



ADVENTIST HEALTH
MENDOCINO COAST

IMPLEMENTATION STRATEGY
Year Two Update, FY 2024
Period 1/1/24 - 12/31/24

2024

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Purpose & Summary

Non-profit health systems, community-based organizations, and public health agencies across the country all share a similar calling: to provide public service to help improve the lives of their community. To live out this calling and responsibility, Adventist Health Howard Memorial, Mendocino Coast and Ukiah Valley conducts a Community Health Needs Assessment (CHNA) every three years, with our most recent report completed in 2022. Part of that process is engaging our community through focus groups, key informant interviews and surveys. Represented and vulnerable populations included: Civic government & leadership, community-based organizations focusing on early education, low-income, medically underserved, minority populations, older adults, providers, substance use, students, workforce representatives, and unhoused populations. Now that our communities' voices, stories, and priority areas are reflected in the CHNA, our next step is to complete a Community Health Improvement Plan (CHIP), or as we refer to it, a Community Health Implementation Strategy (CHIS).

The CHIS consists of a long-term community health improvement plan that strategically implements solutions and programs to address our health needs identified in the CHNA. Together with the Adventist Health Well-Being team, local public health officials, community-based organizations, medical providers, students, parents, and members of selected underserved, low-income, and minority populations, Adventist Health Howard Memorial, Mendocino Coast and Ukiah Valley intentionally developed a strategic plan to address the needs of our community.

In this Implementation Strategy Year Two Update, FY 2024 or also known as the Community Health Plan Update, FY 2025, you will find strategies, tactics, and partnerships that address the following health needs identified in the 2022 Adventist Health Howard Memorial, Mendocino Coast and Ukiah Valley CHNA:

Access to Care

Financial Stability

Health Risk Behaviors

Blue Zones Project Mendocino County

Across the globe lie blue zones areas — places where people are living vibrant, active lives well into their hundreds at an astonishing rate—and with higher rates of well-being. Attaining optimal well-being means that our physical, emotional, and social health is thriving. Blue Zones Project works with communities to make sustainable changes to their environment, policies, and social networks to support healthy behaviors. Instead of a focus on individual behavior change, it is an upstream solution focused on making healthy options easy in all the places people spend most of their time. Blue Zones Project is committed to measurably improving the well-being of community residents and through their proven programs, tools and resources, utilizes rigorous metrics to inform strategies and track progress throughout the life of the project. This includes well-being data, community-wide metrics, sector-level progress and outcome metrics, transforming community well-being by making changes to environment, policy, worksites and social networks that create healthy and equitable opportunities for all.

Adventist Health Howard Memorial, Mendocino Coast and Ukiah Valley proudly sponsors Blue Zones Project Mendocino County (BZPMC). The BZPMC team wakes up each morning focused on partnering and collaborating with community leaders and organizations active in the sectors of built environment, education, economic and workforce development, mental and physical well-being, policy and public health. Together the BZPMC team and sector leaders develop a community Blueprint that strategically aligns and leverages the actions and resources of the sectors where we live, learn, work and play to help advance the efforts around the community's biggest Social Determinant of Health challenges while connecting them to Health-Related Social Needs organizations.

Equity is a strategic priority woven throughout the Blueprint and programs. Policies and initiatives are developed in a way that honors the local culture that is focused on reaching out to all populations. Each year BZPMC sector leads come together to evaluate and update the Blueprint to ensure community alignment.

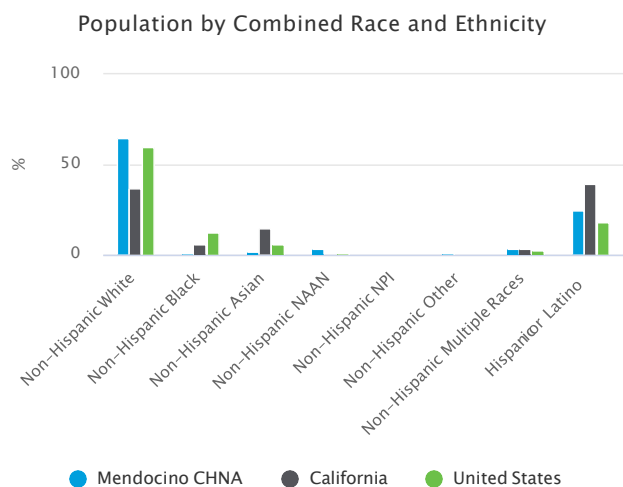
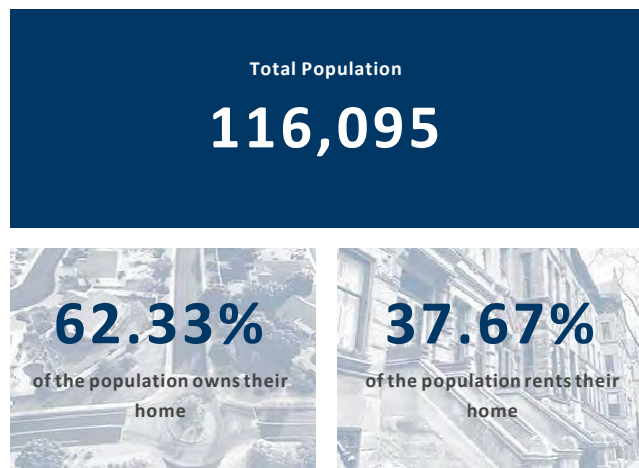
To learn more about Blue Zones Project Mendocino County and how to get involved visit: mendocinocounty.bluezonesproject.com

Who We Serve

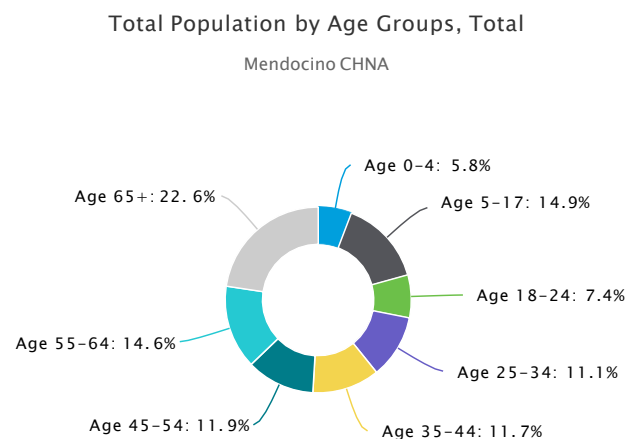
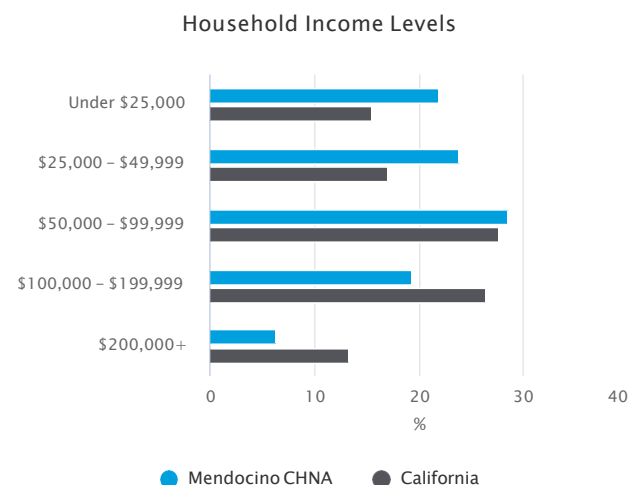
DEMOGRAPHIC PROFILE

The following zip codes represent Adventist Health Howard Memorial, Mendocino Coast and Ukiah Valley's primary service area (PSA), accounting for 75% of hospital discharges. Additionally, we took a collaborative approach and expanded our PSA by inviting Steering Committee members to include the zip codes of those they serve.

The Adventist Health Howard Memorial, Mendocino Coast and Ukiah Valley CHNA market has a total population of 116,095 (based on the 2020 Decennial Census). The largest city in the service area is Ukiah, with a population of 16,075. The service area is comprised of the following zip codes: 95415, 95463, 95410, 95445, 95460, 95428, 95488, 95449, 95437, 95425, 95453, 95589, 95427, 95456, 95469, 95459, 95468, 95432, 95490, 95429, 95417, 95482, 95587, 95466, 95470, 95494, 95420, 95454, 95585.



Note: NAAN = Native American or Alaska Native, NPI = Native Hawaiian or Pacific Islander.



About Us

Adventist Health Mendocino Coast

Located on the Pacific Coast of California along Shoreline Highway in Mendocino County, Adventist Health Mendocino Coast is a 25-bed Critical Access Hospital serving California's Mendocino coast. The hospital offers vital services, including 24-hour emergency care, medical imaging, intensive care and surgery. The hospital is dedicated to creating greater accessibility to healthcare in rural communities and to ensure their community has access to quality care.

Adventist Health

Adventist Health is a faith-inspired, nonprofit integrated health system serving more than 80 communities on the West Coast and Hawaii. Founded on Adventist heritage and values, Adventist Health provides care in hospitals, clinics, home care agencies, hospice agencies and joint-venture retirement centers in both rural and urban communities. Our compassionate and talented team of 34,000 includes associates, medical staff physicians, allied health professionals and volunteers driven in pursuit of one mission: living God's love by inspiring health, wholeness and hope. Together, we are transforming the American healthcare experience with an innovative, yet timeless, whole-person focus on physical, mental, spiritual and social healing to support community well-being.



Adventist Health's Approach to CHNA & CHIS

Adventist Health prioritizes well-being in the communities we serve across our system. We use an intentional, community centered approach when creating our hospital CHNA's to understand the health needs of each community. After the completion of the community assessment process, we address health needs such as mental health, access to care, health risk behaviors, and others through the creation and execution of a Community Health Implementation Strategy (CHIS) for each of our hospitals and their communities.

The following pages highlight the key findings the Adventist Health Howard Memorial, Mendocino Coast and Ukiah Valley CHNA Steering

Committee identified as their top priority health needs, or as we refer to them in this report, their 'High Priority Needs'. The High Priority Needs are addressed in the Community Health Implementation Strategy and are reported on a yearly basis through the Annual Community Health Plan Update. This is year two, of a three-year strategy to improve the health of our community. We invite you to learn about the actions, activities and programs that have been implemented in 2024.

Action Plan for Addressing High Priority Needs

The following pages reflect the goals, strategies, actions, and resources that Adventist Health Mendocino Coast provided in 2024 to address each selected High Priority Need.

ADDRESSING HIGH PRIORITY: ACCESS TO CARE - BARRIERS

GOAL	Provide medical services to community members with no transportation.
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Strategy:	Provide medical services to the homeless population through street medicine.
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Actions: Program/Activity/Tactic/Policy
<ol style="list-style-type: none">1. Work with community partners with street medicine clinics to identify homeless encampments/gathering places where they can provide services.2. Visit identified locales and provide educational and medical services/assessments for populations with no means of transportation.3. Connect identified healthy risks for transport to medical facilities for continued care.

FY 2024 YEAR TWO
<ol style="list-style-type: none">1. Establish a schedule of ongoing places for street medicine services.2. Convene and connect street medicine teams with clinic and hospital case workers.

COMMUNITY IMPACT SUMMARY/ALL STRATEGIES:
<p>The Adventist Health Street Medicine Program, a collaboration between the COMPASS Street Medicine Team and the SMART Track Program, continued its vital work in 2024, providing essential services to people experiencing homelessness (PEH) in Mendocino County. Building upon the foundation established in 2023, the program saw significant growth and expansion.</p> <p>Key Achievements and Highlights:</p> <ul style="list-style-type: none">• Continued Outreach and Care:<ul style="list-style-type: none">○ The program maintained its commitment to providing accessible healthcare, conducting over 100 Street Medicine clinics throughout the year.○ Over 400 individuals received care, resulting in more than 1,000 encounters, demonstrating the program's significant reach.• Multidisciplinary Team:<ul style="list-style-type: none">○ The COMPASS Street Medicine team, consisting of a registered nurse, care coordinator, social worker, nurse practitioner, licensed therapist, and physicians, ensured comprehensive care delivery.○ The SMART Track program continued to train two family medicine residents, equipping them with the skills to serve PEH effectively.○ All six first year residents spent time with the team as part of their community medicine rotation.• Enhanced Collaboration:<ul style="list-style-type: none">○ The program strengthened its partnership with Mendocino Community Health Clinics (MCHC), integrating MCHC's care management staff into Street Medicine clinics.○ The inaugural Mendocino County Street Medicine Collaborative meeting, held in February 2024, fostered greater collaboration among various community agencies. Meetings continued quarterly throughout the year.○ On September 26, 2024, Adventist Health, in partnership with various community organizations, hosted a training session focused on improving care for individuals experiencing homelessness. The event, led by experts from USC Keck School of Medicine, aimed to equip healthcare providers and community workers with the knowledge and skills necessary to effectively address the unique needs of this vulnerable population.• Expanded Outreach:<ul style="list-style-type: none">○ In late 2024, the COMPASS Street Medicine team initiated bi-weekly outreach clinics to an encampment in southern Ukiah, providing direct medical care and care coordination.○ Due to positive reception and need, encampment outreach frequency will increase to weekly in early 2025, and additional outreach sites are being identified.

- **Enhanced Service Delivery:**

- A collaborative "medication backpack" project, in partnership with the AHUV pharmacy team, will be implemented in Quarter One 2025, enabling the team to address a wider range of medical conditions on-site.
- A point-of-care testing program, bringing essential diagnostic tests directly to PEH, is anticipated to be operational in Quarter One and Two of 2025.

Looking Ahead:

The Adventist Health Street Medicine Program is poised for continued growth and impact in 2025. The planned expansion of outreach clinics and the implementation of the medication backpack and point-of-care testing programs will further enhance the program's ability to meet the healthcare needs of Mendocino County's PEH population. The program's dedication to collaboration and innovation ensures that it will continue to play a vital role in improving the health and well-being of this vulnerable community.

STRATEGY THAT CHANGED DURING THE YEAR:

After a mid-year needs assessment, the COMPASS Street Medicine team reevaluated its resources and identified better locations to increase the number of PEH being served. This included expanding the amount of time and resources dedicated to outreach to homeless encampments.

ADVENTIST HEALTH COMMUNITY IMPACT IN THE NEWS:

[https://adventisthealthwest.sharepoint.com/sites/AHUV-News/SitePages/Ukiah-Valley-News-Template\(4\).aspx](https://adventisthealthwest.sharepoint.com/sites/AHUV-News/SitePages/Ukiah-Valley-News-Template(4).aspx)

[Taking it to the streets:... - Adventist Health Ukiah Valley | Facebook](#)

[Strengthening Healthcare for the Homeless: Mendocino County Collaborative Unites Rural Partners](#)

ADDRESSING HIGH PRIORITY: ACCESS TO CARE - INSURANCE

GOAL	Verify/Re-verify Medi-Cal eligibility for vulnerable populations.
Strategy:	Provide education and outreach to medical providers (Registrars, Community Health Workers, Substance Use Navigators) to identify those medically eligible patients and help enroll or re-enroll them in available benefits and direct them to ongoing services.

Actions: Program/Activity/Tactic/Policy

1. Build training and education within the All-Clinics Committee Task Force
2. Utilize existing stakeholders' processes to identify medical patients that need to reverify eligibility

FY 2024 YEAR TWO

1. Provide education and outreach to providers to seek patients that need to reverify eligibility for coverage and help with the process for continuation.
2. Help navigate patients who become ineligible with available community services.

COMMUNITY IMPACT SUMMARY/ALL STRATEGIES:

In 2024, Adventist Health Mendocino continued its proactive efforts to mitigate disruptions in healthcare access for Medi-Cal members in Mendocino County, building upon the foundation laid in 2023 during the unwinding of the Pandemic Era Medicaid Continuous Coverage Requirement. The focus remained on ensuring smooth transitions for individuals facing Medi-Cal renewal or needing to explore alternative coverage options.

Key Initiatives and Achievements:

- **Building on 2023 Efforts:**
 - Adventist Health continued the multi-faceted strategy established in 2023, which involved collaboration with community agencies, targeted marketing campaigns, and staff training.
 - The organization maintained its commitment to providing support for individuals needing assistance with Medi-Cal renewal or applications for other coverage.
- **Targeted Outreach and Communication:**
 - In early 2024, Adventist Health leveraged data analysis to create a mailing list of over 3,000 Mendocino County households that had lost Medi-Cal coverage in 2023. A letter campaign was launched to provide these households with up-to-date resources for renewal or alternative insurance.
 - Updated Medi-Cal navigation resources from the California Department of Health Care Services were incorporated into new banners, posters, and flyers distributed throughout Adventist Health's facilities.
 - A social media campaign was implemented in October.
 - In November of 2024, a mailer was deployed to over 7,000 households in Mendocino County, providing Medi-Cal enrollment and re-enrollment guidance in both English and Spanish.
- **Expanded Support and Navigation:**
 - Front-line Adventist Health associates received ongoing training to guide patients through Medi-Cal renewal and Covered California options.
 - Collaboration with our revenue cycle management partner continued to expand the scope of the insurance navigation program.
 - Adventist Health associates worked with community agencies to provide navigation support for high-risk individuals facing procedural barriers.
 - Telephone and texting campaigns are set to begin in early 2025 to outreach to previously enrolled Medi-Cal patients and patients without health insurance coverage.
- **Community Collaboration:**
 - Adventist Health continued to collaborate with community partners to identify opportunities for enrollment events within the communities most impacted by the reenrollment process.

Overall Impact:

Adventist Health's comprehensive approach, combining targeted outreach, staff training, and community collaboration, played a crucial role in minimizing disruptions to healthcare access during the Medi-Cal renewal process. The organization's commitment to providing clear and accessible information ensured that Mendocino County residents were equipped to navigate the complexities of healthcare coverage.

ADVENTIST HEALTH COMMUNITY IMPACT IN THE NEWS:

<https://adventisthealthwest.sharepoint.com/sites/AHMC-News/SitePages/Supporting-our-patients-through-Medi-cal-redetermination.aspx>

<https://adventisthealthwest.sharepoint.com/sites/AHHM-News/SitePages/Do-you-know-someone-who-has-Medi-Cal--Help-them-stay-covered!.aspx>

ADDRESSING HIGH PRIORITY: FINANCIAL STABILITY

GOAL	Identify vulnerable, unstably housed community members and connect with Community Health Workers for support services through CalAIM funding.
Strategy:	Through COMPASS Street Medicine team identify unstably housed clients and connect them with services within the county that provide financial assistance.
Actions: Program/Activity/Tactic/Policy	
<ol style="list-style-type: none"> 1. County-wide education regarding the support services available, and the agencies directed to provide those services. 2. Deploy teams to provide connections to the appropriate agencies for individuals to receive services. 	
FY 2024 YEAR TWO	
<ol style="list-style-type: none"> 1. COMPASS Street Medicine team, MCC street medicine team and ED discharge/hospital discharge planning teams distribute information and direct applicable community members to the correct agencies for services. 	

COMMUNITY IMPACT SUMMARY/ALL STRATEGIES:

In 2024, Adventist Health Mendocino continued its commitment to improving healthcare access and outcomes for vulnerable populations in Mendocino County through its active participation in California's CalAIM program, focusing particularly on the COMPASS team's efforts to support people experiencing homelessness (PEH).

Key Initiatives and Achievements:

- CalAIM and Holistic Healthcare through Enhanced Care Management (ECM).** ECM is an essential component of California Advancing and Innovating Medi-Cal (CalAIM). ECM is a Medi-Cal managed care benefit providing community-based care management for individuals experiencing homelessness, behavioral health needs, substance use, children involved in child welfare, and individuals transitioning from incarceration. Lead Care Managers work individually with enrolled patients to provide up to one year or more of case management services, linking them to community resources such as but not limited to, transportation to medical appointments, food support, access to medical and mental health services, and other to improve health outcomes and overall well-being.
 - Adventist Health remained dedicated to the CalAIM program's goals of integrating medical care with essential social services to address the social determinants of health through dedicated Adventist Health staff.
 - The organization recognized the critical role of Enhanced Care Management (ECM), and Community Supports (CS) in providing comprehensive care for high-need individuals. In 2024, 25 members were enrolled.
- COMPASS Team's Core Functions:**
 - The COMPASS team continued to serve as a vital navigation resource for PEH, connecting them with services across various healthcare providers in Mendocino County, including Adventist Health facilities, Mendocino Community Health Clinics, Anchor Health Management, Redwood Community Services, and others.
 - The team actively participated in collaborative meetings with community agencies, including the Mendocino County Homeless Service Continuum of Care, the Mendocino County CalAIM Collaborative, and Mendocino County Adult Protective Services.
- Enhanced Collaboration and Service Integration:**
 - The collaboration with the MCHC Connections to Care team at clinics held at Redwood Gospel Mission's Center for Hope and the Ukiah Community Food Bank was strengthened, increasing navigation capacity.
 - The COMPASS team expanded staffing support for weekly clinics at the Building Bridges Shelter, resulting in improved connections to housing, social security, food stamps, and other vital resources.
- Impact for PEH:**
 - In 2024, the COMPASS team provided care management services to 480 people experiencing homelessness, with significant proportions facing medical complexity, mental health diagnoses, and substance use disorders.

- **Palliative Care and Training:**
 - Building on 2023's specialized palliative care and advanced care planning training, the COMPASS team continued to share expertise with organizations serving PEH.
 - The Mendocino County Hospice and Palliative Care Collaborative, formed by the COMPASS team, fostered collaboration among hospice and palliative care providers.
- **Expanded Assistance:**
 - The strategies used to help with Medi-Cal renewal and enrollment also helped patients apply for CalFresh, and other cash aid programs, due to the shared state portal.

Overall Impact:

Adventist Health's COMPASS team played a crucial role in improving the lives of PEH in Mendocino County. Through collaborative partnerships, targeted care coordination, and a focus on holistic healthcare, the organization made significant strides in addressing the complex needs of this vulnerable population.

ADVENTIST HEALTH COMMUNITY IMPACT IN THE NEWS:

<https://adventisthealthwest.sharepoint.com/sites/AHUV-News/SitePages/Caring-for-the-Most-Vulnerable---Our-COMPASS-Street-Medicine-Team.aspx>

<https://adventisthealthwest.sharepoint.com/sites/AHUV-News/SitePages/Out-and-About--Bringing-outreach-%26-education-to-our-community.aspx>

<https://adventisthealthwest.sharepoint.com/sites/AHUV-News/SitePages/Staff-Spotlight.aspx>

ADDRESSING HIGH PRIORITY: HEALTH RISK FACTORS – DIET

GOAL	Reduce the obesity rate among teens and adults through targeted food and diet education.
Strategy:	Improve Healthy food and beverage access.
Actions:	Program/Activity/Tactic/Policy
	<ol style="list-style-type: none">1. Establish food insecurity screening as a formal part of patient intake at appointments with healthcare providers that do not already do so and share necessary referrals and resources to meet patient food needs (Ukiah, Fort Bragg, and Willits).2. Adopt healthy food and beverage purchasing standards and wellness policies at all county facilities (Countywide).3. Update and ensure implementation of food and beverage related school wellness policies to align with Blue Zones Project nutrition guidelines (Ukiah, Fort Bragg, and Willits).
FY 2024 YEAR TWO	
	<ol style="list-style-type: none">1. Implement food insecurity screening during patient intake at clinics and hospitals countywide.2. Work with Mendocino BOS and local level government to discuss adoption of policies for the purchasing of health food and beverage options at all government facilities.3. Work with school districts superintendents to implement food and beverage policies in all schools.

COMMUNITY IMPACT SUMMARY/ALL STRATEGIES:
See Blue Zones Summary Report

ADDRESSING HIGH PRIORITY: HEALTH RISK FACTORS – ILLICIT DRUGS

GOAL	Increase access to treatment in a community with high substance use and overdose rates.
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Strategy:	Create policies and spaces for the treatment of substance use disorders and reduce harm to people who use substances.
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Action: Program/Activity/Tactic/Policy
<ol style="list-style-type: none"> 1. Participate in monthly SafeRX Mendocino Coalition and subcommittee meetings to design a plan to reduce substance use in Mendocino County, and to remove barriers to treatment for people who use substances. 2. Work alongside community partners to provide linkages to substance use treatment services through the Substance Use Navigator (SUN) program.

FY 2024 YEAR TWO
Work with community partners such as Public Health, Sherriff Department, EMS, Ukiah Fire to administer Buprenorphine in the field after an OD with Naloxone reversal, connecting community members to Navigator for SUD treatment and continued support.

COMMUNITY IMPACT SUMMARY/ALL STRATEGIES:
<p>In 2024, Adventist Health Mendocino continued its commitment to addressing the opioid crisis and providing comprehensive addiction treatment through the CA Bridge model, the Substance Use Navigator (SUN) program, and the SafeRx Mendocino initiative.</p> <p>Key Initiatives and Achievements:</p> <ul style="list-style-type: none"> • CA Bridge Model and SUN Team: <ul style="list-style-type: none"> ○ The SUN team continued to provide vital screening and intervention services for individuals with substance use and behavioral health needs across the emergency department, inpatient settings, and the community. ○ Building on the 2023 success of 1,282 navigation encounters and 385 referrals to treatment (including MAT, behavioral health, and residential treatment), the SUN team maintained its efforts to connect individuals with appropriate care. ○ SUN navigators continued their participation in Mendocino County Jail discharge planning, facilitating reentry into MAT, and residential treatment programs. ○ In Q1 of 2024 the SUN team integrated with the COMPASS Team, increasing collaboration. • SafeRx Mendocino and Naloxone Distribution: <ul style="list-style-type: none"> ○ All three Adventist Health hospitals in Mendocino County remained active participants in the SafeRx Mendocino program and the Naloxone Distribution Project. ○ The SafeRx program's dual approach, focusing on prescriber education and harm reduction, continued to be a crucial component of the county's response to the opioid crisis. ○ Efforts to promote safe opioid prescribing practices, encourage the use of the CURES 2.0 prescription monitoring database, and provide access to naloxone (Narcan) remains a priority. ○ The program continues to focus on patient education. • Expansion of Addiction Medicine Expertise: <ul style="list-style-type: none"> ○ Dr. Cara Eberhardt, a former AHUV Family Medicine SMART Track resident, joined AHUV as a Family Medicine physician specializing in Addiction Medicine. ○ Dr. Eberhardt's expertise, gained through the UC Davis Addiction Medicine Fellowship program, significantly enhanced access to addiction care in the county. ○ She actively collaborated with the SUN team, provided inpatient addiction consultation services, and joined the COMPASS Street Medicine Team, offering outpatient addiction medicine services.

- **Positive Impact on Overdose Rates:**

- CDC data shows a 31.51% decrease in provisional drug overdose deaths for the 12-month period ending in June 2024 compared to the peak 12-month period in 2021.

Overall Impact:

Adventist Health Mendocino County's multifaceted approach to substance use disorder, combining navigation services, harm reduction strategies, and the integration of specialized expertise, has made a significant positive impact on the community. The reduction in overdose rates demonstrates the effectiveness of these ongoing initiatives.

ADVENTIST HEALTH COMMUNITY IMPACT IN THE NEWS:

<https://adventisthealthwest.sharepoint.com/sites/AHUV-News/SitePages/Substance-Use-Navigation-Program--Bridging-the-gap-in-addressing-substance-use-disorder.aspx>

<https://adventisthealthwest.sharepoint.com/sites/AHUV-News/SitePages/Welcome-back--Dr.-Cara-Eberhardt.aspx>

ADDRESSING HIGH PRIORITY: HEALTH RISK FACTORS – TOBACCO PREVENTION YOUTH

GOAL	Create an environment that discourages commercial tobacco and nicotine use, reduces youth access, provides tobacco-free spaces, and supports prevention, cessation, and enforcement efforts.
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Strategy:	Decrease youth tobacco use and availability of cigarettes, e-cigarettes, and all flavored tobacco products.
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Action: Program/Activity/Tactic/Policy
1. Update Tobacco Retail Licenses (TRL) in Ft. Bragg, Ukiah and Willits to the County TRL. 2. Work with school districts to educate and reduce e-cigarettes in schools.

FY 2024 YEAR TWO
1. Monitor retail locations for continued adherence to the TRL. 2. Provide education and support to school systems.

COMMUNITY IMPACT SUMMARY/ALL STRATEGIES:
<p>The Blue Zones Project Mendocino powered by Adventist Health was an integral part of the Mendocino County Tobacco Prevention Coalition that helped to create and adopt the Mendocino County Tobacco Policy Platform (County-wide: Willits, Fort Bragg, and Ukiah)</p> <p>The platform includes several key initiatives:</p> <ol style="list-style-type: none">1. Flavored Tobacco Ban2. Tobacco Retail Licensing3. Community Education and Support4. Youth Prevention Programs <p>These effects are part of a broader strategy to create a healthier Mendocino County by reducing the prevalence of tobacco use and its negative health impacts. See the below 2024 Blue Zones Summary Report for further information</p>

ADDRESSING HIGH PRIORITY: HEALTH RISK FACTORS – TOBACCO SECONDHAND SMOKE

GOAL	Create an environment that discourages commercial tobacco and nicotine use, reduces access, provides tobacco-free spaces, and supports the prevention, cessation, and enforcement efforts.
Strategy:	Create systems and supports that target tobacco use prevention and cessation.
Action: Program/Activity/Tactic/Policy	
<ol style="list-style-type: none"> 1. Identify currently trained smoking cessation program providers 2. Identify current funding for smoking cessation programs. 3. Improve education campaigns for both adults and youth including providing cessation programs. 4. Support youth to engage in education and advocacy. 	
FY 2024 YEAR TWO	
<ol style="list-style-type: none"> 1. Collaborate to develop additional smoking cessation programs in the county and communicate them to the public. 2. Assess new smoking cessation funds available and collaborate to expand existing programs. 3. Update education campaign communications. 4. Work with school districts and youth organizations to engage youth in education and advocacy at schools and public events. 	

COMMUNITY IMPACT SUMMARY/ALL STRATEGIES:

The Blue Zones Project Mendocino powered by Adventist Health was an integral part of the Mendocino County Tobacco Prevention Coalition that helped to create and adopt the Mendocino County Tobacco Policy Platform (County-wide: Willits, Fort Bragg, and Ukiah)

The platform includes several key initiatives:

1. Flavored Tobacco Ban
2. Tobacco Retail Licensing
3. Community Education and Support
4. Youth Prevention Programs

These effects are part of a broader strategy to create a healthier Mendocino County by reducing the prevalence of tobacco use and its negative health impacts. See the below 2024 Blue Zones Summary Report for further information

ADDRESSING HIGH PRIORITY: HEALTH RISK FACTORS – TOBACCO USE EDUCATION

GOAL	Create an environment that discourages commercial tobacco and nicotine use, reduces access, provides tobacco-free spaces, and supports the prevention, cessation, and enforcement efforts.
Strategy:	Create systems and supports that target tobacco use prevention and cessation.
Action: Program/Activity/Tactic/Policy	
<ol style="list-style-type: none"> 1. Identify currently trained smoking cessation program providers 2. Identify current funding for smoking cessation programs. 3. Improve education campaigns for both adults and youth including providing cessation programs. 4. Support youth to engage in education and advocacy. 	
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4. Youth Prevention Programs

These effects are part of a broader strategy to create a healthier Mendocino County by reducing the prevalence of tobacco use and its negative health impacts. See the below 2024 Blue Zones Summary Report for further information.

2024 Blue Zones Summary Report

From May through December 2021, the Blue Zones Project team assessed Mendocino County's readiness to undertake the community well-being transformation initiative where the healthy option becomes the easy option through permanent changes in environment, policy, and social networks. The Blue Zones Project team conducted a comprehensive analysis of the current state of well-being and met with local leaders and stakeholders across all sectors to learn about the strengths, challenges, and opportunities for improving well-being in Mendocino County. The team's findings are summarized in the Blue Zones Project Discovery Report. The findings in that report were coupled with expert-led discovery meetings in the policy areas of built environment, tobacco, and food policy to inform the Blueprint for Blue Zones Project implementation in Mendocino County.

Baseline health data was collected in October and November 2021 and was reassessed in October and November 2023. In February 2022, BZPMC launched the transformation phase of the Project, focusing on People, Places, and Policy.

Below is a summary of Progress Outcomes for 2024.

PEOPLE

2,700 unique individuals 15 years or older participated in Blue Zones Project activities in 2024, with 8,488 over the Project period.

- 852 individuals completed the RealAge Test, our Community Wellbeing Survey.
- Engagement Committee representation geographically and demographically.
 - Inland and coast reps
 - Native American
 - Latino
 - Older Adults
 - Parents
 - People with Disabilities
- Tribal and Latino communities and the recovery community partnership participation:
 - Brush Meadows (housing for migrant farm workers) Purpose Moai and Zumba Muevete port u Salud
 - Annual Dia del Nino, Dia Del Reyes, Dia Del Los Muertos, and Hispanic Heritage events
 - Wellbriety (recovery group) Walking Moai
 - Cooking Demo/Series
 - Tribal Youth Camp
 - Redwood Valley Rancheria
 - Consolidated Tribal Health Project
 - Story Speech
 - Sherwood Valley Band of Pomo Indians Big Time Event
 - Pinoleville Band of Pomo Indians Health Fair
 - Cahto Tribe Health and Wellness Fair
 - Coyote Valley Band of Pomo Indians Earth Day
- Mendocino Community College (MCC) partnership participation:
 - Dia de Los Muertos
 - Latino Student Retreat
 - Cooking Demos with MCC CalFresh Food Distribution Program in partnership with Mendocino County CalFresh Healthy Living Program
 - MCC Walking Moais (inland and coast)
 - Native American Heritage Celebration
 - Healthy Body/Healthy Mind Educational Series

Signature Blue Zone Project Event Breakdown 2024:

- Blue Zones Story Speech: 33, serving 140
- Walking Moais: 6, serving 76
- Purpose Moais: 2, serving 28
- Innovative Moais: 4, serving 116
- Purpose Workshops: 5, serving 99
- Cooking Demos/Classes: 22, serving 1,114
- Volunteers: 6 events, 239 individuals

PLACES

Schools:

Three schools achieved Blue Zones Project approval status in 2024 to schedule project goals.

1. Fort Bragg Unified School District.
Redwood Elementary School
2. Willits Unified School District.
Blosser Lane Elementary School
3. Ukiah Unified School District
Instilling Goodness Divine Virtue School

Restaurants:

Seven restaurants achieved Blue Zones Approval status in 2024.

1. Cucina Verona – Fort Bragg
2. Harbor View Bistro & Bar - Fort Bragg
3. Jyun Kang Vegetarian Restaurant - Ukiah
4. Oco Time – Ukiah
5. Patrona's - Ukiah
6. Princess Seafood - Fort Bragg
7. Ukiah Natural Foods Cafe – Ukiah

Grocery Stores:

Ukiah Natural Foods is working on Blue Zones Approval status, to be completed in early 2025, and the team is actively engaged with 2 additional grocery stores to achieve Project Goal of four.

Worksites:

Seven worksites became Blue Zones Approved in 2024.

1. Adventist Health Mendocino Coast - Fort Bragg
2. Blosser Lane Elementary School - Willits
3. Brookside Elementary School - Willits
4. County of Mendocino - Willits and Fort Bragg
5. Fort Bragg Unified School District - Fort Bragg
6. Mendocino College - Ukiah/County-wide
7. Savings Bank of Mendocino County – Ukiah

POLICY

Built Environment

Policy/Plan/Project

- Complete Streets Policy codified in Willits Land Use Element, General Plan (Willits)
- Commercial Street Improvement Plan reflected complete streets principles and practices (Willits)
- Plans and policies to increase access to, and ridership of, public transportation codified in Willits Land Use Element, General Plan (Willits)
- Plans and policies to increase access to, and ridership of, public transportation codified in Willits Land Use Element, General Plan (Willits)
- Chief Celeri Drive improvement designs reflected complete streets principles and practices (Fort Bragg)
- Plans and policies to advance placemaking efforts to improve downtowns and other public spaces codified in Willits Land Use Element, General Plan (Willits)

Food

Policy/Project/Sustainable Program

- City of Willits Land Use Element included 2 BZP Food Policy Initiatives
 - Incentivize landowners to allow community-based agriculture on their nonproductive property
 - Amend zoning regulations to reduce prevalence and accessibility of fast-food restaurants
- Fort Bragg Unified School District Adopted Updated Wellness Policy
- Architecture design for commercial kitchen for North Coast Opportunities' Caring Kitchen Project
- Business Plan for North Coast Opportunities' Mendo Lake Food Hub, a dual county initiative with BZP Lake

Capacity Building

- Support fundraising efforts for commercial kitchen development/establish precedent for first annual fundraising event for the Caring Kitchen Project

Tobacco

Policy/Plan/Sustainable Program

Mendocino County Tobacco Policy Platform created and adopted by the Mendocino County Tobacco Prevention Coalition (County-wide: Willits, Fort Bragg, and Ukiah)

The **Mendocino County Tobacco Policy Platform** was established to address the significant health risks associated with tobacco use and exposure to secondhand smoke. This comprehensive policy was developed and adopted by the Mendocino County Tobacco Prevention Coalition, which includes representatives from various communities such as Willits, Fort Bragg, and Ukiah.

The policy platform focuses on several key areas:

1. **Tobacco Prevention and Youth Education:** Initiatives aimed at reducing tobacco use among youth through educational programs and community outreach. These efforts are designed to inform young people about the dangers of tobacco use and to prevent the initiation of smoking and vaping.
2. **Secondhand Smoke Reduction:** Measures to protect the public from the harmful effects of secondhand smoke. This includes the implementation of smoke-free policies in public spaces and workplaces, as well as educational campaigns to raise awareness about the risks of secondhand smoke exposure.

3. **Tobacco Use Education:** Programs that provide information and resources to help individuals quit smoking and reduce their dependence on tobacco products. These programs often include support groups, counseling services, and access to nicotine replacement therapies.

One notable achievement under this policy platform is the **ban on the sale of flavored tobacco products**, including menthol-flavored products, which was enacted by the Mendocino County Board of Supervisors in November 2020

This ban aims to reduce the appeal of tobacco products to young people and to decrease overall tobacco consumption in the county.

The Mendocino County Tobacco Policy Platform is a critical component of the county's broader efforts to create healthier communities and to reduce the burden of tobacco-related diseases. By focusing on prevention, education, and policy enforcement, the platform seeks to make a lasting impact on public health in Mendocino County.

Significant Identified Health Needs

The Adventist Health Community Well-Being team and community partners collectively reviewed all relevant significant health needs identified through the CHNA process. Using a community health framework developed for this purpose, 12 significant health needs were initially considered. The list of significant needs are as follows:

- Access to Care
- Community Safety
- Community Vitality
- Education
- Environment & Infrastructure
- Financial Stability
- Food Security
- Health Conditions
- Health Risk Behaviors
- Housing
- Inclusion & Equity
- Mental Health

From this group of 12, several high priority health needs were established for Adventist Health Howard Memorial, Mendocino Coast and Ukiah Valley. High priority health needs were chosen as they had demonstrated the greatest need based on severity and prevalence, intentional alignment around common goals, feasibility of potential interventions, and opportunities to maximize available resources over a three-year period.

Using the criteria mentioned above, we were able to determine which needs were high priority, as compared to those that were significant needs. The High Priority Needs are the focus of the implantation strategy and this accompanying Community Health Plan Update, FY 2024. The remaining significant health needs are not addressed directly but will likely benefit from the collective efforts defined in this report.

TABLE OF SIGNIFICANT IDENTIFIED HEALTH NEEDS

Access to Care
Financial Stability
Health Risk Behaviors
Lower Priority Needs that will not be addressed directly by Adventist Health Mendocino Coast due to limited resources, expertise and feasibility of viable interventions
Housing
Mental Health
Health Condition
Food Security
Environment & Infrastructure
Inclusion and Equity
COVID
Education
Community Vitality
Community Safety



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Community Health Financial Assistance for Medically Necessary Care Commitment

Adventist Health understands that community members may experience barriers in paying for the care they need. That is why we are committed to providing financial assistance to those who may need support in paying their medical expense(s).

Community members can find out if they qualify for financial aid in paying medical bills by completing a financial assistance application. Applications can be filled out at the time care is received or after the bill has been administered. To access the financial assistance policy for more information or contact a financial assistant counselor, please visit us at: [Adventist Health - Help Paying Your Bill](#).



Adventist Health Mendocino Coast

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Thank you for reviewing our Implementation Strategy Year One Update, FY 2024.
We are proud to serve our local community and are committed to making it a healthier place for all.

To provide feedback on this community benefit report or other reports referenced, please email
community.benefit.ah.org. You may also request a copy free of charge.

This report, along with the most recent Community Health Needs Assessment and Community Health
Implementation Strategy can also be found at:

<https://www.adventisthealth.org/mendocino-coast/about-us/community-benefit/>

<https://www.adventisthealth.org/about-us/community-benefit/>