

Drug Free Communities Support Prog. (DFC) - provides five years of funding for community wide and school based services to address factors leading to high risk alcohol, marijuana and prescription drug abuse among students in Ft. Bragg middle and high schools.

Friday Night Live / Club Live (FNL/CL)- provides middle / high school alcohol & other drug prevention / alternative activities and after school clubs.

HIV/HCV / Sexually Transmitted Infections Prevention and Education - provides risk reduction education, community/school-based prevention and education to AOD treatment groups.

Prevention Library - AOD maintains an extensive text/video library available for loan to local agencies & the public. Federal, State & County reports, funding resources, violence prevention/youth development. Call: 472-2611 to schedule.

Stop Act * - strengthens ATOD Asset Building Coalition, provides media literacy education (regarding marketing alcohol to youth) to Ukiah middle/high school students; provides underage drinking policy presentations to policy makers and provides Responsible Beverage Training to local businesses.

Tobacco Control Program (T.C.P.) * - focuses on the California TCP's four priority areas:

- 1) countering pro-tobacco influences;
 - 2) reducing exposure to secondhand smoke;
 - 3) reducing availability of tobacco products; and
 - 4) promoting population-based cessation efforts.
- Policy efforts include: implementing smoke free policies in and around County government buildings, County tobacco retailer licensing ordinances and smoke free multi-family housing. Education efforts include after school programs and youth driven school/community policy development and presentations.

Watch Anderson Valley Excel (WAVE) - provides the Anderson Valley School District with school based prevention services, including curriculum, special events and leadership activities. Supports positive social and recreational activities for teens through the Anderson Valley Teen Center. Supports Community Action Coalition.

* *The Asset Building Coalition (A.B.C.) serves as the advisory body for these programs.*

New Prevention Services

New K-12, ATOD and violence prevention services are currently being provided in Anderson Valley, Ft. Bragg, Leggett, Potter Valley, Willits and Ukiah School Districts (please call 472-2611 for specific services). Prevention Services include curricula, groups and classroom presentations, after school activities and mentoring opportunities.

Action Communities for Health, Innovation and Environmental Change (ACHIEVE) - seeks to create healthy communities by promoting local leadership and action to reduce chronic diseases and conditions through implementation of policy, systems and environmental change strategies specifically to increase physical activity, promote healthy nutrition, and reduce secondhand smoke exposure and youth access to tobacco. ACHIEVE works through a diverse local coalition to assess the community environment, develop a Community Action Plan, and facilitate sustainable improvements working in partnership.

Community Transformation - Mendocino County Public Health (PAPU) is one of 12 rural counties included in California's Community Transformation grant. Local efforts will include: policies, systems and environmental change efforts related to Tobacco-Free-Living, Healthy Eating / Active Living, Clinical / Preventive Services and Healthy / Safe Physical Environments.

Data Services - provides assessment, surveillance, data management, evaluation and reporting of data on community health. Emphasis is on enhancing the capacity to collect, analyze and present local data on population level health indicators, with attention to understanding health inequities and the effect these have on health outcomes. Data services also produces the bi-annual *Community Health Status Report* : www.co.mendocino.ca.us/hhsa/newsletters.htm.

Health Zones focuses on reducing and preventing obesity by: 1) strengthening the Food Policy Council to coordinate countywide activities to reduce hunger, increase health, and expand local food production and economic vitality; and 2) engaging in policy and environmental changes to increase the availability of healthy food choices and decrease consumption of energy dense low-nutrient foods linked to obesity. *Health Zones* works directly with local policy-makers, youth and community members to promote and implement municipal zoning changes and school district policies that increase access to a healthy food environment.

HEalthier Living Program (H.E.L.P.) -works to increase the number of policies and programs that promote improved self-management and chronic disease prevention among Mendocino County adults. HELP collaborates with community partners, worksites and health care providers to train trainers and provide workshops in a Chronic Disease Self-Management Program known as Healthier Living with a Chronic Condition. Mendocino County HELP is also working to increase referrals of smokers to the California Smokers' Helpline to help smokers quit and improve their health. www.cahealthierliving.org/mendocino.html.

The Mendocino County and Cities Collaborative Sustainable Communities Program (Sustainable Communities) - supports the creation of land use plans that fulfill the State Strategic Growth Council's goal of reducing greenhouse gas emissions in addition to achieving other objectives such as improving air and water quality, promoting public health and equity, increasing housing affordability, increasing infill and compact development, revitalizing urban and community centers, protecting natural resources and agricultural lands, reducing automobile usage and fuel consumption, promoting water conservation, promoting energy efficiency and conservation, and strengthening the economy. Partners in the program include county Building & Planning, Water Agency, Community Health Services, and the cities of Ukiah & Ft Bragg.

The Spectrum of Prevention



Created by Larry Cohen

Many health departments use The Spectrum to assure that comprehensive programs address Prevention at every level.

AOD prevention, with young people, emphasizes assets such as self-esteem, positive relationships and a sense of purpose. We also work to change environments and community practice so that they discourage substance use/abuse and encourage healthy choices.

In addition to an array of programs and services, prevention strategies often include advocating (along with community partners) for organizational, community or county policies that promote the public's health. The Prevention And Planning Unit collaborates with other Health and Human Services Agency and school/community programs to extend and enhance services and policy initiatives.



Front cover photo by Charlie Seltzer (2009)
Back cover photo by Marcella Chandler (2009)

Community Health Services

1120 South Dora Street
Ukiah, California 95482

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Mendocino County Health & Human Services Agency

Visit us at:

www.co.mendocino.ca.us/hhsa/chs/prevention.htm

www.ruralmurals.org

www.stopteendrinking.org

MENDOCINO COUNTY HEALTH AND HUMAN SERVICES AGENCY COMMUNITY HEALTH SERVICES

Prevention And Planning Unit



Ukiah.....472-2611

Ukiah Fax.....472-2658

Fort Bragg.....961-2453

Willits.....456-3827

Prevention and Planning Unit (PAPU)

WHO IS PAPU?

The Prevention and Planning Unit promotes community wellness and health equity by preventing problems before they occur, and partnering in innovative ways with communities, and other stakeholders, to create healthful places to live, learn, work, and play.

The Prevention and Planning Unit uses local data and evidence-based best practices to address individual, social and environmental factors that underlie and contribute to chronic disease in Mendocino County. Our goal is to address factors that impact whole populations in order to reach large numbers of people before the onset of chronic conditions or to mitigate the severity of these conditions. Along with “population-based” prevention, we also address specific risk factors including, tobacco use, addictive behaviors, high blood pressure, diabetes, high cholesterol and arthritis.

When most people consider chronic disease, they think about heart disease, cancer, etc., We recognize that alcohol and other drug (AOD) abuse is also a chronic illness affecting many individuals, families and communities in our county. We, therefore, also place an emphasis on preventing and reducing substance abuse.