

August 19, 2021

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, AUGUST 24, 2021, AT 8:30 A.M., IN THE CISLINI PLAZA BOARD ROOM IN SALINAS VALLEY MEMORIAL HOSPITAL, 450 E. ROMIE LANE, SALINAS, CALIFORNIA, OR BY PHONE OR VIDEO (Visit svmh.com/virtualboardmeeting for Access Information).**

Please note: Pursuant to Executive Order N-25-20 issued by the Governor of the State of California 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/Chief Executive Officer; Rachel McCarthy Beck, MD – Chief of Staff; Allen Radner, MD – Chief Medical Officer; Lisa Paulo – Chief Nursing Officer; Adrienne Laurent – Chief Strategic Communications Officer; Misty Navarro, MD – Medical Staff Member; and Julie Edgcomb – Community Member

**COMMUNITY ADVOCACY COMMITTEE MEETING – AUGUST 2021
COMMITTEE OF THE WHOLE
SALINAS VALLEY MEMORIAL HEALTHCARE SYSTEM**

**TUESDAY, AUGUST 24, 2021
8:30 A.M. – CISLINI PLAZA BOARD ROOM
SALINAS VALLEY MEMORIAL HOSPITAL
450 E. ROMIE LANE, SALINAS, CALIFORNIA
OR BY PHONE OR VIDEO**

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AGENDA

1. Approval of Minutes from the Community Advocacy Committee Meeting of May 25, 2021 (DELGADO)
 - Motion/Second
 - Action by Committee/Roll Call Vote
2. Mobile Clinic Update (DELGADO/LAURENT)
3. Blue Zones Project Update (DELGADO/DITULLIO)
4. Report from the Salinas Valley Memorial Hospital Service League (LAURENT/GRAHAM)
5. Report from the Salinas Valley Memorial Hospital Foundation (DELGADO/WARDWELL)
6. 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.
7. No Closed Session
8. Adjournment – The Community Advocacy Committee meets quarterly and the next meeting is scheduled for **Tuesday, November 16, 2021, 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.

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.

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.

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

**TUESDAY, MAY 25, 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 Executive Order N-25-20 issued by the Governor of the State of California 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; Pete Delgado, Clement Miller, Adrienne Laurent, in person; Allen Radner, MD, by teleconference.

Committee Members Absent: Joel Hernandez Laguna, Misty Navarro, MD, and Rachel McCarthy Beck, MD.

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

Also Present: Jeff Wardwell, Amanda da Graca, Orlando Rodriguez, MD, Tiffany DiTullio, Julie Edgcomb, Derek Ames, and Karen Schroeder in person; Audrey Parks and Molly Heacox by teleconference.

Regina M. Gage, Committee Chair, called the meeting to order at 8:40 a.m. No quorum present.

A request was made to move Agenda Item #1 - Approval of Minutes from the Community Advocacy Committee Meeting of February 23, 2021, and Agenda Item #2 - Consider Recommendation to Transformation, Strategic Planning, and Governance Committee for Appointment of Subject Matter Expert to SVMHS Community Advocacy Committee, to later in the meeting. There was no objection to this request.

MOBILE CLINIC UPDATE

Orlando Rodriguez, MD, Medical Director, provided an update on the SVMHS Mobile Clinic. A summary of key highlights is as follows:

- Mission: The SVMHS mobile clinic is dedicated to improving the health of the community by increasing access to care for those living in medically underserved areas, providing preventive and primary care where it is needed.

- Clinic locations: Castroville Elementary School, Walmart – North Salinas, Everett Alvarez High School, Greenfield Family Resource Center, MLK Family Resource Center. Locations coming soon are Alisal High School, and King City.
- 678 patients have been served from December 2020 to April 2021.
- Top reasons for visits: sports physicals, hypertension, Type 2 diabetes, medical exam without abnormal findings, elevated blood-pressure reading without diagnosis of hypertension, mixed hyperlipidemia, shortness of breath, rash, prediabetes, and dizziness.
- Community Health Advocates provided food assistance, helped with physical health and with clothing and household goods.
- Philanthropic Support provided by the Sally Hughes Church Foundation, SVMH Service League, Chu Family, and Sunlight Giving:
- Social media and Hispanic marketing are underway to market the services of the mobile health clinic to continue to grow the program and inform people who may need the services.
- Lynette Fitzgerald, Administrative Assistant/Mobile Clinic Program Manager, is the new manager of the program.

There was brief discussion among the Committee regarding the Alisal High School location, immunizations, and COVID vaccines.

Clement Miller joined the meeting at 8:48 a.m. Quorum present.

APPROVAL OF MINUTES FROM THE COMMUNITY ADVOCACY COMMITTEE MEETING OF FEBRUARY 23, 2021

Minutes of the Community Advocacy Committee Meeting of February 23, 2021, were included in the Committee packet. Pete Delgado, President/Chief Executive Officer, recommended approval.

No Public Comment.

MOTION: The Community Advocacy Committee approves the minutes of the Community Advocacy Committee Meeting of February 23, 2021, as presented. Moved/Seconded/Roll Call Vote: Ayes: Gage, Delgado, Miller, Laurent, Radner; Noes: None; Abstentions: None; Absent: Hernandez Laguna, McCarthy Beck, Navarro; Motion Carried.

CONSIDER RECOMMENDATION TO TRANSFORMATION, STRATEGIC PLANNING, AND GOVERNANCE COMMITTEE FOR APPOINTMENT OF SUBJECT MATTER EXPERT TO SVMHS COMMUNITY ADVOCACY COMMITTEE

Adrienne Laurent, Chief Strategic Communications Officer, reported that Administration recently become aware of the availability and willingness of Julie Edgcomb, M.A., to consider a position as a subject matter expert on the Salinas Valley Memorial Healthcare System Community Advocacy Committee. Ms. Edgcomb is a highly-respected healthcare professional with a long history of service to the community.

Ms. Edgcomb provided an overview of her skills and qualifications. This information was included in the Committee packet.

No Public Comment.

MOTION: The Community Advocacy Committee recommends to the Transformation, Strategic Planning and Governance Committee for appointment of Julie Edgcomb, M.A., as subject matter expert SVMHS Community Advocacy Committee. Moved/Seconded/Roll Call Vote: Ayes: Gage, Delgado, Miller, Laurent, Radner, Noes: None; Abstentions: None; Absent: Navarro, McCarthy Beck, Hernandez Laguna; Motion Carried.

BLUE ZONES PROJECT UPDATE

Tiffany DiTullio, Executive Director, Blue Zones Project, presented a Blue Zones Project Update. Key areas reviewed/discussed were as follows:

- Expansion Project
 - Received role certification for all colleagues
 - Policy reports completed
 - Discovery reports completed
 - Blueprint finalized
 - Gonzales and Monterey offices completed
 - RealAge Test Campaign underway

- What's Next
 - Blueprint Signing Event
 - Launch implementation stage
 - South County Walking School Bus Launch
 - Launching Food Policy Council
 - Volunteer recruitment
 - Community Kick off

Blue Zones is using a platform called the Real Age Test which assesses an individual's eating, exercise, and sleep habits, along with family health history, behaviors, and existing conditions. The RealAge Test Campaign is being promoted through direct mail, Hubspot, org/community network, social channels, and Qualtrics. Data is used to help develop strategic implementations to create sustainable impact. After completing the RealAge Test, individuals receive a free personalized experience and health profile with actionable recommendations. The RealAge Test can be completed with or without biometric questions.

There was brief discussion among the Committee regarding the RealAge Test that is provided biennially, and media engagement.

REPORT FROM THE SALINAS VALLEY MEMORIAL HOSPITAL SERVICE LEAGUE

A report from the Salinas Valley Memorial Hospital Service League will be presented at an upcoming meeting.

REPORT FROM THE SALINAS VALLEY MEMORIAL HOSPITAL FOUNDATION

Jeff Wardwell, Chief Philanthropy Officer, and Amanda da Graca, Individual Giving Manager, presented a report from the Salinas Valley Memorial Hospital Foundation. A summary of key highlights and areas reviewed are as follows:

Service:

- Patient Assistance Program: Provided assistance for patients most impacted by social determinants of health.
- Family Assistance Program: Provided funding to provide support to families who lost a loved one to COVID at SVMH and are struggling with basic needs.
- Salinas Valley Medical Clinic: Working to integrate assistance programs.
- Monolingual Grief Support: Implemented Spanish language grief support for families who lost a loved one to COVID at SVMH. Funded in partnership with Hospice Giving Foundation.
- In the spirit of serving the community and supporting other local non-profits, the SVMH Foundation has opened up its Community Room for outreach and training needs.

Quality

- Mobile Health Clinic: Using strategic philanthropy to provide access to high quality, healthcare across the community. Donors to the mobile health clinic help to bridge the gap in healthcare access for its most underserved areas.

People

- Work is underway to become a Blue Zones Certified Worksite.

Finance

- The annual grant for FY21 to SVMH is being finalized.

Community

- Current Campaigns for Children's Miracle Network Hospitals are Costco and Bay Federal Credit Union.

Growth

- The Employee Giving Program, Help Us Grow, is a way for employees to give back to the Hospital. Upcoming initiatives / activities are:
 - Campaign Refresh
 - Partners in Excellence
 - Power Hour

There was brief discussion among the Committee and Hospital Leadership regarding the Employee Giving Program, including employee participation, minimum contribution, and potential matching fund. The Foundation Board of Governors has designated a fund for this project.

PUBLIC INPUT

Pete Delgado, President/Chief Executive Officer, announced that SVMH received a call from representatives of the American Nurses Credentialing Center (ANCC) on May 19 to announce that SVMH achieve Magnet® Recognition for the organization's nursing professionalism, teamwork and superiority in patient care. Clement Miller, Chief Operating Officer/Interim Chief Nursing Officer, reviewed the five Magnet® Exemplar recognitions SVMH received for its focus on quality and impact on the health of the community.

NO CLOSED SESSION

ADJOURNMENT

There being no other business, the meeting was adjourned at 9:32 a.m. The Community Advocacy Committee meets quarterly and the next meeting is scheduled for **Tuesday, August 24, 2021, at 8:30 a.m.**

Regina M. Gage, Chair
Community Advocacy Committee

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MOBILE CLINIC UPDATE

(VERBAL)

(DELGADO/LAURENT)

BLUE ZONES PROJECT UPDATE

(VERBAL)

(DELGADO/DITULLIO)

*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,
NOVEMBER 16, 2021, AT 8:30 A.M.*