



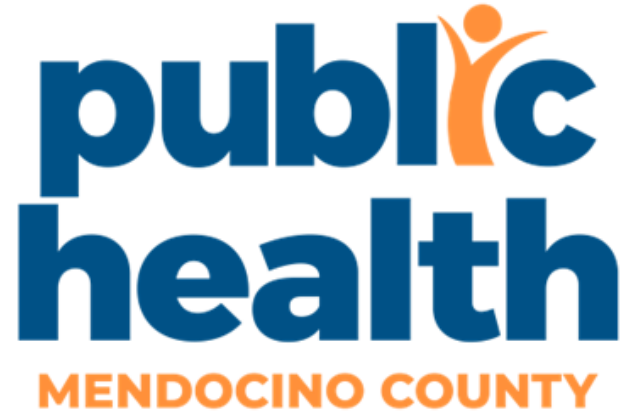
A Safe & Healthy County

Public Health Nursing - Community Wellness

Community Wellness division was extremely pleased to be out in the community the weekend of September 22-24, 2023. Two staff attended the Round Valley Indian Health Clinic's 43rd Annual Health Fair on Friday. It was a beautiful day to support the community's efforts by sharing healthy resources and distributing pertinent information. On Saturday, two staff also attended Coastal Clean-Up Day. One spent the morning with our Blue Zones partners as part of the Ukiah Valley Russian River Cleanup. The other worked with our Tribal partners cleaning up on the Coast. Staff also attended the Mendocino County Fair in Boonville on Friday and Sunday, alongside our partners Tobacco Free North Coast and NorCal for Health. This was a great opportunity to engage with Mendocino County's residents from near and far who traveled to the County Fair. In October Community Wellness attended The Willits Arts Party on October 1 and PumpkinFest on October 14 & 15, handing out materials and offering a ReThink Your Drink hydration station. All these activities in our beautiful county support healthy choices for all.

Public Health Communications

Public Health Communications continues to provide educational messages through radio public service announcements (PSAs), newspaper ads, Facebook and Instagram. All messaging is provided in English and Spanish. Social media messaging about this year's respiratory virus season is generating the most activity. Decembers messaging will include reminders about COVID-19, Flu and RSV, lung cancer screening, holiday safety (food safety, electric hazards, travel safety). We are also highlight Human Rights Day on December 10th, and International AIDS awareness month.



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Public Health Nursing - Healthy Families of Mendocino County

In October our program received a large shipment of child safety seats for distribution to community organizations for low-income families to be installed by a Child Passenger Safety Technician. Our program has several trained Child Passenger Safety Technicians, and facilitated the training of multiple CBO partners to become trained technicians, each of whom can provide education and demonstrate proper installation, as follows nationally recommended best practice. 46% of car seats and booster seats are used incorrectly in the United States and car crashes are a leading cause of death for children ages 1-13, demonstrating the importance of ensuring that families have proper fitting and correctly installed car seats. Results for our annual family satisfaction survey were collected in October, showing that 80% of respondents felt that their ability to understand child development and their child's cues had improved since beginning with Healthy Families Mendocino County. Additionally, 71% of respondents reported having more patience with their child's behavior and a greater appreciation of their child since participating in the program. The outcomes demonstrated by evidence-based home visiting models illustrate an impact on community in enhancing family well-being by improving child safety and preventing maltreatment, promoting healthy child development, and strengthening parent-child relationships.