

# Annual Report

2022

*Formerly known as the  
Petaluma Health Care District*



# Letter from the CEO

As we tied a bow on 2022, we reflected on many of the old rhythms and routines we were able to once again embrace this year coupled with the “new normal” standards that are now here to stay, especially when it comes to individual health and healthy habits. Our joy and gratitude in returning to normal after COVID crisis mode and completing the sale of Petaluma Valley Hospital was equaled by our enthusiasm to reexamine our purpose and introduce or expand community health programs and events.

This past year, our team made tremendous progress in laying the groundwork for initiatives like our very own Community Health Worker program, Blue Zones Activate Readiness and Feasibility Assessment, and Sonoma County’s first-ever free Youth and Young Adult Heart Screening. Moreover, we boldly envisioned the future of the Petaluma Health Care District through a rebranding process, a brand new website, an updated grant-giving program, and the development of a district 501c3 foundation.

In this report, you’ll be reintroduced to the district as Healthy Petaluma and welcomed into a new chapter of our rich history that embodies so much of what we have accomplished over our 76 years. We are confident that our steadfast efforts toward progress in 2022 have paved the way for a bright future of continued work toward our mission and vision.

As we reflect on another year filled with unique challenges for our community and our team, we remain grateful for the opportunities to build impactful partnerships, exercise leadership on the local, county, and state levels, advocate for the underrepresented, and support the improved health and wellness of the greater Petaluma area.



With gratitude,

A handwritten signature in black ink that reads "Ramona Faith".

Ramona Faith, MSN, RN

## Introducing Our New Name: Healthy Petaluma

The Petaluma Health Care District has become Healthy Petaluma! Along with our district rebrand and the launch of our foundation, our goal is to foster enhanced connections with our community through a refreshed brand identity and the tools developed to help us succeed in that goal.



**VISIT OUR NEW WEBSITE!**  
**WWW.HEALTHYPETALUMA.ORG**





# Looking Forward

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Entering this new season, we are eager to embrace opportunities that align with our mission and vision and further define our identity as Petaluma's community-owned and -operated health care district. Our team explored avenues for increased engagement with our stakeholders and partners, allowing us to remain invested in southern Sonoma County's priorities as we navigate the ever-evolving challenges and solutions to improved community health.

## HEALTHY PETALUMA FOUNDATION

Our newly formed foundation manages our Grant Program, which will kick off in 2023 and provide opportunities to local nonprofits and organizations seeking financial support to improve health and well-being. Our foundation helps our community of cross-sector partnerships secure large grants, furthering our collective missions to make southern Sonoma County healthier. The foundation serves to support and complement the district's strategic priorities.

## GRANT PROGRAM

Our annual grant solicitation process is set to return. Community partners improving the health and wellness needs of southern Sonoma County will be encouraged to apply for financial support in partnership with Healthy Petaluma. For announcements such as the relaunch of the grant program, sign up for our newsletter at [healthypetaluma.org](http://healthypetaluma.org).

## HEALTHQUEST CPR SIGN-UPS & AED SALES

Healthy Petaluma's HealthQuest Program plays a vital role in educating our community and saving lives. The new Healthy Petaluma website makes sign-ups for HealthQuest CPR classes and the purchase of AEDs efficient and accessible.

## STAY CONNECTED

The new Healthy Petaluma website is a wonderful new tool to keep our community updated. Find information like CPR class sign ups, an event calendar, and stories of Healthy Petaluma's work in the community. Check out [healthypetaluma.org](http://healthypetaluma.org) to sign up for our monthly newsletter and connect with our social media to access news and announcements from us and our community partners.

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# What We Did in 2022

## YOUTH & YOUNG ADULT HEART SCREENING

In February, we teamed up with Via Heart Project to host a free Youth and Young Adult Heart Screening event to detect undiagnosed heart defects that could lead to sudden cardiac arrest and death.

Open to youth ages 12 to 25 across Sonoma and Marin counties, 181 participants were guided by trained medical volunteers through 60-minute screenings that included a review of participant health history, an EKG test and, if deemed necessary based on results, an echocardiogram.

A successful culmination of our persistent efforts to bring this project to Petaluma, the event uncovered three serious heart defects which could have led to sudden cardiac arrests if they had gone undetected. Such anomalies are undetected by routine physical exams. Additional health issues were identified in 32 participants, such as high blood pressure and asthma. These individuals were referred to the appropriate next steps with their medical providers. Healthy Petaluma is proud to spearhead creative, equitable solutions to further our mission to improve our community's heart health.



## CHW PROGRAM

Community Health Worker (CHW) is a term that can cover many different roles, all with the purpose of improving individual health and access to care. CHWs work closely with residents within their community by meeting them where they live, work, and relax. Over the last year, we created our own CHW program to be able to tackle the barriers to health care access that have been exacerbated by the COVID-19 pandemic. The CHWs have worked closely with our local partners to provide resources to our community and guide residents of southern Sonoma County to programs that best suit their needs, with all efforts being conducted through a health equity lens. We look forward to our CHWs' continued expansion and engagement within our community.





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## BLUE ZONES ASSESSMENT

This year, our district and a coalition of community partners engaged the internationally-renowned health and longevity experts at Blue Zones to assess and accelerate Petaluma's health and well-being. Blue Zones is the global leader in the science behind building healthy communities. The effort began with an evidence-based, in-depth readiness and feasibility assessment of the Petaluma area, and over 100 community partners participated in this effort. The findings indicated that despite trending healthier than the national average, Petaluma displayed room for improvement including higher-than average rates of tobacco use, cancer, diabetes, and depression among other risks when compared to benchmark communities. View the complete results of this assessment at [healthypetaluma.org](http://healthypetaluma.org). Follow along as we launch a Blue Zones Transformation Project in 2023 and measurably improve community well-being, resilience, and economic vitality!

***“Blue Zones is a perfect opportunity to actively combine public policy and community health and well-being. The Assessment and upcoming Transformation Project comes at exactly the right time as we emerge from a prolonged pandemic and look for ways to reengage with our neighbors and friends.”***

*- Teresa Barrett, Mayor of Petaluma*

## 330 AEDS MAINTAINED BY HEALTHQUEST

After many years dedicated to establishing strong networks of life-saving equipment throughout Sonoma and Marin counties, we are excited to share that the HealthQuest automated external defibrillator (AED) registry now contains over 330 AEDs! That means 330 schools, businesses, and organizations in our communities are equipped to maintain the life-saving function of their automatic defibrillators. This is a monumental success for our HeartSafe Community Program Manager Tami Bender as she continues to educate and advocate for strengthening and expanding our community's response to cardiac emergencies.



## NONPROFIT SUPPORT

Throughout the pandemic, Healthy Petaluma partnered with nonprofits and health systems to provide needed resources through community outreach and event attendance. One event series we'd like to highlight is the binational Health Fairs held in the fall of 2022. Hosted by California Human Development, the fairs provided multiple services, such as health assessments, legal aid, and more to the Latinx members of our community. We are proud to have been involved with planning efforts and tabling at the Petaluma event to provide blood pressure screenings, COVID-19 rapid tests, KN-95 face masks, and toys for the kids at the St. Vincent De Paul Catholic Church. We want to thank all of our partner organizations that made these events possible. Ensuring all members of our community have access to health services is a strategic priority and vital to the overall well-being of Sonoma County.

# Financial Summary

The balance sheet for the 2021-22 fiscal year as of June 30, 2022 is as follows:

## ASSETS

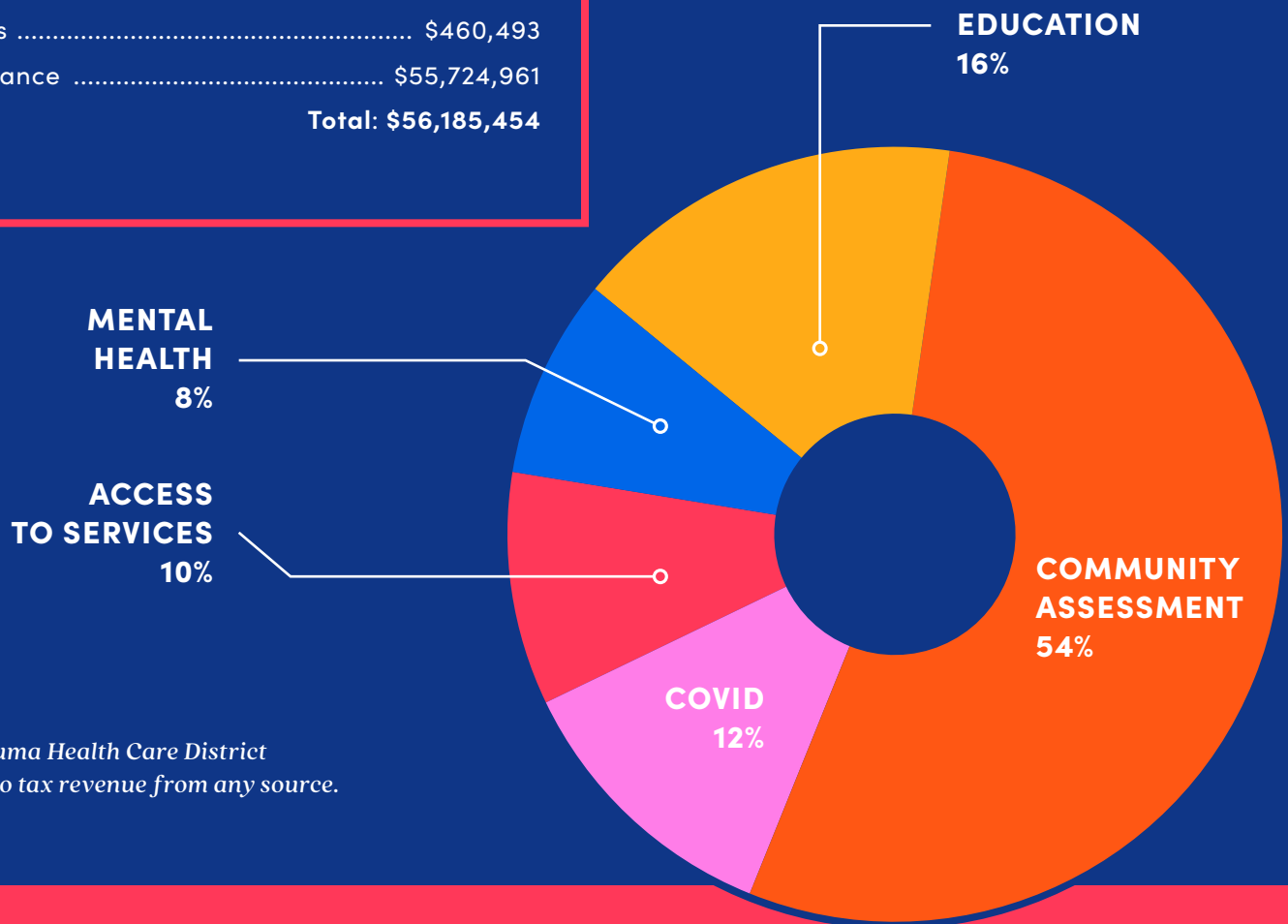
Current Assets .....	\$443,877
Invested Assets .....	\$54,561,799
Capital Assets .....	\$1,179,778
<b>Total: \$56,185,454</b>	

## PROGRAMS, GRANTS & SPONSORSHIPS

Covid .....	\$15,373	12%
Access to Services .....	\$12,575	10%
Mental Health .....	\$10,500	8%
Education .....	\$21,339	16%
Community Assessment .....	\$70,000	54%
<b>Total: \$129,787</b>		100%

## LIABILITIES & FUND BALANCE

Liabilities .....	\$460,493
Fund Balance .....	\$55,724,961
<b>Total: \$56,185,454</b>	



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

**OUR MISSION** is to improve the health and well-being of our community through leadership, advocacy, support, partnerships, and education.

**OUR VISION** is to foster a healthier community and equitable access to comprehensive health and wellness services for all.