

Approval of Minutes

TO: Community Relations Committee on January 20, 2006

FROM: Lori Groepper, Secretary

BACKGROUND: The Secretary of the Community Relations Committee respectfully submits the minutes of the meeting held on November 18, 2005.

The minutes have been reviewed by Gustavo Friederichsen, Chief Marketing & Communications Officer.

BUDGET IMPACT: None

STAFF RECOMMENDATION: Approval of attached minutes.

COMMITTEE RECOMMENDATION:

Individual Action: X

**Palomar Pomerado Health
 COMMUNITY RELATIONS COMMITTEE MEETING
 Innovation – Conference Room A
 November 18, 2005**

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
CALL TO ORDER	11:30a.m.		
ESTABLISHMENT OF QUORUM	Nancy Scofield, Linda Greer and Alan Larson M.D. Also attending were, Lori Groepper, Tami Weigold, Tina Pope, Janet Gennoe, Andy Hoang, Janet Bath, Dr. Nick Yphantides and Bradley Wiscons.		
NOTICE OF MEETING	The notice of meeting was mailed consistent with legal requirements.		
PUBLIC COMMENTS	There were no requests for public comments.		
MINUTES September 23, 2005	Minutes were approved.	MOTION: Motion made by Dr. Larson seconded by Linda Greer	

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
FALL TELEVISION CAMPAIGN	<p>Tami Weigold showed the new TV spots as Janet Gennoe distributed informational handouts on the spots. Tami Also shared schedules of times and stations the spots would air throughout the remainder of the year. Tami explained that we send out the schedules via hot news to all employees each Friday with the following weeks schedule.</p> <p>Dr. Larson asked if we have a way of tracking interest calls. Janet replied that perhaps we may be able to pull some type of basic report together with an idea of what type of action the spots are giving us such as</p> <ol style="list-style-type: none"> 1. Increased hits to the our website 2. Increase in call volume to the 800 number <p>Janet reminded the committee that the ads were created to increase an awareness of our health system</p> <p>Dr Larson suggested that maybe in future spots we could tag the ending with an invitation for people to call for an excellent PPH physician.</p>		
NEW WEBSITE HOMEPAGE LOOK AND FEEL	<p>Tami Weigold distributed a handout that showed ideas for a new home page. She shared ideas for the direction we will take to update pages so that they look good as well as contain current updated material. Janet Gennoe reported the message points that Gustavo Friederichsen put together to be presented in his absence.</p> <ol style="list-style-type: none"> 1. The current site was developed in 2003 through a partnership with Design Asylum and Medseek. Medseek is a nationally known healthcare web strategy and 		

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
	<p>development company.</p> <ol style="list-style-type: none"> 2. Current Site does not meet expectations in terms of being easy to use, graphically appealing or up to date. 3. Current site resides on Medseek server- which means PPH does not control content updates or technology. 4. New strategy calls for complete re-design of site over next 24-36 months. 5. PPH will no longer have a relationship with Medseek. 6. PPH has purchased its own server that is currently being assembled. 7. Strategy includes enhanced personalization, improved graphics to include broadband and video. 8. Branding tie in with TV campaign 9. All content will be updated through a robust content management system that allows for timely updates. 10. There will be improved database management which will help in the customer relationship management-we will be able to develop a rapport with online customers, personalize their pages based on health care interest and needs. 11. Within 36 months, PPH will have online communities based on consumer interest, from cardiac to bariatric, women's health and so on. 12. PPH is currently receiving proposals from various companies including Medseek, erowe design and Avid Design. 13. A final decision on the eventual partner will be made by end of 2005. 		

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AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
<p>UNITY AWARDS OVERVIEW</p>	<p>Director Scofield asked if there were plans to put maps up on the web site and Janet Gennoe responded that there would probably be a link to system maps. She said that we want to change and update often.</p> <p>Dr Larson shared that he is disappointed that the process takes so long. Tami Weigold explained that it is a huge process to go through the building of a site which needs a lot of information loaded. She explained that once we have the base, we'll be able to move more quickly.</p> <p>Tina Pope gave an overview of the Unity Awards Event that took place on Friday, November 4th. She shared that the event, which is held every two years, was an elegant, nice, special event. The MC this year was Fred Blankenship. Tina reported that she received many nice comments such as it was great to see the good community officials attendance and the video was nicely done, and she was pleased to add that the event came in under budget. She thanked the group efforts of Community Outreach and Marketing for pulling together and working as such a strong team. She shared ideas that she may like to implement in future Unity Awards events such as changing the event from a lunch to a dinner affair, adding a hall of fame listing and expanding to past HCAC's. Community Relations Committee members shared their thoughts as well <i>i.e.</i></p> <ul style="list-style-type: none"> • Nancy Scofield would like to see what heroes did-give a little bio on what they did. • Linda Greer added that it is nice that the mayors are included as she felt that added a nice touch to the day. • Dr. Nick shared that he felt the video set the whole tone for the event. He felt it was very 		

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
<p>CANCER CONFERENCE OVERVIEW</p>	<p>effective as well as tasteful.</p> <ul style="list-style-type: none"> • Dr Scofield added she felt it was the “best ever” Unity Awards event to date. <p>Dr Nick requested that the Community Needs Assessment be sent along with a cover letter to all city officials in our system. Tina Pope agreed and added that she and Janet Bath have been racking their brains to come up with a list of whom we should get them to.</p>		
	<p>Janet Gennoe reported on the PPH Cancer Conference titled “Collaborating Against Cancer” that the HealthSource sponsored on Thursday the 27th of October at the Carmel Mountain Ranch Country Club. She was happy to report that the overall scores taken from the evaluations were at 4.85 on a 5.0 scale. She shared that it was the first Cancer Conference PPH has held in this format. The conference included exhibits, health screenings and an “Ask-the-Oncologist session, a physician panel discussion and a physician question and answer session. Janet shared that although we didn’t start out getting the response we were hoping for as far as attendees, we ended up having to close the conference registration after adjusting our count to a lesser number. She thanked Andy Hoang for his great job of advertising by getting the media out. There was a gift of a cookbook for all of those who registered. She also shared that there was a skin cancer diagnosis and the lady would be willing to share her story.</p> <p>Dr Larson asked how we come up with the type of conferences we decide to have. He suggested that maybe the response would be better if we called it something different. He suggested a “Longevity”</p>		

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
	<p>Conference. Dr Nick suggested having a Mens conference highlighting a male celebrity. Pam Smillie says women have more of a voice than they once did. Dr Larson asked if there are any other conferences scheduled in the coming months. Janet responded that while the date and location are tentatively set for the 2006 Women's Conference to take place in April.</p>		
COMMITTEE COMMENTS/QUESTIONS	<p>Janet opened discussion asking if there were any questions from the committee and Dr Nick mentioned that back to the Health Assessment, he suggested that we use the findings from the report to decide direction for future conferences. HE says that childhood obesity is the biggest problem health area in his mind. Dr Larson said that we need to keep in mind that community education is important and that we also need motivation creating inspiration and accountability.</p>		
MONTHLY MARKETING REPORT	<p>Janet Gennoe submitted the Marketing/Public Relations Department Overview for September and October 2005.</p>		
MONTHLY HEALTHSOURCE REPORT	<p>Janet Gennoe submitted the HealthSource Monthly Activity Report for September and October 2005.</p>		
MONTHLY COMMUNITY OUTREACH REPORT	<p>Tina Pope submitted the Community Outreach Monthly Report for and October 2005.</p>		

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
SIGNATURES Committee Chair Committee Secretary	_____ Director Scofield _____ Loni Groepper		

Campus Updates

TO: Community Relations Committee

MEETING DATE: January 20, 2006

FROM: Gustavo Friederichsen

BACKGROUND: Janet Gennoe will report to the committee the latest in marketing strategies for the Palomar Medical Center campus and Tami Weigold will give an update on marketing strategies pertaining to the Pomerado campus.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: **X**

Web Presentation

TO: Community Relations Committee

MEETING DATE: January 20, 2005

FROM: Gustavo Friederichsen

BACKGROUND: Gustavo Friederichsen and Brandon Clegg will give a presentation on the progress of the new PPH website.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Expansion Communications Update

TO: Community Relations Committee

MEETING DATE: January 20, 2006

FROM: Gustavo Friederichsen

BACKGROUND: Gustavo will talk to the Committee on the "Connect The Dots" email communications regarding Palomar Pomerado Health's expansion plans to internal as well as external customers.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Focus Group Sneak Preview

TO: Community Relations Committee

MEETING DATE: January 20, 2006

FROM: Gustavo Friederichsen

BACKGROUND: Gustavo will address phase two of the Brand IQ focus groups that are slated to be unveiled in March. The purpose of these focus groups is to successfully engage the public on Palomar Pomerado Health's services and the programs that we offer.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Media Update

TO: Community Relations Committee

MEETING DATE: January 20, 2006

FROM: Gustavo Friederichsen

BACKGROUND: Andy Hoang will give a report on the media coverage for the months of November and December. He will highlight how many column inches and quantify the media value received in local newspapers.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Media Report

“Measuring Success”

January 20, 2006

PALOMAR POMERADO HEALTH



Print Coverage from Nov. – Dec.

▪ North County Times

- 1266 Total Column Inches
- \$44.91 Column Inch Open Rate
- \$56,856.06 Media Value

- 33 Total Articles
- 22 Positive Stories; 791 column inches
- 4 Negative Stories; 154 column inches
- 7 Neutral Stories; 309 column inches

Palomar Pomerado Health



Print Coverage from Nov. – Dec.

- San Diego Union Tribune

- 215 Total Column Inches
- \$313 Column Inch Open Rate
- \$67,295 Media Value

- 10 Total Articles
- 6 Positive Stories; 391 column inches
- 1 Negative Story; 44 column inches
- 3 Neutral Stories; 89 column inches

Palomar Pomerado Health

Print Coverage from Nov. – Dec.

- Pomerado News Group
 - 306 Total Column Inches
 - \$28.01 Column Inch Open Rate
 - \$8,571.06 Media Value
- 12 Total Articles
 - 10 Positive Stories; 258 column inches
 - 2 Negative Stories; 48 column inches

Palomar Pomerado Health

Print Coverage from Nov. – Dec.

- Today's Local News
 - 153 Total Column Inches
 - \$10.00 Column Inch Open Rate
 - \$1,530 Media Value
- 7 Total Articles
 - 4 Positive Stories; 67 column inches
 - 1 Negative Story; 32 column inches
 - 2 Neutral Stories; 54 column inches

Palomar Pomerado Health

Print Coverage Totals from Nov. – Dec.

- 62 Total Articles
- 1940 Total Column Inches
- \$132,722.12 Media Value

- 42 Positive Stories; 1507 column inches
- 8 Negative Stories; 278 column inches
- 12 Neutral Stories; 452 column inches

Palomar Pomerado Health

Monthly Reports

TO: Community Relations Committee

MEETING DATE: January 20, 2006

FROM: Janet Gennoe, Marketing & Public Relations Director
Janet Gennoe, HealthSource Director
Tina Pope, Community Outreach Director

BACKGROUND: Monthly reports to be presented to Community Relations Committee include Marketing/Public Relations, the HealthSource and Community Outreach for the months of November and December, 2005.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

November/December Marketing Projects

Creation of new PPH "Specializing in You" branding print advertisement
Service Excellence Patient Loyalty Posters
CT/MRI Open House at Palomar Medical Center – Invitations and Event Coordination
The HealthSource/The BabySource: production of January – April 2006 issue
Temecula Yellow Page Ad Placements
Center for Health Care and PPH Co-op Ad Development
Coordination of Administrative Rounding at Pomerado Hospital
Pom Birth Center/WHC Ad in 2006 issue of Expectations
Finalize Advertising for San Marcos and Escondido Chamber Directories
Coordination and Submission of 19 Health Care Communicator Awards
Light & Boom Fair Flier & Posters
Key Ideas Posters for PPH, POM, PMC
PMC Annual Medical Staff Meeting Invitations
Physician Relations Note cards and Envelopes
Behavioral Health Screening Bookmarks
Corporate Health Massage Gift Certificates & Envelopes
Covert Bucks
Innovation Meal Cards and Java City Coupons
Service Excellence Patient Loyalty Posters
Stroke Is a Medical Emergency Poster
Stroke Screening Poster
Stroke Risk Factors Poster
Stationary Cards and Envelopes for PPH, POM, PMC
Spasticity and Balance Program Inserts for Rehab Services Brochure
Holiday Meal Fliers and Posters
Holiday Cards for PPH Human Resources
Holiday Cards for PPH Physician Relations
Holiday Cards for PPH CEO
Invitations for MRI and CT Open House at PMC

THE HEALTHSOURCE

December, 2005
Monthly Activity Report



The HealthSource consists of the following departments:

1. Community Education
2. Centralized 800-628-2880 phone number for class registration/physician referral
3. Childbirth Programs (Palomar Medical Center & Pomerado Hospital)
4. Cancer Resource Centers (Palomar Medical Center & Pomerado Hospital)
5. Women's Health Connection

Community Education Department

The HealthSource offered **68** Community Education Classes in which **718** people attended. The HealthSource Call Advisors assisted **821** callers with the following:
216 individuals registered for various PPH Community Education classes
129 callers requested a total of **126** PPH Physician referrals
633 miscellaneous PPH service/resource referrals were made

Special Events/Health Education Classes—215 Participants

Administered Community Flu Immunizations

124

Administered Corporate Flu Immunizations

91

General Health Education Classes—15 Participants (1 Class)

Dish on Diet (Oasis)

15

Exercise Classes—73 Participants (42 Classes)

(The following classes are held twice weekly on an ongoing monthly basis)

Westfield North County Walkers (8 Classes)

12

Keep on Exercisin' (16 Classes)

20

Beginning Weight Training (4 Classes)

18

Get Fit and Strong (14 Classes)

23

Childbirth Classes—226 Participants (12 Classes)

(Offered at Palomar Medical Center & PPH Women's Health Connection)

Preparation for Childbirth—(4-Week Series) (3 Series in progress)

28

Preparation for Childbirth—Weekend (1 Weekend)

18

Tours of Birth Centers (5 Tours)

124

Baby Care Basics (1 Class)

20

Successful Breastfeeding (2 Classes)

36

CPR, Child Health and Safety—24 Participants (2 Classes)

Babysitting Basics (2 Classes)

24

December, 2005 Monthly Activity Report

Support Groups—143 Participants (6 Meetings)

Breastfeeding Support (4 Meetings)	135
Chronic Fatigue Immune Dysfunction Syndrome (1 Meeting)	1
Menopause Support (1 Meeting)	7

**Blood Pressure Screenings (5 community screening sessions)
96% with abnormal B/P (120/80 or above)**

22

Cancer Resource Centers

93	Monthly Activity Level
6	Breast Cancer Support Group
12	Women's Cancer Support Group
47	Cancer Resource Centers—Walk-In-Clients
8	Look Good Feel Better
20	Komen Referrals

Women's Health Connection

342	Monthly Activity Level
7	Community Education classes held at the Women's Health Connection
156	Walk-in clients
3	Requests for information
139	Phone calls/emails of miscellaneous origin
37	Books/videos checked out of lending library

Women's Health Connection Boutique--\$5,118.66

Breast Pump Rental/Sale: \$4,878.36
Wigs Sales: \$ 240.30

<u>Geographical Percentages</u>	<u>12/2005</u>	<u>12/2004</u>
Escondido	26%	24%
San Marcos	3	6
Rancho Bernardo	26	13
Rancho Penasquitos	8	5
Valley Center	3	2
Poway	11	11
San Diego (Outside Service area)	15	33
Vista	2	2
Ramona	3	2
Scripps Ranch	3	2
*Monthly		

*Monthly percentages will fluctuate based on size of event, program content, season and location.

THE HEALTHSOURCE

November, 2005
Monthly Activity Report



The HealthSource consists of the following departments:

1. Community Education
2. Centralized 800-628-2880 phone number for class registration/physician referral
3. Childbirth Programs (Palomar Medical Center & Pomerado Hospital)
4. Cancer Resource Centers (Palomar Medical Center & Pomerado Hospital)
5. Women's Health Connection

Community Education Department

The HealthSource offered 125 Community Education Classes in which 5,300 people attended. The HealthSource Call Advisors assisted 1,027 callers with the following:

- 314 individuals registered for various PPH Community Education classes
- 179 callers requested a total of 156 PPH Physician referrals
- 758 miscellaneous PPH service/resource referrals were made

Special Events/Health Education Classes—4,523 Participants (48 Events)

4S Ranch Fall Festival—Non Diagnostic Blood Glucose				13
PPH Employee Benefit Fair—PMC				163
BP	120/80 or above	39%		104
Cholesterol	>200	41%		9
Triglycerides	>150	63%		
Glucose	>140	6%		14
HDL	<60	69%		
LDL	>100	49%		
Body Fat	>healthy	39%		62
PPH Employee Benefit Fairs—POM				112
BP	120/80 or above	36%		87
Cholesterol	>200	52%		9
Triglycerides	>150	57%		
Glucose	>140	12%		14
HDL	<60	61%		
LDL	>100	55%		
Body Fat	>healthy	33%		57

November, 2005 Monthly Activity Report

PPH Employee Benefit Fairs—Innovation			
BP	120/80 or above	58%	68
Cholesterol	>200	50%	50
Triglycerides	>150	49%	
Glucose	>140	10%	
HDL	<60	57%	
LDL	>100	67%	
Body Fat	>healthy	52%	
Flu Immunizations (Clinics—43)			46
Administered Community Flu Immunizations			2,633
Administered Corporate Flu Immunizations			1,507
Vials of Life (Las Brias, San Diego)			27
General Health Education Classes—33 Participants (3 Classes)			
Women's Self-Defense (WHC)			8
Beating the Holiday Blues (Redwood Town Court)			10
Dish on Diet (Oasis)			15
Exercise Classes—73 Participants (44 Classes)			
(The following classes are held twice weekly on an ongoing monthly basis)			
Westfield North County Walkers (8 Classes)			12
Keep on Exercisin' (16 Classes)			20
Beginning Weight Training (4 Classes)			18
Get Fit and Strong (16 Classes)			23
Childbirth Classes—360 Participants (16 Classes)			
(Offered at Palomar Medical Center & PPH Women's Health Connection)			
Preparation for Childbirth—(4-Week Series) (4 Series in progress)			44
Preparation for Childbirth—Weekend (2 Weekends)			46
Tours of Birth Centers (5 Tours)			210
Baby Care Basics (1 Class)			20
Successful Breastfeeding (1 Class)			8
Big Brother-Big Sister (1 Class)			13
Baby Sign Language (1 Class)			15
Parenting the Preschooler (1 Class)			4
CPR, Child Health and Safety—29 Participants (3 Classes)			
Babysitting Basics (2 Classes)			22
Heartsaver CPR (1 Class)			7
Support Groups—231 Participants (6 Meetings)			
Breastfeeding Support (4 Meetings)			222
Chronic Fatigue Immune Dysfunction Syndrome (1 Meeting)			4
Osteoporosis/arthritis (1 Meeting)			5

Blood Pressure Screenings (5 community screening sessions)
 76% with abnormal B/P (120/80 or above)

51

Cancer Resource Centers

- 124 Monthly Activity Level**
 9 Breast Cancer Support Group
 10 Women's Cancer Support Group
 47 Cancer Resource Centers—Walk-In-Clients
 10 I Can Cope Class
 43 Komen Referrals
 5 Smoking Cessation (8-week Series)

Women's Health Connection

- 409 Monthly Activity Level**
 8 Community Education classes held at the Women's Health Connection
 185 Walk-in clients
 9 Requests for information
 160 Phone calls/emails of miscellaneous origin
 47 Books/videos checked out of lending library

Women's Health Connection Boutique--\$3,506.99

Breast Pump Rental/Sale: \$3,231.88
 Wigs Sales: \$ 275.11

Geographical Percentages

	<u>11/2005</u>	<u>11/2004</u>
Escondido	27%	24%
San Marcos	3	6
Rancho Bernardo	25	13
Rancho Penasquitos	8	5
Valley Center	3	2
Poway	10	11
San Diego (Outside Service area)	15	33
Vista	2	2
Ramona	3	2
Scripps Ranch	4	2

*Monthly percentages will fluctuate based on size of event, program content, season and location.

Community Relations Report

01/12/06

Community Outreach and Development

Development

We are working on a project right now that involves review of all ED utilization data in an effort to identify who is accessing our Emergency rooms i.e. when, how, why, insured, self-pay, level of care, etc. The analysis will allow us to then determine ways to address access to care issues and proper ED utilization strategies. It will also be important for us to deliver that information to the community, in a way that will inform and educate about proper use of the ER. The data will also be important as we look at grant funding and future program development.

“Hands on” Community Projects – We continue to meet and discuss this concept. A working group has been developed that will look at ways we can bring the PPH family closer together, while establishing a “culture change” that would encourage people to participate in community outreach projects.

Community Advocates – Our Advocate efforts are strong. Many are preparing for some serious Advocacy work on behalf of the District. This is a great group of people and we continue to see interest and participation grow. It’s comforting and exciting to know there are so many individuals committed to PPH and health care and concerned about current issues.

Nursing Magnet Program – We have been working very closely with Lorie Shoemaker and the Nursing Magnet Program to ensure we are “connecting the dots” in terms of nursing participation in our “community presence” efforts. Lorie will be assigning a nursing leader to each of the Health Care Advisory Councils and we will continue working together to further develop our outreach community wellness activities. These sorts of partnerships are important to us for numerous reasons, including applications for various awards (i.e. Baldrige, McGaw, NOVA) and grant funded programming.

Health Care Advisory Councils

Three Council meetings occurred during this reporting period. They are:

Ramona/Julian: Approximately 6 new members attended the HCAC meeting, due to recruitment efforts. Updates were provided on the North Rural Recovery Center, PPH Committee on Alcohol, Tobacco and Other Drugs, the Ramona Diagnostic Services, and the Ramona Satellite Medical facility. The first training of volunteers for the Ramona/Julian Mentoring Program was scheduled for early December.

The 2 new **subcommittees** met during Council meeting time. The **substance abuse group** discussed after-school activities, drug prevention classes, and parent awareness.

There was agreement to expand on the existing Ramona Prevention Team through North Rural Recovery Center. The **obesity prevention group** discussed model programs, and ways to interface with Ramona Health Clinic on existing obesity prevention activities.

Escondido: Ongoing recruitment of members occurs for this Council. Compeer has 30 volunteers paired with a person with mental illness, and 30 clients are on the wait list. Council members agreed to work in collaboration with Americorps in the development of a health and human service resource directory for the Escondido area.

The 2 new **subcommittees** met during Council time. The **obesity prevention group** discussed focusing on children 0-18, and implementing school-based activities such as Running Clubs, community gardening/nutrition education programs, in conjunction with community based initiatives. The **access to care group** identified barriers to access and listed ways HCAC members could assist, including, 1) work with Clinics and Urgent Care Centers to find solutions, 2) involve Insurance Companies in the equation, 3) consider ways to assist with transportation for families, 4) work with schools to implement strategies for district wide immunizations and wellness screens.

Pala/Pauma/Valley Center: Two new members attended the HCAC meeting, due to recruitment efforts. Tracy Ream of Neighborhood Health Care discussed the Glucose Strip Distribution program. Making strips available to low-income diabetics is important because health insurance only partially covers the cost. It was stated that diabetes is all about self-management, and tools are needed to control the disease. The newly hired physician from Mountain Valley Center, Dr. Nguyen was present and shared his background with the group. The Nutrition and Healthy Lifestyle Program for Native American diabetics is proving to be successful with changing eating habits. An update was provided on Indian Health Services activities and senior legislative issues. The Council members agreed to continue to work with Tierra Miguel Farm to expand that program and coordinate obesity prevention efforts in the area.

Tierra Miguel Farm/Harvest Festival/11.26: PPH organized and hosted a health table, along with Indian Health Council and Mountain Valley Health Center. Approximately 300 people attended the festival.

Tierra Miguel Farm Meeting/12.15: J. Bath had a planning meeting with Board members and learned that a toolkit on the program is being developed, there is an interest in expanding this program to other schools within the Valley Center Unified School District as well as other school districts within the PPH service area. They are working closely with the California Endowment and the San Diego School District to implement activities as part of the school district's Wellness Policy.

San Marcos Subcommittees:

- a. **Safe Schools 11.10.** An educational forum on *Bullying among Girls* took place and approximately 15 community members were in attendance.
- b. **Transportation.** San Marcos City Council members, Jewish Family Services (JFS), Ruth Moskowitz, Chair PPH HCAC, and PPH have been in discussion

over implementing the *JFS Rides and Smiles Program* in San Marcos. The City Council members discussed offering full support for the first year, and 50% support for the second year. JFS thought it important that there be more of a funding commitment and withdrew the offer. Other strategies for implementing a transportation program for seniors are to be explored in the new year.

- c. **Panorama Teen and Family Resource Center 12.19.** T. Pope and J. Bath met with Panorama staff to explore continued partnership and possible funding opportunities. Career development opportunities, teen pregnancy prevention, nutrition education, and the magnet program were discussed. Follow-up is to occur in January/06. Approximately 40 teens come to the Center daily.

Pomerado Tri-Regional Subcommittees:

- a. **Senior Issues/Friendly Home Visitor 12/12.** Volunteer/client recruitment ideas were discussed. To date, 4 volunteers have been cleared and 6 are in process. The first visit occurred in December.

UNITY Awards

The UNITY Award Ceremony, hosted by Fred Blankenship, at the Escondido Center for the Arts was a tremendous success. Up to 200 PPH staff, community providers, leaders and elected officials were in attendance. Three outstanding HCAC programs, Tierra Miguel Farm HELP Program, San Marcos Taxi Voucher Program, and Jewish Family Services Rides and Smiles Program were recognized, as were 5 Community Leaders – Mary Anne Dijak, Mimi and Terry Van Kougnett, Pauline Getz, Gabriel Baeza, and Myrtle Cassell. There was much praise given to the video developed by Dwight Harrington.

PPH Community Health Check

PPH hosted two community forums on the report, one on 12.12 in Escondido, and another on 12.13 in Rancho Penasquitos. Approximately 25 people attended each forum. The Community Health Check is available on the PPH website and has been widely distributed to physicians, elected officials, PPH Board members, executive as well as director level staff, PPH advocates, Chairmans Council members and health care advisory council members among others. Media coverage of the report occurred in numerous publications, including the North County Times and the Union-Tribune. Information from the Community Health Check is being integrated into the work of PPH Departments and those who work directly or indirectly in the health field.

PPH Committee on Alcohol, Tobacco and Other Drugs

The Committee continues to work on the forum *Prescription for Disaster*. The forum will be 3 hours, and speakers will include an expert on over-the-counter/prescription drug abuse among youth, a PPH ER representative, a youth, and a parent to discuss solutions.

There will also be time scheduled for round-table discussion and action steps. It will take place in March, somewhere in the Escondido/San Marcos area.

North County Collaborative

The North County Collaborative completed its 4 day strategic planning. The Collaborative will continue to meet on a monthly basis, and will include an educational component, networking and subcommittee work. Ongoing workgroups that will occur are: 1) membership, 2) steering/governance, 3) transportation, 4) monthly meeting educational sessions, and 4) North County Conference. The mission of the North County Collaborative is to advocate for and improve the lives of older adults, persons with disabilities and their families by working efficiently and collaboratively to enhance services they receive.

Safety Wellness Action Coalition 11.30

J. Bath and K. Stuckhardt are rotating members of this monthly meeting. Most of the meeting was devoted to talking about substance use issues and projects of the PUSD. J. Bath gave an update on the Community Health Check.

Faith and Health Partnership Program

November and December 2005

1. Finalized partnership agreement with Escondido Christian Center in Escondido bringing the total to 21 partners. Our new partner was provided information on PPH services to share with their congregation.
2. Facilitated an educational seminar on Elder Abuse - the role of the faith community, which was attended by 45 clergy, ombudsmen, chaplains, and seniors. All rated the program "excellent" (91%) or "good" (9%). Paul Greenwood who directs the Elder Abuse Prosecution Unit for the District Attorney's office commented that it was his first opportunity to address such a gathering of the faith community.
3. Facilitated an update on Palomar Pomerado Health's expansion plans to the faith community.
4. Partnered with St. Bartholomew's Episcopal Church and Aging and Independent Services to provide all day training, *The Art of Care giving*, for more than 30 caregivers.
5. Recruited faith community representation for the Pala/Pauma Health Care Advisory Council.
6. Promoted Partnership Program with three churches and one synagogue. Identified ways that the partnership program would enhance the health of the community members.
7. Developed program for Senior Healthy Lifestyle for Escondido Christian Center, a faith partner.
8. Developed plan for collaboration between the Faith & Health Partnership Program and Welcome Home Baby Program

9. Provided 150 Vial of Life to RB Community Presbyterian Church

November/December 2005 Lifeline Report

Our Lifeline program continues to grow at an exciting rate. Once we are able to add a part time marketing person, we should see the numbers begin to increase at a significant rate.

In November the Palomar Pomerado Lifeline Program installed 19 new subscribers in the month of November and had 10 terminations for a record number of program subscribers at 448. We had 33 incidents that required responder assistance. Revenue generated this month was \$17,052.50.

During December, 2005 we had 22 installations and 16 terminations for a total of 454 subscribers at month end. This was another milestone for our program as we passed the 450 subscriber mark! We had 43 incidents that required responder assistance this month and brought in \$16,701.50 in gross revenue.