

Healthy Mendocino Annual Report FY 2019-2020



We work to improve the quality of life in the county by encouraging informed dialogue about the actions local residents and organizations can take to improve community health

EQUITY ♦ ACCOUNTABILITY ♦ ROOT CAUSES ♦ COLLABORATION

// Healthy Mendocino is an umbrella organization to help connect the dots and help departments coordinate better. It holds a county-wide vision for community health and helps agencies work better together.”

-Michelle Hutchins, Mendocino County

- Completed the 2019 Community Health Needs Assessment (CHNA) in collaboration with community partners. The new priority areas identified in the 2019 CHNA are Mental Health, Domestic Violence and Substance Abuse.
- Completed the 2016-2019 Community Health Improvement Plan (CHIP) and CHIP Report on the goals and outcomes of the work of the Action Teams in the five priority areas identified in the 2016 CHNA
- Developed three health initiatives to address the social determinants of the identified priority areas of the 2019 CHNA
- Conducted more than 25 listening tours with diverse groups and sectors throughout the county to identify what organizations and individuals need to improve health and quality of life in their communities
- Formed an Advisory Council of agency heads and sector representatives to provide staff with critical strategic guidance and feedback during the implementation of the initiatives
- Refocused the organization’s role as the backbone organization that holds the overarching vision, convenes community conversations and supports partners in external communication for the 2019 CHNA and the 2020-2022 CHIP implementation cycle



// Healthy Mendocino brings together a cross sector of organizations from around the county, which is very valuable. Healthy Mendocino is giving a voice for outlying areas and this is critical.”

-Jayma Shields Spence, FRC Network and Laytonville Healthy Start

- Supported the Action Teams in reaching their goals and objectives by providing strategic guidance
- Collaborated with the Mendocino County Oral Health Program on their CHNA and promoted their work on the Healthy Mendocino website
- Presented Michelle Rich, former Healthy Mendocino Steering Committee Chair, with the 2nd “Susan Baird Kanaan Award”

Healthy Mendocino Community Health Improvement Plan (CHIP) Implementation Highlights

Housing Action Team

- Held accessory dwelling unit (ADU) workshops for Ukiah, Fort Bragg and county residents
- Identified key recommendations for the General Plan Housing Elements for the County of Mendocino and cities of Fort Bragg and Ukiah
- In partnership with Project Sanctuary and other North Coast non-profits, helped facilitate a tenants' rights presentation
- Educated the the public on the housing crisis in Mendocino County and potential solutions through a series of articles

Family Wellness and Childhood Obesity Action Team

- Hosted a kids triathlon to promote family-friendly opportunities for kids to move. Entrance fees were kept low to ensure inclusivity for families at all income levels
- Created a "Healthy Food at Community Events" guide to help parnters shift the food environment at community events
- Influenced the City of Ukiah Department of Parks and Recreation to remove soda from their community pool vending machine and snack shack



Poverty Action Team

- FIRST 5 Mendocino, the ARC Family Resource Center, Ukiah Vecinos en Acción (UVA), West Company and Economic Development & Financing Corporation (EDFC) produced a pilot entrepreneurial training program for low income families in Ukiah Valley that covered marketing, finance and business development
- Partners created a monthly summer community marketplace to give entrepreneurs opportunities to market their business to the public

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Mental Health Action Team

- Collected information on existing suicide prevention policies and practices in North Coast schools and promoted suicide prevention efforts in local media outlets
- The North Coast Mental Health Team partnered with the North Coast Childhood Trauma Action Team to form the Community Resiliency Leadership Initiative. The teams hosted a series of workshops on the biological effects of stress and trauma on the body, protective factors, and trauma-informed practices for professionals across sectors

Childhood Trauma Action Team

- Developed a county-wide asset map of all service providers and a regional strategic plan that coordinates events, trainings, messaging and policy advocacy
- Presented information on childhood trauma and toxic stress to the Board of Supervisors
- In partnership with the North Coast Mental Health Action Team, the North Coast Childhood Trauma Action Team launched the Community Resiliency Leadership Initiative, a three-part workshop series

Our Funders: Adventist Health Howard Memorial; Adventist Health Ukiah Valley; Alliance for Rural Community Health; Community Foundation of Mendocino County; Consolidated Tribal Health Project; FIRST 5 Mendocino; Mendocino Community Health Clinics; Mendocino County AIDS/Viral Hepatitis Network; Mendocino County Health & Human Services Agency, Public Health Branch; Mendocino County Office of Education; North Coast Opportunities, Inc.; Partnership HealthPlan of California; Redwood Community Services; Redwood Quality Management Company; United Way of the Wine Country