Atlas of Health Indicators in the Redwood Coast Region

By The California Center for Rural Policy

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By The California Center for Rural Policy at Humboldt State University

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The California Center for Rural Policy at Humboldt State University is a research center committed to informing policy, building community, and promoting the health and well-being of people and environments.

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The California Endowment and in-kind support from Humboldt State University.

Acknowledgements

The California Center for Rural Policy would like to thank:

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Introduction

Maps are increasingly being used to understand connections between human health and physical and social environments.[1,2,3] A geographic information system (GIS) is a computer system for analyzing and mapping variables.[2] Mapping health and social indicators can assist with understanding issues faced by local communities, highlighting assets, localizing areas of highest need and targeting resources and policies aimed at ameliorating problems.

This atlas contains a collection of GIS maps produced from research projects conducted by the California Center for Rural Policy (CCRP) at Humboldt State University. All of the GIS maps were produced by the Institute for Spatial Analysis at Humboldt State University.

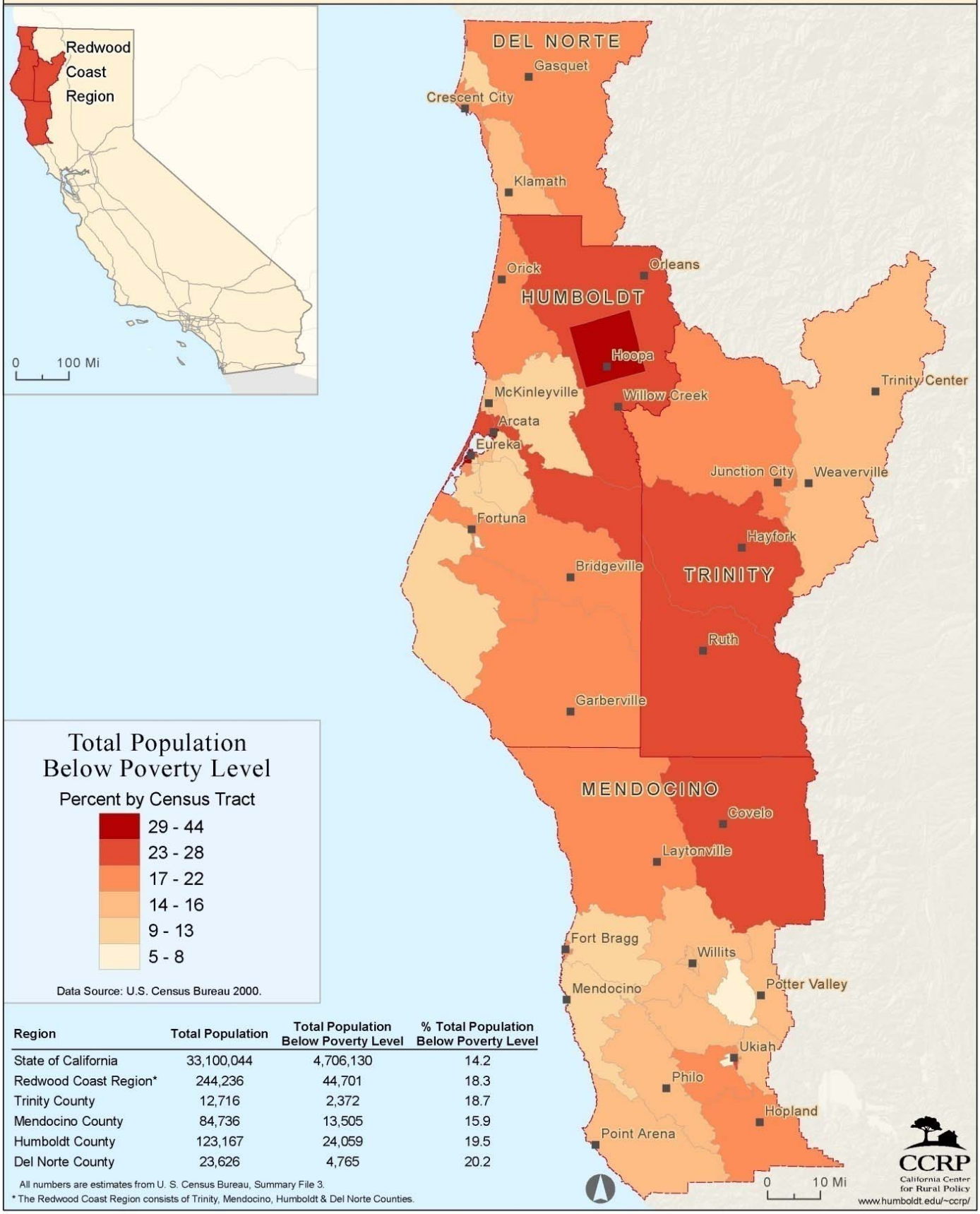
This atlas contains three sections:

1) GIS maps showing the distribution of poverty in Del Norte, Humboldt, Trinity and Mendocino counties (collectively known as the Redwood Coast Region). These maps were created using U.S. Census, 2000 data. For more information about poverty in the Redwood Coast Region visit http://www.humboldt.edu/~ccrp/

2) GIS maps showing various health indicators in the Redwood Coast Region. These maps were created using data from the Rural Health Information Survey (RHIS), which was conducted by CCRP in the fall of 2006. The purpose of the survey was to assess health disparities, access and utilization of health care, and other determinants of health among residents in Del Norte, Humboldt, Trinity and Mendocino counties. The goal of the survey is to provide useful information for planning and policy development aimed at improving health in the region. A four-page self-administered survey was mailed to a random sample of adults in the four county region. A total of 2,950 surveys provided usable responses for analysis making this the largest survey to ever be conducted in this rural region of California. For more information about the Rural Health Information Survey visit http://www.humboldt.edu/~ccrp/

3) GIS maps showing various health and social indicators for the Latino population in Del Norte, Humboldt and Mendocino Counties. These maps were created using data from the Rural Latino Project, which was conducted by CCRP in 2006.
   The Rural Latino Project focuses on the health needs, coping strategies and experiences of Latinos in Del Norte, Humboldt, and Mendocino counties. Multiple research methods were employed including: key-informant interviews, content analysis of newspaper articles, field research, and spatial analysis of primary and secondary data. Qualitative, key-informant interviews were conducted with 54 adults in Humboldt County (n = 20), Mendocino County (n = 20), and Del Norte County (n = 14). Key informants were people who work closely with the Latino community, health and social service providers who serve Latinos, and Latino community leaders from the three counties.
   For more information about the Rural Latino Project visit
   http://www.humboldt.edu/~ccrp/

Total Population in Poverty, 2000: Redwood Coast Region



Total Population Below Poverty Level

Percent by Census Tract

- 29 - 44
- 23 - 28
- 17 - 22
- 14 - 16
- 9 - 13
- 5 - 8

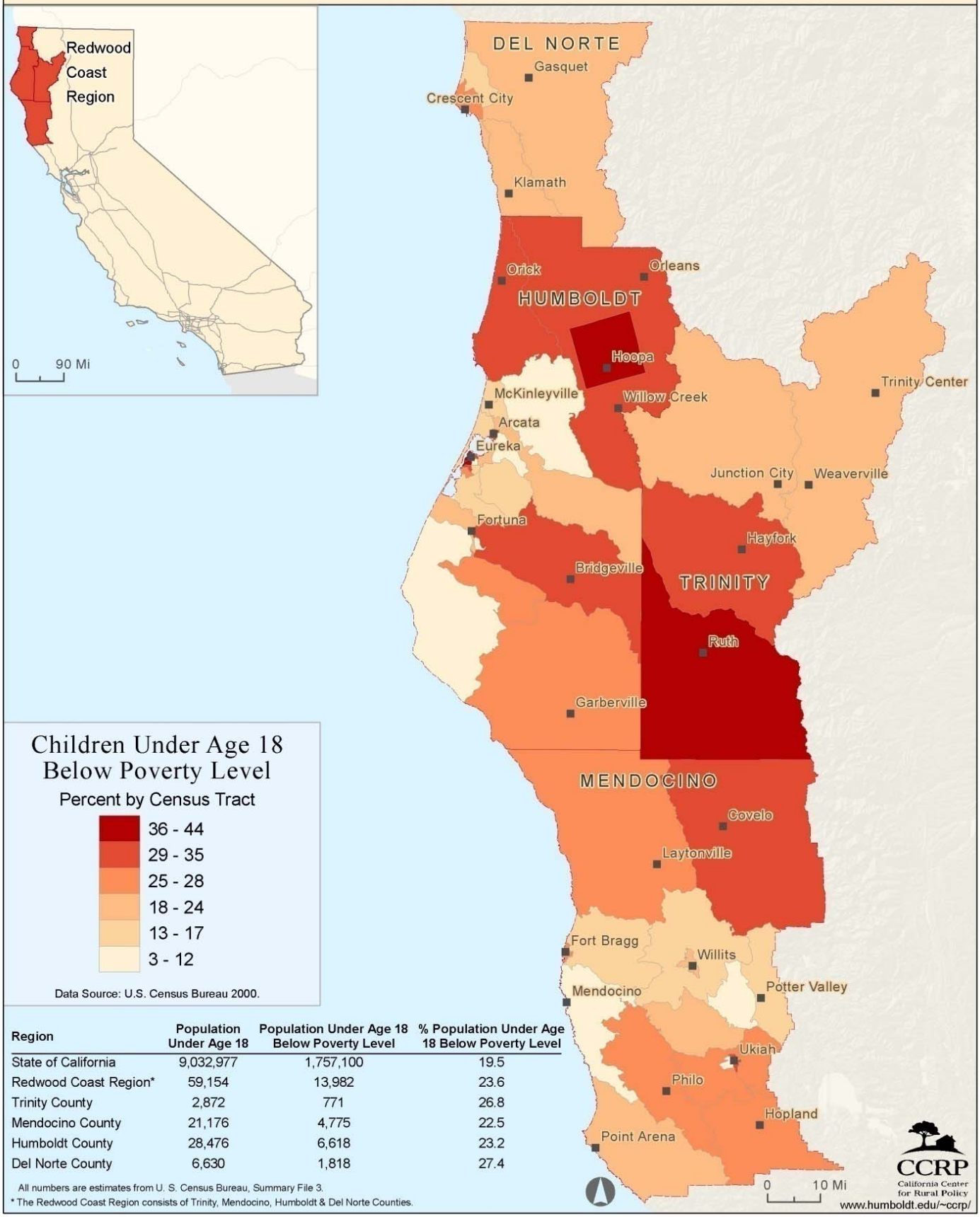
Data Source: U.S. Census Bureau 2000.

Region	Total Population	Total Population Below Poverty Level	% Total Population Below Poverty Level
State of California	33,100,044	4,706,130	14.2
Redwood Coast Region*	244,236	44,701	18.3
Trinity County	12,716	2,372	18.7
Mendocino County	84,736	13,505	15.9
Humboldt County	123,167	24,059	19.5
Del Norte County	23,626	4,765	20.2

All numbers are estimates from U. S. Census Bureau, Summary File 3.

* The Redwood Coast Region consists of Trinity, Mendocino, Humboldt & Del Norte Counties.

Children Under Age 18 in Poverty, 2000: Redwood Coast Region



Region	Population Under Age 18	Population Under Age 18 Below Poverty Level	% Population Under Age 18 Below Poverty Level
State of California	9,032,977	1,757,100	19.5
Redwood Coast Region*	59,154	13,982	23.6
Trinity County	2,872	771	26.8
Mendocino County	21,176	4,775	22.5
Humboldt County	28,476	6,618	23.2
Del Norte County	6,630	1,818	27.4

All numbers are estimates from U. S. Census Bureau, Summary File 3.
* The Redwood Coast Region consists of Trinity, Mendocino, Humboldt & Del Norte Counties.

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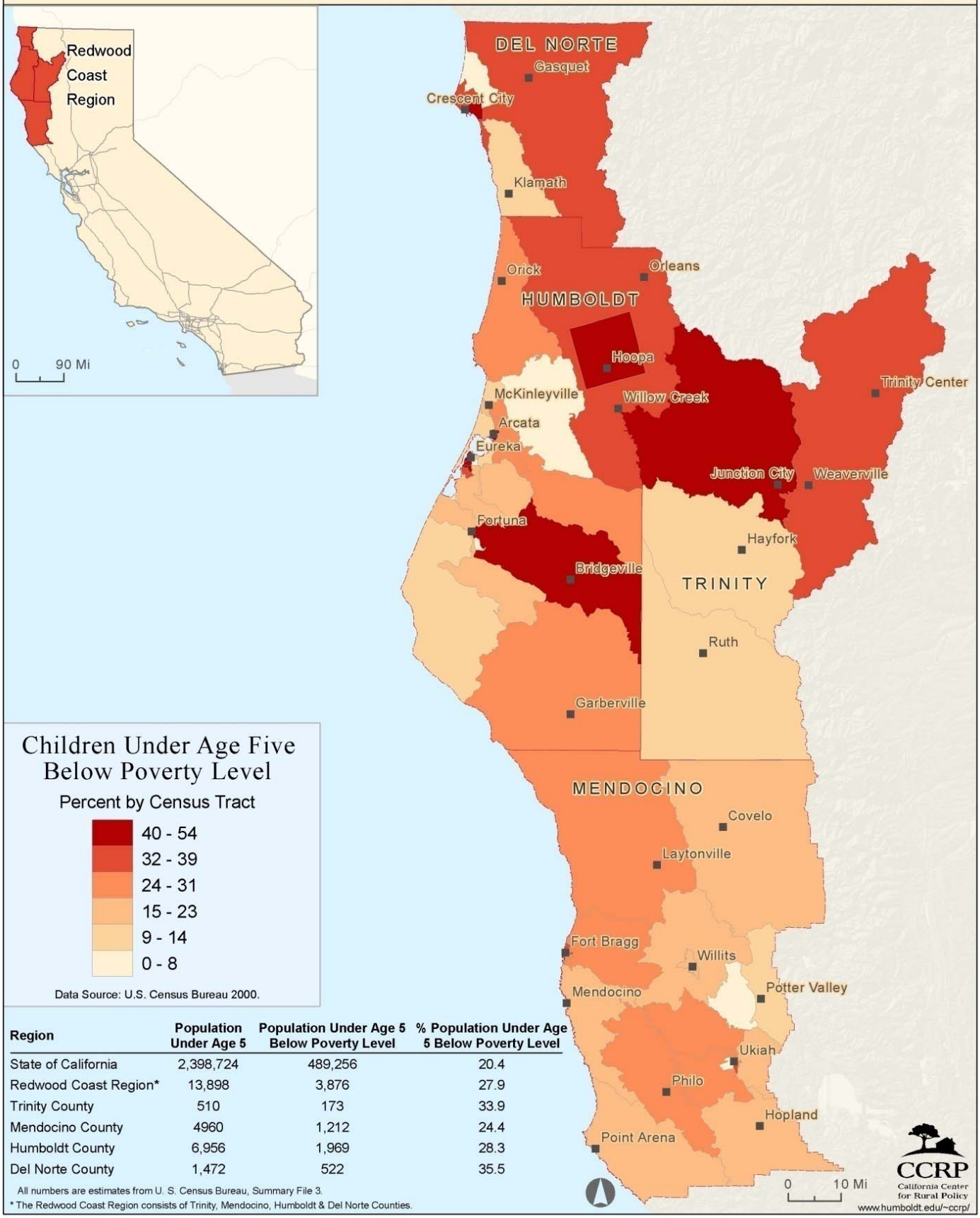
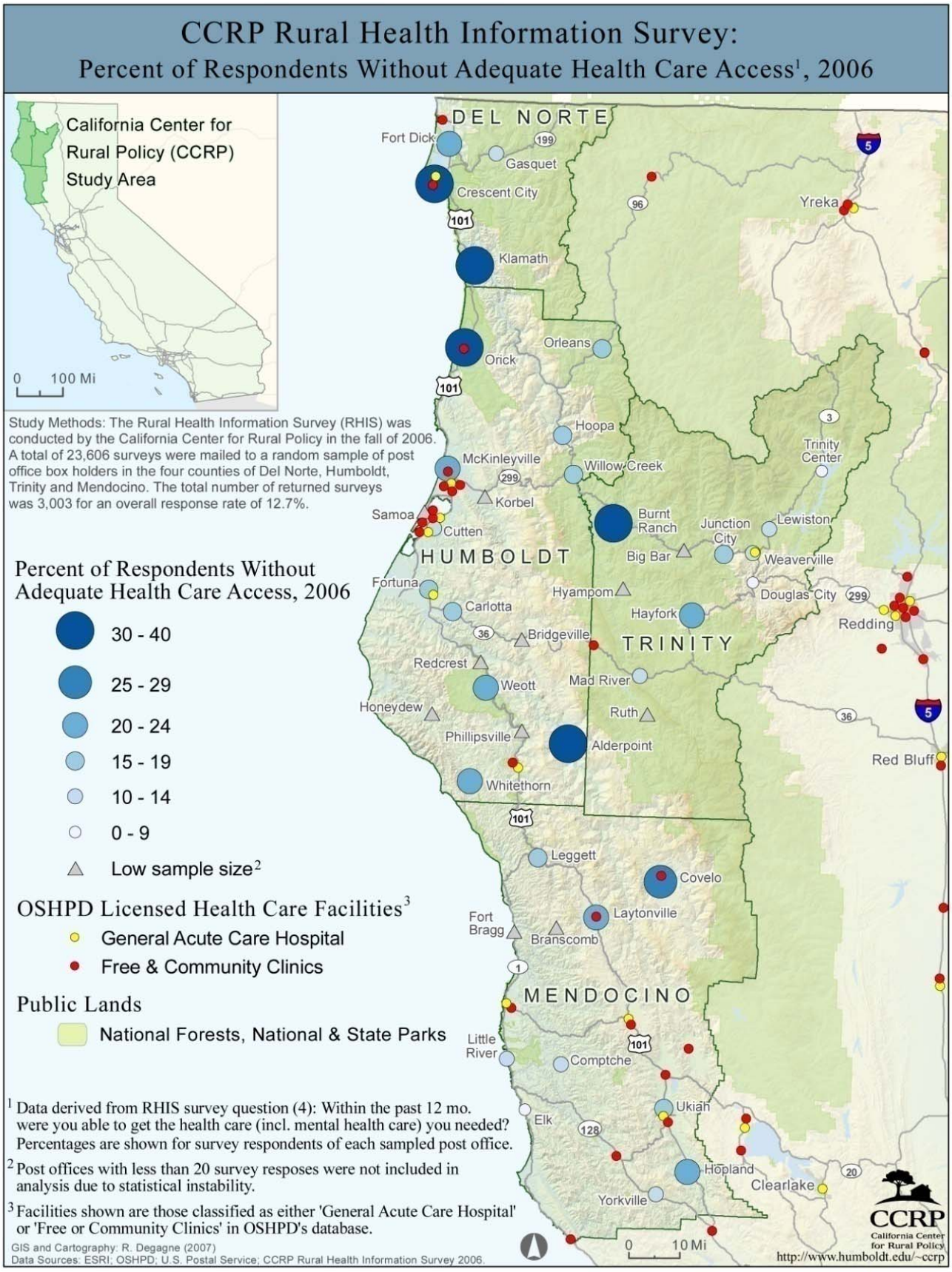
Children Under Age 5 in Poverty, 2000: Redwood Coast Region



Region	Population Under Age 5	Population Under Age 5 Below Poverty Level	% Population Under Age 5 Below Poverty Level
State of California	2,398,724	489,256	20.4
Redwood Coast Region*	13,898	3,876	27.9
Trinity County	510	173	33.9
Mendocino County	4960	1,212	24.4
Humboldt County	6,956	1,969	28.3
Del Norte County	1,472	522	35.5

All numbers are estimates from U. S. Census Bureau, Summary File 3.

* The Redwood Coast Region consists of Trinity, Mendocino, Humboldt & Del Norte Counties.


CCRP Rural Health Information Survey:
Percent of Respondents Without Adequate Health Care Access[1], 2006
California Center for Rural Policy (CCRP) Study Area
0 100 Mi
Study Methods: The Rural Health Information Survey (RHIS) was conducted by the California Center for Rural Policy in the fall of 2006. A total of 23,606 surveys were mailed to a random sample of post office box holders in the four counties of Del Norte, Humboldt, Trinity and Mendocino. The total number of returned surveys was 3,003 for an overall response rate of 12.7%.
Percent of Respondents Without Adequate Health Care Access, 2006
30 - 40
25 - 29
20 - 24
15 - 19
10 - 14
0 - 9
Low sample size[2]
OSHPD Licensed Health Care Facilities[3]
General Acute Care Hospital
Free & Community Clinics
Public Lands
National Forests, National & State Parks
DEL NORTE
HUMBOLDT
TRINITY
MENDOCINO
Fort Dick
Gasquet
Crescent City
Klamath
Orick
Orleans
Hoopa
McKinleyville
Willow Creek
Korbel
Samoa
Cutten
Fortuna
Carlotta
Bridgeville
Redcrest
Weott
Honeydew
Phillipsville
Whitethorn
Burnt Ranch
Big Bar
Hyampom
Hayfork
Mad River
Ruth
Alderpoint
Leggett
Covelo
Laytonville
Fort Bragg
Branscomb
Little River
Comptche
Elk
Ukiah
Hopland
Yorkville
Clearlake
Trinity Center
Junction City
Lewiston
Weaverville
Douglas City
Redding
Yreka
Red Bluff
0 10 Mi
[1] Data derived from RHIS survey question (4): Within the past 12 mo. were you able to get the health care (incl. mental health care) you needed? Percentages are shown for survey respondents of each sampled post office.
[2] Post offices with less than 20 survey resposes were not included in analysis due to statistical instability.
[3] Facilities shown are those classified as either 'General Acute Care Hospital' or 'Free or Community Clinics' in OSHPD's database.
GIS and Cartography: R. Degagne (2007)
Data Sources: ESRI; OSHPD; U.S. Postal Service; CCRP Rural Health Information Survey 2006.
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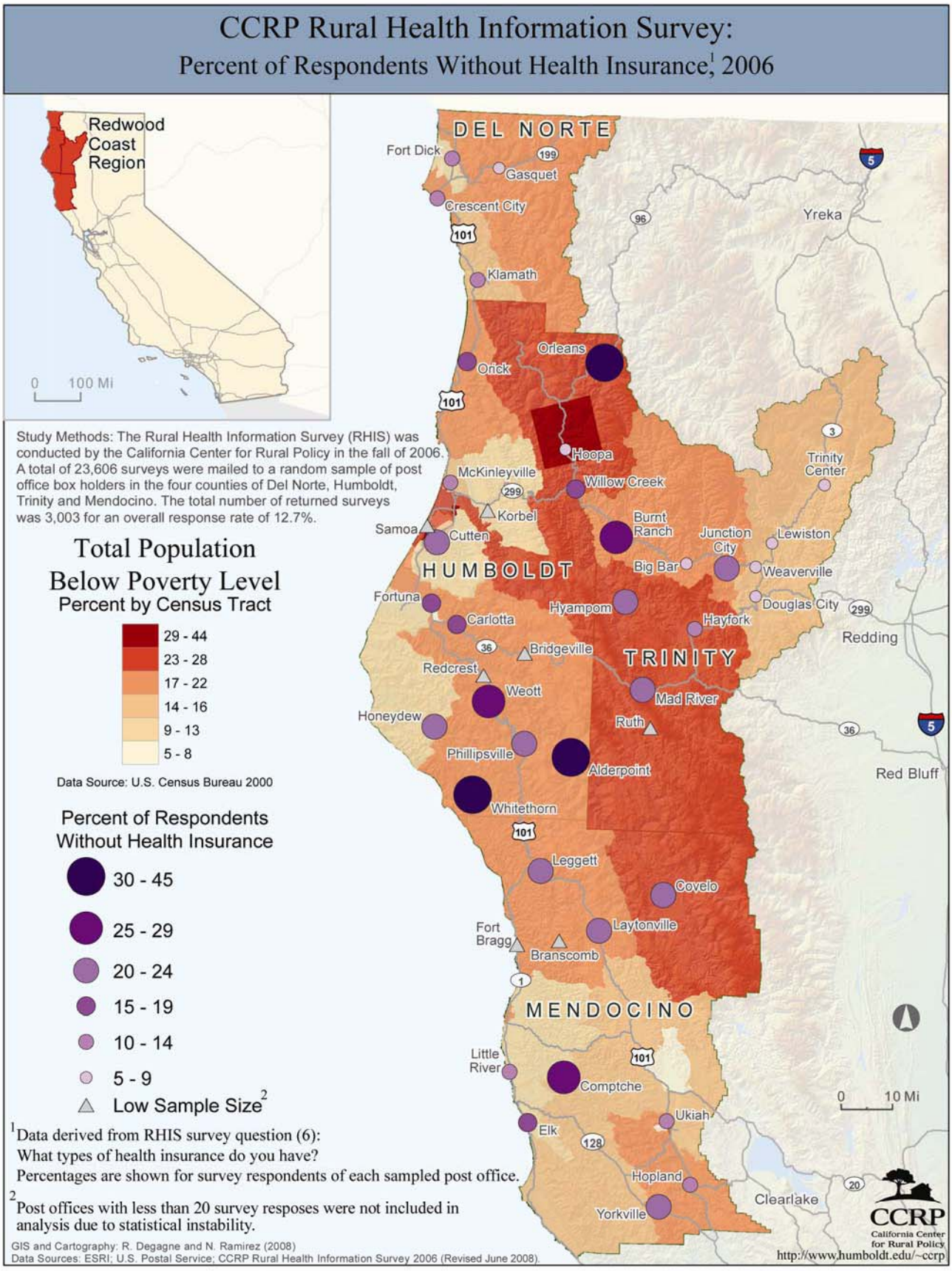
CCRP Rural Health Information Survey:
Percent of Respondents Without Health Insurance[1], 2006
Redwood Coast Region
0 100 Mi
Study Methods: The Rural Health Information Survey (RHIS) was conducted by the California Center for Rural Policy in the fall of 2006. A total of 23,606 surveys were mailed to a random sample of post office box holders in the four counties of Del Norte, Humboldt, Trinity and Mendocino. The total number of returned surveys was 3,003 for an overall response rate of 12.7%.
Total Population Below Poverty Level
Percent by Census Tract
29 - 44
23 - 28
17 - 22
14 - 16
9 - 13
5 - 8
Data Source: U.S. Census Bureau 2000
Percent of Respondents Without Health Insurance
30 - 45
25 - 29
20 - 24
15 - 19
10 - 14
5 - 9
Low Sample Size[2]
[1]Data derived from RHIS survey question (6):
What types of health insurance do you have?
Percentages are shown for survey respondents of each sampled post office.
[2]Post offices with less than 20 survey resposes were not included in analysis due to statistical instability.
GIS and Cartography: R. Degagne and N. Ramirez (2008)
Data Sources: ESRI; U.S. Postal Service; CCRP Rural Health Information Survey 2006 (Revised June 2008).
DEL NORTE
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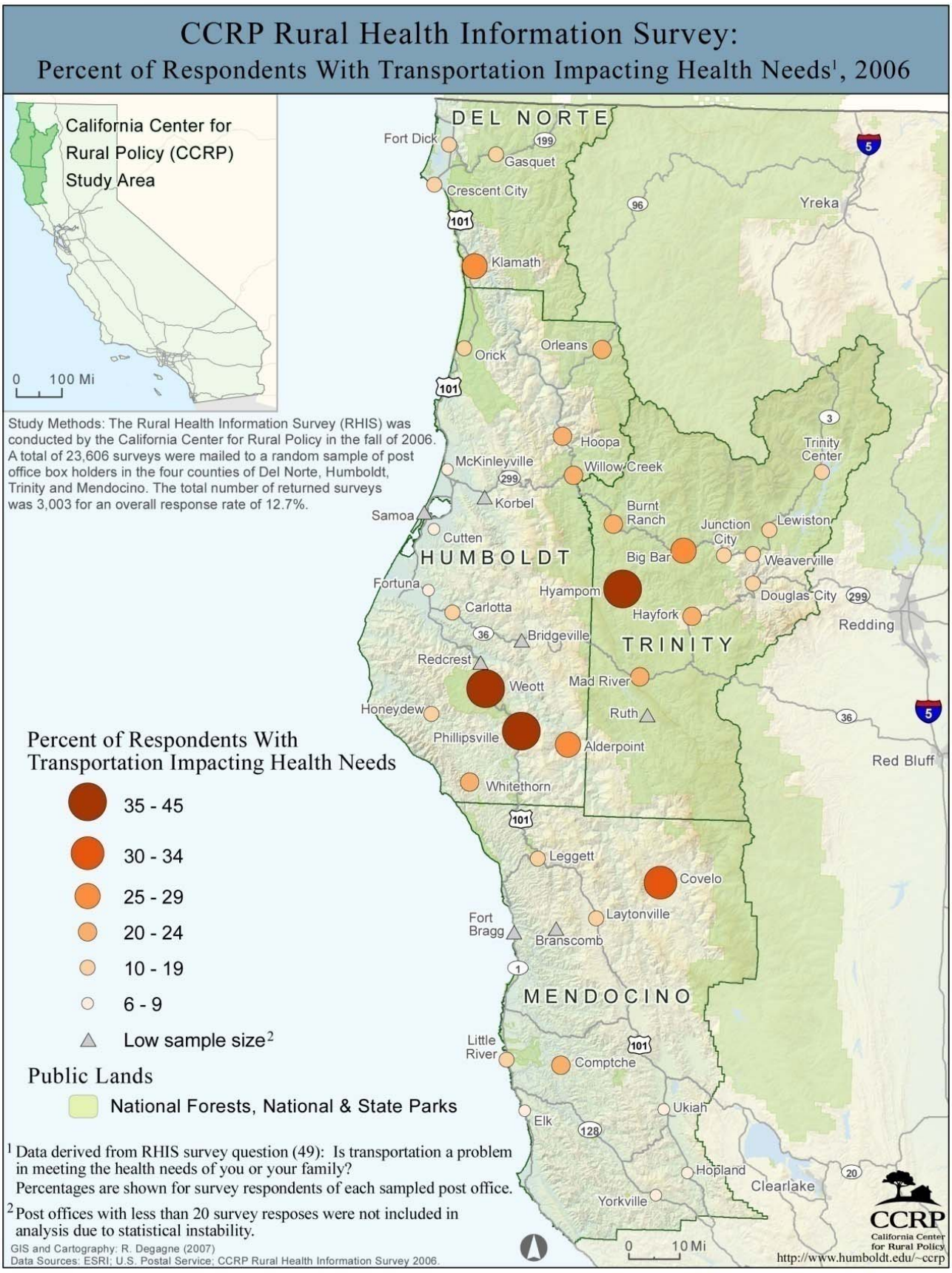
CCRP Rural Health Information Survey:
Percent of Respondents With Transportation Impacting Health Needs[1], 2006
California Center for Rural Policy (CCRP) Study Area
0 100 Mi
Study Methods: The Rural Health Information Survey (RHIS) was conducted by the California Center for Rural Policy in the fall of 2006. A total of 23,606 surveys were mailed to a random sample of post office box holders in the four counties of Del Norte, Humboldt, Trinity and Mendocino. The total number of returned surveys was 3,003 for an overall response rate of 12.7%.
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Covelo
Laytonville
Fort Bragg
Branscomb
Little River
Comptche
Ukiah
Elk
Hopland
Clearlake
Yorkville
Percent of Respondents With Transportation Impacting Health Needs
35 - 45
30 - 34
25 - 29
20 - 24
10 - 19
6 - 9
Low sample size[2]
Public Lands
National Forests, National & State Parks
[1] Data derived from RHIS survey question (49): Is transportation a problem in meeting the health needs of you or your family?
Percentages are shown for survey respondents of each sampled post office.
[2] Post offices with less than 20 survey resposes were not included in analysis due to statistical instability.
GIS and Cartography: R. Degagne (2007)
Data Sources: ESRI; U.S. Postal Service; CCRP Rural Health Information Survey 2006.
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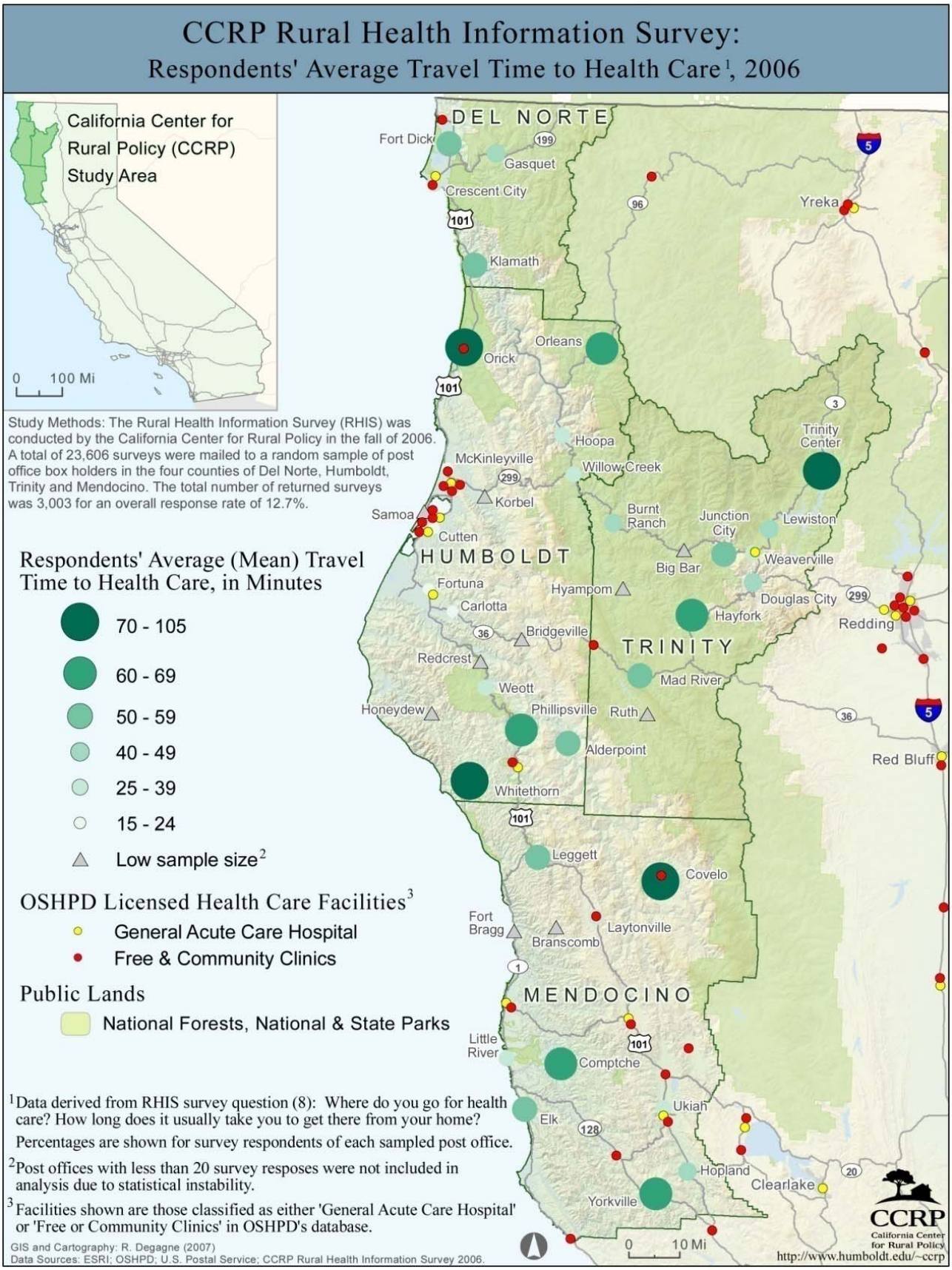
CCRP Rural Health Information Survey:
Respondents' Average Travel Time to Health Care[1], 2006
California Center for Rural Policy (CCRP) Study Area
0 100 Mi
Study Methods: The Rural Health Information Survey (RHIS) was conducted by the California Center for Rural Policy in the fall of 2006. A total of 23,606 surveys were mailed to a random sample of post office box holders in the four counties of Del Norte, Humboldt, Trinity and Mendocino. The total number of returned surveys was 3,003 for an overall response rate of 12.7%.
Respondents' Average (Mean) Travel Time to Health Care, in Minutes
70 - 105
60 - 69
50 - 59
40 - 49
25 - 39
15 - 24
Low sample size[2]
OSHPD Licensed Health Care Facilities[3]
General Acute Care Hospital
Free & Community Clinics
Public Lands
National Forests, National & State Parks
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Ruth
Alderpoint
Red Bluff
Whitethorn
Leggett
Covelo
Fort Bragg
Branscomb
Laytonville
Little River
Comptche
Elk
Ukiah
Hopland
Clearlake
Yorkville
0 10 Mi
[1]Data derived from RHIS survey question (8): Where do you go for health care? How long does it usually take you to get there from your home?
Percentages are shown for survey respondents of each sampled post office.
[2]Post offices with less than 20 survey resposes were not included in analysis due to statistical instability.
[3]Facilities shown are those classified as either 'General Acute Care Hospital' or 'Free or Community Clinics' in OSHPD's database.
GIS and Cartography: R. Degagne (2007)
Data Sources: ESRI; OSHPD; U.S. Postal Service; CCRP Rural Health Information Survey 2006.
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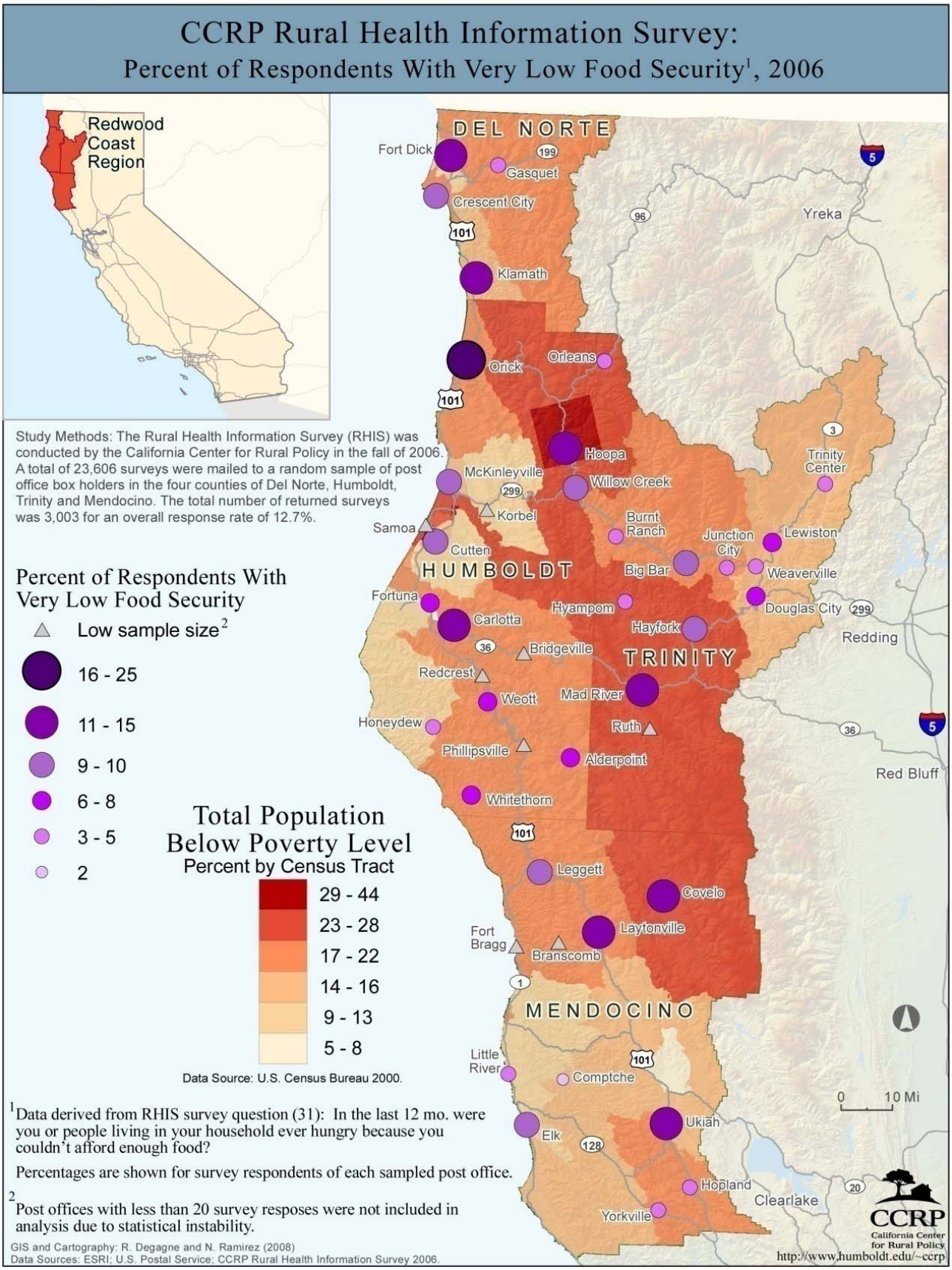
CCRP Rural Health Information Survey:
Percent of Respondents With Very Low Food Security[1], 2006
Redwood Coast Region
Study Methods: The Rural Health Information Survey (RHIS) was conducted by the California Center for Rural Policy in the fall of 2006. A total of 23,606 surveys were mailed to a random sample of post office box holders in the four counties of Del Norte, Humboldt, Trinity and Mendocino. The total number of returned surveys was 3,003 for an overall response rate of 12.7%.
Percent of Respondents With Very Low Food Security
Low sample size[2]
16 - 25
11 - 15
9 - 10
6 - 8
3 - 5
2
Total Population Below Poverty Level
Percent by Census Tract
29 - 44
23 - 28
17 - 22
14 - 16
9 - 13
5 - 8
Data Source: U.S. Census Bureau 2000.
[1]Data derived from RHIS survey question (31): In the last 12 mo. were you or people living in your household ever hungry because you couldn't afford enough food?
Percentages are shown for survey respondents of each sampled post office.
[2]Post offices with less than 20 survey resposes were not included in analysis due to statistical instability.
GIS and Cartography: R. Degagne and N. Ramirez (2008)
Data Sources: ESRI; U.S. Postal Service; CCRP Rural Health Information Survey 2006.
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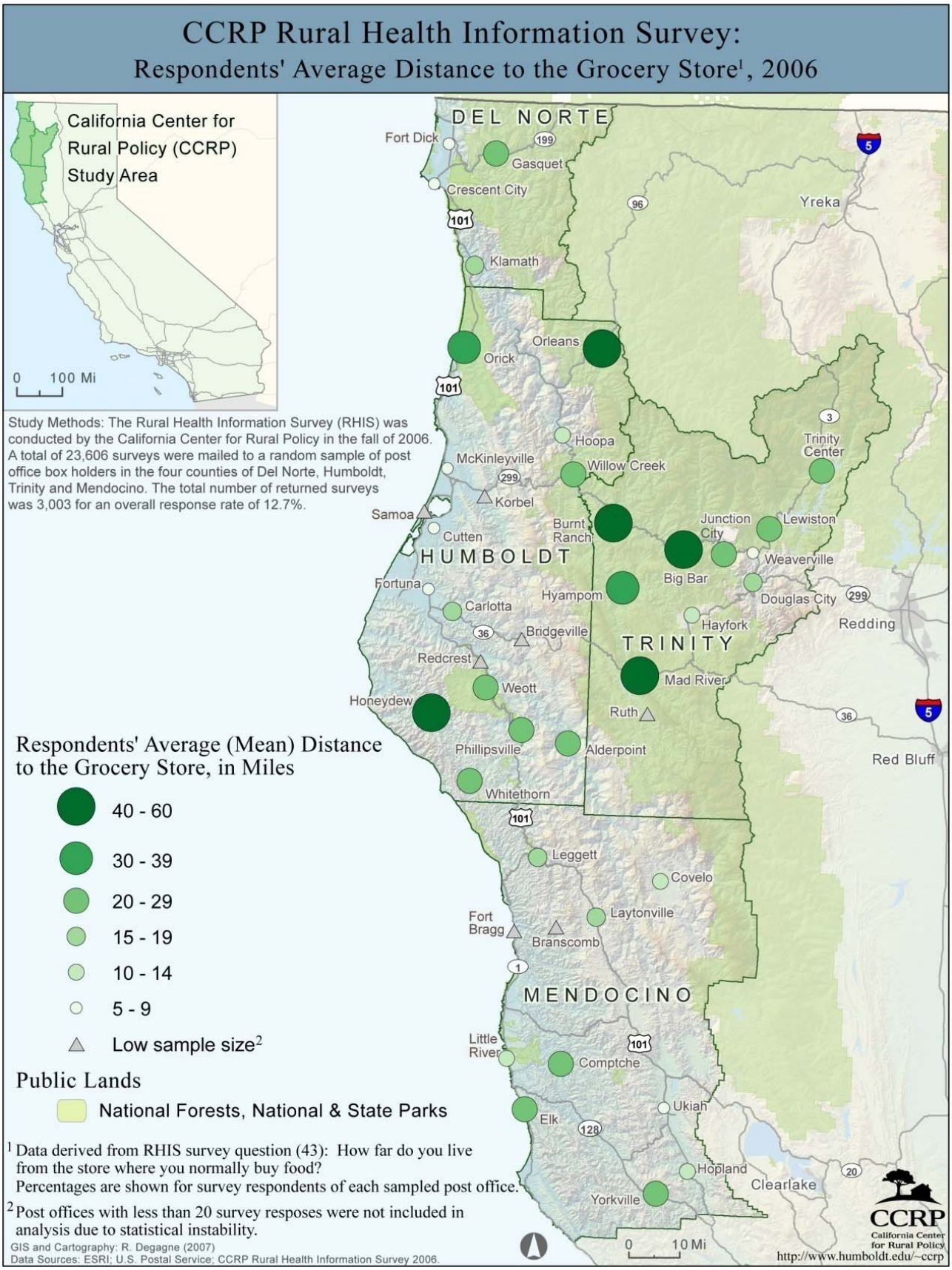
CCRP Rural Health Information Survey:
Respondents' Average Distance to the Grocery Store[1], 2006
California Center for Rural Policy (CCRP) Study Area
0 100 Mi
Study Methods: The Rural Health Information Survey (RHIS) was conducted by the California Center for Rural Policy in the fall of 2006. A total of 23,606 surveys were mailed to a random sample of post office box holders in the four counties of Del Norte, Humboldt, Trinity and Mendocino. The total number of returned surveys was 3,003 for an overall response rate of 12.7%.
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Hopland
Clearlake
Yorkville
Respondents' Average (Mean) Distance to the Grocery Store, in Miles
40 - 60
30 - 39
20 - 29
15 - 19
10 - 14
5 - 9
Low sample size[2]
Public Lands
National Forests, National & State Parks
[1] Data derived from RHIS survey question (43): How far do you live from the store where you normally buy food? Percentages are shown for survey respondents of each sampled post office.
[2] Post offices with less than 20 survey resposes were not included in analysis due to statistical instability.
GIS and Cartography: R. Degagne (2007)
Data Sources: ESRI; U.S. Postal Service; CCRP Rural Health Information Survey 2006.
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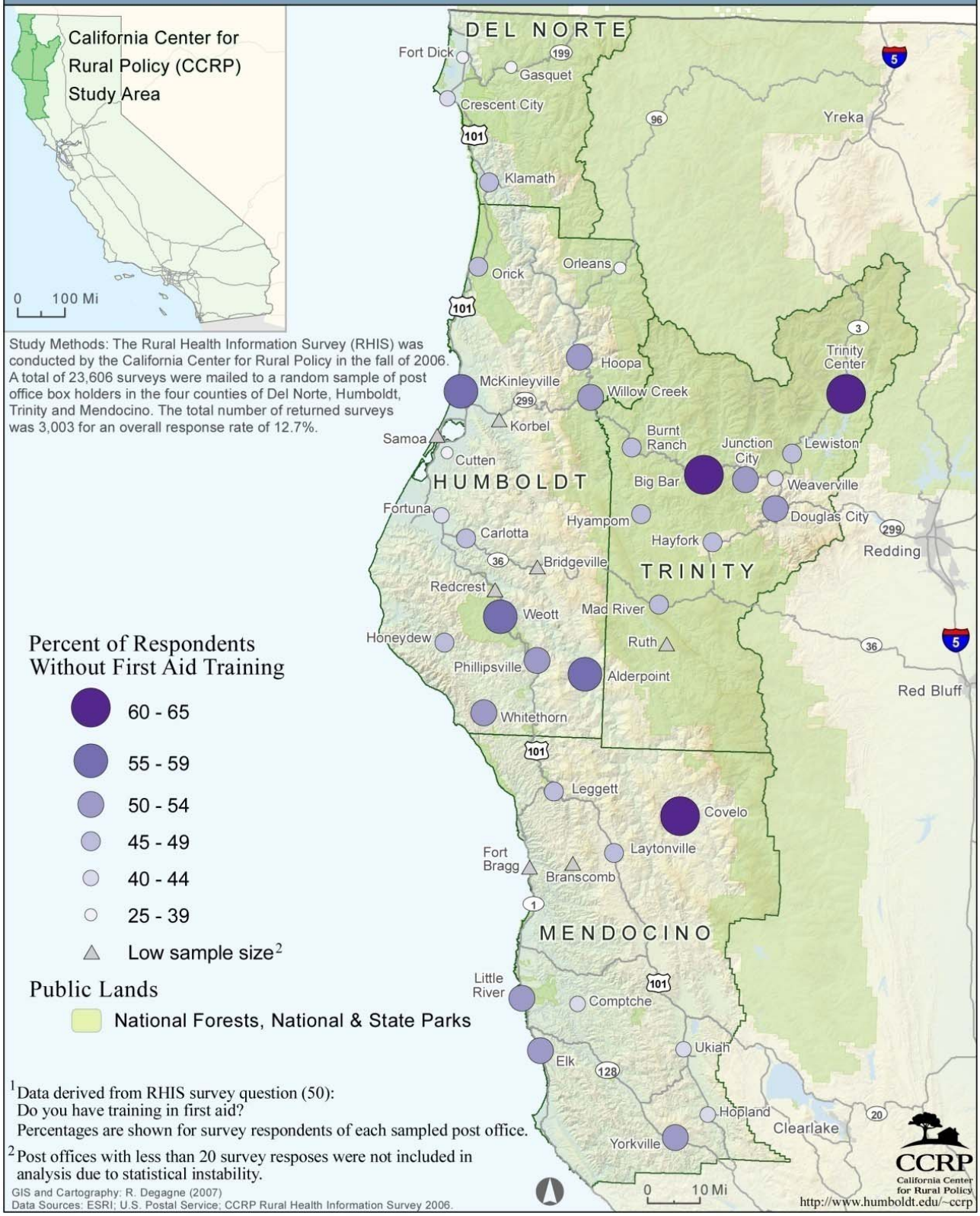
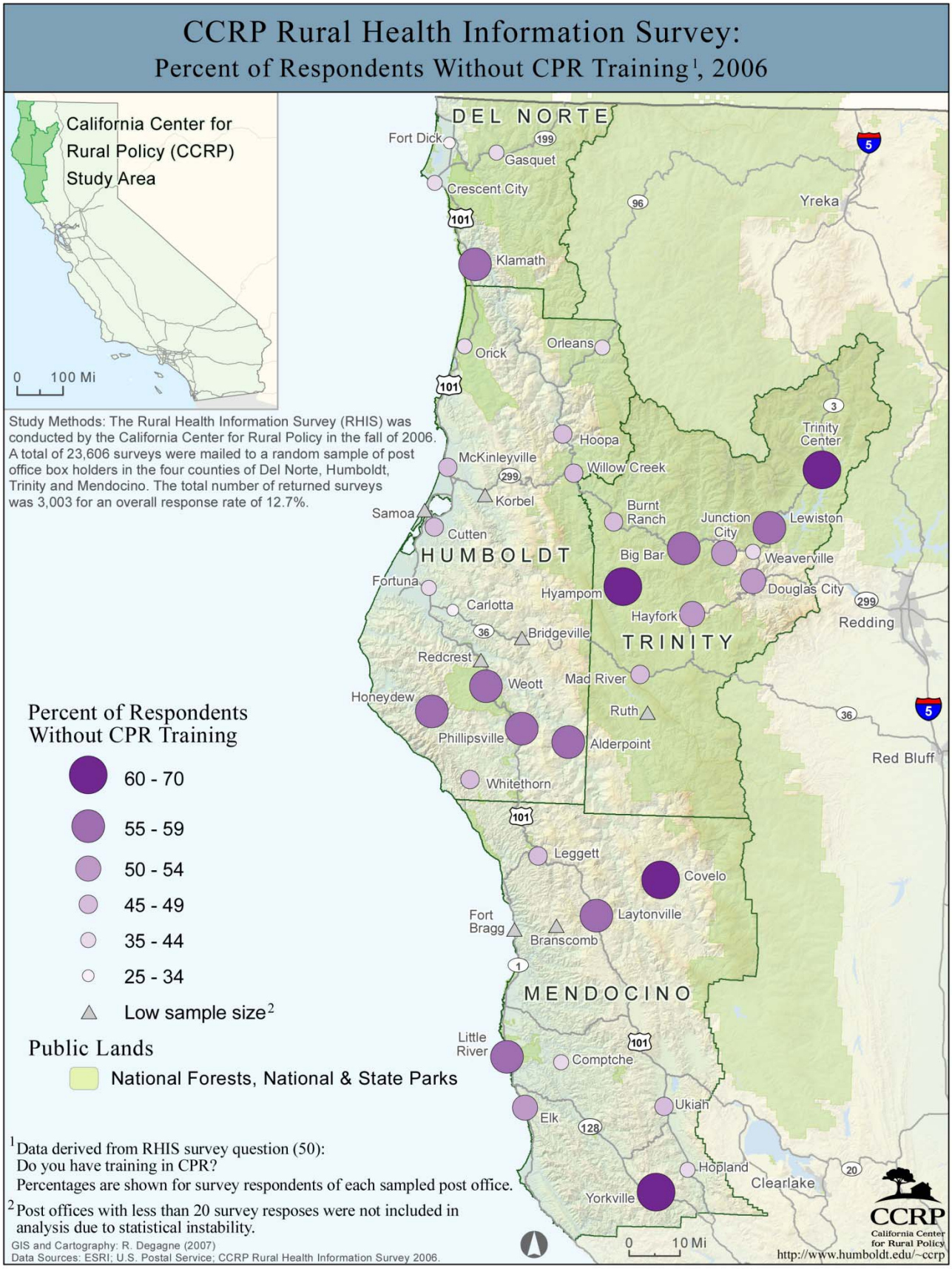
CCRP Rural Health Information Survey:
Percent of Respondents Without First Aid Training[1], 2006



[1] Data derived from RHIS survey question (50):
Do you have training in first aid?
Percentages are shown for survey respondents of each sampled post office.

[2] Post offices with less than 20 survey resposes were not included in analysis due to statistical instability.

GIS and Cartography: R. Degagne (2007)
Data Sources: ESRI; U.S. Postal Service; CCRP Rural Health Information Survey 2006.


CCRP Rural Health Information Survey:
Percent of Respondents Without CPR Training[1], 2006
California Center for Rural Policy (CCRP) Study Area
0 100 Mi
Study Methods: The Rural Health Information Survey (RHIS) was conducted by the California Center for Rural Policy in the fall of 2006. A total of 23,606 surveys were mailed to a random sample of post office box holders in the four counties of Del Norte, Humboldt, Trinity and Mendocino. The total number of returned surveys was 3,003 for an overall response rate of 12.7%.
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Hyampom
Douglas City
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Hayfork
Redding
Bridgeville
Redcrest
Weott
Mad River
Honeydew
Ruth
Phillipsville
Alderpoint
Red Bluff
Whitethorn
Leggett
Covelo
Fort Bragg
Laytonville
Branscomb
Little River
Comptche
Ukiah
Elk
Hopland
Clearlake
Yorkville
Percent of Respondents Without CPR Training
60 - 70
55 - 59
50 - 54
45 - 49
35 - 44
25 - 34
Low sample size[2]
Public Lands
National Forests, National & State Parks
[1]Data derived from RHIS survey question (50): Do you have training in CPR? Percentages are shown for survey respondents of each sampled post office.
[2]Post offices with less than 20 survey resposes were not included in analysis due to statistical instability.
GIS and Cartography: R. Degagne (2007)
Data Sources: ESRI; U.S. Postal Service; CCRP Rural Health Information Survey 2006.
0 10 Mi
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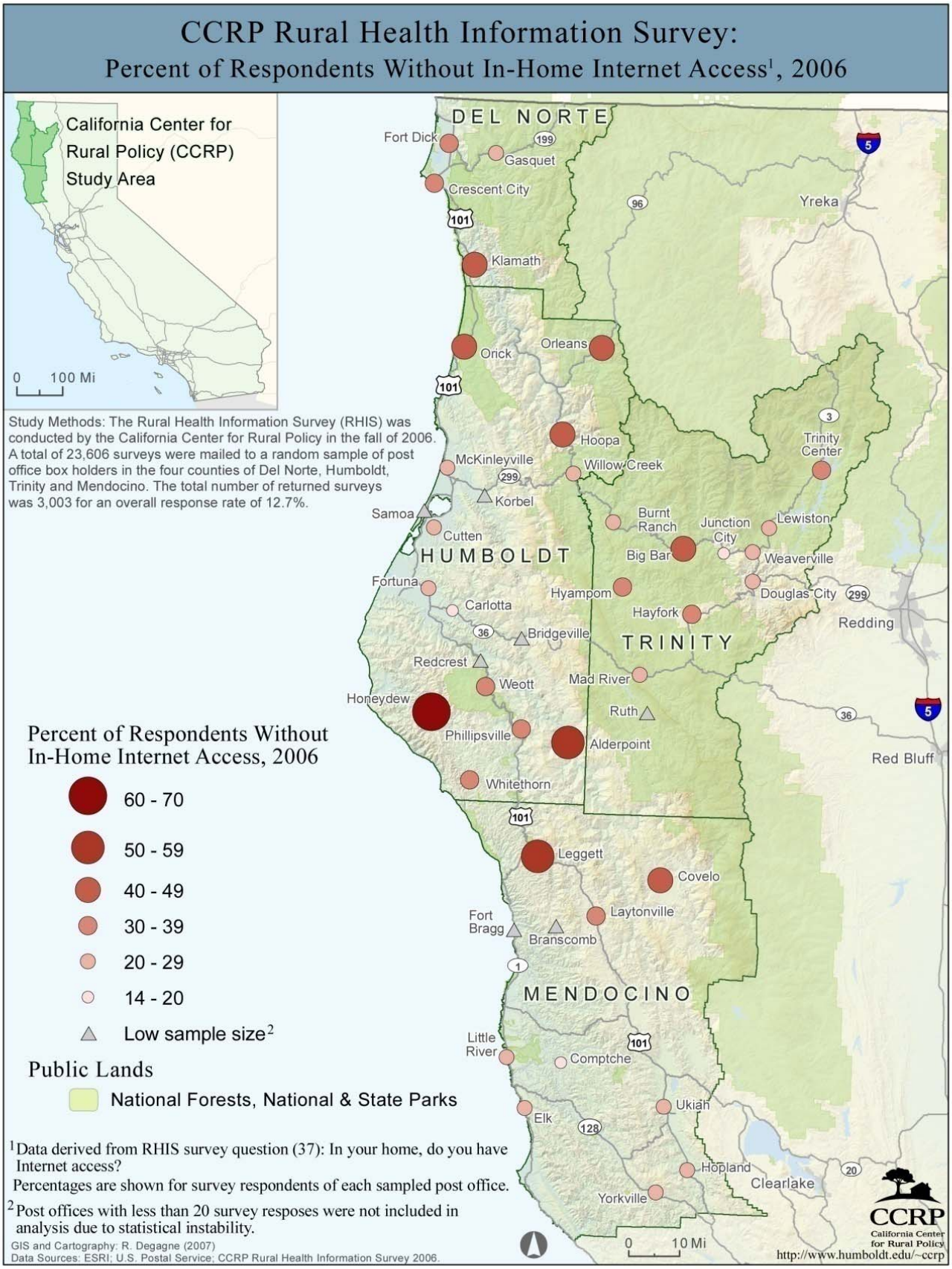
CCRP Rural Health Information Survey:
Percent of Respondents Without In-Home Internet Access[1], 2006
California Center for Rural Policy (CCRP) Study Area
0 100 Mi
Study Methods: The Rural Health Information Survey (RHIS) was conducted by the California Center for Rural Policy in the fall of 2006. A total of 23,606 surveys were mailed to a random sample of post office box holders in the four counties of Del Norte, Humboldt, Trinity and Mendocino. The total number of returned surveys was 3,003 for an overall response rate of 12.7%.
DEL NORTE
HUMBOLDT
TRINITY
MENDOCINO
Fort Dick
Gasquet
Crescent City
Klamath
Orick
Orleans
Hoopa
McKinleyville
Willow Creek
Korbel
Samoa
Cutten
Fortuna
Carlotta
Bridgeville
Redcrest
Weott
Honeydew
Phillipsville
Alderpoint
Whitethorn
Leggett
Covelo
Laytonville
Fort Bragg
Branscomb
Little River
Comptche
Elk
Ukiah
Hopland
Yorkville
Clearlake
Yreka
Trinity Center
Burnt Ranch
Junction City
Lewiston
Big Bar
Weaverville
Hayfork
Hyampom
Douglas City
Redding
Mad River
Ruth
Red Bluff
Percent of Respondents Without In-Home Internet Access, 2006
60 - 70
50 - 59
40 - 49
30 - 39
20 - 29
14 - 20
Low sample size[2]
Public Lands
National Forests, National & State Parks
[1]Data derived from RHIS survey question (37): In your home, do you have Internet access?
Percentages are shown for survey respondents of each sampled post office.
[2]Post offices with less than 20 survey resposes were not included in analysis due to statistical instability.
GIS and Cartography: R. Degagne (2007)
Data Sources: ESRI; U.S. Postal Service; CCRP Rural Health Information Survey 2006.
0 10 Mi
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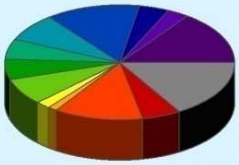
http://www.humboldt.edu/~ccrp

Health Issues* Affecting the Latino Community
of Del Norte, Mendocino & Humboldt Counties, CA

Health Issues at a Regional Scale:
(Sampled counties are shown in yellow.)



Health Issues Affecting Latinos

Represented as a percentage of total responses, grouped regionally (above) & by county (right).
A double asterisk indicates the top 3 issues at the regional scale.

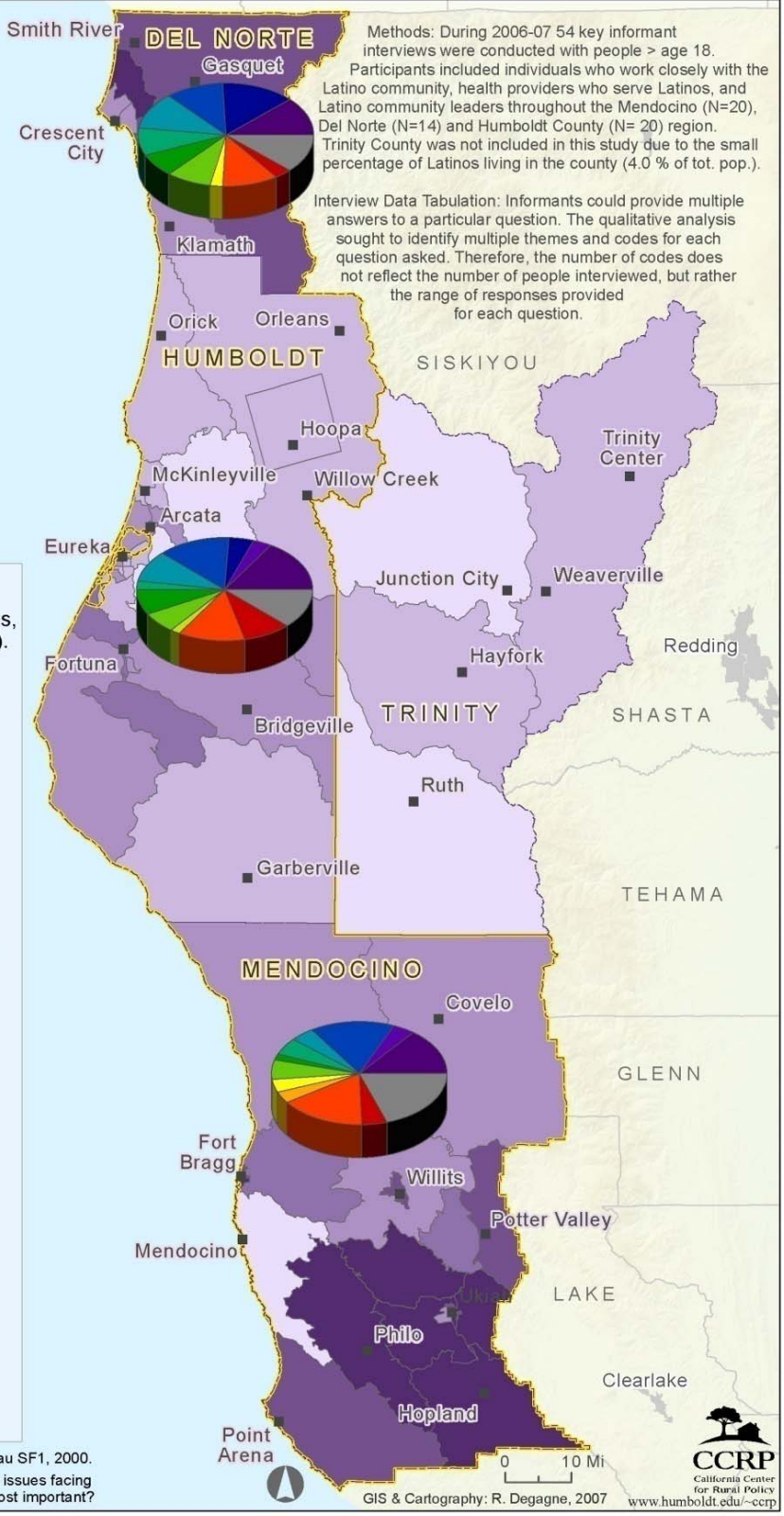
- Diabetes**
- Respiratory
- Immigrant Status
- Obesity / Nutrition**
- Mental Health
- Lack of Insurance
- Environmental Health
- Education / Preventive Care
- Vision
- Dental
- Cancer
- Access**
- Abuse
- Other

Latino Population, 2000

Percent by Census Tract

- 22 - 33
- 14 - 21
- 10 - 13
- 7 - 9
- 4 - 6
- 2 - 3

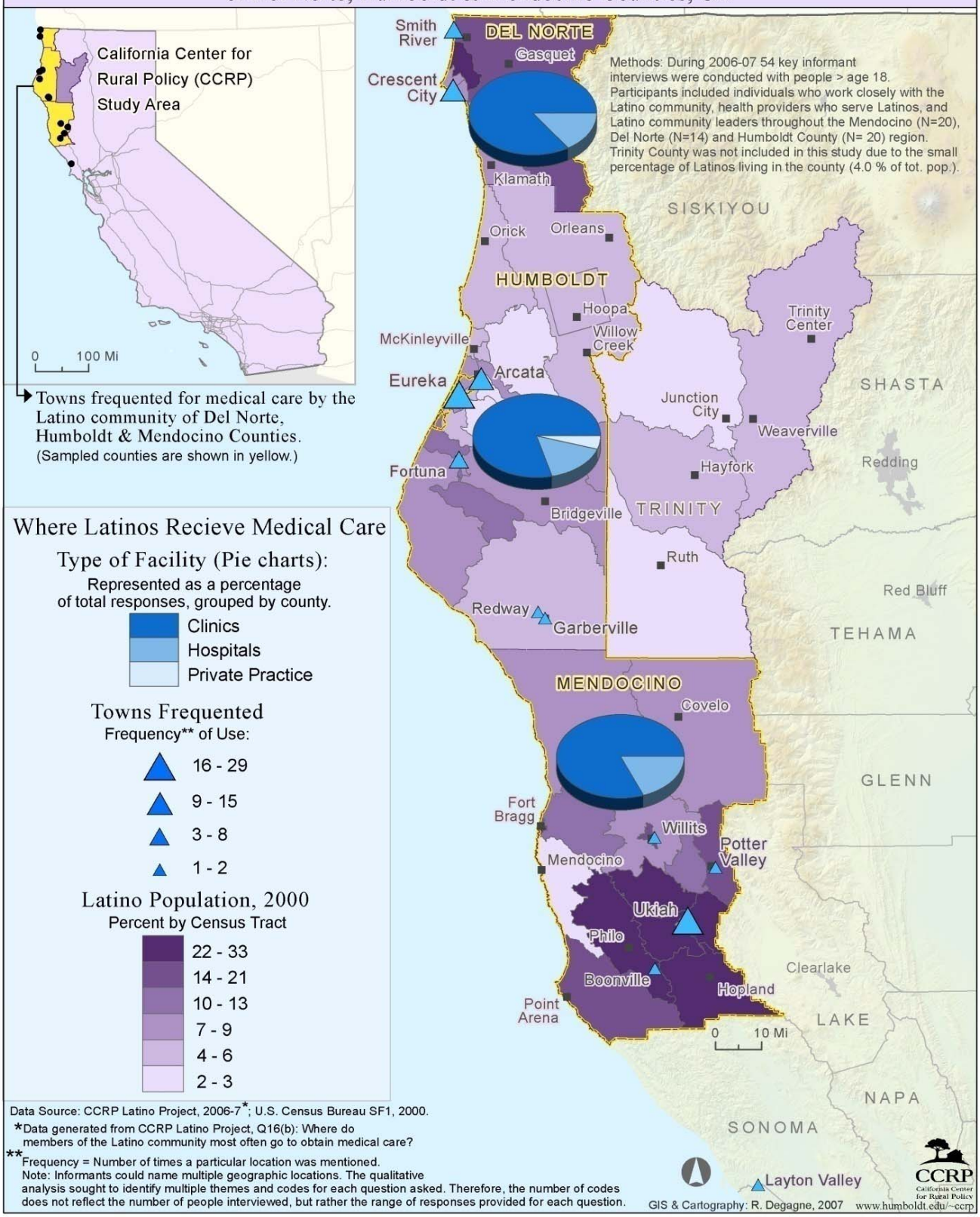
Data Source: CCRP Latino Project, 2006-7*; U.S. Census Bureau SF1, 2000.
* Data generated from CCRP Latino Project, Q18: Of the health issues facing the Latino community in your area, which do you feel are the most important?



Methods: During 2006-07 54 key informant interviews were conducted with people > age 18. Participants included individuals who work closely with the Latino community, health providers who serve Latinos, and Latino community leaders throughout the Mendocino (N=20), Del Norte (N=14) and Humboldt County (N= 20) region. Trinity County was not included in this study due to the small percentage of Latinos living in the county (4.0 % of tot. pop.).

Interview Data Tabulation: Informants could provide multiple answers to a particular question. The qualitative analysis sought to identify multiple themes and codes for each question asked. Therefore, the number of codes does not reflect the number of people interviewed, but rather the range of responses provided for each question.

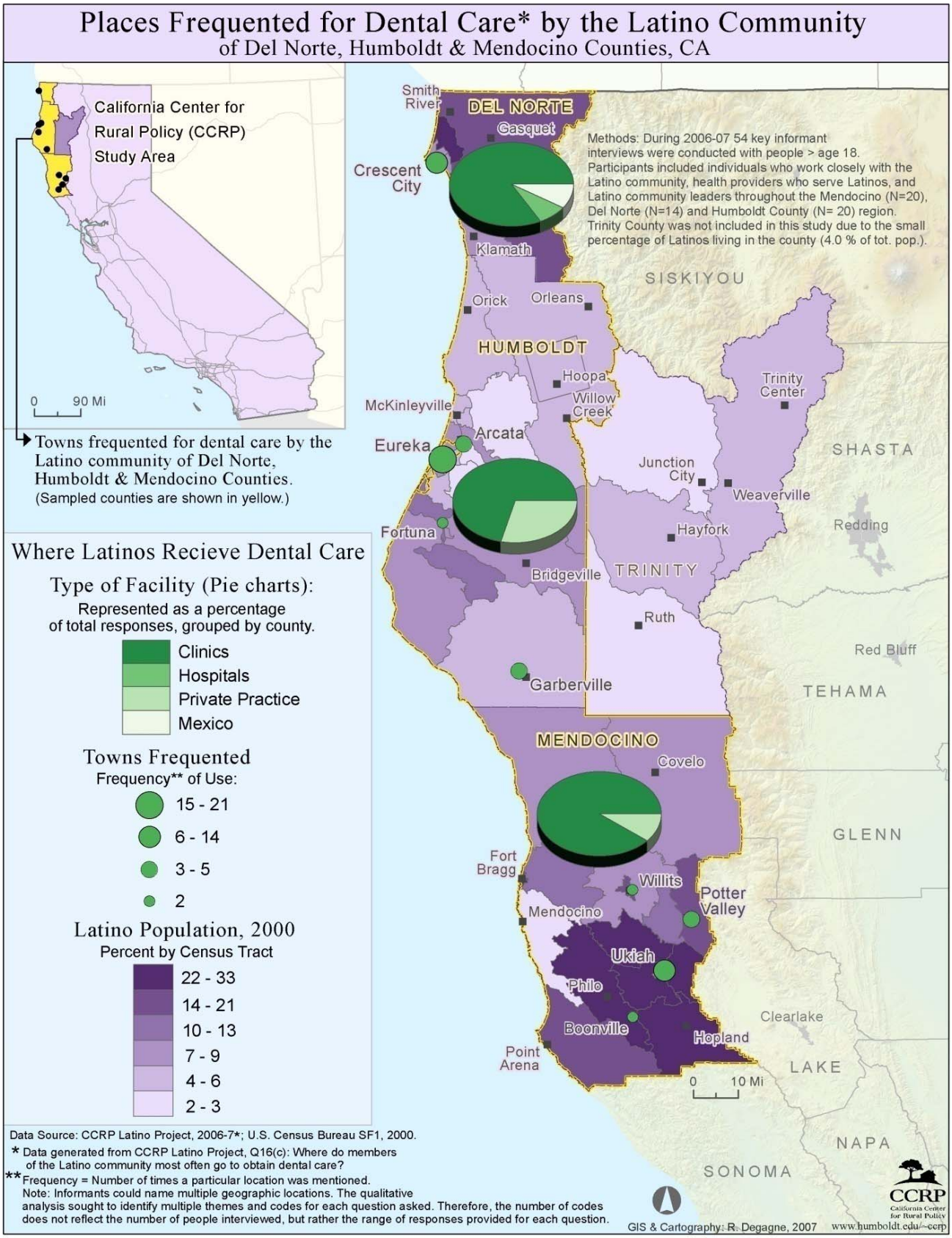
Places Frequented for Medical Care* by the Latino Community
of Del Norte, Humboldt & Mendocino Counties, CA

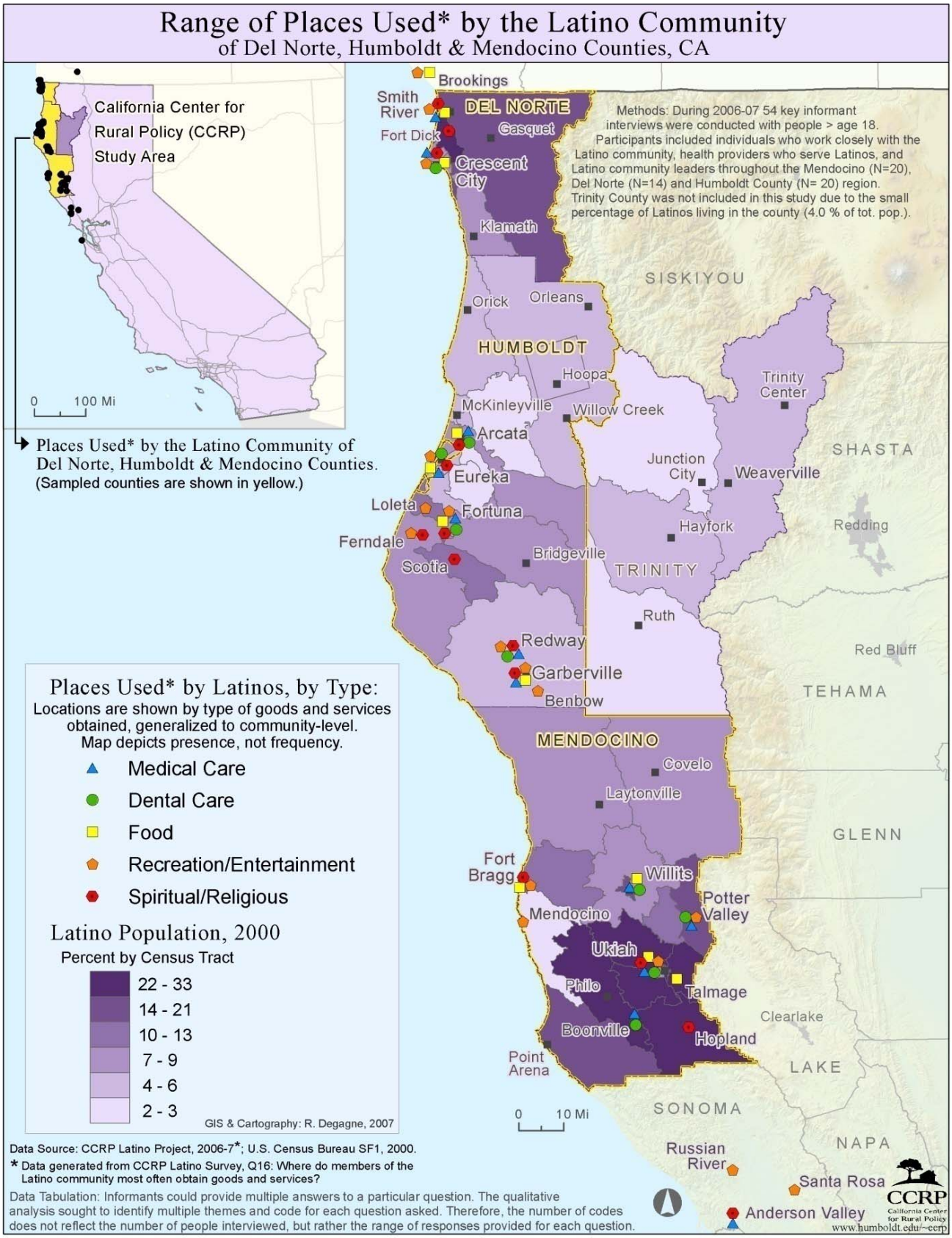


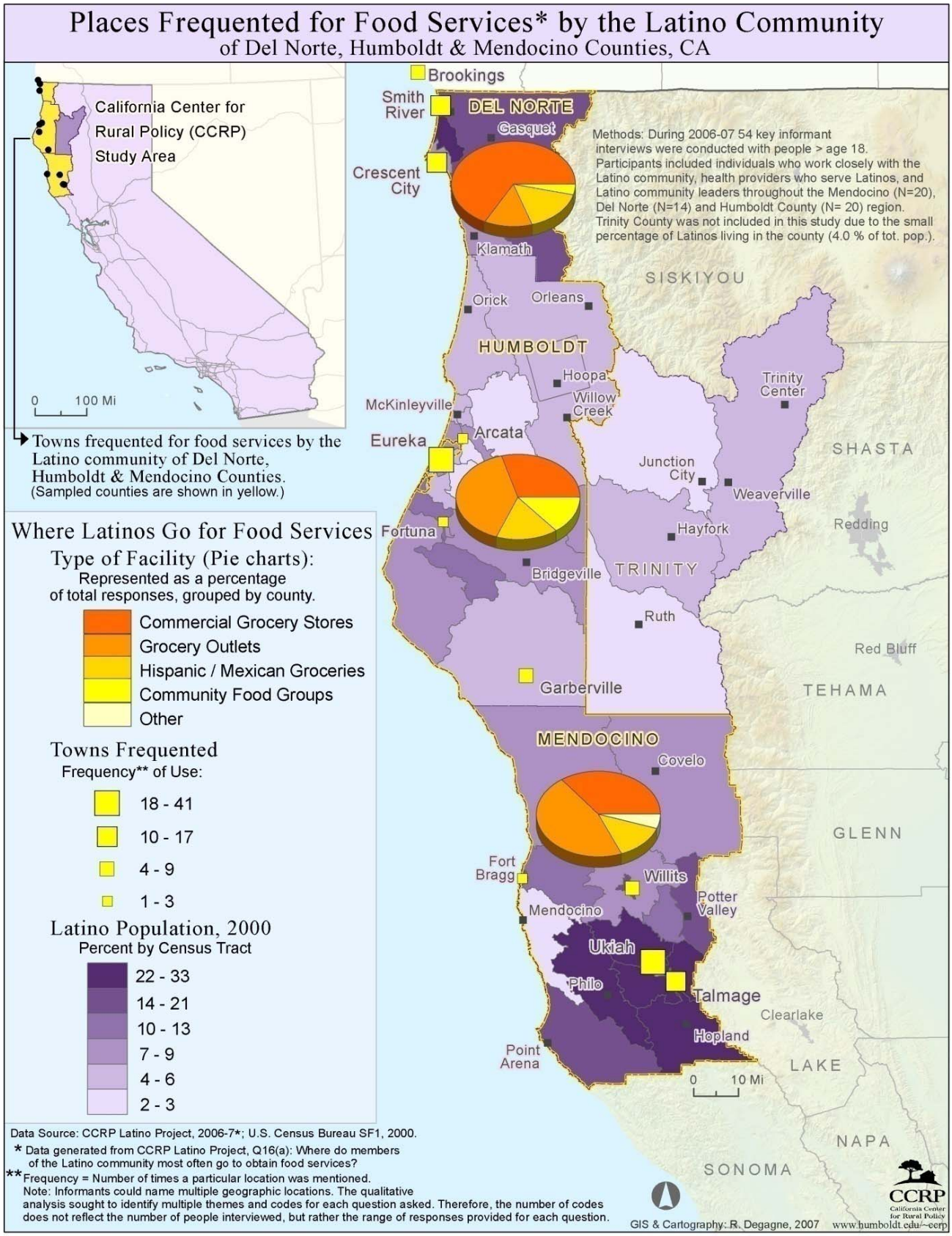
Data Source: CCRP Latino Project, 2006-7*; U.S. Census Bureau SF1, 2000.

*Data generated from CCRP Latino Project, Q16(b): Where do members of the Latino community most often go to obtain medical care?

**Frequency = Number of times a particular location was mentioned.
Note: Informants could name multiple geographic locations. The qualitative analysis sought to identify multiple themes and codes for each question asked. Therefore, the number of codes does not reflect the number of people interviewed, but rather the range of responses provided for each question.


Places Frequented for Dental Care* by the Latino Community
of Del Norte, Humboldt & Mendocino Counties, CA
California Center for Rural Policy (CCRP) Study Area
0 90 Mi
Towns frequented for dental care by the Latino community of Del Norte, Humboldt & Mendocino Counties.
(Sampled counties are shown in yellow.)
Methods: During 2006-07 54 key informant interviews were conducted with people > age 18. Participants included individuals who work closely with the Latino community, health providers who serve Latinos, and Latino community leaders throughout the Mendocino (N=20), Del Norte (N=14) and Humboldt County (N= 20) region. Trinity County was not included in this study due to the small percentage of Latinos living in the county (4.0 % of tot. pop.).
Where Latinos Recieve Dental Care
Type of Facility (Pie charts):
Represented as a percentage of total responses, grouped by county.
Clinics
Hospitals
Private Practice
Mexico
Towns Frequented
Frequency** of Use:
15 - 21
6 - 14
3 - 5
2
Latino Population, 2000
Percent by Census Tract
22 - 33
14 - 21
10 - 13
7 - 9
4 - 6
2 - 3
Smith River
DEL NORTE
Gasquet
Crescent City
Klamath
SISKIYOU
Orick
Orleans
HUMBOLDT
Hoopa
Willow Creek
Trinity Center
McKinleyville
Arcata
Eureka
SHASTA
Junction City
Weaverville
Redding
Fortuna
Hayfork
Bridgeville
TRINITY
Ruth
Red Bluff
Garberville
TEHAMA
MENDOCINO
Covelo
GLENN
Fort Bragg
Willits
Potter Valley
Mendocino
Ukiah
Philo
Clearlake
Boonville
Hopland
Point Arena
LAKE
0 10 Mi
NAPA
SONOMA
Data Source: CCRP Latino Project, 2006-7*; U.S. Census Bureau SF1, 2000.
* Data generated from CCRP Latino Project, Q16(c): Where do members of the Latino community most often go to obtain dental care?
** Frequency = Number of times a particular location was mentioned.
Note: Informants could name multiple geographic locations. The qualitative analysis sought to identify multiple themes and codes for each question asked. Therefore, the number of codes does not reflect the number of people interviewed, but rather the range of responses provided for each question.
GIS & Cartography: R. Degagne, 2007
CCRP California Center for Rural Policy
www.humboldt.edu/~ccrp


Range of Places Used* by the Latino Community
of Del Norte, Humboldt & Mendocino Counties, CA
California Center for Rural Policy (CCRP) Study Area
0 100 Mi
Places Used* by the Latino Community of Del Norte, Humboldt & Mendocino Counties.
(Sampled counties are shown in yellow.)
Methods: During 2006-07 54 key informant interviews were conducted with people > age 18. Participants included individuals who work closely with the Latino community, health providers who serve Latinos, and Latino community leaders throughout the Mendocino (N=20), Del Norte (N=14) and Humboldt County (N= 20) region. Trinity County was not included in this study due to the small percentage of Latinos living in the county (4.0 % of tot. pop.).
Brookings
Smith River
DEL NORTE
Fort Dick
Gasquet
Crescent City
Klamath
SISKIYOU
Orick
Orleans
HUMBOLDT
Hoopa
Trinity Center
McKinleyville
Willow Creek
Arcata
Junction City
Weaverville
SHASTA
Eureka
Loleta
Fortuna
Ferndale
Hayfork
Redding
Scotia
Bridgeville
TRINITY
Ruth
Redway
Red Bluff
Garberville
Benbow
TEHAMA
MENDOCINO
Covelo
Laytonville
GLENN
Fort Bragg
Willits
Potter Valley
Mendocino
Ukiah
Philo
Talmage
Clearlake
Boonville
Hopland
Point Arena
LAKE
SONOMA
0 10 Mi
NAPA
Russian River
Santa Rosa
Anderson Valley
Places Used* by Latinos, by Type:
Locations are shown by type of goods and services obtained, generalized to community-level.
Map depicts presence, not frequency.
Medical Care
Dental Care
Food
Recreation/Entertainment
Spiritual/Religious
Latino Population, 2000
Percent by Census Tract
22 - 33
14 - 21
10 - 13
7 - 9
4 - 6
2 - 3
GIS & Cartography: R. Degagne, 2007
Data Source: CCRP Latino Project, 2006-7*; U.S. Census Bureau SF1, 2000.
* Data generated from CCRP Latino Survey, Q16: Where do members of the Latino community most often obtain goods and services?
Data Tabulation: Informants could provide multiple answers to a particular question. The qualitative analysis sought to identify multiple themes and code for each question asked. Therefore, the number of codes does not reflect the number of people interviewed, but rather the range of responses provided for each question.
CCRP
California Center for Rural Policy
www.humboldt.edu/~ccrp


Places Frequented for Food Services* by the Latino Community
of Del Norte, Humboldt & Mendocino Counties, CA
California Center for Rural Policy (CCRP) Study Area
0 100 Mi
Towns frequented for food services by the Latino community of Del Norte, Humboldt & Mendocino Counties.
(Sampled counties are shown in yellow.)
Where Latinos Go for Food Services
Type of Facility (Pie charts):
Represented as a percentage of total responses, grouped by county.
Commercial Grocery Stores
Grocery Outlets
Hispanic / Mexican Groceries
Community Food Groups
Other
Towns Frequented
Frequency** of Use:
18 - 41
10 - 17
4 - 9
1 - 3
Latino Population, 2000
Percent by Census Tract
22 - 33
14 - 21
10 - 13
7 - 9
4 - 6
2 - 3
Methods: During 2006-07 54 key informant interviews were conducted with people > age 18. Participants included individuals who work closely with the Latino community, health providers who serve Latinos, and Latino community leaders throughout the Mendocino (N=20), Del Norte (N=14) and Humboldt County (N= 20) region. Trinity County was not included in this study due to the small percentage of Latinos living in the county (4.0 % of tot. pop.).
Brookings
Smith River
DEL NORTE
Gasquet
Crescent City
Klamath
SISKIYOU
Orick
Orleans
HUMBOLDT
Hoopa
Willow Creek
Trinity Center
McKinleyville
Arcata
Eureka
Junction City
Weaverville
SHASTA
Redding
Fortuna
Hayfork
Bridgeville
TRINITY
Ruth
Red Bluff
Garberville
TEHAMA
MENDOCINO
Covelo
GLENN
Fort Bragg
Willits
Potter Valley
Mendocino
Ukiah
Philo
Talmage
Clearlake
Hopland
Point Arena
LAKE
0 10 Mi
NAPA
SONOMA
Data Source: CCRP Latino Project, 2006-7*; U.S. Census Bureau SF1, 2000.
* Data generated from CCRP Latino Project, Q16(a): Where do members of the Latino community most often go to obtain food services?
** Frequency = Number of times a particular location was mentioned.
Note: Informants could name multiple geographic locations. The qualitative analysis sought to identify multiple themes and codes for each question asked. Therefore, the number of codes does not reflect the number of people interviewed, but rather the range of responses provided for each question.
GIS & Cartography: R. Degagne, 2007
CCRP California Center for Rural Policy
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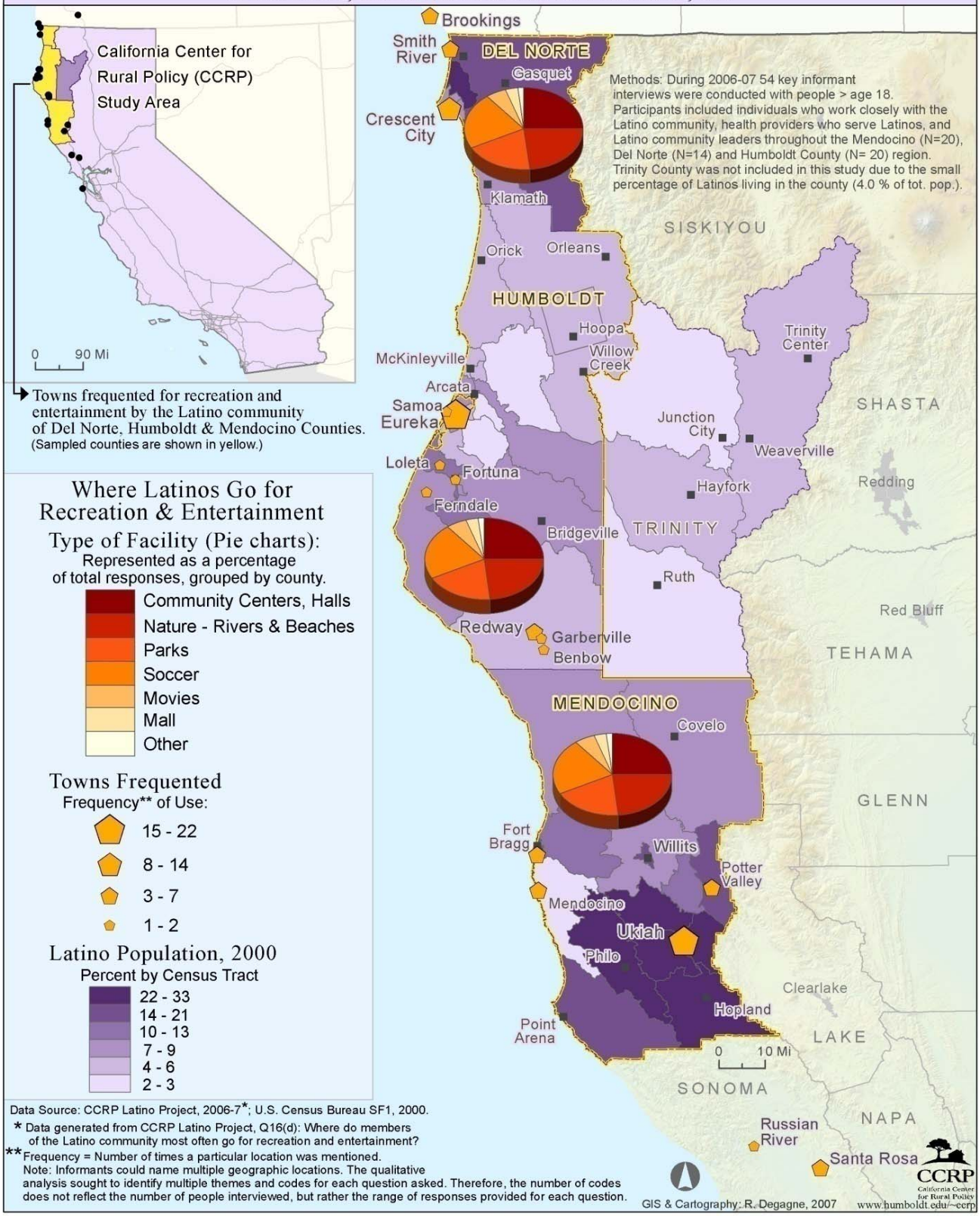
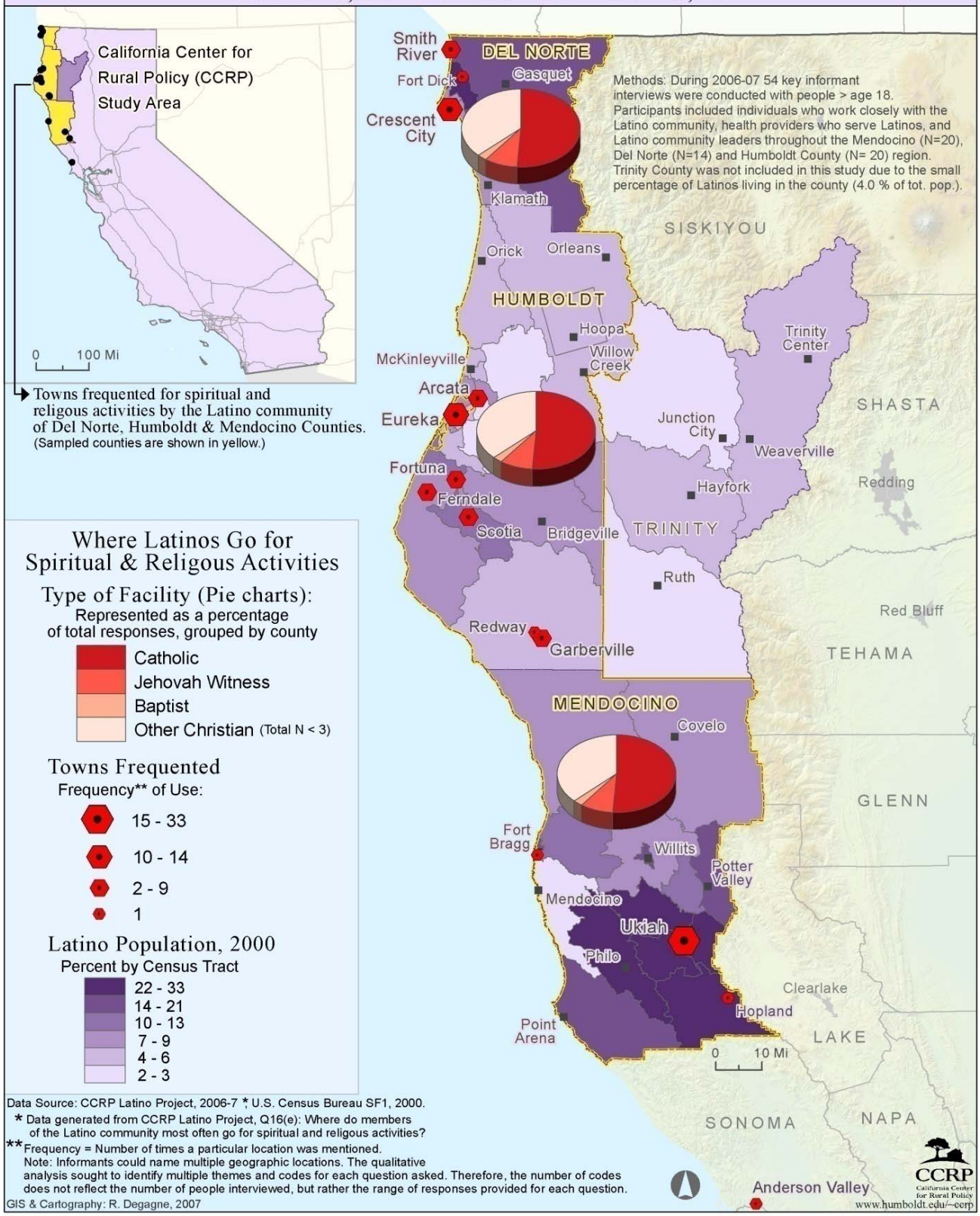
Places Frequented for Recreation & Entertainment* by the Latino Community
of Del Norte, Humboldt & Mendocino Counties, CA



Places Frequented for Spiritual and Religous Activities* by the Latino Community
of Del Norte, Humboldt & Mendocino Counties, CA



Data Source: CCRP Latino Project, 2006-7 *; U.S. Census Bureau SF1, 2000.

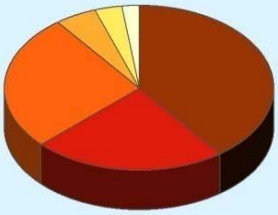
* Data generated from CCRP Latino Project, Q16(e): Where do members of the Latino community most often go for spiritual and religous activities?

** Frequency = Number of times a particular location was mentioned. Note: Informants could name multiple geographic locations. The qualitative analysis sought to identify multiple themes and codes for each question asked. Therefore, the number of codes does not reflect the number of people interviewed, but rather the range of responses provided for each question.

GIS & Cartography: R. Degagne, 2007

How are Latinos Represented* by Newspaper Publications in Del Norte, Mendocino & Humboldt Counties, CA

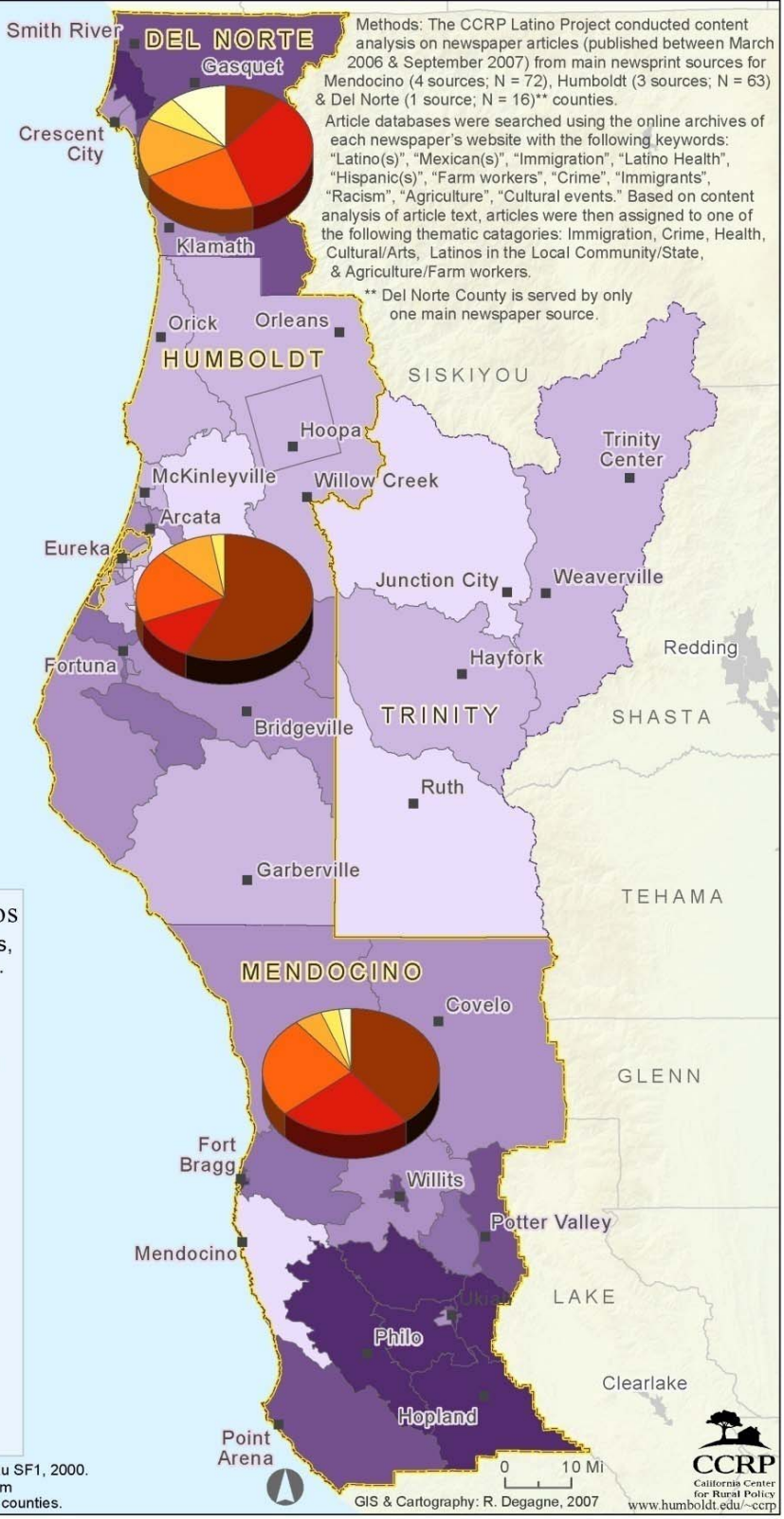
How Latinos are represented in newspaper media at a regional scale:
(Sampled counties are shown in yellow.)



Methods: The CCRP Latino Project conducted content analysis on newspaper articles (published between March 2006 & September 2007) from main newsprint sources for Mendocino (4 sources; N = 72), Humboldt (3 sources; N = 63) & Del Norte (1 source; N = 16)** counties.

Article databases were searched using the online archives of each newspaper's website with the following keywords: "Latino(s)", "Mexican(s)", "Immigration", "Latino Health", "Hispanic(s)", "Farm workers", "Crime", "Immigrants", "Racism", "Agriculture", "Cultural events." Based on content analysis of article text, articles were then assigned to one of the following thematic catagories: Immigration, Crime, Health, Cultural/Arts, Latinos in the Local Community/State, & Agriculture/Farm workers.

** Del Norte County is served by only one main newspaper source.



Media Themes Representing Latinos

Represented as a percentage of total responses, grouped regionally (above) & by county (right).

- Immigration
- Crime
- Involvement in Local Community
- Arts & Culture
- Health
- Agriculture & Farm workers

Latino Population, 2000

Percent by Census Tract

- 22 - 33
- 14 - 21
- 10 - 13
- 7 - 9
- 4 - 6
- 2 - 3

Data Source: CCRP Latino Project, 2006-7*; U.S. Census Bureau SF1, 2000.
*Data generated from content analysis of newspaper articles from main newsprint sources for Mendocino, Humboldt, & Del Norte counties.

GIS & Cartography: R. Degagne, 2007

CCRP California Center for Rural Policy
www.humboldt.edu/~ccrp

References and Notes:

1) Melnick A. *Introduction to Geographic Information Systems in Public Health*. Gaithersburg, MD: Aspen Publishers, 2002.

2) Lang L. *GIS for Health Organizations*. Redlands, CA: ESRI, 2002.

3) Steinberg SJ, Steinberg SL. *Geographic Information Systems for the Social Sciences.* Thousand Oaks, CA: Sage Publications, 2006.

4) The Federal Poverty Level (FPL) varies by household size. For a family of four (two adults, two children) the 2006 Federal Poverty Level (100% FPL) was $20,444, 200% FPL was $40,888 and 300% FPL was $61,332