

Fallbrook Regional

HEALTH  DISTRICT

**ANNUAL REPORT
FOR FISCAL YEAR 2020.2021**



BOARD CHAIR STATEMENT & DISTRICT MEETINGS

After many months of hard work by the District staff, the District's community partners, other community members, outside expertise, and Board members, the Community Health & Wellness Center is beginning to blossom with programs and services. In the next several months these will come online more quickly to help achieve the Health District's mission of assisting residents to lead healthy lives, supporting a greater life span and independence.

In addition to grants to our non-profits health partners, the Community Health & Wellness Center will offer more services and programs that measurably improve physical and mental health, and social engagement.



We are always mindful that this Community Health & Wellness Center is to serve all of our residents. The only way we can be sure of that is to continue to stay in touch with all of our neighbors. We will do our best to do that and appreciate your thoughts and recommendations.

Howard Salmon, Board Chair

Board and Committee meetings are open and the public is always encouraged to participate.

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



CEO'S STATEMENT

How to describe the events of the Fiscal 2020.2021 year. It started out so well when we contracted with Catalyst, a consulting firm that would lead our Community Health & Wellness Center planning, but then instantly followed with the onset of the COVID-19 pandemic. We shifted gears and did what so many others did, we pivoted from our long-term planning to a reactive and short-term proactive stance to ensure that the immediate needs of the community were addressed. We embarked on a \$35,000 emergency grant program to guarantee that our local non-profit service providers had the resources needed to support those who were suddenly locked in, unemployed, or unsupported. We turned an unused conference room into a ZOOM Room for community members who had little access to the internet and or technology. We became a volunteer drop off and cleaning station for community members to donate local produce for the Food Pantry. We provided thousands of PPE (face masks, face shields, hand sanitizer and thermometers) to essential local businesses. We advocated for the community with our County officials to establish ongoing COVID testing sites by June 2020 and vaccinations by March 2021 at the Community Health & Wellness Center property. We completed the planning process with Catalyst; which included many virtual focus groups. We still managed to host Blood Drives and our 12th annual Prostate Screening Clinic. We positioned the District to be ready to launch programming at the Community Health & Wellness Center that was based on solid evidence and community support that will make a long lasting, positive influence on the health and wellbeing of the community. Oh, and we celebrated 70 years of service. While we learned lessons from COVID, we didn't allow it to slow us down.



RACHEL MASON
Chief Executive Officer



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 (*see the graphic below to see how much funding is generally derived from this process*).



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

HOW THAT ADDS UP

While different property types have various types of tax assessed on the land and its structures, this illustration has been simplified to demonstrate how much of your tax dollars are provided to FRHD.

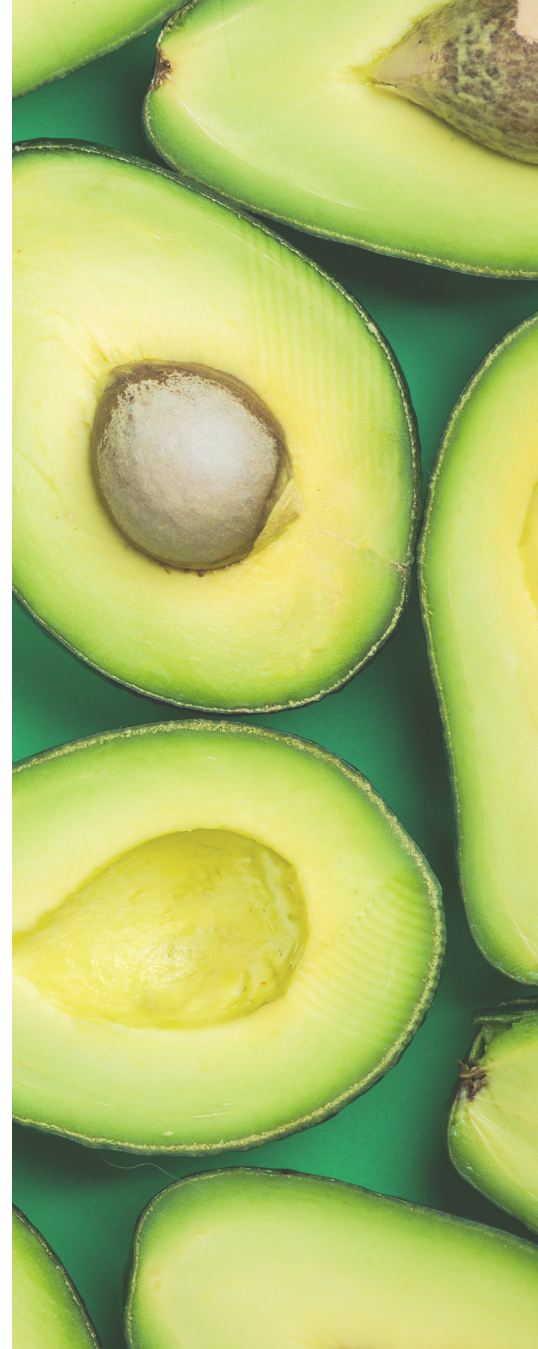


As an example, a \$500,000 home is taxed at a rate of .0073% = \$3,600 in taxes, of that \$3,600 we receive .00038% or \$1.40.

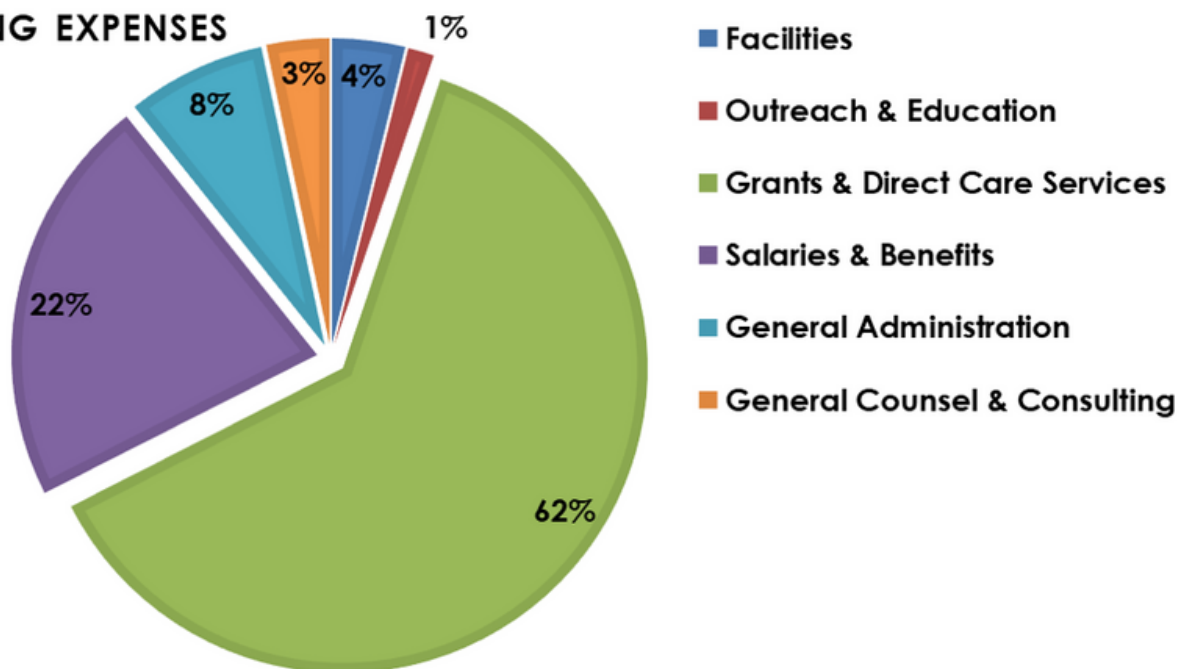
FUNDING THE FRIENDLY VILLAGE

Fallbrook Regional Health District received \$2,110,409 in revenue during the 2020-2021 fiscal year. The chart below illustrates how money was apportioned to support the health and wellbeing of the community. The total operating expenses were \$2,124,718.48. Community Health Contracts are grants made to community nonprofits and care service providers (*see the list of contract holders on the following pages*). The distribution of these grant funds is made annually through a competitive grant process. Each year FRHD receives more requests than can be funded; however, as of the close of the 2020-2021 fiscal year FRHD has invested \$11,077,618 back into the community since we started the grant program in 1999.

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.



OPERATING EXPENSES



COMMUNITY HEALTH CONTRACTS GRANTS

Youth Programming

Boys & Girls Club of North County

- **Summer Water Safety Program: \$15,000**
- **Triple Play: \$45,000**

Fallbrook Smiles Project - Celebrate Health: \$35,055

Fallbrook Union High School District - Wellness Center: \$25,000

Palomar Family Counseling Service

- **Healthy Bodies, Healthy Minds: \$66,580**
- **Grandparents Raising Grandchildren: \$37,251**

Community Health & Fitness

Fallbrook Food Pantry

- **Alleviating Hunger in the Greater Fallbrook Area: \$120,000**
- **FFP Learning Center-Educational Nutrition Programs: \$35,300**

Champions for Health

- **Community Wellness-Immunizations: \$6,984**
- **Project Access San Diego: \$16,500**

Fallbrook Land Conservancy

- **Preserve and Trail Walkability Enhancement: \$11,035**
- **Vibrant Volunteer Program: \$13,859.00**

North County Fire Protection District ** shared staff*

- **Senior Medical Services Officer: \$69,645**
- **Communications Specialist/Social Media: \$23,450**

Trauma Intervention Programs of San Diego: \$10,000

COMMUNITY HEALTH CONTRACTS GRANTS

Senior Citizens

Fallbrook Senior Citizens Service Club

- **Congregate Meals Program: \$50,971**
- **Home Delivered Meals Program: \$124,284**

Foundation for Senior Care

- **Adult Day Care: \$53,827**
- **Door-Through-Door (Hospital to Home & Back Again): \$70,508**
- **Senior Care Advocacy: \$98,650**
- **Senior Transportation Services: \$101,280**

Fallbrook Food Pantry & Foundation for Senior Care

- **Seniors & Disabled Adults Nutrition Program: \$52,167**

Neighborhood Healthcare - Diabetic Podiatry Education: \$15,000

Senior Special Needs Animal Assistance Project Endeavor (SSNAAPE)

- Senior Companion Animal Outreach: \$5,000

Support Services for Special Populations

Be Well Therapy - Yoga for Cancer Recovery: \$20,444

D'Vine Path - Life I Can Program: \$17,520

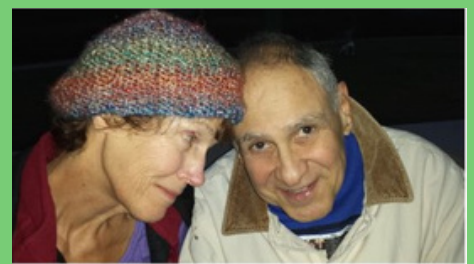
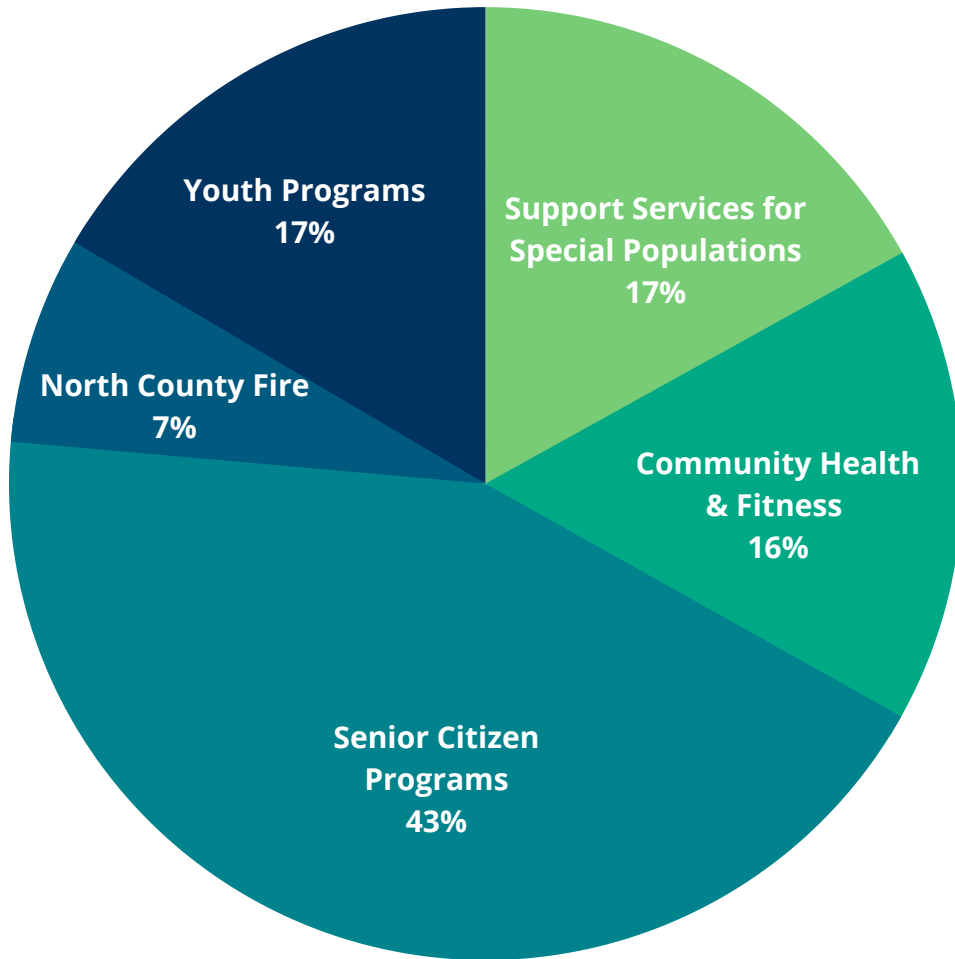
Hospice of the Valleys - Fallbrook Community Support Group: \$23,254

Michelle's Place Cancer Resource Center - Support Services: \$40,350

REINS

- **Healthy Volunteer Program: \$37,500**
- **P/T, O/T, Speech and Behavioral Therapy: \$79,500**

COMMUNITY HEALTH CONTRACTS GRANTS



COVID-19 RESPONSE

July 2020 - June 2021: COVID-19 testing is in full swing through our partnerships with San Diego County Dept. of Health & Human Services and the Fallbrook Family Health Center. Cal Fire begins using the District's Community Health & Wellness Center as a regular testing site.

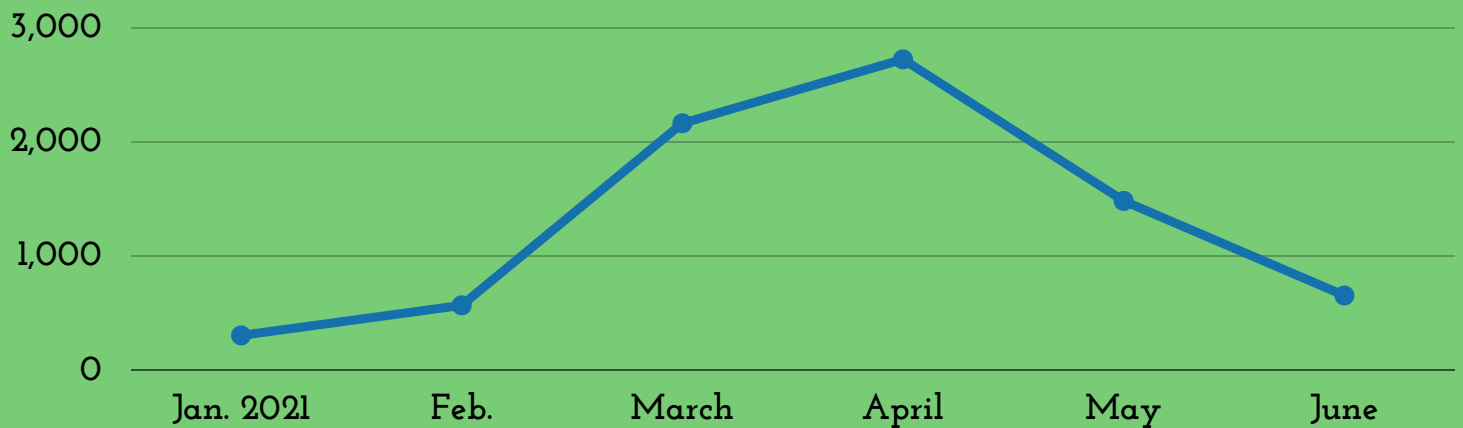
9,301 tests are provided to area residents through this partnership



January 2021 - June 2021: COVID-19 Vaccines become available to the District through several partnerships:

- San Diego County: Operation Collaboration, Cal Fire & North County Fire Protection District; CHSI - Fallbrook Family Health Center; Rite Aid Pharmacy; Neighborhood Healthcare; & Champions for Health

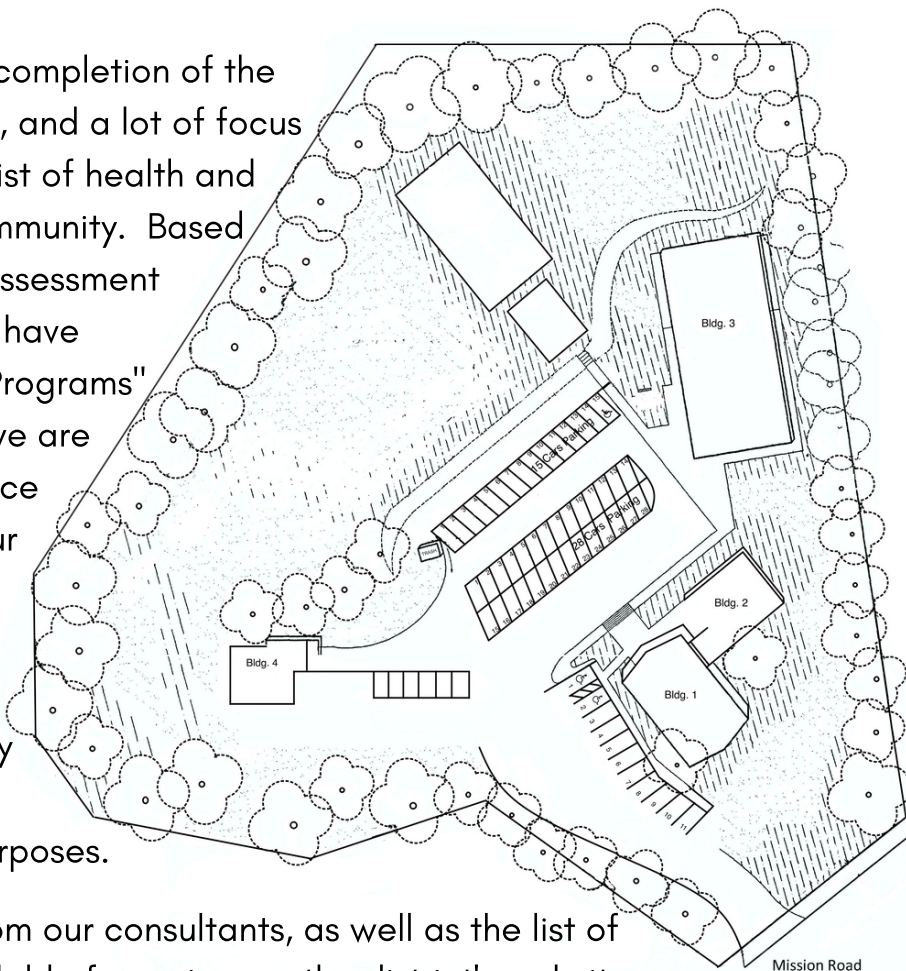
7,913 vaccine doses are provided through these partnerships



These efforts have continued past the end of the Fiscal year 2020.2021, and will be a regular part of the District's efforts until the pandemic is controlled.

COMMUNITY HEALTH & WELLNESS CENTER

After a year of planning, the completion of the community needs assessment, and a lot of focus groups we have identified a list of health and wellness needs within the community. Based on the data from the needs assessment and community feedback we have prioritized a list of "Planned Programs" and "Just Do" services. Now we are actively connecting with service providers that can address our greatest unmet needs. The next couple years will see those programs come online, but many groups have already begun using the center for educational and outreach purposes.



Presentations and findings from our consultants, as well as the list of potential services are all available for review on the district's website: <https://www.fallbrookhealth.org/catalyst-consulting-health-and-well-being-reports>

We have already begun initial talks with our architectural firm to begin design and property upgrades, and we anticipate that 2022 will see the first big visible changes.

"Just Do"

Programs & services that require little to no change to the property.

- support groups
- meeting space
- event space
- walking path
- health screenings
- educational seminars

"Planned Programs"

Programs that will require significant resources & development before fully operational.

- diabetes prevention program
- mental health first aid
- mindfulness training/exercises
- commercial kitchen
- demonstration garden

BOARD OF DIRECTORS & STAFF



HOWARD SALMON
CHAIR - ZONE 5
TERM 2018-2022



JENNIFER JEFFRIES
TREASURER - ZONE 1
TERM 2018-2022



KATE SCHWARTZ
SECRETARY - ZONE 3
TERM 2018-2022



STEPHANIE ORTIZ
DIRECTOR - ZONE 2
TERM 2020-2024



BARBARA MROZ
VICE-CHAIR- ZONE 4
TERM 2020-2024



**RACHEL
MASON**
CEO



**PAM
KNOX**
*SPECIAL
PROJECTS*
(RETIRED 12.2021)



**THERESA
GERACITANO**
*WELLNESS CENTER
ADMINISTRATOR*



**LINDA
BANNERMAN**
*EXECUTIVE
ASSISTANT*



**TRACY
ROSALEE**
*RECEPTIONIST &
SPECIAL PROJECTS*



**JUDITH
OSWALD**
*ADMINISTRATIVE
OFFICER*

Fallbrook Regional

HEALTH DISTRICT

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.

