

Healthy Mendocino's growth and contributions, 2016 - 2017

- **New Funding Partners** for Healthy Mendocino and Healthy Mendocino Project
- **New newsletter** format and expanded list of recipients

HEALTHYMENDOCINO.ORG

- **New Nielsen Claritas Demographic Profile**, providing a supplemental dataset with 100 data elements describing the demographic characteristics of our community at state, county, and zip code or census tract levels.
- **Redesigned Community Dashboard**, with compelling icons, maps, and graphs that make it easy to find and visualize data, make meaningful comparisons, and tell persuasive stories using data.
- **Updated Healthy Mendocino Calendar**, with a bold new look. Events can be seen in pinboard, agenda, or monthly views, with images highlighting each event. It is also easier now to submit an event and have it posted to the calendar.
- **New Local Projects** drop-down menu for local pages:
 - ◆ **Food for All Mendocino and the CalFresh and Walktober Challenge** for October.
 - ◆ **Covered Mendocino**
 - ◆ **Small Steps to Big Changes** a local resource guide for eating well, moving more, being creative, and getting inspired.
 - ◆ Each **Healthy Mendocino Project Action Team**
- Increased posting of **local reports and resources** for community agencies
- **Increased website usage (current # of users: 7,500)**. To meet our goal of increasing site visits and first-time users, we plan to survey users about their needs and ideas for improving the site.

HEALTHY MENDOCINO PROJECT

- **Community Health Needs Assessment (CHNA)** collaborative report completed, launching the next phase at a June 8, 2016 community wide meeting.
- **Community Health Improvement Plan (CHIP)** project launched, and renamed the **Healthy Mendocino Project**
 - ◆ Action Teams in five priority areas: Childhood Obesity/Family Wellness, Childhood Trauma, Mental Health, Poverty, and Housing.
 - ◆ Thais Mazur engaged as the Project Manager to coordinate and help it thrive. Thais, who lives in Mendocino, is a leader in the field of social change and building healthy communities. She is focused on informing the public about the project, helping the Action Teams meet their goals and objectives, and expanding citizen participation.
 - ◆ Besides meeting regularly, Action Teams have held two All-Team meetings to share in joint updates, planning, and skill-building. More such meetings are planned.

