

2019 Mendocino County Community Health Needs Assessment

APPENDIX B Key Informant Interviews/Survey

October 2019

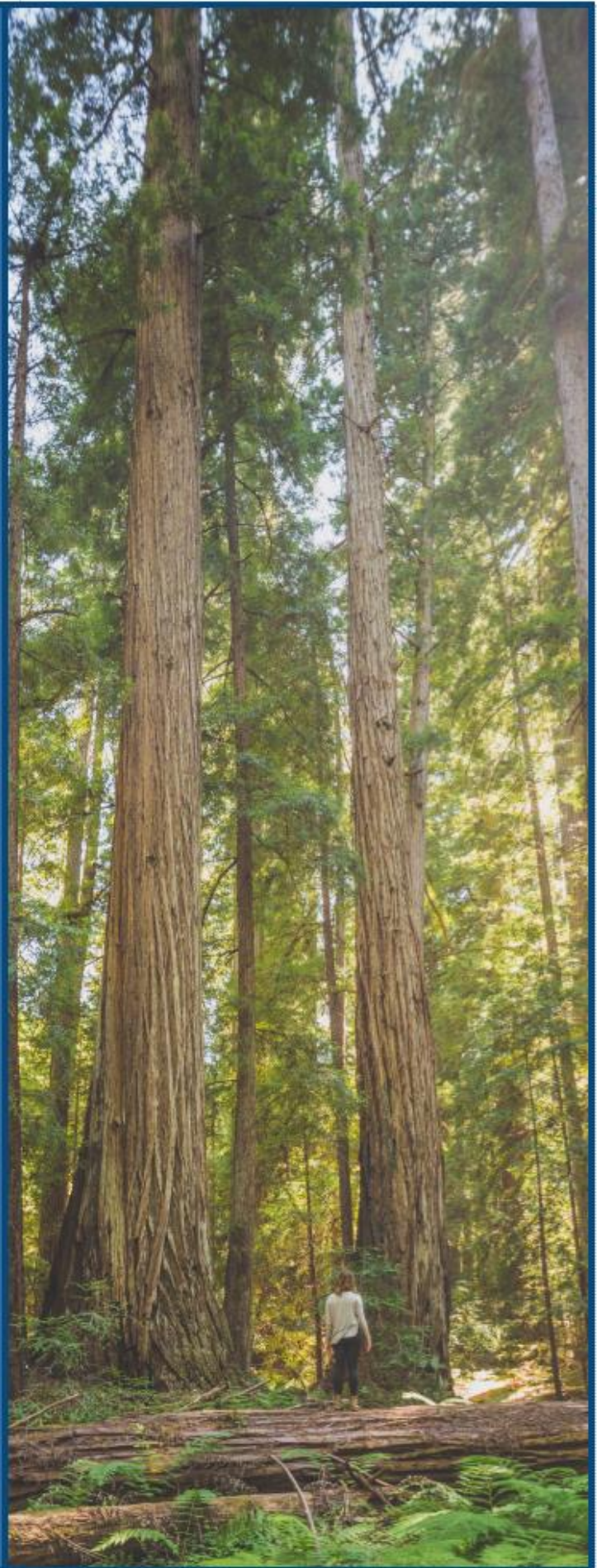


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KEY LEADER INTERVIEWS / SURVEY

Introduction & Background

Purpose

The purpose of the key informant interviews/survey was to identify views on health and well-being in Mendocino County among key leaders – both formal and informal leaders – in the community. This approach is one data-gathering component of the 2019 Mendocino County Community Health Needs Assessment (CHNA).

The 2019 CHNA is sponsored by a coalition of local organizations and agencies: Adventist Health Howard Memorial, Adventist Health Ukiah Valley, Alliance for Rural Community Health & Community Health Resource Network, Community Foundation of Mendocino County, FIRST 5 Mendocino, Healthy Mendocino, Mendocino Community Health Clinics, Mendocino County Health & Human Services Agency, Public Health Branch, Mendocino County Office of Education, North Coast Opportunities, Partnership HealthPlan of California, Redwood Community Services, Inc., Redwood Quality Management Company, and United Way of the Wine Country. The CHNA is a project of Healthy Mendocino, which facilitated the Planning Group.

Background

In preparing for the key informant interviews/survey, the CHNA Planning Group members reviewed instruments previously used during the 2002 and 2015 CHNA processes. Revisions were kept to a minimum so that a

direct comparison could be made to the most recent CHNA conducted in 2015.

Methodology

The target group consisted of a diverse group of key community leaders and informants in Mendocino County: representatives of county and city government, private businesses, health and human services, hospitals and clinics, community-based organizations and nonprofits, law enforcement, children and youth services, education, media, geography, and racial/ethnic groups, among others.

The key informant interviews were conducted in-person or by-phone by Planning Group members between January and March 2019. The online survey was conducted via SurveyMonkey in February 2019.

Each of the key informants interviewed were asked the same 10 questions. The online survey contained a total of five questions, identical to the first five questions of the interviews. The questions were designed to identify health and quality of life issues in Mendocino County, possible solutions to addressing critical areas, as well as barriers to change. A copy of the interview questions and the online survey questions are included in Addendums A and C of this document.

A total of 54 key leader informants were contacted for an interview. In addition, approximately 170 formal and informal leaders were contacted to participate in an online survey. Of these, 34 interviews and 56 written surveys were completed for a total sample size

of 90 key informants/leaders in Mendocino County.

A content analysis was conducted on summary notes taken of the interviews to identify common themes represented by the informants. These results were combined with a quantitative analysis, e.g., descriptive statistics, of the online survey.

Acknowledgements

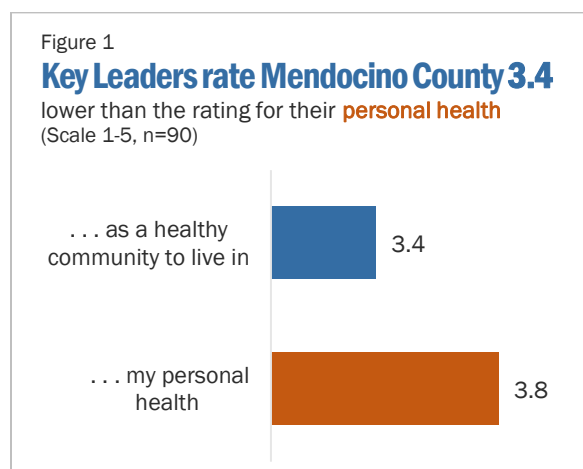
Healthy Mendocino and the 2019 CHNA Planning Group would like to thank all the leaders in our community that participated and contributed their time, energy and expertise to this endeavor.

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RESULTS

Health & Quality of Life

Key informants/respondents were asked to rate Mendocino County as a **healthy community** in which to live (Q1) and their own **personal health** (for comparison purpose only) (Q2). As Figure 1 illustrates, key leaders rated Mendocino County 3.4 as a healthy community to live in, lower than their own personal health.



Ratings regarding community health ranged from a low of 1 to a high of 5 (*Very Unhealthy* to *Very Healthy*) for the county as a whole. Comments from informants included the following:

- *“There are so many outdoor activities. It’s not like a big city. The beaches here are for exploring . . . and there are gardens and orchards throughout the county that encourage people to do things outside.”* (Rating: 5, *Very Healthy*.)
- *“There are a lot of activities and ways to be active in a healthy lifestyle [in Mendocino County], but it is obvious that there are many of us that live very unhealthy lifestyles. Some examples: alcohol/drugs, diabetes/obesity, the health and wellness of our children, marijuana use. Healthy lifestyles don’t seem to be culturally embedded in this community.”* (Rating: 3, *Somewhat Healthy*.)
- *“I would say that the physical environment – the air quality, water quality, that sort of thing is good. But because of poverty, because of the geographical distances, the drug and alcohol issues, some of the violence issues, you get to the social determinants of health and these issues bring the score down.”* (Rating: 3, *Somewhat Healthy*.)

The rating of 3.4 is consistent with the 2015 CHNA process during which key leaders were also interviewed and surveyed, as well as with

the results of the community health surveys in 2015 and 2019.

Safety

When it comes to Mendocino County as a **safe place** to grow up and raise children, key informants gave the county an overall score of 3.7, on a scale of 1 to 5.

3.7
On a scale of 1 to 5

Ratings from respondents regarding safety ranged from a low of 1 to a high of 5 (*Very Unsafe to Very Safe*) for the county as a whole. Comments from informants included the following:

- *“Compared to other places, we are very safe. We have real crime issues, but not like in other areas. We have a drug problem like everywhere, but safety for kids is good. It is worse out in other areas.”* (Rating: 5, *Very Safe*.)
- *“... raised two children here [and have] intimate connections between families. . . . small town feel.”* (Rating of 5, *Very Safe*.)
- *“Have heard that there is a high rate of drug and alcohol use. There are many rural, isolated areas where anything can happen without it necessarily being noticed. Kids are probably pretty safe walking on the street, but there are other dangers.”* (Rating: 3, *Somewhat Safe*.)
- *“Homeless people are living under the creek in my neighborhood and I am not sure if they have mental health issues or not. There is a lack of infrastructure and I think there isn’t enough lighting or sidewalks on the street in south Ukiah where I live.”* (Rating: 3, *Somewhat Safe*.)

Key leaders were not asked to rate safety during the 2015 CHNA process so a comparison cannot be made here. However, the rating of 3.7 is consistent with the results of the 2015 and 2019 community health survey.

Factors That Make Mendocino County A Good Place to Live

In addition to being asked to rate Mendocino County as a healthy community, key leaders were asked to identify the three most important factors that make Mendocino County a **good place to live** (Q4). The top four characteristics identified were as follows (Figure 2):

1. **Nature/environment**
2. **Community involvement**
3. **Clean environment**
4. **Parks and recreation**

Comments from informants regarding these areas included the following:

- *“We have a rural area that is very conducive to our well-being. We have open spaces and parks and murals.”*
- *“In terms of community involvement, it seemed to me that when there are problems, the community comes together and helps each other.”*
- *“There is engagement and people involved and interested in the community. I see a lot of fundraisers and financial support for non-profits and organizations. I am impressed with how much folks are involved and supportive.”*
- *“As a Hispanic person I believe there is more inclusion here because it is a small community. People get to know each other; their kids play sports together. They get to know who you really are, know you as a person and appreciate you.”*

The first three characteristics identified by key leaders were the same as the top three characteristics identified in the 2019 community health survey.

Figure 2

What makes Mendocino County a good place to live?

Responses from key leaders in Mendocino County, n=90.

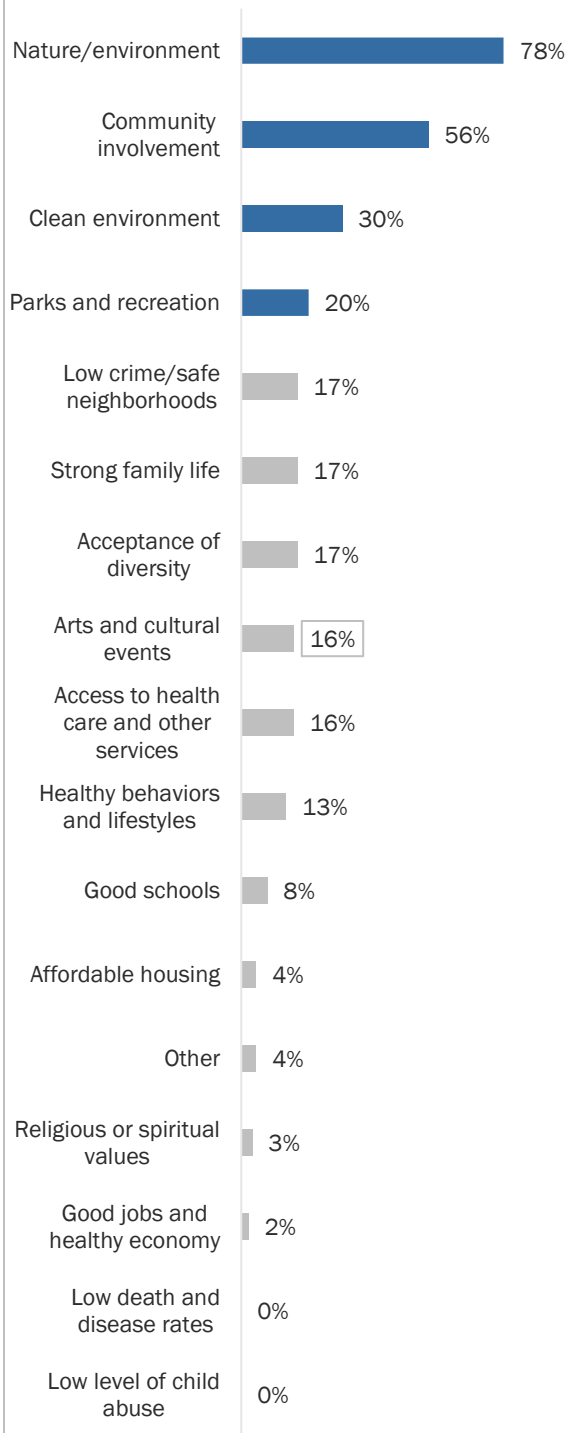
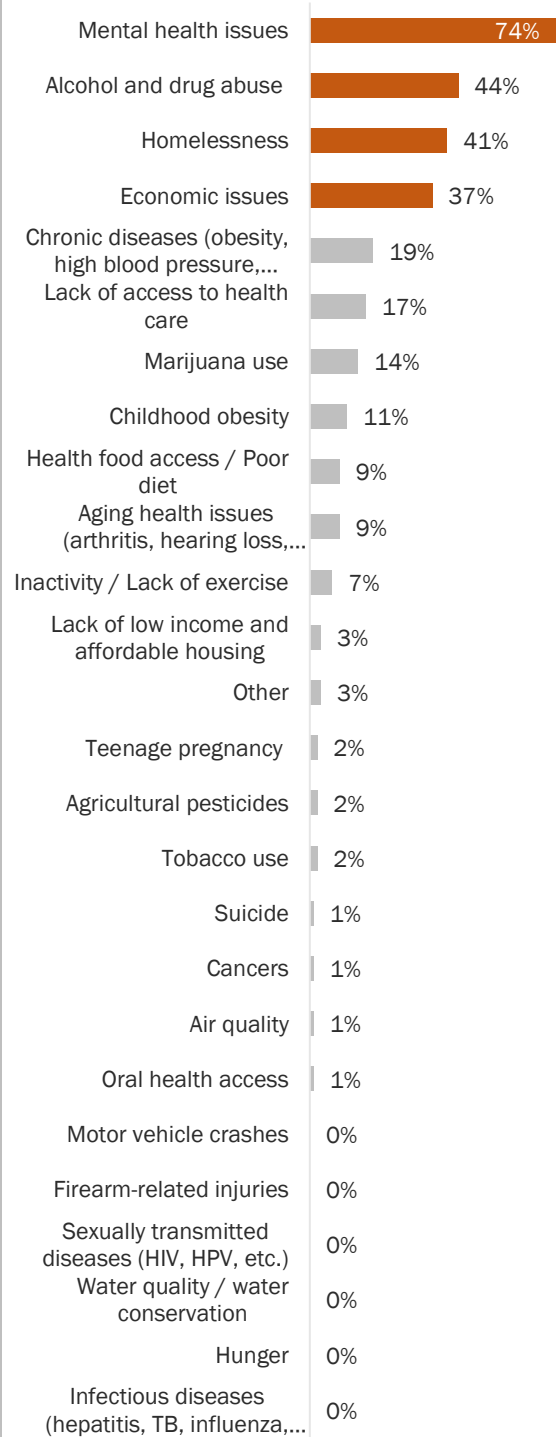


Figure 3

What are the most important health problems in Mendocino County?

Responses from key leaders in Mendocino County, n=90.



Most Important Health Problems

As shown in Figure 3 on the previous page, key leaders were asked to identify the **most important health problems** in Mendocino County (Q5). The top four issues identified were:

1. **Mental health issues**
2. **Alcohol and drug abuse**
3. **Homelessness**
4. **Economic issues**

Comments from informants regarding these areas included the following:

- *“I had an employee who had a schizophrenic episode and had to wait 2 months to get help – there weren’t services for the employee or for me as an employer to support my employee.”*
- *My rankings are formulated due to my view through the lens of a non-profit director. When people begin to recover [from alcohol, tobacco and other drug abuse], there are too few appropriate jobs . . . and a lack of affordable housing.*
- *“I think addressing our economic issues, by bringing in more jobs, addressing poverty and providing more opportunities for people is probably the most important, and the key to [addressing mental health issues and homelessness]. I think poverty contributes to homelessness and mental health issues, as well. So addressing that can lead to addressing these two as well [as some of the other issues in the county] . . .”*

Note that the top four health problems identified by key leaders are the same four health problems identified by community members in the 2019 community health survey.

Most Significant Barriers to Addressing These Problems

Key informants were asked to identify, overall, what are the **most significant challenges or barriers** (Q6) to addressing the most important health problems identified in the previous section. The top six issues identified by informants are:

1. **Lack of funding** to support infrastructure and programs
2. **Lack of affordable housing**, particularly for the mentally ill and homeless
3. The **need for mental health services exceeds the capacity** of the current system
4. **Duplication of effort** among local agencies and nonprofits
5. The **pervasiveness of the drug culture** and widespread acceptability of marijuana
6. The **current state of the economy**, overall.

These barriers, and their relationship to the most important health problems described at left, are defined in more detail in the next section. Also included are approaches suggested by informants, challenges and barriers to overcoming these health problems, assets in the community that can be leveraged, and sample quotes from the interviews.

Table 1. The Top Four Most Important Health Problems in Mendocino County Identified by Key Leaders/Informants, n=34.

Suggested Approaches, Challenges/Barriers, Assets and Sample Quotes.

SUGGESTED APPROACHES	CHALLENGES/BARRIERS	ASSETS/ FACILITATORS	SAMPLE QUOTES
1. Mental Health			
<p>Coordinate and combine services</p> <p>Increase information given to the community</p> <p>Mental health and substance abuse safety net for low income people</p> <p>Coordinate priorities with Healthy Mendocino and healthcare providers</p> <p>Embed mental health supports into non-profits</p>	<p>The Mental Health System of Care is difficult to navigate</p> <p>Mental illness is often combined with alcohol/drugs/homelessness</p> <p>Lack of coordination of care</p> <p>Stigma – beliefs about who deserves care</p> <p>Capacity of system – too many vacancies in behavioral health. Issues in attracting and keeping trained providers due to housing costs and low wages.</p>	<p>Measure B – needs persistent public scrutiny and participation to make sure it goes towards a robust continuum of care</p> <p>Redwood Community Services– lots of engagement with Mental Health and homelessness</p> <p>Innovations Project at IHC – build a layer of trust</p>	<p><i>“Combining services to prevent duplication of services and waste of resources.”</i></p> <p><i>“Get them to buy into a collaborative framework with outside forces, in a positive, forward thinking way.”</i></p> <p><i>“It is hard to know who is responsible for what. The public goes to law enforcement first to fix problems instead of to the agencies that are responsible.”</i></p>
2. Alcohol & Drug Abuse			
<p>Preventative education needs to start at an earlier age</p> <p>Treatment needs to address entire family</p> <p>Provide alternate activities</p> <p>Need a good case management system</p>	<p>Widespread acceptability</p> <p>Overlap of existing services limiting effectiveness of current funding</p> <p>Shortage of funding and staff causes more reactive approach and less prevention</p>	<p>Prop 64 – funding for communities impacted by drug war</p> <p>HUD/Ford Street – expand treatment and recovery services</p>	<p><i>“Develop core teams, systems thinking, to better get and retain funding in a collaborative manner.”</i></p> <p><i>“Drug use is subject to generational patterns and there are few treatment programs.”</i></p>
3. Homelessness			
<p>Create more affordable housing inventory</p> <p>Address underlying causes on an individual basis</p> <p>Progressive co-housing projects as in surrounding areas</p> <p>Regulations needed for low income housing</p>	<p>Lack of funding</p> <p>Need more coordination with mental health, and alcohol and drug abuse programs</p> <p>Homelessness is showing up as trespass, theft and an adverse environmental impact – empathy is turning into frustration</p> <p>Overregulation at the county limiting home construction</p>	<p>Government – County to lead</p> <p>Large businesses and non-profits to invest in building community</p> <p>Redwood Community Services – doing a great job running the shelter with more organized leadership</p>	<p><i>“A vacancy tax for those with extra homes could fund homeless programs”</i></p> <p><i>“We need to prioritize dual diagnosis treatment through collaborative funding, will, and service provision.”</i></p> <p><i>“Make the winter shelter year-round and leverage county property to build tiny home communities.”</i></p>

SUGGESTED APPROACHES	CHALLENGES/BARRIERS	ASSETS/ FACILITATORS	SAMPLE QUOTES
4. Economic Issues			
<p>Job creation needed</p> <p>Opportunities needed for those addressing other issues (drugs, homelessness)</p>	<p>Lack of housing for new workers</p> <p>Defining a strategic plan with milestones</p> <p>Very complex, systemic issue</p> <p>Gap in financial literacy</p>	<p>City/County partnerships are essential</p> <p>Non-profits – room for better coordination</p>	<p><i>“If people are able to make a living wage, they would be able to take better care of their family’s health.”</i></p> <p><i>“Need innovation to come up with new ways to do things. Be creative and look for resources to bring into the county.”</i></p>

ADDENDUM A

2019 Key Leader Interview Questions

1. How would you rate Mendocino County as **a healthy community** to live in? Select 1. [Please explain.]

1	2	3	4	5
Very Unhealthy	Unhealthy	Somewhat Healthy	Healthy	Very Healthy

2. How would you rate your **own personal health**? Select 1. [Please explain.]

1	2	3	4	5
Very Unhealthy	Unhealthy	Somewhat Healthy	Healthy	Very Healthy

3. How would you rate Mendocino County as **a safe place** to grow up or raise children? Select 1. [Please explain.]

1	2	3	4	5
Very Unsafe	Unsafe	Somewhat Safe	Safe	Very Safe

4. In the list below, what do you think are the **three** most important **factors** that make this county a **good place to live**? Please choose 3. [Please explain.]

- | | | |
|---|----------------------------------|-------------------------------------|
| a. Community involvement | g. Strong family life | m. Healthy behaviors and lifestyles |
| b. Low crime/safe neighborhoods | h. Clean environment | n. Low death and disease rates |
| c. Low level of child abuse | i. Affordable housing | o. Religious or spiritual values |
| d. Good schools | j. Acceptance of diversity | p. Arts and cultural events |
| e. Access to health care and other services | k. Nature/environment | q. Other: _____ |
| f. Parks and recreation | l. Good jobs and healthy economy | |

5. In the list below, what do you think are the **three** most important **health problems** in Mendocino County? The most important health problems are those that have the greatest impact on overall community health in Mendocino County. Please choose 3. [Please explain.]

- | | | |
|---|-----------------------------------|--|
| a. Motor vehicle crashes | j. Hunger | t. Chronic diseases (obesity, high blood pressure, diabetes, etc.) |
| b. Firearm-related injuries | k. Health food access / Poor diet | u. Infectious diseases (hepatitis, TB, influenza, etc.) |
| c. Mental health issues | l. Inactivity / Lack of exercise | v. Aging health issues (arthritis, hearing loss, isolation, etc.) |
| d. Sexually transmitted diseases (HIV, HPV, etc.) | m. Homelessness | w. Oral health access |
| e. Teenage pregnancy | n. Economic issues | x. Cancers |
| f. Childhood obesity | o. Tobacco use | y. Other: _____ |
| g. Lack of access to health care | p. Marijuana use | |
| h. Suicide | q. Alcohol and drug abuse | |
| i. Water quality / water conservation | r. Agricultural pesticides | |
| | s. Air quality | |

6. What are the most significant challenges or barriers to addressing these issues in Mendocino County? [Probe: If so, how do you think they could be overcome?]
7. What are the opportunities or assets or facilitators in the community that could be used to address these issues? [Probe: Are there any we are not currently taking advantage of? Please be specific – people, organizations, funding sources, etc. that could be leveraged to improve community health.]
8. Are there any individuals, organizations or groups that would be influential on addressing these community health issues? [Probe: In what way? This is to ID who we could engage in helping address certain issues.]
9. Final question, if you had a magic wand, what one thing would you do to improve the health in Mendocino County?
10. Is there anything else that you would like to add?

ADDENDUM B

2019 Key Informants (n=34).

January – March 2019

Representatives of county and city government, private businesses, agriculture, cannabis, health and human services, nonprofits, social services, law enforcement, the media, community-based organizations and community leaders, race/ethnic groups, the geography of Mendocino County, among others - were targeted to participate in an interview or to complete a brief, online survey. A total of 223 key informants and key formal and informal leaders in the county were invited to participate in an in-person or by-phone interview or to complete a written survey. Of these, 34 participated in an interview and 56 completed a written survey, resulting in a total of 90 key informant/key leader participants. A list of those interviewed follows.

County & City Government

City of Ukiah – Sage Sangiacomo
 City of Willits – Stephanie Garrabrani-Sierra
 Mendocino County Board of Supervisors – Carre Brown
 Mendocino County Board of Supervisors – Ted Williams
 Community Development Commission Housing – Heather Blough
 Mendocino County Farm Bureau – Devon Jones

Education

Mendocino County Office of Education – Michelle Hutchins
 Tribal Early Childhood Education Programs – Joleen Whipple

Health Care

Adventist Health Ukiah Valley & Howard Memorial – Jason Wells
 Dharma Realm Buddhist University/City of Ten Thousand Buddhas – Donna Farmer, FNP
 Long Valley Health Center – Rod Grainger
 Mendocino Coast Clinics – Lucresha Renteria
 Mendocino Community Health Clinic – Stephanie Ouellette
 Round Valley Indian Health Center – Julia Russ

Health & Human Services

Cancer Resource Centers of Mendocino County – Karen Oslund
 Ford Street Project, Continuum of Care, Homeless – Jacque Williams
 Manzanita Services – Wynd Novotny
 Mendocino County Health & Human Services Agency – Dr. Gary Pace, County Health Officer
 Mendocino County Health & Human Services Agency – Tammy Moss Chandler

Law Enforcement

Ukiah Police Department – Justin Wyatt

Nonprofits & Community-Based-Organizations

Action Network – Javier Chavez

Community Foundation of Mendocino County – Michelle Rich

Economic Development Finance Corp. – Heather Guerwitz

Fort Bragg Latino Coalition – Bob Rodriguez

Laytonville Healthy Start Family Resource Center – Jayma Spence

Leadership Mendocino – Heidi Dickerson

Plowshares Peace & Justice Center – Traci Boyl

Round Valley Family Resource Center – Joel Merrifield

Redwood Quality Management – Tim Schrader

Spanish Language HEP Mendo – Jackeline Gonzalez de Orozco

Private Business & Agriculture

Flow Kana – Amanda Reiman

Live Power Farm – Gloria Decater

Magruder Ranch – Grace Magruder

Nelson Family Vineyards – Tyler Nelson

ADDENDUM C

2019 Key Leader Survey Questions

1. How would you rate Mendocino County as **a healthy community** to live in? Select 1.

1	2	3	4	5
Very Unhealthy	Unhealthy	Somewhat Healthy	Healthy	Very Healthy

2. How would you rate your **own personal health**? Select 1.

1	2	3	4	5
Very Unhealthy	Unhealthy	Somewhat Healthy	Healthy	Very Healthy

3. How would you rate Mendocino County as **a safe place** to grow up or raise children? Select 1.

1	2	3	4	5
Very Unsafe	Unsafe	Somewhat Safe	Safe	Very Safe

4. In the list below, what do you think are the **three** most important **factors** that make this county a **good place to live**? Please choose 3.

- | | | |
|---|----------------------------------|-------------------------------------|
| a. Community involvement | g. Strong family life | m. Healthy behaviors and lifestyles |
| b. Low crime/safe neighborhoods | h. Clean environment | n. Low death and disease rates |
| c. Low level of child abuse | i. Affordable housing | o. Religious or spiritual values |
| d. Good schools | j. Acceptance of diversity | p. Arts and cultural events |
| e. Access to health care and other services | k. Nature/environment | q. Other: _____ |
| f. Parks and recreation | l. Good jobs and healthy economy | |

5. In the list below, what do you think are the **three** most important **health problems** in Mendocino County? The most important health problems are those that have the greatest impact on overall community health in Mendocino County. Please choose 3.

- | | | |
|---|-----------------------------------|--|
| a. Motor vehicle crashes | j. Hunger | t. Chronic diseases (obesity, high blood pressure, diabetes, etc.) |
| b. Firearm-related injuries | k. Health food access / Poor diet | u. Infectious diseases (hepatitis, TB, influenza, etc.) |
| c. Mental health issues | l. Inactivity / Lack of exercise | v. Aging health issues (arthritis, hearing loss, isolation, etc.) |
| d. Sexually transmitted diseases (HIV, HPV, etc.) | m. Homelessness | w. Oral health access |
| e. Teenage pregnancy | n. Economic issues | x. Cancers |
| f. Childhood obesity | o. Tobacco use | y. Other: _____ |
| g. Lack of access to health care | p. Marijuana use | |
| h. Suicide | q. Alcohol and drug abuse | |
| i. Water quality / water conservation | r. Agricultural pesticides | |
| | s. Air quality | |

ADDENDUM D

2019 Key Leader Survey Results (n=90).

February 2019

	Very Unhealthy		Unhealthy		Somewhat Healthy		Healthy		Very Healthy		FREQ	%	Avg.
1. How would you rate Mendocino County as a healthy community to live in?	1	1.1%	3	3.3%	50	55.6%	33	36.7%	3	3.3%	90	100.0%	3.4
2. How would you rate your own personal health?	0	0.0%	6	6.7%	25	27.8%	41	45.6%	18	20.0%	90	100.0%	3.8
	Very Unsafe		Unsafe		Somewhat Safe		Safe		Very Safe				
3. How would you rate Mendocino County as a safe place to grow up or raise children?	1	1.1%	2	2.2%	32	35.6%	42	46.7%	13	14.4%	90	100.0%	3.7
4. In the list below, what do you think are the three most important factors that make this county a good place to live? Please choose 3.													
a. Community involvement											50	55.6%	
b. Low crime/safe neighborhoods											15	16.7%	
c. Low level of child abuse											0	0.0%	
d. Good schools											7	7.8%	
e. Access to health care and other services											14	15.6%	
f. Parks and recreation											18	20.0%	
g. Strong family life											15	16.7%	
h. Clean environment											27	30.0%	
i. Affordable housing											4	4.4%	
j. Acceptance of diversity											15	16.7%	
k. Nature/environment											70	77.8%	
l. Good jobs and healthy economy											2	2.2%	
m. Healthy behaviors and lifestyles											12	13.3%	
n. Low death and disease rates											0	0.0%	
o. Religious or spiritual values											3	3.3%	
p. Arts and cultural events											14	15.6%	
q. Other											4	4.4%	
Total (n=90)											270		
5. In the list below, what do you think are the three most important health problems in Mendocino County? The most important health problems are those that have the greatest impact on overall community health in Mendocino County. Please choose 3.													
a. Motor vehicle crashes											0	0.0%	
b. Firearm-related injuries											0	0.0%	
c. Mental health issues											67	74.4%	
d. Sexually transmitted diseases (HIV, HPV, etc.)											0	0.0%	
e. Teenage pregnancy											2	2.2%	

	FREQ	%
f. Childhood obesity	10	11.1%
g. Lack of access to health care	15	16.7%
h. Suicide	1	1.1%
i. Water quality / water conservation	0	0.0%
j. Hunger	0	0.0%
k. Health food access / Poor diet	8	8.9%
l. Inactivity / Lack of exercise	6	6.7%
m. Homelessness	37	41.1%
n. Economic issues	33	36.7%
o. Tobacco use	2	2.2%
p. Marijuana use	13	14.4%
q. Alcohol and drug abuse	40	44.4%
r. Agricultural pesticides	2	2.2%
s. Air quality	1	1.1%
t. Chronic diseases (obesity, high blood pressure, diabetes, etc.)	17	18.9%
u. Infectious diseases (hepatitis, TB, influenza, etc.)	0	0.0%
v. Aging health issues (arthritis, hearing loss, isolation, etc.)	8	8.9%
w. Oral health access	1	1.1%
x. Cancers	1	1.1%
y. Lack of low income and affordable housing	3	3.3%
z. Other	3	3.3%
Total (n=90)	270	