

Valley Children's Healthcare

GUILDS CENTER FOR COMMUNITY HEALTH



Annual Report for FY24 Ending September 30, 2024

This annual report is intended to capture the work of the Guilds Center for Community Health for the fiscal year ending September 30, 2024. It provides a high-level overview of our accomplishments, lessons learned, opportunities for improvement and plans for FY25 and beyond.



A Quick Look Back at The First Five Years

The idea for the Guilds Center for Community Health was conceived in 2017 and presented to the Guilds of Valley Children's in early 2019 for consideration as their next endowment. The challenge and responsibility to improve the lives of kids in their own communities is rooted squarely in Valley Children's mission.

The first of its kind in the Valley, the Guilds Center is intended to serve as the organization's "bridge" between the extraordinary clinical care we provide inside the hospital's walls to improving the health and well-being of our kids where they live, learn and play.

We launched the Guilds Center at a wonderful community event fittingly held in the Guilds Hall of Fame at Valley Children's Hospital in November 2019.

With the full support of the Guild members and clear-eyed as to the magnitude of this challenge, we set off to build the infrastructure and initial programs for the Guilds Center.

Then the COVID-19 pandemic hit.

There is no doubt that the pandemic slowed down most everything in the communities we serve, but we continued our work, building our own capabilities, partnering with others as we all tried to navigate the pandemic, organizing our internal teams around community impact — and supporting the Guilds as they continued their amazing fundraising despite it all. Virtual fundraising and social distancing events were the order of the day.

The Guilds Center team is small and consists of existing staff already working in the community outreach/benefit roles in the organization. The funds for our work are allocated for "community benefit," along with more than \$750,000 from outside grant funding generated during this time period.

As promised, the Guilds achieved and exceeded their \$5 million endowment goal in July 2024. That, no doubt, is the biggest accomplishment of the last five years. (We expect to end 2024 with a nearly \$6 million fundraising total.)

The next big challenge — and our promise — is to exceed the expectations entrusted to us and to do even more towards improving the our kids' lives in their communities through programs, partnerships and collaborations.

Our kids deserve nothing less.



Guilds Center Team

Lynne Ashbeck, MA, MS, RD
Senior Vice President and
Chief Community Impact Officer

Carmela Sosa, MD, FAAP
Inaugural Medical Director
(November 2019 – 2022) – .2 FTE
Transitioned to both Director
and Medical Director, 2022 – .4 FTE

Tim Curley
Director, Public Policy and Advocacy – .5 FTE

Teresa Fierro
Director, Guilds and Network Events – .2 FTE

Caitlin Bernard-Vincent, MSW, LCSW
Epilepsy Program Manager – .2 FTE

Lynette Martinez
Executive Assistant – .4 FTE

Guilds Center Steering Committee

The Steering Committee consists of staff from across Valley Children's who are engaged in some way with the Guilds Center's priorities, community outreach and education. The role of this committee is to:

- Provide direction to the work of the Guilds Center
- Support the alignment of organizational community initiatives under the Guilds Center "umbrella" through tracking, measuring results and identifying new opportunities that support the Guilds Center's priorities.

Steering Committee Members

Lynne Ashbeck, MA, MS, RD
Senior Vice President and Executive Sponsor

Carmela Sosa, MD, FAAP
Co-Chair, Complex Primary Care
and Guilds Center for Community Health

Kristina Pasma, BSN, RN, CPSI
Co-Chair, Trauma Administration
and Safe Kids Central California

Brian Baker, MLS, JD
Medical Library

Caitlin Bernard-Vincent, MSW, LCSW
Guilds Center for Community Health
and Epilepsy Support

Jerica Secula, MSW
Guilds Child Abuse Prevention
and Treatment Center

Maria Gutierrez, LCSW
Social Work and Interpreter Services

Michael Danovsky, PhD
Pediatric Psychology

Padma Desai, MS, CCRP
Research

Stacie Venkatesan, MSN, CNS, RNC-NIC
NICU and Patient Throughput

Stephanie Crockett
Primary Care

Teresa Fierro
Guilds of Valley Children's
and Network Events

Tim Curley
Public Policy and Advocacy

Vanessa Lasso
Marketing and Communications

Vini Vajayan, MD
Infectious Disease

Wan-Keun Chen, MD
Guilds Child Abuse Prevention
and Treatment Center

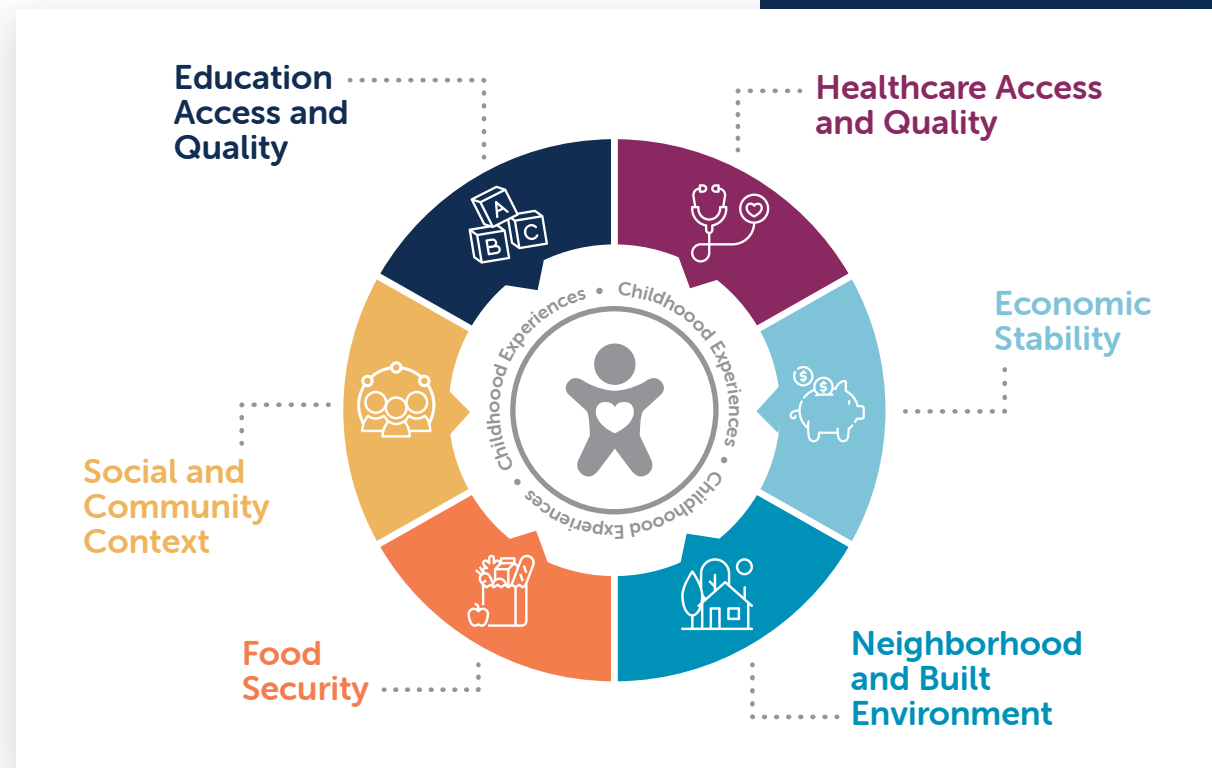
Guilds Center Budget

The work done by the Guilds Center is largely supported by our Community Benefits cost center and in the department budgets where programs like Safe Kids, our Epilepsy Support Program and George's Book Club are housed.



Guilds Center Framework

Using evidence-based work on the social drivers of health, the Guilds Center for Community Health started with this fundamental framework for our work.



Accomplishments, Impact, Lessons Learned and Opportunities

The focus of the Guilds Center is driven by the results of the Community Health Needs Assessment (CHNA) and other supplemental data. That data is then organized into key priority areas that align closely with the social drivers of health framework used extensively by healthcare providers, public health agencies and community based organizations (CBOs).

From the most recent CHNA, we identified the following priority areas and aligned them with actionable initiatives both for the Guilds Center and across the organization. Several other priorities were added to the Center's work to reflect other community needs from across our service area. The list of projects shown here is not all-inclusive, but rather intended to provide a sample of the Guilds Center's work.

2023 CHNA Identified Needs	Guilds Center Priorities and Initiatives
Access to care	<ul style="list-style-type: none"> Fresno County Superintendent of Schools Mobile Health Unit/provide medical director oversight Digital health literacy See 2 Succeed
Chronic disease/basic needs impact on overall health	<ul style="list-style-type: none"> Food security/Valley Children's Home Health pilot Access to diapers Access to clean drinking water
Maternal and infant health	<ul style="list-style-type: none"> Safe sleep/reducing infant mortality from unsafe sleep practices Black infant health collaborative Help Me Grow Central Valley initiative
Literacy	<ul style="list-style-type: none"> George's Book Club West Fresno Family Resource Center Imagination Library
Violence and injury prevention	<ul style="list-style-type: none"> Safe Kids Coalition Guilds Child Abuse Prevention and Treatment Center
Mental health	<ul style="list-style-type: none"> Youth suicide prevention Adverse childhood experiences (ACES)/Merced Residency quality improvement project/suicide screening
Community and school health	<ul style="list-style-type: none"> Epilepsy Program family/school support services FCHIP HOPE Health Hub Medical Legal Partnership pilot with Central California Legal Services (CCLS) Physical activity for kids School nurse and staff training George's Pass/Fresno Chaffee Zoo
Environmental quality	<ul style="list-style-type: none"> Microgrid project and community engagement Food waste reduction strategies
Advocacy	<ul style="list-style-type: none"> Children in all policies State of the Children 360 e-newsletter



Access to Care



14,409
vision screenings to Fresno County kids



1,353
full eye exams



1,167
pairs of glasses



18
school districts

51

schools



Chronic Disease/ Basic Needs Impact On Overall Health

Supported **expansion of St. Rest Baptist Church and Southwest Fresno Economic Development Corporation food hub** in Southwest Fresno, expanding capacity to provide food, including fresh fruits and vegetables, to more families.



Provided diapers to
600 families

Supported **neighborhood revitalization** of Fresno County's lowest performing zip code in every metric



Valley Children's Home Health Delivery Pilot
Provided 9,183 meals to 48 families, including 107 children. Eighty percent of families reported eating all the food in their boxes and 72% reported eating healthier because of this program.



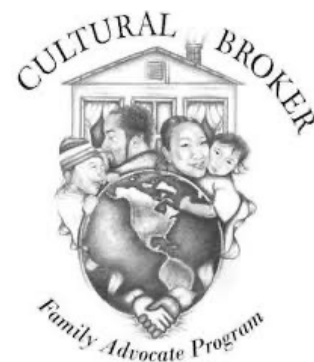
School Pantry
71,845 pounds and 59,870 meals to 3,006 children in West Fresno Elementary School



Fresh Fruits Market
Located in City Center, provided funding for market start-up. Served 1,800 families per month in the first five months of operation.



Replaced **drinking fountains at all seven Fresno County Boys and Girls Club locations**, ensuring that 1,000 kids each day who visit these clubs have access to healthy and safe drinking water



Maternal and Infant Health

Established and led a **nine-county safe sleep coalition with participants from across the region**

1,336 Valley Children's team members completed annual education on safe sleep in 2024

Safe sleep certification for the hospital is nearly complete and ready for submission in 2025

Distributed 66 cribettes, including 35 through our community partners, to infants identified as having unsafe sleep environments in their homes

Conducted virtual training on safe sleep basics for nearly 300 childcare providers, healthcare staff and community members



Providing resources and facilitation expertise to this organization to support the launch of the **Black Child Health Legacy Campaign**, modeled after a similar effort in Sacramento, to address pre-term birth, maternal care, safe sleep and violence prevention in Southwest Fresno



Literacy

Distributed 13,136 books to children across the region, including 2,133 patients in our hospital and those seen in our clinics

Participated in community literacy activities, including West Fresno Resource Center and Madera First 5

Provided financial support to launch Dolly Parton's Imagination Library in Fresno/Madera counties in FY25 that will provide one free book each month to every child ages 0-5 enrolled, projected to reach 3,000 children in the first year of the program.



Violence and Injury Prevention Health

Conducted 10 community events reaching 2,176 people on a variety of child safety topics

Trained 47 individuals to be car seat technicians

Provided 41 car seats to Valley Children's families and 105 car seats at community events



Mental Health

This \$100,000 grant and invitation to join in a national collaborative allowed us to continue our work to improve compliance with suicide screening and community follow up; grant will sunset at the end of 2024 and we are evaluating the best strategies to continue the work.



Valley Children's-led grant brought more than \$620,000 in services to Merced County including care navigation, provider training, enhanced screening, parent education and development of social-emotional learning modules for educators, psychology students, and court-appointed special advocates (CASA) for foster children.



Epilepsy Support Program



Community and School Health

Trained 850 school nurses and 200 school bus drivers over the last three years in seizure care

Distributed 100 comfort care packs to school nurses for students experiencing a seizure in the classroom

Provided 50 baby monitors to our families caring for children with epilepsy



Led a delegation of eight Fresno County high school students to Washington, D.C. to present the work of the FCHIP Youth Leadership Program to the US Department of Health and Human Services



Entered into an agreement with Central California Legal Services to provide housing legal assistance to our families who are struggling with adequate housing, access to housing and more, with adverse impacts on their kids' health. Program will be in full operation in FY 25.



In partnership with Adventist Health (AH) Central Valley, we have supported the Blue Zones work in 21 "Blue Zone"-approved schools across six school districts serving more than 97,000 students in the City of Bakersfield. From "Wellness Wednesdays" to book vending machines, healthy drinking water campaigns and "Walking School Bus" efforts, children across the community are experiencing the positive impacts of healthy choices. At McKinley Elementary, as a result of their participation with Blue Zones, they have increased daily attendance from 2023 to 2024 by 4.4% and reduced chronic absenteeism by nearly 15% in the same time frame.



Physical Activity

Valley Children's Healthcare prioritizes encouraging physical activity – and supporting kids who otherwise might not be able to play organized sports.

Last year, across our service area, nearly 50,000 youth participated in team sports and events from soccer to softball through the support of Valley Children's Healthcare.



In partnership with the San Joaquin River Parkway, we provided support for 295 children in Firebaugh to take part in River Camp activities. We are also working with them to support their efforts and to support their efforts to maintain trail access and educational information for families and kids enjoying this community asset.



San Joaquin River Parkway and Conservation Trust, Inc.



Advocacy and Communication

Launched in 2023, this three-times-a-year communication has been distributed to more than 12,000 people; "opened" by nearly 7,000 and has provided a 360-degree look at the most pressing topics facing our kids.

Nearly 40% of the views have been by Spanish language readers.



Environmental Quality

Valley Children's Microgrid Project – the largest renewable energy microgrid connected to a hospital emergency system in the country – will ensure the hospital's long-term energy resilience and sustainability. The state-of-the-art system will be a reliable, clean energy source and secure uninterrupted care for patients – even during power outages. When operational in 2025, the microgrid will:



Cover 80% of the hospital's energy needs



Reduce greenhouse gas emissions by more than 50%



Save \$15 million in energy costs during the next 25 years



Here are additional organizations we partner with across our service area to improve the health of kids where they live, learn and play.



- ACE Overcomers
- Adventist Health Blue Zones, Bakersfield
- Alliance for Medical Outreach & Relief
- Arthritis Foundation
- Black Wellness & Prosperity Center
- Boys & Girls Clubs of Fresno County
- Breaking the Chains
- Buddhist Tzu Chi Medical Foundation
- California Coalition for Children's Safety and Health Advisory Board
- California Consortium for Prevention and Intervention
- California Health Collaborative
- California School Nurse Organization Central Valley Section
- CASA Fresno, Madera and Kern Counties
- Center for Human Services
- Central California Coalition of Child Abuse Prevention Councils
- Central California Food Bank
- Central California Legal Services
- Central Valley Against Human Trafficking
- Central Valley Safe Sleep Coalition
- Centro La Familia
- Child Abuse Prevention Councils
- Child Advocacy Center's of California
- Clovis Unified School District Comprehensive Wellness Committee
- Community Initiatives for Collective Impact
- Comprehensive Youth Services
- Cradle to Career Fresno
- Cradle to Career Stanislaus
- Cultural Brokers
- Down Syndrome Association of Central California
- Epilepsy Alliance America
- Exceptional Parents Unlimited
- Every Neighborhood Partnership
- Fresno Community Health Improvement Partnership
- FoodLink for Tulare County Inc.
- Fresno Center
- Fresno Children's Movement
- Fresno County Community Conversations on Mental Health
- Fresno County Suicide Prevention Collaborative
- Fresno County Superintendent of Schools
- Fresno Metro Ministry
- Fresno Mission City Center
- Fresno Unified School District
- Garden Pathways Inc.
- Help Me Grow Central Valley
- Hinds Hospice
- Hmong Nurses Association
- Imagination Library
- Impact Teen Drivers
- Kern County Network for Children
- Leukemia and Lymphoma Society
- Live Well Madera County
- Love Stanislaus County
- Madera Community Action Partnership Agency
- Madera County Suicide Prevention Collaborative
- Madera Unified School District
- Make A Wish
- March of Dimes of California
- Marjaree Mason Center
- Maternal Wellness Coalition of Merced County
- Medical Ministries International
- Merced County Food Bank
- Modesto Children's Museum
- Mother's Against Drunk Drivers
- Organizacion Las Panchas
- Poverello House
- Ronald McDonald House Charities of Central California
- Safe Kids California
- Safe Kids Central California
- San Joaquin Parkway and Conservation Trust
- School Health Advisory Panel
- Sierra Vista Child and Family Services
- Stanislaus County Health Coalition
- State Center Community College Foundation
- Statewide Child Death Review Team Network
- Southwest Fresno Neighborhood Revitalization
- Water Safety Council of Fresno County
- West Fresno Family Resource Center
- Youth Health Ambassadors Merced



Opportunities for Improvement

Over the last five years, we have learned a great deal about the opportunities that come with the privilege and responsibility of the Guilds Center for Community Health.

And a bit about the challenges, as well.

As we look ahead for ways to improve this work, a few key elements have emerged:

5 Key Elements



1

Measuring Impact

Create more robust systems to measure impact vs. volume so that we can assess whether we are, in fact, “moving the needle” on some of these seemingly intractable health issues facing our kids. It is not enough to just do the work. We strive to be among the best in the country in doing this work and in measuring its impact.

2

Alignment and Collaboration

Continue to find new ways to align our community impact work with teams throughout the organization.

3

Communication and Sharing

Strengthen internal and external communication to better tell the story of our community impact. The impact of Valley Children’s is profound across our service area and beyond – and sharing that impact with our community is a key opportunity.

4

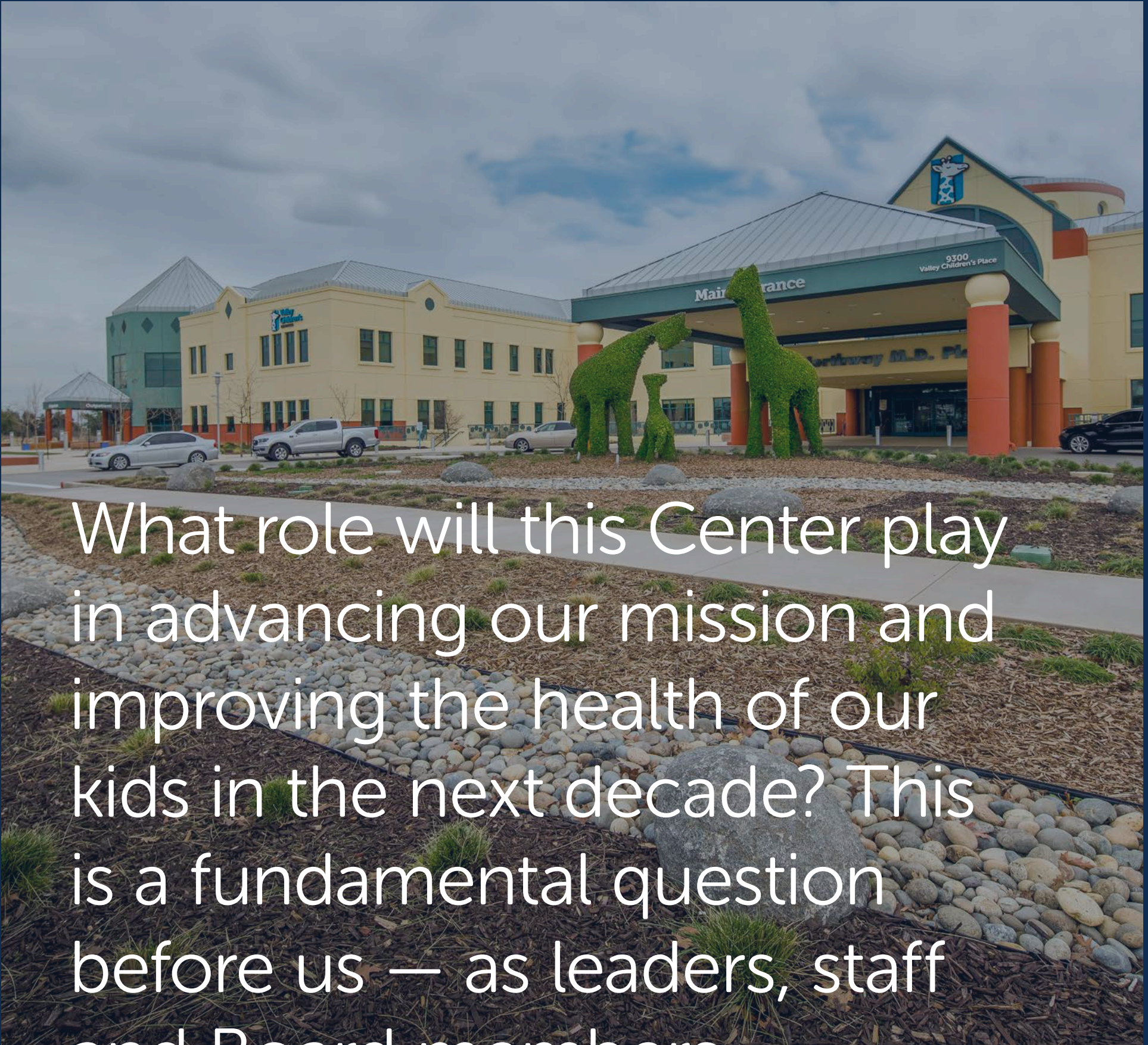
Technology

Maximize the capabilities of Epic to screen for and support the social drivers of health needs of our families through our work.

5

Clinical-community Connections

Identify opportunities for stronger links between clinical outcomes and community investments.



What role will this Center play in advancing our mission and improving the health of our kids in the next decade? This is a fundamental question before us — as leaders, staff and Board members.

What's Ahead in FY25 and Beyond



Integrate the vision for the Guilds Center with the organization's strategic plans over the next decade. What will our research capabilities be? How can we best support our primary care practices and clinical teams? How will we utilize the data available through Epic?



Continue to tell the story of our community impact and the contributions of our organization across the Valley.



With our human resources team, explore the establishment of a program that links the volunteer interests of our team with the community health priorities of the Guilds Center.



Carefully manage the dedicated revenue stream from the Guilds endowment to assist and advance existing and new programs, services, and partnerships.



Establish an external advisory panel (FY25) to broaden our reach across the service area.



Continue to build on the partnership with Fresno State to expand our impact around child advocacy, policy and research.



Pursue and receive American Hospital Association's Foster McGaw prize for community health in 2025.

**Thank you to the Guilds of
Valley Children's for your
continued generosity, support
and love for the children of
our Valley. This work is made
possible because of you.**



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