

Mendocino County
California

The
Rural
Challenge
Assessment
2002

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VISION

Healthy People
in
Healthy Communities

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INTRODUCTION

The Rural Challenge Assessment 2002 represents the culmination of many months of collaboration and work by the Mendocino County Department of Public Health, the countywide Core Planning Team, the Mendocino County Public Health Advisory Board, Action Network, Laytonville's Healthy Start, the Mendocino Coast Community Coordinating Council and the Willits Action Group. This report is the first attempt to convey more than the traditional public health measures of illness, death rates and access to health care. Included in this assessment are the results of a countywide survey of residents, a countywide survey of key leaders, local resource maps, and zip-code level demographic and socio-economic data.

This primary and secondary data compilation represents a countywide strategic-planning effort. The information included here, along with other available data, is intended to assess local assets and resources, and determine gaps in the current capacity of our service delivery system. Ultimately, this strategic planning process is intended to help foster stronger collaborations, and to leverage resources to improve the health and safety of all Mendocino County residents.

Community Health Defined

A *Community Health* or *Population Health* perspective recognizes underlying determinants of health—economic, social, cultural, and environmental factors—that impact the health status of groups. In other words, health is dependent on more than individual predispositions and lifestyle choices, or access to and the quality of medical/health care services.

The Mendocino County Department of Public Health is concerned primarily with promoting the health of the whole community or county. This mandate recognizes that a community contributes significantly to the health of its individuals. However, benefits to an individual rarely spread to an entire community. For this reason, community health is primarily focused on changes in systems. This notion, along with the traditional emphasis on individual well-being, represents a more comprehensive view of health.

The Population Health point of view is supported by a number of long-term quality studies,¹ many of which indicate that the health of groups is largely dependent on the socio-economic standards under which its members are raised, as well as income gaps between social groups.² While individual genetics and lifestyle choices remain important, the health status of population groups, from a community health perspective, is closely associated with underlying determinants like jobs, education, and clean air and water.

It has become more evident than ever before that the problems leading to poverty, rising crime, increasing health concerns, and school drop-outs cannot be addressed by individuals or individual systems/organizations. Only through laying aside turf issues and establishing comprehensive community-driven, integrated systems can these concerns be addressed.

¹ Why Are Some People Healthy And Others Not?, R. Evans, et.al., Editors, Gruyter, 1994—a useful compendium of current population health research.

² The Unhealthy U.S. Income Gap, Business Week, November 10, 1997.

Mendocino County

Mendocino County is located in the north coastal region of California, approximately 100 miles north of the San Francisco Bay Area. It is bordered on the north by Humboldt and Trinity counties, on the east by Lake County, on the south by Sonoma County, and on the west by 129 miles of rugged Pacific coastline. The County comprises 3,510 square miles of land area making it the 15th largest county out of 58 in California. The Coastal Mountain Range, a formidable geographic barrier, divides the coastal and interior regions of the county.

The interior region of the Mendocino County consists of a series of deep valleys running north and south. Two-thirds of Mendocino County's population of 86,265 (Census 2000) lives in the central interior region that stretches along 40 miles of U.S. Highway 101 from Hopland in the south, through Ukiah, the county seat of government, to Willits in the north. The small, unincorporated towns of Laytonville, Leggett, and Piercy also are located along this inland highway. The County population has increased by almost 8% since the 1990 census.

Approximately one-third of the population is situated west of the mountains, along the Mendocino coast that stretches 129 miles from Gualala in the south to Westport in the north. This stretch includes Fort Bragg, the largest community and business center for the coastal area. Fort Bragg is a one and one half hour drive from Ukiah along a narrow winding road. The Mendocino coast is accessible from the other coastal communities via the picturesque, but often difficult, Coast Highway, California Highway 1. Mendocino County offers attractive alternatives to urban life, but the depressed economy forces many residents to commute long distances to work, school, services, and child care, and to often work below their skill and salary level.

In Census 2000, Mendocino County residents reported 80.8% White. Also, 16.5% of the population reported Hispanic/Latino origin consisting primarily of Mexican-Americans. There is also a significant Native American population (4.8%), primarily from the indigenous Pomo tribes. Many Pomo live on one of the rancherias, receiving services through programs and grants sponsored by the Bureau of Indian Affairs.

The County median household income was \$35,996 compared to the State at \$47,493. Persons living below poverty level was 15.9% compared to the State at 14.2%

Anderson Valley Region

The Anderson Valley Region is located approximately 25 miles from Highway 101 on a winding road through the coastal mountains. The 27 mile-long agricultural valley consists of four small towns—Yorkville, Boonville, Philo and Navarro. Boonville has the largest concentration of people and services. Wineries and vineyards now dot the landscape of the highway that runs through the valley.

According to Census 2000, 2,927 people or 3% of the total County population live in this region. The population of this region has increased by 15% since 1990. In 2000, the Anderson Valley Region population was 69.5% White with 34.3% also reporting Hispanic/Latino origin, the highest in the county. There is no rancheria in Anderson Valley and only 1.4% of the population reported Native American.

Income levels of the region reflect the more affluent economic conditions of the wine-growing industry in Mendocino County. Median household income in Anderson Valley was \$37,251 in the Census 2000 compared to \$35,996 countywide. However, 16.4% of the region's population is living below poverty level, compared to 15.9% countywide.

North Coast Region

The North Coast Region is one of incomparable beauty perched on the edge of the Pacific Ocean and surrounded by remaining groves of redwood trees, mostly protected in parks. Fort Bragg is the "urban" center for this primarily rural area. The city is the second largest in Mendocino County, and the hub for goods and services on the coast.

According to Census 2000, 19,895 people, or 23% of the total County population, live in this region. The region population has increased by 6.6% since the 1990 census. In 2000, the North Coast Region population was 86.9% White with 12.1% also reporting Hispanic/Latino origin. There is also a small Native American population (1.4%) on the North Coast where there is no rancheria.

Income levels of the region reflect less the depressed economic conditions in northern Mendocino County. Median household income for the North Coast Region was \$35,852, which is close to the countywide median. More than 14% (14.4%) of the region's population was living below poverty level, compared to 15.9% countywide.

North County Region

Further north along Highway 101 is the North County Region made up of the communities of Laytonville, Branscomb and Leggett. This region is much smaller and more isolated from services than its neighbor, Willits. Residents are often 20 minutes or more from town by car and services can be considerably further away.

The population of the North County Region in Census 2000 was 3,364, an almost 9% decrease from the 1990 population of 3,694. The population reported 82.6% White, with only 7% reporting Hispanic/Latino origin. There was a considerable Native American population (8.1%), primarily from the indigenous Pomo tribes. Many Native Americans live on one of the two rancherias in the region.

Income levels of the region reflect the depressed economic conditions in northern Mendocino County with the decline of the timber industry in the past five years. The median household income being \$29,702 in the Census 2000 in the North County region compared to \$35,996 countywide. Almost one-fifth (18.9%) of the region's population is living below poverty level, compared to 15.9% countywide.

Round Valley Region

The Round Valley Region is the most isolated region of the county. It is approximately 25 miles from Highway 101 on a winding road following the Eel River, approximately two hours from Ukiah. The town of Covelo, located in the middle of Round Valley, is where residents receive services.

According to Census 2000, 2,363 people or almost 3% of the total County population live in this region. The population of Round Valley has increased by 7.6% since the 1990 census. In 2000, the region's population was almost half (49.8%) White and 41.3% Native American. There is one large reservation and one federally recognized tribe in Round Valley with over 30,000 acres and almost a thousand residents.

Income levels of the region reflect the most severely depressed economic conditions in Mendocino County. Median household income was \$29,017 in Round Valley compared to \$35,996 countywide. More than 25% (25.2%) of the region's population is living below poverty level, compared to 15.9% countywide.

South Coast Region

The South Coast Region is also one of magnificent beauty along the Pacific coast in the southern part of the county. It runs from roughly Elk to Gualala in Mendocino County to Sea Ranch, Annapolis and Pt. Stewart in Sonoma County. Pt. Arena is the "urban" center for this primarily rural region and is 60 miles from Ukiah. A beautiful but slow and winding drive down the coast on Highway 1 brings you to this region from the North Coast. Services to the population are provided by both Mendocino and Sonoma counties. However, both county seats are a considerable distance from the region resulting in access and transportation issues.

According to Census 2000, 5,350 people, including 1,507 residents of Sonoma County, reside in this region. The Mendocino portion of the population represents 4.5% of the total County population. The population of the South Coast Region has grown by 27.8% since the Census in 1990, the highest population increase in the County. In 2000, the region's population was 82.4% White with 14.5% also reporting Hispanic/Latino origin. There is also a considerable Native American population (7.4%), primarily of Pomo descent. There is one rancheria and one federally recognized tribe on the South Coast.

Median household income was \$38,966 in this region reflecting a more affluent population. However, almost 14% (13.6%) of the region's population is living below poverty level, compared to 15.9% countywide.

Ukiah Valley Region

The Ukiah Area includes the communities of Ukiah, Calpella, Talmage, Redwood Valley, Potter Valley and Hopland. The area is well known for its pear orchards and grape vineyards, and is just over an hour drive from the Mendocino Coast to the west and the coastal redwoods to the north.

Redwood Valley and Potter Valley are distinct communities located approximately 20 minutes from Ukiah. Many residents of these communities commute to work and use services in Ukiah. Hopland, located approximately 13 miles south of Ukiah, also is included in this region. A large agricultural area surrounds Hopland, and the majority of the families living in Hopland are involved in farming and agriculture.

Ukiah is the county seat and the business and population center for Mendocino County. According to Census 2000, 40,302 people lived in the greater Ukiah Area region which is almost half (46%) of the total County population.

In 2000, this region's population was 78.1% White with 20.5% of the population also reporting Hispanic/Latino origin. The Native American population made up 4.4% of the population. There are six federally recognized tribes in the greater Ukiah Area to which the majority of Native Americans in Mendocino County belong.

Income levels of Ukiah Valley households reflect less the depressed economic conditions in Mendocino County with a median income of \$37,359 which is higher than the county median of \$35,996. Almost 12% (11.7%) of the population of this region is living below poverty level, compared to 15.9% countywide.

Willits Region

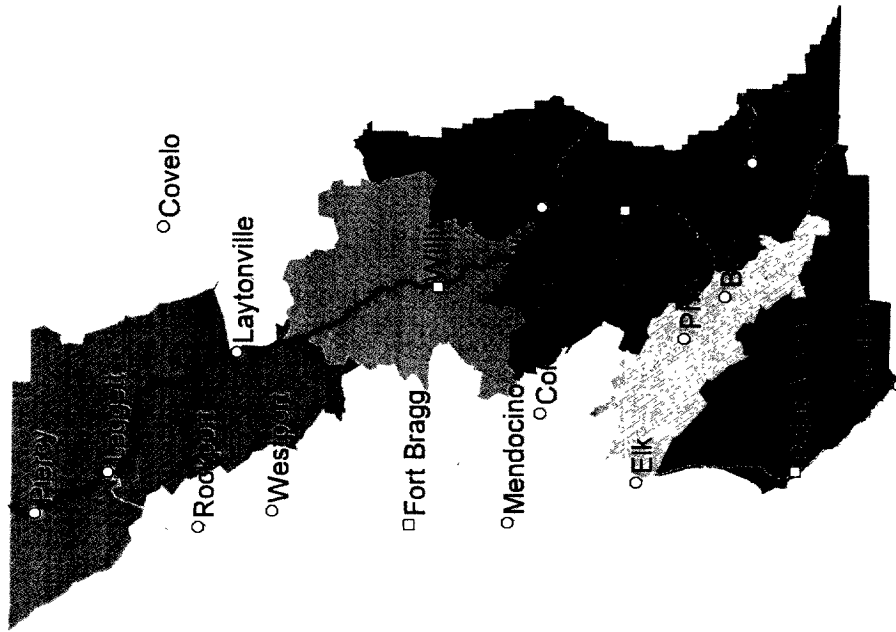
The Willits Region contains the small, bustling town of Willits and the surrounding area, which are located 25 miles north of Ukiah along Highway 101 at the southern edge of the "redwood empire". This area has become more economically depressed because the timber industry, which has always provided the basis for the local economy, has been declining in the last five years. Living in the natural beauty of the area can be off-set by the difficulty of finding work, and obtaining child care and health and human services when needed.

The population of the Willits Region, according to Census 2000, is 13,463 people or almost 16% of the total County population. In 2000, the Willits Region population was 86.6% White with 11.3% of the population reporting Hispanic/Latino origin.

Income levels of the region reflect somewhat the depressed economic conditions in northern Mendocino County with \$33,915 being the median household income in Willits and 14.1% live below the poverty level.

MENDOCINO COUNTY

Characteristics of a Healthy Community and Problem-Issues COUNTYWIDE



TOP THREE (3) CHARACTERISTICS OF A HEALTHY COMMUNITY:

FROM COUNTYWIDE COMMUNITY HEALTH SURVEY

1. Good Schools
2. Access to Health Care
3. Low Crime/Safe Neighborhoods

TOP THREE (3) PROBLEM-ISSUES :

FROM COUNTYWIDE COMMUNITY HEALTH SURVEY

1. Alcohol, Tobacco and Other Drug Abuse
2. Domestic Violence
3. Child Abuse/Neglect

FROM THE KEY LEADER SURVEY

1. Accessible, Affordable and Integrated Health Care Services
2. Safe Neighborhoods and Towns
3. Clean Air, Land and Water, and Recreational Opportunities

FROM THE KEY LEADER SURVEY

1. Alcohol, Tobacco and Other Drug Abuse
2. Lack of Living Wage Jobs
3. Lack of Access to Affordable Medical, Dental and Mental Health Treatment Services

Regions

- North County
- Round Valley
- Willits Area
- Ukiah Valley
- Anderson Valley
- South Coast
- North Coast

Zip Codes: 95417, 95454, 95585, 95587

Zip Codes: 95428, 95429

Zip Code: 95490

Zip Codes: 95482, 95481, 95449, 95469, 95470, 95418

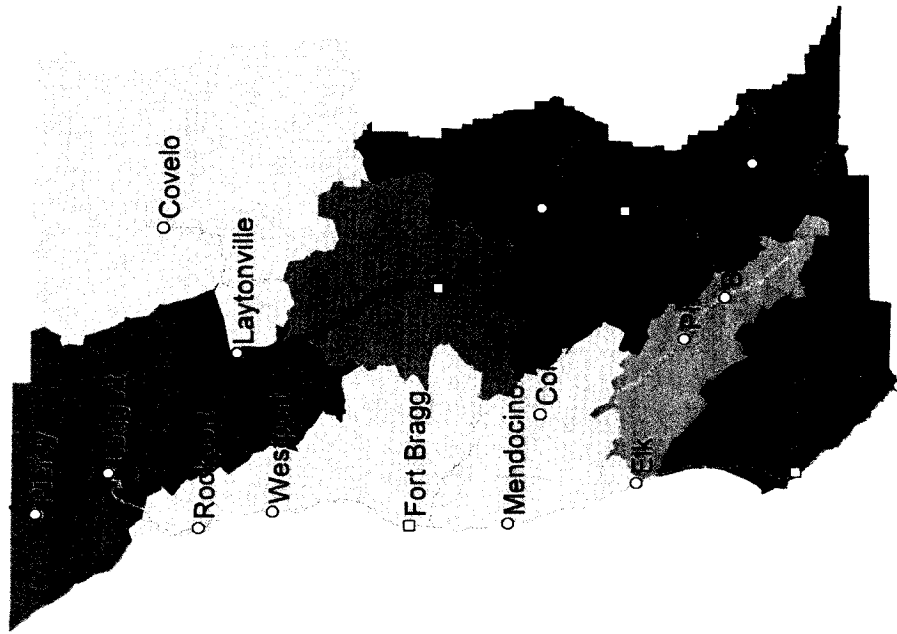
Zip Codes: 95415, 95466, 95494, 95463

Zip Codes: 95445, 95459, 95468

Zip Codes: 95437, 95432, 95427, 95420, 95456, 95488, 95410, 95460

MENDOCINO COUNTY

Characteristics of a Healthy Community and Problem-Issues COUNTYWIDE



TOP THREE (3) CHARACTERISTICS OF A HEALTHY COMMUNITY:

FROM COUNTYWIDE COMMUNITY HEALTH SURVEY

1. Good Schools
2. Access to Health Care
3. Low Crime/Safe Neighborhoods

TOP THREE (3) PROBLEM-ISSUES :

FROM COUNTYWIDE COMMUNITY HEALTH SURVEY

1. Alcohol, Tobacco and Other Drug Abuse
2. Domestic Violence
3. Child Abuse/Neglect

FROM THE KEY LEADER SURVEY

1. Accessible, Affordable and Integrated Health Care Services
2. Safe Neighborhoods and Towns
3. Clean Air, Land and Water, and Recreational Opportunities

FROM THE KEY LEADER SURVEY

1. Alcohol, Tobacco and Other Drug Abuse
2. Lack of Living Wage Jobs
3. Lack of Access to Affordable Medical, Dental and Mental Health Treatment Services

Regions

- North County
- Round Valley
- Willits Area
- Ukiah Valley
- Anderson Valley
- South Coast
- North Coast

Zip Codes: 95417, 95454, 95585, 95587
 Zip Codes: 95428, 95429
 Zip Code: 95490
 Zip Codes: 95482, 95481, 95449, 95469, 95470, 95418
 Zip Codes: 95415, 95466, 95494, 95463
 Zip Codes: 95445, 95459, 95468
 Zip Codes: 95437, 95432, 95427, 95420, 95456, 95488, 95410, 95460

CHARACTERISTICS of a HEALTHY COMMUNITY and PROBLEMS/ISSUES Countywide and By Region

Mendocino County Community Health Survey 2001

In the fall and winter of 2001-2002, a survey of Mendocino County residents was conducted. The background, methodology and results are briefly described below. The results from responses to two selected questions appear on the front of this page.³

Background: The purpose of this survey was to identify community health problems and issues in Mendocino County and to describe the community's themes and strengths. In preparing for the Community Health Survey 2001, representatives from the Mendocino County Department of Public Health (MCDPH), Action Network (AN), Laytonville's Healthy Start (LHS), the Willits Action Group (WAG) and the Mendocino County Public Health Advisory Board (MCPHAB) met and expanded upon existing survey instruments to encompass health-related issues identified in each community, such as safety, housing, employment, access to care.

Sample Selection, Survey Implementation and Limitations: A convenience sample technique was selected with the size of at least 300 surveys per region chosen in order to produce survey results that were as representative as possible of the diverse populations in Mendocino County. The target population was a cross-section of the region in terms of race, ethnicity, gender and income. Youth and adult teams of at least two (2) people were assigned to conduct the survey at shopping areas (such as grocery stores) and post offices by asking passers-by to fill out a survey. In a convenience sampling technique, respondents are included in the sample because it is easy or convenient to do so as they are the people who show up that day at that place and are willing to be surveyed. This method can easily produce biased results since the respondents, as a group, may be very different from the community. Thus, these results must be interpreted with caution as indicators rather than population estimates and used with supporting data.

Results: The total number of respondents countywide was 1,983. The percent sampled from the Hispanic population was considerably lower than the percent Hispanic from the Census 2000. This sample would not likely be a good estimate of the opinions of the Hispanic population nor of the population under 18 years of age. An adequate number of respondents were not obtained for Anderson Valley and Round Valley, although the results of these regions are included. Questions were asked about the top 3 factors of a healthy community and the top 3 most important health problems, among others, and the responses to these questions have been reported countywide and by region for this information packet. A discussion of the countywide results, as well as a comparison by region, is located on the back of Map 2, Page 7b.

Mendocino County Key Leader Survey 2002

In the spring of 2002, a survey of key leaders across Mendocino County was conducted. The background, methodology and results are briefly described below. The results from responses to two selected questions appear on Map 1.

Background: The purpose of this survey was to identify community health problems and issues in Mendocino County, and to describe the community's themes and strengths from the perspective of the formal and informal leaders. In preparing for the Key Leader Survey 2002, representatives from the Mendocino County Department of Public Health (MCDPH), Action Network (AN), Laytonville's Healthy Start (LHS), the Willits Action Group (WAG) and the Mendocino County Public Health Advisory Board (MCPHAB) met and agreed on seven (7) open-ended questions.

Sample Selection, Survey Implementation and Limitations: A purposive sample technique was selected. The target population was approximately 500 formal and informal leaders across Mendocino County. An electronic survey was sent via e-mail. The responses to the survey were provided by reply e-mail. The results represented here reflect the opinions of the respondents and not necessarily of all key leaders in Mendocino County.

Results: A total of 1,888 responses were provided by 122 total respondents across seven (7) survey questions. Among the questions asked were, "What do you believe are the 2-3 most important characteristics of a healthy community?" and "What do you believe are the 2-3 most important issues that must be addressed to improve the health and quality of life in our community?" The responses to all seven (7) questions were categorized by theme and the frequency of each response within the given theme was then determined. The countywide results of two of the questions are reported on Map 1.

³ For a more complete description of the methodology and results of this survey as well as the other surveys contained in this report, please see the technical reports and/or raw data at www.co.mendocino.ca.us/ph, The Rural Challenge Assessment 2002 link.

MENDOCINO COUNTY

Characteristics of a Healthy Community and Problem-Issues

BY REGION

NORTH COUNTY

1. Good Schools
2. Community Involvement
3. Access to Health Care
1. Alcohol and Other Drug Abuse
2. Child Abuse/Neglect
3. Mental Health Issues

NORTH COAST

1. Access to Health Care
2. Affordable Housing
3. Good Schools
1. Alcohol and Other Drug Abuse
2. Mental Health Issues
3. Lack of Access to Health Care

SOUTH COAST

1. Good Schools
2. Access to Health Care
3. Community Involvement
1. Alcohol and Other Drug Abuse
2. Aging Problems
3. Domestic Violence

ROUND VALLEY

1. Low Crime/Safe Neighborhoods
2. Good Schools
3. Good Jobs/Healthy Economy
1. Alcohol and Other Drug Abuse
2. Chronic Diseases
3. Child Abuse/Neglect

WILLITS AREA

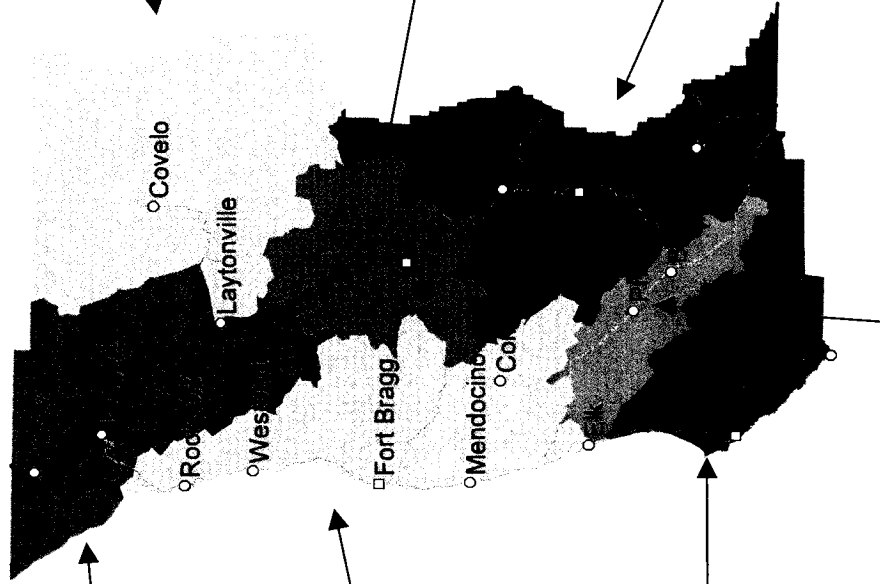
1. Good Schools
2. Low Crime/Safe Neighborhoods
3. Good Jobs/Healthy Economy
1. Alcohol and Other Drug Abuse
2. Child Abuse/Neglect
3. Mental Health Issues

UKIAH VALLEY

1. Good Schools
2. Low Crime/Safe Neighborhoods
3. Access to Health Care
1. Alcohol and Other Drug Abuse
2. Mental Health Issues
3. Child Abuse/Neglect

ANDERSON VALLEY

1. Affordable Housing
2. Low Crime/Safe Neighborhoods
3. Good Schools
1. Alcohol and Other Drug Abuse
2. Lack of Access to Health Care
3. Child Abuse/Neglect



CHARACTERISTICS of a HEALTHY COMMUNITY and PROBLEMS/ISSUES

Countywide and By Region

Mendocino County Community Health Survey 2001

The background for this survey, as well as a brief description of the sample selection, the survey limitation and results is provided on Page 6b. What follows below is a discussion of the countywide results, as well as a comparison by region.

% Of Total Respondents Selecting Factor

TOP 3 FACTORS OF A HEALTHY COMMUNITY	Countywide (all regions combined)	North County	South Coast	Willits	Ukiah Valley	North Coast	Anderson Valley	Round Valley
Community Involvement	28.9%	36.1%	35.8%	25.9%	23.7%	27.7%	25.8%	24.4%
Low crime/safe neighborhoods	32.2%	24.8%	27.5%	31.6%	43.9%	28.4%	38.7%	48.8%
Good Schools	42.2%	51.4%	45.2%	44.5%	45.1%	31.2%	35.7%	43.9%
Access to health care	34.2%	29.2%	42.7%	29.0%	32.7%	38.7%	25.9%	22.0%
Clean Environment	24.1%	20.8%	26.6%	44.5%	19.9%	26.9%	25.9%	27.0%
Affordable housing	23.9%	20.0%	14.0%	20.9%	24.2%	34.3%	39.4%	17.3%
Good jobs / healthy economy	29.6%	23.6%	25.9%	31.0%	30.4%	33.5%	26.4%	32.3%
Health behaviors / lifestyles	19.0%	20.3%	23.2%	18.8%	15.3%	19.7%	20.0%	12.5%
TOP 3 MOST IMPORTANT HEALTH PROBLEMS	Countywide (all regions combined)	North County	South Coast	Willits	Ukiah Valley	North Coast	Anderson Valley	Round Valley
Mental Health Issues	27.1%	23.9%	16.7%	31.3%	40.7%	32.2%	10.0%	13.4%
Child abuse/neglect	28.0%	33.7%	19.4%	32.6%	36.2%	20.4%	24.3%	26.9%
Domestic violence	28.7%	23.6%	36.4%	28.6%	27.9%	26.9%	20.4%	24.7%
Poor diet/inactivity	17.4%	23.2%	19.3%	16.0%	15.7%	14.0%	14.3%	18.0%
Alcohol & other drug abuse	65.1%	76.1%	71.2%	68.7%	52.0%	58.8%	65.9%	79.3%
Lack of access to health care	20.9%	20.9%	24.5%	15.0%	15.2%	28.4%	27.1%	7.1%
Chronic Diseases	14.9%	17.3%	22.0%	8.0%	10.6%	17.6%	11.1%	38.6%
Aging Problems	13.2%	5.5%	37.3%	5.6%	4.8%	14.3%	16.0%	2.3%

Countywide responses to the question "What do you think are the three most important factors that define a 'healthy community'?" indicate that **good schools, access to health care, and low crime/safe neighborhoods** are the three most important factors to survey respondents. It can be seen from the table that:

- good schools appeared in the top three for all regions;
- access to health care was in the top three for all regions except Willits and Round Valley (which both chose instead **good jobs/healthy economy**) and Anderson Valley (which chose **affordable housing**);
- low crime/safe neighborhoods was in the top three for all regions except North County and South Coast (which both chose instead **community involvement**) and North Coast which chose **affordable housing**.

Countywide responses to the question "What do you think are the three most important 'health problems' in your community?" point to **alcohol & other drug abuse, domestic violence and child abuse/neglect** as the three most important health problems to survey respondents. The table also reveals that:

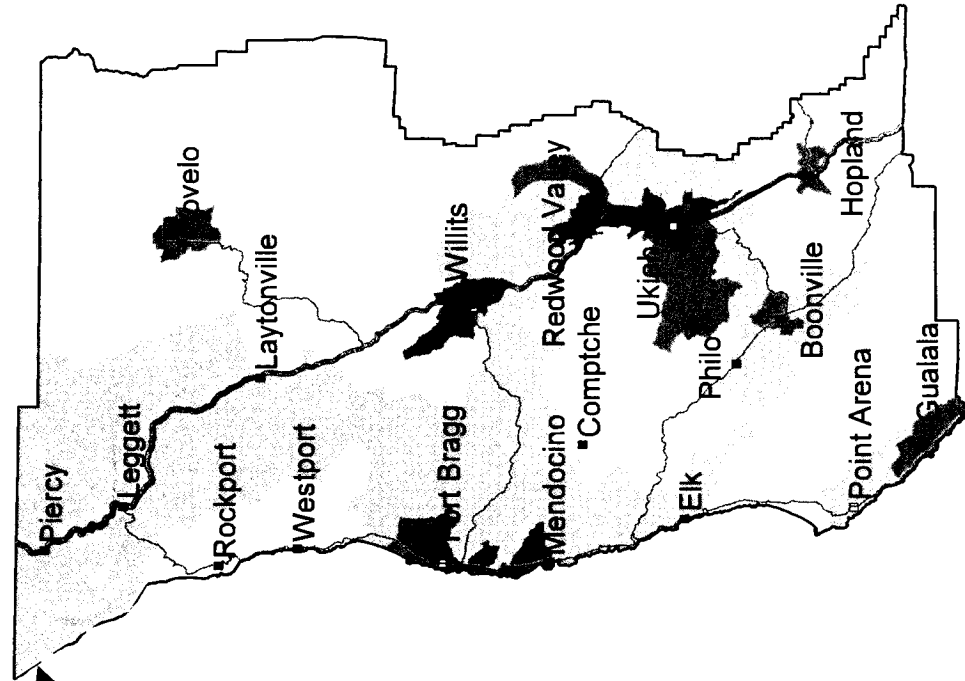
- alcohol & other drug abuse was the overwhelming 1st choice problem for all regions with over 50% of respondents in all regions and as many as three-fourths of respondents in some regions selecting it;
- domestic violence appeared in the top three for only South Coast, but was a very close 4th for the other regions that chose instead **mental health issues** (North County, Willits, Ukiah, North Coast), **chronic diseases** (Round Valley), and **lack of access to health care** (Anderson Valley);
- child abuse/neglect was in the top three for all regions except for South Coast which chose **aging problems** and North Coast which chose **lack of access to health care**.

These differences among regions indicate uniqueness in regional conditions and point to possible focus areas for discussion in community-based strategic planning.

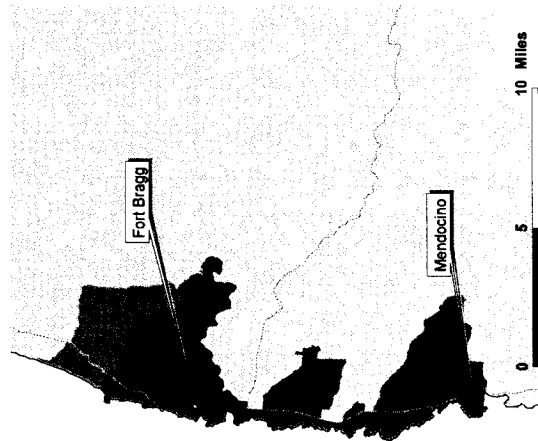
MENDOCINO COUNTY *Population Density* **COUNTYWIDE & BY REGION**

NORTH COUNTY

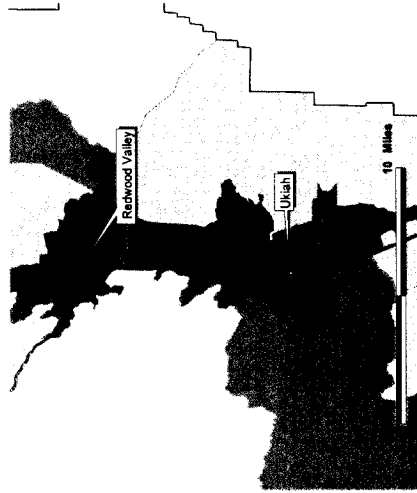
Population Decline
 1990 - 2000
 8.9%



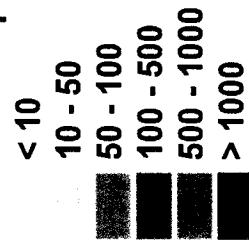
FT. BRAGG DETAIL



UKIAH DETAIL



POPULATION per SQUARE MILE



POPULATION DENSITY

Countywide and By Region

The data listed below in the table was compiled from the Census 2000 data. This information is reported spatially on Map 3, Page 8a, and discussed below.

REGION	1990 Population	2000 Population	% Change	Population Density (people/sq.mi.)
Anderson Valley	2,415	2,785	15.3%	14.3
North Coast	18,655	19,895	6.6%	36.9
North County	3,694	3,364	-8.9%	5.8
Round Valley	2,196	2,363	7.6%	3.0
South Coast	4,187	5,350	27.8%	12.0
Ukiah Valley	37,111	40,302	8.6%	49.4
Willits	12,864	13,463	4.7%	41.9
COUNTY TOTAL	81,122	87,522	7.9%	24.1

Source: Census 2000

Some highlights about population growth from this table include:

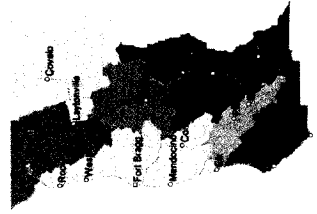
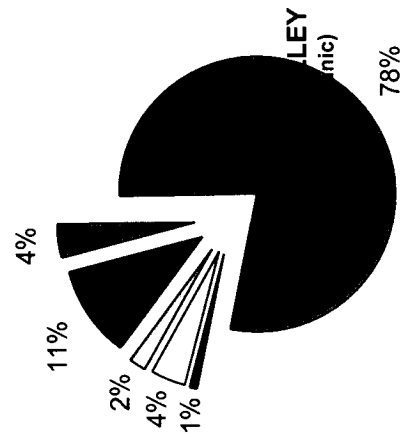
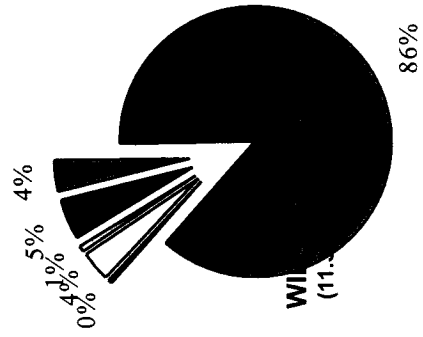
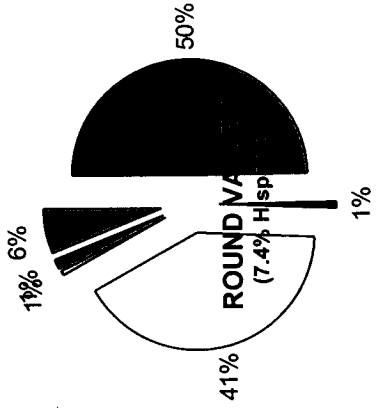
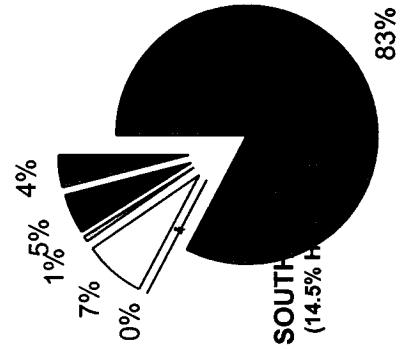
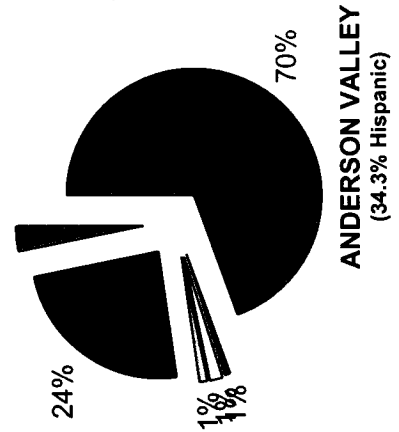
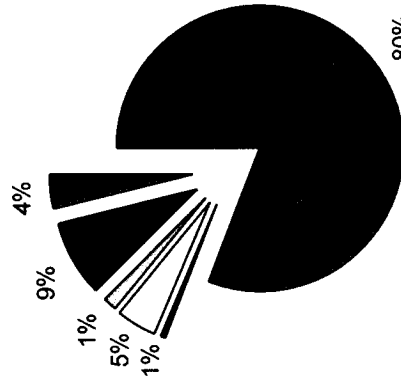
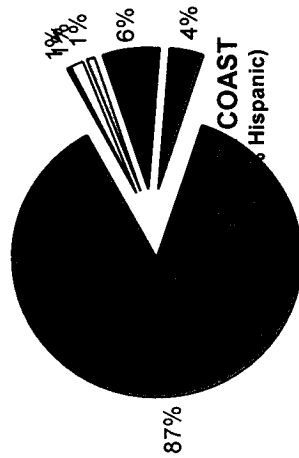
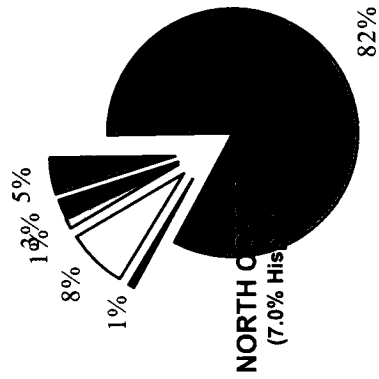
- The population of Mendocino County has grown by 7.9% between 1990 and 2000.
- The South Coast region has grown the most with almost 28% increase in population, followed by Anderson Valley region with more than a 15% increase.
- The North County region has decreased in population by 8.9%.
- Other regions of the County show moderate growth between 4.7% population increase in Willits to 8.6% increase in Ukiah Valley.

Some highlights about population density from this table include:

- The Ukiah Valley region was the most densely populated area with 49.4 people per square mile, followed closely by the Willits region with 41.9 and the North Coast region with 36.9.
- The Round Valley region was the least densely population area with 3.0 people per square mile, followed by the North County region with 5.8 people per square mile.

MENDOCINO COUNTY *Race/Ethnicity* **COUNTYWIDE & BY REGION**

- White alone
- Black alone
- Amer. Indian/Alaskan Native alone
- Asian/Pacific Islander alone
- Some other race alone
- Two or more races



RACE/ETHNICITY

Countywide and By Region

The data listed below was compiled from the Census 2000 data. This information is reported on Map 4, Page 9a, and summarized in the table that follows. Also provided below are highlights of race/ethnicity information.

RACE/ ETHNICITY CATEGORIES	Countywide (all regions combined)	North County	South Coast	Willits	Ukiah Valley	North Coast	Anderson Valley	Round Valley
White alone	80.8%	82.6%	82.4%	86.6%	78.1%	86.9%	69.5%	49.8%
Black alone	0.6%	0.7%	0.4%	0.4%	0.7%	0.5%	0.8%	0.8%
American Indian/ Alaskan Native alone	4.8%	8.1%	7.4%	3.6%	4.4%	1.4%	1.4%	41.3%
Asian/Pacific Islander alone	1.3%	1.3%	0.9%	0.8%	1.8%	1.0%	1.1%	0.6%
Some other race alone	8.6%	2.7%	4.9%	4.9%	11.1%	6.4%	24.1%	1.5%
Two of more races	3.9%	4.6%	4.0%	3.6%	3.9%	3.7%	3.1%	6.1%
%Hispanic/Latino Origin*	16.5%	7.0%	14.5%	11.3%	20.5%	12.1%	34.3%	7.4%

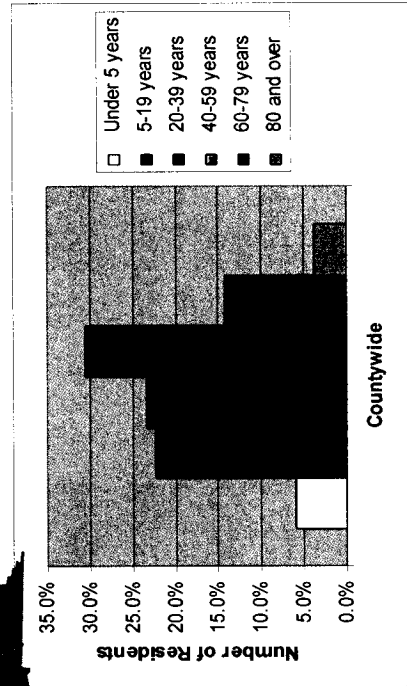
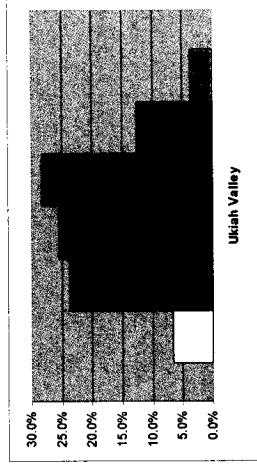
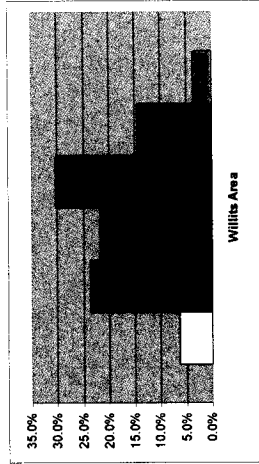
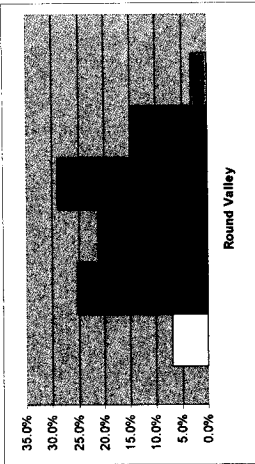
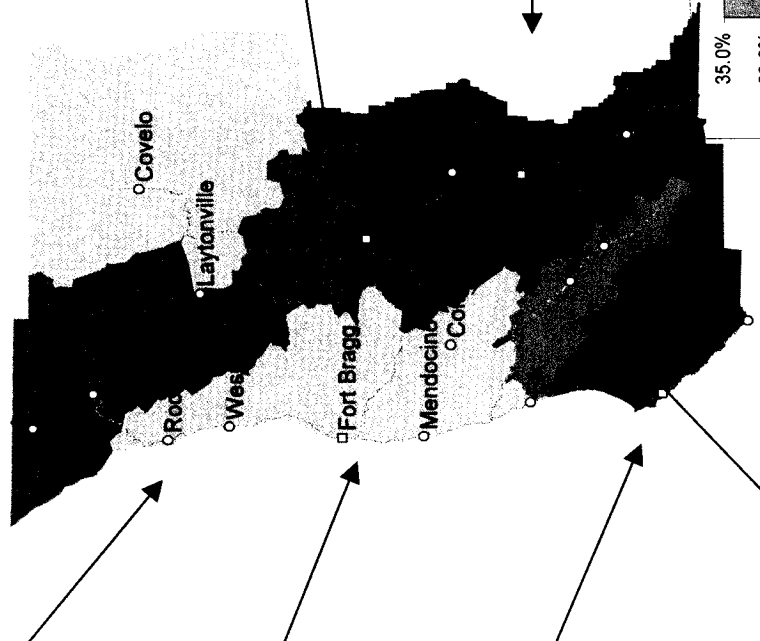
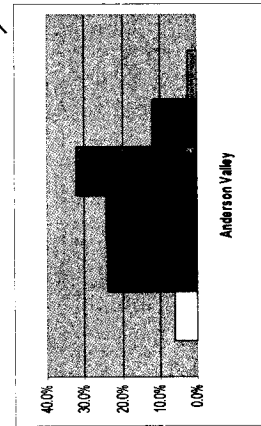
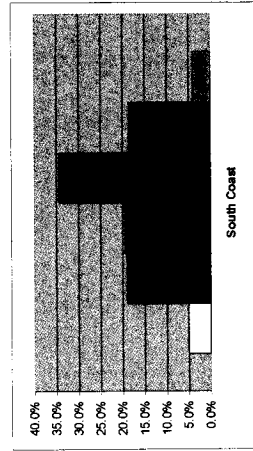
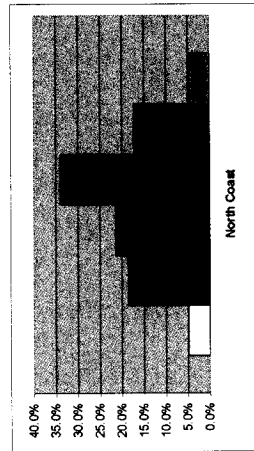
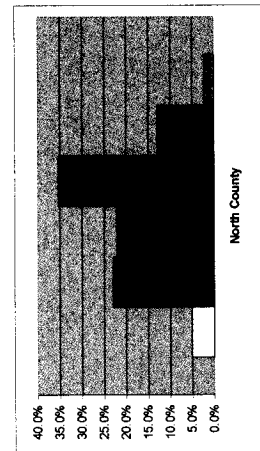
Source: Census 2000

*Note: "Of Hispanic/Latino Origin" is a separate question and is not included as a race category in the Census 2000 data. It is suggested that "Some other race" may now contain a number of Hispanic/Latino responses that do not recognize one of the other race categories. Also, a new race category, "Two or more races", was added to the Census 2000 questionnaire.

Highlights from the race/ethnicity data include:

- Mendocino County over all regions was predominantly of the White race (80.8%); however, in the Round Valley region, the White race was reported by only 49.8% and in Anderson Valley, 69.5%.
- Mendocino County residents reported 16.5% of Hispanic/Latino origin; the highest percents of the population of Hispanic/Latino origin were in Anderson Valley (34.3%) and Ukiah Valley (20.5%) regions; the North County and Round Valley regions reported very low Hispanic/Latino origin with 7.0% and 7.4% respectively.
- Mendocino County residents reported 4.8% from the American Indian race; the highest percent of the population from the American Indian race were in the Round Valley region (41.3%) with a distant 2nd and 3rd in the North County (8.1%) and South Coast (7.4%) regions.
- The percent of the population from the Black and Asian/Pacific Islander races remained very low in Mendocino County in Census 2000.

MENDOCINO COUNTY *Age Distribution* **COUNTYWIDE & BY REGION**



AGE DISTRIBUTION

Countywide and By Region

The data listed below was compiled from the Census 2000 data. This information is reported on Map 5, Page 10a, and summarized in the table that follows. Also provided below are highlights of the age distribution countywide and by region.

AGE CATEGORIES	Countywide (all regions combined)	North County	South Coast	Willits	Ukiah Valley	North Coast	Anderson Valley	Round Valley
Under 5 years	6.0%	5.1%	5.0%	6.3%	6.6%	4.7%	6.0%	6.9%
5-19 years	22.3%	22.9%	19.0%	23.7%	23.7%	18.5%	23.8%	25.2%
20-39 years	23.3%	21.9%	19.4%	21.7%	25.4%	21.2%	24.0%	21.1%
40-59 years	30.5%	35.2%	34.3%	30.3%	28.2%	33.9%	32.0%	28.9%
60-79 years	14.2%	12.8%	18.4%	14.4%	12.6%	17.1%	11.8%	14.8%
80 and over	3.7%	2.1%	4.0%	3.6%	3.5%	4.6%	2.4%	3.1%

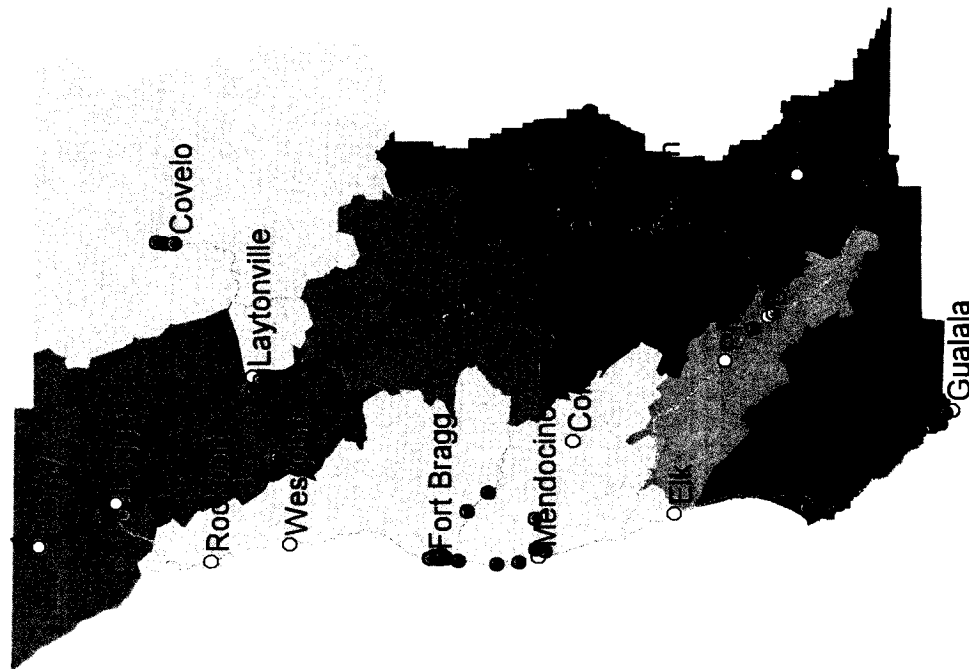
Source: Census 2000

Highlights from the age distribution data include:

- The age category with the highest percents of population in Mendocino County was 40 to 59 years of age which was close to 30% in all regions and countywide.
- Mendocino County residents reported 6% of its residents were under 5 years of age; the highest percent in this age category were in the Round Valley (6.9%) and Ukiah Valley (6.6%) regions.
- In the category of 5-19 years of age, the highest percent of residents were from the Round Valley (25.2%) region, followed by Anderson Valley with 23.8% and Ukiah Valley with 23.7%.
- Combining the Under 5 years and 5-19 years categories, the highest percent of youth in Mendocino County lived in Round Valley (32.1%), Ukiah Valley (30.3%), Willits (30%), and Anderson Valley (29.8%) regions.
- Combining the 60-79 years and 80 and over age categories, Mendocino County residents reported almost 18% of its residents were over 60 years of age; the highest percent in these age categories were in the South Coast (22.4%) and the North Coast (21.7%) regions.

MENDOCINO COUNTY

The Ten Essential Public Health Service Providers COUNTYWIDE



The Ten Essential Public Health Services:

1. Monitor health status to identify community problems.
2. Diagnose and investigate health problems and health hazards in the community.
3. Inform, educate and empower people about health issues.
4. Mobilize community partnerships and action to identify and solve health problems.
5. Develop policies and plans that support individual and community health efforts.
6. Enforce laws and regulations that protect health and ensure safety.
7. Link people to needed personal health services and provide health care when otherwise unavailable.
8. Assure a competent public health and personal health care workforce.
9. Evaluate the effectiveness, accessibility and quality of personal and population-based health services.
10. Research for new insights and innovative solutions to health problems.

*For a listing of the service providers represented here by red dots,
please see the appropriate regional map.*

THE TEN ESSENTIAL PUBLIC HEALTH SERVICE PROVIDERS

The Local Public Health System

Background: The purpose of the Local Public Health System Assessment (LPHSA) is to determine the components, activities, competencies and capacities of our local public health system and to define how the Ten Essential Public Health Services are being provided to our community. A total of 5 LPHSA's, 4 regional and 1 countywide, were conducted in Mendocino County.

Sample Selection: More than 50 key leaders across Mendocino County participated in the countywide LPHSA and/or 1 of 4 regional assessments. The regional assessments were conducted for the North County, North Coast, South Coast and Willits regions. Participants consisted of the members of Action Network on the South Coast, Laytonville's Healthy Start, Mendocino Coast Community Coordinating Council in the North Coast region, and the Mendocino County Public Health Advisory Board.

Procedure: The countywide and regional assessments were conducted between February and August 2002. Participants were first oriented to each of the Ten Essential Public Health Services, then asked to brainstorm local providers vis à vis each Essential Service. The various organizations' activities, how they fit together and where gaps exist were then discussed. Summarized in the table below is a number of organizations providing each Essential Service countywide and by region.

Results: The total number of organizations countywide and by region are summarized in the table below. Important to note is that many organizations provide more than one of the Ten Essential Public Health Services. Furthermore, local organizations tend to be more involved in conducting Essential Services #1, #3 and #7. While the assessment results show multiple providers within each Essential Public Health Service, the services provided tend to be complimentary rather than duplicative or competitive. For a more comprehensive discussion of this assessment, please see the technical reports and/or raw data at www.co.mendocino.ca.us/ph/, *The Rural Challenge Assessment 2002* link.

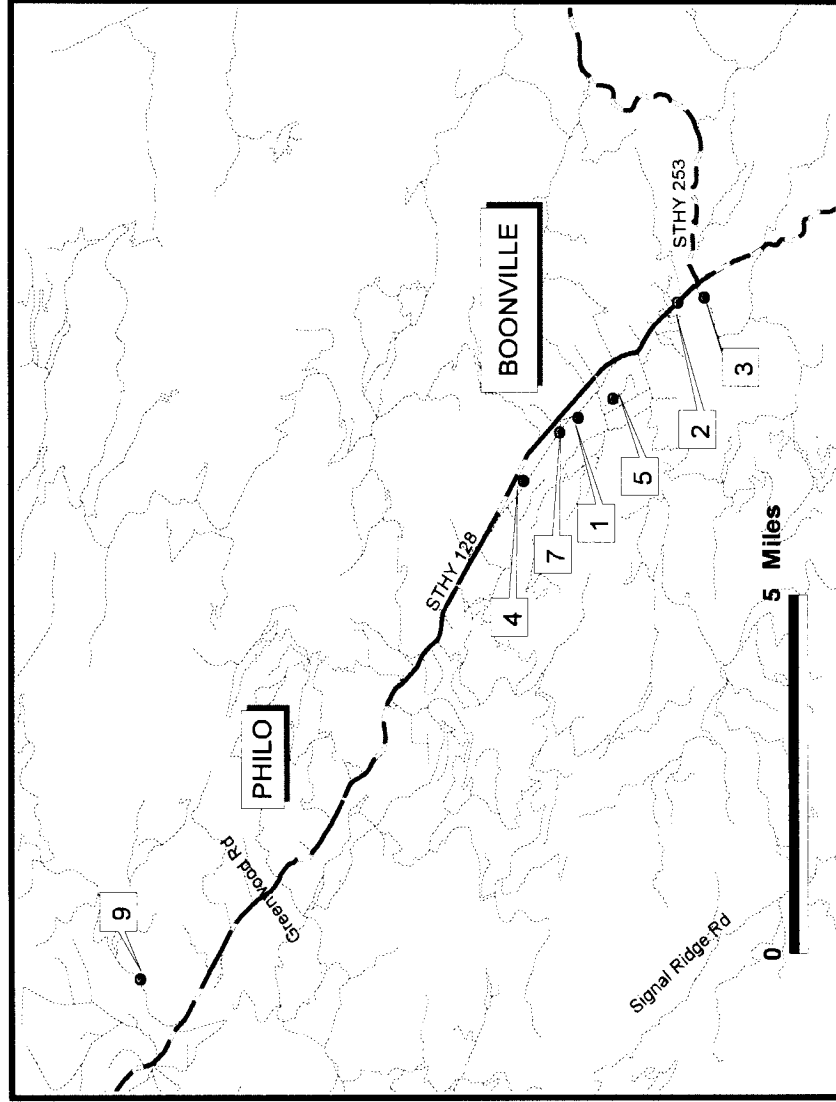
Limitations: Many countywide entities located in Ukiah were not duplicated in the Ukiah Valley region, particularly for Essential Service #4. Organizations unknown to the participants would not have been identified during the assessment process. Therefore, these results are most useful in conjunction with other supporting data.

Essential Public Health Service	County-wide	Anderson Valley	North Coast	North County	Round Valley	South Coast	Ukiah Valley	Willits Area
1. Monitor health status to identify community health problems.	21	2	11	4	3	11	11	6
2. Diagnose and investigate health problems and health hazards in the community.	14	2	8	2	2	9	10	7
3. Inform, educate and empower people about health issues.	24	2	16	22	4	10	22	12
4. Mobilize community partnerships and action to identify and solve health problems.	26	2	10	2	-	6	1	4
5. Develop policies and plans that support individual and community health efforts.	27	2	7	8	3	12	14	7
6. Enforce laws and regulations that protect health and ensure safety.	35	1	7	3	1	6	8	5
7. Link people to needed personal health services and assure the provision of health care when otherwise unavailable.	40	1	9	7	3	11	20	10
8. Assure a competent public health and personal health care workforce.	28	2	13	5	2	10	8	5
9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services.	37	1	6	3	1	3	7	8
10. Research for new insights and innovative solutions to health problems.	10	1	3	3	1	4	2	2

MENDOCINO COUNTY

The Ten Essential Public Health Service Providers

ANDERSON VALLEY



BOONVILLE

1. Anderson Valley Ambulance Service
2. Anderson Valley Community Action Coalition
3. Anderson Valley Fire Department & Community Services District
4. Anderson Valley Grange No. 699
5. Anderson Valley Health Center
6. Anderson Valley Senior Center*
7. Anderson Valley Unified School District
8. CDF - Boonville Station*

PHILO

9. SHARE

* No geocode match. This organization is not represented by a number on the map.

NORTH COAST



The Ten Essential Public Health Service Providers NORTH COAST

The data listed below in the table is reported spatially on Map 8, Page 13a. Please note that organizations marked with an asterisk () have no geocode match and are not represented on the map.*

ALBION

1. Albion Community Center*

CASPAR

2. Caspar Community Center

33. Redwood Children's Services
34. Redwood Coast Regional Center
35. Redwood Coast Seniors
36. Safe Passage Family Resource Center
37. United Way of Sonoma-Mendocino-Lake Counties

FORT BRAGG

3. Big Brothers & Big Sisters of the Mendocino Coast Area
4. California Dept. of Forestry and Fire Protection-Chamberlin Creek Conservation Camp
5. California Dept. of Forestry and Fire Protection-Fort Bragg Station
6. California Dept. of Forestry and Fire Protection-Parlin Fork Conservation Camp
7. City of Fort Bragg
8. Coast Community Center
9. Community Resources for Independence
40. Fort Bragg Aquatic Center*
10. Fort Bragg Food Bank
11. Fort Bragg Grange #672*
12. Fort Bragg Unified School District
13. Hospice of Mendocino Coast District Hospital
14. League of Women Voters of Mendocino County*
15. Linkages Program
16. Lion's Club of Fort Bragg
17. Masonic Hall
18. Mendocino Coast Clinics, Inc.
19. Mendocino Coast District Hospital
20. Mendocino Coast Hospitality Center
21. Mendocino Coast Recreation Park District
22. Mendocino County Department of Public Health-Alcohol and Other Drugs Programs
23. Mendocino County Department of Public Health-Environmental Health
24. Mendocino County Department of Public Health-Nursing
25. Mendocino County Department of Social Services
26. Mendocino County Department of Social Services-Job Alliance
27. Mendocino County Public Library
28. Mendocino County Sheriff/Coroner's Office-Fort Bragg Substation
29. Mendocino County Youth Project
30. Mendocino Private Industry Council (MPIC)
31. North Coast Opportunities-Rural Communities Child Care
32. Project Sanctuary

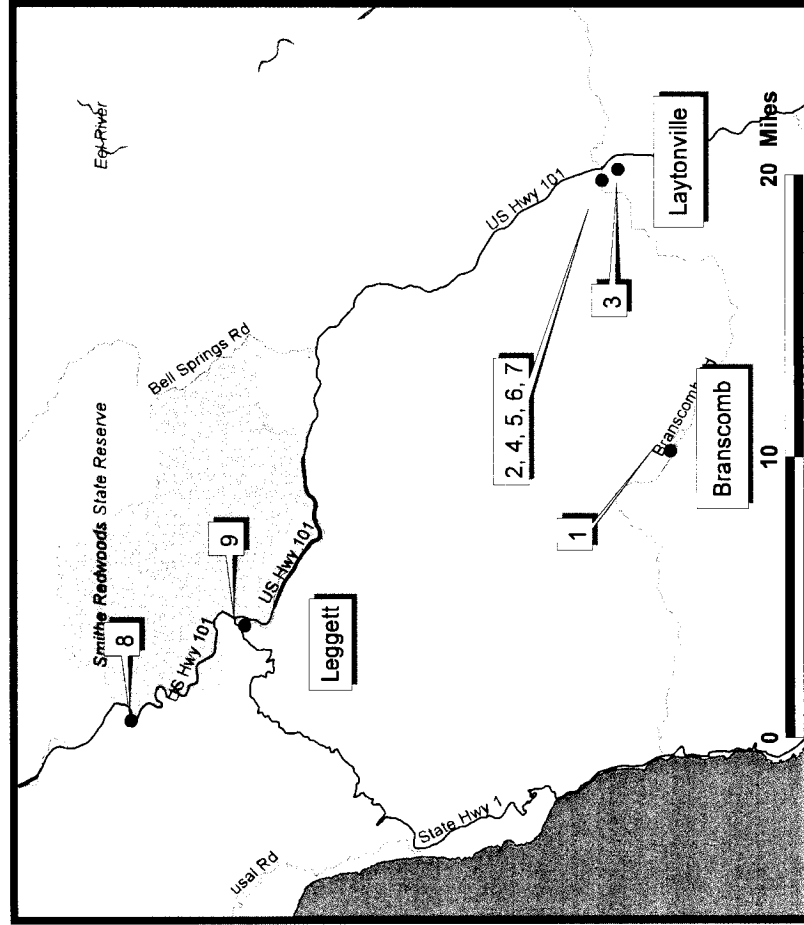
MENDOCINO

38. Aletheia Institute
39. California Dept. of Forestry and Fire Protection-Woodlands Station
41. Masonic Lodges Temple Association - Mendocino #179
42. Mendocino Art Center
43. Mendocino Cancer Resource Center*
44. Mendocino Coast Community Coordinating Council*
45. Mendocino Coast Environmental Center
46. Mendocino Community Library
47. Mendocino Unified School District*

MENDOCINO COUNTY

The Ten Essential Public Health Service Providers

NORTH COUNTY



BRANSCOMB

1. Harwood Memorial Park Association

LAYTONVILLE

2. Laytonville Area Municipal Advisory Committee (LAMAC)
3. Laytonville Fire Department and Ambulance District
4. Laytonville Healthy Start
5. Laytonville Rodeo Association
6. Laytonville Unified School District
7. Long Valley Health Center

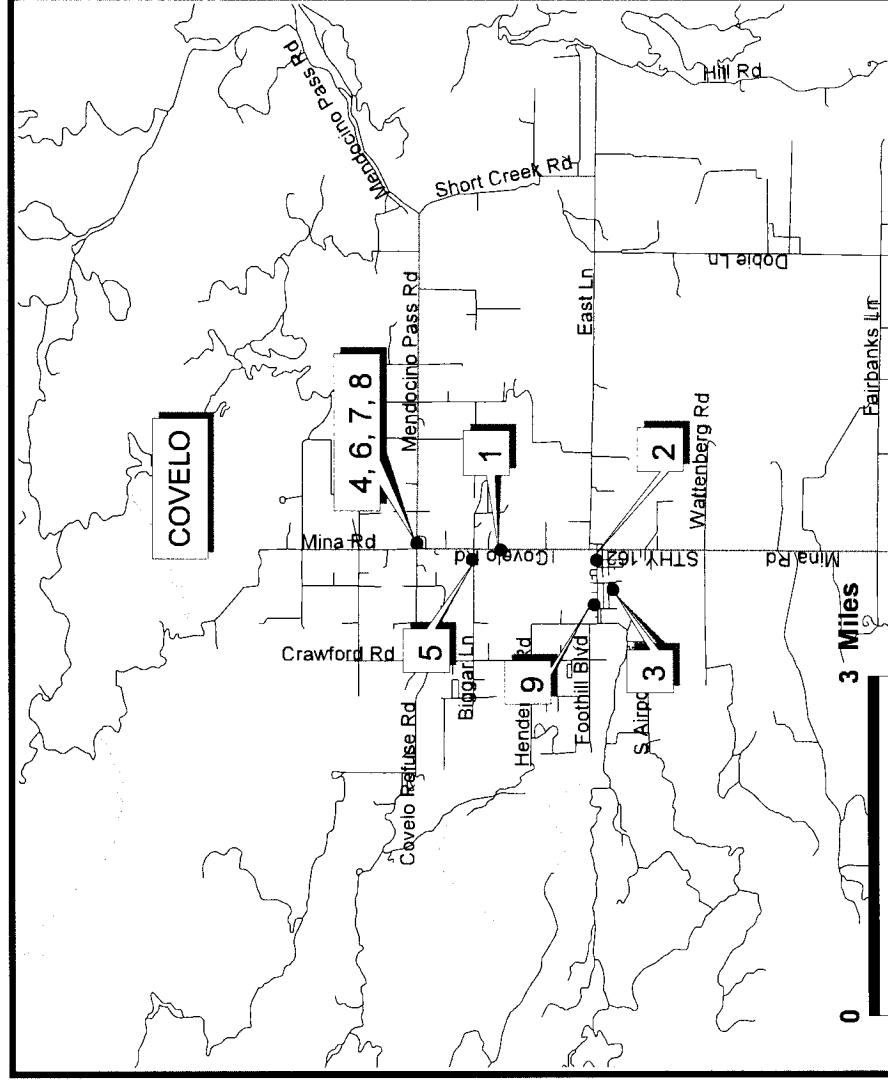
LEGGETT

8. California Dept. of Forestry and Fire Protection-Leggett Station
9. Leggett Valley Unified School District

MENDOCINO COUNTY

The Ten Essential Public Health Service Providers

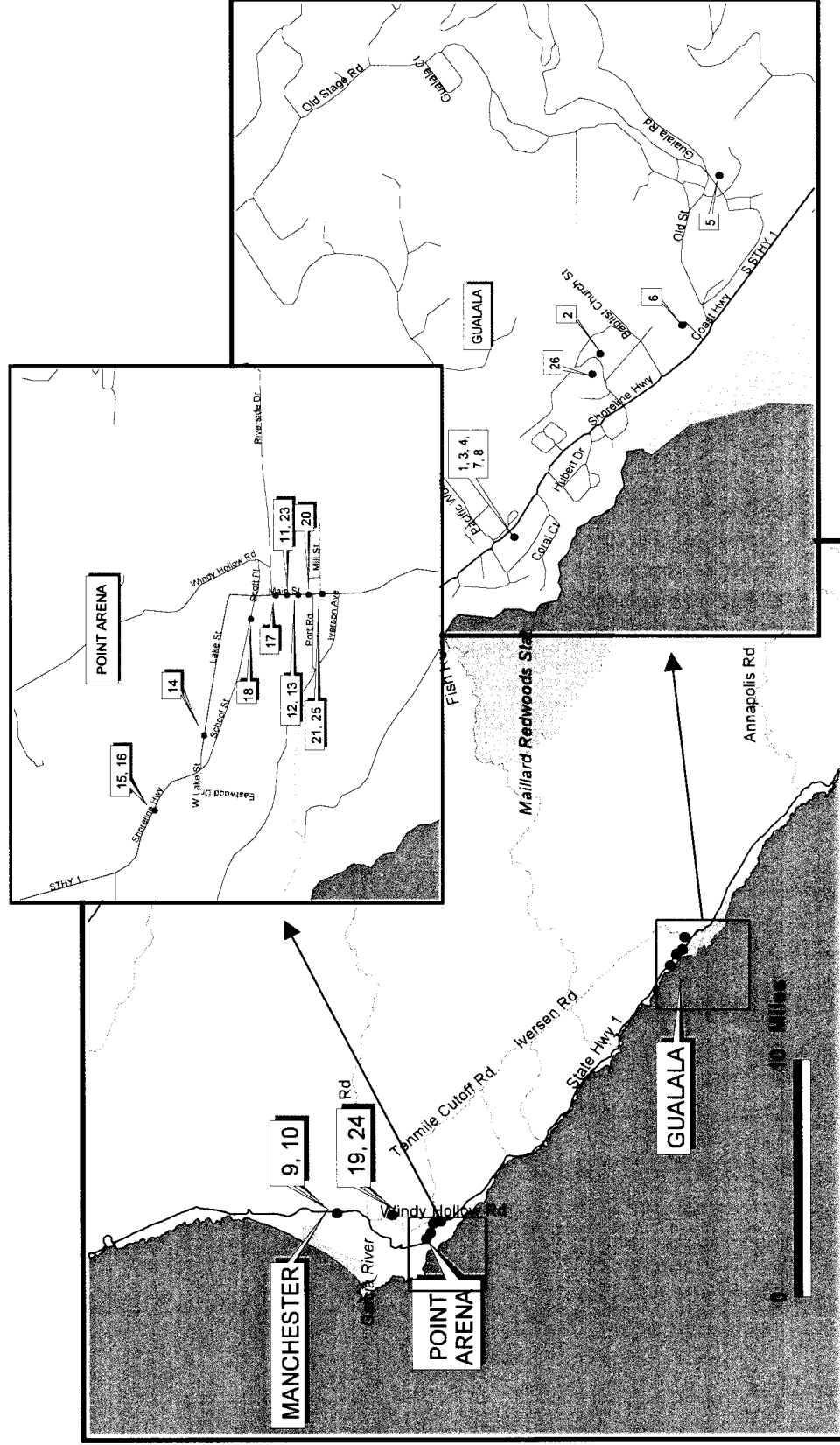
ROUND VALLEY



COVELO

1. California Dept. of Forestry and Fire Protection-Covelo Station
2. Covelo Indian Community Council
3. Mendocino County Sheriff/Coroner's Office - Covelo Substation
4. Round Valley Head Start
5. Round Valley Indian Health Clinic
6. Round Valley Resource Center
7. Round Valley Senior Center
8. Round Valley Tribal Center
9. Round Valley Unified School District

MENDOCINO COUNTY *The Ten Essential Public Health Service Providers* **SOUTH COAST**



The Ten Essential Public Health Service Providers SOUTH COAST

The data listed below in the table is reported spatially on Map 11, Page 16a. Please note that organizations marked with an asterisk () have no geocode match and are not represented on the map.*

GUALALA

1. Action Network
2. Coast Life Support District
3. Community Resource Connection
4. ESCAPES
5. Gualala Arts Center
6. Gualala Municipal Advisory Committee (GMAC)
7. Matrix of Change
8. Shamli Volunteer Hospice
26. Redwood Coast Medical Services

MANCHESTER

9. Manchester Union Elementary School District
10. Redwood Coast Fire Protection District

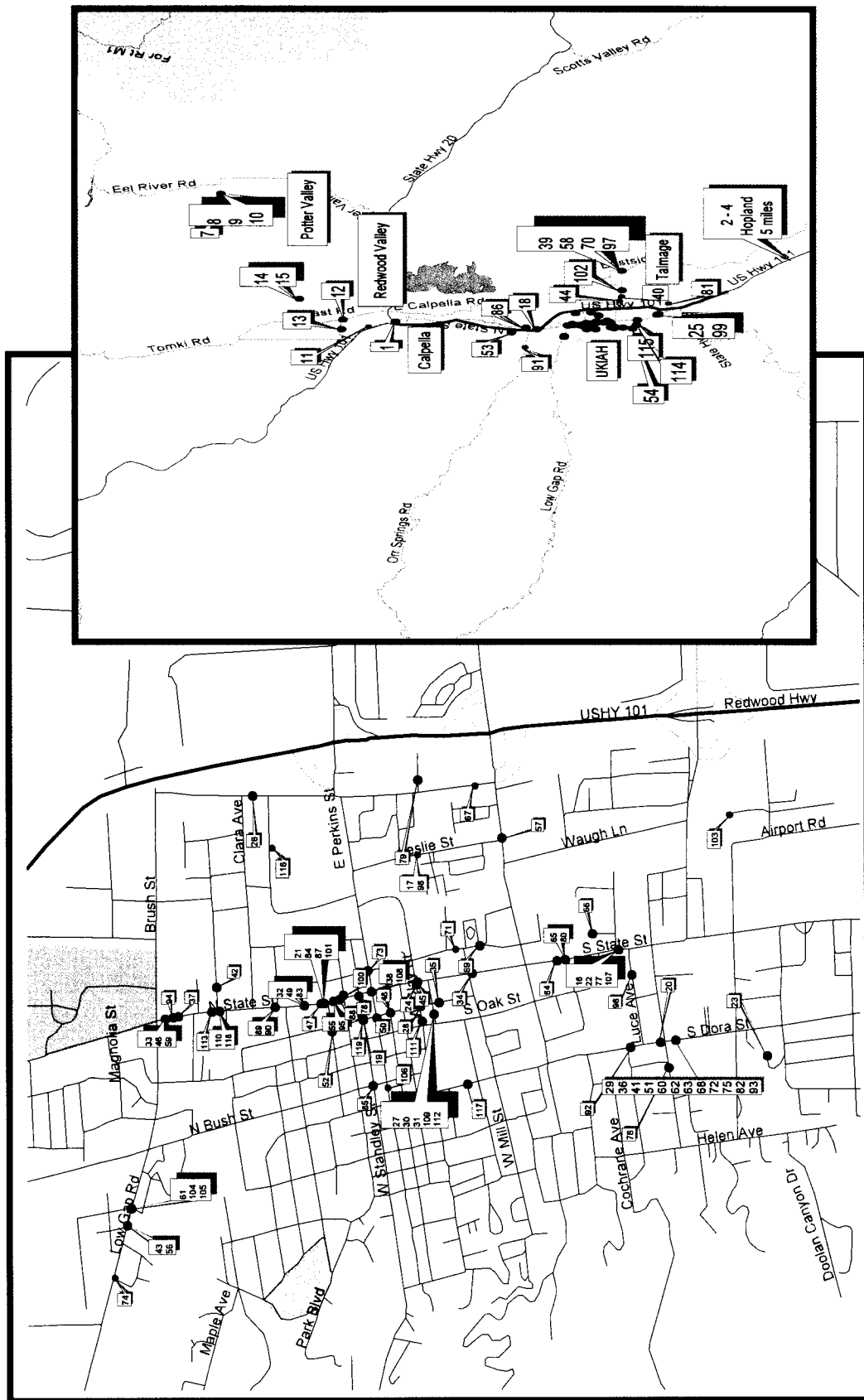
POINT ARENA

11. Action Network
12. Arena Renaissance Company
13. Arena Theater Restoration Project
14. Arena Union Elementary/Point Arena Joint Union High School District
15. California Dept of Forestry and Fire Protection-Point Arena Station
16. City of Point Arena
17. Coast Community Library
18. Coast Healthy Start
19. Manchester Band of Pomo Indians
20. Masonic Lodges Temple Association - Claborne #185
21. Mendocino County Department of Public Health-Alcohol and Other Drugs Programs
22. Mendocino County Sheriff/Coroner's Office-Point Arena Substation*
23. Mendocino County Youth Project
24. Sonoma County Indian Health Project
25. South Coast Senior Citizens

MENDOCINO COUNTY

The Ten Essential Public Health Service Providers

UKIAH VALLEY



The Ten Essential Public Health Service Providers UKIAH VALLEY

The data listed below in the table is reported spatially on Map 12, Page 17a. Please note that organizations marked with an asterisk () have no geocode match and are not represented on the map.*

CALPELLA

1. Consolidated Tribal Health Project, Inc.

HOPLAND

2. California Dept of Forestry and Fire Protection-Hopland Station
3. Hopland Band of Pomo Indians Tribal Council
4. Hopland Volunteer Fire Dept.

POTTER VALLEY

6. Potter Valley Community Expo (Rodeo Committee)
7. Potter Valley Community Health Center
8. Potter Valley Community Unified School District
9. Potter Valley Fire Department
10. Potter Valley Youth Community Center

REDWOOD VALLEY

11. Coyote Valley Tribal Council
12. Redwood Valley Calpella Fire Department
13. Redwood Valley Outdoor Education Project
14. Redwood Valley Rancheria
15. Alcoholics Anonymous

UKIAH

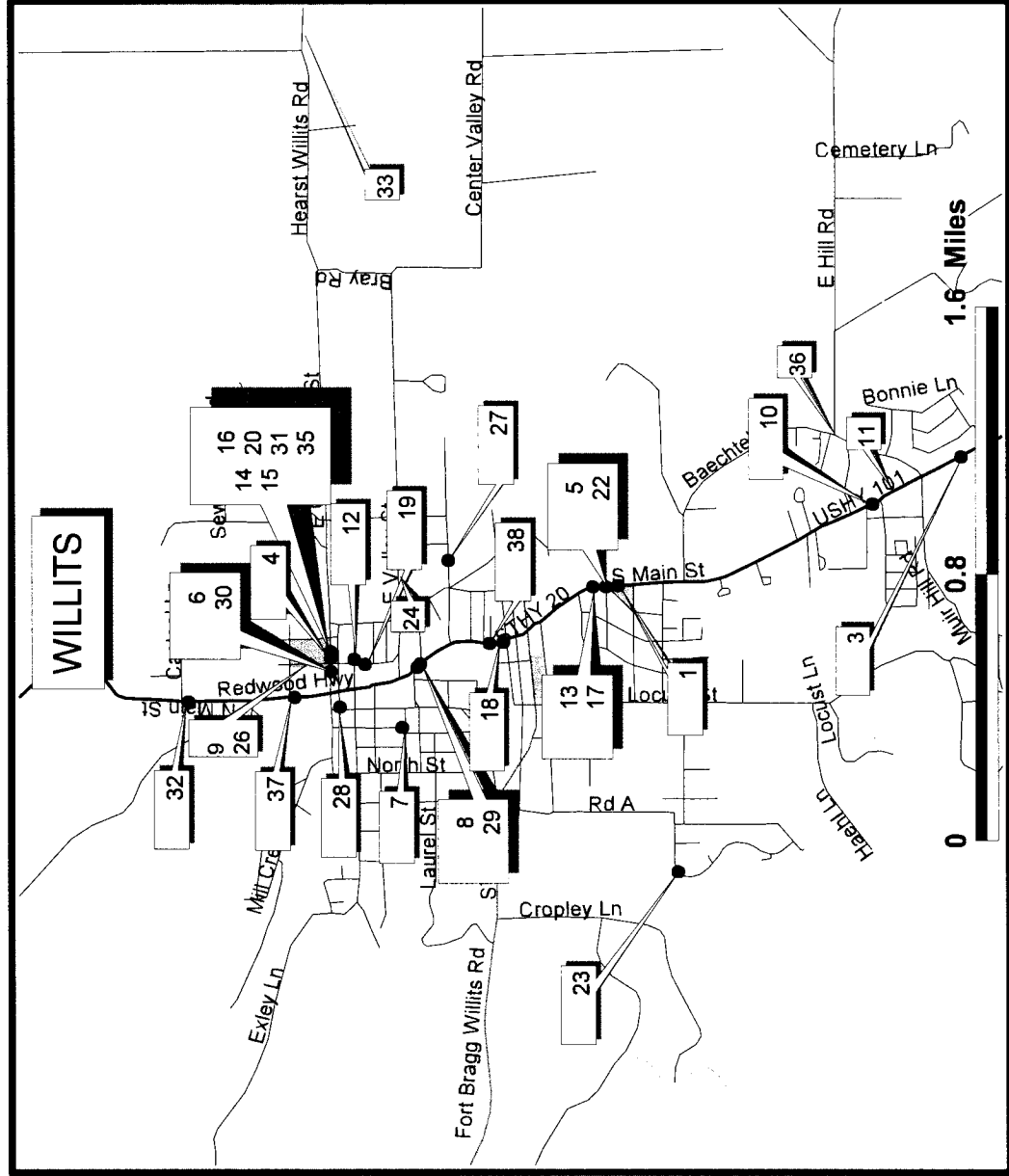
16. Alliance for Community Health
17. American Cancer Society
18. American Red Cross
19. Area 1 Developmental Disabilities Board
20. Area Agency on Aging
21. Area Agency on Aging
22. Big Brothers & Big Sisters of Mendocino County
23. Boy Scouts of America
24. Boys and Girls Club of Ukiah
25. California Dept of Forestry and Fire Protection-Ukiah Station
26. California Highway Patrol
27. CARES
28. Children and Families First Commission
29. Children's System of Care
30. City of Ukiah
31. City of Ukiah Cultural and Recreational Programs
32. Community Care
33. Community Development Corporation
34. Community Foundation of Mendocino County
35. Community Health Services of Mendocino County
36. Community Prevention in Action (CPIA)
37. Community Resources for Independence
38. Court Appointed Special Advocates (CASA)
39. Drug Awareness and Resistance Program (DARE)
40. Elk Lodge No. 1728
41. Emergency Medical Services Agency
42. Ford Street Project
43. Four-H Clubs
44. Guidville Indian Rancheria
45. Hospice of Ukiah
46. Housing Authority of County of Mendocino
47. Indian Senior Center
48. Leadership Mendocino
49. Linkages Program
50. Masonic Lodges Temple Association - Abel #146
51. MCINFO Data Collaborative
52. Mendocino & Lake County Medical Society
53. Mendocino College
54. Mendocino Community Health Clinic
55. Mendocino Council of Governments
56. Mendocino County Agriculture Department
57. Mendocino County Air Quality Management District
58. Mendocino County Child Care Planning Council
59. Mendocino County Community Development
60. Mendocino County Department of Public Health-Alcohol and Other Drugs Programs
61. Mendocino County Department of Public Health-Environmental Health
62. Mendocino County Department of Public Health-Maternal, Child and Adolescent Health Program
63. Mendocino County Department of Public Health-Nursing

64. Mendocino County Department of Social Services
65. Mendocino County Department of Social Services-Adult & Child Protective Services
66. Mendocino County Department of Social Services-Family Center
67. Mendocino County Department of Social Services-Job Alliance
68. Mendocino County Drug & Alcohol Advisory Board
69. Mendocino County Employers Council
70. Mendocino County Office of Education
71. Mendocino County Promotional Alliance
72. Mendocino County Public Health Advisory Board
73. Mendocino County Public Library
74. Mendocino County Sheriff/Coroner's Office
75. Mendocino County Tobacco Settlement Advisory Committee (MCTSAC)
76. Mendocino County Working on Wellness
77. Mendocino County Youth Project
78. Mendocino Environmental Center
79. Mendocino Private Industry Council (MPIC)
80. Mendocino County Department of Social Services-Older Adult System of Care
81. Mendocino Transit Authority
82. Mobilizing for Action Through Planning and Partnerships (MAPP)
83. Multipurpose Senior Services Program
84. North Coast Opportunities
85. North Coast Opportunities-Child Development Center
86. North Coast Opportunities-Child Development Center
87. North Coast Opportunities-Community Services
88. North Coast Opportunities-Early Head Start Program
89. North Coast Opportunities-Early Head Start Program
90. North Coast Opportunities-Head Start Child Development Program
91. Northern Circle Indian Housing Authority
92. Nuestra Casa
93. Partnerships for the Public's Health (PPH)
94. Pinoleville Head Start
95. Pinoleville Indian Community
96. Plowshares
97. Policy Council on Children and Youth
98. Project Sanctuary
99. Reach Program
100. Red Velvet
101. Redwood Caregiver Resource Center
102. Redwood Children's Services
103. Redwood Coast Regional Center
104. Redwood Empire Hazardous Incident Team
105. Russian River Unlimited
106. School of Performing Arts and Cultural Education (SPACE)
107. SHARE Project
108. Therapeutic Courts of Mendocino County
109. Ukiah Fire Department
110. Ukiah Food Bank
111. Ukiah Police Activities League
112. Ukiah Police Department
113. Ukiah Unified School District
114. Ukiah Valley Cultural and Recreational Center
115. Ukiah Valley Fire District
116. Ukiah Valley Medical Center
117. Ukiah Valley Primary Care Medical Group
118. United Way of Sonoma-Mendocino-Lake Counties
119. Yoga Mendocino

MENDOCINO COUNTY

The Ten Essential Public Health Service Providers

WILLITS



The Ten Essential Public Health Service Providers WILLITS

The data listed below in the table is reported spatially on Map 13, Page 18a. Please note that organizations marked with an asterisk () have no geocode match and are not represented on the map.*

WILLITS

1. Baechtel Creek Medical Clinic
2. Brooktrails Fire Protection District*
3. California Dept of Forestry and Fire Protection
4. City of Willits
5. Frank R. Howard Memorial Hospital
6. Little Lake Fire Protection District
7. Little Lake Grange
8. Masonic Lodges Temple Association - Willits #365
9. Mendocino College - Willits Center
10. Mendocino County Department of Public Health-Nursing
11. Mendocino County Department of Social Services-Adult & Child Protective Services
12. Mendocino County Department of Social Services-Family Center
13. Mendocino County Department of Social Services-Job Alliance
14. Mendocino County Museum
15. Mendocino County Public Library
16. Mendocino County Sheriff/Coroner's Office-Willits Substation
17. Mendocino Private Industry Council (MPIC)
18. North Coast Opportunities-Early Head Start Program
19. North Coast Opportunities-Willits Office
20. One Town - One Vision
21. Our Daily Bread*
22. Phoenix Hospice
23. Sherwood Valley Rancheria
24. Willits Action Group
25. Willits Ambulance Service*
26. Willits Center for the Handicapped
27. Willits Community Services
28. Willits Community Theater Group
29. Willits Environmental Center
30. Willits Fire Dept.
31. Willits Frontier Days
32. Willits High School Peer Counselors
33. Willits Horsemen's Association
34. Willits Integrated Service Center (WISC)*
35. Willits Police Department
36. Willits Seniors, Inc.
37. Willits Skate Park Association
38. Willits Unified School District

MENDOCINO COUNTY Socio-Economic Issues COUNTYWIDE & BY REGION

NORTH COUNTY

% Employed	51.4%	% Individuals living below poverty level	18.9%
% Unemployed	7.2%	Median household income	\$29,702
% not in Labor force	41.4%	% with no high school diploma	18.8%
TOTAL	100%	% Medi-Cal Recipients	22.9%

NORTH COAST

% Employed	58.0%	% Individuals living below poverty level	14.4%
% Unemployed	4.4%	Median household income	\$35,852
% not in Labor force	37.4%	% with no high school diploma	14.9%
TOTAL	100%	% Medi-Cal Recipients	20.0%

SOUTH COAST

% Employed	59.6%	% Individuals living below poverty level	13.6%
% Unemployed	3.5%	Median household income	\$38,966
% not in Labor force	36.9%	% with no high school diploma	15.8%
TOTAL	100%	% Medi-Cal Recipients	20.8%

ANDERSON VALLEY

% Employed	60.5%	% Individuals living below poverty level	16.4%
% Unemployed	3.8%	Median household income	\$37,251
% not in Labor force	35.6%	% with no high school diploma	27.9%
TOTAL	100%	% Medi-Cal Recipients	29.5%

ROUND VALLEY

% Employed	48.6%	% Individuals living below poverty level	25.2%
% Unemployed	5.8%	Median household income	\$29,017
% not in Labor force	45.5%	% with no high school diploma	23.5%
TOTAL	100%	% Medi-Cal Recipients	13.8%

WILLITS AREA

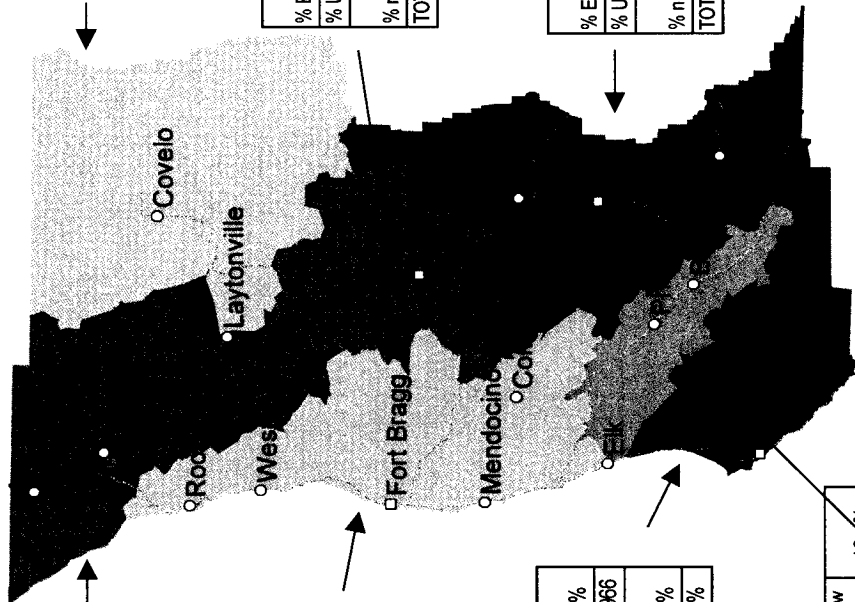
% Employed	56.8%	% Individuals living below poverty level	14.1%
% Unemployed	5.1%	Median household income	\$33,915
% not in Labor force	38.1%	% with no high school diploma	18.1%
TOTAL	100%	% Medi-Cal Recipients	21.6%

UKIAH VALLEY

% Employed	57.1%	% Individuals living below poverty level	11.7%
% Unemployed	4.2%	Median household income	\$37,359
% not in Labor force	37.7%	% with no high school diploma	21.4%
TOTAL	100%	% Medi-Cal Recipients	22.8%

COUNTYWIDE

% Employed	57.5%	% Individuals living below poverty level	15.9%
% Unemployed	4.5%	Median household income	\$35,996
% not in Labor force	37.9%	% with no high school diploma	19.2%
TOTAL		% Medi-Cal Recipients	22.2%



SOCIO-ECONOMIC ISSUES

Countywide and By Region

The data listed below in the table is reported on Map 14, Page 19a, and summarized in the table that follows. Also provided below are highlights of the countywide and regional socio-economic issues.

SOCIO-ECONOMIC DATA	Countywide (all regions combined)	North County	South Coast	Willits	Ukiah Valley	North Coast	Anderson Valley	Round Valley
% Employed	57.5%	51.4%	59.6%	56.8%	57.1%	58.0%	60.5%	48.6%
% Unemployed	4.5%	7.2%	3.5%	5.1%	4.2%	4.4%	3.8%	5.8%
% not in Labor force	37.9%	41.4%	36.9%	38.1%	37.7%	37.4%	35.6%	45.5%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%
% Individuals living below poverty level	15.9%	18.9%	13.6%	14.1%	11.7%	14.4%	16.4%	25.2%
Median household income	\$35,996	\$29,702	\$38,966	\$33,915	\$37,359	\$35,852	\$37,251	\$29,017
% with no high school diploma	19.2%	18.8%	15.8%	18.1%	21.4%	14.9%	27.9%	23.5%
% Medi-Cal Recipients July 2002	22.2%	22.9%	20.8%	21.6%	22.8%	20.0%	29.5%	13.8%

Source: Census 2000, Mendocino County Department of Social Services for Medi-Cal data

Highlights from the race/ethnicity data include:

- Residents of Mendocino County reported 4.5% unemployed in Census 2000; the North County region with 7.2% and Round Valley with 5.8% reported the highest percentages of unemployed residents in the County.
- On the other side of employment, residents of Mendocino County reported 57.5% employed; regions with the highest percent employed were South Coast with 59.6%, Ukiah Valley with 58% and Anderson Valley with 60.5%; the region with the lowest percent employed was Round Valley with 48.6%.
- Mendocino County reported 15.9% of residents were living below the poverty level; the region with the highest percent living at the poverty level was Round Valley with 25.2%.
- Following the above trends, Mendocino County reported a median household income of \$35,996; the regions reporting above the County median were South Coast with \$38,966, Ukiah Valley with \$37,359, and Anderson Valley with \$37,251; the regions reporting below the County median were Willits with \$33,915, North County with \$29,702, and Round Valley with \$29,017.
- Looking at the percentages with no high school diploma gives an indication of the level of training and skill of the population. Mendocino County residents reported 19.2% with no high school diploma; the lowest percentages were on the North Coast (14.9%) and the South Coast (15.8%); the highest percent was in Round Valley (23.5%).
- Medi-Cal data from July 2002 indicated that 22.2% of Mendocino County residents were Medi-Cal recipients; the Anderson Valley region was the highest in the County with 29.5%; the Round Valley region (where a large number of residents obtain health services through Consolidated Tribal Health) was the lowest with 13.8%.

FORCES of CHANGE

Background: The purpose of the Forces of Change Assessment is to define the trends, factors and events that are or will be influencing the health and quality of life of the community and the community health system in Mendocino County. A total of 5 Forces of Change (FOC) Assessments—4 regional and 1 countywide—were conducted in Mendocino County.

Sample Selection: A total of 51 key leaders across Mendocino County participated in the countywide Forces of Change Assessment and/or 1 of 4 regional assessments. The regional assessments were conducted for the North County, the North Coast, the South Coast and the Willits Area. Of the total participants, 5 were Action Network members, 20 were Laytonville Healthy Start members, 7 were Mendocino Coast Community Coordinating Council members, and 18 were part of the Mendocino County Public Health Advisory Board's assessment process.

Procedure: The countywide and regional assessments were conducted between April and September 2002. Participants were asked to brainstorm what forces—events, trends or factors—that are occurring or might occur that affect the health of the community or the local community health system. A list of FOC's was generated and each FOC was categorized into 1 of 11 theme areas (please see the table below). Possible impacts—i.e., potential threats and opportunities—were then discussed for selected FOC's.

Results: A combined total of 552 FOC's were identified, which includes those individual FOC's that appeared in multiple theme areas. A summary matrix of the issues chosen as the most significant per theme area is listed below. Among the most significant FOC's identified was the lack of affordable housing in Mendocino County. The threats identified if this issue is not addressed included an increase in homelessness, an increase in occupancy of substandard housing and overcrowding, i.e., multi-family occupancy of single-family residence. Opportunities for action included the possibility of addressing this issue in Mendocino County's General Plan and involving local political leaders in improving the situation. For a more comprehensive discussion of this assessment, please see the technical reports and/or raw data at www.co.mendocino.ca.us/ph, *The Rural Challenge Assessment 2002* link.

Limitations: The opinions represented are those of the participants and not necessarily of the entire region or county. Thus, these results are useful in conjunction with other supporting data.

THEME AREA	NORTH COAST	NORTH COUNTY	SOUTH COAST	WILLITS AREA	COUNTY-WIDE
1. Access to Care	State and Federal Budgets and Regulations		Geographic Isolation		Geographic Issues Transportation
2. Aging Issues	Health Issues Specific to the Aging Population		Lack of Senior Housing Limited Assisted Living Facilities/Services		Increasing Medi-Care Population
3. Collaboration/ Partnership Development	Isolation from "Command" (Ukiah)		Action Network as a Force for Change		Increased Communication Between County Departments and Local Agencies Loss of Integrated Services Concept
4. Community/ Individual Health		Lack of a Sewer System Need for a Safe House for Homeless Teenagers		Affordable Housing	
5. Economic/ Fiscal/ Budget	Local Effect of the State Budget Cuts		Gualala Has No Local Government No County Presence in Gualala County Services in Pt. Arena are Moving to Ft. Bragg	Jobs	State and Federal Budget Cuts/Crisis
6. Education	Declining Enrollment and Declining Budget/ Funding	Camp for Middle School Students	Job Training	Homelessness	Dwindling of the Trades Nursing Shortage Increased Dropouts
7. Environmental	Land Use		Proposed Waterbag Project—Combined Albion and Gualala Rivers	Methamphetamine Labs & Use	Water Quality, Quantity and Distribution
8. Government/ Legal				Becoming a Bedroom Community	
9. Health Care/ Providers	Lack of Medical Specialists		RCMS Financial Struggle	Lack of AOD Treatment for Youth on Demand	Increase in the Un-insured
10. Housing	High Cost of Housing		Need for Low-Income Housing		Unavailable Affordable Housing
11. Social Issues/Family System	Family Problems Related to Substance Abuse	Rodeo Dance Brawl	Increasing Recreational Opportunities Locally, i.e., Pt. Arena Park, the Library and Gualala Recreational Center	Generational Use of Drugs Including Tobacco	Support Systems for High-Risk Families

RESOURCES

Local Public Health System Assessment 2002, Mendocino County Department of Public Health⁴

Mendocino County Community Health Survey 2001, Mendocino County Department of Public Health

Mendocino County Community Health Status Report 2002, Mendocino County Department of Public Health

Mendocino County Key Leader Survey 2002, Mendocino County Department of Public Health

Forces of Change Assessment 2002, Mendocino County Department of Public Health

U.S. Census 2000, www.census.gov

Medi-Cal Data, Mendocino County Department of Social Services, July 2002

⁴ For a more complete description of the methodology and results of this survey as well as the other surveys contained in this report, please see the technical reports and/or raw data at www.co.mendocino.ca.us/ph, *The Rural Challenge Assessment 2002* link.