

2020 Annual Report



Petaluma
HEALTH CARE
DISTRICT

INSIDE THIS REPORT



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 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 healthy community, a thriving hospital and equitable access to health and wellness services for all.

Reflecting on 2020: A Promising Future for Petaluma Valley Hospital and Looking Ahead to a Healthier Southern Sonoma County

Message from the CEO

Looking back at 2020, a difficult year, we still see progress, gratitude and connectedness in our community. Our mission to serve the health and wellness needs of Southern Sonoma County is stronger than ever. COVID-19 attacked our physical health, challenged our mental health and tried our collective patience. However, as your health care district, we rolled up our sleeves alongside many community partners in an effort to mitigate the spread and keep our community as safe and healthy as possible.

Though the year was challenging, it was also monumental. We protected the future of our hospital, concluding a five-year effort to secure a high-quality operator for the long term. As the year ended, we finalized a purchase agreement with NorCal HealthConnect, a secular affiliate of Providence St. Joseph Health, which had been leasing PVH since 1997.

Community hospitals around the country have been struggling and some have had to limit services or shut down altogether. Still, we steadfastly pursued a solid future for our hospital—and that future is now bright thanks to the passage of the 2020 ballot measure to sell PVH for \$52.6 million.

The sale ensures local access to a quality community hospital with an emergency department for a minimum of 20 years.

The sale of the hospital also provides the PHCD board with an opportunity to make a significant impact on the health of our residents through strategic community investments. As we move into 2021, PHCD's board and staff will develop a community-informed process for determining how best to manage and invest funds—taking into account our most challenging health priorities—in a thoughtful and sustainable manner.

I'm proud of our work, our team, our board, our partners, and especially our residents, all of whom saw the value in maintaining an acute care hospital with emergency services in Petaluma. We are looking to the future and the exciting new ways to serve this vibrant community.

With gratitude,



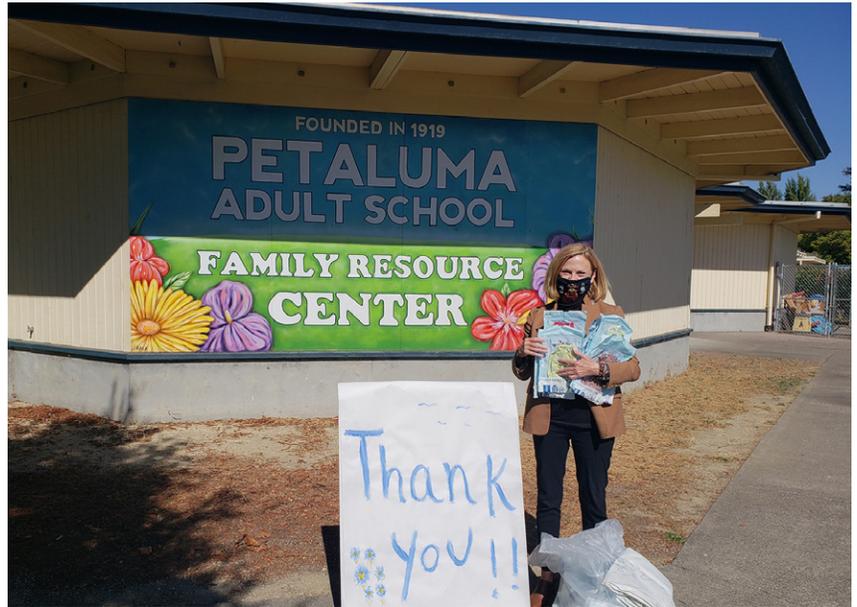
Ramona Faith, MSN, RN



Spotlight: Masks for Our Vulnerable Families

Distributing community-made masks through community partnerships

At the outset of the pandemic, one direction was science-backed and clear: wearing a mask minimizes virus spread. One partnership that resulted in the quick fabrication and distribution of masks truly made us smile. We teamed up with the Petaluma Masketeers, a volunteer group of sewists, and Petaluma Dental Group, who offered the use of their professional autoclave, to distribute sanitized and safely packaged handmade cloth masks to the community at no cost. Throughout the summer and into the fall, we've delivered over 700 masks to the Petaluma Family Resource Center, and they provided masks to families receiving assistance or picking up food at their weekly food drive.



Community Health Initiative of the Petaluma Area



Partnering to develop and share resources, assess need and maintain fluid communication

Disparities that have always existed in our community were exacerbated by the pandemic, and our initiative members—including service providers, schools, city leaders and grassroots organizations—came together to assess the data, find solutions and support each other. Equity, building resilience and supporting the mental health of our families emerged as top needs, and we provided workshops, resources and aligned efforts to build capacity to meet those needs. Our engagement and membership grew even as we moved our meetings online.

As we move into the next phase of the District's community health work, CHIPA members will continue to move these priorities forward and will be key stakeholders—helping to lift up community voice and needs.

Healthquest

Supporting front-line essential workers

When the coronavirus pandemic hit our community, our Healthquest team sprang into action, securing a product line for personal protective equipment for essential workers, schools and frontline staff, and reimagining our CPR training to ensure that frontline medical personnel could continue to keep their CPR certification up to date when they needed it most.

And through a very turbulent year, Petaluma maintained its designation as a HeartSafe Community!

HEALTHQUEST

Find Your Way Campaign

A youth-led campaign to address opioid use

We partnered with two Northern California organizations—Hope Rising Lake County and Humboldt County Transition Age Youth Collaboration—to create a cross-county media campaign centered around raising awareness about youth opioid use treatment and prevention. We were one of four counties to be awarded this Youth Opioid Response Grant, and we are so proud of the campaign we co-created with The Engine is Red, a local media agency.



The “Find Your Way” campaign offers support and resources for prevention and treatment packaged in a way that is creatively inspiring, relatable, and provides a sense of hope. Find Your Way reflected the following theme: Life is not always a straight line. If you’re feeling lost and you’re thinking about opioids or other drugs—even if you’ve used them—we’re here to help you find your way.



Outreach Specialist Randy Clay with a client.

Petaluma Sober Circle

Supporting folks on their path to stable housing and sobriety

With a new round of funding and renewed partnerships between treatment facilities, the County and our outreach team, we have successfully bolstered our Petaluma Sober Circle collaboration, which addresses issues that contribute to serial inebriation, like homelessness and mental health challenges. Throughout the pandemic, our multi-organization team has supported existing clients and brought new people into the program. Thanks to the dedication of our staff, partners and clients, 30 people entered treatment and 11 completed a 90-day program and were moved into a sober-living environment or other supportive housing.

FINANCIAL SUMMARY

The balance sheet for the 2019-20 fiscal year as of June 30, 2019 is as follows:

Assets

Current	\$1,094,588
Invested	\$ 3,496,762
Property, Plant and Equipment	\$ 2,342,049
Total Assets	\$6,933,399

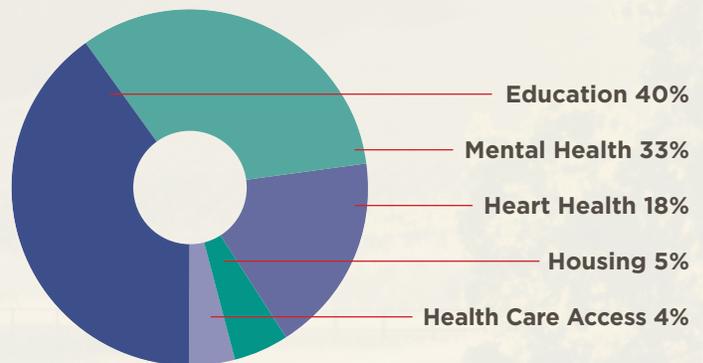
Liabilities & Fund Balance

Liabilities	\$843,160
Fund Balance	\$6,090,239
Total Liabilities and Fund Balance	\$6,933,399

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

Programs, Grants & Sponsorships

Education	\$17,425	40%
Mental Health	\$14,253	33%
Heart Health	\$8,017	18%
Housing	\$2,000	5%
Health Care Access	\$1,851	4%
Total	\$43,546	100%



2020 Awards & Recognition

City of Petaluma

HeartSafe Community Designation

North Bay Business Journal

Community Philanthropy Award

Association of California Healthcare Districts

Certified Health Care District

Elece Hempel, Board President

Modern Governance 100 Honoree

Crista Nelson, Board Vice President

Sonoma County Board of Supervisors honoree for the Carroll L. Estes Older Adults Advocacy Award

Chief Executive Officer

Ramona Faith, MSN, RN

Petaluma Health Care District

2020 Board of Directors

Elece Hempel, President

Crista Barnett Nelson, Vice President

Fran Adams, RN, BSN, Secretary

Jeffrey Tobias, MD, Treasurer

Gabriella Ambrosi, Member at Large



1425 North McDowell Blvd, Ste 103 | Petaluma, CA 94954

(707) 285-2143 | info@phcd.org

www.phcd.org | [facebook](#)