

March 18, 2022

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 the Salinas Valley Memorial Healthcare System will be held **TUESDAY, MARCH 22, 2022, AT 8:30 A.M., IN THE CEO CONFERENCE ROOM, DOWNING RESOURCE CENTER ROOM 117 IN SALINAS VALLEY MEMORIAL HOSPITAL, 450 E. ROMIE LANE, SALINAS, CALIFORNIA, OR VIA TELECONFERENCE (Visit svmh.com/virtualboardmeeting for Access Information).**

Pursuant to SVMHS Board Resolution No. 2022-02, Assembly Bill 361, and guidance from the Monterey County Health Department in response to concerns regarding COVID-19, Board Members of Salinas Valley Memorial Healthcare System, a local health care district, are permitted to participate in this duly noticed public meeting via teleconference and certain requirements of The Brown Act are suspended.



Pete Delgado
President/Chief Executive Officer

Committee Members: Regina M. Gage, Chair; Joel Hernandez Laguna, Vice Chair; Pete Delgado, President/CEO; Theodore Kaczmar, Jr., MD, Chief of Staff; Allen Radner, MD, CMO; Lisa Paulo, CNO; Adrienne Laurent, Chief Strategic Communications Officer; David E. Ramos, MD, Medical Staff Member; Julie Edgcomb, Community Member

**COMMUNITY ADVOCACY COMMITTEE MEETING – MARCH 2022
COMMITTEE OF THE WHOLE
SALINAS VALLEY MEMORIAL HEALTHCARE SYSTEM**

**TUESDAY, MARCH 22, 2022
8:30 A.M. – CEO CONFERENCE ROOM, DOWNING RESOURCE CENTER ROOM 117
SALINAS VALLEY MEMORIAL HOSPITAL
450 E. ROMIE LANE, SALINAS, CALIFORNIA
AND VIA TELECONFERENCE
(Visit svmh.com/virtualboardmeeting for Access Information)**

Pursuant to SVMHS Board Resolution No. 2022-02, Assembly Bill 361, and guidance from the Monterey County Health Department in response to concerns regarding COVID-19, Board Members of Salinas Valley Memorial Healthcare System, a local health care district, are permitted to participate in this duly noticed public meeting via teleconference and certain requirements of The Brown Act are suspended.

AGENDA

1. Approval of Minutes from the Community Advocacy Committee Meeting of November 16, 2021 (DELGADO)
 - Motion/Second
 - Action by Committee/Roll Call Vote
2. Mobile Clinic Update (DELGADO/LAURENT)
3. Blue Zones Project Update (LAURENT/DITULLIO)
4. Community Health Needs Assessment Update (LAURENT/RUSK)
5. Report from the Salinas Valley Memorial Hospital Service League (LAURENT/GRAHAM)
6. Report from the Salinas Valley Memorial Hospital Foundation (DELGADO/WARDWELL)
7. Public Input

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.
8. No Closed Session
9. Adjournment - The Community Advocacy Committee meets quarterly and the next meeting is scheduled for **Tuesday, May 24, 2022, at 8:30 a.m.**

Notes: 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.svmh.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 Executive Assistant during regular business hours at 831-755-0741. Notification received 48 hours before the meeting will enable the District to make reasonable accommodations.

**MINUTES OF THE NOVEMBER 2021
COMMUNITY ADVOCACY COMMITTEE MEETING
COMMITTEE OF THE WHOLE
SALINAS VALLEY MEMORIAL HEALTHCARE SYSTEM**

**TUESDAY, NOVEMBER 16, 2021
8:30 A.M. – CISLINI PLAZA BOARD ROOM
SALINAS VALLEY MEMORIAL HOSPITAL
450 E. ROMIE LANE, SALINAS, CALIFORNIA
OR BY PHONE OR VIDEO
(Visit svmh.com/virtualboardmeeting for Access Information)**

Pursuant to SVMHS Board Resolution No. 2021-05, Assembly Bill 361, and guidance from the Monterey County Health Department in response to concerns regarding COVID-19, Board Members of Salinas Valley Memorial Healthcare System, a local health care district, are permitted to participate in this duly noticed public meeting via teleconference and certain requirements of The Brown Act are suspended.

Committee Members Present: Regina M. Gage, Chair, in person; Joel Hernandez Laguna, Vice Chair, by teleconference; David Ramos, MD, Adrienne Laurent, in person; Pete Delgado, Allen Radner, MD, Julie Edgcomb by teleconference.

Committee Members Absent: Lisa Paulo, Theodore Kaczmar, MD

Other Board Members Present, Constituting Committee of the Whole: Juan Cabrera by teleconference, constituting Committee of the Whole by teleconference.

Also Present: Jeff Wardwell, Shannon Graham, Lynette Fitzgerald, Orlando Rodriguez, MD, Melissa Gross, Sydney Vandelon, Scott Prysi, MD, Kathryn Vandervort, Yesenia Garcia, Monserrat Consec, Rosalia Madrigal, Denise Bustos, Alan Edwards in person; Ann Kern, John Choi, Cameron Hill, Margaret D'Arrigo-Martin, Liz Lorenzi, Brennan Phelan, Sadhna Ortiz by teleconference.

Regina M. Gage, Committee Chair, called the meeting to order at 8:32 a.m.

APPROVAL OF MINUTES FROM THE COMMUNITY ADVOCACY COMMITTEE MEETING OF AUGUST 24, 2021

Minutes of the Community Advocacy Committee Meeting of August 24, 2021, were included in the Committee packet. Adrienne Laurent, Chief Strategic Communication Officer, recommended approval.

No Public Comment.

MOTION: The Community Advocacy Committee approves the minutes of the Community Advocacy Committee Meeting of August 24, 2021, as presented. Moved/Seconded/Roll Call Vote: Ayes: Gage, Delgado, Laurent, Ramos, Edgcomb; Noes: None; Abstentions: None; Absent: Paulo, Kaczmar Motion Carried.

MOBILE CLINIC UPDATE

Adrienne Laurent, Chief Strategic Communications Officer, provided an update on the SVMHS Mobile Clinic. She introduced Dr. Orlando Rodriguez, Mobile Clinic Medical Director and Lynette Fitzgerald, Mobile Clinic Program Manager. Both are doing an amazing job with the operations of the Mobile Clinic. Their time and efforts are appreciated.

A summary of key highlights from Adrienne, Dr. Rodriguez and Lynette's mobile clinic update is as follows:

- Mobile Clinic's 2 year anniversary is coming up in January 2022.
- Mission Statement to be amended to capture the scope of services Mobile Clinic now provides.
- Total Patient Visits from inception is now 4,415.
- Mobile Clinic's operating expenses are in line to what was forecasted.
- Community Health Advocates (CHA) for the mobile clinic are Olga Morales and Yesenia Garcia. Olga and Yesenia's background of being bilingual and bicultural has been the perfect fit for what the mobile clinic needed to reach, assess and connect with the community receiving services. They are always willing to go above and beyond what is being requested of them. CHAs are currently being paid by a grant that will be ending. SVMHS to bring CHA staff on board as employees. Thank you to Ann Kern, Vice President, Health Services, Community Health Innovations (CHI), who assisted with the partnership between the Mobile Clinic and CHA.
- Top needs of patients—CHA Activity: 49% are in need food assistance. 11% are in need of clothing and household goods.
- Clinical Partners: Katie Vandervort, Scott Prysi, MD, and the Doctors on Duty team are always willing to assist with the needs of the mobile clinic.
- Foundation Support: The Foundation has been supportive by providing funds for gift cards, groceries, blood pressure cuffs, and other items requested for mobile clinic patients. Their constant outreach for funding has been valuable for the mobile clinic's operations.
- Philanthropic Support from Sally Hughes Church Foundation, SVMH Service League, Chu Family and Sunlight Giving is now up to \$645,000 in total. The latest Grant received was \$225,000
- Pharmacy support and assistance with vaccines and the VFC (Vaccines for Children) program has been very helpful. John Choi, Director of Pharmacy, has been a great asset in coordinating efforts to provide vaccines for mobile clinic patients.

Lynette Fitzgerald thanked Elias Gutierrez and Victor Schicketanz for providing coverage when a mobile clinic driver is needed. Adrienne Laurent thanked Dr. Radner for his support and guidance with questions and concerns relating to the mobile clinic. Adrienne Laurent also thanked Margaret D'Arrigo-Martin for the work and effort she provided to get the Mobile Clinic program started and for the work she continues to provide in Healthcare Communications.

Allen Radner, MD joined via teleconference at 8:50a.m.

Joel Hernandez Laguna joined via teleconference at 8:55am

DIABETES EDUCATION OUTREACH UPDATE

Adrienne Laurent, Chief Strategic Communications Officer, presented a Diabetes Education Outreach update. She introduced Liz Lorenzi, VP/COO, Population Health. Liz Lorenzi and her Team; Brennan Phelan, Director of Community Health & Wellness and Cameron Hill, Operations & Communications Coordinator, gave an overview of the Prediabetes & Type 2 Diabetes Community Awareness Campaign. A summary of key highlights of the campaign is as follows:

- Diabetes in Monterey County is a growing epidemic. 45% of Monterey County adults have prediabetes or Type 2 diabetes.

- Reviewed the 2019-2023 Diabetes Collaborative Strategic Plan which includes; Public Education and Engagement, Diabetes Prevention and Diabetes Care.
- Research in the Community included; Ethnographic, Audience Data and Focus Groups
- Creative Strategy: Replace old truths with new truths
- Paid Media Campaign: Broadcast TV, Radio, Social Media and displays.
- Website and information in both English and Spanish
- Diabetes Prevention: Adult Programs, Child/Family Programs, Handouts and School Education Modules that are offered to Elementary, Middle and High School students.
- School Education Modules have reached approximately 1,000 students. Targeting all Monterey County schools.

Joel Hernandez Laguna thanked Liz Lorenzi and her team for sharing the Diabetes Campaign with the Committee and for sharing the patient's story that has benefitted from the program. Great work by the team.

There was brief discussion among the Committee and attendees regarding the Diabetes Program outreach and referrals.

SALINAS VALLEY MEMORIAL HOSPITAL SERVICE LEAGUE REPORT

Salinas Valley Memorial Hospital Service League Report was deferred to the next scheduled meeting.

REPORT FROM THE SALINAS VALLEY MEMORIAL HOSPITAL FOUNDATION

Jeff Wardwell, Chief Philanthropy Officer and Melissa Gross, Director of Strategic Development presented a report from the Salinas Valley Memorial Hospital Foundation. A summary of key highlights and areas reviewed are as follows:

People

- The family of Kim Kelly, a former SVMH employee who has now passed on, established a Scholarship Fund in her name that will be used to award scholarships to nursing students at Hartnell College, where Kim proudly graduated with a degree in Nursing.

Service

- Patient Assistance program which aims to address social determinants of health outside of the hospital setting. Program referrals come from Susan Bacon Cancer Resource Center, SVMC Palliative Care Clinic, Mobile Health Clinic, SVMH Social Workers/Case Managers and SVMC Primecare.
- Community Health Innovations (CHI) and the Pediatric Wellness Program.
- Making More Miracles – grants for pediatric medical needs. This will be available for children age 17 and younger residing in Monterey, Santa Cruz or San Benito Counties. This is funded by donations made to our local CMN Hospitals Program.
- Partnership with Pebble Beach Concours d'Elegance has raised during the 4 year partnership \$435,810.
- Holiday Comfort Kit program is for pediatric patients at SVMH and those at our Mobile Health Clinic. A gift of \$40 will sponsor a kit that will include a warm pair of pajamas, a stuffed toy and a card listing the donor's name.

Growth

- Monterey County Gives Campaign: A donation through the MCGives will support our Patient Assistance Program. SVMH will receive a prorated match on each gift (up to the first \$75,000 raised).
- Foundation welcomes new Foundation Board Member: Carmen Gil.

Community

- Cherry's Jubilee Revival in partnership with the Airshow.
- Covid-19 Collaborative: Foundation is always finding new ways to partner with and provide needs for non-profit organizations such as; Regions Rise Together, Blue Zones and United Way Monterey County.
- Supporting the SVMHS Pediatric Covid-19 Vaccine Clinic
- Supporting Mobile Clinic. Total raised to date: \$639,475.

Jeff Wardwell thanked the SVMHS Board members and the SVMHS Executive Team for their continued support.

PUBLIC INPUT

None.

NO CLOSED SESSION

ADJOURNMENT

There being no other business, the meeting was adjourned at 9:49 a.m. The Community Advocacy Committee meets quarterly.

Regina M. Gage, Chair
Community Advocacy Committee

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MOBILE CLINIC UPDATE

(VERBAL)

(DELGADO/LAURENT)

BLUE ZONES PROJECT UPDATE

(VERBAL)

(LAURENT/DITULLIO)

*COMMUNITY HEALTH NEEDS
ASSESSMENT UPDATE*

(VERBAL)

(LAURENT/RUSK)

*REPORT FROM THE SALINAS
VALLEY MEMORIAL HOSPITAL
SERVICE LEAGUE*

(VERBAL)

(LAURENT/GRAHAM)

*REPORT FROM THE SALINAS
VALLEY MEMORIAL
HOSPITAL FOUNDATION*

(VERBAL)

(DELGADO/WARDWELL)

PUBLIC INPUT

NO CLOSED SESSION

*ADJOURNMENT – THE COMMUNITY
ADVOCACY COMMITTEE MEETS
QUARTERLY. THE NEXT MEETING IS
SCHEDULED FOR TUESDAY,
MAY 24, 2022 AT 8:30 A.M.*