



2015 Annual Report

Petaluma
HEALTH CARE
DISTRICT

DIRECT SERVICES

Lifeline of the North Bay

Meet Alice Rebizzo, a life-long Petaluma resident, nurse, and second generation Lifeline of the North Bay subscriber. Like nearly **3,000** individuals in six Northern California counties, Alice continues to be active in her home and community knowing her medical response service is with her 24 hours a day, 365 days a year. With her **GoSafe** device, Alice is able to continue her volunteer work and many other activities throughout Petaluma. For more than 25 years, PHCD has proudly offered the only FDA-approved emergency medical response service through Lifeline of the North Bay.



Alice Rebizzo

Healthquest

For more than 35 years, PHCD's Healthquest program has been providing residents and healthcare providers with CPR, AED and First Aid training and certification. As an American Heart Association authorized training center, Healthquest's instructors are up to date on the latest curriculum and policies, and offer multiple opportunities for group or one-on-one classes throughout the community.

We are proud to report that in 2015, Healthquest trained or CPR-certified nearly **3,000** individuals throughout Sonoma County.

Healthquest staff also drive our HeartSafe Community Initiative, providing key support and expertise in Petaluma's recent HeartSafe Community designation.



Petaluma Valley Hospital

PETALUMA VALLEY HOSPITAL

Since our inception in 1946, PHCD has owned and operated Petaluma General Hospital, Hillcrest Hospital and Petaluma Valley Hospital (PVH). In 1997, PHCD entered into a 20-year lease with St. Joseph Health to operate PVH. With the lease ending in 2017, we have been actively engaged in a thorough due diligence process to determine the best possible future operator for PVH. We announced a formal request for proposal in May 2015 and all interested candidates will be vetted to identify the best operator to ensure continued access to a quality community-based hospital. PHCD will continue to engage local residents in the due diligence process through public forums and will recommend a final operator for a public vote in 2016.

Message from the CEO

Dear Friends,

The 2015 fiscal year was a great one not only for the Petaluma Health Care District (PHCD) but the residents we serve. The services we provide, the programs we fund, and the health initiatives we lead have had measurable impact on our community. In fact, the commitment and stellar work of our dedicated staff, community partners and Board of Directors have been recognized statewide.

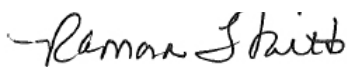
We were humbled when both the California Department of Health Care Services (DHCS) and the Association of California Healthcare Districts (ACHD) described our efforts as a model for other districts to emulate. At ACHD's annual conference, PHCD was selected from among 78 districts and named 2015 Healthcare District of the Year and received formal accreditation. These awards recognize both our community health work as well as our best practices in board governance and public reporting. Also in 2015, the Sonoma County Board of Supervisors and Petaluma City Council designated Petaluma a HeartSafe Community. The designation formally celebrates our collective action to ensure all residents are prepared to respond to a sudden cardiac emergency.

In this report, you'll have a chance to learn more about the impact of our efforts that have brought PHCD such distinction. You'll meet a vibrant Petaluma resident who has been empowered to age independently through our Lifeline of the North Bay service. You'll learn about our investments to improve maternal mental health and increase access to healthy locally-produced foods.

You will also find a summary of our activities to ensure the continued operation of our local hospital. As most of you are aware, PHCD has been immersed and steadfast in leading a due diligence process to determine the future operator of Petaluma Valley Hospital. We have made it a priority to be transparent throughout the process and engage the community in helping us to shape the criteria and priorities for selection.

I hope that as you read more about our year, you'll be left with the same feeling with which I start each work day: pride. I am proud to lead the work of our district. I am proud to know our board members are committed to ensuring local access to quality acute care and wellness services in our community. I am proud of the passion I see each day in our staff as they work to serve all Southern Sonoma County residents. I am proud of Petaluma, a true community of partnerships.

Enjoy,



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 Valley Hospital pharmacy staff; a resident of the Mary Isaac Center; a mother and her daughters from the Family Transitional Housing program at the Committee on the Shelterless; preschoolers at the North Bay Children's Center enjoy a healthy snack

COMMUNITY HEALTH

Good health begins in the places where we live, learn, work and play. PHCD is investing in programs and organizations that make our community healthier, safer and abundant with opportunities for all. Our work brings together residents and leaders to develop a shared vision for Southern Sonoma County and take action to make lasting changes in our communities.

In 2015, PHCD invested nearly **\$300,000** in our health initiatives, sponsorships and program support to help meet the immediate needs of residents while also developing long-term solutions to positively impact the health of generations to come.



Erin Hawkins, Mother's Care recipient and PHCD staffer

SPOTLIGHT: Mother's Care

We know that pre- and postpartum depression and anxiety can significantly impact a woman's ability to function as a parent and a partner, in her career, and out in the community. Left untreated, these mood disorders can lead to poor pregnancy outcomes and child behavior problems.

Recognizing this important community health issue, PHCD began funding Mother's Care in 2010. Mother's Care is a universal evidence-based mental health support program for pregnant and postpartum women. Dr. Anthony Kosinski, MD, OB/GYN at Petaluma Valley Hospital and Allison Murphy, MFT created Mother's Care after determining there was no uniform or reliable method for screening perinatal mood disorders in Southern Sonoma County. Since its inception, **592 women have been screened for perinatal mood disorders**. Over 90% of women who qualified for and received counseling services show improved mental health outcomes. Mother's Care is a Tier 1 evidence-based best practice on the Sonoma County Upstream Investment Portfolio.

Sponsorships

Our 2015 sponsorship recipients included:

- Boys and Girls Club
- Carousel Fund
- Committee on the Shelterless (COTS)
- Hospice of Petaluma
- Latino Health Forum
- Mentor Me
- North Bay Children's Center
- Next Gen
- PEP Housing
- Petaluma Arts Council
- Petaluma Blacks for Community Development
- Petaluma Educational Foundation
- Petaluma People Services Center
- Petaluma Valley Hospital Foundation

Program Support

In 2015, PHCD provided major funding and administrative support to the following innovative programs and organizations dedicated to meeting the unique health needs of Southern Sonoma County residents:

- Association of Anorexia Nervosa and Associated Eating Disorders
- Healthy Community Consortium
- Kid Scoop News
- Mother's Care
- Petaluma Educational Foundation—Healthy for Life
- United Way of the Wine Country Schools of Hope

Healthy for Life students at La Tercera Elementary School



Awards and Recognition

2015 California Healthcare District of the Year
Association of California Healthcare Districts

Certified Healthcare District
Association of California Healthcare Districts

May 2015 Healthcare District Month Designation
Petaluma City Council

HeartSafe Community Designation
Sonoma County Board of Supervisors, Petaluma City Council

Healthiest Companies in the North Bay
North Bay Business Journal





PHCD staff at the American Heart Association Annual Heart Walk



LIFE Coins at the Petaluma East Side Farmers' Market

Health Initiatives

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. Our HSC partners include local fire departments, emergency medical services, hospitals, businesses, schools and non-profits. HSC is supported by the knowledgeable and professional PHCD Healthquest training center staff.

In 2015, we unveiled the **Golden Heart Award**, recognizing individuals and organizations that have taken a 'golden' opportunity to act to make Petaluma HeartSafe. This year, we awarded the Golden Heart to six individuals, including Petaluma sisters Emmy and Koko Stephens-Jackson. Emmy is one of over **900 Petaluma Junior High seventh-graders who received CPR training** as part of HSC's education efforts. When their mother collapsed and stopped breathing, Emmy put the skills she gained only a week prior to use, performing CPR with her sister until paramedics arrived. Her training and quick actions saved her mother's life, and HSC proudly awarded Golden Hearts to Emmy and Koko in April 2015.

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. Committed to addressing conditions that negatively impact the health of our most vulnerable residents, CHIPA brings together community members, students, healthcare and service providers, business leaders, city officials, and school representatives to develop strategies and secure resources to take action around three health priorities:

Educational Attainment Mental and Behavioral Health Wellness and Prevention

In 2015, CHIPA's diverse membership grew to more than 80 individuals. This included the exciting and successful integration of our first **Youth Members**, who provided invaluable perspectives to our meetings and strategy development. CHIPA took on the training and mentorship of three local high school students to connect them with opportunities to support their goals of entering the healthcare field.

SPOTLIGHT: Farmers' Market LIFE

Despite our rich agricultural industry, fresh healthy food is out of reach for many Southern Sonoma County residents. To address this need, PHCD helped establish the Petaluma East Side Farmers' Market and the Local Incentive for Food and Economy (LIFE) program in 2012. Operating in partnership with Petaluma Bounty, Farmers' Market LIFE provides funds for CalFresh (food stamp) users to purchase healthy food at the market.

In 2015, CHIPA provided **\$3,000 in matching funds** to secure a federal grant that expanded the LIFE program to all three Farmers' Markets in Petaluma and in Cotati, plus four additional Sonoma County markets. We are proud to report that since expanding the program, CalFresh users have purchased an additional **\$3,184 in locally produced food** from our farmers and producers. We look forward to the continued growth of this innovative program!

FINANCIAL SUMMARY

The Petaluma Health Care District receives no tax revenue from any source. The funding allocations for the 2014-2015 fiscal year were:

Programs and Sponsorships

Youth Services	\$ 23,000	21%
Health Education	12,850	12%
Prevention & Wellness	20,315	18%
Health Services	52,132	47%
Housing	2,000	2%
TOTAL	\$ 110,297	100%

The balance sheet for the 2014-2015 fiscal year, as of June 30, 2015, is as follows:

Assets

Current	\$ 410,950
Invested	3,548,166
Other	1,601,459
Property, Plant and Equipment	5,449,130
TOTAL	\$ 11,009,705

Liabilities and Fund Balance

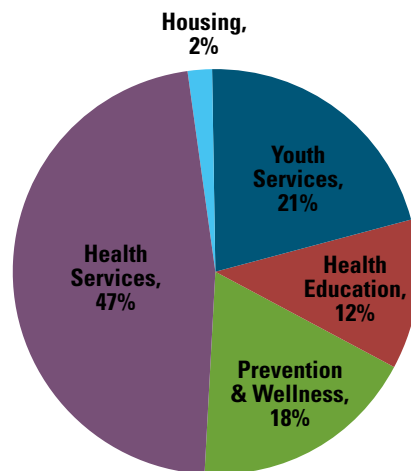
LIABILITIES

Current	\$ 662,655
Deferred Revenue	647,971
TOTAL LIABILITIES	1,310,626

FUND BALANCE	\$ 9,699,079
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TOTAL	\$ 11,009,705
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Programs & Sponsorships



Petaluma Health Care District Board of Directors

Elece Hempel
Robert Ostroff, MD
Josephine S. Thornton, MS
Fran Adams, RN, BSN
Joseph Stern

President
Vice President
Treasurer
Secretary
Member at Large

Ramona Faith, MSN RN

Chief Executive Officer

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