



Petaluma
HEALTH CARE
DISTRICT

2019 Annual Report

Message from the CEO

Dear Friends,

Meeting the health needs of our community is the heart of our work, and this past year has brought a heightened focus on supporting individuals in developing inner resilience. Throughout Sonoma County and here in Petaluma, we continue to see political discord, an alarming increase in individuals of all ages experiencing anxiety and stress, and natural disasters that seem to be developing into a new norm.

This is why we are committed to advancing policies that improve health. We keep seeking innovative ways to combat the underlying social determinants that damage our community's health. We constantly evaluate how PHCD can best use its influence, expertise and resources to strengthen our leadership and advocacy on behalf of the community. That is why we engaged community leaders and other residents in producing a newly approved 2019-2024 strategic plan to guide our work.

In this Annual Report, I am proud to offer a glimpse into how we are moving that work forward. You will read about the many accomplishments of CHIPA, and in particular, our efforts to identify and address the most pressing needs of our students, teachers and parents. You will be inspired by the continued impact of HeartSafe Community and Healthquest CPR — signature PHCD programs that save lives every year in this community by preparing more people to respond to cardiac emergencies. And you'll find hope in the continued impact and progress of Petaluma Sober Circle.

We continue to seek a long-term operator agreement for Petaluma Valley Hospital. In October 2019, California's Attorney General rejected the application of a proposed new joint operating company — between St. Joseph Health and Adventist Health — with which we had a letter of intent to negotiate a lease. PHCD will be re-engaging in a search for a long-term operator, and we will explore all options. This is a top priority. We will also continue working with our current operator, St. Joseph Health, to serve our community with the highest standard of care.

I'm proud of our work, our team and our Board, as well as our partners who collaborate in addressing health issues. Petaluma is blessed in this way. I look forward to continuing to work together in addressing our most pressing community health needs and securing a long-term arrangement for our hospital.

In gratitude,



Ramona Faith, MSN, RN



CEO Ramona Faith

On the cover (clockwise from top left): A Burbank Housing client; Installation celebration of one of PHCD's Little Free Libraries; Petaluma Walking Day; PPSC Petaluma Bounty Annual Plant Sale

About PHCD

For over 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. Our dedicated staff and locally elected board members partner with the community to make the greatest positive impact on residents' health.

Our Mission + Vision

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

Community Health

Working with local, regional and state partners, PHCD addresses the social determinants of health in a variety of ways. Our *health initiatives* are the catalysts for community collaborations that tackle our greatest health priorities. Our *grants and sponsorships* empower our partners to serve residents through evidence-based practices. Sharing our knowledge and activating our resources through *technical assistance* bring innovative programs to life.

In 2019, PHCD invested over **\$325,000** in our community's health.



Age Friendly Petaluma joins PHCD during Petaluma Walking Day

SPOTLIGHT:

Working with Our Schools

This year, CHIPA surveyed all eight Petaluma school district superintendents to assess the top concerns and needs of students, teachers and parents. Overwhelmingly, the top challenges identified were the need for 1) mental health resources to address anxiety, difficulty with self-regulation, trauma and suicidal thoughts; 2) parent education; and 3) parental support for children with behavioral health challenges. CHIPA convened the Cradle to Career and Mental Health work groups to map strategies to tackle social and emotional health and well-being at our schools.

Building Resilience

One of our broad visions is to create a more resilient community. As a member of the Sonoma Community Resilience Collaborative, we are working to 1) create a hub of trained facilitators offering workshops for community members and 2) launch a community education campaign around trauma and resilience. Accessible education on strategies to reduce stress and trauma and build inner resilience through a network of trained community members will help us better overcome trauma and remain a strong, healthy community. In addition, we are working with our partners in housing, education and social services to address the impact of trauma from homelessness, adverse childhood experiences, discrimination and other common causes.

Health Initiatives

HeartSafe Community



HeartSafe Community strengthens our community's response to cardiac emergencies through CPR training; strategic AED (Automated External Defibrillator) installation, maintenance and registration; and heart health education. Over the past year, we've expanded our 30-minute Hands-Only CPR and AED Demonstration course and helped schools provide every graduate full CPR certification or a Hands-Only CPR course. Students using their CPR training in emergencies have already saved two lives. We ensure that every school in Southern Sonoma County is HeartSafe, meaning that their campuses are equipped with CPR/AED-certified staff, an accessible and regularly maintained AED, a Cardiac Emergency Response Plan and Cardiac Emergency Response Team, as well as education and outreach materials for students, staff and families. In addition, 57 companies committed to workplace safety and employee wellness have joined our HeartSafe Businesses program.

CHIPA – Community Health Initiative of the Petaluma Area



CHIPA is an Advisory Committee to PHCD's Board of Directors and a local chapter of Sonoma Health Action. CHIPA is fueled by the diverse perspectives of its participants — residents, health care and social service providers, city and school officials, business leaders and students working together to reduce health inequities. This year, CHIPA's dedicated members tackled a variety of projects and issues to support community health. For example: building Little Free Libraries at low-income housing sites; increasing awareness about food access and nutrition; helping launch a multi-faceted community education effort around trauma, adverse childhood experiences, discrimination and the tools needed to heal as a community. In these and other ways, CHIPA effects change to improve the health of all our people.



CHIPA members participate in our needs-based strategic planning process



Health Hero award winner, Karla Lounibos, and her family

Golden Heart recipients, Paul Marini and Leslie Hart, speak at the Community Partnership Appreciation Breakfast

Community Health Awards

On May 23, 2019, PHCD hosted the fifth annual Community Partnership Appreciation Breakfast. Once again, we expressed our deep gratitude to the people and partners who work tirelessly to improve residents' and community health. We announced and celebrated our 11 grant recipients, and we were joined by staff from the offices of State Senator Bill Dodd, Assemblymember Marc Levine, Assemblymember Cecilia Aguiar-Curry, and the Association of Health Care Districts (ACHD) in honoring our Community Health Award recipients.

- **Health Hero Award:** Karla Lounibos, Petaluma Adult School AVANCE Program
- **Golden Heart Award:** Paul Marini and Leslie Hart, Healthquest CPR volunteers

Grants and Sponsorships

In 2019, PHCD provided **\$33,000 in sponsorship funds** to 37 organizations whose programs and services address pressing community health needs.

In addition, after deliberation by our Grant Review Committee (composed of local residents, a PHCD Board Member and PHCD staff), PHCD awarded a total of **\$94,500 in grant funding** to the following 11 organizations and programs, nearly doubling the grant funding awarded last year. Each organization provides services that align with PHCD community-need priorities.

- **Bucklew Programs**
- **Burbank Housing**
- **COTS Mary Isaak Center**
- **Kids Scoop News**
- **Literacyworks**
- **Mentor Me**
- **Petaluma Adult School, AVANCE Program**
- **Petaluma Bounty, A.L.I.V.E. Program**
- **Petaluma Educational Foundation: Seeds of Awareness**
- **Redwood Empire Food Bank**
- **The Salvation Army**

Petaluma Sober Circle

Petaluma Sober Circle addresses issues that contribute to serial inebriation, including homelessness and mental health challenges. The overall goal is to support clients on their path to sobriety and sustained recovery while promoting a safer community with a higher quality of life. Over the three years of Petaluma Sober Circle's existence, we have adjusted the program to improve client success, including extending the length of residential treatment and securing funding for transitional housing following the completion of treatment. More than 100 people have enrolled in the program, with over **60%** completing treatment. For those enrolled, Petaluma Valley Hospital emergency room visits were reduced by an average of over **40%**. Transports of clients by EMS were reduced by **90%** and transports by police were effectively reduced to **zero**.



Petaluma Sober Circle Outreach Specialist Randy Clay

Direct Services

Healthquest

For nearly 40 years, Healthquest has been providing high-quality CPR, AED (Automated External Defibrillator) and First Aid training to thousands of individuals a year. Healthquest is an American Heart Association and Medic First Aid-certified training center, and our skilled instructors lead a variety of certification courses and on-site trainings. We are the local vendor of choice for AED purchases and maintenance plans, and we can ensure that your emergency response program meets all federal and state requirements.

At Healthquest, we also focus on developing courses and product offerings to support our Spanish-speaking community. In 2019, we expanded our Spanish-language CPR certification courses and remained the only local vendor offering dual-language AEDs. We also transitioned our Healthquest CPR team from contracted personnel to PHCD employee status to better serve our staff and our program.



Petaluma Valley Hospital

In 2019, PVH, Petaluma's community hospital, enjoyed strong financial performance and continues to be recognized for providing safe and effective care of the highest quality and value. Our exceptional physicians and staff are committed to serving the community.

PHCD has owned PVH since our founding in 1946. We also operated the hospital for over half a century, until 1997, when we entered into a 20-year lease with St. Joseph Health (SJH). Although the lease ended in 2017, SJH — now Providence SJH — has continued to operate PVH.



PHCD has been working to overcome the significant challenges and complexities of securing a quality long-term hospital operator. In November 2018, PHCD signed a Letter of Intent for PVH's operation by a proposed joint operating company — between Providence SJH and Adventist Health (AH) — under a long-term lease. The proposed company would have offered full women's health services, which Providence SJH is unable to provide.

However, on October 31, 2019, California's Attorney General denied the application of the proposed company to deliver health care services through a number of existing facilities owned, directly or indirectly, by Providence SJH and AH. PHCD intends to reach out to Providence SJH representatives as well as other hospital operators to explore interest in operating PVH.

Securing a long-term operator for PVH remains a top PHCD priority.

Financial Summary

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

Programs, Grants and Sponsorships

Heart Health	\$50,033	27%
Mental Health	\$57,363	31%
Education	\$33,646	19%
Housing	\$30,198	16%
Health Care Access	\$13,700	7%
Total	\$184,940	100%

The balance sheet for the 2018-19 fiscal year, as of June 30, 2019 is as follows:

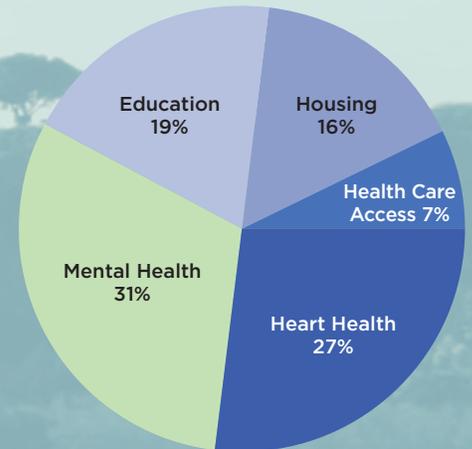
Assets

Current	\$725,653
Invested	\$3,690,329
Property, Plant and Equipment	\$2,806,149
Total Assets	\$7,222,131

Liabilities and Fund Balance

Liabilities	\$289,665
Fund Balance	\$6,932,466
Total Liabilities and Fund Balance	\$7,222,131

Programs, Grants & Sponsorships



Awards and Recognition

- **Sonoma County Board of Supervisors and City of Petaluma**
HeartSafe Community Designation
National Walking Day Designation
- **North Bay Business Journal**
Healthiest Companies Award
Community Philanthropy Award
- **Association of California Healthcare Districts**
Trustee of the Year: Elece Hempel, PHCD Board President
Certified Health Care District

Petaluma Health Care District 2019 Board of Directors

Elece Hempel.....President
 Fran Adams, RN, BSN.....Secretary
 Jeffrey Tobias, MD.....Treasurer
 Crista Barnett Nelson.....Member at Large
 Gabriella Ambrosi.....Member at Large

Ramona Faith, MSN, RN Chief Executive Officer

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