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**FOR IMMEDIATE RELEASE**

**PENINSULA HEALTH CARE DISTRICT BOARD RESPONDS TO HEALTH CARE  
NEEDS OF LOCAL SENIORS AND YOUTH**

**BURLINGAME, CA, October 26, 2012:** At its regularly scheduled Board meeting on October 25, 2012, the Peninsula Health Care District (PHCD) Board of Directors moved forward two items in furtherance of the PHCD mission of supporting the health care needs of its Peninsula community.

First, the PHCD Board of Directors passed a resolution in support of the San Mateo County Office of Education's two-year anti-bullying campaign, **RESPECT! 24/7**. The **RESPECT! 24/7** initiative aims to empower students, families, and communities to prioritize respectful behavior and provides a starting place for a deeper countywide conversation about civil behavior and acceptable norms for a caring community.

"Bullying has profound and long-lasting consequences on the victims, their families and friends, the bystanders, as well as the bullies themselves," said Dan Ulliyot, M.D., chair of the District Board. "We support the **RESPECT! 24/7** initiative to empower youth and reduce bullying in our schools."

The second item to move forward was the approval of the Smith Group as the architect for the 97-bed assisted living and memory care facility on District-owned property at 1600 Trousdale Avenue in Burlingame. It is estimated that the number of District residents over 65 will triple in the next 20 years and the assisted living facility at 1600 Trousdale Avenue is part of PHCD's ongoing effort to focus on the current and future health needs of seniors.

"The vision of the Peninsula Health Care District is that all residents of the District enjoy optimal health through education, prevention, and access to needed health care services," said Chair Ulliyot. "By moving these two items forward, the PHCD Board of Directors reaffirms its continued commitment to the District and the people we serve."

Additionally, the Board approved the 2012 audit and an interim report was delivered on the Apple Tree Dental Clinic proposal. In April 2012, the Board approved a \$125,000 grant to Apple Tree Dental to develop a detailed business plan for a new dental care program and clinic to address the dental health needs of frail seniors, special needs adults and low-income residents within the PHCD's service areas.

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**About the Peninsula Health Care District:**

Created by state legislation and launched by local voter approval in 1947, the Peninsula Health Care District (PHCD) serves the communities of San Bruno, Millbrae, Burlingame, Hillsborough, San Mateo and Foster City by responding to local priorities and allocating resources to programs and services that address these needs. For more information, visit [www.peninsulahealthcaredistrict.org](http://www.peninsulahealthcaredistrict.org).