



*Petaluma*  
**HEALTH CARE**  
DISTRICT

**2016 Annual Report**

## Message from the CEO

Dear Friends,

Our 2016 fiscal year can be best described in two words: hard work. From our dedicated staff and Board of Directors to our incredible partners, 2016 was a true testament to our commitment to ensure the health and wellness of our residents for generations to come.

With that in mind, I am so proud to share with you the Petaluma Health Care District's 2016 Annual Report. In it, you'll learn how we bring our community together to tackle our greatest health needs. From launching an innovative program to support our most vulnerable residents on their path to sobriety to helping Petaluma understand the impacts of childhood trauma and become a community of resilience, our partners have been unwavering in their efforts working together.

I'm pleased to feature the work and successes of our industrious staff throughout the report, including continuing to provide top-notch service to our Lifeline of the North Bay and Healthquest CPR customers. You'll get to see and celebrate the success of the HeartSafe Community program in preparing every Petaluma-area school to respond quickly and effectively to a cardiac emergency.

In this report, you will also read about one of our greatest community assets – Petaluma Valley Hospital. Our Board of Directors and I remain steadfast in our commitment to find an operator that will provide high-quality emergency and acute care services to our residents and will invest in our hospital and community. As a public agency, we will remain open and transparent in our efforts to negotiate the future of Petaluma Valley Hospital. Please visit our website for ongoing updates on our work.

More hard work remains, but our spirits are high; we hope after reading this report that your spirit is too.

Sincerely,



Ramona Faith, MSN RN



CEO Ramona Faith

## About PHCD

For 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 healthier community, a thriving hospital and local access to comprehensive health and wellness services.

On the cover: Lifeline subscribers; Petaluma Fire Dept. Battalion Chief Jeff Schach shows an AED to 7th graders during a CPR training; a student reads with a volunteer from Schools of Hope, a program of the United Way of the Wine County; the Lopez Family works in the La Tercera community garden sponsored by Petaluma Bounty

# DIRECT SERVICES



A GoSafe user enjoys a walk with her dog

## Lifeline of the North Bay

Currently serving nearly **3,000 residents** across six counties, PHCD has been providing Lifeline of the North Bay - an FDA-approved Personal Emergency Response Service (PERS) - for nearly 30 years. As one of the **top five Philips Lifeline Programs in the United States**, PHCD and Lifeline of the North Bay empower residents to age with dignity and security in the comfort of their own home.

Lifeline of the North Bay helps keep clients active in their communities. With products like GoSafe – a mobile PERS that uses GPS, Wi-Fi and fall detection technology – users can stay safe on-the-go. And with our friendly local staff, our clients and their families have access to quick and effective customer support.

## Healthquest

Healthquest is an American Heart Association-authorized CPR, AED and First Aid training center. A service of PHCD, Healthquest also offers AED sales, maintenance services and cardiac emergency preparedness program development.

As one of the leading causes of death in the United States and the number one workplace killer, Sudden Cardiac Arrest (SCA) strikes nearly 360,000 Americans every year. Fortunately, it's also one of the most preventable causes of death. SCA survival rates increase from 7% to 70% with quick use of high-quality CPR and an AED. Healthquest CPR's skilled trainers are committed to preparing our residents to save a life – anytime and anywhere – and have trained or certified over **3,000 residents** in 2016.

# PETALUMA VALLEY HOSPITAL



Petaluma General Hospital

Since our inception in 1946, PHCD has owned and operated Petaluma General Hospital, Hillcrest Hospital and Petaluma Valley Hospital (PVH). PVH is home to the **second busiest emergency room** in Sonoma County. The excellent care and committed medical staff, employees and volunteers have been recognized by the United States Joint Commission and have resulted in designation as a **Baby Friendly Hospital**.



Petaluma Valley Hospital

In 1997, PHCD entered into a 20-year lease with St. Joseph Health (SJH) to operate PVH. As we neared the end of the lease term, PHCD began an in-depth due diligence process to identify the best option for ensuring continued local access to a thriving community-based hospital. The process included key-stakeholder interviews, a comprehensive proposal vetting process, and public meetings and forums to solicit input and provide updates to the community.

In early 2016, we focused our discussions on SJH to continue operation; however, in September 2016, negotiations ended without an agreement.

We are now working collaboratively with SJH on a transition plan. SJH will continue to provide full-service operation until September 1, 2017 or a mutually agreed-upon transition date to another operator. **PHCD's Board of Directors and executive staff are committed to securing a hospital operator that will provide high quality care and build upon the success of our local community-based hospital.**

# COMMUNITY HEALTH

PHCD invests in programs and organizations that make Southern Sonoma County healthy, safe and rich in opportunities for all. We mobilize our partners to tackle the most pressing needs in our community while working towards a shared vision of good health for years to come. In 2016, we invested more than \$280,000 into our community through our programs, sponsorships, health initiatives and community outreach.



Randy Clay, Lead Outreach Specialist for Petaluma Sober Circle (photo courtesy of Michael Woolsey)

## SPOTLIGHT:

### Petaluma Sober Circle

At just over 12%, Petaluma has the second largest share of Sonoma County residents experiencing homelessness. Fortunately, this percentage is on the decline due in large part to the collective efforts of Petaluma nonprofits, health and housing providers, and city staff – efforts like the Petaluma Sober Circle (PSC). Funded by St. Joseph Health, Kaiser Permanente and Partnership HealthPlan, PSC connects residents battling homelessness, substance abuse and mental illness to existing services to get them on a path to sobriety and good health. Nearing the end of its first year of operation, PSC is **changing the lives of our most vulnerable residents** while reducing the burden on our police and fire departments and our emergency room.

## SPONSORSHIPS

PHCD provided sponsorship funds to 25 organizations in 2016, including:

- Alex's Lemonade Stand
- Committee on the Shelterless (COTS)
- Hospice of Petaluma
- Latino Health Forum
- Mentor Me
- North Bay Children's Center
- Next Gen
- PEP Housing
- Petaluma Blacks for Community Development
- Petaluma Educational Foundation
- Petaluma People Services Center
- Petaluma Valley Hospital Foundation



Residents celebrating Hospice Light Up a Life

## PROGRAM SUPPORT

In 2016, we provided major funding and in-kind support to the following innovative programs and organizations dedicated to meeting the unique needs of Southern Sonoma County residents:

- Association of Anorexia Nervosa and Associated Disorders (ANAD) Support Group of Petaluma
- Petaluma Sober Circle
- Kid Scoop News
- Mother's Care
- Petaluma Educational Foundation – Healthy for Life

PHCD has also donated use of the Hospice of Petaluma facility for over a decade, allowing additional dollars to be invested into quality Hospice programs and services.

## SPOTLIGHT: Paper Tigers

In May 2016, CHIPA sponsored two screenings of Paper Tigers, a powerful documentary that follows an alternative high school as it radically changes its approach to disciplining students who have experienced adverse childhood experiences, or ACEs. Each screening was followed by a panel discussion among mental health providers, school officials, and local nonprofits to raise awareness on the profound impact of ACEs on our life-long health and well-being. Most importantly, these screenings and our ongoing outreach efforts highlight opportunities to **prevent and treat childhood trauma** in our South County community.

Kelsey, a 14-year-old student featured in the Paper Tigers film



Students from SRJC's Health Careers Academy



A preschooler at North Bay Children's Center

## 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. HSC members include local fire departments, emergency medical services, hospitals, and nonprofits, and is supported by PHCD Healthquest training center staff.

In 2016, **every school within the PHCD boundary became a HeartSafe School.** Thanks to the excellent work of our HSC staff and partners, South County and Shoreline Unified School District schools now have accessible AEDs and maintenance plans, CPR-certified staff and the most up-to-date information on the latest cardiac emergency preparedness legislation.

### CHIPA



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

Health Action. CHIPA brings together residents, students, healthcare and service providers, business leaders, city officials, and school representatives to develop shared strategies and secure resources to improve the health of our community.

CHIPA's membership includes more than **80** individuals representing **50** organizations. It also includes our Youth Members who provide a critical perspective and voice for South County's young people.

## Community Health Awards

During our second Annual Community Partnership Appreciation Breakfast, we came together to celebrate local partners who have gone **above and beyond in their efforts** to improve the lives of our residents.

This year, we announced the winners of our first Community Health Awards:

**Health Care Hero Award** Corporal William Baseman, Petaluma Police Department

**Nonprofit Health Equity Award** Meals on Wheels, Petaluma People Services Center

**Nonprofit Health Equity Award Special Recognition**

Schools of Hope, School Readiness Backpack program, United Way of the Wine Country

# FINANCIAL SUMMARY

## Program & Sponsorships

Health Care Services	\$99,955	65%
Education and Youth	\$28,500	19%
Wellness and Prevention	\$15,858	9%
Community Connections	\$9,190	6%
Health Initiatives	\$7,874	2%
<b>Total</b>	<b>\$161,377</b>	<b>100%</b>

The balance sheet for the 2015-2016 fiscal year, as of June 30, 2016, is as follows;

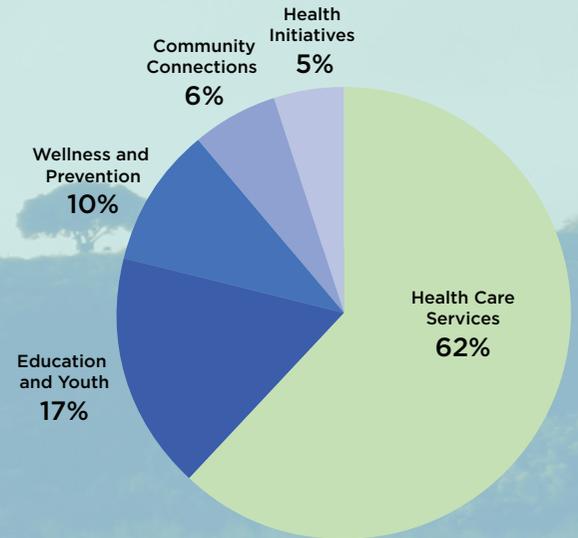
### Assets

Current	\$368,772
Invested	\$2,662,211
Other	\$1,406,716
Property, Plant and Equipment	\$4,930,524
<b>Total</b>	<b>\$9,368,223</b>

### Liabilities and Fund Balance Liabilities

Current	\$633,071
Deferred Revenue	\$229,195
Total Liabilities	\$862,266
Fund Balance	\$8,505,957
<b>Total Liabilities</b>	<b>\$9,368,223</b>

## Programs & Sponsors



## Awards and Recognition

*North Bay Business Journal*

- Community Philanthropy Award**
- Healthiest Companies Award**
- Women in Business Award**

*Petaluma City Council*

**HeartSafe Community Designation**

*Association of California Healthcare Districts*

**Certified Health Care District**

## Petaluma Health Care District Board of Directors

- Elece Hempel ..... President
- Robert Ostroff, MD ..... Vice President
- Josephine S. Thornton, MS ..... Treasurer
- Fran Adams, RN, BSN ..... Secretary
- Joseph Stern ..... Member at Large

## Ramona Faith, MSN RN Chief Executive Officer

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