



ADVENTIST HEALTH
HOWARD MEMORIAL

YEAR ONE UPDATE, FY 2023
Community Health
Implementation Strategy

2023

Adventist Health
Howard Memorial

Table of Contents

- I. PURPOSE & SUMMARY2
- II. GETTING TO KNOW US.....3
 - Who we Serve.....3
 - Adventist Health.....5
- III. CHIS Update FY 2023.....6
 - a. High Priority: Access to Care7
 - b. High Priority: Financial Stability10
 - c. High Priority: Health Risk Behaviors12
- IV. SIGNIFICANT IDENTIFIED HEALTH NEEDS22
- V. COMMUNITY HEALTH FINANCIAL ASSISTANCE FOR MEDICALLY
NECESSARY CARE COMMITMENT23
- VI. CLOSING24

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 conduct a Community Health Needs Assessment (CHNA) every three years, with our most recent report completed in 2022. 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 Year One Update, FY 2023 of the Community Health Implementation Strategy also known as the Community Health Plan Update, FY 2023, 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

Getting to know Mendocino CHNA service area*

From spectacular ocean views, redwood forests, and picturesque towns, the CHNA service area is a breathtaking community with a total population of 116,095. Throughout the County people enjoy activities such as the Mendocino Art Center, Theatre Company, and music and film festivals.

The median household income is \$56,401. The largest segment of the population (37.2%) is made up of residents aged over age 55. The community is known as a location focused on the well-being of its residents with support in the built environment, grocery stores and access to care while also implementing a Blue Zones Project.

Among this population, 59.95% of an individual's income is spent on housing and transportation, while

20.66% of children live in poverty and 6.67% of students are unhoused, compared to the state average of 4.25% and national average of 2.77%.

For a more detailed look into community member comments, facts and numbers that are captured in the CHNA, please visit adventisthealth.org/about-us/community-benefit. The following pages provide a closer look into our community demographic as well as our approach to the CHIS.

"This service area represents Adventist Health Howard Memorial, Mendocino Coast and Ukiah Valley's primary service areas (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, creating the Mendocino CHNA service area."



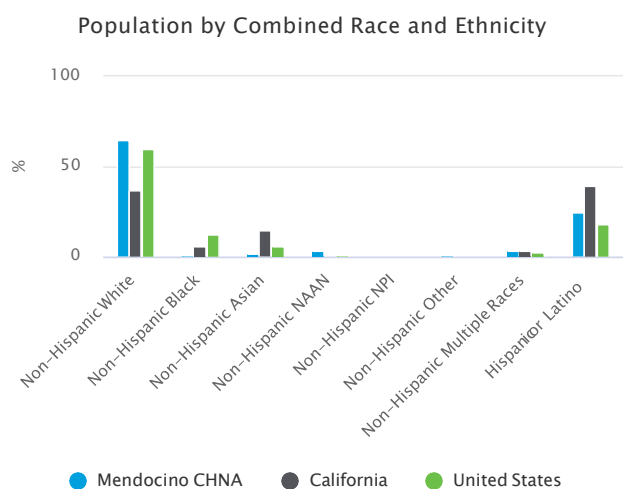
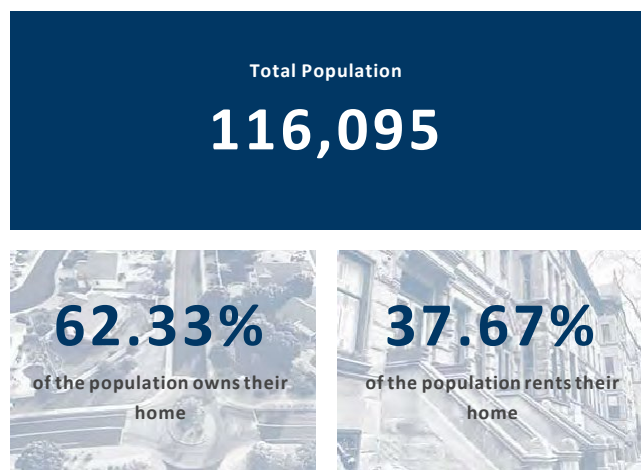
What if our community worked together and made life all-around better? What if we offered various pathways to meet our diverse needs, so every member of our community experienced better health, prosperity and longevity?

Who We Serve

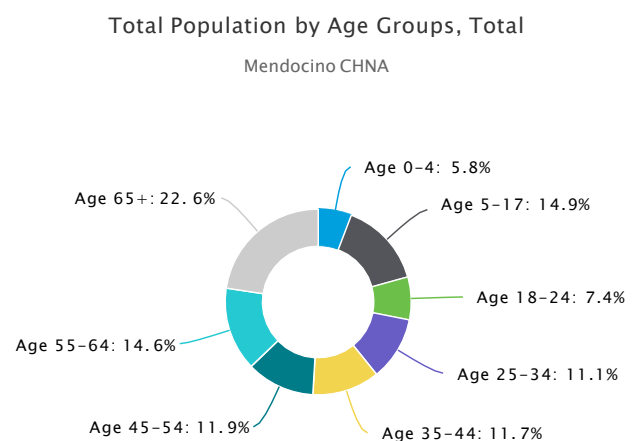
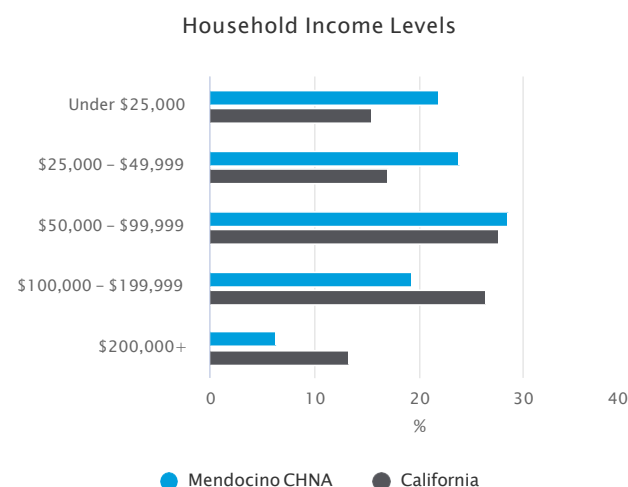
DEMOGRAPHIC PROFILE

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 Howard Memorial

Adventist Health Howard Memorial has been a staple of the Willits community since 1928 when the first patient was admitted. The 25-bed critical access hospital in Willits, California, is committed to serving Mendocino County with key service areas, including a 24-hour emergency department, intensive care, laboratory, imaging, orthopedics, rehabilitation, surgery and retail pharmacy. The hospital has been caring for community needs for nearly 100 years.



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 one, 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 2023.

Action Plan for Addressing High Priority Needs

The following pages reflect the goals, strategies, actions, and resources that Adventist Health Howard Memorial provided in 2023 to address each selected High Priority Need.

ADDRESSING HIGH PRIORITY: ACCESS TO CARE - BARRIERS

GOAL	Provide medical services to community members with no transportation.
-------------	---

Strategy:	Provide medical services to the homeless population through street medicine.
------------------	--

Actions: Program/Activity/Tactic/Policy
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 2023 YEAR ONE
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: Access to Care - Barriers
Throughout 2023, Adventist Health Street Medicine Program, a collaborative effort of the Adventist Health COMPASS Street Medicine Team and the Adventist Health Family Medicine Residency Street Medicine Active Resident Training (SMART) Track Program, provided and coordinated vital services for people experiencing homelessness (PEH) within Mendocino County. Through collaboration with community partners (Redwood Community Service's Building Bridges Homeless Resource Center, Redwood Gospel Mission's Center for Hope, and the Ukiah Community Food Bank), medical care was provided at over 100 Street Medicine clinics during 2023. Over 400 individuals received care totaling more than 1,000 encounters. The COMPASS Street Medicine team is a multidisciplinary care team with a registered nurse, care coordinator, social worker, physician, nurse practitioner, and licensed therapist. The SMART Track program trains family medicine physicians to competently and compassionately work within a team to provide health care services (including but not limited to MAT, Hepatitis C treatment, and place-based care) to homeless individuals. Three physician residents and multiple resident faculty physicians participated in the program in 2023. The Street Medicine Program also took a new collaborative step forward in 2023 when Mendocino Community Health Clinics' (MCHC) care management staff began integrating into existing clinics. This collaboration has helped improve the quality of care provided via the Street Medicine clinics for patients already established at MCHC for primary care and expanded the primary care access options for person experiencing homelessness (PEH) in Mendocino County. Further amplifying their impact on Street Medicine access in Mendocino County, the COMPASS Team spearheaded the planning for the inaugural Mendocino County Street Medicine Collaborative meeting to be held in February of 2024. This landmark event will convene a diverse group of partner agencies, including MCHC, MCHC's Ryan White Program, MCHC's Community Care Program, MCHC's Medication-Assisted Treatment (MAT) Program, Consolidated Tribal Health Project Outreach, Mendocino Coast Clinic's Street Medicine Program, Mendocino Coast Hospitality Center's Street Medicine Project, Adventist Health Ukiah Valley's Family Medicine Residency, Adventist Health's Substance Use Navigation (SUN) program, and Mendocino County AIDS/Viral Hepatitis Network. The goal of this effort is to improve the health and well-being of Mendocino County's PEH via expanded access to physical, mental and social health services through increased community collaboration.

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:

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

ADDRESSING HIGH PRIORITY: ACCESS TO CARE - INSURANCE

GOAL	Verify/Re-verify MediCal 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 2023 YEAR ONE

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: Access to Care- Insurance

During 2023, Adventist Health collaborated with multiple community agencies and organizations to mitigate the potential disruption in healthcare access for Medi-Cal members during the unwinding of the Pandemic Era Medicaid Continuous Coverage Requirement. The restart of Medicaid (Medi-Cal) renewals necessitated a proactive approach to ensure smooth access to healthcare services for individuals with lapsed Medi-Cal coverage needing assistance with the renewal process, as well as those needing assistance applying for other coverage if found to be ineligible for Medi-Cal.

A multi-faceted strategy was implemented. A marketing campaign was launched across multiple media platforms, both internally for Adventist Health associates as well as a public media campaign which included social media blasts and educational materials in the form of banners, posters, flyers, and handouts posted and made available in the three hospitals and many ambulatory care clinics run by Adventist Health in Mendocino County. Front-line Adventist Health associates working in patient registration, scheduling and insurance verification were provided training to help navigate patients toward Medi-Cal renewal or to Covered California for other coverage options. Adventist Health collaborated with its revenue cycle management partner to expand the population scope for its insurance navigation program. When appropriate, Adventist Health associates collaborated with other agencies to provide navigation support to patients at high risk of losing their Medi-Cal coverage for procedural reasons (change in address, homelessness, disability, language barrier, etc).

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:	Utilize the COMPASS Street Medicine team identify unstably housed clients and connect them with services within the county that afford financial assistance.
Actions: Program/Activity/Tactic/Policy	
1. County-wide education regarding the support services available and the agencies directed to provide those services. 2. Deploy teams to provide connection to the appropriate agencies for individuals to receive services.	
FY 2023 YEAR ONE	
1. Work with Partnership Health Plan for educational information regarding supportive services through CalAIM. Convene collaborative meetings to inform community partners about the services available. 2. 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: Financial Stability

California's CalAIM program, also known as California Advancing and Innovating Medi-Cal, is a multi-year initiative that aims to transform the state's Medicaid program (Medi-Cal) by focusing on a more holistic approach to healthcare. It seeks to improve health outcomes for low-income Californians, especially those with complex needs, by integrating medical care with social services like housing and food assistance. It incorporates two key programs to address social determinants of health: Enhanced care management (ECM) and community supports (CS). ECM provides intensive, person-centered care coordination for high-need individuals, often those experiencing homelessness, mental health challenges, or complex medical conditions. This includes in-person outreach, care plan development, and connecting patients with necessary resources. CS tackles social needs directly, offering services like transportation assistance, meal delivery, and housing support. By integrating these programs with medical care, CalAIM aims to improve overall health outcomes and well-being for California's most vulnerable residents.

With more than a dozen contracted CalAIM provider organizations in Mendocino County, Adventist Health identified the need for increased navigation support for people experiencing homelessness (PEH) who are desperately in need of the services provided through CalAIM. The COMPASS team provided care coordination to PEH accessing services across multiple healthcare providers; including Adventist Health hospitals, primary care and specialty clinics, Mendocino Community Health Clinics, Consolidated Tribal Health Project, Round Valley Health Center, and Mendocino Coast Clinics.

The COMPASS team participates in multiple monthly meetings with other community agencies and organizations where the delivery of services is coordinated and planned, including the Mendocino County Homeless Service Continuum of Care (a collaborative of over thirty-one agencies throughout Mendocino County), the Mendocino County CalAIM Collaborative, and Mendocino County Adult Protective Services.

In 2023, the COMPASS team provided ongoing care management services to 320 people experiencing homelessness. Of those served, 57% were medically complex with a severe mental health diagnosis and 81% were medically complex with substance use disorder. The population served had a 36% reduction in hospitalizations, 64% reduction in emergency room visits, and a 27% increase in primary care visits.

In 2023, the COMPASS team received and provided specialized palliative care and advanced care planning training for marginalized populations. COMPASS provided these trainings to multiple organizations serving PEH, including Hospitality House Homeless Shelter, Consolidated Tribal Health Project, Redwood Community Services' Building Bridges Homeless Resource Center, Mendocino County Adult Protective Services, and Mendocino Community Health Clinic and their Ryan White Program. The COMPASS team also formed the Mendocino County Hospice and Palliative Care Collaborative, which brought together multiple hospice and palliative care providers to discuss care collaboration

instead of competition. VyncaCare, Hospice of Ukiah, Madrone Care Network, and RCMS Community Healthcare all attended these quarterly meetings in 2023.

Further amplifying their impact, the COMPASS team spearheaded the inaugural Mendocino County Street Medicine Collaborative meeting to be held in February of 2024. This landmark event will convene a diverse group of partner agencies, including Mendocino Community Health Clinic, the MCHC Ryan White Program, MCHC Community Care, MCHC Medication-Assisted Treatment (MAT) Program, Consolidated Tribal Health Project Outreach, Mendocino Coast Clinics Street Medicine Program, Mendocino Coast Hospitality Center's Street Medicine Project, Adventist Health Ukiah Valley Family Medicine Residency, Adventist Health COMPASS Street Medicine and Substance Use Navigation (SUN) program, and Mendocino County AIDS/Viral Hepatitis Network. This collaborative effort will be dedicated to improving the health and well-being of Mendocino County's PEH through community collaboration.

Adventist Health North Coast Network works with the COPE Health Scholar program to provide educational opportunities for individuals interested in making a difference in health care by working together to advance their careers through firsthand experience in clinical and administrative health care settings to become an integral part of the care delivery team. Cope Scholars assist with basic care for patients alongside nurses, physicians and other members of the care delivery team, and have opportunities to learn the “business” of health care, preparing them for a health care career and helping earn volunteer hours for medical school, nursing school, and other graduate programs while positioning students well for entry-level positions in healthcare.

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
	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 2023 YEAR ONE	
	1. Work with AH and Community health agencies to create a common food insecurity screening during patient intake. 2. Meet with Mendocino BOS and local level government to discuss adoption of policy for the purchasing of health food and beverage options at all government facilities. 3. Meet with school districts superintendents to discuss food and beverage policies in all schools.

COMMUNITY IMPACT SUMMARY: Health Risk Factors - Diet

Please see below:

2023 Blue Zones Project Mendocino County Summary

ADDRESSING HIGH PRIORITY: HEALTH RISK FACTORS – ILLICIT DRUGS

GOAL	Increase access to treatment in a community with high substance use and overdose rates.
-------------	---

Strategy:	Create policies and spaces for the treatment of substance use disorders and reduce harm to people who use substances.
------------------	---

Action: Program/Activity/Tactic/Policy
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 Substance Use Navigator (SUN) program.

FY 2023 YEAR ONE	FY 2024 YEAR TWO	FY 2025 YEAR THREE
Increase Naloxone distribution to all community members who use illicit drugs and connect them to treatment providers.	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.	Develop a robust referral process where community members can go directly from the hospital to SUD treatment. Work alongside jail discharge planning, Juvenile Hall and RCS to decrease recidivism and increase healthy outcomes for the community.

COMMUNITY IMPACT SUMMARY: Health Risk Factors - Illicit Drugs

In 2023, Adventist Health Mendocino County continued the CA Bridge model of care for addiction treatment, the Substance Use Navigator provides brief screening and intervention for people with substance use and behavioral health needs in the emergency department, inpatient setting and community members in need. The SUN team provided navigation 1,282 times, which resulted in 385 referrals to treatment: 137 into MAT treatment, 77 to Behavioral Health services, and 171 to residential treatment. SUN navigators also participate in Mendocino County Jail discharge planning and meet weekly to coordinate reentry directly to MAT and residential treatment services.

All three Adventist Health hospitals in Mendocino County participate in the SafeRx Mendocino program and the Naloxone Distribution Project. Mendocino County's SafeRx program tackles the opioid crisis through a two-pronged approach: prescriber education and harm reduction. For medical professionals, SafeRx offers training on safe opioid prescribing practices, encouraging the use of the CURES 2.0 prescription monitoring database to prevent overprescribing. The program also focuses on patient education, providing resources to help people understand their opioid prescriptions and navigate conversations with their doctors. Additionally, SafeRx works on harm reduction by facilitating access to naloxone (Narcan), a medication that can reverse opioid overdoses. Through these efforts, Mendocino County's SafeRx program aims to prevent opioid misuse and addiction while equipping the community to respond to potential overdoses. In 2021, Mendocino County had the highest fatal overdose rate of any county in California, at 54.7 per 100,000 residents. Data through the 3rd quarter of 2023 shows that rate has dropped to 44.0 per 100,000 residents.

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>

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.
-------------	--

Strategy:	Decrease youth tobacco use and availability of cigarettes, e-cigarettes and all flavored tobacco products.
------------------	--

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 2023 YEAR ONE
1. Update licenses in retail establishments. 2. Provide education and support to School Systems.

COMMUNITY IMPACT SUMMARY: Health Risk Factors - Tobacco Prevention Youth
Please see below: 2023 Blue Zones Project Mendocino County Summary

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	
1. Identify currently trained smoking cessation program providers 2. Identify current funding for smoking cessation programs. 3. Improve education campaign for both adults and youth including providing cessation programs. 4. Support youth to engage in education and advocacy.	
FY 2023 YEAR ONE	
1. Identify current smoking cessation programs in Mendocino County to assess gaps in availability. 2. Identify agencies with funding for smoking cessation and collaborate for best use of funds. 3. Collaborate with local agencies to improve communication strategy to inform the public about smoking cessation programs.	

COMMUNITY IMPACT SUMMARY: Health Risk Factors - Tobacco Secondhand Smoke

Please see below:

2023 Blue Zones Project Mendocino County Summary

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	
1. Identify currently trained smoking cessation program providers 2. Identify current funding for smoking cessation programs. 3. Improve education campaign for both adults and youth including providing cessation programs. 4. Support youth to engage in education and advocacy.	
FY 2023 YEAR ONE	
1. Identify current smoking cessation programs in Mendocino County to assess gaps in availability. 2. Identify agencies with funding for smoking cessation and collaborate for best use of funds. 3. Collaborate with local agencies to improve communication strategy to inform the public about smoking cessation programs.	

Adventist Health North Coast Region Additional Narrative:
Other programs/activities not included in the 2023 CHIS Strategic Plan that support community impact
76.66% of the population of Adventist Health North Coast Network (AHNCN) lives in an area affected by a shortage of primary care providers. This shortage contributes to access to care and health status issues within the community. In an effort to combat a shortage of providers, Adventist Health North Coast Network has strived to recruit and retain primary care, dental and mental health professionals. In 2023, the following providers were onboarded: • Adventist Health Howard Memorial: One primary care advanced practice provider; one advanced practice provider in orthopedics and two general surgeons. • Adventist Health Mendocino Coast: Two primary care advanced practice providers; two advanced practice providers of which one is an orthopedic specialty and the other is a psychologist. • Adventist Health Ukiah Valley: Four primary care advanced practice providers; two primary care physicians; one ophthalmologist; one advanced practice provider specializing in hematology/oncology and one advanced practice provider specializing in psychiatry. In addition, AHNCN commenced the Incubate program which is a collaborative effort based in Ukiah, California. Following a survey of providers in the Ukiah community in December of 2022 using the Community Apgar survey tool, Adventist Health launched and sponsored Incubate with the goal of addressing the challenge of retaining and recruiting primary care physicians. In January of 2023, the project brought together various stakeholders to cultivate the first of 4 quarterly summits held in 2023. 50-100 people attended each session. Incubate's goals extended beyond immediate support for physicians to create a long-term vision of a sustainable healthcare environment in Ukiah Valley. Key factors identified during the quarterly summits included the need to foster collaboration between various stakeholders, including healthcare providers and public health organizations; a focus on

diversity, equity, and inclusion; and the priority of physician wellness by ensuring they have the support they need to thrive in their community as well as in their work.

Representatives from many local community-based organizations, medical provider organizations, and community members have joined the Incubate summits, including Mendocino County Health Clinics, Adventist Health, Baechtel Creek Medical Clinic, California Hospital Association, Partnership HealthPlan of California, North Coast Opportunities, Mendocino County Public Health, Mendocino County Social Services, Mendocino County board of supervisors, and others.

During the quarterly summits, attendees worked together to identify and address workforce challenges in the healthcare sector, developed collaborative solutions to retain physicians in the Ukiah Valley across all provider organizations, discussed long-term strategies to ensure a sustainable healthcare future, and formed a group of community volunteers. These community members have helped connect new providers to the community by connecting them to potential housing opportunities, donating tickets to local events and concerts, giving gift cards for spas and restaurants, and welcoming them into their homes for dinners, socialization, and even holiday dinners.

Multiple new providers coming to the Ukiah community during 2023 and early 2024 have attributed their choice to provide care here have attributed it to hearing about Incubate and its goals.

<https://adventisthealthwest.sharepoint.com/sites/AH-News/SitePages/Cultivating-the-soil-for-physicians-to-thrive.aspx>

<https://www.ukiahdailyjournal.com/2023/03/22/adventist-health-ukiah-valley-celebrates-incubate-project/>

<https://hospitalcouncil.org/adventist-health-ukiah-valley-gathers-for-incubate-summit/>

<https://www.ukiahdailyjournal.com/2023/05/03/a-conversation-with-judson-howe/>

[https://www.linkedin.com/search/results/content/?keywords=incubate%20judson%20howe&sid=o-\)&update=urn%3Ali%3Afs_updateV2%3A\(urn%3Ali%3Aactivity%3A7141589599021113344%2CBLENDED_SEARCH_FEED%2CEMPTY%2CDEFAULT%2Cfalse\)](https://www.linkedin.com/search/results/content/?keywords=incubate%20judson%20howe&sid=o-)&update=urn%3Ali%3Afs_updateV2%3A(urn%3Ali%3Aactivity%3A7141589599021113344%2CBLENDED_SEARCH_FEED%2CEMPTY%2CDEFAULT%2Cfalse))

<https://pubmed.ncbi.nlm.nih.gov/21790262/>

2023 Blue Zones Project Mendocino County Summary

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 2023.

PEOPLE

3,604 unique individuals 15 years or older participated in Blue Zones Project activities.

- 1,582 individuals completed the RealAge Test, our Community Wellbeing Survey. The local team advocated for paper surveys to reach community members with no access to internet/email. Because of this, we were able to reach a more diverse population than we did in our baseline year when we didn't have the option of paper surveys.
- 14% of people engaged have participated in multiple BZP activities.
- The Engagement Committee has great representation geographically and demographically.
 - Inland and coast reps
 - Native American
 - Latino
 - Older Adults
 - Parents
 - People with Disabilities
- We have strong partnerships with Tribal and Latino communities and the Recovery Community.
 - Brush Meadows (housing for migrant farm workers) Purpose Moai and Zumba Muevete port u Salud
 - Annual Dia del Nino and Hispanic Heritage events
 - Spirit Walkers (recovery group) Walking Moai and Purpose Workshop
 - Coyote Valley Band of Pomo Indians
 - Gathering of Native Americans (GONA)
 - Health Fair
 - Walking Moais
 - Round Valley Earth Day Celebration
 - Redwood Valley Little River Band of Pomo Indians Spirit Run
 - Pinoleville Pomo Nation BZP Story Speech
- We have a strong partnership with Mendocino Community College (MCC)
 - 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
- Facilitated the second largest Purpose Workshop for all North Coast Opportunities (NCO) employees in partnership with BZP Lake County – 180 staff
- Alternative Education High School Engagement
 - Big Picture Ukiah – BZP Story Speech
 - Big Picture Fort Bragg (a BZP Approved School) – Cooking Demo Series
 - Sanhedrin High School Willits (a BZP Approved School) – Purpose Workshop
 - Willits High School Community Learning Center (adults with disabilities) – Blue Zones Tour Series

Signature BZP Event Breakdown 2023:

1. • Blue Zones Story Speech: 6,140
2. • Walking Moais: 11, serving 120
3. • Purpose Workshops: 6, serving 78
4. • Cooking Demos/Classes: 28, serving 909
5. • Volunteers: 5 events, 186 individuals
6. • Sharecare Digital Platform: 25

PLACES

Schools

- Fort Bragg Unified School District – two schools achieved BZP Approval status in 2023 and one additional is in progress for approval early in 2024.
 - Dana Gray Elementary School
 - Big Picture (Alternative High School)
- Willits Unified School District - two schools achieved BZP Approval status in 2023 and one additional is in progress for approval early in 2024.
 - Brookside Elementary School
 - Sanhedrin (Alternative) High School
- Ukiah Unified School District has not registered yet, but the BZPMC team is working to set up a planning meeting to create an implementation plan for 2024.

Restaurants

- 3 restaurants achieved Blue Zones Approval status in 2023. Three more are registered, actively engaged in the pledge process, and nearing approval in early 2024.
 - *Brickhouse Coffee – Willits*
 - *Café One – Fort Bragg*
 - *Roots Café – Adventist Health Howard Memorial*

Grocery Stores

- Harvest Market in Fort Bragg became Blue Zones Approved in October 2023, and the team is actively seeking engagement from two additional grocery stores.

Worksites

- North Coast Opportunities became Blue Zones Approved in July 2023. Six additional employers are actively working through the pledge process with four approvals expected in early 2024.

POLICY

Built Environment

- Policy/Plan/Project

City of Ukiah General Plan Update included three BE Policy Initiatives:

- Active Transportation Plan
- Great Redwood Trail connectivity and expansion
- Complete Streets Policy

City of Ukiah requested technical assistance in the form of conceptual design for the Perkins and Gobbi Gateway Project, a project that focuses on safety for all modes of transportation and placemaking elements.

Capacity Building

- Hosted Complete Streets Workshops (3) for City of Fort Bragg, Willits, and Mendocino County
- Technical Advisory Committee Members for Mendocino Council of Governments' (MCOG) Mobility Solutions Feasibility Study to define challenges and find solutions for unincorporated Mendocino County communities with no access to public transportation.

Marquee Project

- City of Ukiah Clara Avenue Construction Project – remodel of existing throughfare to include bicycle and pedestrian infrastructure for Complete Streets implementation.

Food

- Policy/Project/Sustainable Program

City of Ukiah General Plan Update included three Food Policy Initiatives:

- Adopted Healthy food and beverage standards and wellness policies at all city facilities
- Adopted institutional wellness policies that reduce and/or eliminate sugar-sweetened beverages in out-of-school programs, as well as parks and recreation sites and programs
- Adopted policy to incentivize landowners to allow community-based agriculture on their nonproductive property

Marquee Project

- Planned and hosted the reinstitution of the North Coast Farmers' Convergence, an annual gathering of producers and consumers to strengthen long-term capacity and collaboration across food systems-focused organizations and initiatives.

Tobacco

- Policy/Plan/Sustainable Program

City of Ukiah General Plan update included two Tobacco Policy Initiatives:

- Adoption of smoke-free multi-unit housing policy to include individual units, balconies, patios, and common indoor and outdoor areas.
- Adoption of outdoor policies that eliminate secondhand smoke and aerosol exposure including dining areas, entryways, public events, recreation areas, service areas, sidewalks and outdoor worksites.

City of Ukiah adopted a Tobacco Retail License (TRL) that includes ending the sale of flavored tobacco products including fruit, candy, mint and menthol flavors and eliminate possession, use and purchase (PUP) penalties.

City of Willits adopted a Tobacco Retail License (TRL) that includes ending the sale of flavored tobacco products including fruit, candy, mint and menthol flavors and eliminate possession, use and purchase (PUP) penalties.

- Capacity Building
 - Member of City of Willits Tobacco Policy Ad Hoc Committee tasked with considering and crafting TRL Ordinance Language with special consideration of SB-793.

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 2023. 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



Scan the QR code for the full Secondary Data Report



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 Howard Memorial
1 Marcela Drive, Willits, CA 95490
(707) 459-6801
www.adventisthealth.org



Thank you for reviewing our Year One Update, FY 2022 of the Community Health Implementation Strategy. 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.