



Message from the CEO

Dear Friends,

What does it take to create a healthy community? A local hospital? A diversity of services and providers? Access to fresh fruits and vegetables? Opportunities for exercise? Educational success?

At the Petaluma Health Care District (PHCD), we believe that all of these elements make a community healthy. We know that good health is not only the absence of illness or disease, but a state of complete mental, physical and societal well-being.

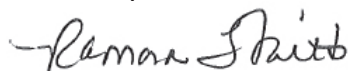
As a public agency managed by the community and for the community, we understand the unique health needs of our residents, and use our resources effectively and efficiently to improve the health of all residents. We don't just ensure local access to emergency and acute care services – we partner with our community to make Southern Sonoma County a truly great place to live, work and play.

It is with this commitment to the total health of Southern Sonoma County that I proudly share with you PHCD's 2014 Annual Report. I hope you will enjoy reading about the exciting year of growth and partnership PHCD experienced in 2014, and the lives we have impacted. From schools and farmers markets to homes and hospitals, we have had the honor of supporting our residents in meaningful ways and collaborating with our local organizations and providers.

Our community health initiatives continue to gain momentum, and we are working to expand our direct services. We are deeply engaged in a due diligence process to determine the future of our hospital as we near the end of our lease with St. Joseph Health. We look forward to sharing our findings with you over the coming year, and hope you'll share your thoughts with us during our upcoming community forums.

For now, take a moment to learn more about PHCD and understand why I am inspired everyday by the efforts of our board and staff to improve the health and well-being of our residents and community.

Sincerely,



Ramona Faith, MSN RN



CEO Ramona Faith

About PHCD

For more than 65 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.

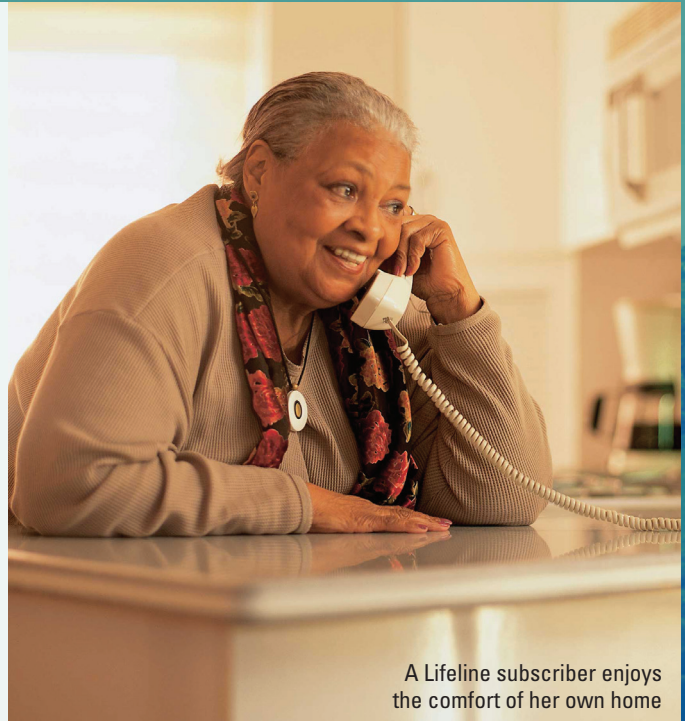
On the cover: Petaluma East Side Farmer's Market; A preschooler at North Bay Children's Center picks vegetables grown in the Garden of Eatin'; Petaluma Valley Hospital; Daniella Bonovitch, a hospital and PHCD employee for over 25 years

DIRECT SERVICES

Lifeline of the North Bay

For more than 25 years, PHCD has empowered thousands of people to live with greater independence and dignity through Lifeline of the North Bay, offering the **only FDA-approved emergency medical response service**. Families can rest assured that their loved one has access to help 24 hours a day, 365 days a year through the push of a button.

Our reach is broad. Lifeline of the North Bay provided local quality care and service to **3,200 individuals** throughout six Northern California counties in 2014.



A Lifeline subscriber enjoys the comfort of her own home

Healthquest

Healthquest is an American Heart Association authorized training center and service of PHCD. Our professional and enthusiastic staff have been offering **CPR, AED, and First Aid** training and certification for over 35 years.

We are proud to report that in 2014, Healthquest trained or CPR-certified nearly **3,000 residents and health care providers**.

Healthquest staff also drive our HeartSafe Community Initiative, bringing together residents and local emergency response agencies to lead strategies to strengthen our community's response to a cardiac emergency outside the hospital.



A Healthquest CPR training session

SPOTLIGHT: A Life is Saved

Cardiac emergencies can happen anytime, anywhere. Fortunately, training from Healthquest prepared Petaluma Senior Center Recreation Coordinator Don Streeper to save the life of a 75-year-old woman who suffered a major heart attack at the Senior Center. After recognizing the woman was not breathing and had no pulse, Don performed Hands-Only CPR until emergency responders arrived. The Senior Center now has its very own AED and Don has become an active participant in our HeartSafe Community initiative.



Healthy for Life students enjoying a Zumba class at La Tercera Elementary School

COMMUNITY HEALTH

PHCD firmly believes that good health is a state of complete physical, mental and societal well-being and not merely the absence of illness or disease. We are committed to providing leadership in identifying community health priorities and taking action to engage in policy, system and environmental change to improve local health.

In 2014, we invested more than **\$200,000** in sponsorships and program support to local organizations striving to meet the needs of Southern Sonoma County residents.

Sponsorships

Our sponsorship recipients included:

- Coalition on the Shelterless
- Friends of the Petaluma River
- Hospice of Petaluma
- Latino Health Forum
- Mentor Me
- North Bay Children's Center
- Northern California Center for Well-Being
- Next Gen
- PEP Housing
- Petaluma Arts Council
- Petaluma East Side Farmers' Market
- Petaluma Education Foundation
- Petaluma People Services Center
- Petaluma Valley Hospital Foundation
- Petaluma Valley Rotary
- Rotary Club of Petaluma Sunrise



Preparing meals at the Senior Center, a program of the Petaluma People Services Center

Program Support

From no-cost perinatal depression screening to free eating disorder support groups to nutrition and physical activity education programs in our schools, PHCD strives to ensure innovative evidence-based health programs are available in our community.

In 2014 we provided major funding to support the following programs and organizations:

- Mother's Care
- Association of Anorexia Nervosa and Associated Disorders (ANAD) Support Group of Petaluma
- Kids Scoop News
- Healthy Community Consortium
- Petaluma Educational Foundation

SPOTLIGHT: Healthy for Life

In partnership with the Petaluma Educational Foundation and St. Joseph Health, PHCD brought the Healthy for Life program to **1,050 students** in kindergarten through 6th grade at Old Adobe Union School District. Healthy for Life is a curriculum-based program designed to jump start good fitness and nutrition habits in students and put them on the path to academic and health success.

HEALTH INITIATIVES



Preschoolers at the North Bay Children's Center

CHIPA

The Community Health Initiative of the Petaluma Area (CHIPA) is an Advisory Committee of the PHCD Board of Directors and a local chapter of Health Action.

This past year, CHIPA's diverse membership of health care and service providers, business and community leaders, and residents grew to over 60 members. Our committed and passionate members developed strategies, secured resources, and began to take action around our three health priorities:

Educational Attainment Mental and Behavioral Health Wellness and Prevention

CHIPA activities included: increasing access to quality, affordable preschool programs; new mental health and substance abuse services; and programs providing discounted fresh, healthy foods at farmers markets for qualified residents.



CPR training at the Butter and Eggs Day Parade

HeartSafe Community

HeartSafe Community (HSC) 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.

We bring together local fire departments, emergency medical services, hospital, schools and non-profits to work together to ensure Southern Sonoma County is rescue ready. This includes partnering with local businesses to ensure their organizations can respond to sudden cardiac arrest, the number one cause of death at the work place.

HeartSafe Community is supported by the knowledgeable and professional PHCD Healthquest training center staff.



PETALUMA VALLEY HOSPITAL

Throughout its history, PHCD has owned and operated Petaluma General Hospital, Hillcrest Hospital and Petaluma Valley Hospital (PVH). The PVH Emergency Room is currently the second busiest in Sonoma County, seeing **18,000 patients annually**, and continues to provide high quality patient care.

In 1997, PHCD entered into a 20-year lease with St. Joseph Health to operate PVH. PHCD understood that linking its community-based hospital to the large network of St. Joseph Health would provide greater stability in ensuring quality health care delivery and access to a 24-hour Emergency Department.

Dr. Harendra Punatar, a cardiologist at PVH

FINANCIAL SUMMARY

The Petaluma Health Care District receives no tax revenue from any source. The funding allocations for the 2013-2014 fiscal year were:

Programs and Sponsorships

Youth Services	\$ 21,660	28%
Health Education	8,900	11%
Prevention & Wellness	15,750	20%
Health Services	29,180	38%
Housing	2,000	3%
TOTAL	\$ 77,490	100%

The balance sheet for the 2013-2014 fiscal year, as of June 30, 2014, is as follows:

Assets

Current	\$ 163,757
Invested	4,538,856
Other	1,919,911
Property, Plant and Equipment	5,916,652
TOTAL	\$12,539,176

Liabilities and Fund Balance

LIABILITIES

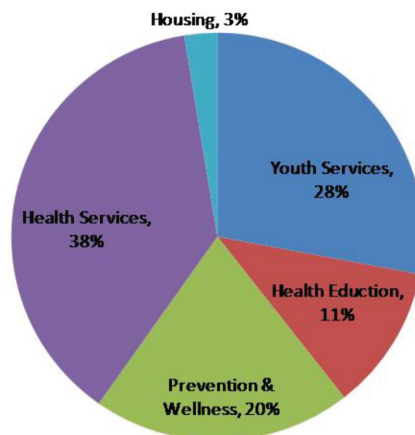
Current	\$ 694,668
Deferred Revenue	1,066,747

TOTAL LIABILITIES	1,761,415
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FUND BALANCE	10,777,761
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TOTAL	\$12,539,176
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Programs & Sponsorships



Petaluma Health Care District Board of Directors

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Robert Ostroff, MD
Josephine S. Thornton, MS
Fran Adams, RN, BSN
Kathie Powell, MS

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Vice President
Treasurer
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Ramona Faith, MSN RN

Chief Executive Officer

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