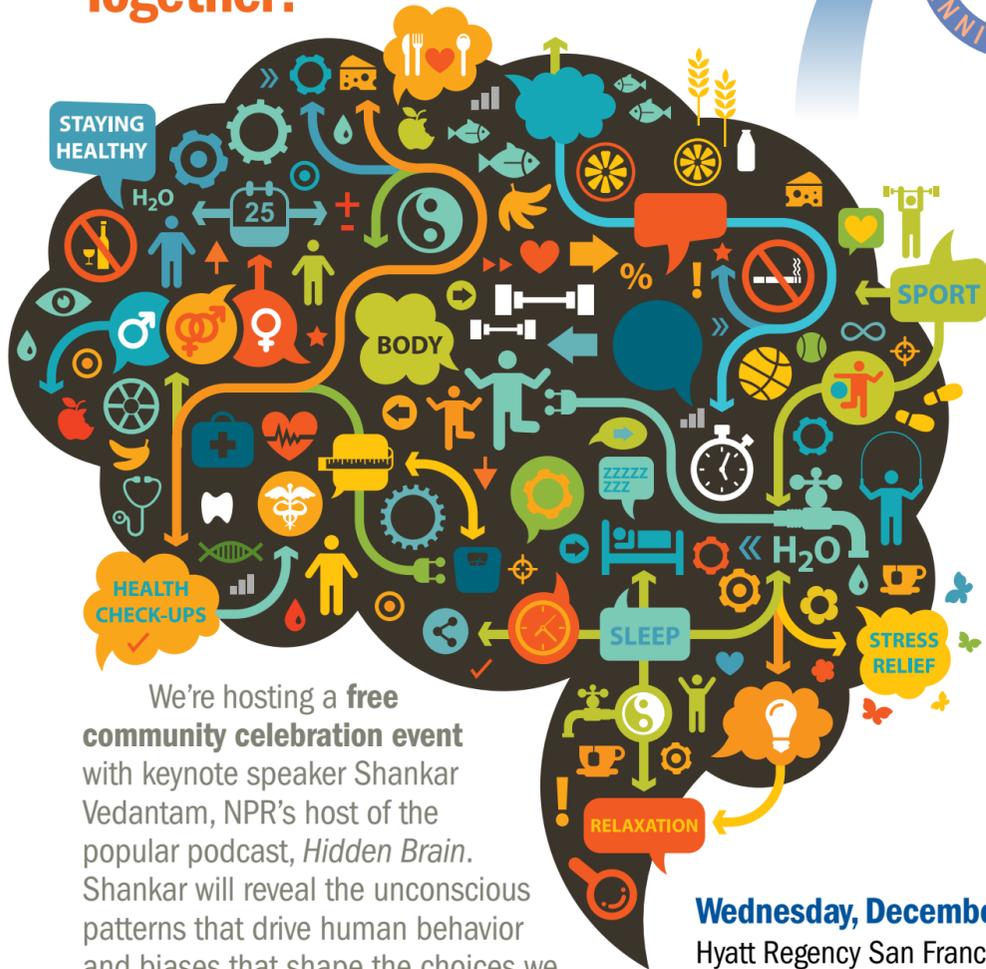
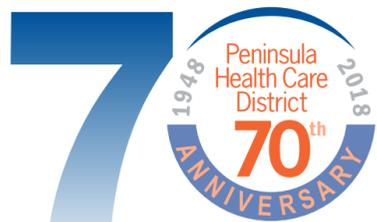


Let's Celebrate 70 Years of Community Health... Together!



We're hosting a **free community celebration event** with keynote speaker Shankar Vedantam, NPR's host of the popular podcast, *Hidden Brain*. Shankar will reveal the unconscious patterns that drive human behavior and biases that shape the choices we make as it relates to achieving optimal health and wellness. We know we should eat right, exercise and get a good night's sleep. So why is it so hard to resist that cheeseburger, get to the gym and go to bed? Learn from Shankar how to tap into your "hidden brain" to reach your goals!

Wednesday, December 5, 2018
 Hyatt Regency San Francisco Airport
 1333 Bayshore Highway, Burlingame

Networking Reception 4-5pm
Event Program 5-6:30pm
Reception Resumes 6:30-7pm

Advance registration is required.
 Please note that seating is limited.

RSVP: <https://bit.ly/2QviG9p>

Peninsula Health Care District

1819 Trousdale Drive, Burlingame, CA 94010

- SAN BRUNO
- MILLBRAE
- BURLINGAME
- HILLSBOROUGH
- SAN MATEO
- FOSTER CITY

telephone (650) 697-6900 email info@peninsulahealthcaredistrict.org visit www.peninsulahealthcaredistrict.org

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You're Invited!

December 5th, 2018

70TH Anniversary
SPECIAL EDITION



Shankar Vedantam
 Author of *The Hidden Brain*
 and Featured Speaker at
 December 5 Community
 Celebration

We invite you to join us at our hosted celebration featuring Shankar Vedantam, author of *The Hidden Brain* and NPR's popular podcast *Hidden Brain*.

In his book, Shankar uses research and storytelling to link findings from psychology and neurobiology with other fields to expose the unconscious patterns that drive human behavior and the biases that shape the choices we make.

The hidden brain refers to brain functions, emotional responses and cognitive processes that fall outside of our conscious awareness, yet impact our daily lives as individuals and as a society. These invisible forces stem from unconscious biases and can influence actions that are at odds with our ideals.

Why Does This Happen?

Our brain toggles between conscious and unconscious, pilot and autopilot. The problem arises when the autopilot ends up flying the plane. Shankar imparts ways to be aware of when the autopilot mode is in gear, and to learn how to take back the controls of our own brain.

It's unnerving to consider that our private thoughts and actions might not be as conscious, intentional and deliberate as we thought. To think that our hidden brain may be more responsible for our decisions than our conscious mind's intentions is startling.

Shankar reveals awareness to be the first step that can lead us to new ways of thinking so that our actions are more likely to reflect our original intent or best interest.

Join us on Dec. 5 to learn more about how to tap into your "hidden brain." Event details on inside cover.

The Votes Are In...

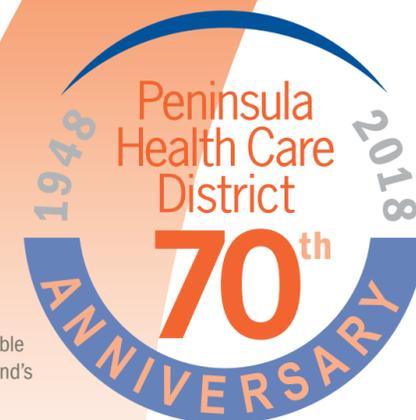
We asked in a recent FlashVote survey what you wanted to learn about the brain: 73.7% of you voted for healthy tips for optimal brain function. Want to weigh in next time with your vote? You can sign up for FlashVote at flashvote.com/phcd.

Keep These Top Tips "In Mind" for Optimal Brain Function

Just like exercise keeps your body in shape, mentally stimulating activities keep your brain in shape. They might even delay memory loss. Some fun ideas include taking an alternative route home or learning to play a musical instrument.

Another important point for reinforcing positive cognitive function is strong emotional health. Be aware of feelings of anxiety, depression or exhaustion. Creating and maintaining a strong social community is integral to mental and physical health. A final tip includes getting a good night's sleep. Rest is a major component of human health.

You'll find the full list of our top tips on the PHCD blog: <https://bit.ly/2NQ1Tww>



For the past 70 years, Peninsula Health Care District (PHCD), governed by a publicly elected 5-member board of directors, has addressed the community's health needs. What started as building, owning, and governing Peninsula Hospital, has today developed into bringing health-focused programs and services to the community, to help residents achieve their optimal health. For more than seven decades, PHCD has been the community's partner in good health.

In the Beginning In 1946, state legislators established the Local Hospital District Law to provide a funding mechanism for local communities to build hospitals to serve the projected post-war population. It was determined by the San Mateo County Board of Supervisors and supported by the voters that the County needed two districts and so Peninsula and Sequoia Hospital Districts were formed.

1940s



Peninsula Hospital District was launched December 2, 1947. Its boundaries have not changed since and includes: San Bruno, Millbrae, Burlingame, Hillsborough, San Mateo, half of Foster City, and the southeast tip of South San Francisco. Today, 220,000 residents live within District boundaries—one third of San Mateo County's population.

For a comprehensive list of programs & services



visit peninsulahealthcaredistrict.org/about-us/addressing-needs-and-gaps-in-services/

1950s



A Hospital is Born Peninsula Hospital opened March 2, 1954. The District Board governed and operated the hospital through June 30, 1985.

1960s

Hospital Evolves Hospital name changed to Peninsula Hospital and Medical Center. General hospital services evolved to include specialty units such as Psychiatric and Cardiac Care. The North Wing opened and housed Radiation Therapy and a Respiratory Department. **Medicare was launched.**

1970s



Technology Arrives Peninsula Hospital and Medical Center opened a Cardiac Cath Lab, installed the first CT scanner on the Peninsula, and launched its Cardiovascular Surgery Program in partnership with UCSF.

1980s

Merger & Transition

Peninsula and Mills Hospitals merged to form a non-profit benefit corporation. The District remained the owner of the



Burlingame hospital and land; the new corporation took over the management and operations of both hospitals. District funds continued to be used to keep the Burlingame campus state-of-the-art for its residents.

Peninsula Health Care District

Peninsula Health Care District

In 1994, state legislators recognized that health promotion is 20 percent hospital care and 80 percent community-based programs and services so Local Hospital District Law was revised, and Peninsula Hospital District became Peninsula Health Care District as it is known today.

Grants In 1996, PHCD launched its Community Grants Program to support

1990s

non-profit community-based organizations to address District health priorities.

Seismic Issues After the 1994 Northridge earthquake in Southern California, the state passed stringent seismic construction requirements that resulted in the need to replace the District's Peninsula Hospital.

2000s

2001 RN Tuition Assistance and MD Recruitment programs launched to address workforce needs.

2006 Plan for Peninsula Hospital replacement was approved by 92 percent favorable vote: PHCD would lease 22 of its original 26 acres in Burlingame

to Mills-Peninsula Health Services/Sutter Health for 50 years, and MPHS/Sutter would build the new seismic-compliant hospital.

2007 PHCD Board completed a strategic assessment of needs and set a new direction: focus on partnering with community non-profits; regularly monitor health priorities and address them; master plan the use and/or disposition of PHCD land and properties; and monitor the implementation of the 50-year Master Lease Agreement.



2008 New PHCD committee structure approved by the PHCD Board, resulting in three committees: Long Term Planning, Community Health Investment and Finance. Each committee is made up of two directors and 5-7 community members.

2010s

2010 Property Master Planning process was launched. First outcome: use 1-acre parcel at 1600 Trousdale for an assisted living and memory care facility.



2011 The new Mills-Peninsula Medical Center opened, and the old hospital was torn down.



2015 PHCD addressed a major health need by establishing a non-profit, community dental center in San Mateo that serves all, regardless of age, insurance status, or mobility level.



2012-2015 District Board launched the Healthy Schools Initiative by committing \$4 million to help K-8 schools add wellness coordinators, counselors, PE instructors, RNs and school-based health services.

2016 District Board launched 3-year Teen Mental Health project in partnership with San Mateo Union High School District and Stanford's Center for Youth Mental Health and Well-being.



2016-2018 The Trousdale assisted living and memory care facility was constructed.



2017 Board provided funding and facilities to expand the SF Hep B Free program into San Mateo County, with a focus on education and screening for the Asian/Pacific Islander community.



2018 Slated for closure, the District Board stepped in to keep a senior-focused Burlingame fitness facility open. PHCD's Trousdale Wellness Center was launched and expands gym services, and exercise and education programs to District residents 18 years and older.

As the health care environment and resident needs have changed and evolved, so has PHCD's strategy for investing in services and facilities. What remains constant is the District's commitment to making a difference in the health of our constituents. Our vision is that every resident achieves their optimal health through prevention, education and access to basic medical and mental health services. The facilities and programs provided over the District's 70-year history have all contributed to achieving that vision for our community.

