

Public Health recognizes October as **Breast Cancer Awareness Month** to raise awareness of breast cancer, the most common cancer in women of all races and ethnicities, and to help those to seek prevention, diagnosis, and treatment. Also, October 13, is Metastatic Breast Cancer Day and Men's Breast Cancer Week is October 17-23.

Staying healthy can lower your risk of developing cancer and improve your chances of surviving cancer if it occurs.

Here are helpful tips to lower your risk of breast cancer:

- Keep a healthy weight.
- Be physically active.
- Choose not to drink alcohol, or drink alcohol in moderation.
- If you are taking, or have been told to take, hormone replacement therapy or oral contraceptives (birth control pills), ask your doctor about the risks and find out if it is right for you.
- Breastfeed your children, if possible.
- If you have a family history of breast cancer, talk to your doctor about other ways to lower your risk.

Learn more at www.cdc.gov/breast-cancer/



Public Health also recognizes October as **Sudden Infant Death Syndrome (SIDS) Awareness Month** to raise awareness about the 'Safe to Sleep' program to help encourage safe infant sleep and raise awareness about ways to reduce the risk of SIDS.

For more information about ways to reduce the risk of SIDS, you may contact Mendocino County Maternal, Child, Adolescent Health at (707) 472-2700 or (800) 734-7793.

A graphic with a teal and white border. On the left, a circular inset shows a woman in a black tank top leaning over a crib, looking at a baby who is lying on their back. The baby is wearing a white onesie with a pattern. To the right of the image, the text reads: "SAFE SLEEP TIP: Always place baby on their back to sleep for naps and at night." Below this, it says: "Back sleeping reduces the risk of SIDS and other sleep-related death. Learn more about keeping baby safe during sleep at safetosleep.nichd.nih.gov." At the bottom, there are three logos: the Department of Health and Human Services logo, the NIH logo, and the "SAFE TO SLEEP" logo which includes a baby sleeping icon.



A Safe & Healthy County

October 2024

Public Health - Immunization / Maternal, Child, Adolescent Health (MCAH) Outreach

On September 20, the MCAH team and Immunization team participated in the Hispanic Heritage Celebration in Ukiah. The Immunization team was able to administer 9 Flu shots. This event was a collaborative effort with the Community Wellness/Prevention program as well and featured interactive activities for children focused on child development, nutrition, and community resources. The event was culturally relevant to the populations we serve and provided an excellent opportunity to deepen our understanding of cultural values and traditions within the community.

Public Health - MCAH

Workforce and Training

This month, MCAH staff attended the annual MCAH City MATCH Leadership & Epidemiology Conference. The conference offered valuable insights into data management strategies, challenges, and innovations aimed at advancing maternal and child health initiatives. The tools, strategies, and resources shared during the event will support our local MCAH efforts to better leverage and utilize available data to improve outcomes.



Metrics and Quality Improvement

MCAH has tracked significant improvements in the HFMC program, including outreach activities, home visit rates, and the completion of assessment tools. The team has facilitated group training sessions to support a smooth transition to the new Efforts to Outcomes (ETO) data system, ensuring that staff feel confident and well-prepared to use the system effectively.

Public Health - Nursing Administration

We are continuing with two student interns in our Nursing Program that are currently working on their credentialing through Sonoma State University that started in September and will be interning in the department through to the end of the year. One student has already completed their hours needed and internship in the department.



Public Health - California Children's Services (CCS)

The CCS Medical Therapy Clinic recently relocated from Calpella School to Orr Creek School, a transition that came with several challenges. The team faced tight turnaround times, navigating logistical aspects of coordinating with both the school and families. Despite this, the CCS team collaborated closely with MCOE to ensure the move was completed smoothly and on schedule. Their exceptional communication with parents and school staff was key to this success, and parents expressed gratitude for the team's efforts to maintain continuity of care for their children.

The California Children's Services (CCS) program provides specialized medical care and therapy services to children with eligible chronic or severe health conditions, helping them access treatments and services that improve their quality of life.

On September 23, the first clinic at the new location was held, serving 11 children with CCS-eligible conditions. These children received crucial services, including consultations with a physiatrist. The team's ability to manage the move under tight deadlines while keeping parents informed and reassured highlights their commitment to delivering high-quality care.



Public Health - Health Care Program for Children in Foster Care (HPCFC)

In September, the HPCFC team prioritized collaboration with the Cahto and Round Valley Tribes, exemplifying our commitment to building trust and fostering stronger partnerships with our tribal partners. A Public Health Nurse from our team met with Social Workers in Laytonville to discuss areas of support, address concerns, and identify connection and collaboration points, further solidifying our working relationship. Both our team and the tribal representatives expressed appreciation for having representatives meet with them in-person, underscoring the importance of being present and building genuine connections.

Additionally, the full team is working to reinstate the monthly collaboration meetings with FCS to enhance our ability to support the children and families we work with, and ensure seamless communication between PHNs and FCS Social Workers.

The Health Care Program for Children in Foster Care (HPCFC) provides comprehensive health oversight and advocacy for children and youth in foster care, ensuring their medical, dental, and behavioral health needs are met. The program also facilitates coordination between social workers, healthcare providers, and caregivers to ensure timely care. Close collaboration with our local partners helps to ensure that gaps in services and communication do not occur.

The HPCFC Team is continuing to provide critical training on the JV220 process to new DSS Social Workers. The JV220 process is required for ensuring that children in foster care receive timely access to life-changing medications that are prescribed by their providers. HPCFC coordinates with FCS to provide training resources such as this to new social workers.



Other/Additional Information

October 2024

Public Health

PH was notified that we were awarded a COVID Mitigation Grant! PH applied for this grant in May and received notice in late September that we were awarded \$53,844.00. These funds will be used to create and distribute COVID Mitigation Training Tool Kits to various community locations in which Behavioral Health clients reside or are served (including to those that are unhoused). These kits will include training materials for service agencies and aim to reduce hesitancy around COVID testing and prevention that may exist in these populations. This project is a collaboration with Public Health, the resources and skills Public Health have developed in COVID prevention and response will be applied to Behavioral Health client risk factors and access challenges. We are excited to have this resource for our community as we move into respiratory illness season!

Public Health Administration

Communications

Public Health will air PSAs in English and Spanish all month-long in October to raise awareness on Breast Cancer Awareness, Respiratory Virus vaccines, and Domestic Violence Awareness.

- October is Breast Cancer Awareness Month. Breast cancer is the second most common cancer in women and second leading cause of cancer death among women. Increased awareness and early detection through regular screening have decreased cancer deaths. Screening with a mammogram can detect breast cancer early when it is most treatable. Learn to do a breast self-examination every month. Talk to your healthcare provider about when you should start annual mammograms. For more information, go to the website at nationalbreastcancer.org.



- Fall is the time to prepare for Flu, COVID-19, and RSV (Respiratory Syncytial Virus). Prepare yourself and your family. Get the Influenza, COVID-19, and RSV vaccines. Talk to your healthcare provider to

determine which is best for you or any family members. Wear a mask. If you are sick, stay home and test for COVID-19. Vaccines provide a strong defense against severe illness. For more information, go to cdc.gov/respiratory-viruses.

Stay Healthy This Flu Season!

- FREE Flu Vaccine is available for anyone 18 years or older at Public Health.
- FREE Childhood Vaccinations are provided through the California Vaccines for Children (VFC) program for eligible families.

You may also get vaccinations from your primary care provider, if you don't have a care provider you may call Public Health at (707) 472-2716 to assist you.

Vaccines protect you and your quality of life. They're proven to be safe, and effective and a strong defense against severe illness.

For more information visit:
www.mendocinocounty.gov/departments/public-health/nursing/vaccines

IT'S TIME TO GET VACCINATED TODAY!

- October is Domestic Violence Awareness Month. More prevalent than most realize, one in four women and one in seven men will experience domestic violence in their lifetimes. Anyone, regardless of gender, race, sexual identity or orientation, or socio-economic status, can become a victim of domestic violence. If you are in immediate danger, call 9-1-1. If you or someone you know needs assistance, call national domestic violence hotline 1-800-799-SAFE.

Follow us on Social Media

