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PHCD Boasts of Community Health, Wellness Achievements and Giving

Petaluma Health Care District Annual Report for 2015 shows $300,000 Worth of Support Donated to Local Organizations and a Record Number of Recognitions and Awards for the District

A preschooler picks vegetables grown in the Garden of Eatin' at the North Bay Children's Center (NBCC), a PHCD sponsorship funding recipient. NBCC provides free or low-cost high quality preschool to low income children in Southern Sonoma County

The Petaluma Health Care District (PHCD) is proud to report that over the 2014-2015 fiscal year, it contributed $300,000 in charitable funds, sponsorships and in-kind support to Southern Sonoma County

nonprofit programs and services. More than $110,000 in direct funds were dispersed to improve local health services and aid prevention and wellness, youth programs, health education and housing. This total represented an additional $43,000 in direct giving from the previous year. A full report on PHCD's fiscal year accomplishments and philanthropic support can be found here.

PHCD's philanthropic support is generated not from community fundraising, but rather via profits earned from direct services, such as "Lifeline of the North Bay," Healthquest Cardiopulmonary Resuscitation (CPR) trainings and automated external defibrillator (AED) sales; the leasing of Petaluma Valley Hospital; rental property and investments; and grant funding.

"PHCD is honored to serve as Southern Sonoma County's health care advocate, a role we take seriously," said PHCD CEO Ramona Faith. "We work hard every day to identify pathways, partnerships and programs that contribute to the health awareness and wellness of the community we serve."

Petaluma Health Care District is presented with the "Healthcare District of the Year Award" from the Association of California Healthcare Districts.
Back row from left to right: David McGhee, CEO, Association of California Healthcare Districts; Elece Hempel, President, Petaluma Health Care District Board of Directors; Samuel "Mike" McCreary, Chairman, Association of California Healthcare Districts Board of Directors
Front row from left to right: Josephine Thornton, Treasurer, Petaluma Health Care District Board of Directors; Ramona Faith, CEO, Petaluma Health Care District

PHCD bases its advocacy, community partnerships and giving on local community health assessments, whereby the district studies and identifies Southern Sonoma County's most pressing health needs. PHCD delivers data-driven and solutions-oriented health promotions, illness prevention programs, and healthy lifestyle choice and social change campaigns, essential to improving health outcomes within the community's diverse communities.

In 2015, PHCD was named the "Healthcare District of the Year" by the Association of California Healthcare Districts (ACHD). The award, given to just one out of 78 districts statewide, recognized the district's model of convening unconventional partners across all sectors to take action and improve local health issues, and highlighted two of PHCD's community initiatives, Community Health Initiative of the Petaluma Area (CHIPA) and HeartSafe Community (HSC).

CHIPA

LIFE Coins are shown at the Petaluma East Side Farmers' Market. PHCD helped to establish the LIFE program, which provides funds for CalFresh users to purchase healthy food at the market. In 2015, CHIPA provided matching funds to secure a federal grant that expanded the program to all three Farmers' Markets in Petaluma and Cotati, plus four additional Sonoma County markets.

In 2015, CHIPA's membership collaborative grew to more than 80 diverse community leaders, including three youth delegates from local high schools. Identifying community health priorities and employing a collective impact approach to address them, CHIPA was formed as a local chapter of Health Action, a framework used by Sonoma County to engage local communities in aligning efforts to become the healthiest county in California by 2020. In 2015, Sonoma County was named the eighth healthiest county among the state's 58 counties, up from number 12 last year.

As a powerful testament to CHIPA's collaborative work and accomplishments, California's Department of Health Care Services (DHCS) requested a day-long visit in January 2015 to learn about PHCD's comprehensive community health services and initiatives and how these are being implemented and producing results. DHCS staff, including its Medical Director Dr. Neal Kohatsu, declared PHCD a "model district" of how health care districts can improve health beyond acute care hospitals and used it as a learning experience to influence the policy, priorities and program development for the state. The visit provided DHCS with a greater understanding of how districts are well-versed in the unique needs of their communities and are able to respond to these needs through innovative programs and collaboration.

HeartSafe Community

As part of PHCD's HeartSafe Community initiative, Tami Bender and Tina Deason taught the community about the importance of heart health education, including CPR and AED training, at the 2015 American

Heart Association (AHA) "Heart Walk." HeartSafe Community is a program led by PHCD and managed by Healthquest CPR, an authorized training center of the AHA.
Left to right: Tami Bender, Healthquest Instructor and HeartSafe Community Lead Role, Petaluma Health Care District; Tina Deason, Healthquest Coordinator and Instructor, Petaluma Health Care District

In June, the [Sonoma County Board of Supervisors and Petaluma City Council designated Petaluma a "HeartSafe Community"](#) (HSC), formally celebrating PHCD's efforts to address heart health education and provide life-saving CPR trainings and certification to combat Sudden Cardiac Arrest. This year, through HSC, 1,965 community members were certified in CPR, with an additional 1,000 trained in hands-only CPR. Further, 33 AEDs were installed at various sites throughout Southern Sonoma County, including several schools. The AED installations included an AED maintenance plan that fosters ongoing compliance to ensure devices and community members are prepared to respond to a cfardiac emergency. In 2015 PHCD also introduced the "Golden Heart Award," honoring nine residents who used their CPR training to save a life.

Health Care District Month

In addition to the initiatives singled-out by ACHD, the [Petaluma City Council officially declared May 2015 "Health Care District Month"](#) in recognition of the essential role PHCD plays in Southern Sonoma County and acknowledging the importance of educating the community on its work, programs and services.

"As a community-owned and operated resource, every day we know well that our greatest strength is in working together to provide affordable, accessible and innovative health care solutions. While the accolades earned are surely flattering, the outcome we see every day at home here in Southern Sonoma County is the real reward," added Faith. "In 2016 we plan on building on our success, while ensuring the long-term stability and financial wellness of the district, a task that includes making a community-driven decision regarding the future operator of Petaluma Valley Hospital."

In 2015, PHCD and its board of directors continued to carry out a [due diligence process to determine the best option for future operation of Petaluma Valley H](#)ospital. PHCD's 20-year lease with St. Joseph Health will end in 2017. Through a formal request for proposal process, thorough evaluations and community input, the district identified in October 2015 four potential operators: St. Joseph Health, Sutter Health, Prime Healthcare Services, and Strategic Global Management. PHCD is now in the process of collaborating with the community, seeking and incorporating input on prioritizing service offerings and final selection criteria that will inform its discussions and negotiations regarding future operation of the facility. Ultimately, the arrangement with the proposed operator will be submitted as a ballot measure for public vote.

About Petaluma Health Care District

The Petaluma Health Care District (PHCD) is dedicated to improving the health and well-being of the Southern Sonoma County community through leadership, advocacy, support, partnerships and education. Its vision is to foster a healthier community, a thriving hospital and local access to comprehensive health and wellness services. PHCD has served the health and wellness needs of the community for 70 years and is a public agency managed by the community for the community. For more information, please visit www.phcd.org.