - During the first 6 months participants meet once a week.
 - During the second 6 months participants meet once or twice a month.
- Led by a Lifestyle Coach who is trained to lead the program, teach new skills, help participants set and meet goals, and facilitate personalized group discussions.
- Program utilizes a support group environment to share ideas, celebrate success, and overcome obstacles.
- Program is supported by a Coordinator and additional community outreach liaisons.



National Diabetes Prevention Program (DPP)

Financial Considerations

Potential Revenue Opportunities	Cost (assuming direct provision of program)
Medicare Providers are reimbursed for DPP program through Medicare Part B	Cost of providing a CDC-recognized lifestyle change program varies depending on location, organization offering it, and vehicle for program delivery
Some employers and insurance carriers cover the cost of the program	Cost of Lifestyle Coach and Program Coordinator could be the same person)
Participation fees, if any, will need to be determined	Overhead/facility costs

Design and Space Requirements

- A private setting where participants can be weighted or meet individually with Lifestyle Coaches.
- Organizations that choose to deliver the program via online or distance learning modalities (i.e., telehealth) require the appropriate technology and quiet space.
- Organizations that offer in-person group sessions require a large group space with moveable seating and audio-visual capabilities.
- Teaching kitchen will be required to provide healthy cooking demonstrations.

Implementation Considerations

- Explore partnership with existing DPP program at United Fitness Centers in Temecula or other Southern California locations.
- Start-up requires training of a Lifestyle Coach and development of baseline data and metrics for tracking and measurement to determine program success.
- Recruitment of program participants and marketing of program with local providers and CBOs to identify participants.
- Transportation considerations to facilitate participation.
- Cultural and language considerations.



Diabetes Self Management Program (SME)

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Needs Addressed/Rank



Program Rationale

- Self Management Resource Center (SMRC) SME programs have been shown to:
 - Lower A1C levels
 - Prevent or reduce diabetes complications
 - Improve quality of life
 - Lower medical expenses
- Self-management education (SME) programs can help participants learn skills to manage diabetes more effectively by checking blood sugar regularly, eating healthy food, being active, taking medicines as prescribed, and handling stress.
- Research showed that at 6 months participants had significant improvements in depression, symptoms of hypoglycemia, communication with physicians and reading food labels. At 12 months participants continued to demonstrate improvements in depression, communication with physicians, and healthy eating.
- SME participants had significant improvements in patient activation and self-efficacy at both 6 and 12 months.

Program Characteristics

- Program was developed by Stanford University and is a 6-week group program for people with Type 2 Diabetes.
- This program is an interactive workshop that meets for 2.5 hours a week.
- Facilitated from a detailed manual by two trained leaders, one or both of whom are peer leaders with diabetes themselves. Leaders must be trained through approved program.
- Program can be offered in Spanish.

Diabetes Self Management Program

Financial Considerations

Revenue	Cost (assuming direct provision of program)
Reimbursement varies depending on if it is covered by private insurance, Medicare, or Medicaid in some states	Cost of training of the Leaders
Some employers and insurance carriers cover the cost of the program	SMRC Licensing costs apply if District owns the program
Participation fees, if any, will need to be determined	Overhead/facility costs

Design and Space Requirements

- Special attention should be given to making the location accessible to all.
- A room large enough for all participants to gather comfortably (12-16), plus space for 2 leaders and their materials.
- Adequate audio-visual for presenting material.

Implementation Considerations

- Explore partnership with existing Diabetes SME program in Vista, Hillcrest Pharmacy North Vista or other Southern California programs.
- Better Choices, Better Health is a fully on-line version of the program.
- Recruitment of program participants and marketing of program with local providers and CBOs to identify participants.
- Transportation considerations to facilitate participation.
- Cultural and language considerations.



Mental Health Advocacy First

 Disparities

 Imp.to Community

 Magnitude

 Trend

 Implementation

 Comm Resources

 Cost

 Fills Market Void

Needs Addressed/Rank



Program Rationale

- Mental illness often goes undiagnosed and untreated due to low levels of mental health literacy and lack of recognition of mental illness.
- Leverage the current Mental Health First Aid (MHFA) program offered in San Diego which has received several awards for excellence and is listed in the US Substance Abuse and Mental Health Services Administration's (SAMHSA) National Registry of Evidence-Based Programs and Practices.
 - Research shows that participants built new knowledge, skills, and confidence to apply to their work of assisting community members who may be at risk of developing mental health or substance abuse problems.

Program Characteristics

- MHFA aims to help adults and adolescents recognize the signs and symptoms of mental health in family/others and promote help seeking behaviors while reducing associated stigma.
- Community support and advocacy is provided by certified outreach program coordinators certified through a MHFA program.
 - This is 8-hour instructor led course resulting in a 3-year certification after completion.
 - Modules for Adult, Youth and Military
- Offer programs to address stress reduction, exercise, behavioral health, mindfulness, etc., to all sectors in the community, i.e., Mindfulness-Based Stress Reduction Program.



Mental Health Advocacy First

Financial Considerations:

Potential Revenue Opportunities	Cost (assuming direct provision of program)
MHFA is provided free of charge through the county	Cost associated with the leaders, facilitators of support groups and other stress reducing classes
Fees outside of the MFA program would need to be determined	Overhead/facility costs

Design and Space Requirements

- Mental Health First Aid (MHFA) program:
 - Classroom/group space that can hold 10-15 participants who are participating in the county sponsored-training remotely or in-person led by trained Leader from MHFA.
 - Sufficient space so that participants can interact with each other during facilitated exercises.
 - Appropriate screen, audio and technology to project the program on a large screen.
- Space for mindfulness program (see MBSR program description)
- Support group space:
 - Comfortable seating for 15-20 participants that is warm and welcoming
 - Catering space

Implementation Considerations

- Leverage Mental Health First Aid San Diego who offers the program to all San Diegans free of charge. Program is already developed.
- Role of the advocate needs developed to support the specific needs of the community and/or sector.
- Coordinated effort with the local community mental and holistic health providers.
- Recruitment of program participants and marketing of program with local providers and CBOs to identify participants.
- Transportation considerations to facilitate participation.
- Cultural and language considerations.

Source:



Mindfulness Based Stress Reduction (MBSR) Program

 Disparities

 Imp.to Community

 Magnitude

 Trend

 Implementation

 Comm Resources

 Cost

 Fills Market Void

Needs Addressed/Rank



Program Rationale

- MBSR is the most well-known mindfulness-based intervention and the first to gain empirical support in the treatment of psychological conditions, i.e., anxiety and depression.
- Studies showed that MBSR outperformed an active stress-management education program in a group of individuals with generalized anxiety disorder.
- “MBSR was designed to increase participants’ present-moment awareness by building insight, compassion, and non-reactivity. According to several empirical studies and meta-analyses, MBSR has been shown to reduce pain intensity, anger, and perceived stress, and improve quality of life and social functioning.” <https://scienceofmindfulness.org/what-is-mbsr/>

Program Characteristics

- MBSR is an 8-week treatment program that is aimed at reducing stress via enhanced mindfulness skills developed through regular meditation practices.
- The program consists of weekly 2.5-3.5-hour group-based meditation classes with a trained teacher and a day-long mindfulness retreat occurring during the sixth week. Total of 30+ hours of direct classroom contact.
- Much of the course content is focused on learning how to mindfully attend to body sensations, using various mind-body meditative practices such as sitting meditation, body scans, gentle stretching, and yoga.
- Additionally, the group classes foster discussion of how to apply these mindful practices in daily life, with the ultimate effect of being able to handle stressors in a more adaptive way.

Source: [US National Library of Medicine National Institutes of Health; Strive Well-Being](https://scienceofmindfulness.org/what-is-mbsr/)
<https://scienceofmindfulness.org/what-is-mbsr/>



Mindfulness Based Stress Reduction (MBSR) Program

Financial Considerations:

Potential Revenue Opportunities	Cost (assuming direct provision of program)
Participation fees, if any, will need to be determined. UCSD charges \$570/participant	MBSR Certified Trainer Cost
	Indirect/facility costs

Design and Space Requirements

- Can be offered virtually or in person (indoors or outdoors).
- If in person indoors, need a large space for practice and education; remote from high traffic areas to provide auditory privacy. Room needs to have temperature, lighting and audio controls.
- Need equipment storage closet.
- Room must have WIFI available for headsets.

Implementation Considerations

- UCSD Center for Mindfulness offers both classes and training, discuss possibility of collaboration with UCSD and other trained instructors.
- Recruitment of program participants and marketing of program with local providers and CBOs to identify participants.
- Transportation considerations to facilitate participation.
- Cultural and language considerations.
- Financial and schedule aspects of the program need to be considered.



Community-Based Arts Education Program

 Disparities

 Imp.to Community

 Magnitude

 Trend

 Implementation

 Comm Resources

 Cost

 Fills Market Void

Needs Addressed/Rank



Program Rationale

- Youth gain artistic skills as well as self-regulation skills and demonstrate a statistically significant reduction in behavioral and mental health problems. Arts programs have been shown to promote relaxation, fostering a sense of hope and developing new coping mechanisms and increase sense of self worth, motivation and aspiration and decrease levels of depression.
- Prescription of arts as a kind of social 'medication' can be used as a supplement to traditional treatments of poor mental health and promoting social engagement for socially marginalized groups.
- "Through creativity and imagination, we find our identity and our reservoir of healing. The more we understand the relationship between creative expression and healing, the more we will discover the healing power of the arts." <https://ajph.aphapublications.org/doi/full/10.2105/AJPH.2008.156497>

Program Characteristics

- The Pro-Kids program targets approximately 16 youths ages 12-18 for a 12-week program, although the art-based program can be easily organized in other ways. Provides for both visual and performing arts.
- Experienced artists teach the basic skills of their discipline, provide its historical context, and help students develop final projects to be featured in a public display at the end of each session.
- Pro-Kids program also brings together local artists, kids, families, and community residents.
 - Featured artists present an interactive demonstration of their artwork and personal history.
 - The event also provides opportunities for new students and supporters to become involved in the program.



Community-Based Arts Education Program

Financial Considerations

Revenue	Cost (assuming direct provision of program)
Participation fees, if any, will need to be determined	Instructor salaries if not volunteers
	Materials/event cost TBD
	Overhead/facility costs

Design and Space Requirements

- Visual Arts program requires a large open space for work areas and mobile art stations, sink/counter, and storage space for art supplies.
- Performing Arts program requires a large enough space to practice music, plays and other performances, as well as perform.
- Collapsible stage for live music, performances and other events, as well as lighting, electrical, and sound systems.

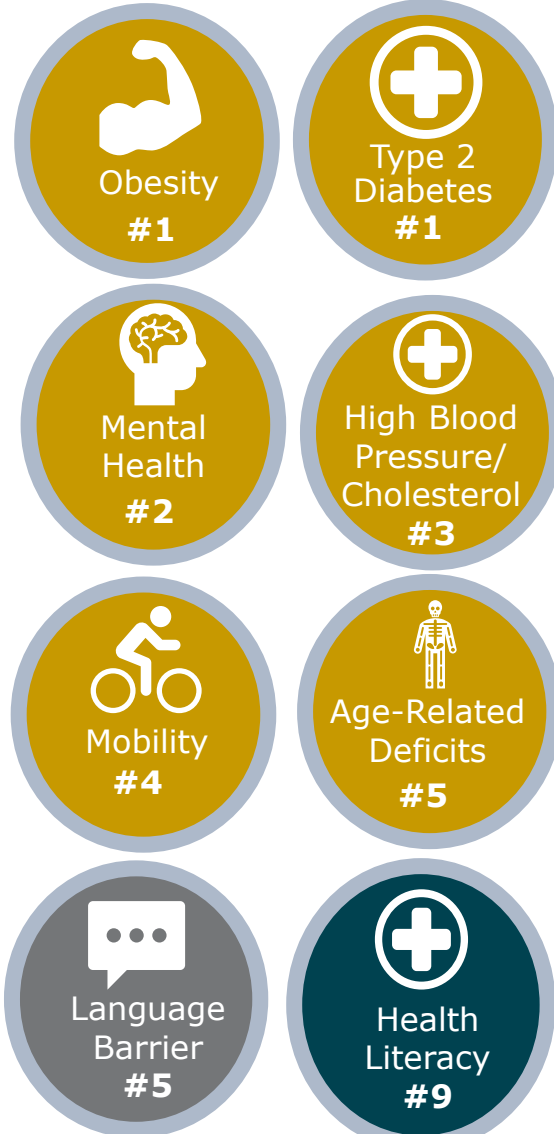
Implementation Considerations

- Many opportunities exist to collaborate with local organizations, performers and artists in the community to bring visual and performing art programs to youth in the community who might not otherwise have an opportunity to participate.
- Recruitment of program participants and marketing of program with local providers and CBOs to identify participants.
- Transportation considerations to facilitate participation.
- Cultural and language considerations.
- Financial and schedule aspects of the program need to be considered.



Disparities Imp.to Community Magnitude Trend Implementation Comm Resources Cost Fills Market Void

Needs Addressed/Rank



Program Rationale

- Studies show that physical activity can reduce pain and improve function, mood, and quality of life for adults with arthritis.
- Community-based, structured physical activity programs are proven to reduce arthritis symptoms and teach participants how to safely increase their physical activity to manage arthritis and other chronic conditions.

Program Characteristics

- Fit & Strong is a CDC approved, evidence-based, physical activity program for adults with osteoarthritis (OA), sedentary older adults with lower-extremity joint pain and/or stiffness, and adults with co-morbidities.
- It uses flexibility and strength training, aerobic walking, and health education to promote behavior change in people with osteoarthritis.
- Group-based class that meets for 90 minutes, 3 times a week for 8 weeks.
- Participants spend 60 minutes on appropriate exercises and 30 minutes on education around chronic disease management.
- Certified exercise instructor required.



Fit & Strong!

Financial Considerations

Revenue	Cost (varies based on structure)
Participation fees, if any, will need to be determined	Program licensing fees for initial year and then on an annual recurring basis if District operates program
	One-time materials and equipment program and certified instructor training costs plus ongoing salary
	Manuals for each participant at \$35 each

Design and Space Requirements

- A large open unobstructed multi-purpose room for walking, space for chairs for each participant, and storage space for equipment.
- Equipment storage for exercise bands, ankle weights, chairs, floor mats, and participant manuals.
- Room needs to have temperature, lighting and audio controls with level solid surface floor.
- Access to restrooms and water.

Implementation Considerations

- If District is providing program, complete readiness assessment and register to offer program to learn more.
- Consider partnership with YMCA, local gym, Parks and Rec. to provide certified trainer.
- Program enhancement might include youth-senior mentorship relationships where youth encourages senior.
- Recruitment of program participants and marketing of program with local providers and CBOs to identify participants.
- Transportation considerations to facilitate participation.
- Cultural, language and mobility considerations.
- Financial and schedule aspects of the program need to be considered.



American Heart Association (AHA): Healthy for Life

Disparities

Imp.to Community

Magnitude

Trend

Implementation

Comm Resources

Cost

Fills Market Void

Needs Addressed/Rank



Program Rationale

- Evidence-based community nutrition and well-being program from the AHA and implemented by more than 70 community-based organizations. Available in Spanish.
- Research shows that almost half (44%) of participants increased their daily fruit and vegetable consumption by one or more servings, increased their level of confidence in eating recommended serving sizes, and increased their frequency of reading food labels and nutritional values.

Program Characteristics

- This program focuses on interactive features like healthy cooking demonstrations, shopping skills presentations, and nutrition and heart health workshops.
- The goal of this program is to empower communities by providing community-based organizations with impactful, science-based educational experiences to ultimately equip individuals with the skills and confidence to shop and prepare healthy home cooked meals.
- Facilitator has access to free lesson plans, videos, and recipes.
- The Educational Experiences provide all necessary talking points and resources for facilitators, so a health background **is not required**.
- Recommendation is to offer at least four educational experiences, over 2-3 months to equips individuals with the knowledge, skills, and confidence to discover, choose, and prepare healthy food.



American Heart Association: Healthy for Life

Financial Considerations

Revenue	Cost (assuming direct provision of program)
Participation fees, if any, will need to be determined.	Facility/overhead cost.
	Cost of food and use of kitchen equipment for demonstrations.
	Cost of the Program Facilitator, however, materials are available at no cost

Design and Space Requirements

- Good sized surface for food prep that is visible to the audience for food demonstrations.
- Access to water, electricity, gas and temperature controls.
- Space requires a TV/computer, internet access, projector, and plenty of seating.
- Special flooring considerations to protect against slips/falls.
- Ensure all safety requirements are met.
- Kitchen will be equipped with commercial stove, oven, refrigerator, sink, storage, dishwasher and counter-tops.

Implementation Considerations

- Consider partnership with the Food Pantry to provide complementary programming.
- Consider creation of a community-garden to source healthy foods for demonstrations.
- Recruitment of program participants and marketing of program with local providers and CBOs to identify participants.
- Transportation considerations to facilitate participation.
- Cultural, language and mobility considerations.
- Financial and schedule aspects of the program need to be considered.



Financial Literacy Education

 Disparities

 Imp.to Community

 Magnitude

 Trend

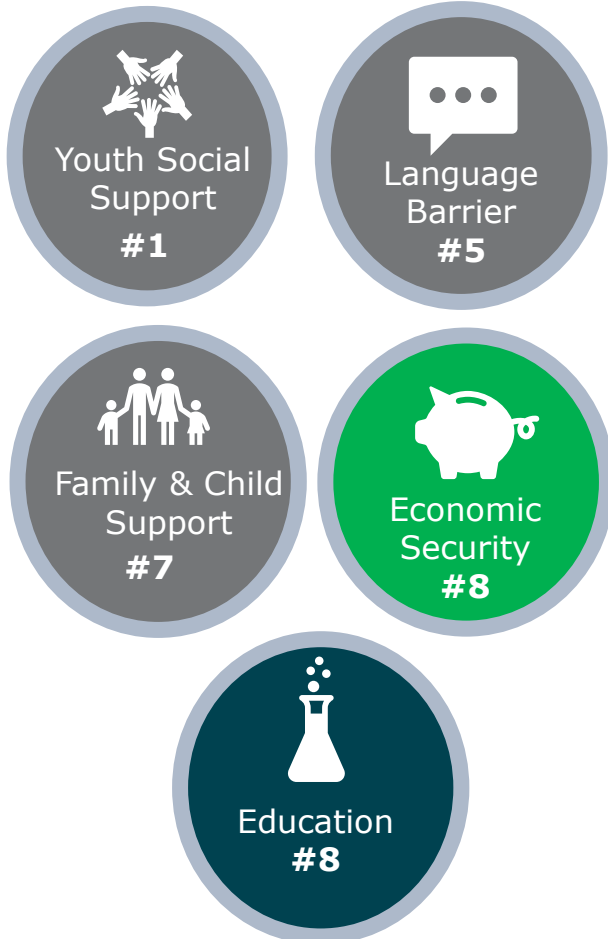
 Implementation

 Comm Resources

 Cost

 Fills Market Void

Needs Addressed/Rank



Program Rationale

- **San Diego Financial Literacy Center (SDFLC)** helps San Diego County residents to increase their financial literacy, free of charge, through three programs:
 - Boost For Our Heroes (Military and their families)
 - Smart with Your Money (Low income/at risk adults)
 - Wave of the Future (K-12 and college youth)
- 96% of students agreed/strongly agreed that they will use the information learned in their financial future.
- Low literacy and lack of information affect the ability to save and to secure a comfortable retirement; low literacy is widespread among the general population and particularly acute among women, African-Americans, Hispanics, and those with low education.
- Research shows that planning is a large determinant of wealth, as those who do not plan are 10 to 15 percent less wealthy than those who plan, which negatively impacts health.

Program Characteristics

- SDFLC provides custom built education seminars and workshops to provide answers to the most pressing financial concerns in the areas of financial literacy, debt management, budgeting and credit counseling.
- SDFLC provides a multi-faceted approach to each target population that includes education series, podcasts, Live zoom presentations, blogs and complimentary one-on-one clinics with financial professionals.
- SDFLC is supported by the Foundation for Financial Planning and is a partner of Live Well San Diego; other partners include Palomar College Teaching & Learning Center, Mesa Community College, CA Coast Credit Union as well as others.



Financial Literacy Education

Financial Considerations

Revenue	Cost (assuming direct provision of program)
None-as program are offered free of charge from SDFLC	Overhead/facility costs

Design and Space Requirements

- A private setting where participants can meet with financial advisors.
- Seminars and workshops require a large group space with moveable tables and seating.
- Room will require audio-visual capabilities to allow for presentation of materials on a screen.
- Mobile elevated platform for presenter.

Implementation Considerations

- Consider partnership with local organizations providing the program, such as Palomar College Teaching & Learning Center or securing resources from SDFLC.
- Bringing this program to Fallbrook would provide increased exposure and accessibility to financial literacy services.
- Recruitment of program participants and marketing of program with local providers and CBOs to identify participants.
- Transportation considerations to facilitate participation.
- Cultural, language and mobility considerations.



Plan Program Health & Social Needs Coverage

"PLAN" Programs	Obesity	Diabetes	Youth Social Support	Mental Health	Prevention/ Screening	High Cholesterol	High Blood Pressure	Transportation	Mobility	Healthy Food/ Nutrition	Age Related Deficits	Language Barrier	Economic Security	Family/ Child Support	Education	Health Literacy	Legal/ Advocacy
Diabetes Prevention Program	X	X			X					X		X			X	X	
Diabetes Self Management Program	X	X			X					X		X			X	X	
Mental Health Advocacy First			X	X	X							X		X	X	X	
Mindfulness-Based Stress Reduction Prog			X	X	X		X					X		X		X	
Community-Based Arts Program			X	X								X		X	X		
Fit & Strong!	X	X		X		X	X		X		X	X		X		X	
Healthy for Life	X	X	X		X	X	X			X		X			X	X	
Financial Literacy Education			X	X				X				X	X	X	X		X



Summary of Program General Space Needs

Outdoor Space



Private Rooms



Educational Space



Public/Social Space



General Types of Space Needed	Programs Supported
Large Education Space	<ul style="list-style-type: none"> • Diabetes Prevention Program • Diabetes Self-Management Program • Mental Health Advocacy First (MHFA) • Healthy for Life • Financial Literacy Program
Large Exercise/Arts Room	<ul style="list-style-type: none"> • Mindfulness-Based Stress Reduction • Fit & Strong • Community-Based Arts Education
Private Rooms for 2-4 persons	<ul style="list-style-type: none"> • Diabetes Prevention Program • Diabetes Self-Management Program • Financial Literacy Program
Public/Social Space	<ul style="list-style-type: none"> • Transition Area for All Programs
Demonstration Kitchen	<ul style="list-style-type: none"> • Diabetes Prevention Program • Healthy for Life
Outdoor Space	<ul style="list-style-type: none"> • Mindfulness-Based Stress Reduction • Fit & Strong • Community-Based Arts Education

Exercise Space



Demo Kitchen



Next Steps

- Develop Business Plan-Final Report
 - ✓ Planning Rationale
 - ✓ Market Overview – Quantitative and Qualitative
 - ✓ Community-Based Organization Service Offerings
 - ✓ Health and Social Needs Assessment and Ranking
 - ✓ Health and Wellness Center Goals
 - ✓ Program Recommendations – Just Do and Plan
 - ✓ Summary space requirements and attributes
 - ✓ Business, Operational and Financial Planning Assumptions
 - ✓ Programmatic Implementation Plan
 - ✓ Program-Specific Measures of Success

Need
direction
from the
Board to
proceed with
final steps



Program Links

Program	Link
National Diabetes Prevention Program	CDC – NDPP
Diabetes Self Management Program	CDC – Learn More Feel Better ; Self Management Resource Center
Mental Health Advocacy First	American Mental Wellness ; Mental Health First Aid San Diego
Mindfulness-based Stress Reduction Program	US National Library of Medicine National Institutes of Health ; Strive Well-Being ; UCSD Center for Mindfulness
Community-Based Arts Program	Perspectives in Public Health Journal ; Pro-Kids After School Arts Program
Fit & Strong!	CDC Lifestyle Management Programs ; Fit & Strong!
Healthy for Life	AHA/Avamark Healthy for Life Toolkit ; HFL
Financial Literacy Education	San Diego Financial Literacy Center

