

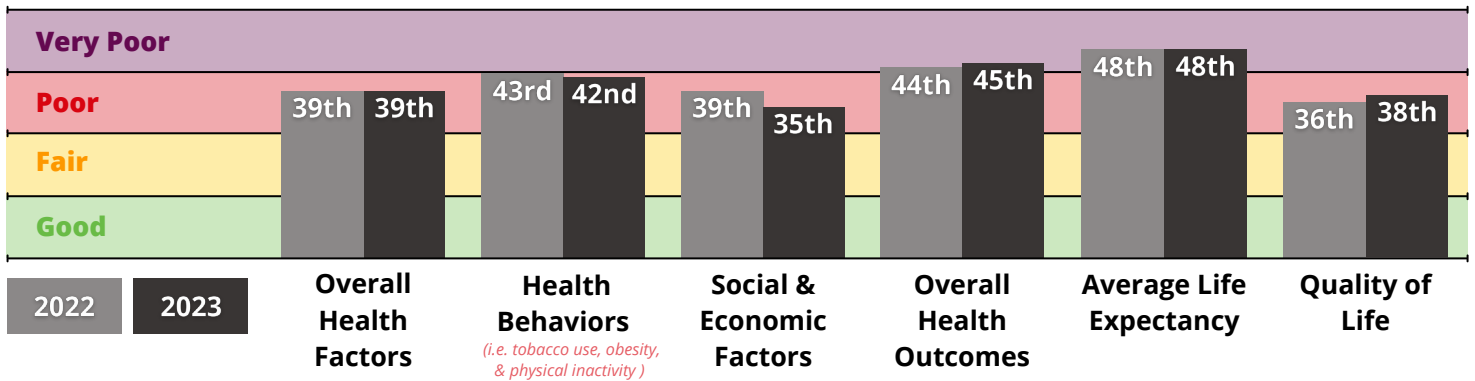
# POOR HEALTH IS BAD FOR BUSINESS

## MENDOCINO COUNTY 2023 HEALTH SNAPSHOT

Mendocino County is ranked among the *lower middle range* counties in California for Overall Health Factors and *least healthy range* for Overall Health Outcomes.<sup>1</sup>



### Mendocino County Health Rankings out of all 58 California counties<sup>1</sup>



Smoking Rate<sup>1</sup>



15%

CA - 9%

+

Obesity Rate<sup>1</sup>



31%

CA - 30%

+

Physical Inactivity Rate<sup>1</sup>



21%

CA - 21%

=

Cost of Chronic Disease<sup>2</sup>



\$293,160,385

Per Year

#### COST OF SMOKING<sup>3</sup>



\$37,234,000

Direct Healthcare Costs

\$36,552,000

Lost Productivity

Chronic Disease drives health care expenditures, which cuts into company profits and productivity.

50% company profits go to healthcare costs.<sup>4</sup>

# BETTER HEALTH = BETTER BUSINESS

In America, 80-90% of health outcomes are the result of conditions in communities. The Centers for Disease Control promotes a collaborative approach across all sectors to address overall community health by considering health in all policy decisions.<sup>5</sup>

Reduce Tobacco Use



## Tobacco Related Policies Save Lives

Does your community protect youth from tobacco addiction and harm?

Adopting strong policies that reduce exposure to second-hand smoke and access to tobacco products and ads reduces youth harm and initiation.<sup>6</sup>

Access to Healthy Food



## Healthier Options Equals Healthier Choices

Are healthy foods affordable and accessible for all in your community?

Research shows that making the healthier option the default leads to healthier choices.<sup>4</sup>

Safe Parks & Playgrounds



## Walkable Spaces & Economic Growth

Does your community make physical activity easier?

In one California city, \$10 million spent on more walkable public outdoor spaces spurred a \$125 million economic investment in the local downtown area. This led to the creation of 40 new businesses and 800 new jobs.<sup>4</sup>



The Shape We Give Our Community In Turn Shapes Us



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