



Information to Action

Healthy Mendocino's work over the last seven years has demonstrated the strengths of Healthy Mendocino: countywide collaboration, a strong nationally used web platform, branding among our partners throughout the county, and an understanding of the unique challenges of our rural communities. The project has evolved from the Healthy Mendocino website to encompass a collaborative process to move from information to action. From our work on the collaborative health needs assessment and improvement plan, Healthy Mendocino is poised to move our Action Teams to implementation in the areas of Childhood Obesity & Family Wellness, Childhood Trauma, Housing, Mental Health, and Poverty.

Our goals are to:

- identify gaps and opportunities to create support systems and services so that every person in Mendocino County has a chance to thrive;
- spark interest among fellow community members and show them how they can participate in changing their community and improve quality of life;
- build connections and collaborations across the regions and communities of Mendocino County that are separated by geographical and cultural barriers;
- promote dialogue between service providers, community members and people in need and provide essential resources for prevention, intervention and education;
- coordinate a shared vision and common goals between existing programs, services and initiatives to support a continuum of care and effective services; and
- support community members in being agents for change and participants in improving the health and well-being of people in Mendocino County.

In order to achieve these goals and continue the momentum of the Action Teams, we are increasing staffing and enhancing program support. We have learned that community-based collaboration is effective and necessary especially when it relies on largely volunteer leadership as the Action Teams have done to date. The community organizing needed to make improvements in health outcomes requires far more staff time than the .63 FTE that Healthy Mendocino currently has. The new staff will complete the work that has been done by outside contractors for things like the needs assessment and take that work to the next level through direct support of Action Team projects, more robust use of the Healthy Mendocino website, and more focused work on the larger goals of Healthy Mendocino.

We want to see real change in health across our county. Using the tools we have, appropriate staffing, and investment from our partners, we have the opportunity to make a difference.

KEY HIGHLIGHTS FROM 2017 – 2018

- Hosted the county-wide **Healthy Mendocino Summit**
- Created **Community Health Improvement Plan (CHIP)** report
- Developed new **Regional Chapters**: Ukiah/Calpella/Anderson Valley/ Hopland ♦ North Coast ♦ South Coast/Redwood Coast Willits ♦ Laytonville/Leggett ♦ Covelo/Round Valley
- Shared **Action Team** pages and updates through the website
- Provided **Announcements** for local health related events, classes, clinics, and trainings on the website
- Featured **local projects** on healthymendocino.org:



- **healthymendocino.org** increased users from **5,246** in 2016 to **9,268** in 2017
- **Featured articles** on Food Insecurity, the Opioid Epidemic, Affordable Housing, Point in Time Count, California Fires, Disaster Recovery Tools, and Building Resiliency
- **Needs Attention:** Adults Reporting Past Adverse Childhood Experiences (ACEs), **30.8%**. The California value is 16.7%



- **Improved:** Teens who Smoke **8.0%**, down from 17.0%



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ACTION TEAMS: VISION FOR IMPROVEMENT

Childhood Obesity & Family Wellness

Promote activities that support healthy, active children and families and offer wide access to healthy food and safe recreational opportunities.

Childhood Trauma

All Children will have the support and opportunity to grow up in stable supportive families and families will have access to support in times of crisis.

Housing

Affordable, safe, appropriate housing for everyone in every income bracket.

Mental Health

Expand treatment and access to treatment, focusing on case management options and provide education to reduce stigma and increase awareness.

Poverty

High quality of life and economic sufficiency for all; entrepreneurship and wealth-creation opportunities; strong locally owned businesses; more and better jobs; empowerment combined with responsibility.



Our Mission: Healthy Mendocino works to improve quality of life in Mendocino County by encouraging informed dialogue about the actions local residents and organizations can take to improve community health.