

Introductions

October 2025



October is SIDS Awareness Month

Public Health encourages everyone this month and year-round to help promote #safesleep practices and raise awareness about reducing the risk of SIDS.

Here are some steps you can take to reduce risk and protect your baby:

- Always place babies on their backs to sleep for naps and at night.
- Use a firm, flat sleep surface (crib, bassinet, or portable play yard) free from soft bedding, pillows, or toys.
- Keep baby in your room, but on their own sleep surface — avoid bed-sharing.
- Breastfeeding, when possible, helps reduce risk.
- Keep the baby's sleep environment cool and avoid exposure to tobacco smoke.



Let's work together to keep our youngest Mendocino County residents safe. ❤️



SAFE SLEEP TIP:
**Always place baby
on their back to sleep
for naps and at night.**

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.



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Public Health - Maternal, Maternal, Child, Adolescent Health (MCAH)

In recognition of National Child Passenger Safety Month in September, the MCAH team focused on advancing the health and wellness of our community through education and impactful outreach. MCAH provided standing weekly appointments for car seat checks and installations, giving families hands-on guidance and support while promoting car seat use for children. In addition to weekly services, the team participated in outreach to raise awareness of the Car Seat Safety Program.

MCAH team hosted and participated in several events throughout the month of September including:

- Free Car Seat Installation Event at the Anderson Valley Health Center in Boonville (August 13)
- Round Valley Indian Health Center Health Fair (September 29)

These efforts allowed us to connect with families and partners in meaningful ways, share valuable resources, and strengthen our community's commitment to child passenger safety.

HELP BABY SLEEP SAFE EVERY TIME!

Keep pillows, blankets, toys, and stuffed animals out of baby's sleep space.

Learn more ways to keep baby safe during sleep at safetosleep.nichd.nih.gov.

Keep it bare.
Keep it safe.
Keep it simple.

#ClearTheCrib

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SAFE TO SLEEP

The infographic features a purple background with white and teal text. It includes a photograph of a woman adjusting a baby in a crib. The text emphasizes keeping the crib free of soft objects. Logos for the NIH and a "SAFE TO SLEEP" icon are also present.

Public Health - California Children's Services (CCS)

This month, the California Children Services (CCS) team proudly introduced five new families to our program, reinforcing our commitment to delivering specialized, coordinated care for children with complex health conditions. This month, our team coordinated closely with Sonoma County to ensure that transfer cases had seamless access to care through the Medical Therapy Program (MTP). By conferencing with their staff, we were able to share critical information, address case-specific needs, and support continuity of services so that children and families receive the care they need without interruption. This collaboration strengthened our partnership across county lines and highlighted the importance of proactive communication. Together, we remain committed to building a coordinated system of care that puts the well-being of children and families first.

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

This month, the HCPCFC team focused efforts to continuing to ensure the medical, dental, mental health and wellness of our foster care children by engaging in continuing education with Redwood Community Services (RCS) and collaborating with both Family and Children's Services (FCS) and Anchor Health Management. We were also assigned 6 new cases which kept us very busy. HCPCFC team participated in the training at RCS on Foster Youth Reproduction and Sexual Wellness as well as completed Basic CPR & First Aid training. The variety of monthly training means that there is always something wonderful to choose from. We collaborated with Anchor Health during our monthly meeting on the September 16th to discuss upcoming JV 220 submissions and assisted them with obtaining crucial patient health information for our most challenging foster care youth whose mental health care we both share. Our monthly partnering with FCS during our FCS-HCPCFC collaboration meetings has continued to bring creative solutions for some of our foster children who struggle with maintaining placement and have forged an impenetrable bond between Foster Care Nursing and FCS.



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Public Health - Women, Infants, & Children (WIC)

The WIC program continues working on improving available resources for families and to make WIC experience easier each time. WIC is now offering WICHealth.org online classes for families to make appointments quicker and to have digital access to nutrition topics to learn on their own. With this new online resource, WIC program will be able to reach more family participation and continue to increase the services provided.

WIC services are available for all families and children. For more information and support, contact the main office in Ukiah at (707) 472-2743 or by email at WIC@mendocinocounty.gov.

October is National Breast Cancer Awareness Month

This month, Public Health is raising awareness, reminding individuals to schedule regular screenings, sharing support and resources with the community. WIC supports the reduction of risk for breast cancer by promoting breastfeeding.

By breastfeeding for 12 months, a breastfeeding person can reduce their risk of breast cancer by 26%, this is according to an article published in 2015 (Chowdhury et al.) In many studies, including a 2016 report from The Lancet, which stated that breastfeeding directly prevents nearly 20,000 deaths from breast cancer every year, and another 20,000 lives would be saved annually by increasing breastfeeding practices worldwide.

Early detection saves lives.

*Learn more about prevention and early detection:
www.nationalbreastcancer.org/breast-cancer-awareness-month/*

Here are some tips to start now and take charge of your health:

- ✓ Schedule your screening
- ✓ Talk to your provider about risk factors
- ✓ Share resources with your loved ones



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Public Health - Administration

Communications

Public Health is airing public service announcements in both English and Spanish throughout the month of October to raise awareness about the Great ShakeOut on October 16, Breast Cancer Awareness Month, Respiratory Virus Season and Domestic Violence Awareness Month.

- **Great ShakeOut - October 16**

Are you prepared to survive and recover when the next big earthquake hits? On **October 16**, join millions in practicing what to do during an earthquake: **Drop, Cover, and Hold.**



Register at ShakeOut.org and be a part of the world's largest earthquake drill!

- **Breast Cancer Awareness Month**

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. Early detection saves lives. Screening with a mammogram can detect breast cancer early when it is most treatable. Learn how to do a breast self-examination every month. Talk to your healthcare provider about when you should start annual mammograms.

For more information, visit NationalBreastCancer.org



- **Respiratory Virus Season**

Fall is the time to prepare for Flu, COVID-19, and RSV (Respiratory Syncytial Virus). Protect yourself and your family. Get the Flu, COVID-19, and RSV vaccines. Talk to your healthcare to find out which vaccines are right for you and your loved ones. Remember, wear a mask, staying home when sick and testing for COVID-19 all help reduce the spread. Vaccines remain your best defense against severe illness.

For more information, visit CDC.gov/Respiratory-Viruses



- **Domestic Violence Awareness Month**

October is Domestic Violence Awareness Month. Domestic violence is more common than most people realize. One in four women, and one in seven men, will experience domestic violence in their lifetimes. Anyone can be affected — regardless of gender, race, sexual identity, orientation, or income.

If you or someone you know needs help, call the National Domestic Violence Hotline at 1-800-799-SAFE. If you are in immediate danger, call 9-1-1.

