Community Relations Committee
Agenda
Wednesday, January 8, 2014
4 - 5 p.m.
Location: Palomar Health Corporate Office, 456 E. Grand Avenue
1st Floor Conference Room

Time

! Call To Order
! Public Comments

1. *Approval: Minutes – November 6, 2013  5

2. Community Outreach Bi-Annual Report  30
   Nancy Roy, Community Outreach Liaison
   Kay Stuckhardt, Community Outreach Liaison

3. Drug Free Communities Grant Work Plan  15
   Dana Stevens, Chair, Palomar Health Communities Coalition

4. Board Members Q & A  5

*Items requiring Approval

To abide by the time schedule, individual questions or comments will be limited to 2
minutes per person. Cell phones should be on vibrate or off.

Distribution:

**Voting Members:**
Jerry Kaufman, P.T.M.A., Chair
Jeff Griffith, Director
Ted Kleiter, Director
Michael Covert, President and CEO
Aeron Wickes, M.D., Director (Alternate)
Sue Herndon, Palomar Health Foundation
   Board Member

**Guests**
David Tam, MD
Ann Braun
Janet Klitzner
Nancy Roy
Kay Stuckhardt
Dana Stevens

If you have a disability, please notify us at 858.675.5376, 48 hours prior to
the event so that we may provide reasonable accommodations.
Approval of Minutes

TO: Community Relations Committee on January 8, 2014

FROM: Tammy Chung, Secretary

BACKGROUND: The Secretary of the Community Relations Committee respectfully submits the minutes of the meeting held on November 6, 2013.

David Tam, Interim Chief Marketing & Communications Officer, has reviewed the minutes.

BUDGET IMPACT: None

STAFF RECOMMENDATION: Approval of attached minutes.

COMMITTEE RECOMMENDATION:

Individual Action: X
### Call to Order
4:00 p.m. Meeting was called to order by *Jerry Kaufman, Chair.

**AGENDA ITEM**
**DISCUSSION**
**CONCLUSION/ACTION**
**FOLLOW-UP/RESPONSIBLE PARTY**

### Establishment of Quorum
*Bruce Krider, Director
*Jeff Griffith, Director
*Sue Herndon, Palomar Health Foundation Board Member
*Michael Covert, President and CEO
**Also in attendance:**
David Tam, CMO
Ann Braun, Chief Development Officer, Palomar Health Foundation
Mary Coalson, HealthSource Specialist
Trina Hinch, Marketing Manager
Janet Klitzner, Director, Marketing/PR/HealthSource
*Voting members

### Notice of Meeting
Notice of Meeting mailed consistent with legal requirements.

### Public Comments
No Public Comments

**AGENDA ITEM**
**DISCUSSION**
**CONCLUSION/ACTION**
**FOLLOW-UP/RESPONSIBLE PARTY**

### Approval of Minutes: September 4, 2013
Motion by: Michael Covert and 2nd by Director Griffith and carried to approve the September 4, 2013 minutes as submitted. All in favor. None opposed.

### Palomar Health Foundation Update
Ann Braun provided a detailed update on the Palomar Health Foundation.

Mission: To provide philanthropic support to Palomar Health for patient programs, medical education and facility enhancements.

Ann introduced the esteemed Foundation Board of Directors.

Ann provided a Campaign Overview for the period January 1, 2007 – September 30, 2013 with a $55 Million goal. Total to date is $34,584,318 which includes cash and pledge payments, planned gifts and pledges.
<table>
<thead>
<tr>
<th>AGENDA ITEM</th>
<th>DISCUSSION</th>
<th>CONCLUSION/ACTION</th>
<th>FOLLOW-UP/RESPONSIBLE PARTY</th>
</tr>
</thead>
</table>
| Palomar Health Foundation Update Continued | The Foundation’s Fundraising initiatives center on the Palomar Health Centers of Excellence. Grateful Patient Program is a natural showing of gratitude for experience at Palomar Health. Ann mentioned that the Foundation has very few quality collateral marketing pieces. She showed one of the few being the Planned Giving Legacy society piece highlighting Dr. and Mrs. Moir. Planned Gifts make up $7,759,399 in campaign dollars to date. The Foundation recently held two Donor Appreciation events.  
  - *Honoring the Past, Celebrating the Present, and Envisioning the Future Physician Alumni Reunion* that was held on March 28, 2013.  
  - A Retired Physician Luncheon was held on November 5, 2013 with all attendees receiving a 23andMe gift. A One-Year Anniversary of Palomar Medical Center event was held on August 27, 2013. Ann mentioned that since the previous Palomar Health spokesperson’s timeframe has come to an end, changes in staff, and the fact that the Gala was very labor involved; they will not provide a Gala this year however will be offering “mini-gala” type events at venues like the RB Inn and Vintana. Possible silent auction, black tie event, or a Padres Summer event. The “I Care. I Give.” Physician Capital Campaign has a $5 million goal and has raised $3.9 million to date. The “i care. i give.” Employee Campaign has $1 million original goal and has raised $3.5 million to date with more than 72% employee participation. The Chapel Campaign has a $500,000 goal with $300,000 cash raised to date due to support from over 800 employee and community members. In addition, a six-figure pledge made by a generous Grateful Patient family. The Chapel is due to open in the Spring, 2014. Local churches have also donated. | | |
## Palomar Health Foundation Update

Continued

Vital Matters Education Program features Palomar physician specialists. These seminars occurred between June and December 2012 with 150-total attendees and a total of $174,830 in gifts received to date at a $.15 cost per dollar raised. The Foundation has scheduled two Vital Matters Seminars during the FY2013. Past topics:

- Dr. Acheatel – Cardiology
- Dr. Stern – Neurosurgery
- Dr. Brad Cohen – Orthopedics
- Dr. Tornambe – Ophthalmology
- Liza Pille-Speacht and Perry Kincy – Estate Planning

Dr. Stern’s seminar resulted in three new patients for him. The next seminar topic is Palliative Care.

The prospects for these exclusive dinner/educational seminars are a result of data mining from public records/zip code.

Ann provided a list of the corporate vendors who have given gifts of $5,000 or more and are now members of the Corporate Partners Program.

## Chamber Memberships

The Committee discussed current and future North County Chamber of Commerce memberships – San Marcos, Escondido, Poway, and San Diego North. The Foundation’s membership in the San Diego North Chamber has expired and they will not be rejoining. It was discussed that it is not worth being a member without active participation. The Foundation had had Foundation Board members involved in Chambers before however having staff members participate is tough. It was suggested that we join the RB Business Association at $100 annual membership David Tam inquired as to what the Board’s expectations are of the Chamber memberships – to generate goodwill and referrals, advocacy. Memberships require different levels of participation and many require donations/fundraising. David said that he and Mary Coalson will craft a plan on how to use the memberships and work with Michael and other EMT on the purpose of our participating in the Chambers.

David Tam and Mary Coalson to craft a plan on how to use the memberships and work with Michael and other EMT on the purpose of our participating in the Chambers.
# Community Relations Committee Minutes November 6, 2013

<table>
<thead>
<tr>
<th>AGENDA ITEM</th>
<th>DISCUSSION</th>
<th>CONCLUSION/ACTION</th>
<th>FOLLOW-UP/ RESPONSIBLE PARTY</th>
</tr>
</thead>
</table>
| Media Buys / New Vendors | Janet Klitzner provided a brief update on the Marketing Department reorganization. Nina Kim and the internal communications responsibilities have moved over to H.R. Janet highlighted the new Marketing Department vendors and the services they will provide Palomar Health. She will invite them to present at a future Board Community Relations Committee meeting.  
   1. *Anderson Direct Marketing* – full-service direct marketing/advertising company including strategy, creative, data, communications, interactive, production and analytics  
   2. *Tea Leaves Health* – customer relationship management (CRM) services -- provide total information awareness about our patients and potential patients so we can understand the dynamics of populations  
   3. *RobertStemler Media* – full service media buyer – thorough analysis of needs, market research, strategic media planning, Spanish language media expertise, budget recommendations, media scheduling and placement  
Janet provided the media buy plans for the September – December 2013 period. Janet also informed the Committee that *The HealthSource Magazine* is available to view on PalomarHealth.org. | | |
| Board Members Q&A | The meeting was adjourned at 5:12 p.m. | | |
| Next Meeting: | Wednesday, December 4, 2013 -- 456 E. Grand Ave., Conference Room, 4 p.m. | | |
| Signatures | | | |
| Committee Chair | | | |
| Committee Secretary | | | |

Jerry Kaufman, PTMA  

Tammy Chung
What is the Drug Free Communities (DFC) Support Program?

The DFC Support Program is a Federal grant program that provides funding to community-based coalitions organized to prevent youth substance use. Since the DFC Act passed in 1997, it has funded nearly 2,000 coalitions and currently mobilizes nearly 9,000 community volunteers across the country. The philosophy behind the program is that local drug problems require local solutions. A small Federal investment, doubles the amount of funding through the program’s match of in-kind services requirement. Recent evaluation data indicate that where DFC dollars are invested, youth substance use is lower. Over the life of the DFC program, youth living in DFC communities show reductions in alcohol, tobacco, and marijuana use.

What are the strategies?

DFC Coalitions, like Palomar Health ATOD Coalition, utilize a public health approach to substance abuse prevention, focusing efforts on changing the environments or community conditions that influence the interaction of young people and exposure to alcohol, tobacco and other drugs, including marijuana and pharmaceutical drugs not prescribed for them. Environmental strategies are prevention efforts aimed at changing or influencing community standards, institutions, structures or attitudes that shape individuals’ behaviors. While individual approaches focus on helping people develop the knowledge, attitudes, and skills they need to change their behaviors, environmental approaches focus on creating an environment that makes it easier for people to act in healthy ways.

Goals and Objectives in Escondido

The goal of the coalition is to establish & strengthen community collaboration in support of local efforts to prevent youth substance use. The coalition will achieve its goal by implementing these strategies:

- Increase the capacity & diversity of the coalition to implement environmental prevention strategies.
- Improve physical design to reduce risk & enhance protection by increasing the number of apartment complexes that adopt crime-free multi-unit housing best practices through the use of Crime Prevention Through Environmental Design (CPTED).
- Reduce alcohol availability and access via both social and retail access by increased community capacity to prevent further overconcentration of alcohol outlets, modifying policies/ procedures used by local land use authority and law enforcement to increase local control of alcohol establishments, and working with existing alcohol establishments to modify procedures and practices (promotions) and reduce alcohol inventory (product types, price) and easy access (placement).
- Reduce marijuana use among youth by regional collaboration to prevent retail marijuana sales throughout the region and to keep marijuana a Schedule 1 Substance in the Controlled Substance Act, implementing Smart Approached to Marijuana (SAM), and reducing normalization of marijuana through public education & advocacy campaign aimed at preventing legalization.
- Reduce prescription drug abuse among young people by increasing community education regarding harm associated with prescription drug misuse and reducing access to highly addictive prescription drugs in the community by promoting use of permanent & temporary drop boxes.
Who are the Coalition partners?

- Aurora Behavioral Health
- Community Alliance For Escondido (CAFÉ)
- Drug Free Julian Community Coalition
- Escondido Education COMPACT
- Escondido Police Department
- Escondido Union High School District
- Escondido Union School District
- Escondido Youth Voices
- San Diego County Health & Human Services
- Jewish Family Service
- North Coast Home Health Products
- North Inland Community Prevention Program
- North Inland Teen Recovery Center/MHS
- Palomar Health
- Palomar Health Poway/RB/PQ Community Action Council
- Poway Unified School District
- Palomar Health Escondido Community Action Council
- Palomar Health Ramona/Julian/Warner Springs Community Action Council
- Safety Wellness Advocacy Community Coalition
- San Dieguito Alliance for Drug Free Youth
- Palomar Health San Marcos Community Action Council
- San Marcos Prevention Coalition
- San Diego County Office of Education
  - Friday Night Live Partnership
  - Migrant Education
- Santa Ysabel Tribal Youth Programs
- Social Advocates for Youth
- Victory Outreach

Who will do the work in Escondido?

There are no better advocates for social change than local residents and vested stakeholders. Therefore, the expectation is that Drug Free Community Coalitions are working coalitions. DFC grants are for $125,000 per year x 5 years + $125,000 per year in match of in-kind services support. Palomar Communities Coalition and Escondido Education COMPACT developed a project budget to support the salary and benefits of professional staff to ensure effective day-to-day operations of the coalition, training and technical assistance, travel, and prevention efforts that place emphasis on environmental strategies in the Escondido Region. The budget also supports bilingual and culturally appropriate staff; including:

- A Coalition Coordinator (.1 FTE)
- Escondido Education COMPACT Executive Director (.1 FTE)
- Community Organizer (.75 FTE)
- Escondido COMPACT Fiscal Director (.12 FTE)

In-kind support includes:

- Program Director (.25 FTE)
- COMPACT Community Organizer (.25 FTE)
- Youth Development Leader (.33 FTE)
- Palomar Health & other coalition partners

The DFC grant also includes resources for coalition members and community stakeholders to participate in prevention leadership training and to implement prevention activities to achieve the defined goals and objectives.

How will the grant be managed?

In addition to being a vital coalition partner and community stakeholder, Escondido Education COMPACT (COMPACT) will serve as the fiscal agent for administering the grant. They also maintain all fiscal records and prepare and submit fiscal reports to the funder.

COMPACT will also work with the coalition to develop an annual budget, ensuring that resources match project needs and objectives.

In addition, COMPACT will provide oversight of the day-to-day operations of the coalition’s staff paid through the DFC grant.

Programmatic oversight of the grant will be provided through a leadership team comprised of the COMPACT Executive Director, the Program Director, the Coalition Coordinator and Palomar Health Coalition Chair’s, and others as needed.