



## Feature Story

### National Breastfeeding Awareness Month

August is National Breastfeeding Awareness Month. The breastfeeding campaign, funded by the U.S. Department of Health and Human Services, hopes to empower women to commit to breastfeeding by highlighting new research showing that babies who are exclusively breastfed for six months are less likely to develop ear infections, diarrhea and respiratory illnesses, and may be less likely to develop childhood obesity.

In celebration of Breastfeeding Awareness Month, we have posted links to the [Mendocino County Breastfeeding Coalition](#) and [Mendocino Coast Breastfeeding Coalition](#) and an article that has compiled guides to serve as one-stop resources for information and support to be successful at breastfeeding.

To read more click [HERE](#).

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Maternal Mental  
Health and Wellness

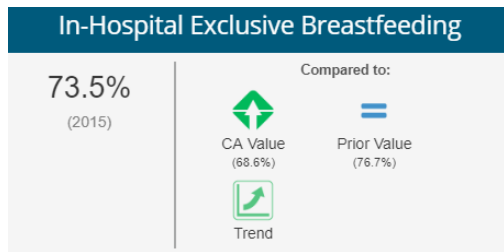
### **Maternal Mental Health**

There is overwhelming evidence of the importance of healthy, maternal mental status for individuals and families. However, there is less clarity and much debate about how to best identify and support mothers and the family unit impacted by the most common maternal mental health disorder — depression. The following document provides public health nutritionists with basic information on maternal depression and guidance for practical first-steps to address maternal mental health (MMH).

Click [HERE](#) to read more.

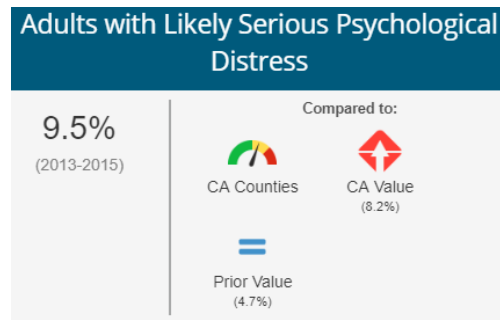
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**August Featured Indicators**



This indicator shows the percentage of infants who receive only breast milk during in-hospital feedings. Babies who receive only breastmilk are said to be "exclusively breastfed." Breastfeeding provides important health protection for infants, and exclusive breastfeeding in-hospital influences how long babies are breastfed after discharge. Breast milk protects babies from illness and infection and promotes their brain development. Breastfed babies are less likely to be sick, and babies who are breastfed for 6 months are less likely to have problems with allergies and have a reduced risk for childhood cancers. Studies have shown that breastfeeding offers long-term protection from Crohn's disease, ulcerative colitis, certain chronic liver diseases, and decreases the risk of developing insulin dependent diabetes as an adult.

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



This indicator shows the percentage of adults who have likely had serious psychological distress in the last year based on the Kessler 6 scale.

Why is this important?

The Kessler 6 Scale (K6), developed with support from the National Center for Health Statistics, asks about six manifestations of nonspecific psychological distress. Respondents were asked how often over the past year they felt nervous, hopeless, restless or fidgety, worthless, as though everything was an effort, or so sad that nothing could cheer them up. Psychological distress can affect all aspects of our lives. It is important to recognize and address potential psychological issues before they become critical.

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



## Summer Product Releases 2018

Users are now able to do so much more on the website in viewing indicators, demographics and create reports. There is Zero-base Axis, Find a Location, Demographic Variables in the Report Builder, changes in the SocioNeeds Index Chart and the New Map Navigation Tile.

Click [HERE](#) to view.

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## Healthy Mendocino Hires a Program Manager!

The Healthy Mendocino Steering Committee is pleased to announce that Patrice Mascolo, who previously worked part-time as the Healthy Mendocino Program Coordinator, has been hired as the Healthy Mendocino Program Manager. She will now be working full-time to oversee the Healthy Mendocino website and the collaborative work on the Community Health Needs Assessment (CHNA) and Community Health Improvement Plan (CHIP).

Healthy Mendocino's work over the last seven years has demonstrated the strengths of Healthy Mendocino: countywide collaboration, a strong nationally-used web platform, branding among our partners throughout the county, and an understanding of the unique challenges of our rural communities. The project has evolved from solely hosting the Healthy Mendocino website to spearheading a collaborative process to move from information to action. From our work on the collaborative health needs assessment and improvement plan, Healthy Mendocino is poised to move our Action Teams to implementation in the areas of Childhood Obesity & Family Wellness, Childhood Trauma, Housing, Mental Health, and Poverty.

In order to achieve our goals and continue the momentum of the Action Teams, the Healthy Mendocino Steering Committee concluded that it was time to provide increased staffing and enhanced program support. We will now have a more robust staff, which will include a full-time Program Manager, a full-time Inland Action Team Coordinator/Administrative support, and eventually two part-time Action Team Coordinators for the Coast and North County. This increase in staffing will enable Healthy Mendocino to strengthen community outreach and promotion, provide project evaluation, and offer action teams administrative and financial support to implement projects that will help them achieve their goals. Patrice will oversee the Action Team Coordinators, who will provide support to the Action Teams, to guide them through their SMART Goals, objectives and measurable outcomes through policy and system changes. ("SMART goals" are specific, measurable, achievable, relevant, and time-bound.)

The Program Manager will take Healthy Mendocino to the next level through direct support of Action Team projects, more robust use of the Healthy Mendocino website, and more focused work on the larger goals of Healthy Mendocino.

We want to see real change in health across our county. Using available tools, appropriate staffing, and investment from our partners, we have the opportunity to make a significant difference in the well-being of local residents.

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**Presentations Available for your Organization!**

Do you want to learn more about [HealthyMendocino.org](http://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](mailto: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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