



August 8, 2024

TO: Legal Counsel

News Media

Salinas Californian

El Sol

Monterey County Herald

Monterey County Weekly

KION-TV

KSBW-TV/ABC Central Coast

KSMS/Entravision-TV

The next regular meeting of the **COMMUNITY ADVOCACY COMMITTEE - COMMITTEE OF THE WHOLE** of **SALINAS VALLEY HEALTH**<sup>1</sup> will be held **WEDNESDAY, AUGUST 14, 2024, AT 12:00 P.M., DOWNING RESOURCE CENTER, CEO CONFERENCE ROOM 117, SALINAS VALLEY HEALTH MEDICAL CENTER, 450 E. ROMIE LANE, SALINAS, CALIFORNIA.** (*Visit [SalinasValleyHealth.com/virtualboard](https://www.SalinasValleyHealth.com/virtualboard) meeting for Public Access Information*).

A handwritten signature in black ink, appearing to read "Allen Radner".

Allen Radner, MD  
President/Chief Executive Officer

Committee Voting Members: **Rolando Cabrera, MD**, Chair; **Joel Hernandez Laguna**, Vice-Chair; **Allen Radner, MD**, President/CEO; **Clement Miller**, Chief Operating Officer; **Jaime Gonzalez, MD**, Medical Staff Member.

Advisory Non-Voting Members: Julie Edgcomb, Community Member; Administrative Executive Team.

**COMMUNITY ADVOCACY COMMITTEE  
COMMITTEE OF THE WHOLE  
SALINAS VALLEY HEALTH<sup>1</sup>**

**WEDNESDAY, AUGUST 14, 2024, 12:00 P.M.  
DOWNING RESOURCE CENTER, CEO CONFERENCE ROOM 117**

**Salinas Valley Health Medical Center  
450 E. Romie Lane, Salinas, California**

**(Visit [SalinasValleyHealth.com/virtualboardmeeting](https://www.SalinasValleyHealth.com/virtualboardmeeting) for Public Access Information)**

**AGENDA**

1. Call to Order / Roll Call

2. Public Comment

This opportunity is provided for members of the public to make a brief statement, not to exceed three (3) minutes, on issues or concerns within the jurisdiction of this District Board which are not otherwise covered under an item on this agenda.

3. Approve Minutes of the Community Advocacy Committee Meeting of May 15, 2024 (CABRERA)

- Motion/Second
- Action by Committee/Roll Call Vote

4. Blue Zones Project Update (DITULLIO)

5. Community Funding Update (FITZGERALD)

6. Salinas Valley Health Mobile Clinic Update (RODRIGUEZ/FITZGERALD)

7. Salinas Valley Health Service League Update (GRAHAM)

8. Salinas Valley Health Foundation Update (WARDWELL)

9. Adjournment

The Community Advocacy Committee meets quarterly and the next meeting is scheduled for **Wednesday, November 13, 2024 at 12:00 p.m.**

This Committee meeting may be attended by Board Members who do not sit on this Committee. In the event that a quorum of the entire Board is present, this Committee shall act as a Committee of the Whole. In either case, any item acted upon by the Committee or the Committee of the Whole will require consideration and action by the full Board of Directors as a prerequisite to its legal enactment.

The Committee packet is available at the Committee Meeting, at [www.SalinasValleyHealth.com](https://www.SalinasValleyHealth.com), and in the Human Resources Department of the District. All items appearing on the agenda are subject to action by the Committee.

Requests for a disability related modification or accommodation, including auxiliary aids or services, in order to attend or participate in a meeting should be made to the Board Clerk during regular business hours at 831-759-3050. Notification received 48 hours before the meeting will enable the District to make reasonable accommodations.

<sup>1</sup>Salinas Valley Memorial Healthcare System operating as Salinas Valley Health

*CALL TO ORDER*  
*ROLL CALL*

*(Chair to call the meeting to order)*

*PUBLIC COMMENT*

**DRAFT SALINAS VALLEY HEALTH<sup>1</sup>**  
**COMMUNITY ADVOCACY COMMITTEE MEETING**  
**COMMITTEE OF THE WHOLE**  
**MEETING MINUTES FEBRUARY 14, 2024**

Committee Attendance:

Voting Members Present: **Rolando Cabrera, MD**, Chair, **Joel Hernandez Laguna**, Vice-Chair, **Clement Miller**, COO, and **Jaime Gonzalez, MD**, Medical Staff Member;

Voting Member Absent: Allen Radner, MD;

Advisory Non-Voting Members Present: None.

Other Board Members Present, Constituting Committee of the Whole: Juan Cabrera, (via teleconference), Catherine Carson (via teleconference) and Victor Rey (via teleconference).

Also Present:

Matthew Ottone, Esq., District Legal Counsel, via teleconference.

*Jaime Gonzalez, MD, arrived at 12:07 p.m.*

## **1. CALL TO ORDER/ROLL CALL**

A quorum was present and Chair Rolando Cabrera, MD, called the meeting to order at 12:00 p.m. at the Downing Resource Center CEO Conference Room 117.

## **2. PUBLIC COMMENT**

None

## **3. APPROVE MINUTES OF THE COMMUNITY ADVOCACY COMMITTEE FEBRUARY 14, 2024**

Approve the minutes of the February 14, 2024 Community Advocacy Committee meeting. The information was included in the Committee packet.

**PUBLIC COMMENT:**

None

**MOTION:**

Upon motion by Committee Vice-Chair Hernandez Laguna and second by Committee Chair Dr. Cabrera the minutes of February 14, 2023 Community Advocacy Committee were approved as presented.

**ROLL CALL VOTE:**

Ayes: Chair Dr. Cabrera, Hernandez Laguna, Miller

Nays: None;

Abstentions: None;

Absent: Drs. Radner and Gonzalez.

**Motion Carried**

<sup>1</sup>Salinas Valley Memorial Healthcare System operating as Salinas Valley Health

#### **4. REVIEW THE ANNUAL BOARD POLICY ON COMMUNITY GIVING TO BE INCLUDED ON THE BOARD MEETING CONSENT AGENDA**

Matt Ottone, District Legal Counsel, presented the Annual Board Policy on Community Giving which satisfies the Health & Safety Code Section 32139(c)(5) and (6), for the Board to adopt annual policies for providing grant funding assistance. Mr. Ottone reported that authority for grant funding comes from the Board of Directors. However, for the purpose of timely response, the Board can delegate this responsibility through a Board policy that must be renewed annually. Funds are considered public dollars so granting funds must be transparent and in line with community health needs. Administration will then report to the Board on which sponsorships were granted. The Board provides guidance to Administration on what to support.

**COMMITTEE MEMBER DISCUSSION:** Current Board Members are not permitted to engage in any direct or indirect communication with an applicant for community funding and/or grants. In the event that a Board Member receives an inquiry from a prospective grantee, the Board Member shall refer the grantee to appropriate District personnel to assist them in connection with their request for funding. To clarify, a Board member can guide them to the appropriate place on the website and/or the appropriate person to assist them with more information. Staff will follow up once application is submitted. This establishes a framework and ensures process integrity. Currently there is a committee that reviews requests and the point person is Lynette Fitzgerald, Director/Community Benefit.

#### **5. REVIEW THE ADMINISTRATIVE POLICY ON COMMUNITY FUNDING**

Matt Ottone, District Legal Counsel reviewed the Administrative Policy on Community Funding. This policy defines community benefit support, marketing support, sponsorships of charitable events and materials or in-kind support which establishes policy for staff to handle requests. The Executive Leadership Group has final review. The Community Funding Committee is refining processes to maintain the integrity of the procedures set forth in the policy and a tracking/reporting process.

**COMMITTEE MEMBER DISCUSSION:** A Community Funding Report will be maintained. It was suggested the report include categories, allocation of funds and budgetary information. The two policies are a fundamental shift internally on our funding and tracking processes. It was recommended the reporting process clearly defines what organizations are approved or denied and the reasons why. The Community Health Needs Assessment and community trends will influence the process.

#### **6. YTD COMMUNITY FUNDING REPORT**

Provided for informational purposes only. A full report was provided in the packet.

#### **7. SALINAS VALLEY HEALTH FOUNDATION REPORT**

Provided for informational purposes only. A full report was provided in the packet.

**COMMITTEE MEMBER DISCUSSION:** Great work on the Community Health Day.

#### **8. ADJOURNMENT**

There being no other business, the meeting adjourned at 12:25 p.m. The date and time of the next Community Advocacy Committee Meeting is scheduled for **August 14, 2024** at 12:00 p.m.

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Rolando Cabrera, MD, Chair, Community Advocacy Committee

*BLUE ZONES PROJECT UPDATE*

*(VERBAL)*

*(DITULLIO)*



BLUE ZONES PROJECT

# Blue Zones Project

Project Overview and Update





# Agenda

- 
- What is Blue Zones Project
  - Blue Zones Project Monterey County Overview
  - Blue Zones Project Framework
  - Certification
  - Sustainability
  - Contract Update
    - Timeline & Cost
    - Renegotiated Contract
  - Q&A

# What *is* Blue Zones Project?

Blue Zones Project is a geographically based, community-by-community comprehensive approach to well-being that drives measurable improvement in key metrics.



# BLUE ZONES PROJECT OVERVIEW & PARTNERSHIPS

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- August 2018 Site Assessment
- October 2018 – Contract for Salinas Community
- October 2020 – Contract for Expansion Communities
  - New contract adds
    - 2<sup>nd</sup> phase launch in Peninsula Cities & County
    - 3<sup>rd</sup> phase launch of Gonzales/King City
- June 2021 Launch of Peninsula Cities and County Project areas
  - Four Year Transformation Project
- June 2022 Launch of final expansion, Gonzales/King City Project
  - Three Year Transformation Project
- April 2024 Salinas Certification Review
- July 2024 Salinas Officially Certified
- September 2025 Peninsula Cities, County, Gonzales/King City projects certified

# Framework

- Population based
- Certification criteria established for project area
- Community measurement criteria established (CHNA)
- Life Radius focus areas identified
- Baseline data compiled
- Transformation



# CERTIFICATION



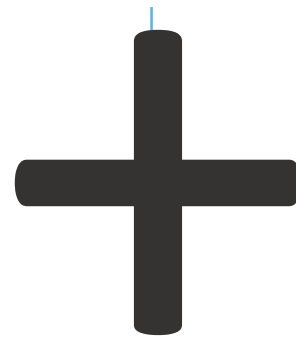
# CRITERIA FOR CERTIFICATION

## Community Metrics

Six self-reported, measurable improvements attributed to Blue Zones Project by the community Steering Committee.

## Well-Being Improvement

Demonstrated improvement in well-being metrics, well-being elements or health risks as measured by the Sharecare Community Well-Being Index.



# COMMUNITY METRICS

Adults who smoke/vape (2019-2023, reduced by 1.9%)

Food insecurity index 41% all (57% children)

Diabetes rates – self reported 7% increase 2019-2023

% with high blood pressure (2019-2023, 6.7% improvement)

Access to healthy foods (2019-2023, improvement 5.7%)

% with high cholesterol (2019-2023, 10.4% improvement)

% with 5 or more vegetable servings (2019-2023, decrease 15.2%)

% who exercise for 30+ minutes, 3+ times per week (2019-2023, 5.2% increase)

% highly engaged in Blue Zones Project (2019-2023, 12.6% increase)

## Diabetes Innovation Measurement– Aspire Health alignment

Increase education, programming - 15,923 participants

80% of worksites and 85% of schools participating

% screened (glucose, A1C or self assessment) – 19,671

% with awareness of treatment and prevention programs in Monterey County (2019 to 2023, 13.5% increase)

# Well-Being in Monterey | 2023 CWBI

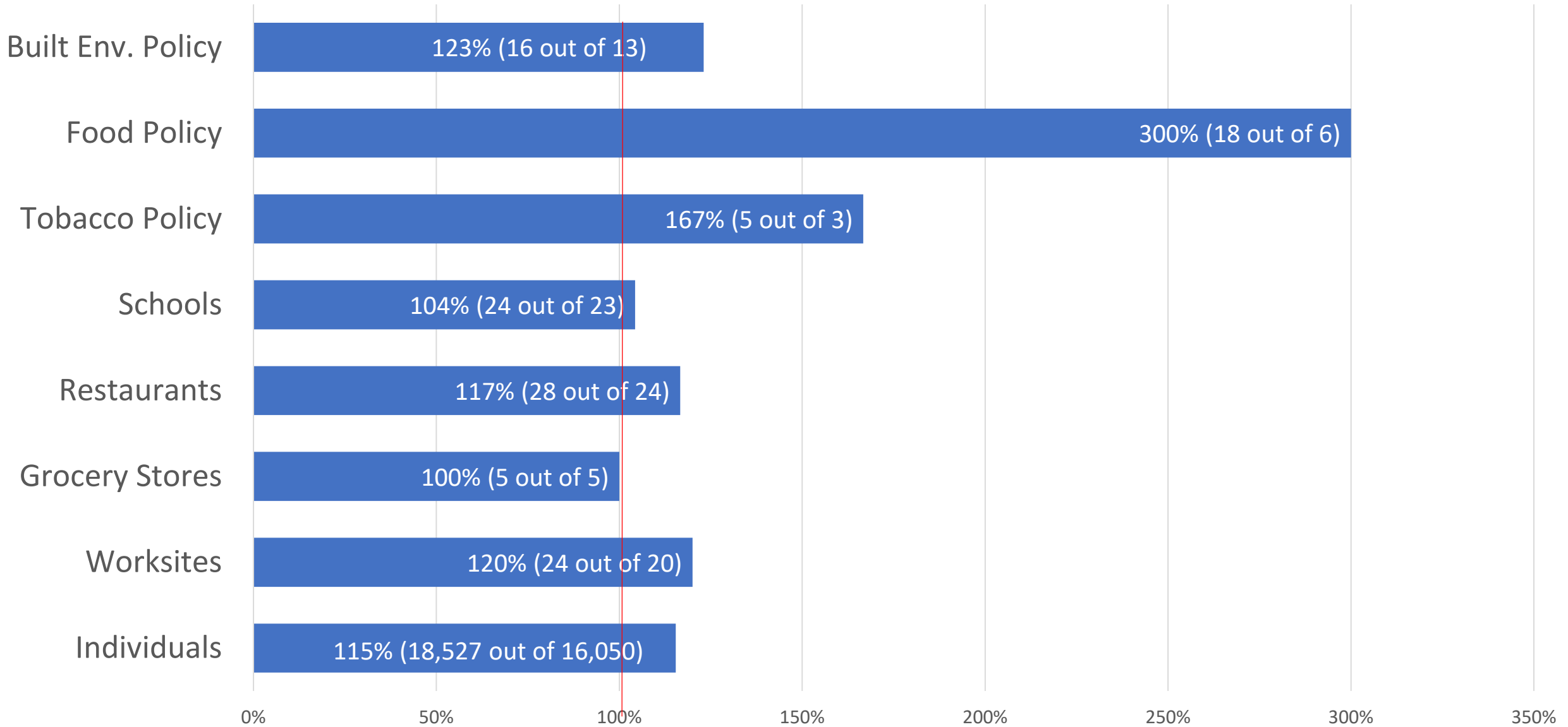
Well-Being Domain	National Values 2022	State Values 2022	Monterey County 2019	Monterey County 2021	Monterey County 2023	% Change Monterey County 2019 to 2023
Overall Well-Being	66.4	67.6	63.2	67.8	69.3	6.1*
Community	65.3	66.3	61.9	65.1	68.2	6.3*
Social	66.4	67.4	64.3	67.5	69.0	4.7*
Purpose	65.1	66.0	61.8	65.7	67.6	5.8*
Physical	67.6	69.1	62.1	69.5	70.3	8.2*
Financial	60.0	61.9	63.7	64.3	65.0	1.3

Note: Well-being element scores are out of 100. Higher scores are better

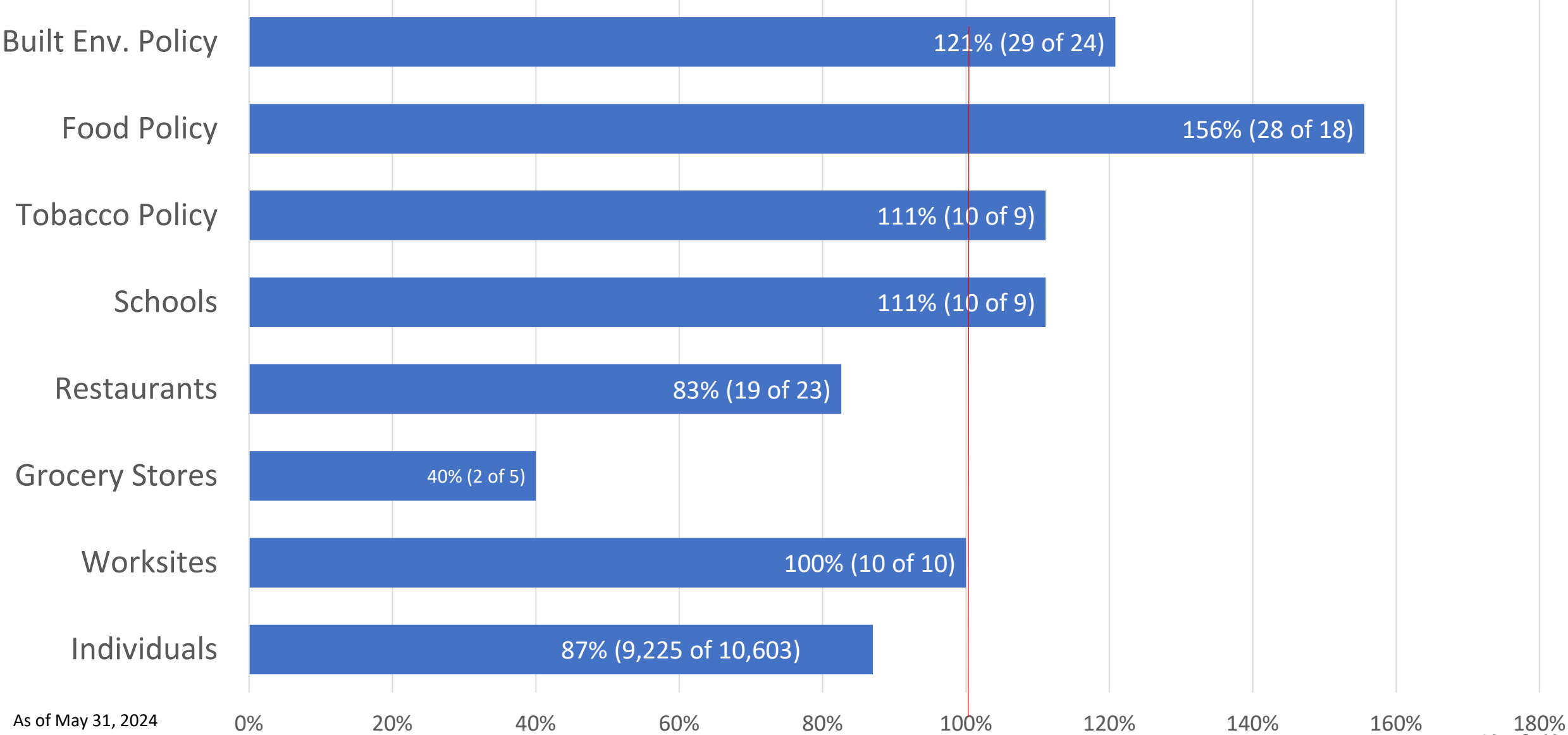
\* Indicates statistically significant change



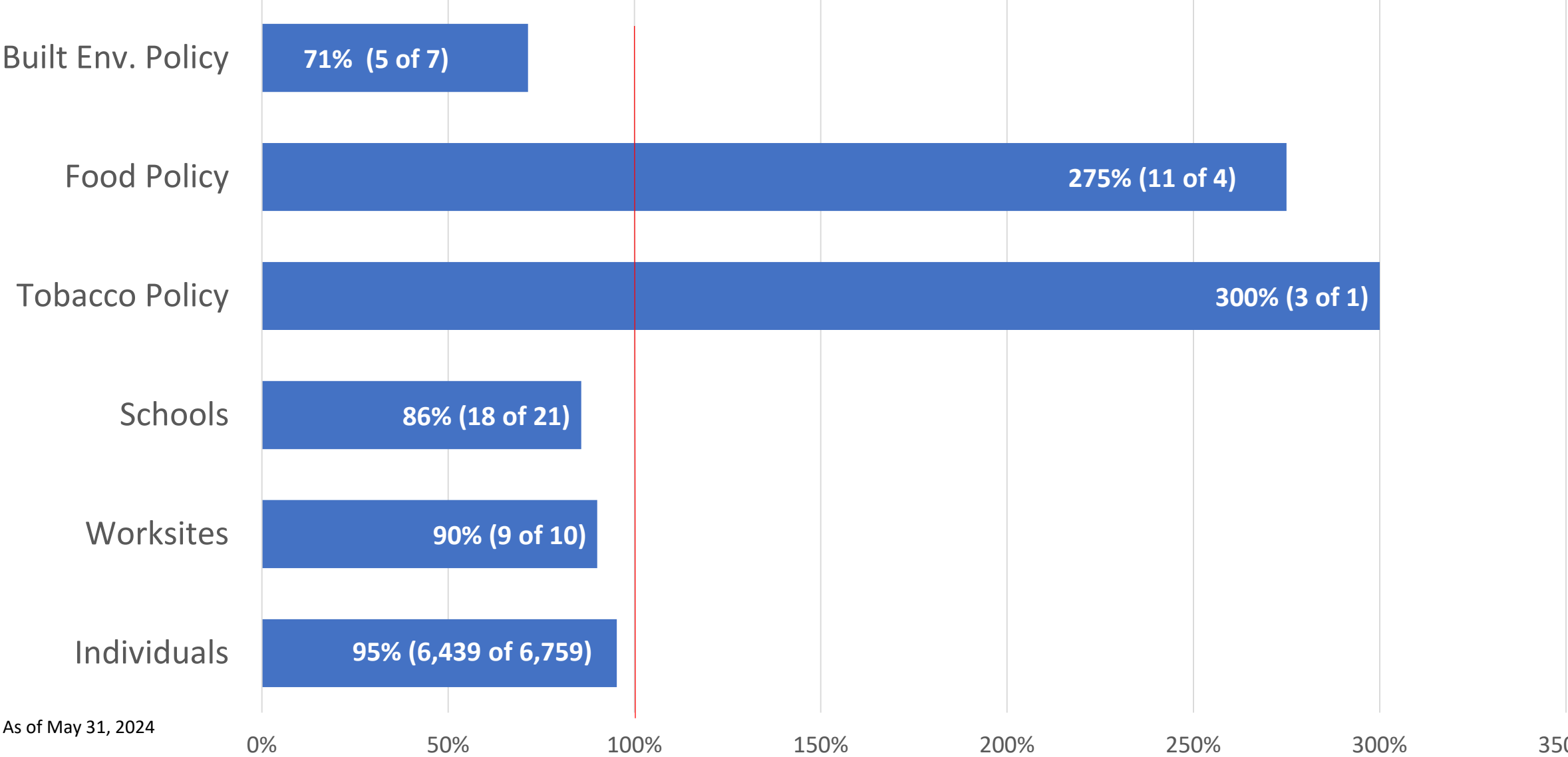
# Salinas Progress to Certification Goals 2019 - 2024



# Peninsula Cities Progress to Certification Goals 2021 - 2025

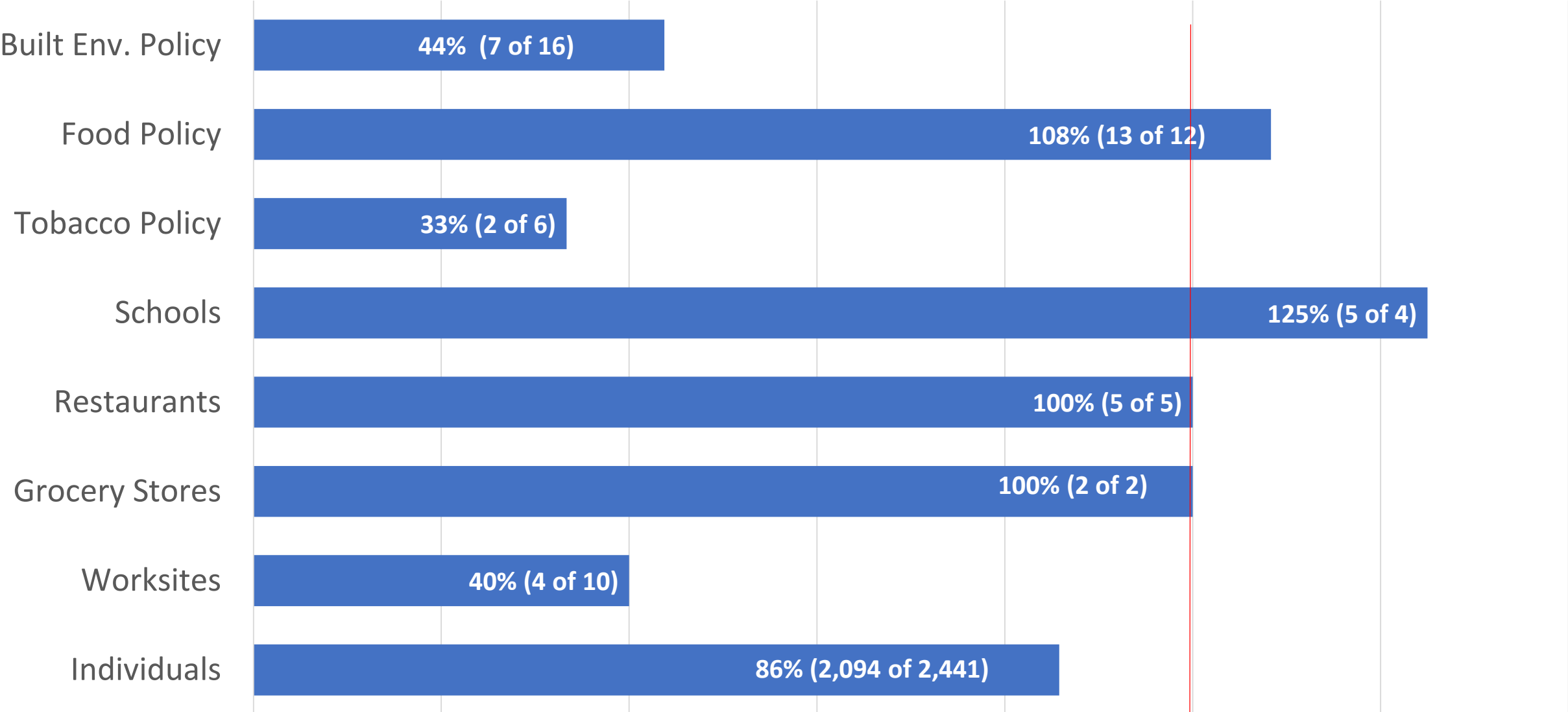


# Countywide Progress to Certification Goals 2021 - 2025



As of May 31, 2024

# Gonzales & King City Progress to Certification Goals 2022 - 2025



# Sustainability Recommendations

## PLACES FOCUS

- Worksites
  - Worksite wellness programs
  - Integration to SVH service lines
  - Prevention focus (EAP)
- Schools
  - Outdoor learning environments
  - Curriculum alignment
  - Content & Education support
  - Integration to SVH service lines
- Restaurants
  - Healthy dish guidelines
  - Catering menus, education

## POLICY FOCUS

- Food Incentive Programs (DUFEB)
- Fresh RX Programs
- Farmers Market (+EBT)
- Food is Medicine
- Food Systems Coalition
- ParkRX Program
- General Plan, Built Environment policy support

## COMMUNITY FOCUS

- Community outreach
- SVH service line promotion
- FRC/Community Schools focus
- Aligned health education
- Cooking demos
- Coalition building with partners
- Walking School Bus
- Safe Routes to School
- School garden programming/education

# FUTURE VISION | INTEGRATION

- Contract for licensing agreement for 2 years, transition to unique brand/program
- Utilize Sharecare Platform (RealAge Test) for use with worksite wellbeing
- Integrate 4 FTE into SVH to support sustainability in service area
  - Community Outreach Lead – service line promotion, community partnerships/coalitions, school garden programming
  - Worksite Wellbeing Lead – worksite implementation, value add to large employers, resource/program alignment
  - Community Schools Lead – aligned integration/SVH services with CSI
  - Policy Lead – food as medicine, DUFb, food systems coalition, local procurement
- Community Health Needs Assessment driven

Estimated cost: \$1,008,000 annually

Staffing +/- \$508K

Licensing (include platform) +/- \$500K

Reduction in cost of \$1.4M



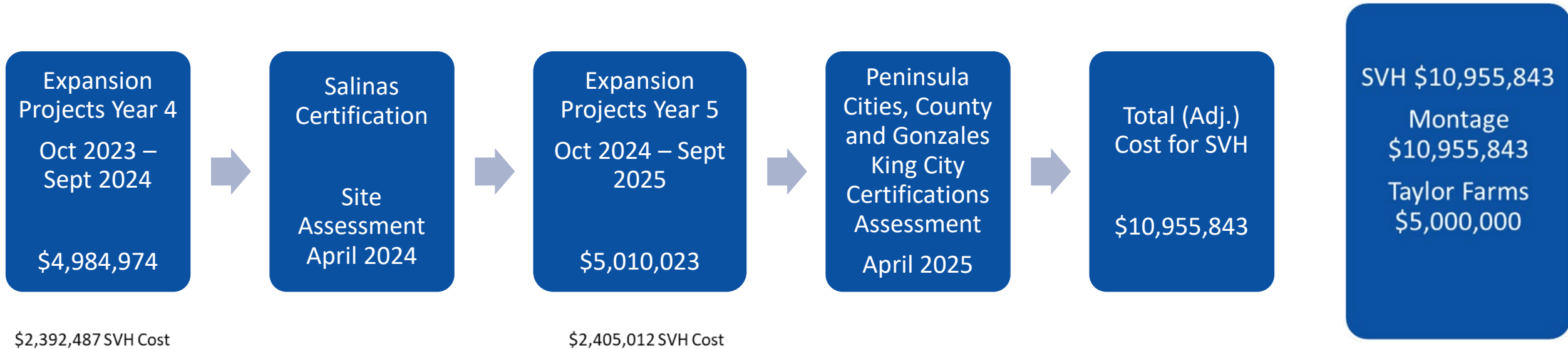
# ECONOMICS & TIMELINE

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# ECONOMICS & TIMELINE

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# QUESTIONS?

*COMMUNITY FUNDING  
REPORT*

*(VERBAL)*

*(FITZGERALD)*

*And*

*MOBILE CLINIC REPORT*

*(VERBAL)*

*(RODRIGUEZ & FITZGERALD)*

# FY24 Summary

## Community Funding & Mobile Clinic

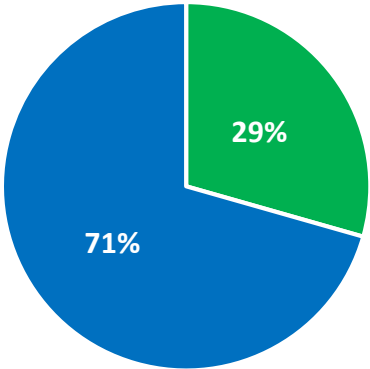
# FY24 - Community Funding Dashboard



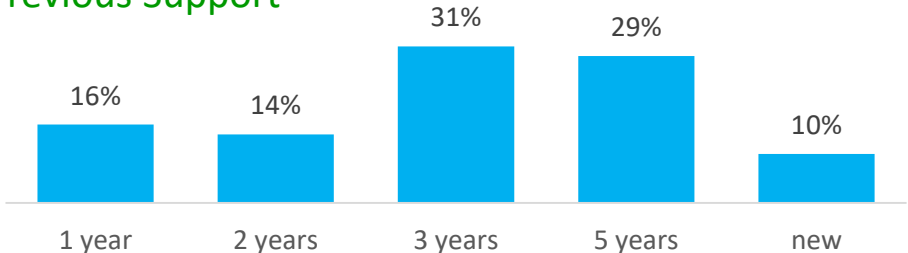
<b>Total Requested (\$)</b>	\$1,323,740
<b># of Applications</b>	94
<b>Total Granted (\$)</b>	\$914,000
<b># of Recipients</b>	59
<b>Measurable Community Benefit (\$)</b>	\$833,065
<b># of Recipients</b>	52
<b>TOTAL COMMUNITY BENEFIT</b>	<b>91%</b>

## Community Benefit Focus

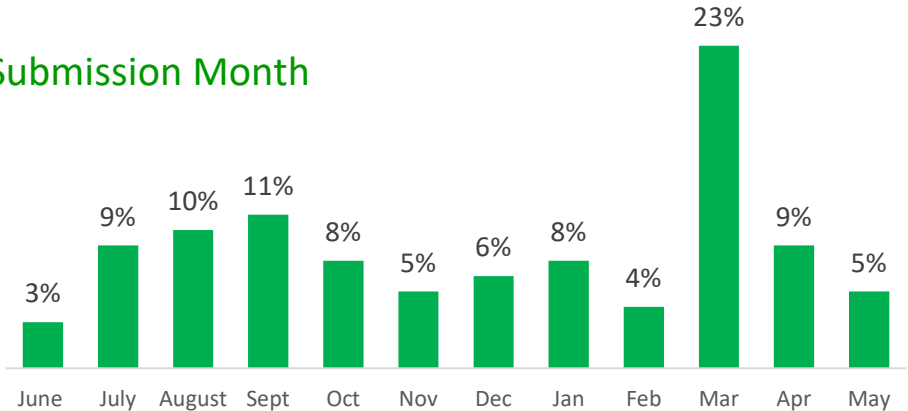
- Coalition Building, Economic Development
- Healthy Lifestyles, Diabetes, Heart/Stroke, Behavioral Health, Access



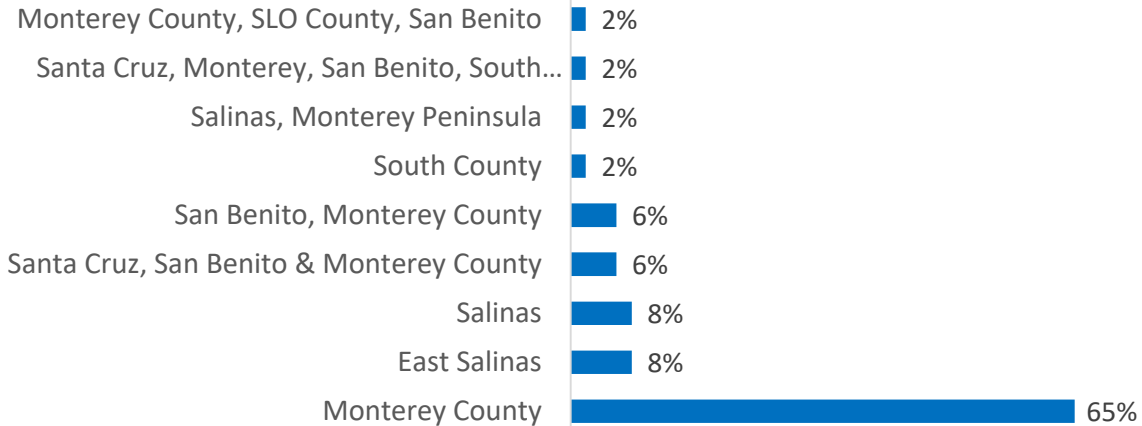
## Previous Support



## Submission Month



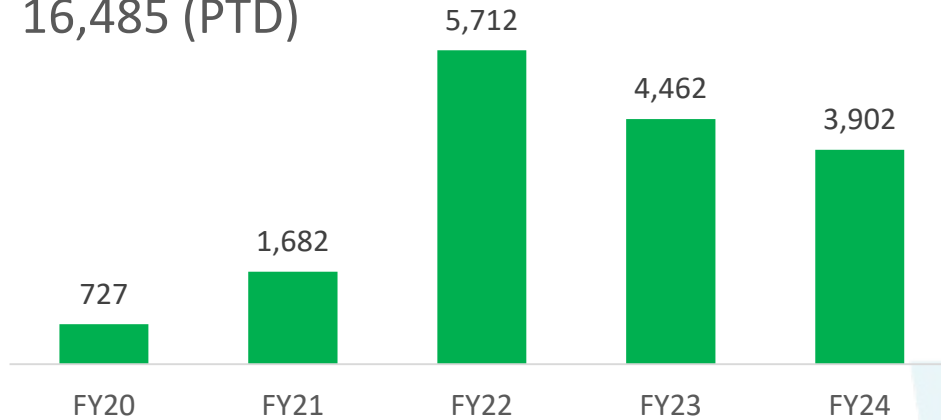
## Service Area



# FY24 – Mobile Clinic

## Patient Visits:

16,485 (PTD)



**Sports Physicals:** 795



Total number of household members fed: 16,656

## Special Events: 22

- South County – 7, 32%
- North County – 1, 5%

## Total Diesel Cost:

\$8,203.51



## Dedicated Full-time FNP

Celina Medina



## Supervisor

Victor Benitez

NEW

## 2024 FREE COMMUNITY FLU CLINICS

- **Monday, October 7, 4pm-7pm**  
Palma School
- **Saturday, October 12, 11am-2pm**  
Gonzales Central Park
- **Monday, October 14, 4pm-7pm**  
Boys and Girls Club of Monterey County

*SALINAS VALLEY HEALTH  
SERVICE LEAGUE  
UPDATE*

*(VERBAL)*

*(GRAHAM)*

*SALINAS VALLEY HEALTH  
FOUNDATION  
UPDATE*

*(VERBAL)*

*(WARDWELL)*

# Rising with Gratitude

Salinas Valley Health Foundation



# Impact

# Kim Kelley Memorial Nursing Scholarship Recipients



*“Being awarded the Kim Kelley scholarship has changed my life in so many ways. For one, it helped my dream of completing Nursing school become much more financially attainable for me. Secondly, the scholarship will allow me to spend more time with my infant son which will allow him and I to develop the close bond that my heart yearns for. Also, the financial relief that the scholarship provides will allow me to spend more time studying the concepts of nursing and developing academically. The hope that this scholarship has provided me with is priceless and I will be forever grateful to the Salinas Valley Health Foundation and the family of Kim Kelley.”*

*– David Cryan*

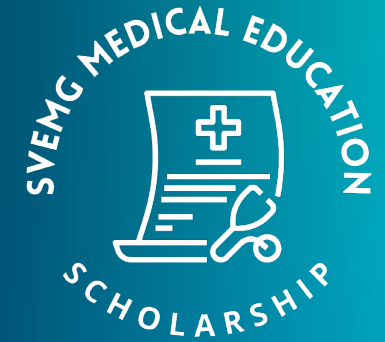


*“Receiving this scholarship is not just a financial blessing, but a symbol of belief in my potential. I am truly grateful to the Salinas Valley Health Foundation and the Kelly Family for their generosity and support in helping me achieve my academic goals. Thank you for investing in my future, I truly appreciate it, from the bottom of my heart.”*

*- Maria Martinez*



# Salinas Valley Emergency Medical Group Medical Education Scholarship



“Keegan us an amazing worker whose positivity and knowledge has been a benefit to the department and I’m looking forward to working with her for years to come. Eddie always comes to work with a smile on his face and ready to work. His dedication has always been inspiring to me.”

- David Thompson, BSN, RN, Interim ED Director

“Our goal is to support hospital staff who are students in a program, entering their career in the medical field such as nursing school, RT school, or medical school.”

- Dr. Cristina Martinez



Keegan Naval (left) and Luis (Eddie) Ojeda (right)

# Patient Assistance

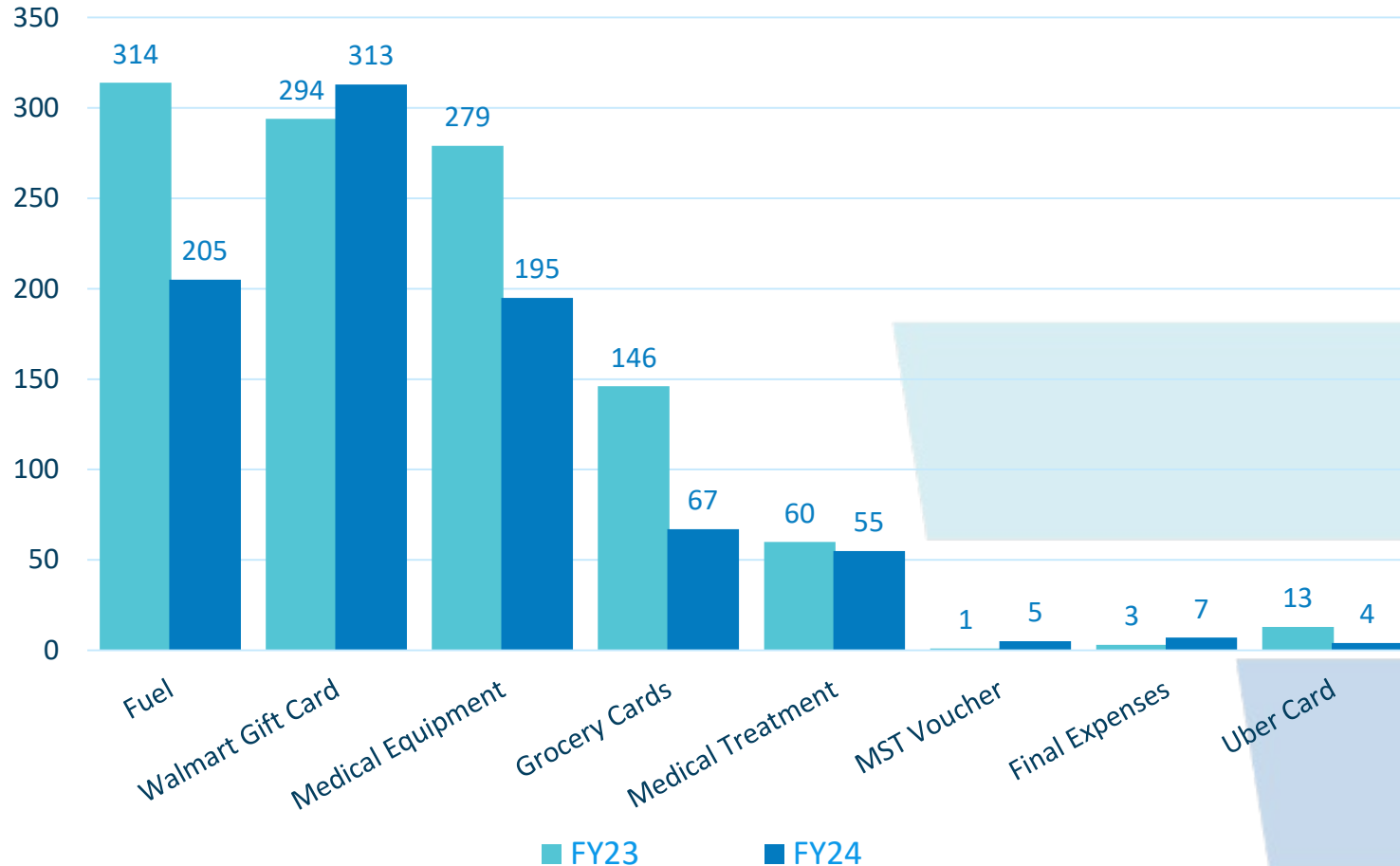
# Patient Assistance

FY24 Q4 YTD

635 Unique Lives, 851 Encounters, \$101,185 in Support

FOUNDATION

Type of Assistance



Additional support was provided for “stock” items that are not reflected in the Patient Assistance data. This includes bulk purchases for the Cancer Resource Center including wigs and headscarves, as well as purchases for the Mobile Clinic including non-perishable food and food bags. This support was previously reported as a part of patient assistance, but we will be reporting it separately going forward.

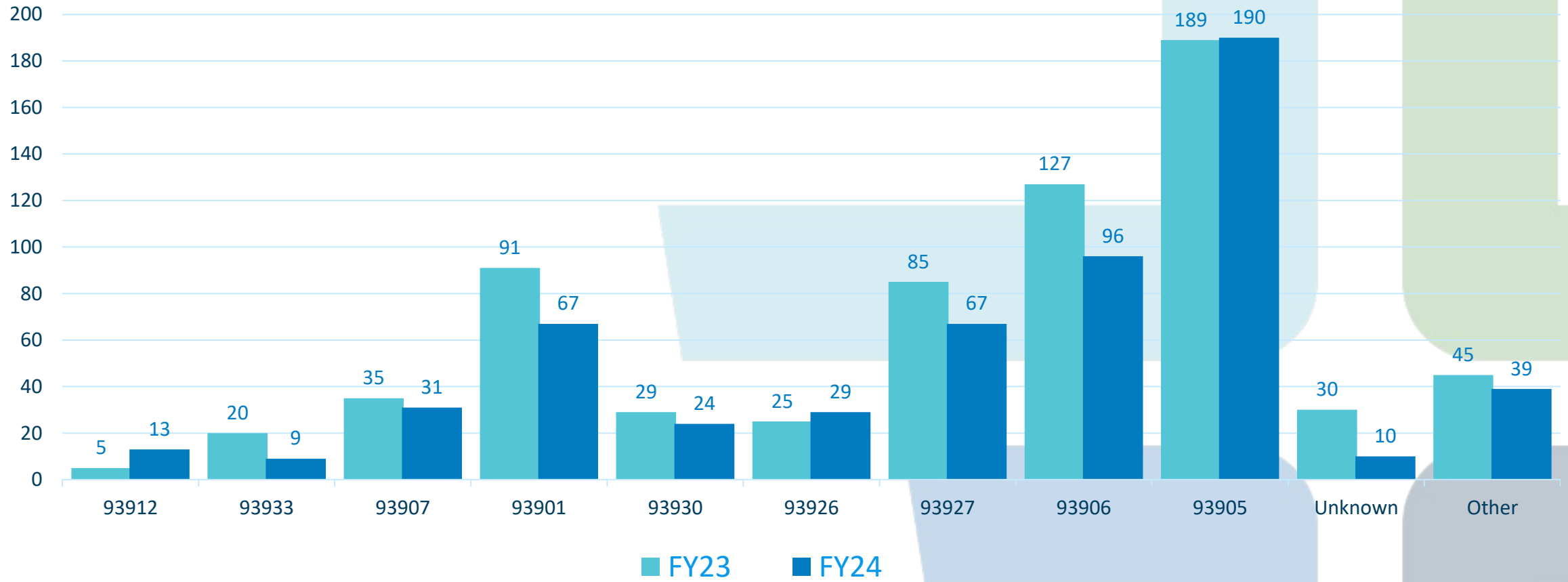
\*Note some patients receive different types of assistance and/or repeated support depending on their individual needs

# Patient Assistance

FY24 Q4 YTD

635 Unique Lives, 851 Encounters, \$101,185 in Support

### Patient Zip Codes

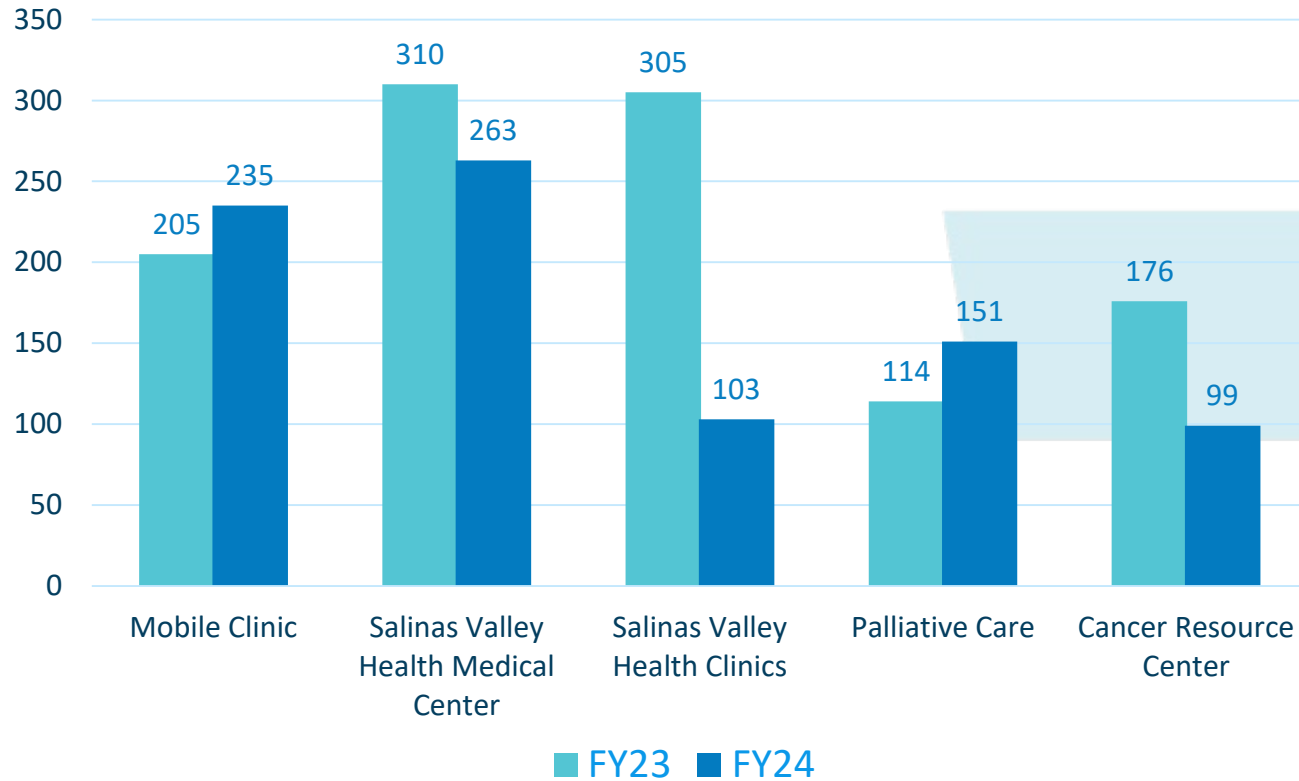


# Patient Assistance

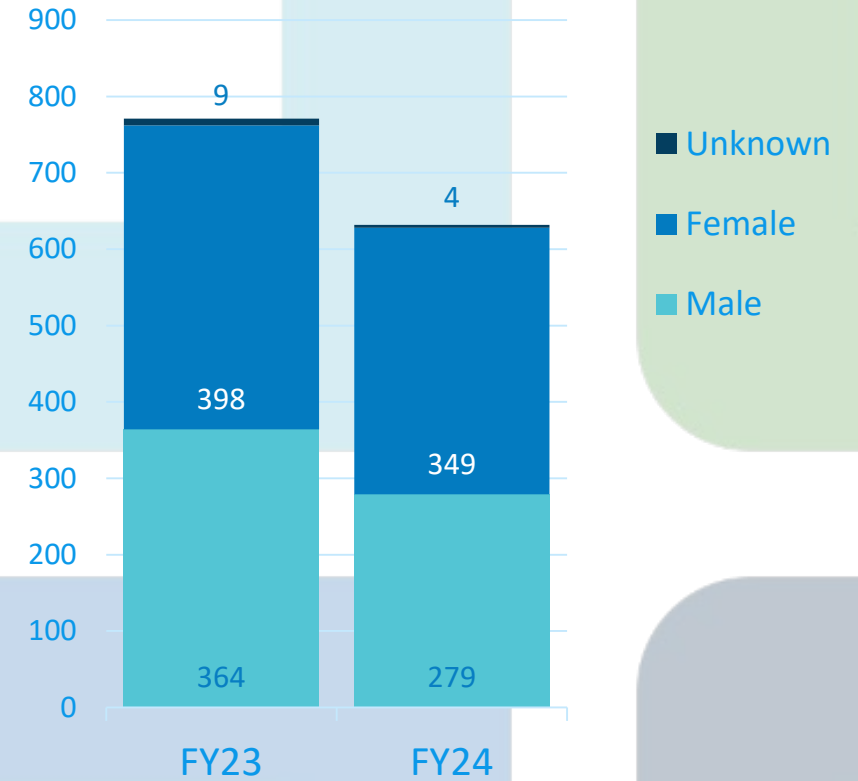
FY24 Q4 YTD

635 Unique Lives, 851 Encounters, \$101,185 in Support

Access Point



Patient Gender

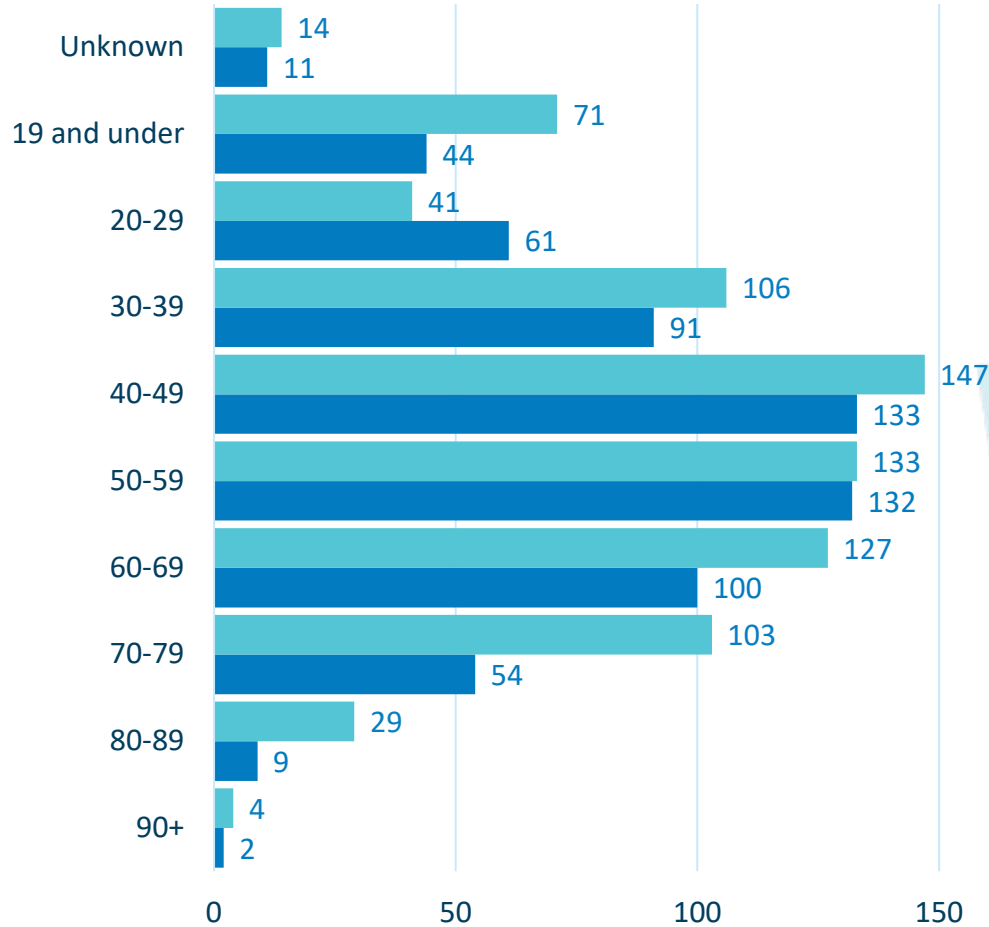


# Patient Assistance

FY24 Q4 YTD

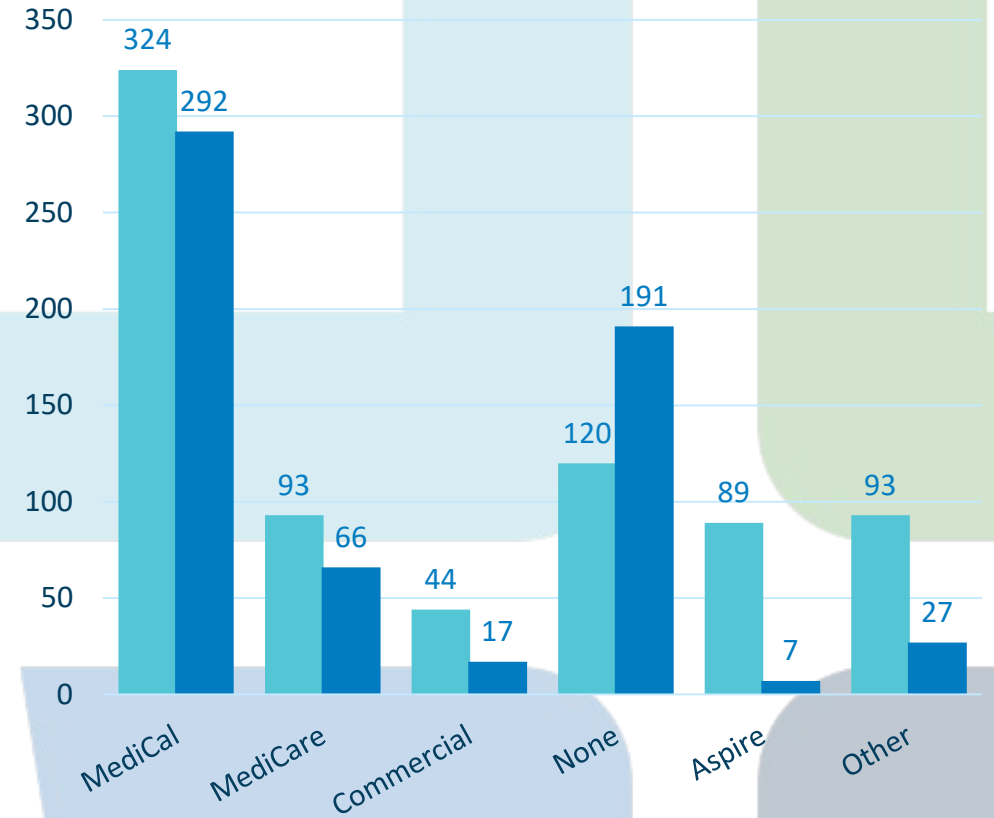
635 Unique Lives, 851 Encounters, \$101,185 in Support

Patient Age



■ FY23 ■ FY24

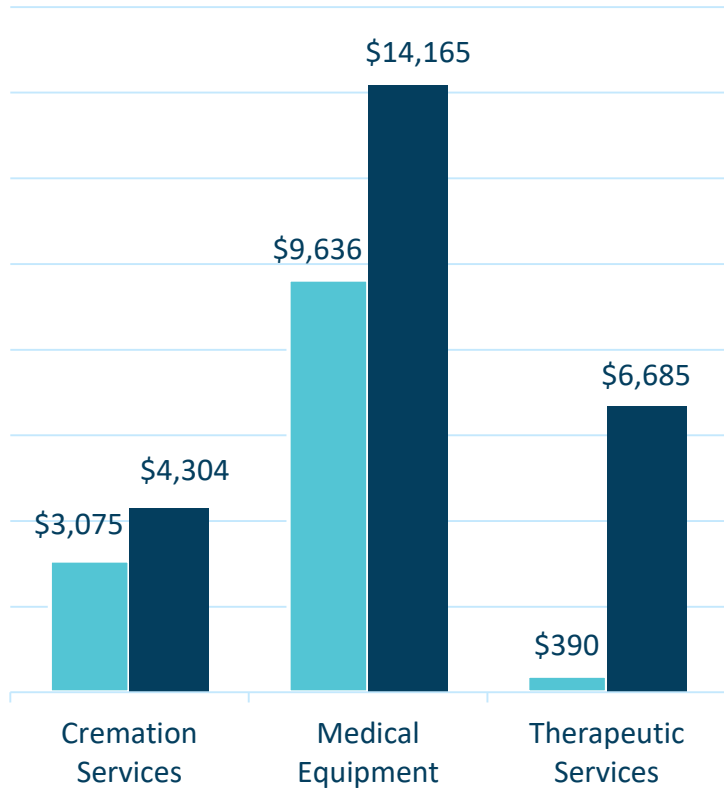
Payor Source



■ FY23 ■ FY24

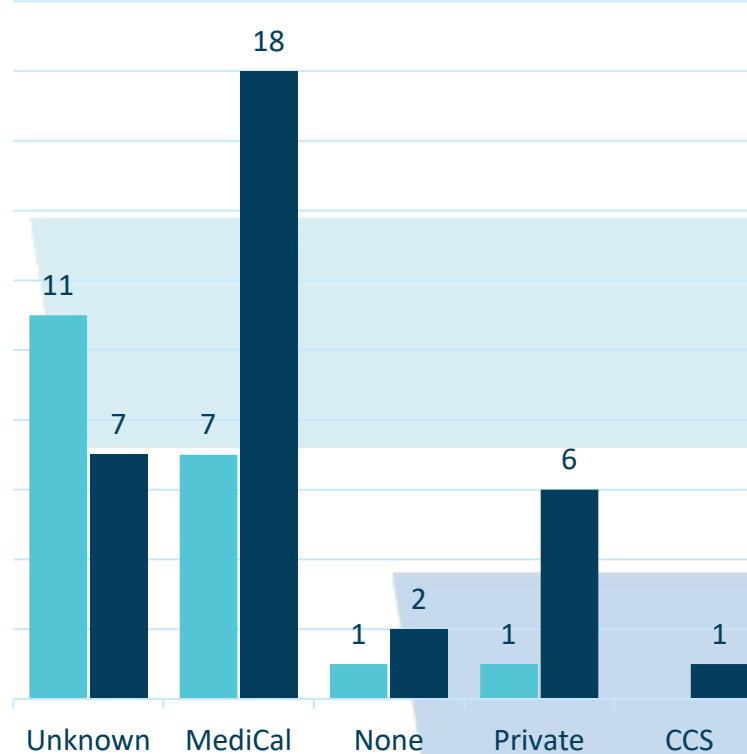


Unique Patients,  
Type of Service



■ FY23 YTD ■ FY24 YTD

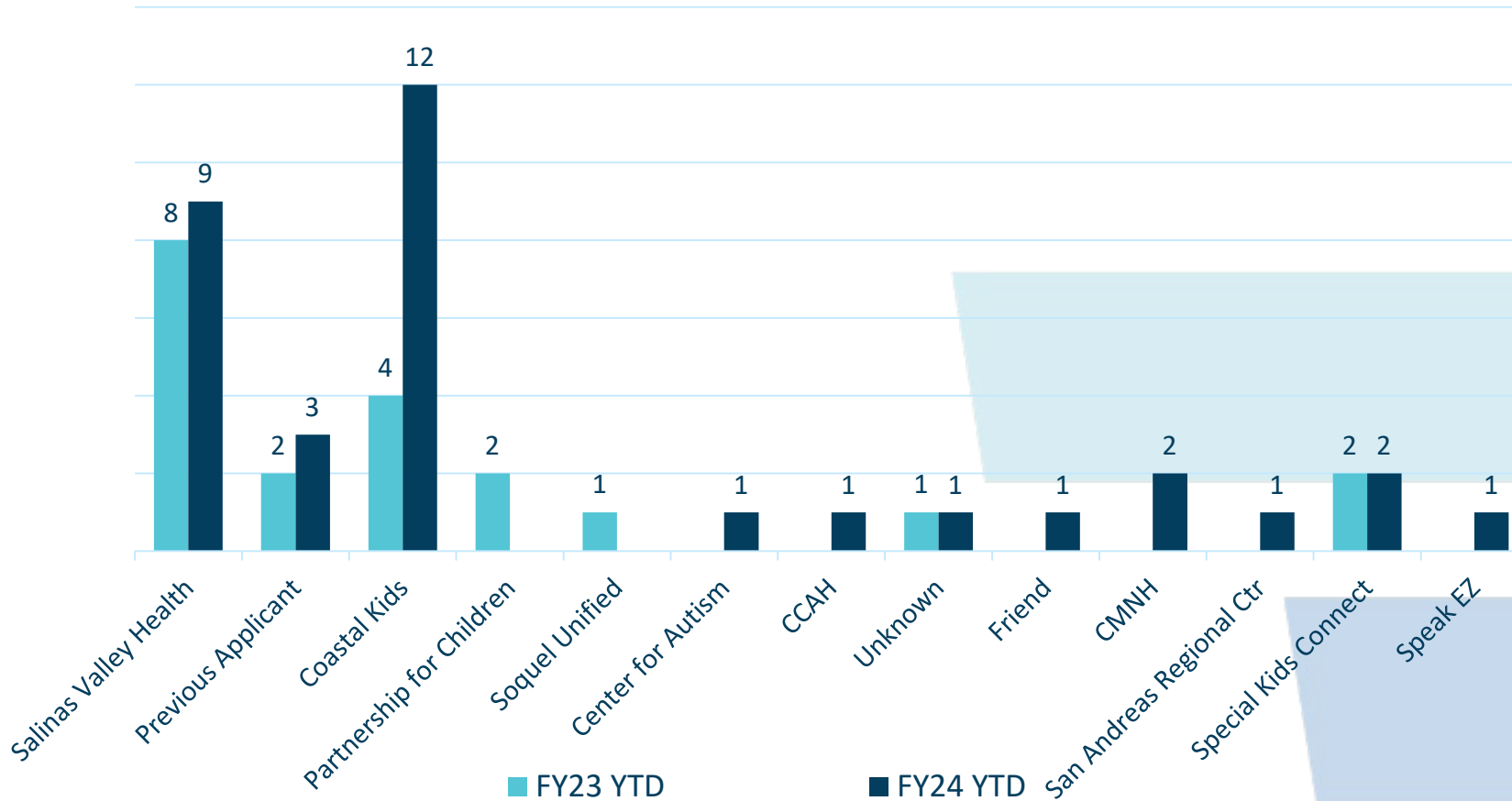
Unique Patients,  
Payer Source



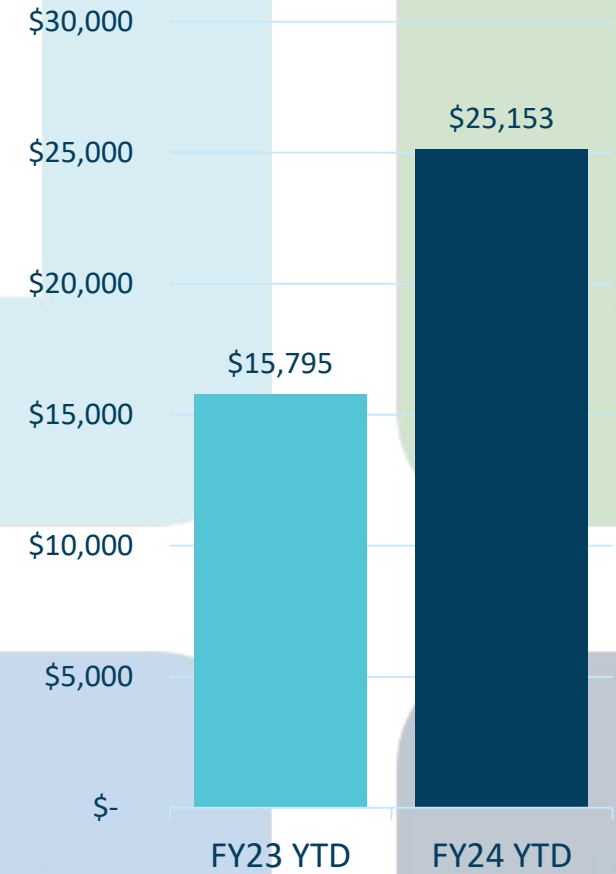
■ FY23 YTD ■ FY24 YTD

In response to Board feedback, Foundation staff is now capturing more detailed demographics for our Medical Needs Assistance Program, including data for families who receive support for perinatal loss cremation.

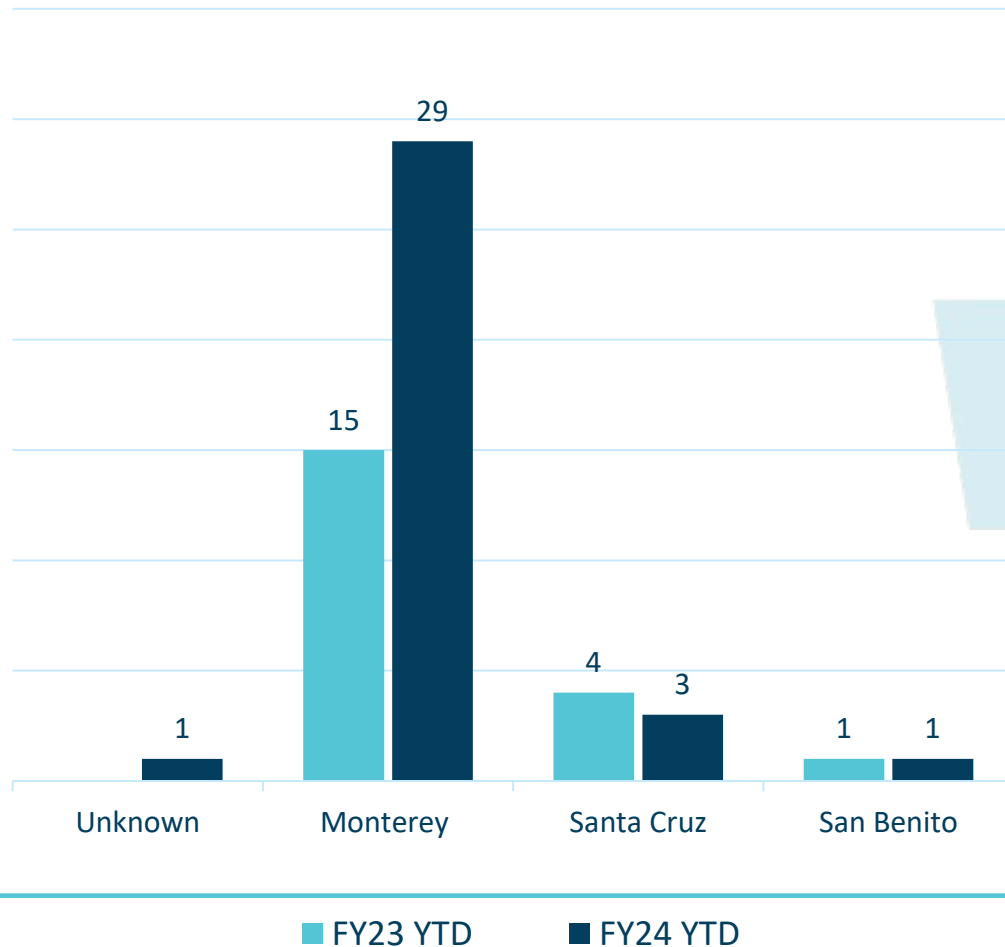
Unique Patients, Referral Source



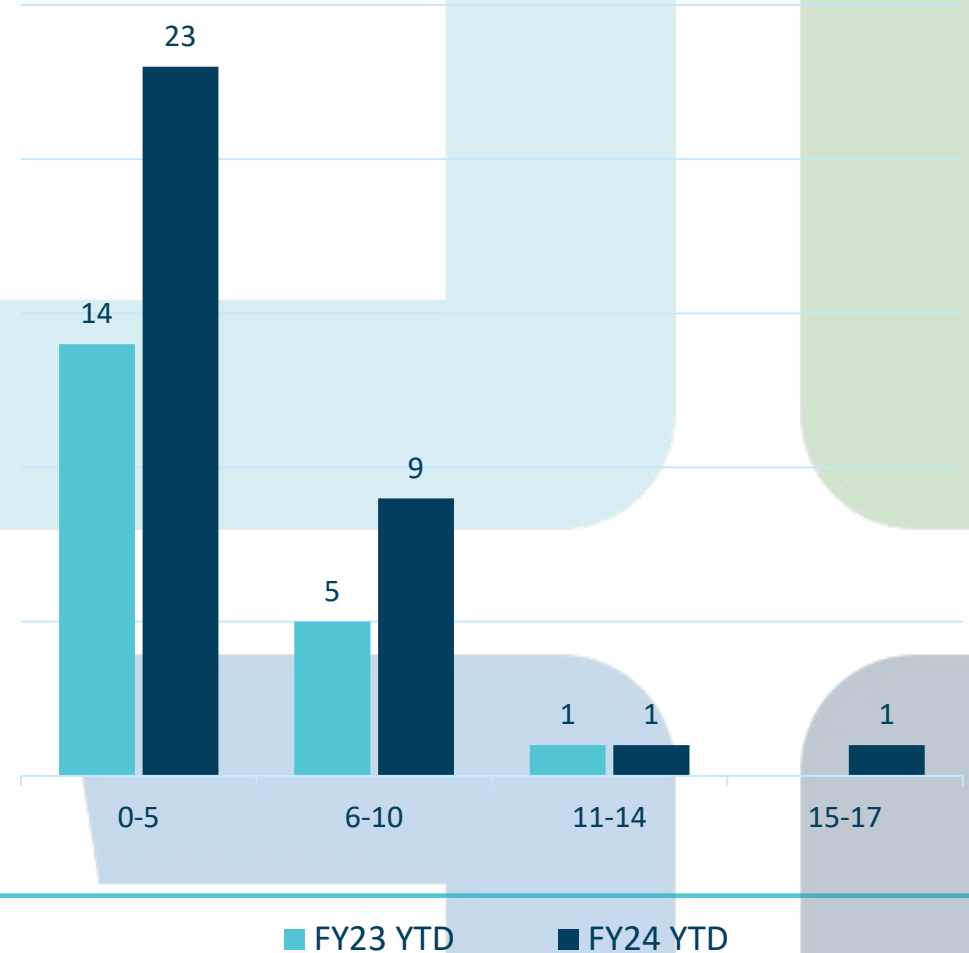
Dollars Spent



Unique Patients, Recipient County

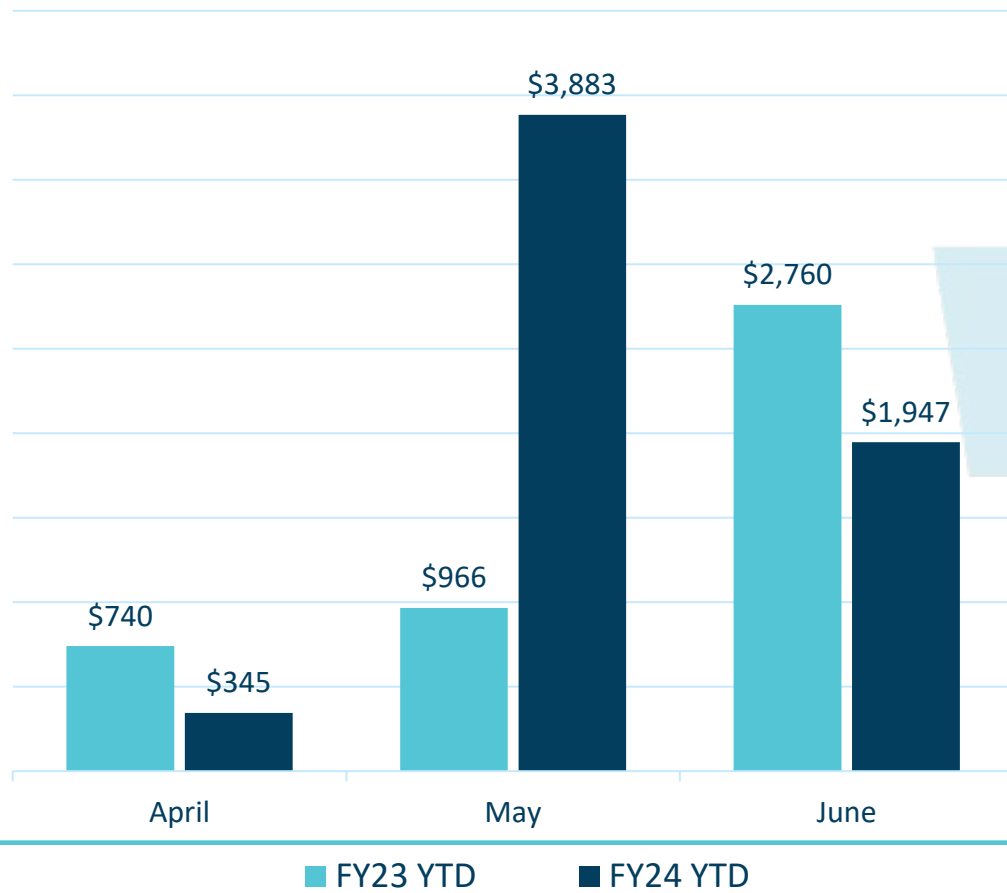


Unique Patients, Recipient Age

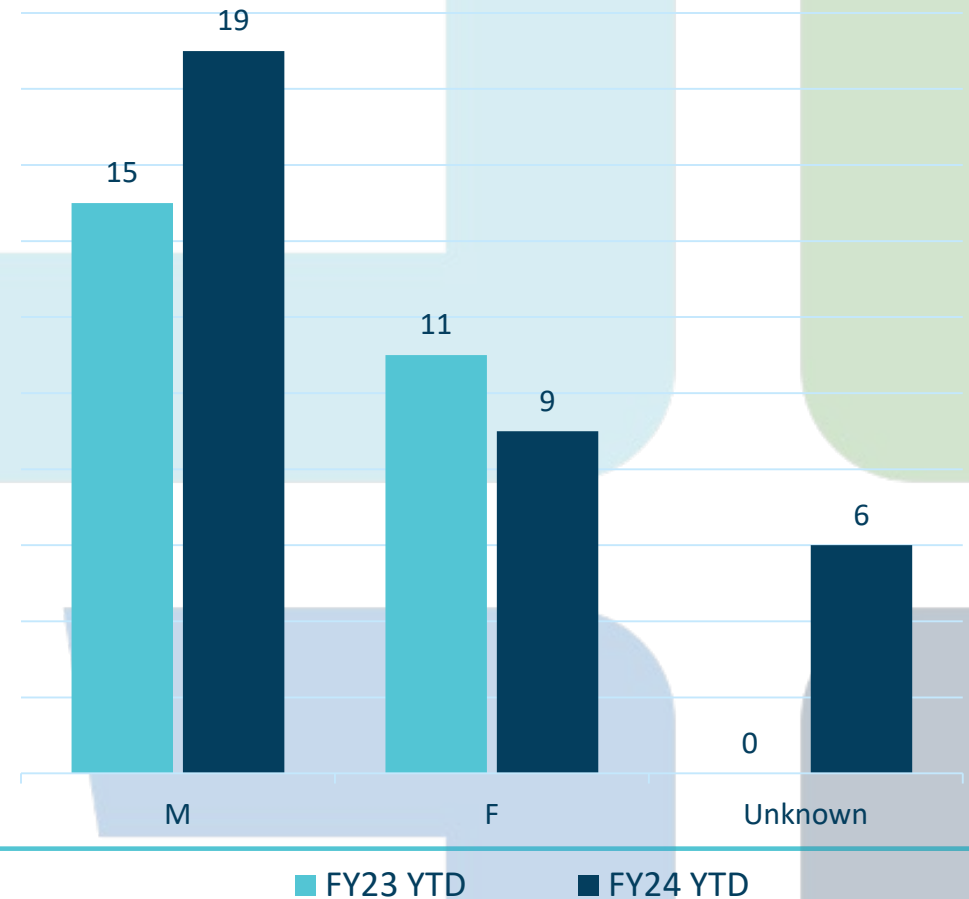


34 Unique Lives, totaling \$25,153.46 in support

Funds Granted



Unique Patients, Gender



# Year End FY24

Total: \$2,857,085

- 1440 Multiversity (Healing our Healthcare Heroes)
- Kim Kelley Scholarship
- Nursing Innovation Fund
- Nursing Scholarship
- Medical Scholars

Organizational  
Development  
\$87,762



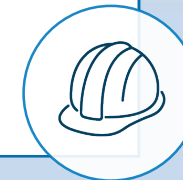
- Disaster Relief (EWC)
- Pediatric Comfort Items
- NICU Reunion
- Asthma Day Camp
- Mobile Clinic
- Cancer Resource Center
- Palliative Care
- Partners in Excellence
- Behavioral Health Services
- Health and Wellness
- Comprehensive Cancer Center
- Bioethics Committee

Programs  
\$576,367



- Level III Neonatal Intensive Care Unit
- MRI Buggy
- Building Fund
- Diabetes Center
- Taylor Farms Family Health & Wellness Center
- Heart Program
- LM Tynan ED
- Breast Health Center
- Cardiac and Stroke

Capital  
\$1,375,811



- Partnership for Children (Miracle Mobile)
- CMNH Pediatric Medical Needs Assistance
- Patient Assistance
- Padres de Niños Especiales del Sur del Condado (PANESC)
- Coastal Kids Home Care
- Wahine Project
- COVID Memorial

Community  
Impact  
\$817,145



# Concours d'Elegance Charity Drawing

## Win an All-New 2025 INFINITI QX80!

Support local kids' health and get a chance to score this luxury SUV valued at \$110,595!

No more than 3,000 tickets will be sold!



**\$100 Per Ticket**

Drawing will be held August 18, 2024.



- Partnered with INFINITI and Seneca Family of Agencies for a second year
- Highest value of any vehicle ever donated for the Charity Drawing
- 572 tickets sold out of 1500 as of August 7<sup>th</sup>
- 100% of ticket sales benefit our Healthy Kids Fund, supporting pediatric equipment and services at Salinas Valley Health Medical Center and throughout the tri-county area



Winner is responsible for all taxes, licensing and transfer fees. No cash or prize substitutions. Nontransferable/No Substitutions. Actual prize may vary from the one pictured. Pebble Beach®, Pebble Beach Concours d'Elegance® and their respective underlying designs and logos are trademarks and service marks of Pebble Beach Company. Used by permission. INFINITI® names and logos are trademarks owned by or licensed to Nissan Motor Co. Ltd. and/or its North American subsidiaries. Used by permission.

# Rising with Gratitude

Salinas Valley Health Foundation

*ADJOURNMENT*