

2013 Funding Partners

Alliance for Rural Community Health

Anderson Valley Health Center

Cancer Resource Center of Mendocino County
& UCSF Institute for Health Policy Studies

Coast Medical Services

Community Development Commission

Community Foundation of Mendocino County

Consolidated Tribal Health Project

FIRST 5 Mendocino

Howard Memorial Hospital

Mendocino County AIDS/Viral Hepatitis Net-
work

Mendocino Coast Clinic

Mendocino Community Health Clinics

Mendocino County Sheriff's Office

Mendocino County Health & Human Services
Agency

Mendocino County Office of Education

Mendocino County Youth Project

MendoLake Credit Union

North Coast Opportunities

Redwood Children's Services

Redwood Coast Medical Services

Ukiah Valley Medical Center

United Way of the Wine Country



Annual Report

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Site Use

In 2013 Healthy Mendocino had almost 6,000 unique visitors to the site. While the spring saw a huge spike in unique visitors, we are now averaging, between 300-400 unique visitors.

Most visits happen during the week, and about half of the visitors for the last two months were returning visitors and our average visit duration is increasing. The Community Dashboard and About Us are among the most commonly viewed pages.

Usage is low on the weekends and high Monday-Friday, which tells us that people are probably using the site in the course of their work. This is exactly how we were hoping that people would use the site -- for things like grant applications, reports, and policy decisions.

Steering Committee

Members of the Steering Committee in 2013 included:

- Susan Baird (Chair)
- Anne Molgaard
- Patty Bruder
- Paula Cohen
- Kristen Fladseth
- Libby Guthrie
- David Lavine
- Michael Ingwell
- Kathleen Rychlicki (Site Administrator)
- Michelle Rich (Site Administrator)

Outreach

Since the site launched, Steering Committee Members have given 24 Healthy Mendocino presentations to community groups and organizations throughout the county. Additionally, we have launched two mini-indicator dashboards. These are groups of 1-5 indicators that can be imbedded in websites.

Currently, there is one on the FIRST 5 website and one on the NCO Community Action Page. These link back to the Healthy Mendocino page, and consistently drive traffic to our website appearing in the top 10 page visits each month.

Among the presentations in 2013, the Community Foundation of Mendocino definitely deserves a highlight. They have embraced Healthy Mendocino as part of their community grant process, encouraging applicants to select an indicator to impact through their project.

Healthy Mendocino provided training to the board and regional advisors. This was included in a write up in the Ukiah Daily Journal in December.



2014 Goals

- Outreach Activity
 - Dashboards
 - Newsletter
 - Facebook Friends
- Local Content
 - Reports
 - Promising Practices
 - Community Pages & Healthy Living
- Active Use in Community Initiatives
 - Source of data
 - Tool for monitoring and assessment
 - Communication Tool
- Ever better usability based on feedback
- Develop a collaborative community health needs assessment process tool

Financials

In Year One (2012-2013), Healthy Mendocino raised \$52,746. Expenses included the Healthy Communities Institute licensing fees, publicity and launch expenses, as well as equipment for the site administrator. Funding came from a collaboration of community partners (see back for full list). Thank you to all who made Healthy Mendocino possible!

