



County of Santa Cruz

BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069

(831) 454-2200 FAX: (831) 454-3262 TDD: (831) 454-2123

JANET K. BEAUTZ
FIRST DISTRICT

ELLEN PIRIE
SECOND DISTRICT

MARDI WORMHOUDT
THIRD DISTRICT

TONY CAMPOS
FOURTH DISTRICT

MARK W. STONE
FIFTH DISTRICT

AGENDA: 3/28/06

March 14, 2006

BOARD OF SUPERVISORS
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

RE: PRESENTATION BY REPRESENTATIVES
OF THE JÓVENES SANOS PROGRAM

Dear Members of the Board:

Jdvenes SANOS, a youth advocacy program, is a project of the Go For Health! collaborative which was formed to fight obesity trends in the county. Teen participants in the Jdvenes SANOS program conducted a "community scan" among Watsonville's Latino youth and have requested the opportunity to make a presentation to our Board. I am pleased to provide an opportunity for the youth to present their findings at our meeting of March 28, 2006.

Sincerely,

MARK W. STONE, Chair
Board of Supervisors

MWS :ted
Attachments

cc: Shebreh Kalantari, Director of Community Building,
United Way

3536A6



...what matters.™

March 13, 2006

Santa **Cruz** County Board of Supervisors
701 Ocean Street
Santa Cruz, CA 95060

Dear Members of the Board,

Thank you for giving the teen participants of the Jóvenes SANOS program the opportunity to present their findings. Although the reach of their community scan **was** restricted to within the city limits of Watsonville, it is not unreasonable to assume that at least some of the issues they have uncovered might be relevant to other areas in the county. I hope these findings will open a broader discussion about the impact of Santa **Cruz** County's ranking among the top ten counties in the state with the highest rates of childhood obesity. We hope that this program will be used as **a** model in the future for other cities in Santa Cruz County.

Sincerely,

A handwritten signature in black ink, appearing to read "Shebreh Kalantari". The signature is fluid and cursive, with a long horizontal line extending to the right.

Shebreh Kalantari
Director of Community Building
United Way of Santa Cruz County
12204 1st Avenue
Capitola, CA 95010

JÓVENES SANOS

Santa Cruz County Board of Supervisors Presentation (15 minutes)

Jovenes SANOS, a youth advocacy program, is a project of the Go For Health! collaborative. In 2003, a broad-based collaborative was formed in Santa Cruz County that brought together over 150 members to fight obesity trends in the County. With extensive input from students in elementary, middle, and high schools, the group developed a comprehensive plan to increase healthy nutrition and regular physical activity among the county's children and youth.

Jovenes SANOS is Go for Health!'s response to the overwhelming obesity issue among Watsonville's Latino youth. During the initial planning phase, Jovenes SANOS has engaged youth in understanding the issues and creating solutions to some of the community's barriers to good nutrition and physical activity. Throughout the last month, Jovenes SANOS teens have conducted a community scan throughout the City of Watsonville looking at different sectors including markets, neighborhoods, city planning, schools and parks and recreation. They have used observation tools that they developed after extensive training with ETR Associates representatives on the community scanning process. They have also conducted interviews with local community members to obtain different opinions on the state of Watsonville's health habits. The youth were trained in photo-documentation and have employed the Photovoice methodology in order to add imagery to their findings.

Jovenes SANOS youth consist of five teams which would like to spend three minutes per team reviewing their findings and suggestions with the Santa Cruz County Board of Supervisors. They will use large poster board presentations that they have created for visual support. Some of the participant's findings are as follows:

- We recommend that the city build more parks that are bigger in size.
- Increase the number of parks to meet national requirements.
- We also would like for the parks to have more equipment for kids to use.
- We would like to see security in the parks or police officers close to the parks so that kids and families feel safe.
- Lower the prices of healthy foods in cafeteria and vending machines.
- Decrease the sales of junk food on school campuses.
- Cafeterias should expand the variety of food they serve so that students will want to stay on campus and eat.
- Schools should create post up information about nutrition around school campuses.
- Food facilities including cafeterias and water fountains should be maintained and kept clean.
- We would like to see at least a year of nutrition education in high schools and increased nutrition education with younger kids.
- Plan for more healthy restaurants in city planning and less fast food restaurants especially near schools.
- Have neighborhood associations and police officers work together to create a neighborhood watch program.
- Increase the number of bike lanes and bike locks, particularly near parks.
- Provide more youth centers in different neighborhoods.