## Board Community Relations Committee Meeting

**AGENDA**

### Note Location

- **WEDNESDAY, SEPTEMBER 2, 2015**
- **Palomar Medical Center**
- **2185 Citracado Parkway, Escondido, CA 92029**

### CALL TO ORDER

- **4:00**

  - **Public Comments**

- **4:15**

  - **Information Item(s)**
    - 1. *Approval: Community Relations Committee Meeting Minutes – August 5, 2015 (ADD A-Pp6-29)*
    - 2. *Review/Approval: Committee Meeting Frequency (ADD B-Pp31)*
    - 3. Community Outreach Outcomes – Fran Waller, Director of Community Engagement, Outreach & Volunteer Development (ADD C-Pp33-69)

- **5:07**

  - **Public Comments**

### ADJOURNMENT

**5:07**

### Board Community Relations Committee Members

- **Jerry Kaufman, PTMA Chair**
- **Dara Czerwonka, MSW**
- **Hans C. Sison, LVN**
- **Robert Hemker, President & CEO**
- **Michael Stelman, PHF Board Member**
- **1st Alternate: Ray McCune, RN**
- **Della Shaw, EVP Strategy**
- **Jean Larsen, Philanthropy Officer**
- **Fran Waller, Director Community Engagement & Volunteer Development**
- **Debby Clark, Director Marketing**
- **Maria Sudak, Interim CAO & CNO PMC**

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**NOTE:** If you have a disability, please notify us by calling 442-281-3270 72 hours prior to the event so that we may provide reasonable accommodations

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* Asterisks indicate anticipated action. Action is not limited to those designated items.

1 5 minutes allowed per speaker with a cumulative total of 15 minutes per group. For further details & policy, see Request for Public Comment notices available in meeting room.
Minutes
Community Relations Committee – Wednesday, August 5, 2015

TO: Board Community Relations Committee

MEETING DATE: Wednesday, September 2, 2015

FROM: Tammy Chung, Secretary

BY: Della K. Shaw, Executive Vice President - Strategy

BACKGROUND: The minutes of the Board Community Relations Committee meeting held on Wednesday, August 5, 2015, are respectfully submitted for approval (Addendum A).

BUDGET IMPACT: None

STAFF RECOMMENDATION: Staff recommends approval of the Wednesday, August 5, 2015, Board Community Relations Committee minutes.

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:
Board Community Relations Committee Meeting Frequency

TO: Board Community Relations Committee

MEETING DATE: Wednesday, September 2, 2015

FROM: Tammy Chung, Secretary

BY: Della K. Shaw, Executive Vice President - Strategy

BACKGROUND: Per request of the Board of Directors, Board Committees are to review their Committee meeting frequency. This Committee currently meets monthly on the first Wednesday. Duration is one hour from 4 – 5 p.m. (Addendum B).

BUDGET IMPACT: None

STAFF RECOMMENDATION: It is recommended that the Board Community Relations Committee set the meeting frequency based on the pertinent issues within its scope.

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:
TO: Board Community Relations Committee

MEETING DATE: Wednesday, September 2, 2015

FROM: Fran Waller, Director of Community Engagement, Outreach & Volunteer Development
      Nancy Roy, Community Outreach Liaison, and
      Kay Stuckhardt, Community Outreach Liaison


BUDGET IMPACT: None

STAFF RECOMMENDATION: Informational

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:
ADDENDUM A
## B O A R D  C O M M U N I T Y  R E L A T I O N S  C O M M I T T E E  M E E T I N G
### A T T E N D A N C E  R O S T E R  &  M E E T I N G  M I N U T E S
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<td>CHAIR, JERRY KAUFMAN, PTMA</td>
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<td>DIRECTOR DARA CZERONKA, MSW</td>
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<td>DIRECTOR HANS C. SISON, LVN</td>
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<td>ROBERT HEMKER, PRESIDENT AND CEO</td>
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<td>MICHAEL STELMAN, PALOMAR HEALTH FOUNDATION BOARD MEMBER</td>
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<td>1ST ALTERNATE - DIRECTOR RAY MCCUNE, RN</td>
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<td><strong>STAFF ATTENDEES</strong></td>
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<td>DELLA K. SHAW, EXECUTIVE VICE PRESIDENT, STRATEGY</td>
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<td>JEAN LARSEN, PRESIDENT &amp; CHIEF PHILANTHROPIC OFFICER, PALOMAR HEALTH FOUNDATION</td>
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<td>JANET KLITZNER, DIRECTOR, MARKETING &amp; THE HEALTHSOURCE</td>
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<td>FRAN WALLER, DIRECTOR, COMMUNITY ENGAGEMENT AND VOLUNTEER DEVELOPMENT</td>
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<td>MARCY ADELMAN, RN</td>
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<td>MARIA SUDAK, RN</td>
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<td>TAMMY CHUNG – BOARD COMMITTEE ASSISTANT</td>
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### Board Community Relations Committee – Meeting Minutes – Wednesday, August 5, 2015

**Agenda Item**
- **Discussion**

<table>
<thead>
<tr>
<th>Conclusion/Action</th>
<th>FollowUp/Responsible Party</th>
</tr>
</thead>
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#### I. CALL TO ORDER – ESTABLISHMENT OF QUORUM

The meeting – held in the Graybill Auditorium, Lobby Level, Palomar Health Downtown Campus, 555 East Valley Parkway, Escondido, CA - was called to order at 4:00 p.m. by Committee Chair Jerry Kaufman

- Quorum comprised of Directors Kaufman, Czerwonka, McCune; Robert Hemker, President and CEO; Michael Stelman, Palomar Health Foundation Board Member
- Excused Absences: Director Sison

#### II. NOTICE OF MEETING

- Notice of Meeting was posted at PH’s Administrative Office; also posted with Full Agenda Packet on the PH website on Wednesday, July 29, 2015, which is consistent with legal requirements. Notice of that posting was also made via email to the Board and staff.

#### III. PUBLIC COMMENTS

- No public comments

#### IV. INFORMATIONAL ITEMS

#### V. APPROVAL OF MINUTES

- No discussion

**MOTION:** by Director Czerwonka, 2nd by Director McCune and carried to recommend approval of the June 3, 2015 minutes as submitted. All in favor. None opposed.

#### VI. PRESENTATIONS

- Utilizing the presentation provided at the meeting, Tina Pope, Manager, Service Excellence; provided a high level presentation on the Patient Family Advisor Council.

- Utilizing the presentation provided at the meeting, Della Shaw provided a detailed presentation on the “Palomar Health Brand.”
## Board Community Relations Committee – Meeting Minutes – Wednesday, August 5, 2015

### Agenda Item

<table>
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<tr>
<th>Discussion</th>
<th>Conclusion/Action</th>
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</table>

### VII. BOARD MEMBER COMMENTS / AGENDA ITEMS FOR NEXT MONTH

There were no comments / nor agenda items requested for next month

### VIII. FINAL ADJOURNMENT

The meeting was adjourned at 4:55 p.m. by Chair Kaufman

<table>
<thead>
<tr>
<th>Signatures:</th>
<th>Committee Chair</th>
<th>Committee Assistant</th>
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<tr>
<td></td>
<td>JERRY KAUFMAN, PTMA</td>
<td>TAMMY CHUNG</td>
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Palomar Health
Patient and Family Advisor Council

• Patient and Family Advisors provide a voice that represents all patients and families of patients who receive care at Palomar Health.

• They partner with physicians, nurses and administrators to help improve the quality of our District’s care for all patients and family members.
Patient and Family Advisor Council Overview

• Began an internal process of developing structure and purpose through the IHI/VHA Collaborative 2012-2014
  – All members apply for membership, receive background checks, receive volunteer orientation training THEN receive a badge
• Brought first members together in August 2014; A total of 12 members on the council
• Worked with members of the Council and internal PH leadership to develop Charter
• Elected Officers in October of 2014
• Adopted Charter in January of 2015
• Participated in the development of numerous Patient and Family information pieces, and were involved in various projects and programs within the district
Patient and Family Advisor Council
Presentations, Projects and Activities

• Information Pieces
  – Preparing for Surgery: What you need to know
  – After Your Loss
  – Visitor Guidelines for PMC/ICU and CCU; Visitor Guidelines for PHDC and POM
  – Discharge Information Packet – POM Pilot
  – Marketing Materials
Patient and Family Advisor Council
Presentations, Projects and Activities

• Participated in:
  – Patient and Family Panel at Leadership Meeting
  – PMC ED Department Patient Voice Meeting
  – PSA Commercial for Palomar Health
  – Annual Patient Safety Conference
  – Wayfinding projects for PHDC, PMC, POM
  – Improvement recommendations for Family Viewing Room
  – Staff on Safety Committee
  – Patient Voice meeting with PMC ED re: Waiting area improvements
  – Disaster Drill at Pomerado
Patient and Family Advisor Council
Presentations, Projects and Activities

• Received Presentations and provided input to:
  – Observation status – patient perception and understanding of status
  – Discharge Pilot at POM
  – Design of Internet Page
  – Emergency Department PMC
  – Bedside Prescription Delivery
  – Hospitality EVS, FANS
  – Registration
  – Marketing
Questions?
Palomar Health Brand

Board Community Relations Committee

August 5, 2015
## Mission Sustaining Financial Performance

### Customer Value

<table>
<thead>
<tr>
<th>Quality</th>
<th>Cost</th>
<th>Experience</th>
<th>Brand</th>
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**Palomar Health | Brand**
Brand Perception | Background


• 2011 Lorenz - compared 2011 position against 2009 perception study
• 2014 Anderson Brand Perception Study
• Little to no growth in overall favorable brand perception over the 2009 – 2014
• In all studies, Palomar Health’s brand strength as measure by various indicators, lagged behind Scripps, Sharp and UCSD
Brand Perception | Background

Lorenz | Areas of comparison

- Overall impressions
- Caring Staff and Physicians
- Represents Innovation
- Focused Specialization
- Committed to Healthcare
- Has my Complete Trust
Brand Perception | Background

Anderson | Areas of comparison

- Awareness (unaided and unaided)
- Overall Impression (higher for patients than non-patients)
- Experience (among patients, highest reason for lower scores)
- Complete Trust
- Specializations
- Primary Care Offices available as part of the system
- Patient and Community Education
- Technology (higher for patients)
- Integrated, Multi-Hospital System
Brand Perception | Our Challenge

• Who are we as the marketplace becomes more crowded and the imperative for success more critical?

• What does ‘Brand’ mean?

• How do we define organizational behaviors that create our Brand perception?
Brand Perception | Why?

• Distinctive brand articulates clearly who we are—to everyone our organization may touch.

• A distinctive brand decentralizes decision-making and helps drive operational priorities.

• With a distinctive brand established, we have most of the information needed to chart our vision.

• A distinctive brand breeds confidence that attracts people to our organization.

Franklin Street Report: Your Brand, The Solution to the Challenges Health Care Leaders Face Today
Brand Perception | Why?

• Health care evolving to a consumer-driven model – decision made on patients’ perception of value where

• Value is measured by Quality, Cost, Experience (Convenience)

• How each drives consumer choice and in what order, is singular to each consumer
Brand Perception | Why?

A powerful Brand

• Builds patient engagement
• Clearly articulates our differentiation
• Speaks to what makes us special to our customers
• Makes it difficult for patients to imagine life without us
• Once evolved, brand following creates lifelong advocates of our organization

Franklin Street Report: Your Brand, The Solution to the Challenges Health Care Leaders Face Today
We are in an age of Personalized Consumerism

• Expectations for a unique and personalized patient experience have never been higher.

• Health systems need bigger ideas than engagement surveys and patient satisfaction scores if they hope to deliver a truly unique and personal experience inside their walls.
Brand Perception | Why?

*Strongest Brands Shape Internal Behaviors*

• Clearly defined and based on genuine organizational strength

• Our biggest deliverable is “Experience” – its how we tell our unique story – our differentiation

• Doesn’t just tell the outcomes of care - it tells how we do it

• *Must deliver the brand promise consistently every day to earn the trust of the customers*
Brand Perception | Why?

Strongest Brands Shape Internal Behaviors

• Clearly defined and based on genuine organizational strength

• Our biggest deliverable is “Experience” – its how we tell our unique story – our differentiation

• Doesn’t just tell the outcomes of care - it tells how we do it

• Must deliver the brand promise consistently every day to earn the trust of the customers
Brand Perception | Why?

• Trust: Say what you do and do what you say

• Trust happens when you personalize the health care experience and consistently deliver your promise
Brand Perception | Why?

• Infuses our organization’s unique personality and exclusive value into the minds of employees, patients and partners.

• With the combined strengths of consistency, confidence and clarity, our brand evolves to a point that when people see our logo, they also see a trust mark... an enduring symbol of dependability.
Brand | Next Steps

• Brand Study Overview
ADDENDUM B
BOARD COMMUNITY RELATIONS COMMITTEE
MEETING SCHEDULE -- CALENDAR YEAR 2015

First Wednesday of every month*
(Except December)
4 – 5 p.m.

Wednesday -- January 7, 2015
Wednesday -- February 4, 2015
Wednesday -- March 4, 2015
Wednesday -- April 1, 2015
Wednesday -- May 6, 2015
Wednesday -- June 3, 2015
Wednesday -- July 1, 2015
Wednesday -- August 5, 2015
Wednesday -- September 2, 2015
Wednesday -- October 7, 2015
Wednesday -- November 4, 2015

Wednesday -- December 9, 2015* (Board Finance is meeting on December 2)
ADDENDUM C
Four Top Health Conditions: Hospital Association San Diego & Imperial County Health Needs in San Diego County

http://www.hasdic.org/chna/htm

• Diabetes (type 2)
• Obesity
• Cardiovascular Disease
• Mental/Behavioral Health
Mental Health by the numbers...

• **46** = Percentage of U.S. adults who will have a mental health disorder in their lifetime.

• **2020** = Estimated year depression will be the world’s second-leading cause of disability.

• **9.1** = Percentage of adolescents who report having had a major depressive episode in the past year.

• **1 in 7** = Number of U.S. adults with a serious mental illness that interferes with one or more life activities.

• **1 in 5** = Number of U.S. children with a mental health disorder.

• **18** = Percentage of nursing home residents aged 65 – 74 with a reported mental illness.

Sources: U.S. Department of Health and Human Services, 2015; CDC and Prevention, 2013; National Institute of Mental Health, 2013
Community Alliance for Healthy Minds 9th Annual Forum
Mossy Auto Group is proud to sponsor the Community Alliance for Healthy Minds program in raising mental health awareness and the support they offer.

Wishing you and your family health and happiness!

9th Annual Forum for Healthy Minds

“From Hopelessness to Hope & Healing...”

Saturday, May 9, 2015, 8:00 am—4:00 pm
California State University, San Marcos
333 South Twin Oaks Valley Road, San Marcos, CA 92078
Presented by:

CAHM, Community Alliance for Healthy Minds
Aurora San Diego
The Church at Rancho Bernardo
IMPACT Young Adults
NAMI San Diego
PALOMAR HEALTH
American Foundation for Suicide Prevention
POMERADO Christian Church
Live Well San Diego
Services of Suicide Loss
Inter-Varsity Christian Fellowship
International Bipolar Foundation
SWACC
Safety Wellness Advocacy

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mossy.com
14 Breakout Sessions

- **Susan Writer** - Dual Diagnosis
- **Terry Schwartz** - Eating Disorders
- **Chip Whitman** - Grief Support Group
- **Panel Discussion** - Medication Management
- **Impact Young Adults** - Helping Young Adults Create Meaning and Purpose
- **Phobia Foundation** – Skill Building Techniques for Managing Anxiety (Mind over Mood)
- **Divya Kakaiya** - Mediation and Mindfulness
- **Ed Thompson** - Post Traumatic Stress Disorder (PTSD)
- **Bonnie Bear & Joyce Bruggeman** – Question, Persuade, Respond Training
- **Leslie Fadem** - Signs & Symptoms of Depression and Anxiety
- **Bonnie Bear** – Survivors Of Suicide Loss Support Group
- **Tom Horvath** - Substance Abuse
- **Joyce Bruggeman & Kathy Lutes**. - When Faith & Behavioral Health Meet
- **Eric Arauz** – Storytelling & the Personal Narrative to Heal Trauma and Emotional Distress
The Forum Numbers

• 405 registered participants in attendance at no cost.
• 28 community resource organizations at the Resource Fair to distribute information
• 14 room host volunteers
• 25 volunteers to assist with registration, directionals, movers, raffles, etc.
• 2 photographers
• 9 items donated for raffles
Survey Results

Meeting Your Expectations

- Welcome & Opening: 90%
- Opening keynote: 88%
- Schedule of the Day: 88%
- Raffles: 88%
- Lunch: 93%
- Forum Theme: 94%
- Breakouts: 94%
- Exhibitors: 90%
- Closing Keynote: 89%
- CSUSM Venue: 89%
- Online Registration: 89%
- Hosts & Volunteers: 93%
- Location: 96%

n = 139
Survey Results

Overall Expectations of the Forum

- Exceptional: 68%
- Great: 28%
- Good: 4%
- Lower than expected: 0%

n = 161
Thank you for your attention...

Nancy Roy
Palomar Health Community Outreach
nancy.roy@palomarhealth.org
760-315-1000
Mental Health & Obesity Prevention in Youth & Seniors

- Aging Society: 85+ expected to triple from 2011 to 2040

- Many older adults experience isolation, depression, lack of support

- Obesity epidemic among youth

- High rates of diabetes and heart disease among older adults
Intergenerational Games (IG)

- Innovative approach to increase interaction between older adults and youth
- Decreases isolation and increases mutual understanding and respect between generations
- Promotes healthy, active, life-long behaviors
- Active older adults (age 50+) and children 6-12 years old pair up for educational and physical activities

Project of the Community Action Councils of San Marcos and RB/Poway/RPQ in collaboration with HHSA, IG Council, Sunshine Care, and City of San Marcos
IG Games: Event Day

- Welcoming ceremonies
- IG interview & team name
- Team photos
- Group warm-up exercise
- Game Stations: sports and nutrition activities
- Healthy lunch
- Gold medal & closing ceremonies
Intergenerational Interview

2015 San Marcos IG Games
Intergenerational Interview
Directions: Kids Please Interview Your IG Games Buddy.

What is Your Name: ____________________________

Think of a Team Name: __________________________

1. What was your favorite subject in school? Why?
   ___________________________________________
   ___________________________________________
   ___________________________________________

2. What did you do after school (or on weekends)?
   ___________________________________________
   ___________________________________________
   ___________________________________________

3. What is your favorite sport/outdoor activity now?
   ___________________________________________
   ___________________________________________
   ___________________________________________

4. What are some of your favorite fruits & vegetables?
   ___________________________________________
   ___________________________________________
   ___________________________________________

5. What is your best advice for me?
   ___________________________________________
   ___________________________________________
   ___________________________________________

6. Write your own question:
   ___________________________________________
   ___________________________________________
   ___________________________________________

Answer: ___________________________________
   _________________________________________
   _________________________________________

Note: Team photo is attached to the back.
Zumba Warm-Up!
Physical Activity Stations
Nutrition Education - My Plate
Where Food Comes From
IG Games: Results

San Marcos
- 57 Youth
- 37 Older Adults

RB/Poway
- 62 Youth
- 34 Older Adults
## Objectives / Methods

**Obesity / Diabetes**

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<th>TODAY Program</th>
<th>Measurement</th>
<th>Outcomes</th>
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<td>To increase awareness about the prevalence and risks of childhood obesity; To identify and provide follow-up for 5th grade students at-risk for obesity/diabetes through: 1, 2, 3) BMI screening 4) Follow-up with parents Physician referrals 5) Education on healthy eating habits &amp; physical activities for students and parents. CSUSM nursing students provide nutrition education in school and after school programs in San Marcos. Snap Ed provided parent education in Escondido 6) <strong>Take Charge!</strong> family take home Activity Calendar and DVD viewing about healthy eating and physical activity</td>
<td>1) Number of schools 2) Number screened 3) Percent found to be obese or overweight 4) Number of parents contacted for physician and insurance referrals and/or health resources 5) • Number of parents attending classes • Number of students educated</td>
<td>1) 14 schools 2) 1154 screened for BMI 3) 41.5 % overweight/obese 4) 54% of the parents reached for follow-up 5) • 149 parents attended parent education classes (36 at Central; 13 at Conway; and 100 at VCPUSD ELAC) • 1154 students educated on screening day • 248 students received 5-lesson series</td>
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<td><strong>How to Talk to Your Child About Weight:</strong> Flier mailed home with TODAY Results to educate participating families</td>
<td>1) Number of families receiving information</td>
<td>1) 1154 families</td>
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<td><strong>“O Sugary Drinks”</strong> co-branded by Palomar Health and the San Diego County Childhood Obesity Initiative: To increase consumption of water and low fat milk &amp; decrease consumption of sugary beverages</td>
<td>1) Number of English/Spanish Brochures distributed</td>
<td>1) 700 Total distributed • 200 to low-income parents (Expanded Food Nutrition Education Program) • 200 to Intergenerational Game participants • 100 to Midland Elementary Families • 200 to low-income families (Neighborhood Healthcare and North County Health Services • 200 to Chaparral Elementary School • 100 to Ramona Library Health Fair</td>
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<td><strong>School Running Clubs:</strong> To increase physical activity among school children.</td>
<td>1) Number of students participating</td>
<td>1) More than 17,000 participating students at schools in Poway, Ramona, Julian, Escondido, and...</td>
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2) Quadruple Crown Races – 4/One-mile race events open all Ramona elementary students.

3) Annual Best Practices meeting for PUSD running club coordinators to share information

| Backyard Produce Project: To provide healthy fresh fruits and vegetables to local families in need in the Poway/R B/PQ area through collected donations, gleaning trees and organic community gardens: [http://volunteer-garden.wikispaces.com/](http://volunteer-garden.wikispaces.com/) | 1) Number of families served monthly 2) Pounds of produce grown and donated 3) Amount of produce collected and donated from gleaning trees or dropped off from backyard gardeners | 1) Approximately 650 families served 2) 3,667 pounds of produce 3) 12,756 pounds of produce |

<p>| Other Obesity/Diabetes Programs | 1) Number of participants 2) Number of “0” Sugary Drinks flyer distributed | 1) 119 youth and 71 older adults 2) 350 flyers distributed |
| Intergenerational Games: To stimulate interaction between students and older adults to promote healthy, active lifestyles | 1) Number of participating students and parents | 1) 598 participants |
| Chaparral Elementary School Health Fair: To increase family knowledge of resources and information about healthy living. | 1) Number of participating students | 1) 150 participants |
| CSUSM Health Fair: To increase student knowledge about the health risks of eating disorders during National Eating Disorder Awareness Week | 1) Number of participating students | 1) 210 participants |
| Ramona Health &amp; Safety Fair: To increase family awareness about safe and healthy choices for youth | 1) Number of participants | 1) 500 participants |
| Ramona Library Health Fair: To increase family knowledge of resources and information about healthy living. | 1) Number of participating students | 1) 300 participants |
| Ramona Community School Garden: To increase student knowledge about growing, preparing and health benefits of garden fresh vegetables | 1) Number of participating students | 1) 36 special education students |
| Ramona High School Garden: To increase knowledge among students with moderate disabilities about growing, preparing and health benefits of garden fresh vegetables. | 1) Number of participating students | 1) 860 children, teens, and adults participated in a variety of fitness programs |
| San Marcos Library Fitness and Nutrition Program: To increase physical activity and nutrition | 1) Number of participants | 1) 860 children, teens, and adults participated in a variety of fitness programs |</p>
<table>
<thead>
<tr>
<th>Program</th>
<th>Key Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>San Marcos Unified School District Breakfast program</strong></td>
<td>1) Number of students receiving education and eating breakfast</td>
</tr>
<tr>
<td><strong>OASIS Catch Healthy Habits</strong></td>
<td>1) Number of Participants</td>
</tr>
<tr>
<td><strong>Agriculture Day</strong></td>
<td>1) Number of students reached</td>
</tr>
<tr>
<td><strong>Valley Center Middle School Physical Activity Project</strong></td>
<td>1) Number of students</td>
</tr>
<tr>
<td><strong>Garden to Plate Project</strong></td>
<td>1) Pounds of produce grown and used in school meal program</td>
</tr>
<tr>
<td><strong>Traditional Gathering for Native Americans</strong></td>
<td>1) Number of participants</td>
</tr>
<tr>
<td><strong>Healthy Eating and Physical Activity</strong></td>
<td>1) Number of participants in Nutrition Education classes</td>
</tr>
<tr>
<td><strong>Teens Take Care</strong></td>
<td>1) Number of participants in nutrition education</td>
</tr>
<tr>
<td><strong>Access to Care Programs</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Palomar Health service lines, classes, and expansion</strong></td>
<td>1) Number of flyers, media releases and announcements distributed to CAC</td>
</tr>
<tr>
<td><strong>Valley Center Middle School Health, Career and Safety Expo</strong></td>
<td>1) Number of participating students</td>
</tr>
<tr>
<td><strong>Valley Center High School Health Career Fair</strong></td>
<td>1) Number of participating students</td>
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</tbody>
</table>

**Knowledge and Consumption of School Breakfast**: To increase knowledge and consumption of school breakfast.

**OASIS Catch Healthy Habits**: To increase nutrition and physical activity knowledge and consumption of health foods.

**Agriculture Day**: To increase knowledge of locally grown produce to increase consumption of fruits and vegetables.

**Valley Center Middle School Physical Activity Project**: To increase physical activity using an innovative game.

**Garden to Plate Project**: To increase knowledge of and provide fresh fruits and vegetables for school meal program for Valley Center-Pauma schools.

**Traditional Gathering for Native Americans**: To increase knowledge about diabetes prevention and management and about Native American traditions.

**Healthy Eating and Physical Activity**: To increase knowledge of healthy eating and increase walking/biking along Escondido Creek.

**Teens Take Care**: To increase consumption of fruits and vegetables.

**Marketing Palomar Health service lines, classes, and expansion**: 20 items distributed to CAC networks; HealthSource made available at quarterly CAC meetings.

**Valley Center Middle School Health, Career and Safety Expo**: To increase student knowledge of health careers and to enroll in high school preparation classes.

**Valley Center High School Health Career Fair**: To increase student knowledge of health careers and to enroll in preparation classes in high school.
| **Mental Health / Substance Abuse Programs** |  |
|---------------------------------------------|  |
| **Palomar Health Communities**<br>**Coalition Escondido:** Through a Federally funded Drug Free Communities Grant, to focus on efforts in Escondido, to changing the environment or community conditions that influence the interaction of young people and exposure to alcohol, tobacco, and other drugs, including marijuana and non-prescribed pharmaceutical drugs. | **1) Neighborhood Transformation Project (NTP) East Escondido Surveys**<br>**2) Community meeting East NTP**<br>**3) Marijuana and Alcohol parent workshop at Oak Hill Elementary School**<br>**4) East Valley Business Association meeting**<br>**5) Asset mapping of the NTP zone businesses**<br>**6) Alcohol Assessments by youth**<br>**7) Peace Begins with Me event**<br>**8) Marijuana and Alcohol Workshop parent workshop at Central Elementary School**<br>**9) Teen and the Brain workshop to all ninth graders at San Pasqual High School**<br><br>**1) 214 County of San Diego Safe Community Perception Surveys completed**<br>**2) 75 – 100 people attended**<br>**3) 40 parents attended**<br>**4) 20 -30 representatives**<br>**5) 49 businesses contacted**<br>**6) 83 assessments completed**<br>**7) 200 people receiving educational materials**<br>**8) 20 parents attended**<br>**9) 350 students participated** | **1) Number of people trained**<br>1) 45 people trained | **1) Number of attendees receiving training on Mental Health issues**<br>**2) Number of resources**<br>**3) Number of workshops**<br><br>**1) 405 participants**<br>**2) 29 resource organizations**<br>**3) 14 workshops for two sessions** | **1) Number of participants attending the workshop and evaluation survey**<br>2) Number of Palomar Health service lines featured | **1) 131 participants; training was rated 4.9 on a 5-point scale**<br>**2) Home Care Supportive Services, Lifeline, Behavioral Health and Rehabilitation Services** | **1) 852 middle school students participated in 2-class series** | **Mental Health First Aid Training:** To increase skills of community members in identifying and assisting people with a mental health issue (8-hour certification training) | **9th Annual Community Alliance for Healthy Minds Forum – To de-stigmatize mental illness, increase knowledge about mental health related issues, and provide resources for the community, with a focus on young adults and families.** | **SOCS Box Training:** Increase knowledge of senior visitors to identify signs of mental health issues and access appropriate resources | **Ramona Yellow Ribbon Suicide Prevention Program:** To teach Love不失 offers, Performance programs, and Recovery |
practical life skills to reduce stress, form strong school connections and increase awareness of signs, and effective prevention measures to reduce the risk of youth suicide

workshops at Olive Pierce Middle School

### Other Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSUSM School of Nursing Partnership: To support Palomar Health CAC programs such as TODAY and access to care.</td>
<td>1) Number of nursing students 1) 8 in San Marcos 2) 8 in Escondido 3) 10 in Valley Center-Pauma</td>
</tr>
<tr>
<td>Live Well San Diego HHSA North Inland Leadership Team: Improve the health of North County by developing a network of organizational partnerships.</td>
<td>1) Representative at monthly meetings 1) Six meetings</td>
</tr>
<tr>
<td>Ramona Revitalization Committee: To improve the infrastructure of Ramona through meetings with County Supervisor, Dianne Jacob</td>
<td>1) Representative to Health and Human Services Committee at bi-annual meetings 1) One meeting</td>
</tr>
<tr>
<td>San Diego Childhood Obesity Imitative: To prevent childhood obesity</td>
<td>1) Representative for the School/ After-School domain 1) Three meetings</td>
</tr>
<tr>
<td>School Wellness Advocacy Community Coalition (SWACC): To raise awareness and prevent the abuse of alcohol, tobacco, and other drugs in Poway Unified School District</td>
<td>1) Representative to SWACC monthly meetings 1) Six meetings</td>
</tr>
<tr>
<td>San Marcos Unified School District Wellness Committees: To review district wellness policies and procedures by creating an assessment tool to help determine school site compliance</td>
<td>1) Representative to meetings 1) Four meetings</td>
</tr>
<tr>
<td>Julian Collaborative: working to promote the well-being of the Julian community</td>
<td>1) Representative to meetings 1) Three meetings</td>
</tr>
<tr>
<td>Community Alliance For Escondido (CAFÉ): To educate and advocate for the betterment of Escondido for its children, youth, families and residents.</td>
<td>1) Representative to meetings 1) Three meetings</td>
</tr>
<tr>
<td>Smart Streets Coalition – Collaborate to set priorities for street improvements to increase safety and walking/biking</td>
<td>1) Representative to meetings 1) One meeting</td>
</tr>
<tr>
<td>Escondido Care Youth Advisory Committee – To increase health and wellness among Escondido students K-8</td>
<td>1) Representative to meetings</td>
</tr>
</tbody>
</table>