



Feature Story

Volunteer Income Tax Assistance: A Strategy to Reduce Poverty

by Jennifer O'Donnell

Poverty alleviation is one of the five priorities for improving health in Mendocino County. Poverty has a profoundly negative impact on health. Nearly 30% of the county's children live below the federal poverty level, compared to 23% in California, and 57% are eligible for free lunch. Twenty percent (20%) of county residents live in poverty, compared to 15% in the state. Too many local jobs don't pay enough to cover basic expenses, and individuals and families are struggling to make ends meet.

One of the strategies of the Poverty Action Team is to help expand access to the Earned Income Tax Credit (EITC) by encouraging residents to utilize United Way's Earn It! Keep It! Save It! (EKS) free tax preparation services and properly claim the EITC and other tax credits.

To read more click [HERE](#).



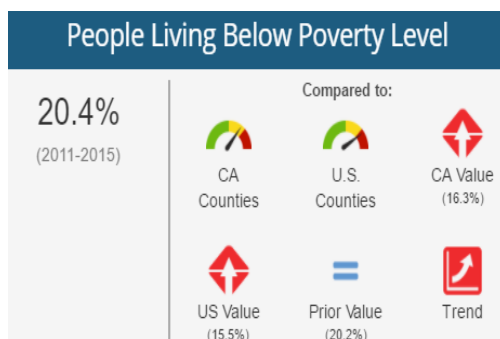
Tobacco Companies Target our Youth for Future Customers

by Mendocino Tobacco Prevention Coalition

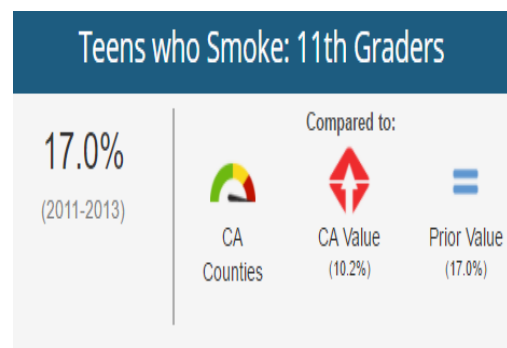
Youth are healthier when their communities provide healthy environments. But when local stores expose our youth to tobacco and alcohol advertisements, they are more likely to try out these products. Unfortunately, advertising, especially point-of-sale advertising and signage, may promote lifelong unhealthy habits such as smoking cigarettes and drinking alcohol.

To read more click [HERE](#).

June Featured Indicators



Federal poverty thresholds are set every year by the Census Bureau and vary by size



Health behavior patterns formed in adolescence play a crucial role in health

of family and ages of family members. A high poverty rate is both a cause and a consequence of poor economic conditions. A high poverty rate indicates that local employment opportunities are not sufficient to provide for the local community. Through decreased buying power and decreased taxes, poverty is associated with lower quality schools and decreased business survival.

Click [HERE](#) to view the indicator.

throughout life. Those who start smoking young are more likely to have a long-term addiction to nicotine than people who start smoking later in life, putting them at greater risk for smoking-related illness and death. If smoking prevalence among adolescents persists, it is estimated that 5 million persons under the age of 18 will die prematurely from smoking-related diseases.

Click [HERE](#) to view the indicator.



Summer Programs for Mendocino County

There are numerous activities for children, families and adults during the summer that promote healthy life choices. This page will be updated as information becomes available so stayed tune!

Click [HERE](#) to view.

Please send any summer activities or events to: healthymendocino@ncoinc.org



Updates for the Healthy Mendocino Project

On June 27th Neil Davis and Tarney Sheldon from the CHOW Action Team, will be on Dr. Richard Miller's show, Mind Body Health Politics on KZYS Community Radio to talk about childhood obesity. Thaïs will be on his show July 11th to speak about the Healthy Mendocino Project.

Childhood Obesity/Family Wellness (CHOW):

- The Kids Triathlon is getting organized and ready to go in Ukiah on July 22nd at Todd Grove Park. City of Ukiah staff will lead the swim, Walk & Bike will lead the bike portion, and community partners will lead the run. There will be sponsors and booths available at the event. Fort Bragg will also be hosting a Kids Triathlon on July 29th.

Childhood Trauma:

- They have a final draft of their logic model which focuses on Adverse Childhood Experiences (ACEs) in Mendocino County that lead to poor community health outcomes

Housing:

- Talked with developer Steve Honeycutt, with the Vineyard Crossing (Lover's Lane), housing project. Mike Pallesen asked for support in moving the Rural Communities Housing Development Corporation's (RCHDC) Willow Terrace project forward.

Mental Health:

- Talk on the primary focus for the group includes promoting increased prevention services, provide education and training to the community.

Poverty:

- The Team plans to focus on Financial Stability, with a goal of increasing income and savings and decreasing debt among Mendocino County residents. An early step is learning from economically disadvantaged families with young children about their specific needs.

Click [HERE](#) to read the full details for each Action Team and their meeting times and locations.

Local Information

Sex Trafficking and Exploitation in Our Communities

Local agencies have partnered together to provide the community with a forum dealing with trafficking and exploitation training on June 15th, 7:00 pm - 9:00 pm. This workshop is open to the community.

Click [HERE](#) for information how to register for the event.

Mendocino "Signs of Safety" (SOS) Community Implementation Team

Click [HERE](#) for information.

Delaying marijuana smoking to age 17 cuts risks to teens' brains, new study suggests.

Click [HERE](#) for information.

Presentations Available for your Organization!

Do you want to learn more about HealthyMendocino.org?

Learn about the new Community Dashboards, how to navigate the site, tools you can use to help write reports and grants, and how to add a custom Dashboard to your website.

Email:

healthymendocino@ncoinc.org or call **707-476-3228** to schedule a presentation and find ways you can utilize its many resources.



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