

## Organization Information

### Legal Name

Vista Community Clinic

### DBA (if Applicable)

NA

## Program Name/Title

Poder Popular de Fallbrook

### Describe the impact of the program to date. Briefly explain how the service/intervention has worked - include cumulative metrics from the Q1 and Q2 Impact reports.

The purpose of this program is to engage Fallbrook residents in improving community health and wellness and something that we, Vista Community Clinic (VCC), have learned, is that in order to do so, we must build community presence, identify community leaders, and mobilize efforts by introducing effective practices, strategies and tools. Currently, we are successfully running a group of resident leaders known as Poder Popular in Vista. They provide guidance, expertise and knowledge regarding the needs and challenges that the Latinx community faces in their neighborhood, as a result, our VCC team has been able to identify assistance by building/strengthening community partnerships and developing accessible tools. Our intention is that we replicate this work in Fallbrook and have a similar outcome.

Therefore, Our first goal was to recruit 10 participants and then train them to become community leaders. Up until today, we have successfully recruited 8 participants, identify a training curriculum and secured a location to conduct the trainings. The participant will receive training on: 1) how to conduct outreach 2) Public speaking and 3) leadership.

## Target Population - Age

	Percent of program participants	Estimated number of participants
Children (infants to 12)	0	0
Young Adults (13-17)	0	0
Adults (18-60)	20	80
Seniors (60+)	0	20
We do not collect this data (indicate with 100%)*		

## Target Population not collected - Age

NA

## Target Population - Gender

	Percent of program participants
Female	75
Male	25
Non-binary	0

	Percent of program participants
Unknown*	0

**\*Target Population - Gender**

NA

**Target Population - Income Level**

	Percent of program participants
Extremely Low-Income Limits, ceiling of \$32,100	
Very Low (50%) Income Limits, ceiling of \$53,500	
Low (80%) Income Limits, ceiling of \$85,600	
Higher Than Listed Limits	
We do not collect this data (indicate with 100%)*	100

**\*Target Population - Income Level**

During patient registration, VCC collects income level data from its patients in order to help determine Medi-Cal eligibility. Records show that 95% of enrolled patients are low-income (200% of federal poverty level); however, enrollment at VCC is not required to participate in community events and activities led by Community Health Department staff. Their work aims to improve health at the population level, thereby benefitting our patients and non-patients alike. Thus, VCC does not collect income data from community participants; in fact, staff indicates that this would likely be a barrier to civic engagement.

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

6

**Social Determinants of Health (SDOH)**

**Program/Services Description - Social Determinants of Health**

Social & Community Context (Civic Participation, Discrimination, Incarceration, Social Cohesion)

**Program Goal**

The goal of the program is to meaningfully engage Fallbrook residents in improving the health and wellness of underserved, low-income community members, with support from VCC staff and Poder Popular Líderes. In that, the program has outlined three key objectives:

(1) By September 30, 2024, revitalize and support Poder Popular de Fallbrook, a volunteer group with 8-10 active Líderes, and begin holding monthly meetings to later transition to quarterly meeting.

(2) By November 30, 2024, conduct 2 focus groups and review local health and wellness data to identify 2-3 high priority community needs.

(3) By June 30, 2025, engage 100-160 Fallbrook residents in 3 community education campaigns: 2 Pláticas (educational workshops) and 1 health fair.

## Anticipated Acknowledgment

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Social Media Postings

Print Materials to Service Recipients

Other

# Eligibility Check

**You are ineligible to apply per the District's Grant Policy & Procedures, please contact District staff to if you have questions.**

## Organization Information

### Contact Information

#### Contact Name

Deysi Merino

#### Title

Program Manager

#### Primary Contact Phone

760-631-5000 ext. 2131

#### Email Address

deysi.merino@vcc.org

### Organization Physical Address

1000 Vale Terrace Drive  
Vista , CA, 92084

## Writing Instructions:

## Program Information

**What language(s) can this program accommodate:**

English

Spanish

**What demographic group does this program predominately serve:**

Community - Health & Fitness

### Program Objectives & Measurable Outcomes

Objective 1: By September 30, 2024, revitalize the Poder Popular de Fallbrook volunteer group of 8-10 regular members and begin hosting monthly meetings and trainings.

Activities:

It is essential that the needs and suggested remedies come from within the community in a meeting space that is their own. In that, VCC plans to work closely with existing Fallbrook organizations to host regular volunteer meetings at the Fallbrook Community Garden. This will require setting up a defined, outdoor meeting space with items such as picnic tables, umbrellas, benches, and office supplies that can be used by volunteers during formal and informal meetings. Current Poder Popular volunteer Líderes from Fallbrook are members of the community garden. These materials are a demonstration of our gratitude for their service, and efforts to improve community nutrition, in a way that is financially permissible by government regulators. When the weather does not permit outdoor assembly, meetings will take place in an alternate location such as the Fallbrook Library.

Volunteers will also participate in trainings, as needed. For example, how to conduct outreach and recruitment in the community to promote community health and wellness. These trainings will include a safety outreach protocol as well as tools and strategies to facilitate recruitment of participants. Meetings and trainings will be facilitated by VCC staff who will chart attendance, take notes, and support and guide members in their volunteer activities.

Objective 2: By November 30, 2024, conduct 2 focus groups and review of local data to identify 2-3 community priority needs.

#### Activities:

Experience with our Poder Popular group in Vista tells us that when they put their heads together, a group of community volunteers will come up with a wide range of projects to improve community health and wellness. Past priorities have ranged from parental education about the dangers of fentanyl to advocating for more lighting in public parks to improve safety. Fallbrook volunteer Líderes will generate an initial list of likely projects or campaigns, and then reach out to a wide range of community members for their feedback on priority needs. High on the list are bilingual and monolingual parents that may be hard to reach; other targets include teachers, youth leadership at the local high school; clinicians; first responders; youth organizations; sports group; and more. VCC staff

will help volunteers to design a simple tool to rank the list of priorities and compile comments from Fallbrook residents. The final list of 2-3 top priorities will be shared with those that provided feedback and broadcast to the broader community via social media and existing e-news channels of Fallbrook organizations. Residents will be invited to join Poder Popular meetings and engage in identified community wellness campaigns to address at least 2 of those priorities in this grant term

Objective 3: By June 30, 2025, engage Fallbrook residents in 3 community education campaigns: 2 Pláticas (educational workshops) and 1 health fair.

Activities:

The revitalized Poder Popular de Fallbrook will be responsible for inviting residents to engage in their campaigns, with special efforts to engage residents with experiences that best align with the campaign goal. For example, if diabetes prevention is a high priority, then volunteers may decide to host health screenings with VCC's mobile medical unit. Volunteers with a personal or family history of diabetes will share their stories in encouraging residents to participate in routine health screenings. In another example, Poder Popular may be directed towards wildfire prevention and emergency preparedness. In that case, VCC has recently updated materials on this topic that can be shared with residents. But most of the time, Poder Popular volunteer Líderes will be in the community, engaging in Pláticas, 1-on-1 conversations about the problem at hand and suggested remedies.

To incentivize participation in community change projects, VCC will distribute community garden materials such as shovels, trowels, watering cans, clippers, reusable totes, and cempasúchil (Mexican marigold) seeds to Fallbrook residents with plots and those on the waiting list. Reusable totes imprinted with the VCC and FRHD logos will also be distributed at mobile health screening events. Additionally, to compensate the support, guidance, and outreach efforts of the Poder Popular volunteer Líderes, we plan to provide them with a \$550 stipend given that these efforts are an addition to their job and family responsibilities and commitments.

## **Financial Reporting & Budget**

**Program Budget**

 24\_25 FRHD CHC\_VCC\_Q1.xlsx

¿Le gustaría  
ayudar a tu  
comunidad?

¿Le gustaría ser  
líder  
comunitario?

¿Le gustaría que  
su comunidad  
aprenda a cuidar  
de su salud?

## ¡ÚNETE a Poder Popular de Fallbrook!

poder popular



para la salud del pueblo

### ¡Aprenda sobre el liderazgo comunitario!

Tiempo y horarios para las reuniones por ser determinadas. Niños bienvenidos con sus padres.

### Ubicación:

Fallbrook Regional Community Health and Wellness Center  
1636 E. Mission Rd, Fallbrook, CA 92028

Para apuntarse o para aprender  
más, por favor llame a:

**Edith Lopez**



**(760) 691-6286**



### FRHD CHC GRANT BUDGET FORM

Agency Name: **Vista Community Clinic** PROGRAM NAME: **Poder Popular de Fallbrook: Engaging Fallbrook Residents in Community Health**

Not all line items will correspond with your program budget. If the item does not fully align either leave it blank or group it in the best category possible. However, be sure your program budget is fully itemized.

1)	A INDIRECT EXPENSES:	PROGRAM COST	APPLYING ORGANIZATION	OTHER FUNDERS	REQUESTED FROM FRHD
A1	Administrative Support	-	-	-	-
A2	General Insurance (not program specific)	-	-	-	-
A3	Accounting & audit expenses	-	-	-	-
A4	Consultant/Contractor Fees	-	-	-	-
A5	Physical Assets (Rent, Facility Costs)	-	-	-	-
A6	Utilities	-	-	-	-
A7	IT & Internet	-	-	-	-
A8	Marketing & Communications	-	-	-	-
A9	Office Supplies	-	-	-	-
A10	Training & Education	-	-	-	-
A11	Other: Indirect rate @ 17.6% of Total Personnel	983.84	-	-	-
<b>TOTAL INDIRECT EXPENSE</b>		<b>983.84</b>	-	-	-
B PERSONNEL EXPENSES - PROGRAM SPECIFIC		PROGRAM COST	APPLYING ORGANIZATION		
B1	Program Supervisor	-	-		
B2	Program Coordinator	418.95	-		
B3	Salary (list position)	-	-		
B4	Salary (list position)	-	-		
B5	Payroll Expenses (WC, taxes)	-	-		
B6	Benefits	80.89	-		
B7	Other: specify	-	-		
<b>TOTAL PERSONNEL EXPENSE</b>		<b>499.84</b>	-	-	-
C DIRECT PROGRAM EXPENSES		PROGRAM COST	APPLYING ORGANIZATION		
C1	Outreach Supplies	\$ 484.00			
C2	Program Materials				
C3	Printing/Copies				
C4	Travel/Mileage				
C5	Meeting Supplies				
C6	Stipends				
C7	Cell Phone				
C8	Office Supplies				
C9	Computer Supplies				
C10	Internet				
C11					
C12					
C13					
C14					
C15					
<b>TOTAL OTHER EXPENSES</b>		<b>484.00</b>	-	-	-

W X Y Z

D TOTAL ALL EXPENSES	PROGRAM COST	% REQUESTED FROM FRHD
	\$ 1,967.68	

### 2) FUNDING SOURCES

E FUNDS FOR PROGRAM			
E1	APPLYING ORGANIZATION	X	-
E2	OTHER FUNDERS	Y	-
E3	REQUESTED FROM FRHD	Z	-
<b>TOTAL FUNDING SOURCES</b>		\$ -	40,000.00

NOTE: THIS AMOUNT SHOULD BE EQUAL TO YOUR PROJECT COST.

### 3) % OF AGENCY BUDGET

F CALCULATE % of Total Agency budget that this Program represents.	AGENCY BUDGET**	PROGRAM COST	% of AGENCY BUDGET
		\$ 1,967.68	

\*\* Agency budget is your agency's entire budget for the year. Fill in the amount.