

Healthy Mendocino

Annual Report
April 2020-April 2021



Equity

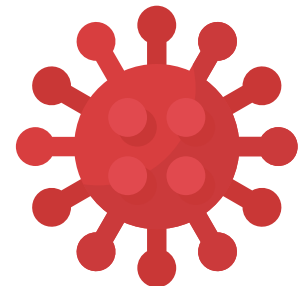
Accountability

Root Causes

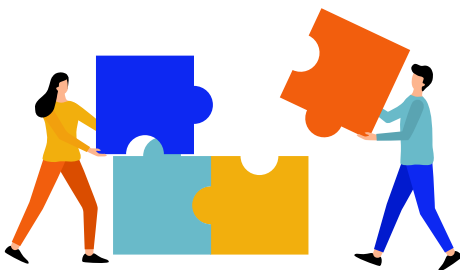
Collaboration

COVID-19 Response

- Developed a English/Spanish [COVID-19 Resource Library](#) and conducted outreach to ensure access for those without internet.
- Collaborated with NCO [Mask/COVID Awareness Project](#) to advocate for widespread adoption of safety protocols and access to the COVID-19 vaccine.
- Hosted a 3-part webinar series, "[COVID-19 and Shaping Our Community](#)" about the impacts of the pandemic and lessons learned with leaders from workforce development, social services, mental health, and local tribes. More than 100 community members attended.



Collaboration and Community Engagement



- Connected with 13 [Community Health Needs Assessment](#) partners to gather feedback on the collaborative process. Determined that Spring 2023 is the the optimal timing to begin the next collaborative CHNA.
- Convened a group of 43 multi-sector leaders at 4 [Healthy Mendocino Roundtable](#) meetings to discuss important health issues facing our community and to inspire strategic collaboration.
- Partnered with the [Diversity, Equity, and Inclusion Task Force](#) on a webinar about systemic racism and health disparities in the county. More than 60 community members attended.
- Initiated a partnership with Mendocino County Office of Education to facilitate industry networking opportunities for their county-wide work-based learning and internship program.
- Initiating partnerships with League of Women Voters and Leadership Mendocino to collaborate on community conversations. Healthy Mendocino is actively exploring opportunities to collaborate with organizations, grassroots groups, and programs within NCO.

"Healthy Mendocino is an incredible resource in our community and integral to the information base with relevant, impactful and accessible programs and initiatives that foster collaboration. MCHF is honored and excited to partner with Healthy Mendocino and help bring its vision to life".

-Mary Kate McKenna, Executive Director, Mendocino Coast Healthcare Foundation

The Healthy Mendocino Platform



- Expanded local data on the website to include 9 new indicators of violent crime, domestic violence, and vaping.
- Launched a partnership with regional tribal councils to use the Healthy Mendocino platform to celebrate and share cultural history and important information from the sovereign nations of Mendocino County.
- Created 4 unique articles elevating local projects and highlighting health disparities. Articles included: *The Mendocino Coast Children's Fund Breathe Easy Project*, *Local Heroes: Promotores de Salud*, *Education Inequity in the Time of COVID*, and *Project Sanctuary Trains Youth Advocates to Prevent Teen Dating Violence*.
- Added a "How Do I Get Started?" page with 3 video tutorials on the Healthy Mendocino platform's main functions to ensure usability and access to the website and its features.
- Revamped the Local Health Events Calendar with up-to-date workshops, trainings and pertinent meetings in the county.
- Added the Food Insecurity Index and Socio-Economic Needs Index to *Community Data* section of the website. Integrated the Healthy People 2030 Progress Tracker to measure Mendocino County data against the initiative's nation-wide objectives.
- Created 5 new pages for collaboratives and ongoing projects in the county: MOVE 2030, Mendocino Coast Healthcare Foundation, CalFresh, Mask/COVID Awareness Project, and Oral Health.

Governance and Structure

- Became a program of North Coast Opportunities. This will strengthen Healthy Mendocino's outreach to the community and bring stability, longevity, and sustainability to the program.
- Completed a 3-year strategic plan with measurable objectives and goals that will support the work of partner agencies.
- Continuously assessing equity within our Leadership Team and creating frameworks that are inclusive to emerging leaders of various backgrounds with diverse lived experiences.



Our Funding Partners: Adventist Health Hospitals; Alliance for Rural Community Health (ARCH); Community Development Commission of Mendocino County (CDC); The Community Foundation of Mendocino County; Consolidated Tribal Health Project (CTHP); First 5 Mendocino; Mendocino Coast Healthcare Foundation (MCHF); Mendocino County AIDS/Viral Hepatitis Network (MCAVHN); Mendocino County Health & Human Services, Public Health Branch; Mendocino County Office of Education (MCOE); North Coast Opportunities, Inc. (NCO); Partnership HealthPlan of California; Redwood Community Services, Inc. (RCS); Redwood Quality Management Company (RQMC); United Way of the Wine Country.



Healthy Mendocino
413 N. State Street
Ukiah, CA 95482
www.healthymendocino.org
healthymendocino@ncoinc.org
707-467-3228



"A great driver toward health and wellness in a vast rural County like Mendocino is data. Whether a broad take on promising practices or a zip-code specific snapshot of children living below poverty level, each piece of the local Community Health Needs Assessment moves us forward. Healthy Mendocino provides valuable tools for understanding and making the case for our work with families."

*-Lisa G. Fredrickson, Senior Program Manager, Public Health Nursing,
Mendocino County Public Health*