



*Petaluma*  
**HEALTH CARE**  
DISTRICT

**2017 Annual Report**



# Message from the CEO

Dear Friends,

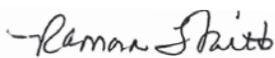
As we go to press on our fiscal year 2017 Annual Report, Sonoma County has started on the long path to recovery from the largest and most devastating wildfires in California's history. The fires took the lives of dozens of individuals and burned over 110,000 acres and 7,000 structures in Sonoma County alone. It has changed the landscape of our beautiful county indelibly – but what it has not changed, and indeed has only intensified, is the **power of the partnerships** in our community.

Southern Sonoma County opened its arms to its neighbors to the north, serving as a place of refuge and safety. Though the smoke is long gone from our skies, I am still awed by the support south county residents continue to provide throughout the county – but I am not surprised by it. I have long described Petaluma as a community of partnerships, and our work over the past year and past months are a clear reflection of this sentiment.

In this Annual Report, you will read about our partnerships with local businesses like Exchange Bank and Arrow Benefits Group and how our combined efforts are making our community safer in the event of a cardiac emergency. You'll learn about our work convening residents and leaders to identify our greatest health priorities to tackle collaboratively in the coming years. You'll be inspired by the dreams made ever more real at the *Mi Futuro esta en Carreras de Salud* event. And you'll understand the power of partnerships – within our agency, our community and our county – to positively impact the lives of our residents.

You will also receive an update on our work to identify a future operator for Petaluma Valley Hospital. We all know that health care delivery is complex and forever changing with more hospital mergers and acquisitions taking place across the country. We also know that the Sonoma County health care landscape is very competitive. With that said, we must continue to work to identify the option that will best serve the future health care needs of our Southern Sonoma County residents.

Sincerely,



Ramona Faith, MSN RN



CEO Ramona Faith

On the cover (clockwise from top left): preschoolers enjoy circle time at the North Bay Children's Center; a Redwood Empire Food Bank client shares his healthy food choices; an image from the *It's Up to Us* campaign; and, a mother and her daughter are provided housing and support through COTS.

## About PHCD

For 70 years, the Petaluma Health Care District (PHCD) has utilized its unique position as a community-owned and operated public agency to serve the changing health and wellness needs of Southern Sonoma County residents. Our dedicated staff and locally-elected board members partner with the community to use our resources for the greatest positive impact on the health of our residents.

## Our Mission + Vision

The mission of PHCD is to improve the health and well-being of all residents in Southern Sonoma County through leadership, advocacy, support, partnerships and education. Our vision is to foster a healthier community, a thriving hospital and local access to comprehensive health and wellness services.

# Community Health

In 2017, PHCD invested over **\$250,000** through our programs, sponsorships and health initiatives.

We convened residents, leaders and representatives from agencies serving throughout our community to help us identify the health priorities that will be our focus for the coming years. Drawing on the findings of the 2016 Sonoma County Community Health Needs Assessment, we engaged in thoughtful dialogue to surface the five greatest needs and opportunities for south county – **health care access, educational attainment, mental health and substance abuse, housing, and heart health.**



CHIPA Youth Members Danielle Rebullida and Sandy Yang

## ***SPOTLIGHT: Exchange Bank and HeartSafe Community***

**Exchange Bank** has long been known as a trusted and financially sound business. Now, it's a **HeartSafe Business**, and the first bank in Sonoma County to receive this important recognition. Exchange Bank offers free CPR certification and training to all of its staff and has begun installing AEDs in its offices across Sonoma County. To date, Exchange Bank has placed **9 AEDs** in its locations and trained **250+ employees**, providing them with a life-saving skill they can use at work, in their home or in their communities.



Clients learning lifesaving CPR

## Health Initiatives

### CHIPA



The Community Health Initiative of the Petaluma Area (CHIPA) brings together residents, students, health care and social service providers, business leaders, and city and school officials to spark collaboration and partnership to improve health outcomes in Southern Sonoma County. An Advisory Committee to the PHCD Board of Directors and a local chapter of Health Action, CHIPA's membership includes nearly **100** individuals representing more than **50** organizations from around Sonoma County.

In 2017, CHIPA members actively participated in efforts to identify PHCD's community health priorities. During this time, CHIPA continued to support critical community health efforts, like the **Farmers' Market LIFE program**. In May, **CHIPA's Youth Members** coordinated a series of teen mental health awareness and support activities at Casa Grande High School in honor of Mental Health Month.

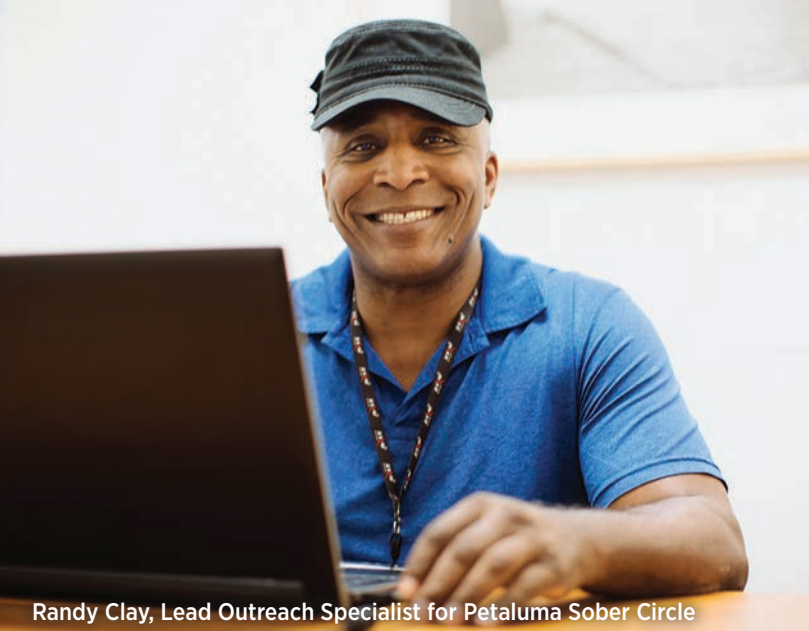
### HeartSafe Community



HeartSafe Community is an initiative led by PHCD to strengthen our community's response to cardiac emergencies through CPR training, strategic AED installation, maintenance and registration and heart health education.

A core component of HeartSafe Community is partnership, and thankfully we have incredible partners like **Arrow Benefits Group**. Since 2014, Arrow Benefits Group has been offering free CPR certification to its staff and more than 900 business clients. In 2017, it launched a **five-year \$100,000 campaign to help its clients purchase AEDs and enroll in HeartSafe Community**, ensuring their equipment is registered, maintained and accessible. Arrow Benefits Group is leading the charge for businesses to embrace the critical role they play in saving lives in the workplace and the communities they serve.





Randy Clay, Lead Outreach Specialist for Petaluma Sober Circle



A happy young client at Redwood Empire Food Bank.

## Petaluma Sober Circle Update

In its first full year of operation, the Petaluma Sober Circle pilot project helped **21** men and women struggling with addiction and homelessness complete inpatient treatment, and nearly half have moved into permanent housing. Demands for police and fire department transports of this population dropped by **82** and **80** percent respectively, and clients are visiting our emergency rooms with far less frequency. PSC continues to transform the lives of our most vulnerable residents and improve the health and safety of our community.

## Community Health Awards

On May 25, 2017, PHCD hosted its third annual Community Partnership Appreciation Breakfast. This breakfast is an opportunity to express our heartfelt gratitude for the people and organizations who work tirelessly to positively impact the health of our community. We were joined by California State Senator Bill Dodd and Assemblymember Marc Levine's staff in honoring our Community Health Awards recipients:

- **Health Hero Award:** Randy Clay, Lead Outreach Specialist, Petaluma Sober Circle
- **Nonprofit Health Award:** Redwood Empire Food Bank
- **Nonprofit Health Award:** Buckelew Programs
- **Golden Heart Award:** Conservation Corps of the North Bay – John Muir Charter School

## Sponsorships and Program Support

In 2017, PHCD provided sponsorship funds to **28 organizations** working to improve the health and well-being of Southern Sonoma County. We also provided major program funding, in-kind support and technical assistance to **five programs** delivering crucial services to our community:

- Petaluma Educational Foundation – Healthy for Life
- Mothers Care
- Kids Scoop News
- Association of Anorexia Nervosa and Eating Disorders Support Group
- Petaluma Sober Circle

## SPOTLIGHT: *Mi Futuro Esta En Carreras De Salud Symposium*

By 2050, Sonoma County's Latino population is projected to grow by more than 60 percent. This demographic shift will require a workforce that truly reflects the diversity of our population, particularly in the medical field. Fortunately, since 2015, PHCD has supported a unique effort to ignite an interest in the primary and mental health fields among our youth. The *Mi Futuro esta en Carreras de Salud/My Future is in Health Care* symposium brings together hundreds of teens to provide in-depth information on potential health careers. From hands-on learning labs with nurses and physicians to financial aid and college application workshops, this ground-breaking event is the only one of its kind in the North Bay. Through funding allocations from CHIPA, PHCD has enabled **63** Petaluma-area high school students and staff to attend this important event.

# Direct Services

## Healthquest

Healthquest is an American Heart Association-authorized CPR, AED and First Aid Training Center. A service of PHCD, Healthquest is also the **local vendor of choice** for AED purchases and maintenance services and can ensure your cardiac emergency preparedness program meets all local and federal regulations.

Sudden Cardiac Arrest is a leading cause of premature death in the United States – but it is also one of the most preventable. Immediate use of high-quality CPR and an AED can increase survival rates from 7 to 70 percent. For more than 35 years, Healthquest's skilled instructors and staff have been providing the training and equipment individuals and organizations need to respond quickly and effectively to cardiac emergencies, anytime and anywhere. In 2017, we trained or certified more than **3,000** residents in CPR.

## Lifeline of the North Bay

For almost 30 years, PHCD has been empowering residents to live with greater dignity and independence by offering Lifeline of the North Bay. The **only FDA-approved Personal Emergency Response System**, Lifeline of the North Bay offers innovative products and local customer service to nearly **3,000** individuals across six Northern California counties.



A Lifeline client enjoys outdoor activities.

# Petaluma Valley Hospital

Since our inception in 1946, PHCD has owned and operated Petaluma's community hospital. In 1997, PHCD entered into a 20-year lease with St. Joseph Health (SJH) to operate Petaluma Valley Hospital (PVH). PVH provides high-quality safe patient care, receiving an **"A" grade in the Hospital Safety Score** by The Leapfrog Group, an independent national nonprofit. The Hospital Safety Score was developed by the nation's leading experts on patient safety and validates PVH's commitment to its patients and its community.



PHCD moved forward in good faith to reach a new long-term lease arrangement with SJH effective this year. SJH ended negotiations after nine months, as we were unable to reach agreement on three terms: 1) fair market rent, which PHCD is required to charge by law; 2) a non-compete clause assuring that SJH would not offer services in Petaluma that could and should be offered through PVH; and 3) maintaining women's health services.

As a result, PHCD re-engaged in an RFP process to identify a new hospital operator and selected Paladin Healthcare. PHCD, Paladin and SJH have since been discussing how to transfer PVH operations and develop a new IT system for the new operator, which we've learned is exceedingly complex and expensive. PHCD's Board of Directors continue to work through the challenges and remains committed to finding the best solution to ensure continued access to a quality community hospital. Throughout this process, we have sought the community's input and worked to ensure Southern Sonoma County's health care needs are met.



# Financial Summary

The Petaluma Health Care District receives no tax revenue from any source.

## Programs & Sponsorships

Housing	\$7,600	7%
Education	\$29,554	28%
Heart Health	\$17,940	17%
Mental Health	\$28,828	27%
Health Care Access	\$22,800	21%
<b>Total</b>	<b>\$106,722</b>	<b>100%</b>

The balance sheet for the 2016-17 fiscal year, as of June 30, 2016 is as follows:

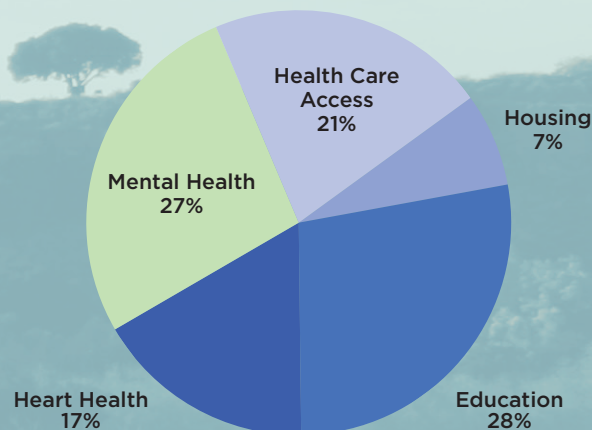
## Assets

Current	\$1,364,666
Invested	\$2,117,852
Property, Plant and Equipment	\$4,358,360
<b>Total</b>	<b>\$7,840,878</b>

## Liabilities and Fund Balance

Liabilities	\$557,868
Fund Balance	\$7,283,010
<b>Total Liabilities and Fund Balance</b>	<b>\$7,840,878</b>

## Programs & Sponsorships



## Awards and Recognition

- Sonoma County Board of Supervisors, Jefferson Award for Public Service, HeartSafe Community Designation
- City of Petaluma, HeartSafe Community Designation
- North Bay Business Journal, Community Philanthropy Award, Healthiest Company Award
- Association of California Healthcare Districts, Certified Health Care District
- Community Childcare Council of Sonoma County, Champion for Children – Ramona Faith

## Petaluma Health Care District Board of Directors

Elece Hempel.....President  
 Josephine S. Thornton, MS .....Vice President  
 Joseph Stern.....Treasurer  
 Fran Adams, RN, BSN.....Secretary  
 Becky Monday.....Member at Large

## Ramona Faith, MSN RN Chief Executive Officer

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[www.phcd.org](http://www.phcd.org)

