

2021 Annual Report



Petaluma
HEALTH CARE
DISTRICT

MESSAGE FROM THE CEO

Since March 2020, our world has shifted and we continue to adapt to new realities, seek opportunities to heal, hope and reinvent, and work towards meeting the health needs of our most vulnerable residents. As I always say, a healthy community goes well beyond the standard definition of health. Economic vitality, educational access and quality housing are social determinants of health, and you can't have a healthy community without strong foundations in all these areas.

2021 was a monumental year of working with our partners to address the greatest community needs that affect health, such as the pandemic, Diversity, Equity and Inclusion, mental health support in schools, and childcare programs for working parents—and this work continues.

Also this year, following the sale of Petaluma Valley Hospital in December 2020, our staff and Board of Directors have reflected deeply on our vision, mission and strategic direction as a community-based health care district and not the hospital owner. We are listening to our partners and the community and are setting a foundation for our renewed purpose.

In this report, you'll find stories and updates on some of our programs and initiatives from this year. We are invigorated by the resilience of our team, our board and our residents, and are inspired by the many ways we know our community will move forward in the year ahead, often in spite of difficult circumstances.

In 2022, marking a 75-year milestone as a health care district, we will be rolling out major initiatives like a reinvented grant program for our local nonprofits. We are currently hiring staff for our long-awaited Community Health Worker Program who will serve as neighborhood-based advocates and educators. The program's timely introduction in southern Sonoma County is a critical response to the many forms of environmental, equity and pandemic-related trauma our community has weathered. Finally, we are in the early stages of implementing a Blue Zones community-wide assessment in Petaluma with the city government and other key stakeholders' support and excitement.

Our work remains steadfast and we have a lot to look forward to. We wish you all a safe and joyful new year.

With gratitude,



Ramona Faith, MSN, RN



Navigating COVID-19

We partnered with eleven organizations across Sonoma County to receive grant funding from Partnership Healthplan of California to expand vaccine outreach and increase the number of vaccinated individuals in our county. To achieve our goal, we convened several different groups that include primary care providers, non-profit organizations and county and school representatives to form a Community Response Team in southern Sonoma County. The response team has taken action to improve the capacity of current vaccination efforts and create new opportunities for community members to get vaccinated who have previously been unable. We have aligned and strengthened local efforts to mitigate COVID-19.



2021 Key Investments in Community Health

- **Portrait of Sonoma:** PHCD funded South County's contribution of \$5,000 to this critical county-wide health assessment to address health disparities.
- **Petaluma Educational Foundation:** \$30,000 to support teachers' and students' social and emotional wellbeing through the pandemic.
- **Petaluma People Services Center:** In response to shifting COVID-19 distance learning schedules, PHCD leveraged \$40,000 to provide 38 families in need with scholarships for 49 students to participate in their schools' campus childcare programs during Spring 2021 Hybrid Instruction.
- **Petaluma Sober Circle:** Provided \$15,000 in technical and backbone support to offer wrap-around services to clients seeking a path of sobriety and secure housing.
- **Kids Scoop News:** Allocated \$5,000 to fund health education outreach to over 3,000 children through our local schools.

Total Investment in Community Health: \$200,000

Addressing Equity

Like with other communities, the effects of systemic racism exist in our community. This past year, our district was one of six health care districts that received a grant through the Wellness Foundation to participate in a series of tailored education sessions and roundtable discussions to advance our understanding of diversity, equity and inclusion (DEI). Additionally, our CEO was appointed by the Petaluma City Council to serve on the city's Ad Hoc Community Advisory Committee on Diversity, Equity and Inclusivity—a six-month commitment to engage with a diverse group of individuals in Petaluma and make recommendations to the city council to improve the city's DEI practices and policies. We've begun to utilize these conversations and trainings to advance DEI work in our community. As a community leader, we work to create spaces where all voices are included, diversity is valued, and systemic racism is eliminated.



Growing Our HeartSafe Community Program



Petaluma High School Sudden Cardiac Arrest Drill

For many years, our HeartSafe Community program has worked with our local schools to help them become HeartSafe Schools—instituting programs, trainings, AED installations and maintenance to keep all of our schools “rescue ready.” This fall, Petaluma High School (PHS) took preparedness a step further to incorporate sudden cardiac arrest rescue into its ongoing drill schedule, kicking off the school year with a series of active rescue scenarios involving teachers, students and PHS’s rescue team. We are thrilled to see our HeartSafe Community mission advance and commend PHS for their pioneering effort to create awareness around the need for these life-saving drills.

May Your Health Move Forward

In response to COVID safety measures and increasing feelings of isolation, we reimagined our annual Petaluma Walking Day as May Your Health Move Forward—a virtual month-long event in May co-hosted by Petaluma Parks and Recreation encouraging connection, mindfulness, and physical as well as mental wellbeing through daily guidance and encouragement delivered via social media. Guided by weekly challenges, participants were encouraged to share their steps toward better health within the event’s online community. Our team was inspired by May’s status as Mental Health Awareness Month to acknowledge the link between body and mind and we look forward to evolving the accessible, community-wide event for years to come!

HeartSafe Re-Designation

We celebrated the renewal of Petaluma’s status as a HeartSafe City after another successful two years of meeting criteria that support increased chances of survival during cardiac emergencies outside the walls of our hospital. These criteria include widespread CPR instruction in both Spanish and English, public and private access to automated external defibrillators (AEDs), aggressive chain of survival protocol for southern Sonoma County’s first responders and Petaluma Valley Hospital medical staff, and an established network of HeartSafe Community businesses and schools supported by our HeartSafe Community Advisory Committee.

About Healthquest Training Center

For nearly 40 years, PHCD’s Healthquest service has been providing high-quality CPR, AED (Automated External Defibrillator) and First Aid training to thousands of individuals every year and is a vendor of AEDs, parts and maintenance memberships. Healthquest is an authorized training center for the American Heart Association and manages the HeartSafe Community (HSC) initiative. Driven by the goal to strengthen the community’s response to cardiac emergency, HSC continues to develop a growing network of HeartSafe businesses, schools and individuals through CPR/AED training in both Spanish and English, strategic AED installation, maintenance and registration, cardiac emergency response planning and heart health education. For more information, please visit www.phcd.org.

FINANCIAL SUMMARY

The balance sheet for the 2020-21 fiscal year as of June 30, 2021 is as follows:

Assets

Current	\$499,991
Invested	\$55,468,807
Property, Plant and Equipment	\$1,257,898
Total Assets	\$57,226,696

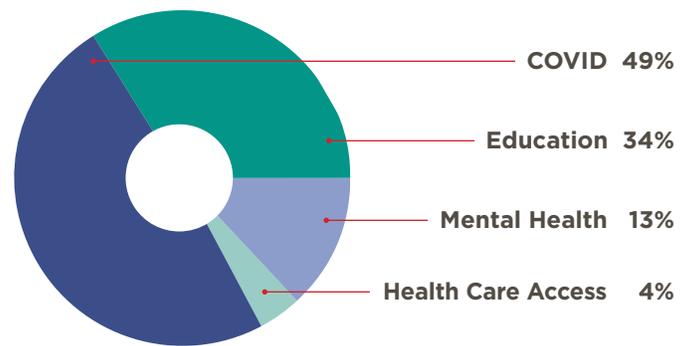
Liabilities & Fund Balance

Liabilities	\$437,901
Fund Balance	\$56,788,795
Total Liabilities and Fund Balance	\$57,226,696

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

Programs, Grants & Sponsorships

COVID	\$54,400	49%
Education	\$38,363	34%
Mental Health	\$15,000	13%
Health Care Access	\$5,000	4%
Total	\$112,763	100%



About PHCD

For over 75 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 and equitable access to health and wellness services for all.

Chief Executive Officer

Ramona Faith, MSN, RN

Petaluma Health Care District 2021 Board of Directors

Elece Hempel, President

Crista Barnett Nelson, Vice President

Brian Dufour, Member at Large

Jeffrey Tobias, MD, Treasurer

Gabriella Ambrosi, Secretary

