

March is Nutrition Month

This month we raise awareness to help everyone to learn about making informed food choices as well as development of healthful eating and physical activity habits.

Mendocino County Women, Infants, and Children (WIC) program provides nutrition and health information, monthly food benefits to get healthy foods, breastfeeding information & support, and referrals.

Who qualifies:

- Low to Medium income families
- Receive Medi-Cal, CalWORKs or CalFresh benefits
- Women who are pregnant, breastfeeding, a postpartum less than 6 months or pregnancy loss
- Children up to the age of 5 years, cared for by mother, father or foster parent

For more information, contact the WIC Program at: 1-855-843-2949 or stop by an office in Ukiah, Willits, or Fort Bragg at:

1120 South Dora Street, Ukiah, CA 95482
120 West Fir Street, Fort Bragg, CA 95437
125 E. Commercial Street, Willits, CA 95490



Additionally, we recognized **March 12** as **Registered Dietician Nutritionist Day** and **March 13** as **Nutrition and Dietetics Technician, Registered Day**.

We celebrate and appreciate the work they do to help people live healthier lives through nutrition.

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

This month, our newest team member successfully completed the Healthy Families America core training, equipping them to take on a caseload of families in the Healthy Families Mendocino County home visiting program. This milestone strengthens our program's capacity to serve more families, expanding access to critical support services that promote positive parent-child interactions, child development, and family well-being. The MCAH program has also been awarded the KidsPlate grant to enhance car seat safety and childhood injury prevention efforts from July 1, 2025, through June 30, 2027. This funding will allow the program to provide weekly car seat evaluations, installations, and education sessions while also expanding outreach through monthly mobile car seat distribution and installation events in rural areas. In addition, the grant supports the purchase and distribution of convertible and booster seats for eligible families, ensuring more children have access to proper child passenger safety equipment.



Learn more about Maternal, Child, Adolescent Health programs at www.mendocinocounty.gov/departments/public-health/nursing/maternal-child-adolescent-health-programs

Public Health - California Children's Services (CCS)

CCS is a statewide program that treats children with certain physical limitations and chronic health conditions or diseases. CCS authorizes and pays for specific medical services and equipment provided by CCS-approved specialists. In review of the previous months, our county wide caseload consists of 412 children between the ages of 0 to 21 years old. In February we welcomed a total of 8 new children to our county wide caseload. As part of the Whole Child Model of CCS, our program works with The Partnership Health Plan of California to provide services to children within our program. This month we joined with them to officially begin our joint effort meetings. We have launched these joint venture meetings to support the children and families of our CCS program. One of our goals is to support CCS children, and their families, in obtaining and utilizing healthcare services for their complex healthcare needs.

Learn more at www.mendocinocounty.gov/departments/public-health/nursing/california-children-s-services



Public Health Administration

Communications

Public Health will air public service announcements in English and Spanish all month-long in March to raise awareness on Respiratory Virus Vaccines, Brain Injury Awareness Month, and Nutrition Awareness Month.

- It's 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.
- March is Nutrition Awareness Month. Throughout March, celebrate National Nutrition Month by going Beyond the Table. This month everyone is invited to learn about making informed food choices and development of healthful eating and physical activity habits. Learn more about our Women Infants and Children nutrition program by calling 1 855 843 2949 or for CalFresh benefits learn more on get.calfresh.org
- March is Brain Injury Awareness Month. Traumatic Brain Injuries are caused by external forces or mechanisms that damage the brain. Acquired Brain Injuries occur without a hereditary or degenerative cause. Preventive measures include Buckling up every ride, Protecting your head for all sports, bicycling, and motorsports. Consult a physician to help prevent older adult falls. Ensure all playgrounds have a soft surface for children.



March 20 is also **Brain Injury Awareness Day** and this month is to increase awareness of Brain Injuries, reduce stigma, inspire conversation, and educate about resources available to people living with a Brain Injury.

What is a brain injury?

Every 9 seconds, someone in the United States sustains a brain injury. Yet there are many misconceptions and gaps in knowledge among the public. A brain injury affects how a person thinks, acts, and feels. The symptoms and impacts are wide ranging and can change everything about someone in a matter of seconds. This event affects both the survivor and their support network, so it's important to keep some things in mind when interacting with a survivor.

Prevent a brain injury before it happens.

- Buckle Up Every Ride - car, motorcycle, do not driving under the influence
- Protect Your Head – all sports, cycling, motorcycling, snowmobiling, riding an all-terrain vehicle, riding a horse
- Prevent Older Adult Falls – Consult physician to access fall risk/prevention, regular check eyesight, engage in strength/balance exercises, make your home safer by installing safety features.
- Ensure playgrounds have soft surfaces for children.

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