



May 18, 2023

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 Health will be held **TUESDAY, MAY 23, 2023, AT 8:30 A.M., IN THE DOWNING RESOURCE CENTER, CEO CONFERENCE ROOM 117, IN SALINAS VALLEY MEMORIAL HOSPITAL, 450 E. ROMIE LANE, SALINAS, CALIFORNIA, OR VIA TELECONFERENCE (Visit svmh.com/virtualboardmeeting for Access Information).**

A handwritten signature in black ink, appearing to read "Pete Delgado", written over a light gray circular stamp.

Pete Delgado
President/Chief Executive Officer

Committee Members: Rolando Cabrera, MD, Chair; Joel Hernandez Laguna; 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; Harald Barkhoff, Ph.D., Community Member

**COMMUNITY ADVOCACY COMMITTEE
COMMITTEE OF THE WHOLE
SALINAS VALLEY HEALTH¹**

**TUESDAY, MAY 23, 2023, 8:30 A.M.
DOWNING RESOURCE CENTER, CEO CONFERENCE ROOM 117**

**Salinas Valley Health Medical Center
450 E. Romie Lane, Salinas, California 93901
via Teleconference
(Visit [SalinasValleyHealth.com/virtualboardmeeting](https://www.SalinasValleyHealth.com/virtualboardmeeting) for Access Information)**

AGENDA

1. Call to Order / Roll Call
2. Approve Minutes of the Community Advocacy Committee Meeting of February 21, 2023 (DELGADO)
 - Motion/Second
 - Action by Committee/Roll Call Vote
3. Mobile Clinic Update (RODRIGUEZ/FITZGERALD)
4. Blue Zones Project Update (LAURENT/DITULLIO)
5. Report from the Salinas Valley Health Service League (LAURENT/GRAHAM)
6. Report from the Salinas Valley Health 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. Adjournment

The Community Advocacy Committee meets quarterly and the next meeting is scheduled for **Tuesday, August 22, 2023, at 8:30 a.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, 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.

¹Salinas Valley Memorial Healthcare System operating as Salinas Valley Health

CALL TO ORDER
ROLL CALL

(Chair to call the meeting to order)

**SALINAS VALLEY MEMORIAL HEALTHCARE SYSTEM
COMMUNITY ADVOCACY COMMITTEE MEETING
COMMITTEE OF THE WHOLE
MEETING MINUTES
FEBRUARY 21, 2023**

The Community Advocacy Committee convened at 8:34 a.m. in the Downing Resource Center, CEO Conference Room 117.

Committee Members Present:

In person: Chair Rolando Cabrera, MD, Harald Barkhoff, Pete Delgado, Adrienne Laurent, Lisa Paulo and David Ramos, MD. Via teleconference: Vice-Chair Joel Hernandez Laguna, Julie Edgcomb, Allen Radner, MD.

Committee Members Absent:

Theodore Kaczmar, MD

Other Board Members Present, Constituting Committee of the Whole:

Catherine Carson and Joel Hernandez Laguna (via teleconference)

Lisa Paulo joined the meeting at 8:37 a.m.

Harald Barkhoff left the meeting at 9:05 a.m.

CALL TO ORDER/ROLL CALL

A quorum was present and Chair, Rolando Cabrera, MD, called the meeting to order at 8:34 a.m.

APPROVE MINUTES OF THE COMMUNITY ADVOCACY COMMITTEE MEETING OF NOVEMBER 15, 2022

Approve the minutes of the Community Advocacy Committee meeting of November 15, 2022. This information was included in the Committee packet.

No public comment.

MOTION:

Upon motion by Committee member Delgado, second by Committee member Laurent, the minutes of November 15, 2022 of the Community Advocacy Committee were approved, as presented.

Ayes: Barkhoff, Delgado, Edgcomb, Hernandez Laguna, Laurent, Radner, MD, Ramos, and Chair Dr. Cabrera; Noes: None; Abstentions: None; Absent: Chair Cabrera, Committee Members Kaczmar, Paulo; Motion Carried.

CONSIDER RECOMMENDATION FOR BOARD APPROVAL OF 2022 COMMUNITY HEALTH NEEDS ASSESSMENT AND SALINAS VALLEY MEMORIAL HEALTHCARE SYSTEM IMPLEMENTATION STRATEGY

Salinas Valley Memorial Healthcare System in collaboration with the other three hospitals in Monterey County, the United Way, the Monterey County Health Department, and the Hospital Council of Northern California, formed the Monterey County Health Needs Collaborative. The initial purpose of this collaborative group was to complete a Community Health Needs Assessment (CHNA), which is the culmination of months of research into the pressing health needs of our community. In addition to the CHNA, Salinas Valley Memorial Healthcare System has created an Implementation Strategy - our plan to

address community health issues described in the CHNA. Both of these documents are attached.

In order to comply with IRS regulations and maintain our non-profit status, every three years Salinas Valley Memorial Healthcare System is required to document our community benefit activities in a Community Health Needs Assessment and an accompanying Implementation Strategy. While this activity fulfills the requirements of the federal government, we find its true value to be far greater. The information contained in the CHNA is vital in meeting the mission of our organization to provide quality healthcare to our patients, and to improve the health and wellbeing of our community.

The Salinas Valley Health Medical Center Fiscal Years 2023-2025 Implementation Strategy was presented which included review of the Salinas Valley Health Community Health Initiatives, the service area, the purpose of an implementation strategy, health needs identified and Implementation Strategy Development. Salinas Valley Health Medical Center has identified and plans to address the following three health needs: (1) Behavioral Health, (2) Healthcare Access and Delivery and (3) Healthy Lifestyles. Long-term goals, strategies and anticipated impact were reviewed for each. Salinas Valley Health will monitor and evaluate strategies for the purpose of tracking implementation and documenting anticipated impact.

Full reports were included in the packet.

Discussion: Mr. Hernandez Laguna asked if there were any learnings from the partnership? Karina Rusk, Director of Public Relations, reported the entities continue to collaborate. The data is very rich and meaningful. The door is open for other partnerships. Dr. Cabrera requested additional information on patients served by the Mobile Clinic. Ms. Carson requested the Community Health Needs Assessment and the Salinas Valley Health Implementation Strategy be printed and provided for all Board members.

No public comment received.

MOTION:

Upon motion by Committee member Delgado, and second by Committee member Ramos, the Community Advocacy Committee recommends the Board of Directors consider approval of the 2022 Community Health Needs Assessment and Implementation Strategy.

Ayes: Barkhoff, Delgado, Edgcomb, Hernandez Laguna, Laurent, Paulo, Radner, MD, Ramos, and Chair Dr. Cabrera; Noes: None; Abstentions: None; Absent: Committee members: Kaczmar. Motion Carried.

BLUE ZONES PROJECT

Adrienne Laurent, Chief Communication Officer, and Tiffany DiTullio, CAO, Community Wellness, reported the Blue Zones Project in collaboration with Aspire Health has received a California Department of Food and Agriculture Grant for \$1M. The grant focuses on increasing access to fresh foods and vegetables. \$600K will go towards food incentives. BZP and Aspire Health are focusing on optimizing point of sale systems for electronic benefits on California-grown produce which yields a 50% discount off produce. A request for support with advocacy on AB-605 which would create ongoing funding to help with nutrition incentives. Using data from the CHNA will help target areas for greatest impact. The biggest hurdle will be to educate the public and there are plans to collaborate with the Mobile Clinic. Administration will coordinate a meeting with Assemblyman Robert Rivas. It was suggested Senator Anna Caballero would also be an important ally.

REPORT FROM THE SALINAS VALLEY MEMORIAL HOSPITAL SERVICE LEAGUE

Adrienne Laurent reported volunteer services have been opened in the Surgery Lobby and the Outpatient Infusion Center. \$1,000 has been raised through the leather sale and wreath sale. The Service League

Board has approved the budget and uniform guidelines to support rebranding (royal blue tops with black or khaki pants). Our high-school age Health Explorers is active. The Summer Health Institute is scheduled for June 12 – July, 2023; applications due March 3rd. Upcoming Events: National Volunteer Week (April 16-22), Therapy Dogs International evaluations March 11 and May 13, Masquerade \$5 Sale May 24-26.

REPORT FROM THE SALINAS VALLEY MEMORIAL HOSPITAL FOUNDATION

Jeff Wardwell, Chief Philanthropy Officer, presented a report of the Salinas Valley Memorial Hospital Foundation including a brief history of the Foundation, its 501c3 status, and its association to the Healthcare System. In reporting on the Foundation administered programs, it was presented that 258 Individual Grants totaling \$46,572.25 have been granted through the Patient Assistance Program for year-to-date FY23; referral sources are CRC, the Mobile Clinic, SVMH, SVMC and Palliative care. The Children’s Miracle Network funded Pediatric Medical Needs Program supported 16 individual grants totaling \$12,955.05 FY23 YTD. The Foundation is *Meeting Needs Where They Are* through generous support by Monterey Peninsula Foundation and Rite-Aid Healthy Futures grants. The Foundation is *Supporting Workforce Development* through the Medical Education Scholarship Endowment (founded by ER physicians), the Kim Kelly Memorial Nursing Scholarship and the Haynes Charitable Health Education Scholarship. Additionally the Foundation is leveraging existing resources to support our Magnet program, pursuing a grant with the Department of Labor to supplement regional healthcare workforce initiatives and assisting physician recruitment and retention. The Foundation is *Helping Our Community Rise* through its participation in the Regions Rise Together Salinas initiative, and its partnership with the James Irvine Foundation, and the Monterey Bay Economic Partnership.

PUBLIC INPUT

No public comment received.

ADJOURNMENT

There being no other business, the meeting was adjourned at 9:29 a.m. The Community Advocacy Committee meets quarterly.

ATTEST:

Rolando Cabrera, MD, Chair
Community Advocacy Committee

/KmH

MOBILE CLINIC UPDATE

(VERBAL)

(RODRIGUEZ/FITZGERALD)



BLUE ZONES PROJECT Monterey County

- Blueprint Update
- Salinas Certification Roadmap
- Sustainability Planning
- Food Systems/Policy
 - CDFA – Double Up Food Bucks implementation
 - MCSFC – CSA and local procurement
 - El Susto ongoing education
- Built Environment
 - Nature Rx Program
 - General Plan alignment



*REPORT FROM THE SALINAS
VALLEY HEALTH
SERVICE LEAGUE*

(VERBAL)

(LAURENT/GRAHAM)

*REPORT FROM THE SALINAS
VALLEY HEALTH FOUNDATION*

(VERBAL)

(DELGADO/WARDWELL)

PUBLIC INPUT

ADJOURNMENT