



## AGENDA

### GOVERNMENTAL & PUBLIC ENGAGEMENT COMMITTEE

Wednesday, June 26, 2024, at 6:00 P.M.

1<sup>st</sup> Floor Community Room,  
138 S. Brandon Rd., Fallbrook, CA 92028

In accordance with California Government Code Section 54953, teleconferencing will be used for this meeting. Board members, staff and members of the public will be able to participate by webinar by using the following link:

<https://us02web.zoom.us/j/84303078615?pwd=SnB5Z0plbVVvNzM5cUVKTFVPRHRvdz09>

Meeting ID: 843 0307 8615 Passcode: 209806 Participants will need to download the Zoom app on their mobile device. Members of the public will also be able to participate by telephone using the following dial in information: Dial in #: +1669-444-9171 Passcode: 209806

\*NOTE: All meetings are hybrid unless otherwise noted.

#### 1. Call to Order/Roll Call

#### 2. Public Comments – Announcement

Members of the public may address the Board regarding any item listed on the Agenda at the time the item is being considered. Members of the public attending in-person need to fill-out a "Request to Speak" card and those attending by webinar need to raise their hand at this time and identify the Agenda item they would like to speak on. The Board has a policy limiting any speaker to not more than five minutes.

#### 3. Discussion Items-

- a.) Update on current facility use stats
- b.) Review on advertising expense and ROI
- c.) Year in Review / Annual Report
- d.) Presentation of CSDA Essential Leadership Skills Certificate

#### 4. Board Comments and Future Agenda Items

#### 5. Adjournment-

I certify that on Friday, June 21, 2024, I posted a copy of the foregoing agenda near the regular meeting place of the Board of Directors of Fallbrook Regional Health District, said time being at least 24 hours in advance of the meeting. The American with Disabilities Act provides that no qualified individual with a disability shall be excluded from participation in or denied the benefits of District business. If you need assistance to participate in this meeting, please contact the District office 24 hours prior to the meeting at 760-731-9187.

A handwritten signature in blue ink that reads 'Raquel Williams'.

Raquel Williams, Board Secretary/Clerk

## Community Resource Navigator

### Mid-Year Review 2024

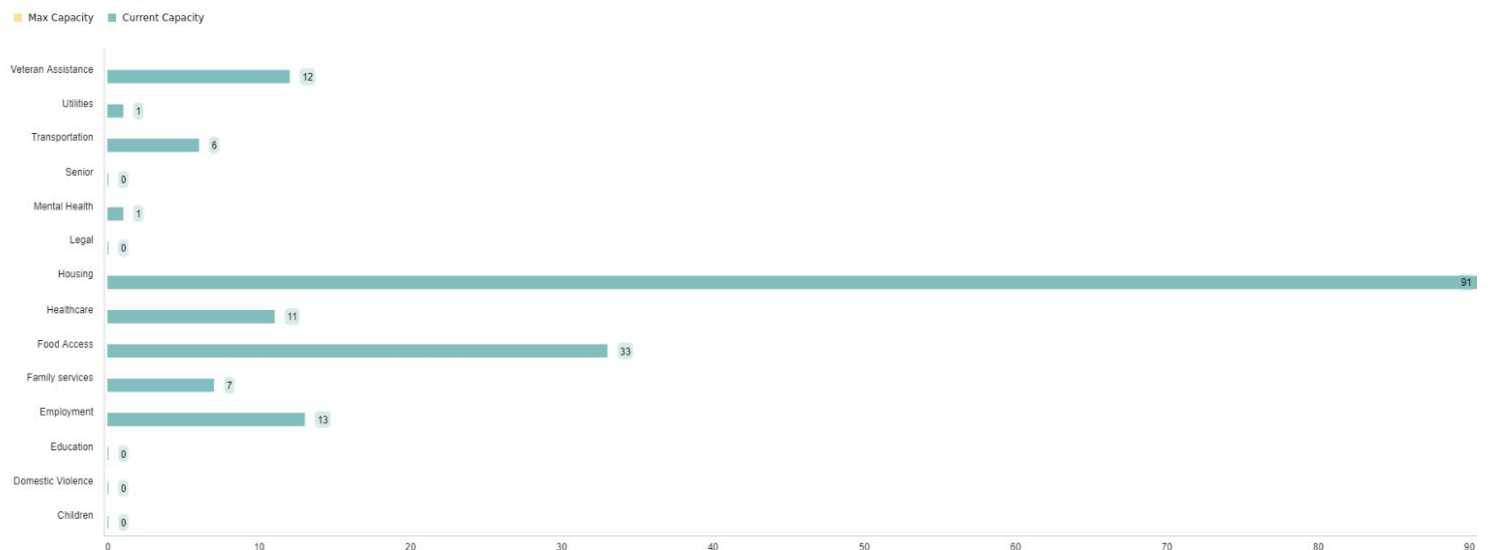
#### Overview:

In the first six months of 2024, in my role as Community Resource Navigator, I have forged partnerships with local organizations and school districts. The collaboration between Interfaith Community Services' Mobile Community Assistance Program and the Community Health & Wellness Center has alleviated some of the community's needs. While working with clients, I have identified several pressing needs, including housing, food access, employment, veteran assistance, and healthcare. Recently, there has been a surge in requests for food assistance, prompting collaborations with key organizations such as The Fallbrook Food Pantry and Interfaith Community Services. Housing remains the highest need in the community. Additionally, we continue to see the Hispanic/Latino population as the largest demographic served through the Community Resource Navigation Program. Out of the 67 people screened, 62 are or have been successfully served.

Furthermore, the age range of those being served has changed over the last six months. We have seen a growth in the number of 30–39-year-olds and 60–69-year-olds being served. Notably, April was the busiest month during this period, with 21 calls received. Out of those 21, I was able to assist or am continually assisting 17 clients.

#### Needs:

##### Services Cap...



**Incoming Referrals:**

<b>Referral Source</b>	<b>Intakes</b>
Bonsall Unified School District	6
County of San Diego	1
Fallbrook Family Health Center	4
Fallbrook Regional Health District Staff	3
Fallbrook Union Elementary School District	7
Foundation for Senior Care	3
Friends and Family Referral	5
MAAC	2
Michelle's Place Cancer Resource Center	1
North County Fire Protection District	1
Palomar Family Counseling Service	2
Scripps Whittier	1
Self-Referral	22
St. Peter's Thrift Store-CAP	8
Vallecitos School District	1
Grand Total	67

**Who we are referring to:**

<b>Service Type</b>	<b>Provider Refer to</b>
Education	MAAC
Employment	Community Health & Wellness Center
Employment	Interfaith Community Services
Family services	PATH San Diego
Family services	We Luv San Diego
Food Access	Community Health & Wellness Center
Food Access	Fallbrook Food Pantry
Food Access	Interfaith Community Services
Healthcare	Community Health & Wellness Center
Healthcare	Fallbrook Village Dental
Healthcare	Foundation for Senior Care
Healthcare	Michelle's Place
Housing	BDC International
Housing	Community HousingWorks
Housing	EQUUS Workforce Solutions
Housing	Interfaith Community Services
Housing	Operation HOPE-North County
Legal	UURISE
Mental Health	Community Health & Wellness Center
Mental Health	Wellness Center Counseling Services- Palomar Family Counseling Services
Senior	County of San Diego-Aging & Independence Services
Senior	Foundation for Senior Care
Transportation	Interfaith Community Services
Utilities	Saint Peter's Thrift Store
Veteran Assistance	Interfaith Community Services

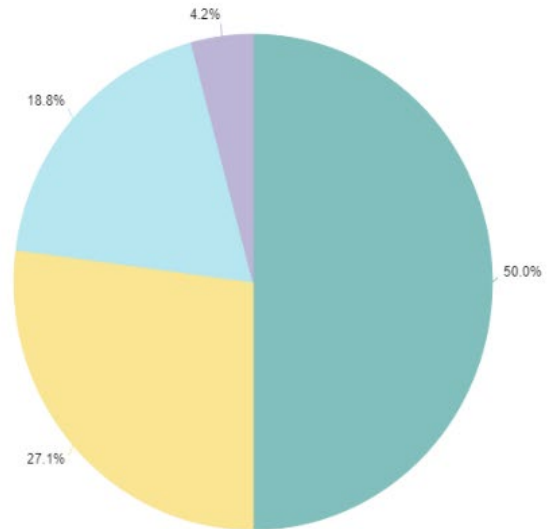
**Who we are serving:** Total of 62 clients served so far

### Hispanic/Not Hispanic

#### People by Ethn...

client  
A. ▾

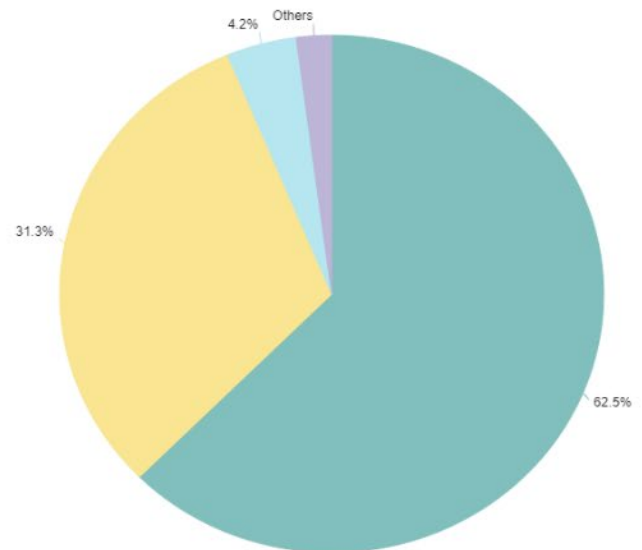
● Hispanic/Latino ● Not Hispanic/Latino ● Missing ● unable to determine



### Gender

#### People by ...

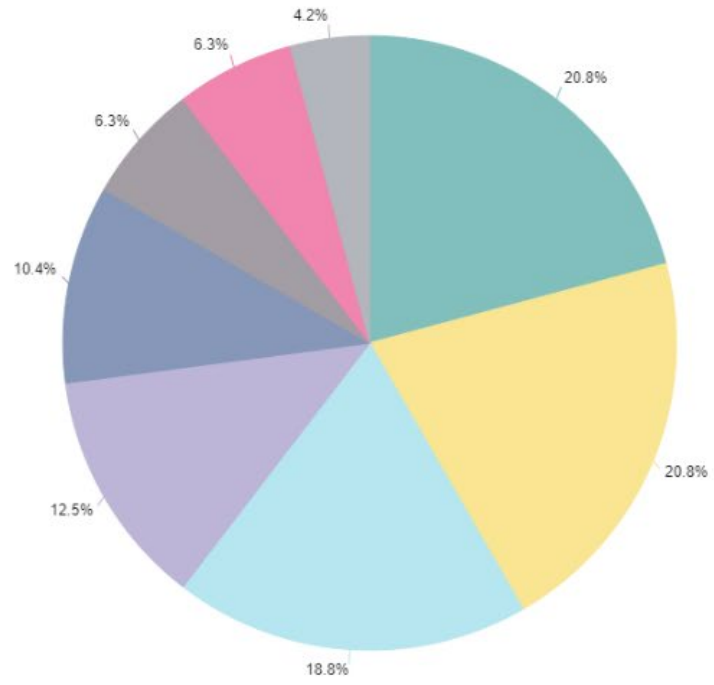
● Female ● Male ● Missing ● Others



## Age Range

### People by Age R...

● 30-39 ● 60-69 ● 40-49 ● 70-79 ● 50-59 ● 80-89 ● 20-29



## Government & Public Engagement Report Wellness Center Administrator Report- June 2024

- We had a successful meeting with the representatives of the CDC and CDPH, they were very excited about the Lifestyle Change program and the work being done at the Center overall. These are great connections to make, and we will see how it will benefit the District in the future.
- May was Mental Health Month, and we had several programs to support this: QPR (Question, Persuade & Refer) Suicide prevention training, CCHW included a speaker on helping kids navigate the digital age, Enough as You Are workshop and a Mental Health social media campaign.
- The healthy recipe book that the first DPP Cohort created was shared with the community by email and received 144 clicks to download, and was released on social media, as well as being available on the website.
- We continue to be connected to new resources for potential programming.
- Mid-calendar year Community Resource Navigation report is following this report. Notable points are:
  - The program is deepening District relationships with 60% of referrals coming from 13 partner organizations, including all 3 area elementary school districts, and 4 grantees.
  - Over 50 % of those served are Hispanic.
  - Seeing a shift in the age being served with 45% being under the age of 50.
  - A variety of needs are served with housing and food access being number 1 & 2.
  - April was the busiest month with Center program attendance but also with resource calls.

Wellness Center Events 2024	JAN	FEB	MAR	APR	MAY
Mental Health First Aid	9	22	0	22	0
CCHW	10	16	10	12	14
Wellness Wednesday- Health Screening, workshop, resources	10	17	29	34	30
Disease Specific Education (including Lifestyle Change)	28	108	364	397	97
Partner Health & Wellness activities	108	203	178	206	314
Support Groups	117	95	107	95	92
FRHD Yoga	0	0	9	54	84
Community Safety	28	49	20	2	0
Club/ Organizational meetings	268	227	199	170	164
District Special Events	25	0	0	0	0
Affiliate Classes (rental)	286	291	333	300	284
Private Party/ Event					150
Total Wellness Center Visits (approximate)	889	1028	1249	1292	1229

Number of Events 2023	JAN	FEB	MAR	APR	MAY
Affiliate Events	18	16	17	18	17
Private Events	22	21	21	22	17
Public Events	38	44	64	78	82
Total Events	78	81	102	118	116
Events held by Grantees	18	17	17	12	16
Private Rental Event	0	0	0	0	1
Youth Activity	PFCS	PFCS	PFCS	PFCS	PFCS

**Flyer Distribution:**

- We continue to distribute flyers throughout the community, same as referenced in past reports.

**Community Outreach:**

District staff attended the following events in May:

- Fallbrook Forum
- North County Community Leadership Team meeting
- Farm Workers Care Coalition

**Press- Village News:**

- Events on Community Calendar
- Mention 5/2/24: “Boys & Girls Clubs of North County holds Great Futures Gala”

**Email Marketing & Constant Contact Overview:**

EMAIL MARKETING 2024	JAN	FEB	MAR	APR	MAY
<b>Total Contacts</b>	4320	4381	4452	4458	4491
<b>New Contacts Added</b>	69	121	107	63	78
<b>Net New Contacts</b>	-52	61	71	31	30
<b>Number of emails sent</b>	30,776	21,727	23,123	18,352	31,776
<b>Number of emails opened</b>	15,015	10,169	10,531	7,918	13,040
<b>Open rate</b>	54%	52%	50%	47%	45%
<b>Open rate over industry average</b>	18%	14%	12%	9%	6%
<b># of Clicks</b>	412	300	481	410	637
<b>Click rate</b>	3%	3%	5%	2%	2%
<b>Click rate over industry average</b>	-1%	-2%	1%	0%	0%

**Social Media:**



**Facebook: Fallbrook High School Boys Soccer Award**

- Published : May 9th
- Likes: 7
- Comments: 0
- Shares: 1



**Top Instagram: Lifestyle Change Group Walk**

- Published: Date: May 29th
- Likes: 17
- Comments: 0

	JAN	FEB	MAR	APR	MAY
<b>Website Views</b>	<b>50,125</b>	64,187	78,901	75,090	71,329

**Social Media Metrics 2024**

Facebook	JAN	FEB	MAR	APR	MAY
<b>Overall Reach</b>	18.1 K	13.5K	14,126	13,021	16,571
<b>Organic</b>	8,045	10,420	9,809	7,843	9,021
<b>Ads</b>	11,038	5,349	5,603	5,836	8,765
Content Interactions	229	565	552	458	342
Followers	1.2K	1.2K	1.2K	1,214	1,218
<b>Added Followers</b>	1	17	26	18	11
Profile Visits	437	472	501	490	518
Overall Post Link Clicks	93	262	344	90	117
<b>Audience:</b>					
<b>Age Women</b>	1) 35-44: 20.7% 2) 65+: 18.5% 3) 55-64: 17.4%	1) 35-44 (20.6%) 2) 65+ (18.5%) 3) 55-64 (17.3%)	1) 35-44: 20.4% 2) 65+: 18.8% 3) 55-64: 17.3%	1) 35-44: 20.2% 2) 65+: 18.9% 3) 55-64: 17.3%	1) 35-44: 20.1% 2) 65+: 19.1% 3) 55-64: 17.2%
<b>Age Men</b>	Men: 1) 55-64: 6.3%; 2) 65+: 4.5%; 3) 35-44: 3.4%	1) 55-64 (6.1%), 2) 65+ (4.4%), 3) 35-44 (3.3%)	1) 55-64: 6.1%; 2) 65+: 4.2%; 3) 35-44: 3.1%	1) 55-64: 6.1%; 2) 65+: 4.1%; 3) 35-44: 3.2%	1) 55-64: 6%; 2) 65+: 4%; 3) 35-44: 3.1%
<b>Gender</b>	82.2% Women 17.8% Men	82.3% Women 17.7% Men	Women: 82.7% Men: 17.3%	Women: 82.8% Men: 17.2%	Women: 83.1% Men: 16.9%
<b>Fallbrook Residents</b>	48.40%	48.50%	48.90%	48.90%	48.90%
<b>Bonsall Residents</b>	3.30%	3.40%	3.60%	3.50%	3.30%
<b>Rainbow Residents</b>	1.20%	1.40%	1.30%	1.30%	0%
<b>De Luz Residents</b>	0%	0%	0	0	0%



Instagram	JAN	FEB	MAR	APR	MAY
<b>Overall Reach</b>	1.1K	507	468	557	420
Organic	428	500	446	548	391
Ads	679	16	22	17	37
Content Interactions	182	182	337	305	193
Followers	628	637	648	659	665
Added Followers	10	18	14	14	10
Profile Visits	51	96	51	86	47
Overall Post Link Clicks	1	0	0	2	4
Audience:					
Age Women	1) 35-44: 22.8% 2) 45-54: 19.6% 3) 55-64: 14.8%	1) 35-44 (24%) 2) 45-54 (19.1%) 3) 55-64 (15.1%)	1) 35-44: 23.6% 2) 45-54: 19.4% 3) 55-64: 15%	1) 35-44: 23.2% 2) 45-54: 20% 3) 55-64: 15%	1) 35-44: 23.7% 2) 45-54: 19.7% 3) 55-64: 14.7%
Age Men	1) 35-44: 7% 2) 25-34: 4.2% 3) 45-54: 4.2%	1) 35-44 (6.9%), 2) 45-54 (4.6%), 3) 25-34 (3.8%)	1) 35-44: 7.1% 2) 45-54: 4.6% 3) 25-34: 3.7%	1) 35-44: 7% 2) 45-54: 4.5% 3) 25-34: 3.7%	1) 35-44: 6.7% 2) 45-54: 4.4% 3) 25-34: 3.6%
Gender	79.2% Women 20.8% Men	79.3% Women 20.7% Men	Women: 79.2% Men: 20.8%	Women: 79.4% Men: 20.6%	Women: 79.9% Men: 20.1%
Fallbrook Residents	45.10%	47.30%	45.20%	44.20%	43.90%
Bonsall Residents	6.20%	6.40%	6.80%	6.70%	6.90%
Rainbow Residents	0.00%	0.00%	0.00%	0.00%	0%
De Luz Residents	0%	0%	0%	0%	0%

- One strategy Jasmine is playing with is the times we post. Posting in the morning for commuters, and in the afternoon when people get off work to see if we get more traction on social media.
- Links back to our website are always included to increase traffic on our website.
- Something is posted at least every single day to make sure people are seeing our posts.

## CSDA/SDLF

### Essential Leadership Skills Certificate

Earning the certificate demonstrates to the board of directors that the person is trained in critical leadership skills and has the competencies to successfully lead special districts. The modules are taught by experienced certified special district managers and local government experts. Below are the sections required and the course I took.

#### Effective Communication (5 hours)

- Grassroots Advocacy and Public Outreach
- Who Does What? Best Practices for Board / Staff Roles

#### Organizational Development (6 hours)

- Organizational Development

#### Financial Management (6 hours)

- Budget Preparations for Special Districts

#### Human Resources Management (6 hours)

- Human Resources Boot Camp for Special Districts

#### Leadership (6 hours)

- So, You Want to Be a General Manager?

#### Special District Laws (6 hours)

- Overview of Special District Laws

This certification was launched in 2023, and I am currently one of 15 recipients.