



# **The County of Santa Clara General Plan Health Element Healthy Communities Workshops Round #1 - Summary**

***April-May 2012***

***Morgan Hill, Cupertino, San Jose, and Palo Alto, CA***

***Hosted by: the County of Santa Clara's Planning Office with support from the County Public Health  
Department, and Raimi + Associates***

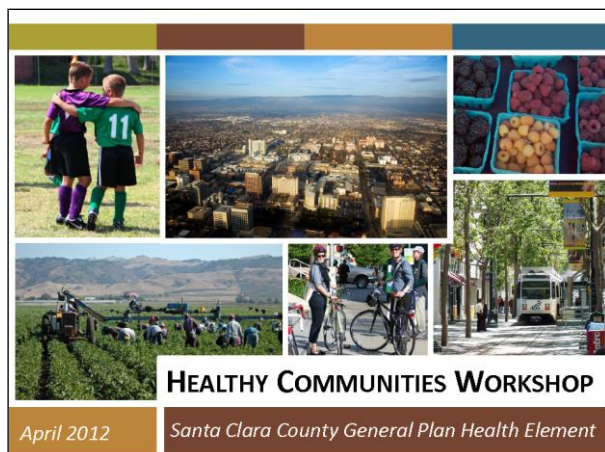
Prepared in June of 2012

## **Project Introduction**

Every city and county in California must adopt a General Plan which guides the long-range vision for how an area will grow over the next 20-30 years. While the State requires that the Plan cover seven specific topics or elements (Land Use; Open Space; Conservation; Housing; Circulation; Noise; and Safety), many communities elect to adopt additional elements on topics that are of specific importance to the individual community. As researchers begin to uncover more evidence that demonstrates a strong connection between place and health, jurisdictions are incorporating health into the planning decision making process, plans, and policies.

The County of Santa Clara is beginning an update to its General Plan, by creating a Health Element. With community input, the resulting Health Element will set a vision and policy framework for the entire County General Plan - to consider and address public health through planning policies and decisions. The County hopes that the Health Element will be a model for other jurisdictions in the County and beyond, and that it will inspire and promote coordination among County agencies, departments, and jurisdictions. The County seeks to create a Health Element that is inclusive, innovative, inspiring, and implementable.

## **Workshop Overview**



The County Planning Office hosted four public “Healthy Communities Workshops”. All Workshops used the same agenda, and were held from 6-8:30 p.m. at the following locations:

***Thursday, April 12, 2012***

*Morgan Hill Community Center, Hiram Morgan Hill Room  
17000 Monterey Rd, Morgan Hill, CA*

***Thursday, April 26, 2012***

*Quinlan Community Center, Cupertino Room  
10185 N. Stelling Rd, Cupertino, CA*

***Monday, April, 30, 2012***

*Sobrato Center for Non-Profits, Cupertino Rooms A and B  
1400 Parkmoor Ave, San Jose, CA*

***Tuesday, May 8, 2012***

*Avenidas, La Comida Room  
450 Bryant Street, Palo Alto, CA*

The Workshop objectives were to:

- Introduce the community to the County's General Plan, and the Health Element project;
- Provide an overview of the relationship between health and planning;
- Understand the community's definition of health, and its vision for what makes a healthy Santa Clara County; and
- Obtain feedback from the community on the health issues, assets, and opportunities they perceive in Santa Clara County.

Staff from the County of Santa Clara's Planning Office and Public Health Department staffed the meetings, with support from the project consultants Matt Raimi and Beth Altshuler from Raimi + Associates. Staff from other County departments and individuals from community organizations and on the project's Wellness Advisory Committee (WAC), also gave of their time. Workshop volunteers helped with set-up, attendance, small group facilitation, and note-taking.

The number of participants who signed in at each of the Workshops is as follows:

<b>Meeting Location</b>	<b># of People Who Signed-In*</b>
Morgan Hill	28
Cupertino	12
San Jose	38
Palo Alto	17

\*Note: Meeting attendance was actually higher at all meetings, but some participants did not sign in.

## Outreach

The County's project team utilized the following outreach methods to notify and encourage attendance at the Healthy Communities Workshops:

- Mailed and e-mailed flyers in English, Spanish and Vietnamese (see Appendix A) to all public schools, libraries, community centers, churches/faith-based organizations, cities, and dozens of community-based organizations in the County.
  - Many of these organizations forwarded the Workshop e-mail announcement to their clients, employees, and members. Some organizations included the announcement on their websites and in their weekly e-blast
  - Emailed and hand distributed flyers to the Health Element Staff Advisory Committee (SAC) and Wellness Advisory Committee (WAC)
  - Distributed flyers to stakeholders during the stakeholder interview process
  - Distributed flyers to Workshop attendees (to share with their friends and neighbors re: any upcoming Workshops)
- The five County Board of Supervisors all included the Workshop announcement in their April 2012 newsletter.
- The County Planning office posted Workshop information on their webpage ([www.sccplanning.org](http://www.sccplanning.org)) and on the Health Element webpage [www.healthysantaclaracounty.org](http://www.healthysantaclaracounty.org)
- The County Public Health Department posted Workshop information on their webpage (in the News and Events section) and in the PHD Insider Newsletters (4/10; 4/18 and 4/26/12). [www.sccphd.org](http://www.sccphd.org)
- The Valley Medical Center included a Workshop meeting announcement in their newsletter "VMC Talk" (4/10/12)
- The Workshops were publicized on the following Facebook pages:
  - Health Element project page: "Healthy Santa Clara County" <https://www.facebook.com/HealthySantaClaraCounty>
  - Nuestra Salud
- Goodwill Industries included 14,000 quarter cards/bag stuffers (in English and Spanish) for distribution at their 18 local stores (see Appendix B)
- The Greenbelt Alliance emailed their Newsletter, including the Health Element Workshop article: "Growing Smarter in South County" (3/29/12)
- A tweet was included on the County's Twitter account, which linked to information about the Workshops
  - Santa Clara County @SCCgov: SCC Health Element Upcoming Public Workshops <http://bit.ly/IzVW1K>

- The County Executive’s Office of Public Affairs emailed Workshop flyers to all County Departments and requested that flyers be publicly posted. In addition, the Office distributed a Community Calendar Announcement (Appendix C) and a press release (Appendix D) to all County media outlets <http://www.sccgov.org/sites/opa/nr/Pages/Residents-Invited-to-Healthy-Communities-Workshops-to-Share-their-Ideas-about-Making-Santa-Clara-County-a-Healthier-Place-t.aspx>. As a result the following stories (and possibly others) were published:
  - KQED radio did a short morning segment on the project
  - Morgan Hill Times article: “Help make Santa Clara County healthier” (4/11/12)
  - Gilroy Dispatch article: “Public can help create a vision for health in the County” (4/11/12)
  - El Observador article: “Residents Invited to Healthy Communities Workshops”

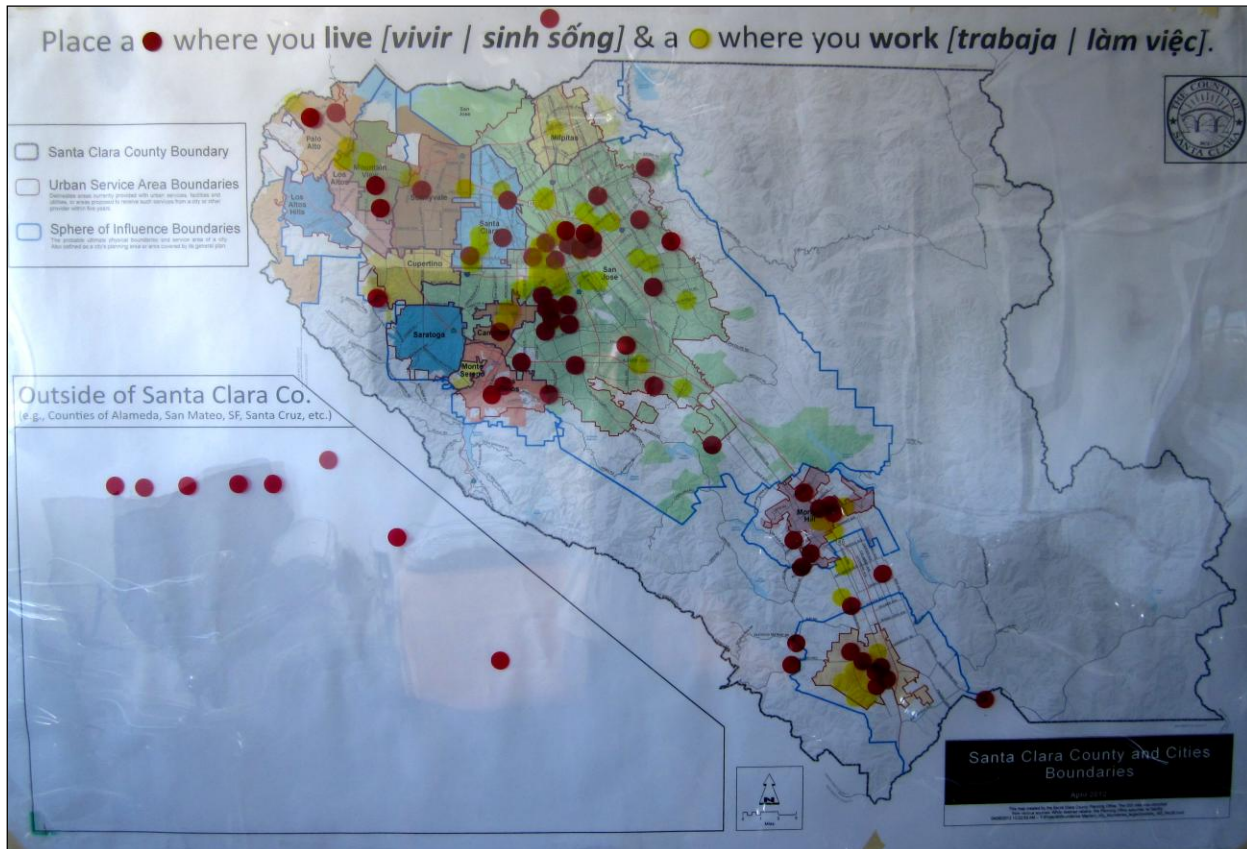
## Workshop Format

The Workshops included an open house, presentation with Q&A, and small group discussions. This approach aimed to facilitate two-way learning and both structured and unstructured time for discussion and participant questions.

Agenda	
1. Sign-In and Open House	(6:00 – 6:30 pm)
2. Welcome and Introductions	(6:30 – 6:35 pm)
3. What makes a healthy community?	(6:35 – 6:45 pm)
4. Santa Clara County Health Conditions	(6:45 – 6:55 pm)
5. Health Element project overview	(6:55 – 7:05 pm)
6. Small group discussions	(7:05 – 8:00 pm)
7. Report back	(8:00 – 8:25 pm)
8. Next Steps	(8:25 – 8:30 pm)

## Open House

From 6:00-6:30 p.m., participants signed-in, enjoyed healthy refreshments, participated in a “dot-exercise” (see image below) to show where they live and work, and interacted with one another and County staff. Laptops computers were set up at the Cupertino and San Jose Workshops for participants to take the online Quality of Life Survey (discussed in more detail below). Translation headsets and multi-lingual meeting materials were offered at the sign-in table for people who preferred to participate in Vietnamese or Spanish. Staff from TransForm (a local non-profit organization) provided oral and written Spanish and Vietnamese translation for these Workshops. Tri-lingual meeting materials included a “Potential Health Element Topics List”, a “Discussion Questions” sheet for participants to write comments, and a “Healthy Communities Workshop Evaluation Form”. These materials are included as Appendix E of this document.



**Live/Work Dot Map - Morgan Hill, Cupertino, and San Jose Workshop Participants**

## ***Welcome and Introductions***

After the Open House, staff from the County Public Health Department and County Planning Office welcomed participants and discussed the background and significance of this project.

Raimi + Associates staff asked participants to answer the question “What makes a healthy community?” Participants answered with a variety of ideas, which are documented in the following Section under “Workshop Results”.

## ***Presentation with Q & A***

Next, Raimi + Associates staff discussed various baseline existing health conditions in the County, the purpose and process of the Health Element, and proposed public outreach methods for the project (the consultant's PowerPoint slide presentation can be found in Appendix F in English, Spanish, and Vietnamese). County staff and the project consultants responded to a number of questions from the public, which are summarized and addressed in the following Section under “Process Questions”. Since numerous people asked similar questions at the different meetings, these questions and their responses have been consolidated to limit redundancy.

## ***Small Group Discussion/Report Back***

Following the presentation, participants discussed several questions in a small group setting for 55 minutes. Small groups were staffed by facilitators and note takers. After the discussion, each table reported back their results to the larger group. A summary of the results is presented later in this report.

## ***Next Steps/Q & A***

With the remaining time, project staff answered additional questions and encouraged participants to take the Workshop flyers home with them and spread the word about the remaining Workshops. In addition, they were encouraged to complete and publicize the availability of the 2012 Quality of Life Survey. The Survey covers a number of quality-of-life issues such as standard of living, access to health care, neighborhood conditions, transportation, civic engagement and demographics. A team of experts from the County (the Planning Office and Public Health Department), United Way of Silicon Valley, and San Jose State University, collaborated to develop and distribute the Survey, and analyze the results.

The Quality of Life Survey was made available in four languages (English, Spanish, Vietnamese, and Mandarin); with the applicable links listed below:

**English** - <http://www.surveymonkey.com/s/SantaClaraCounty>

Para tomar esta entrevista en otro idioma visite esta direccion:

**Español / Spanish** - <https://www.surveymonkey.com/s/SantaClaraCountyEspanol>

Để lấy sự khảo sát trong tiếng khác, xin chọn sau đây:

**Tiếng Việt / Vietnamese** - <http://www.surveymonkey.com/s/SantaClaraCountyViet>

若需不同語言的問卷, 請至下面網頁:

**國語 / Mandarin** - <https://www.surveymonkey.com/s/SantaClaraCountyChinese>

Survey results will help inform the goals and policies in the Health Element, future work of the Public Health Department and Planning Office, and the work of many community organizations in the County. People were able to learn more about the Survey at: <http://www.scc-cap.org/onlineSurvey.html> or: <http://www.sccgov.org/sites/sccphd/en-us/Pages/Take-Quality-of-Life-Survey.aspx>. The English version of the Survey went live in late-April 2012, with the other languages following in early May 2012. The Survey would be available until July 5, 2012.

## **Process Questions**

During the presentation portion of the Workshops, participants asked a number of general questions about the Health Element project and process. While many participants were enthusiastic about the Health Element process and its potential impact, some people voiced concerns about the need for and purpose of



the project and recommended that it not be undertaken. A consolidated list of frequently asked questions and their responses is summarized below:

**1. Is there going to be a Health Element, and does the community have a choice?**

The County Board of Supervisors directed County Planning and Public Health staff to conduct a Health Element process and prepare a draft Health Element. The County will prepare a draft Health Element and the Board of Supervisors will decide on whether to adopt the draft Element, in its' entirety or as revised, as part of the County's General Plan.

There is no predetermined content for the Health Element. The community's participation will help determine what goals and policies are written into the Element. Additionally, the public will have an opportunity to provide comments on the draft Element before it goes to the Board of Supervisors for a vote. Residents can also speak at the Board of Supervisors' hearing in support or in opposition to individual sections, or to the entire Element.

**2. How can the public provide comments? How can the public voice opinions to decision makers during the process?**

The public can email or call any member of the Project Management Team below to provide comments on the Health Element, email [info@healthysantaclaracounty.org](mailto:info@healthysantaclaracounty.org), or leave a message at (408) 658-8722. Community members can also contact their County Supervisor.

**3. How will the information from the Healthy Communities Workshops be used?**

Information from the Workshops will be used first to ensure that the Existing Conditions Report for the Health Element project analyzes health issues that are the most important to community members. The public feedback will also help refine the Health Element Potential Topics List and shape the goals and policies for the Health Element.

**4. What is the timing for the Health Element process?**

A public DRAFT of the Health Element should be available by late 2012 or early 2013.

**5. Where is the evidence, and where can we find more research about the health benefits associated with changes to the built environment?**

There are many peer-reviewed academic journal articles on this subject. A list of some of the websites that provide specific information on the relationship between health and the built environment are as follows:

- <http://www.bephc.com/>
- <http://www.cdc.gov/healthyplaces/articles.htm>
- [http://www.cdc.gov/healthyplaces/factsheets/Health\\_Issues\\_Related\\_to\\_Community\\_Design\\_factsheet\\_Final.pdf](http://www.cdc.gov/healthyplaces/factsheets/Health_Issues_Related_to_Community_Design_factsheet_Final.pdf)
- <http://www.ohcc-ccso.ca/en/linking-health-and-the-built-environment-a-literature-review>
- [http://www.be.unsw.edu.au/sites/default/files/upload/pdf/cf/hbep/publications/attachments/HBEPLiteratureReview\\_FullDocument.pdf](http://www.be.unsw.edu.au/sites/default/files/upload/pdf/cf/hbep/publications/attachments/HBEPLiteratureReview_FullDocument.pdf)
- <http://makinghealthyplaces.com/>

## **6. What will be the life span of the Health Element?**

General Plans typically have a 20-30 year time horizon and are often updated every 10-20 years.

## **7. Did the County Public Health Department (PHD) participate in previous General Plan update processes?**

No. This is a unique partnership for the County, that recognizes the impact planning decisions can have on the health and wellbeing of community residents. Many other County departments and agencies will be involved in this process as it moves forward.

## **8. How is the Health Element being funded?**

The Health Element is funded primarily by grants. The Centers for Disease Control (CDC), through their Communities Putting Prevention to Work Obesity Prevention Initiative, provided funding to the Santa Clara County Public Health Department (PHD). The Health Trust awarded a Healthy Partnership grant to the County for the project. In addition, the County is contributing a portion of its Comprehensive Planning Reserve funds toward the Health Element.

## **9. What is the relationship between this County's General Plan and the general plans for the County's 15 cities?**

The County has land use jurisdiction solely over the unincorporated parts of the County. Therefore, policies in the Health Element that pertain to land use will only be applicable to the unincorporated County. Many of the other County departments (e.g., Public Health, Mental Health, Drugs and Alcohol, etc.) have jurisdiction over the entire County (both the cities **and** unincorporated areas).

The County also envisions that the entire Health Element can serve as an advisory framework and template for the County's cities when they update their own general plans in the future.

## **10. Is there a public plan for emergency preparedness?**

Yes. There are several documents that address various aspects of County emergency preparedness. They include:

- [Local Hazard Mitigation Plan.](#)
- [Santa Clara County Debris Removal Plan.](#)
- [Santa Clara County Catastrophic Earthquake Mass Care & Shelter Plan.](#)
- [Santa Clara County Emergency Operations Plan, and](#)
- [Santa Clara County Emergency Alert System](#)

## **Workshop Results'**

The following Section summarizes participant responses to the following Questions:

- Large Group Question: What does a healthy community look like?
- Small Group Discussion Question 1: What are the key health and wellness issues for your neighborhood or community?
- Small Group Discussion Question 2: What health and wellness improvements would you like to see?



- Small Group Discussion Question 3: Do the listed health topics (on the Potential Health Topics List) reflect your concerns and ideas?
- Small Group Discussion Question 4: How would you like to be a participant in the Health Element process?

The first question “What does a healthy community look like?” was posed at the beginning of the meeting before the project overview presentation. Participants could verbally share their answers and project staff recorded comments on flip chart paper.

After the presentation, participants discussed questions #1-4 in small groups of four to eight people with a facilitator and note-taker. The facilitators took notes on their facilitator report-back forms, but participants could also write their responses on a workshop handout. The following is a summary of the information obtained from all of the workshops. In preparing the summary, the project team attempted to capture the overall range of ideas and issues expressed. Please note that specific comments by individuals or a tabulation of the number of times a comment was made is not included. The information is not intended to serve as a scientific survey; rather its' purpose is to reflect the broad range of ideas and concerns.

### ***Large Group Question: What does a healthy community look like?***

#### **A healthy community:**

- Allows its' people a long life without physical and mental ailments
- Nurtures its children and focuses on child development
- Provides preventative care
- Provides access to emergency physical and mental health services 24/7
- Offers lifestyle choices to residents
- Provides good information and education about healthy lifestyles
- Has clean air and clean water
- Encourages exercise by providing a diversity of open spaces, recreational facilities, and programs
- Creates travel options to reduce automobile traffic and provides safe streets for active modes of travel like walking and biking
- Makes transit access available
- Ensures people have healthy food access
- Includes many housing options – both low-density neighborhoods and compact, walkable neighborhoods
- Aims to reduce stress, and cares about the mental and spiritual health of its' people
- Is crime-free and makes public safety a priority
- Addresses poverty (and its' adverse effects on individuals and the community)
- Works to create a sense of community

## ***Small Group Discussion Question 1: What are the key health and wellness issues for your neighborhood or community?***

Participants were asked about the health and wellness issues in the County (in general) and their neighborhood in particular. A list of potential health topics were used as a starting point for discussion. A summary of the comments about health issues is included below.

### **Education**

There's a lack of awareness and education about health facts and issues throughout the community among both children and adults. Nutrition education is unavailable, partially due to a lack of health education funding and a general shift away from basic life skills education in the public schools.

### **Recreation/Open Space**

Although there is great variation in the recreation programs and facilities throughout the County, participants generally agreed that there are not enough physical education programs both in and out of schools. People also reported a lack of physical access to recreation facilities (e.g., they need to drive somewhere in order to exercise). In addition, some said public programs and facilities are too expensive (especially swimming pools).

### **Access to Goods and Services**

Some participants felt that their communities lacked a diversity of stores, especially small and locally-owned businesses. Most people felt that they couldn't walk to address all of their daily needs, but would like to be able to.

### **Housing**

Participants expressed concern about the high cost of housing in the County and the lack of affordable/subsidized housing. The strong demand for more affordable housing is causing some people to live in overcrowded conditions or to limit / go without other basic needs such as preventative health care, healthy food, and education.

### **Environmental Health**

Participants expressed concern for the environment and its connection to human health. The environmental health topics mentioned were as follows:

- Hazardous waste disposal and hazardous waste sites
- Environmental and health impacts of septic tanks
- Chemical use, and in particular pesticide use on farms and in households
- Air and water quality from a variety of sources including farming and traffic
- Second-hand smoke, especially in multi-family housing units
- Noise pollution
- The spread of germs from reusable bags at grocery stores

### **Transportation**

Transportation was identified as a health-related issue in Santa Clara County. Some of the concerns expressed included:

- A lack of viable transportation options in the County other than for driving
- Stress from driving
- Public transportation lacks sufficient connections, frequency of service, and hours of operation
- Unsafe bicycling and walking environments, especially for seniors

### **Community Facilities/Human Services/Public Safety**

A variety of comments were made about community facilities, human services, and public safety in the County. These comments included:

- Day-to-day stress and the cumulative impact of stress on the health of residents
- A lack of both formal and informal “community support systems” and real “social networks”
- Alienation by some older adults and lower-income communities, due to the “digital divide”
- A lack of information and resource sharing, especially for child care
- An uneven, wide-spread geographic distribution of public and non-profit social services, resulting in long travel distances
- Limited access to support services for some segments of the community (such as migrant workers)
- A mismatch of education and skill levels with available jobs in the County
- Crime and perceived safety, especially for youth. Some participants said their communities did not feel safe, attractive, and walkable, and as a result, their neighborhoods did not inspire physical activity or promote an active lifestyle

### **Food Access**

Participants identified the lack of access to healthy foods as an issue in some parts of Santa Clara County. Among the issues identified were: the prevalence of unhealthy foods in schools; a lack of access to healthy foods from many residential areas, a concentration of unhealthy food options (such as fast food restaurants) in some neighborhoods, and a lack of locally grown foods. In addition, many participants identified education about healthy eating as critical to improving the health of residents. As part of the discussion, the role of government in regulating healthy food access was discussed in numerous groups, with some expressing a desire for more government regulation and others supporting less regulation than currently exists.

### **Affordability / Social Equity**

A number of participants identified socio-economic disparities (including access to quality education, health care, and jobs), as a health issue for the County.

### **Health Care**

Participants identified many issues related to access to health care in the County, such as a lack of access to affordable health care and health insurance, an inability to access after-hours medical care, and a lack of proximity to emergency medical care in some communities. In addition, comments were made about mental health as a public health issue in the County. Specifically, participants said mental health illnesses are often overlooked, and there is a lack of education about mental health issues.

Some participants identified a concern about the prevalence of chronic diseases such as obesity, diabetes, heart disease, and cancer in the County and the medical field's promotion of medication instead of prevention (through healthy eating and physical activity, for example).

Finally, there were mixed comments about the role of regulation in achieving access to health care. Some participants expressed concern about government overregulation in order to improve health, and the impact future regulations might have on reducing the importance of individual accountability, education and personal responsibility. Others thought that government should do more to regulate health care.

### ***Small Group Discussion Question 2: What improvements would you like to see?***

Participants were asked what health-related improvements they would like to see in the County. The following is a summary of the comments, organized by topic.

***\* Please note that this is a summary of comments and not a statement about whether there is consensus on any specific recommendation for improvement. Determining which improvements will be recommended in the Public Draft Health Element will occur at a later phase in the Health Element process.***

#### **Community Engagement**

There were many comments about the need to get more residents involved in the development of the Health Element of the General Plan, and to become aware of health issues in the County. This would achieve community empowerment and community-based decision making. To make this happen, the County should work with a diversity of organizations and outreach channels including faith-based organizations, ethnic media outlets, businesses, community groups, and schools.

A separate topic that came up was to develop physical and social environments that foster interaction and relationships between residents, such as safe and attractive schools, meeting spaces, and neighborhoods. This will not necessarily result in stronger social networks but would facilitate the expansion of these existing networks.

#### **Education**

Increased education and information about health-related topics and services (for public services and to encourage more personal responsibility) was a common theme at many workshops. Some specific comments included providing multi-lingual health and wellness classes (at recreation centers, libraries, schools, clinics, etc.) and outreach materials on topics such as child development, mental illness, substance abuse, tobacco use, diabetes prevention and treatment, healthy food shopping and cooking, physical activity, and stress reduction, among others. As part of the education efforts, the schools should be actively involved in order to address health and physical activity education in schools for children.

#### **Government**

There was a lot of discussion about the role of government in improving community health. Some people felt that government should provide assistance/services for public health and wellness, while others believed that government should function as a facilitator, rather than a provider of services. Some

expressed concern about government regulation reducing individual choice. Others supported more regulation in the name of health (such as creating Healthy Food Zones) which could restrict fast food access where there are abundant, existing fast food outlets. Some participants stated that the government should efficiently address health and wellness, and work to reduce the overlap of functions and responsibilities among departments and agencies. Many participants supported a County role in bolstering health in schools and in other government agencies. There were also comments about how the County should be a role model and establish policies that improve health.

### **Food Quality and Accessibility**

In general, numerous participants recommended improved access to healthy foods throughout the County. Specifically, there were comments about creating more affordable farmers markets and increased opportunities for local food production (urban farming, roof top gardens, community gardens, and school farms) throughout the County. Participants made additional comments that the quality of school meals should improve and that unhealthy fast food should not be allowed in schools. Similarly, people would like to see healthier food options at senior centers, day care centers, and other public places. Finally, there were multiple comments about providing equal access to healthy foods for all County residents.

### **Substance Abuse (Tobacco, Drugs, and Alcohol)**

Multiple comments were made about the desire to improve policies and programs related to substance abuse. Comments included limiting smoking in family housing, public parks, community centers, and similar types of places, providing expanded education to adults and teens about drugs and alcohol and their consequences, and increasing treatment substance abuse treatment options.

### **Health Care/ Medical Treatment**

There was a lot of discussion about health care, health insurance and the role of government and many of the opinions were divergent. Some participants supported universal health care and better access to services, and others stated that health care and health insurance is a personal choice and government should not be involved. There was conversation about President Obama's health care requirements. Comments included:

- Mental and physical health care resources should be co-located for ease of access.
- The County should help ensure access to and knowledge of all types of health care, i.e. family care/urgent care/emergency care.
- The County has many great programs but they need to improve education and outreach so people know about available treatment options.
- The role of schools in providing health care and educating families about healthy living should be expanded.
- Health care should be expanded beyond traditional medical techniques and also include stress reduction activities / education as a preventative health measure (yoga, meditation, positive thinking, etc.).
- The County has some great existing programs for persons with disabilities and special needs and these programs should be expanded.

### **Recreation and Physical Activity**

Participants expressed a general desire for more physical activity places and programs to prevent/reduce obesity. Many people focused on youth programs and opportunities for physical activity, art and cultural programs, and social interaction through after school programs. Youth need more activities to keep them safe and away from crime and gangs. People of all ages want increased access to libraries, museums, community centers, and other communal gathering places that are safe and appealing to a diversity of community groups. Some people suggested establishing joint-use agreements with schools especially to expand pool use to the public. Others want to see more trees in parks and public spaces.

### **Environmental Health**

Generally people wanted to protect the environment and reduce human exposure to toxins. Participants suggested redeveloping old/ unsafe buildings (while being cautious of toxic pollutants), reducing or eliminating pesticide use at schools, parks, and farms, and encouraging development patterns and urban design that reduces exposure to pollution and reduces vehicle emissions.

### **Violence and Crime**

Participants indicated that violence and crime are health issues that should be addressed. They suggested creating additional domestic violence programs to heighten awareness, education, resources, and services. Other participants said that crime (and the perception of crime) in some neighborhoods was limiting physical activity opportunities for some residents.

### **Transportation**

While there were a few participants who focused on building better roads for driving, the majority of comments related to improving public transportation, walking, and bicycling conditions. People expressed a desire to live in neighborhoods where they had expanded transportation options other than just driving. Some suggested creating incentives for transit riders, bikers, and walkers. Recommendations for improvements to transit included increasing transit frequency and connections, expanding geographic coverage, and enhancing facilities and amenities. Comments were made about the need for safer streets for walking and bicycling by providing wider sidewalks, more bike lanes, bike parking, and education and encouragement for kids to walk and bike to school.

### **Land Use/Housing**

The connection between land use patterns and health outcomes was discussed in numerous small-group conversations. Some participants connected the County's low-density and auto-oriented land use patterns with lower rates of walking and transit use. As such, there were recommendations to re-design parts of Santa Clara County (particularly around transit stops and in retail areas) with a more diverse mix of uses and higher intensity housing. The point was made that the whole County should not be high density; rather, people need a choice of where to live - and many desire a more urban lifestyle. Not all participants agreed with these opinions; some wanted more suburban, low density areas throughout the County (and even expanding into existing undeveloped areas such as hillsides and farmland).

The cost of housing was also discussed as a barrier to better health, since a significant percentage of income is for housing. Low-income neighborhoods should see improvements while avoiding the use of eminent domain, displacement, and gentrification. Finally, there should be more housing options that are



affordable, safe, and accessible - especially for low-income families. These options should respond to the growing need for multigenerational housing, given the County's ethnic mix and senior population.

### **Employment/ Small Businesses**

Various participants advocated for model “healthy employer” practices, and for public-private partnerships that promote health and community wellness. Employer incentives that promote employee fitness, such as providing on-site gym facilities/ classes, were mentioned. Some participants called for improving existing and creating new job opportunities, especially for those in poverty and suffering from homelessness. Finally, comments were made to promote small businesses offering personalized services committed to local area improvement.

### **Migrant Community**

Some participants felt that illegal immigrant residents are draining local resources i.e., hospital emergency rooms, clinics, etc. Others felt that the County needs to expand programs for immigrants, to ensure they have access to food, clean water, transportation, physical activities, health care, preventative visits from doctors and dentists, mental health care, and decreased exposure to pesticides. Faith-based organizations and churches were mentioned as good partners in this regard. They could offer parent education, to promote empowerment of parents and their families.

### **Miscellaneous**

Participants offered the following miscellaneous comments and suggestions:

- Review San Jose’s new General Plan and General Plan health policies as a successful model (in particular, the Plan’s goals, and use of qualitative and quantitative targets and objectives)
- Enlist the help of the schools to break down stereotypes that segregate certain communities
- Spread awareness about the importance of sleep
- Make effort to decrease health and social disparities

### ***Small Group Discussion Question 3: Do the listed health topics reflect your concerns and ideas?***

Participants made the following suggestions and observations after reviewing the potential list of Health Element topics (See Appendix E for the list of Potential Health Element Topics)

- **General**
  - There are too many health topics
  - Prioritize health topics
  - Health topics are unclear/ difficult to understand - need definitions for certain terms, such as "Safe Routes to School" and "Complete Streets"
  - Many topics overlap and cover too many subject areas - this could result in regulation overload
- **Government/Individual Responsibilities**
  - Concern about too many regulations and too much control over everyone's life
  - Need greater governmental interaction and coordination - County agencies and local governments should work together to develop and commit to a long term program

- Get departments to work together to address common problems
- Want to ensure freedom to make choices
- Potential Topics List is over reaching - it's trying to address all the world's issues
- Government wants to control everything; assumes people can't take care of themselves
- Maintain what we have (instead of building new facilities and creating new programs), until better times arrive
- Distinguish "subsidized housing" from "affordable housing"
- **Health Care and Health Issues**
  - People need access to affordable and quality medication, insurance, benefits and programs
  - Concern re: illegal immigrants and their access to and impact on health care system
  - Need long term commitment to health and program implementation
  - Assess relationship between child development and parental bonding
- **Drugs/ Alcohol/Tobacco Use**
  - Look at cigarettes/ tobacco use/drugs/and drinking - and their connection to unsafe neighborhoods
  - College campuses and health is an important topic– especially how relates to drugs, personal safety and DUI's
  - Substance abuse and mental health needs to be expanded
- **Environmental Health**
  - Address number of environmental health issues in San Martin, such as polluted water, wells and creeks, the Llagas Transfer Station, hazardous waste, and the airport
  - Add organic farming to the topics list
- **Food Access**
  - Add more focus to locally produced food for local consumption
  - Ensure people in need have access to government food programs (e.g. WIC/ CalFresh)
- **Transportation**
  - Examine competing investments (i.e. maintaining existing bus and train facilities vs. new High Speed Rail)
  - Make public transportation accessible and affordable
  - Integrate transportation improvements
- **Recreation and Open Space/Public Safety**
  - Expand senior centers
  - Create Community gardens
  - Maintain existing parks
  - Provide information, connections, and public access to recreation opportunities
  - Maintain access to recreation and open space in a challenging fiscal times
- **Public Safety and Crime**
  - Improve community safety
  - Human trafficking , drugs trafficking and gang activity threaten neighborhood safety
  - Violence, especially in schools, is a problem
  - Violence and gang prevention programs should be addressed
- **Community Involvement**
  - Youth and youth advocates are important participants in the community
  - Don't ignore needs of stay at-home women and caregivers

- Social media can assist in community organizing efforts
- Small businesses can play an important role in informing and engaging the community
- Communal gathering/meeting spaces offer opportunities for community involvement
- Maintain volunteer and after school programs
- Include faith-based communities / spiritual health representatives
- **Health Education**
  - Provide nutrition education and physical activity for all ages
  - Use media to promote benefits of good health and provide health education
- **Equality/Funding**
  - Distribute opportunity and risk equitably
  - Use “gender lens” to understand and address different health outcomes and policy approaches for men and women
  - Regarding increasing taxes and costs - prevention, not incentives, is vital for keeping cost down
  - American Indian, Alaskan Native and Pacific Islander groups should be addressed
- **Miscellaneous**
  - Research Portland's failures, Agenda 21, and the ICLE

### ***Small Group Discussion Question 4: How would you like to be a participant in the Health Element process?***

- Participants want to participate in discussions and public meetings on the Health Element
- Participants want to see more people involved in the process and expanded community outreach, especially to increase the diversity of representation and to broaden the number and types of perspectives at the table
  - Do more targeted outreach via flyers tailored to certain populations and groups
  - Inform the population via emails
  - Engage youth by going to high schools and posting information in school bulletins
  - Go out directly to the people and outreach to the community in neighborhoods, and at community gardens, community groups and organizations, community centers , local TV, media, high schools (such as civics classes), churches, Facebook, and word of mouth
  - Avoid mailing anything because of its lack of effectiveness and high cost
  - Encourage community organizations to administer the Quality of Life Survey to their members
- Citizen vote
  - Some residents expressed a desire to be able to vote on the draft Health Element. However, if that is not possible they want to be able to advocate to the Board of Supervisors and other elected officials regarding the content of the Health Element

## **Conclusion and Next Steps**

Project staff are consolidating and integrating all of the comments obtained from the stakeholder interviews, the four public Healthy Communities Workshops, the Wellness Advisory Committee, the County Staff Advisory Committee, and individual comments from phone conversations and e-mails. This public

feedback will inform the project's Existing Conditions Report, which will be published on the project website ([www.healthysantaclaracounty.org](http://www.healthysantaclaracounty.org)). Additionally, project staff will analyze, summarize, and integrate the results from the [2012 Quality of Life Survey www.surveymonkey.com/s/SantaClaraCounty](http://www.surveymonkey.com/s/SantaClaraCounty) into the Health Element's policy framework and where relevant, into existing County projects and programs.

The County will launch a second round of public participation activities in late 2012, which will focus on policy directions and priorities for the Health Element.

Anyone who signed-in at the first round of Healthy Communities Workshops has been added to the project's email database and will receive announcements about future Health Element events and key milestones. If you would like to [sign-up](#) for our email list, please visit: <http://eepurl.com/ld9Hz>. The County will NOT share your email with any other organizations. You can also "like" the Health Element's [Facebook](#) Page: <https://www.facebook.com/HealthySantaClaraCounty>

Please feel free to contact any member of the Project Management Team (see below) via the general Health Element email/phone at [info@healthysantaclaracounty.org](mailto:info@healthysantaclaracounty.org) or at (408) 658-8722.

## Project Management Team

- Cherry Maurer, SCC Planning Department (408) 299-5746, [Cherry.Maurer@pln.sccgov.org](mailto:Cherry.Maurer@pln.sccgov.org)
- Bill Shoe, SCC Planning Department, (408) 299-5749, [Bill.Shoe@pln.sccgov.org](mailto:Bill.Shoe@pln.sccgov.org)
- Bonnie Broderick, SCC Public Health Department, (408) 793-2706, [Bonnie.Broderick@phd.sccgov.org](mailto:Bonnie.Broderick@phd.sccgov.org)
- Susan Stuart, SCC Public Health Department, (408) 793-2721, [Susan.Stuart@phd.sccgov.org](mailto:Susan.Stuart@phd.sccgov.org)
- Matt Raimi, Raimi + Associates, (510) 200-0520, [matt@raimiassociates.com](mailto:matt@raimiassociates.com)
- Beth Altshuler, Raimi + Associates, (510) 200-0522, [beth@raimiassociates.com](mailto:beth@raimiassociates.com)

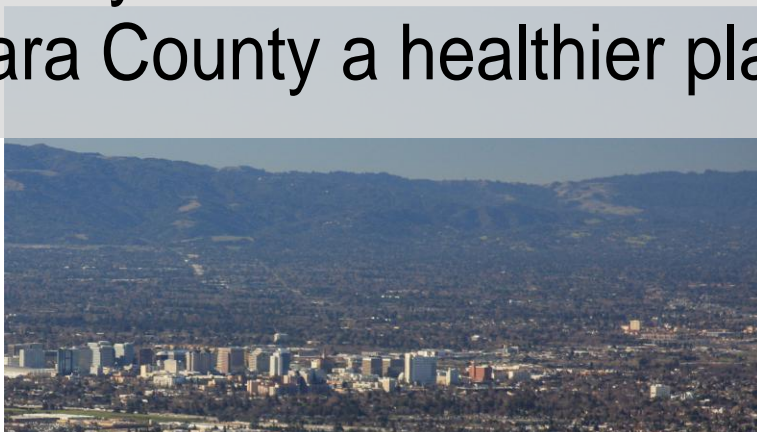
## **Appendix A**

### **English, Spanish and Vietnamese Flyers**



# Healthy Communities Workshop

Share your ideas about making  
Santa Clara County a healthier place to live



## Workshop Locations

*(Same agenda at all 3)*

### MORGAN HILL

**Thursday, April 12, 6:00 - 8:30pm**

Morgan Hill Community Center  
(Hiram Morgan Hill Room)  
17000 Monterey Rd, Morgan Hill, CA

### CUPERTINO

**Thursday, April 26, 6:00-8:30pm**

Quinlan Community Center  
(Cupertino Room)  
10185 N. Stelling Rd, Cupertino, CA

### SAN JOSE

**Monday, April, 30, 6:00 - 8:30pm**

Sobrato Center for Non-Profits  
(Cupertino Rooms A and B)  
1400 Parkmoor Ave, San Jose, CA

*Refreshments will be provided*

Physical, social and economic factors all determine the well-being of a community. How can we make our communities healthier?

Come to the Healthy Communities Workshops, hosted by the **County Planning and Public Health Departments**, to help create the County's General Plan Health Element.

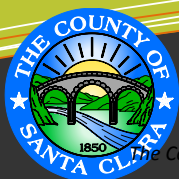
We want to create a vision for the future. Your voice is important.

Community members who live or work in any of the cities or unincorporated areas of Santa Clara County are invited to attend. Adults, youth, businesses, community groups, and institutional representatives are all encouraged to participate!

*The workshop will be bilingual in English and Spanish. Vietnamese translation will be provided upon request.*

#### Share your ideas about:

- Public safety
- Healthy foods
- Mental health
- Safe streets
- Walking and bicycling
- Health care facilities
- Environmental quality
- Parks and recreation
- Smoking
- Obesity
- Healthy housing
- And more...



For more info, visit [www.HealthySantaClaraCounty.org](http://www.HealthySantaClaraCounty.org). For questions or to request translation services, contact [info@healthysantaclaracounty.org](mailto:info@healthysantaclaracounty.org) or (408) 658-8722. This project is made possible, in part, with funding from the Health Trust and the Centers for Disease Control and Prevention.





# Taller sobre Comunidades Saludables

Comparta sus ideas para transformar al Condado de Santa Clara en un lugar más saludable para vivir



## Ubicación de los Talleres

*(La misma agenda en los 3 lugares)*

### MORGAN HILL

**Jueves 12 de abril de 6:00 a 8:30 pm**

Centro Comunitario Morgan Hill  
(Sala Hiram Morgan Hill)  
17000 Monterey Rd, Morgan Hill, CA

### CUPERTINO

**Jueves 26 de abril de 6:00 a 8:30 pm**

Centro Comunitario Quinlan  
(Sala Cupertino)  
10185 N. Stelling Rd, Cupertino, CA

### SAN JOSÉ

**Lunes 30 de abril de 6:00 a 8:30 pm**

Centro Sobrato para organizaciones  
sin fines de lucro (Salas Cupertino)  
1400 Parkmoor Ave, San José, CA

*Se servirán refrigerios*

Los factores físicos, sociales y económicos determinan el bienestar de una comunidad. ¿De qué manera podemos hacer que nuestras comunidades sean más saludables?

Venga a los Talleres sobre Comunidades Saludables, auspiciado por los Departamentos de Planificación y de Salud Pública del Condado, para ayudar a crear el Elemento de Salud del Plan General del Condado.

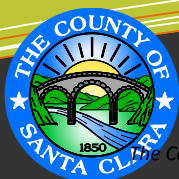
Queremos crear una visión para el futuro. Su voz es importante.

Se invita a los miembros de la comunidad que viven o trabajan en cualquiera de las ciudades o áreas sin incorporar del Condado de Santa Clara. ¡Se recomienda a todos los adultos, jóvenes, comerciantes, grupos comunitarios y representantes institucionales a participar!

*El taller será bilingüe en inglés y español. Se proporcionará traducción al vietnamita si lo solicita.*

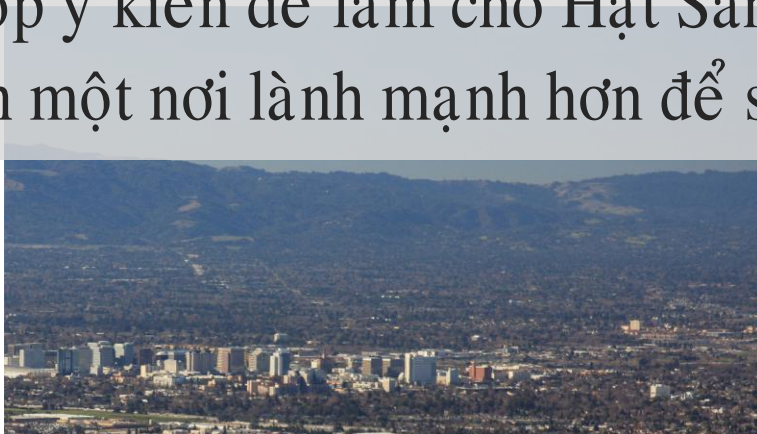
#### Comparta sus ideas sobre:

- Seguridad pública
- Alimentos saludables
- Salud mental
- Seguridad en las calles
- Caminar y andar en bicicleta
- Establecimientos de cuidado de salud
- Calidad del medio ambiente
- Parques y recreación
- Fumar
- Obesidad
- Viviendas saludables
- Y más...



Para más información visite el sitio del Internet [www.HealthySantaClaraCounty.org](http://www.HealthySantaClaraCounty.org). Por preguntas o para solicitar servicios de traducción, contacte el sitio del Internet [info@healthysantaclaracounty.org](mailto:info@healthysantaclaracounty.org) o llame al (408) 658-8722. Este proyecto es posible en parte con los fondos de "Health Trust" y los Centros para Prevención y Control de Enfermedades.





# Buổi Hội Thảo Cộng Đồng Lành Mạnh

Đóng góp ý kiến để làm cho Hạt Santa Clara trở thành một nơi lành mạnh hơn để sinh sống

## Các Địa Điểm Hội Thảo

(Cùng lịch trình tại tất cả 3 địa điểm)

### MORGAN HILL

Thứ Năm, 12 Tháng Tư, 6:00 - 8:30 tối

Morgan Hill Community Center

(Phòng Hiram Morgan Hill)

17000 Monterey Rd, Morgan Hill, CA

### CUPERTINO

Thứ Năm, 26 Tháng Tư, 6:00 - 8:30 tối

Quinlan Community Center

(Phòng Cupertino)

10185 N. Stelling Rd, Cupertino, CA

### SAN JOSE

Thứ Hai, 30 Tháng Tư, 6:00 - 8:30 tối

Sobrato Center for Non-Profits

(Phòng Cupertino A và B)

1400 Parkmoor Ave, San Jose, CA

*Sẽ có phục vụ thức ăn nhẹ.*

Tất cả các yếu tố thể chất, xã hội và kinh tế sẽ quyết định sự an sinh của cộng đồng. Làm cách nào để làm cho cộng đồng của chúng ta được lành mạnh hơn?

Hãy đến tham dự các buổi Hội Thảo Cộng Đồng Lành Mạnh do Sở Y Tế Công Cộng và Kế Hoạch Quận Hạt tổ chức để giúp tạo ra Kế Hoạch Tổng Quát về Yếu Tố Sức Khỏe của Quận Hạt.

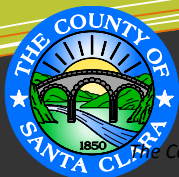
Chúng tôi muốn tạo ra một viễn ảnh trong tương lai. Tiếng nói của quý vị rất quan trọng.

Những thành viên cộng đồng đang sinh sống hoặc làm việc tại bất cứ thành phố hoặc các vùng không tư cách pháp nhân thuộc Hạt Santa Clara đều được mời tham dự. Chúng tôi khuyến khích tất cả những người lớn, thanh thiếu niên, doanh gia, các nhóm trong cộng đồng và đại diện các cơ chế đều nên đến tham dự!

Buổi hội thảo sẽ được thuyết trình song ngữ, tiếng Anh và Tây Ban Nha. Thông dịch tiếng Việt sẽ được cung cấp nếu có sự yêu cầu.

Hãy đóng góp ý kiến về:

- An toàn cộng đồng
- Thực phẩm lành mạnh
- Sức khỏe tâm trí
- An toàn đường phố
- Đi bộ và đi xe đạp
- Các cơ sở chăm sóc sức khỏe
- Phẩm chất của môi trường
- Công viên và giải trí
- Hút thuốc
- Béo phì
- Gia cư lành mạnh
- Và nhiều vấn đề khác . . .



Muốn biết thêm chi tiết, viếng trang mạng [www.HealthySantaClaraCounty.org](http://www.HealthySantaClaraCounty.org). Có câu hỏi hoặc yêu cầu thông dịch viên, liên lạc [info@healthysantaclaracounty.org](mailto:info@healthysantaclaracounty.org) hoặc (408) 658-8722. Dự án này được thực hiện, một phần, với ngân khoản của Health Trust và Centers for Disease Control and Prevention.

## **Appendix B**

### **Flyers for Goodwill Stores**

# HEALTHY COMMUNITIES WORKSHOP

*Share your ideas about making Santa Clara County  
a healthier place to live!*

*These workshops will be  
bilingual in English and  
Spanish. Vietnamese  
translation will be  
provided upon request.*

## **Workshop Locations**

(Same agenda at all 3)

### **MORGAN HILL**

Thursday, April 12, 6:00 – 8:30pm

Morgan Hill Community Center, *Hiram Morgan Hill Room*

17000 Monterey Rd, Morgan Hill CA

### **CUPERTINO**

Thursday, April 26, 6:00–8:30pm

Quinlan Community Center, *Cupertino Room*

10185 N. Stelling Rd, Cupertino CA

### **SAN JOSE**

Monday, April, 30, 6:00 – 8:30pm

Sobrato Center for Non-Profits, *Cupertino Rooms A+B*

1400 Parkmoor Ave, San Jose CA

**\*\* Refreshments will be provided \*\***

For more info, visit **[www.HealthySantaClaraCounty.org](http://www.HealthySantaClaraCounty.org)**. For questions or to request translation services, **contact [info@healthysantaclaracounty.org](mailto:info@healthysantaclaracounty.org)** or **(408) 658-8722**. This project is made possible, in part, with funding from the Health Trust and the Centers for Disease Control and Prevention.

# TALLER SOBRE COMUNIDADES SALUDABLES

*Comparta sus ideas para transformar al Condado de Santa Clara en un lugar más saludable para vivir!*

## **Ubicación de los Talleres**

(La misma agenda en los 3 lugares)

*El taller será bilingüe en inglés y español. Se proporcionará traducción al vietnamita si lo solicita.*

### **MORGAN HILL**

Jueves 12 de abril, de 6:00 a 8:30 p.m.

Centro Comunitario Morgan Hill, *Sala Hiram Morgan Hill*

17000 Monterey Rd, Morgan Hill, CA

### **CUPERTINO**

Jueves 26 de abril de 6:00 a 8:30 p.m.

Centro Comunitario Quinlan, *Sala Cupertino*

10185 N. Stelling Rd, Cupertino, CA

### **SAN JOSE**

Lunes 30 de abril de 6:00 a 8:30 p.m.

Centro Sobrato para organizaciones sin fines de lucro

*Salas Cupertino A y B*

1400 Parkmoor Ave, San José, CA

**\*\* Se servirán refrigerios \*\***

Para más información visite el sitio del Internet **[www.HealthySantaClaraCounty.org](http://www.HealthySantaClaraCounty.org)**  
Por preguntas o para solicitar servicios de traducción, contacte el sitio del Internet [info@healthysantaclaracounty.org](mailto:info@healthysantaclaracounty.org) o llame al (408) 658-8722. Este proyecto es posible en parte con los fondos de "Health Trust" y los Centros para Prevención y Control de Enfermedad.

## **Appendix C**

### **Calendar Announcement**



## Community Links

Links to City,  
State, & Federal  
Government

Boards and  
Commissions

Join Our Mailing  
List

Intern with Mike

Upcoming Board  
Meeting Agenda

The District 1  
Supervisory Office  
is a **CERTIFIED  
GREEN BUSINESS!**

Click on the Green  
Business Program  
icon to learn how  
your business can



## Upcoming Events

### **Morgan Hill: Healthy Communities Workshop**

Date: Thursday, April 12, 2012

Time: 6:00pm - 8:30pm

Location: Morgan Hill Community Center, (Hiram Morgan Hill Room) 17000 Monterey Rd, Morgan Hill

The Santa Clara County Healthy Communities Workshops are an opportunity for community members to share their ideas on health-related issues and help to create a vision for a healthy Santa Clara County. Health-related issues for discussion may include mental health, public safety, smoking, obesity, health care facilities, environmental quality, healthy housing, healthy foods, walking and bicycling, safe streets and parks and recreation.

More information: [www.HealthySantaClaraCounty.org](http://www.HealthySantaClaraCounty.org)

## **Appendix D**

### **Press Release**

# **Residents Invited to Healthy Communities Workshops to Share their Ideas about Making Santa Clara County a Healthier Place to Live**

## ***County of Santa Clara one of First Counties in Nation to Add Health Planning to General Plan***

**SANTA CLARA COUNTY, CALIF.** – The County of Santa Clara Board of Supervisors is launching the public process to create a new Health Element for its General Plan, beginning with three Healthy Communities Workshops on April 12, 26, 30, to seek ideas from the public. Many factors determine the well-being of a community. Access to healthy foods, green space, the ability to get around with or without a car, affordable housing, and easy access to essential services all play a part. The County is considering how to make local communities healthier. Residents are invited to share their ideas about making Santa Clara County a healthier place to live.

The Santa Clara County Department of Planning and Development and the Santa Clara County Public Health Department have joined forces to ensure that the new section of the General Plan will focus on promoting community health and wellness, and create a vision for a healthier future. The Health Element will provide an opportunity to address the many diverse aspects and policy issues related to public health and planning in Santa Clara County.

"The County of Santa Clara has recognized the critical and far-reaching importance of environmental and social conditions as factors that affect public health," said President George Shirakawa, County of Santa Clara Board of Supervisors. "Adding a new Health Element to the County General Plan fits with our progressive efforts to address and improve the health of our residents."

A General Plan documents a community's shared vision of the future and sets goals, policies, and programs to achieve that vision. It describes how a community's physical, social and economic resources can and should be used and managed to address the vision. California law requires that each county and city in the State develop and adopt a General Plan, and update it periodically. The General Plan must contain the following seven state-mandated "elements": Land Use; Open Space; Conservation; Housing; Circulation; Noise; and Safety. Additionally, cities and counties can include "optional" elements on topics that are important to the jurisdiction.

The County is beginning its General Plan Update by first focusing on the Health Element. The process will offer a vision and goals for many of the other General Plan elements as they are updated in the future. The Health Element will promote a "health in all policies" approach, improved coordination among County agencies, departments, and other localities, and be a model for other jurisdictions in the county, state and nation.

"The County of Santa Clara has a well-known record of leading change in health policies for our community, such as menu labeling and most recently establishing some of the most comprehensive County nutrition guidelines in the state," said Supervisor Liz Kniss, Chair of the Board's Health and Hospital Committee. "Adding a health element to the County of Santa Clara General Plan integrates public health policy into the very foundation of our community."

According to the National Centers for Disease Control and Prevention (CDC), healthy community design can improve people's health by increasing physical activity, reducing injury, increasing access to healthy food, improving air and water quality, minimizing the effects of climate change, decreasing mental health stresses, strengthening the social fabric of a community, and providing fair access to livelihood, education, and resources.

The County will examine the factors affecting the social and physical well-being of county residents and employees, including physical activity, nutrition, bicycle and pedestrian safety, air quality, healthy housing, preventive medical care, homelessness, crime, and many other factors. It will also evaluate the affects of pollution, climate change, and related phenomena on communities, as well as equity and social justice.

"Evidence shows that only a small portion of an individual's health can be attributed to medical care or genes," said Supervisor Ken Yeager, Vice Chair of the Board's Health and Hospital Committee. "Social determinants play a significant role in health status. This means that where we live, work, learn, and play are major factors in determining how healthy we are. Our health is fundamentally tied to the social, economic and institutional conditions in which we live."

"When planning for healthy communities, it is important to look at the physical infrastructure and built environment, as well as the 'social determinants of health,'" said Supervisor Dave Cortese, Chair of the Board's Children, Seniors, and Families Committee. "One's health status affects not only

longevity, but also our quality of life during the aging process.”

According to the *Health and Social Inequity in Santa Clara County* Report, “social determinants of health” are factors beyond genetic make-up and access to medical care, including social status, education, housing and neighborhoods, access to nutritious foods, and employment and income. Currently, neighborhood income is often correlated with neighborhood quality and amenities that impact health (e.g., parks, public safety, healthy food access, good schools, pollution sources, etc.).

Participation from stakeholders, technical experts, and the public will be essential to the creation of the new General Plan Health Element. The Health Element aims to be innovative, inspiring, and implementable, and to embody the guiding principles of equity and sustainability.

The series of Healthy Communities Workshops is an opportunity for community members to share their ideas on health-related issues and help to create a vision for a healthy Santa Clara County. Health-related issues for discussion may include mental health, public safety, smoking, obesity, health care facilities, environmental quality, healthy housing, healthy foods, walking and bicycling, safe streets and parks and recreation. The workshops will be held:

**Thursday, April 12, 6:00 - 8:30 p.m.**

Morgan Hill Community Center  
(Hiram Morgan Hill Room)  
17000 Monterey Rd, Morgan Hill, CA

**Thursday, April 26, 6:00-8:30 p.m.**

Quinlan Community Center (Cupertino Room)  
10185 N. Stelling Rd, Cupertino, CA

**Monday, April, 30, 6:00 - 8:30 p.m.**

Sobrato Center for Non-Profits (Cupertino Rooms A and B)  
1400 Parkmoor Ave, San Jose, CA

The workshops will be bilingual in English and Spanish. Vietnamese translation will be provided upon request.

The process to create the new Health Element will include the Healthy Communities Workshops, key stakeholder interviews, a Wellness Advisory Committee comprised of subject area experts and representatives, a countywide community health and wellness survey, and additional public meetings. The additional public meetings will include the Planning Commission, Housing, Land Use, Environment, & Transportation Committee of the Board of Supervisors (HLUET), Health and Hospital Committee of the Board of Supervisors, and the Board of Supervisors. The 2 ½ year process will include the release of a Public Draft Health Element by approximately April, 2013.

The project is being funded partly through a Health Partnership Grant from the Health Trust and a CDC Communities Putting Prevention to Work grant through the County Public Health Department.

For more information about the project, visit [www.HealthySantaClaraCounty.org](http://www.HealthySantaClaraCounty.org). To request translation services at the Healthy Communities Workshops, contact [info@healthysantaclearacounty.org](mailto:info@healthysantaclearacounty.org) or call (408) 658-8722.

Healthy Communities Workshops Flier [English PDF]  
Healthy Communities Workshops Flier [Spanish PDF]

**Media Contact: Gwendolyn Mitchell/Laurel Anderson, Office of Public Affairs, (408) 299-5119;  
Cherry Maurer, County Planning Office, (408) 299-5746  
Posted: April 3, 2012**

## **Appendix E**

### **Meeting Materials and Handouts in English, Spanish, and Vietnamese**

# Discussion Questions / Preguntas para Dialogar

TABLE # / MESA #: \_\_\_\_\_

BUDDY #/ AMIGO/A #: \_\_\_\_\_

**1. What are the key health & wellness issues for your neighborhood or community?**

*¿Que son los problemas de salud y bienestar claves para su vecindad o comunidad?*

**2. What improvements would you like to see?**

*¿Que tipo de mejoras le gustaría ver?*

**3. Do the listed health topics reflect your concerns & ideas?**

*¿Refleja sus ideas o preocupaciones los temas de salud en la lista?*

**4. How would you like to be a participant in the Health Element process?**

*¿Gustaría ser un participante en el proceso del Elemento de Salud?*

**Healthy Communities Workshop Evaluation Form**  
**Comunidades Saludables Taller Formulario de Evaluación**

1. Your City / ciudad \_\_\_\_\_ Zip code / código postal \_\_\_\_\_

2. How did you hear about this meeting? (Check all that apply)

*¿Cómo se enteró de esta reunión? (Marque todas las que apliquen)*

☐ Official E-mail from County /

*Oficial E-mail del Condado*

☐ E-mail from other group /

*E-mail de otro grupo*

☐ County Website / *Sitio Web del Condado*

☐ Library or Community Center /

*Biblioteca o Centro de la Comunidad*

☐ School / *Escuela*

☐ Saw a flyer / *Vio un volante*

☐ Board of Supervisor's newsletter or

*calendar / Boletín de la Junta de*

*Supervisores o calendario*

☐ Announcement at church or other

*community meeting / Anuncio en la iglesia*

*o reunión de la comunidad otra*

☐ Word of mouth / *El boca a boca*

☐ Facebook/ Twitter

☐ Other / *Otro* \_\_\_\_\_

3. What did you like about this meeting? / *¿Qué le gustó de este taller?* \_\_\_\_\_

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4. How can we improve a workshop like this for the next round? / *¿Cómo podemos mejorar un taller como éste para la siguiente ronda?* \_\_\_\_\_

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5. Was the workshop location convenient for you? / *¿Era el lugar del taller conveniente para usted?*

☐ Yes/ *Sí* ☐ No New location suggestion / *Propuesta nueva ubicación:* \_\_\_\_\_

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6. Was the workshops day / time convenient for you? / *Fue el día de la reunión / hora conveniente para usted?*

☐ Yes/ *Sí* ☐ No New time suggestion / *Propuesta del nuevo tiempo:* \_\_\_\_\_

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7. Do you plan attend future Health Element Workshops? / *¿Piensa asistir a futuros talleres elemento de salud?* ☐ Yes/ *Sí* ☐ No Why / *¿Por qué?:* \_\_\_\_\_

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## Potential Topics List for the Santa Clara County Health Element *(Draft – April 12, 2012)*

<b>A. Overall Health, Wellbeing, and Equity</b>
<ol style="list-style-type: none"> <li>1. Mortality</li> <li>2. Chronic diseases and cancers</li> <li>3. Obesity</li> <li>4. Tobacco use/substance abuse</li> <li>5. Preventable injuries</li> <li>6. Inter-County departmental and interagency coordination</li> <li>7. Health and social equity</li> <li>8. Equitable distribution of opportunity and risk</li> <li>9. Vulnerable populations</li> <li>10. Cultural / ethnic health differences</li> </ol>
<b>B. Healthy Housing</b>
<ol style="list-style-type: none"> <li>1. Affordable housing</li> <li>2. Healthy housing/healthy buildings</li> <li>3. Range of housing types / housing for all stages of life</li> <li>4. Household contaminants (lead / mold)</li> <li>5. Foreclosures and evictions</li> <li>6. Homelessness</li> </ol>
<b>C. Environmental Health</b>
<ol style="list-style-type: none"> <li>1. Stationary air pollution sources</li> <li>2. Mobile air pollution sources</li> <li>3. Indoor air quality</li> <li>4. Climate change mitigation and adaptation</li> <li>5. Heat islands</li> <li>6. Water pollution</li> <li>7. Toxic products (cleaners, pesticides, etc.)</li> <li>8. Noise</li> <li>9. Cumulative impacts</li> </ol>
<b>D. Health Care and Prevention</b>
<ol style="list-style-type: none"> <li>1. Access to quality health care and health services</li> <li>2. Alcohol, drugs and tobacco use</li> <li>3. Funding and support for health services</li> <li>4. Mental health</li> <li>5. Access to affordable, quality, health insurance</li> </ol>
<b>E. Complete Food System</b>
<ol style="list-style-type: none"> <li>1. Agricultural preservation</li> <li>2. Emergency food (e.g., food bank, soup kitchen)</li> <li>3. Governments food programs for those in need (e.g WIC/CalFresh)</li> <li>4. Healthy food (retail and marketing)</li> <li>5. Local food</li> <li>6. Urban agriculture</li> <li>7. Nutrition consumer education</li> <li>8. Food waste / composting</li> </ol>

<b>F. Land Use and Urban Design</b>
<ol style="list-style-type: none"> <li>1. Green building and development</li> <li>2. Mixed-use and complete neighborhoods</li> <li>3. Sense of community</li> <li>4. Safe neighborhoods</li> <li>5. Urban infill</li> <li>6. Transit-oriented development</li> <li>7. Building design</li> <li>8. Regional coordination</li> <li>9. Siting, design, operations, and maintenance of public facilities</li> </ol>
<b>G. Physical Activity and Recreation</b>
<ol style="list-style-type: none"> <li>1. Consumer education</li> <li>2. Nature access (trails and open space)</li> <li>3. Park facilities</li> <li>4. Recreation facilities</li> <li>5. Recreation programs</li> <li>6. Off-street pedestrian and bicycle facilities</li> <li>7. Joint-use (shared) recreation facilities</li> </ol>
<b>H. Transportation and Mobility</b>
<ol style="list-style-type: none"> <li>1. Complete streets</li> <li>2. Transportation safety</li> <li>3. Traffic reduction / Transportation demand management</li> <li>4. Access to transit</li> <li>5. Safe routes to schools</li> <li>6. Bicycle facilities</li> <li>7. Pedestrian facilities</li> <li>8. ADA compliance/disabled access</li> <li>9. Universal design (streets and facilities designed for all users)</li> </ol>
<b>I. Social Wellbeing/Social Cohesion</b>
<ol style="list-style-type: none"> <li>1. Community participation and involvement</li> <li>2. Educational access and opportunities</li> <li>3. Human relations / discrimination</li> <li>4. Domestic violence</li> <li>5. Arts and culture</li> <li>6. Real and perceived neighborhood violence</li> <li>7. Job access/training</li> <li>8. Access to capital (banks, loans, etc.)</li> </ol>



## Lista de Temas Potenciales del Elemento de Salud del Condado de Santa Clara (Borrador – Abril 12, 2012)

<b>A. Salud, Bienestar, y Equidad General</b>
<ol style="list-style-type: none"> <li>1. Mortalidad</li> <li>2. Enfermedades crónicas y cánceres</li> <li>3. Obesidad</li> <li>4. Consumo de tabaco y abuso de drogas</li> <li>5. Lesiones presentables</li> <li>6. Coordinación entre departamentos y agencias dentro del condado</li> <li>7. Equidad social y equidad de salud</li> <li>8. Equidad en la distribución de oportunidades y riesgos</li> <li>9. Poblaciones vulnerables</li> <li>10. Diferencias en salud afectado por cultura o etnicidad</li> </ol>
<b>B. Vivienda Saludable</b>
<ol style="list-style-type: none"> <li>1. Vivienda accesible</li> <li>2. Viviendas y edificios saludables</li> <li>3. Variedad de tipos de vivienda/Vivienda para todas las etapas de la vida</li> <li>4. Contaminantes dentro de hogares (plomo/moho)</li> <li>5. Ejecución hipotecaria y desalojos</li> <li>6. Falta de vivienda</li> </ol>
<b>C. Salud del Medioambiente</b>
<ol style="list-style-type: none"> <li>1. Fuentes de contaminación del aire estacionarios</li> <li>2. Fuentes de contaminación del aire móviles</li> <li>3. Calidad del aire interior</li> <li>4. Adaptación y mitigación del Cambio Climático</li> <li>5. Efecto de calentamiento de áreas urbanas</li> <li>6. Contaminación del agua</li> <li>7. Productos tóxicos (productos de limpieza, pesticidas, etc.)</li> <li>8. Ruido</li> <li>9. Impactos acumulativos</li> </ol>
<b>D. Cuidado Médico y Prevención</b>
<ol style="list-style-type: none"> <li>1. Acceso a cuidado médico y servicios para la salud de buena calidad</li> <li>2. Consumo de alcohol, drogas, y tabaco</li> <li>3. Fondos y apoyo para servicios de salud</li> <li>4. Salud mental</li> <li>5. Acceso a seguro médico alcanzable y de buena calidad</li> </ol>
<b>E. Sistema de Alimentación Completo</b>
<ol style="list-style-type: none"> <li>1. Preservación de áreas agrícolas</li> <li>2. Comida para personas en estado urgente (por ejemplo, banco de alimentos, comedor de beneficencia)</li> <li>3. Programas de alimentación del gobierno para personas en necesidad (por ejemplo WIC/CalFresh)</li> <li>4. Comida sana (ventas y marketing)</li> <li>5. Comida local</li> <li>6. Agricultura urbana</li> <li>7. Educación sobre nutrición para consumidores</li> <li>8. Desperdicio de comida / composta</li> </ol>

<b>F. Uso de Terreno y Diseño de Urbanización</b>
<ol style="list-style-type: none"> <li>1. Construcción y desarrollo ecológico</li> <li>2. Vecindades completas y de usos mezclados</li> <li>3. Sentimiento de comunidad</li> <li>4. Vecindades seguras</li> <li>5. Desarrollo dentro de áreas ya urbanizadas</li> <li>6. Desarrollo orientado hacia el transporte público</li> <li>7. Diseño de edificios</li> <li>8. Coordinación regional</li> <li>9. Emplazamiento, diseño, operación, y mantenimiento de instalaciones públicas</li> </ol>
<b>G. Actividad Física y Recreación</b>
<ol style="list-style-type: none"> <li>1. Educación de consumidores</li> <li>2. Acceso a la naturaleza (senderos y áreas verdes)</li> <li>3. Instalaciones en parques</li> <li>4. Instalaciones recreacionales</li> <li>5. Programas recreacionales</li> <li>6. Instalaciones fuera de calles para peatones y ciclistas</li> <li>7. Uso de instalaciones recreacionales compartidos entre diferentes grupos/entidades</li> </ol>
<b>H. Transportación y Movilidad</b>
<ol style="list-style-type: none"> <li>1. Calles que acomodan a todo tipo de usuario</li> <li>2. Transportación segura</li> <li>3. Reducción y manejo del tráfico</li> <li>4. Acceso al transporte público</li> <li>5. Rutas seguras a las escuelas</li> <li>6. Instalaciones para bicicletas</li> <li>7. Instalaciones peatonales</li> <li>8. Conformidad con el Acto de Americanos Discapacitados (ADA) / acceso de personas discapacitados</li> <li>9. Diseño universal (calles y instalaciones diseñados para todo tipo de usuario)</li> </ol>
<b>I. Bienestar Social / Cohesión Social</b>
<ol style="list-style-type: none"> <li>1. Participación y involucramiento comunitario</li> <li>2. Acceso y oportunidades educativas</li> <li>3. Relaciones humanas / discriminación</li> <li>4. Violencia doméstica</li> <li>5. Arte y cultura</li> <li>6. Violencia percibida y real en las vecindades</li> <li>7. Acceso al trabajo/entrenamiento</li> <li>8. Acceso a capital (bancos, préstamos, etc.)</li> </ol>

## Những đề tài cho Hội Thảo Cộng Đồng Mạnh Khỏe (Phác thảo – April 12, 2012)

<b>A. Sức khỏe tâm thần và thân thể và tính công bằng.</b>
<ol style="list-style-type: none"> <li>1. Số người chết</li> <li>2. Bệnh mạn tính và ung thư</li> <li>3. Béo phì</li> <li>4. Sử dụng chất thuốc lá/ lạm dụng chất hóa học</li> <li>5. Những thương có thể ngăn trở.</li> <li>6. phối hợp giữa những văn phòng của lãnh địa</li> <li>7. Sức khỏe và tính công bằng xã hội</li> <li>8. Phân phối cơ hội và nguy cơ công bằng</li> <li>9. Những dân cư có thể bị tổn thương</li> <li>10. Những sự khác nhau sức khỏe giữa những văn hóa và sắc tộc</li> </ol>
<b>B. Công nghiệp nhà mạnh khỏe</b>
<ol style="list-style-type: none"> <li>1. Nhà cửa giá hợp lý</li> <li>2. Nhà mạnh khỏe/ Tòa nhà mạnh khỏe</li> <li>3. Những cách thức nhà cửa nhao/ Nhà cửa cho mọi giai đoạn của cuộc sống</li> <li>4. Nguyên liệu có hại hộ gia đình (kim loại/ mốc)</li> <li>5. Những sự tịch thu nhà / những sự đuổi nhà</li> <li>6. Người không có những nhà</li> </ol>
<b>C. Sức khỏe môi trường</b>
<ol style="list-style-type: none"> <li>1. Những nguồn ô nhiễm không khí ở một chỗ</li> <li>2. Những nguồn ô nhiễm không khí di động</li> <li>3. Phẩm chất không khí trong nhà</li> <li>4. Sự làm dịu thay đổi khí hậu và sự thích nghi</li> <li>5. Những thành phố ẩm thái quá</li> <li>6. Sự ô nhiễm nước</li> <li>7. Những sản phẩm độc</li> <li>8. Tiếng ồn</li> <li>9. Kết hợp những tác động</li> </ol>
<b>D. Y tế và sự ngừa</b>
<ol style="list-style-type: none"> <li>1. Những truy nhập tới y tế và sở y tế tốt</li> <li>2. Sử dụng rượu, những chất hóa học và thuốc lá</li> <li>3. Cấp vốn và hỗ trợ cho những sở y tế</li> <li>4. Sức khỏe tâm thần</li> <li>5. Sự truy nhập tới bảo hiểm sức khỏe có chất lượng, giá hợp lý</li> </ol>
<b>E. Hệ thống thức ăn đầy đủ.</b>
<ol style="list-style-type: none"> <li>1. Sự bảo tồn nông nghiệp</li> <li>2. Thức ăn Khẩn cấp</li> <li>3. Những chương trình chính phủ cho thức ăn</li> <li>4. Thức ăn tốt</li> <li>5. Thức ăn địa phương</li> <li>6. Nông nghiệp thành thị</li> <li>7. Sự giáo dục dinh dưỡng</li> <li>8. Sự tiêu phí thức ăn. Sự ủ phân.</li> </ol>

<b>F. Sự sử dụng đất và thiết kế thành thị</b>
<ol style="list-style-type: none"> <li>1. Tòa nhà và sự phát triển bền vững</li> <li>2. Những nhóm lân cận đầy đủ với mọi thứ</li> <li>3. Cảm giác cộng đồng</li> <li>4. Những nhóm lân cận an toàn</li> <li>5. Sự sử dụng đất trống rỗng ở thành thị</li> <li>6. Sự phát triển giao thông bên cạnh</li> <li>7. Thiết kế toà nhà</li> <li>8. Phối hợp khu vực</li> <li>9. Việc ngồi, thiết kế, những thao tác, và sự bảo trì của những phương tiện công cộng.</li> </ol>
<b>G. Hoạt động và sự Giải trí vật lý</b>
<ol style="list-style-type: none"> <li>1. Giáo dục người tiêu dùng</li> <li>2. Nature access (trails and open space)</li> <li>3. Phương tiện Công viên</li> <li>4. Phương tiện Giải trí</li> <li>5. Giải trí lập trình</li> <li>6. Phương tiện cho người đi bộ đường phố và những phương tiện xe đạp</li> <li>7. Phương tiện giải trí sử dụng cho chung</li> </ol>
<b>H. Giao thông và sự lưu động</b>
<ol style="list-style-type: none"> <li>1. Những đường phố đầy đủ</li> <li>2. Sự an toàn giao thông</li> <li>3. Giám giao thông / Giao thông yêu cầu quản lý /</li> <li>4. Aự thu nạp tới giao thông</li> <li>5. đường đi an toàn tới những trường học.</li> <li>6. Phương tiện Xe đạp</li> <li>7. phương tiện Xe đạp</li> <li>8. Sự chiều theo ADA</li> <li>9. Thiết kế Phổ thông</li> </ol>
<b>I. Sức khỏe xã hội / Sự xã giao</b>
<ol style="list-style-type: none"> <li>1. Sự tham gia cộng đồng</li> <li>2. Sự truy nhập giáo dục và những cơ hội</li> <li>3. Quan hệ con người/ sự đối xử phân biệt</li> <li>4. Bạo lực nội địa</li> <li>5. Nghệ thuật và văn hóa</li> <li>6. Thực tế và lĩnh hội bạo lực khu lân cận</li> <li>7. Truy nhập, huấn luyện cho công việc</li> <li>8. Truy nhập tới thủ đô (Ngân hàng, tiền vay vôn vôn.)</li> </ol>

## **Appendix F**

### **Presentation in English, Spanish, and Vietnamese**



## HEALTHY COMMUNITIES WORKSHOP

April 2012

Santa Clara County General Plan Health Element

## Agenda

1. Sign-In and Open House (6:00 – 6:30 pm)
2. Welcome and Introductions (6:30 – 6:35 pm)
3. What makes a healthy community? (6:35 – 6:45 pm)
4. Santa Clara County Health Conditions (6:45 – 6:55 pm)
5. Health Element project overview (6:55 – 7:05 pm)
6. Small group discussions (7:05 – 8:00 pm)
7. Report back (8:00 – 8:25 pm)
8. Next Steps (8:25 – 8:30 pm)

## What Makes a Healthy Community?

## Existing Santa Clara County Health Conditions

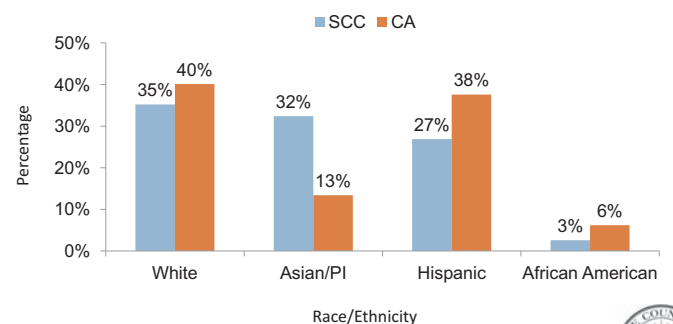
## Demographics – Santa Clara County

- Diverse County
- Well-educated
  - More than 4 in 10 adults ages 25 and older (44%) have a bachelor's degree or higher
- Prosperous
  - More than 4 in 10 households (43%) have annual income of \$100,000 or more
- Income disparities
  - More than 1 in 10 children and nearly 1 in 12 adults live below 100% of Federal Poverty Level

Source: American Community Survey, 2005-09. Note: 100% of Federal Poverty level for a family of four is \$22,350 (2011 HHS Poverty Guidelines)



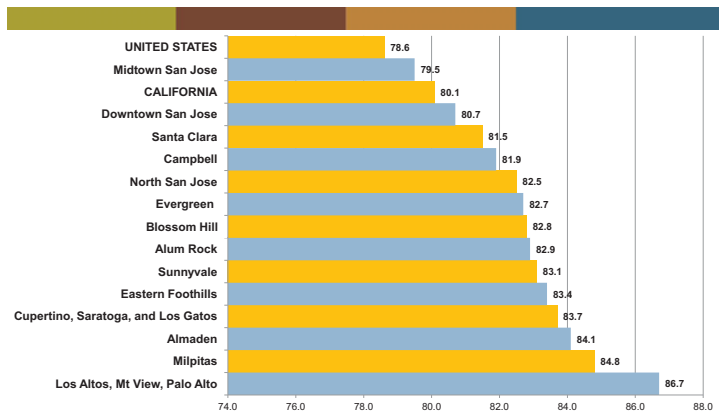
## Race / Ethnicity – Santa Clara County



Source: U.S. Census Bureau, 2010

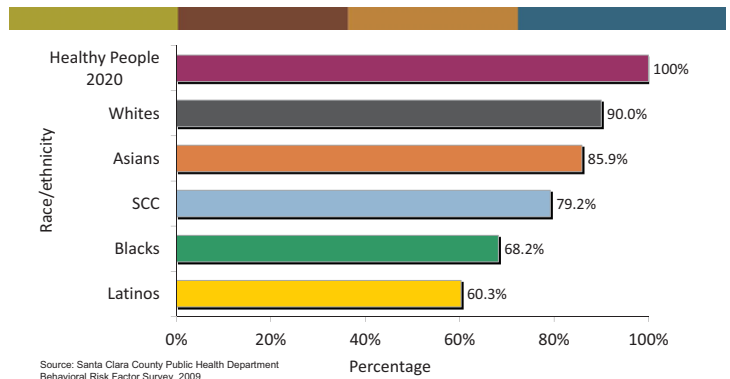


## Life Expectancy at Birth (years)



(Source: American Human Development Project of the Social Science Research Council)

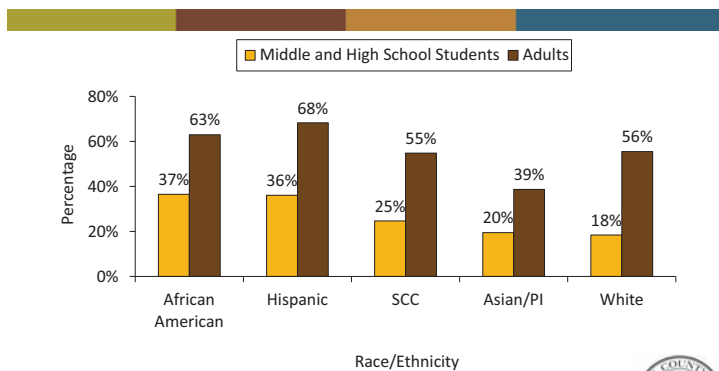
## SCC Adults, 18-64 with Healthcare Coverage



Source: Santa Clara County Public Health Department Behavioral Risk Factor Survey, 2009

The percentage of uninsured adults in Santa Clara County has increased from 8% in 2000 to 18% in 2009.

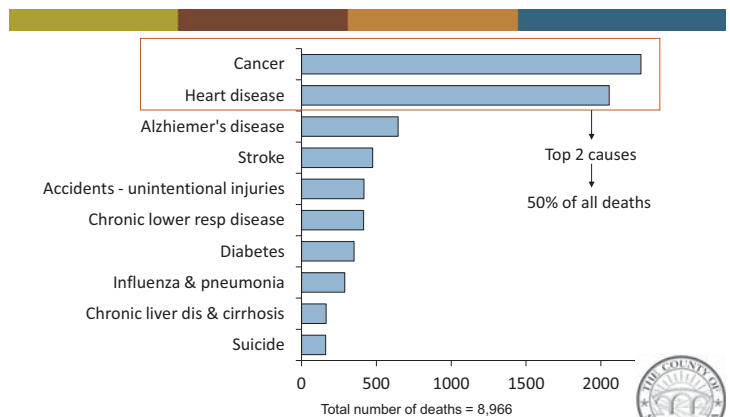
## Overweight/Obesity, SCC



Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey  
2007-08 California Healthy Kids Survey



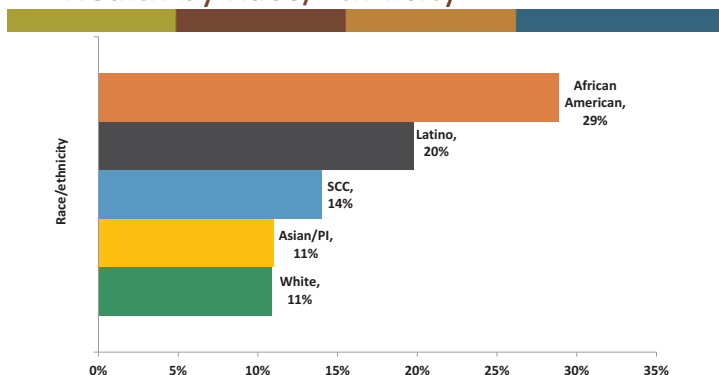
## Causes of Death



Source: California Department of Public Health, Death Records, 2008

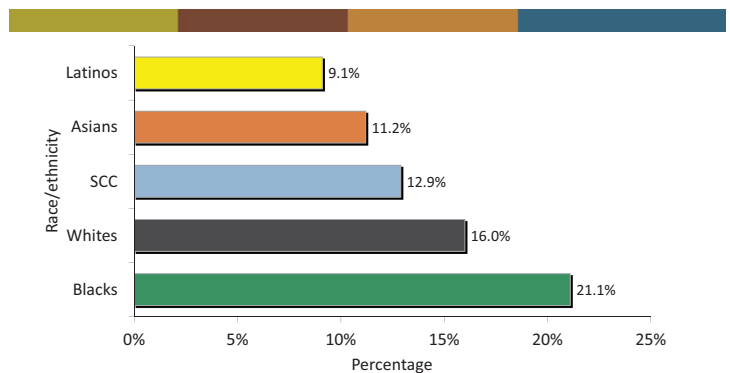


## Adults Reporting Fair or Poor General Health by Race/Ethnicity



Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey

## Asthma Among Adults, SCC



Source: Santa Clara County Public Health Department, BRFSS 2009, CDC BRFSS 2008. Note: Asthma is defined as ever told to have asthma

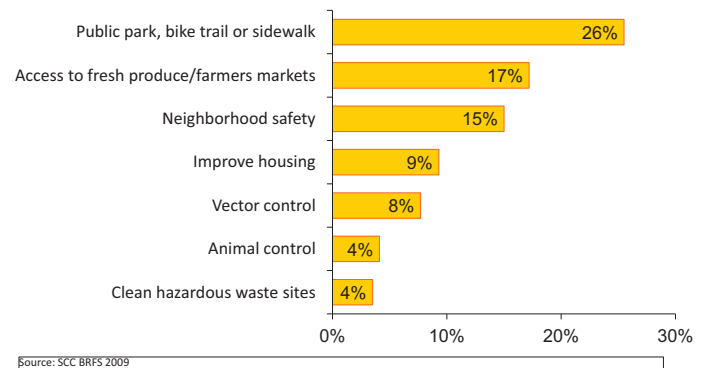


## Health Disparities

- ❑ African Americans have the highest overall mortality and infant mortality rates in the County
- ❑ Teen birth rate highest among Hispanics
- ❑ 23% of Hispanics initiate smoking before 15 years old vs. 11% of whites and 8% of Asians.

Source: Santa Clara County 2010 Health Profile Report

## What improves wellness?



Source: SCC BRFSS 2009

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## Project Overview

## What is a General Plan?

- ❑ Required by State law for cities and counties
- ❑ Long-term policy document
  - Guides local decision-making with strategies, policies, and implementation recommendations
- ❑ Addresses public health, safety, and general welfare
- ❑ Includes 7 required “elements” or chapters

## Existing County General Plan

- |                          |                         |
|--------------------------|-------------------------|
| ■ Growth and Development | ■ Transportation        |
| ■ Land Use               | ■ Parks and Recreation  |
| ■ Economic Well-Being    | ■ Resource Conservation |
| ■ Social Well-Being      | ■ Health and Safety     |
| ■ Housing                | ■ Governance            |



## Community Characteristics that Impact Health

- ❑ Regional / geographic diversity
- ❑ Density / intensity of development
- ❑ Convenient access to a mix of land uses
- ❑ Design of development
- ❑ Proximity to transit
- ❑ Walkability
- ❑ Access to safe bike network
- ❑ Access to parks and open space
- ❑ Access to healthy foods
- ❑ Availability of health care
- ❑ Economy and poverty
- ❑ Housing condition and affordability
- ❑ Public safety



## Countywide Health Element

- First chapter to be updated
  - ▣ Serve as a framework for other elements
  - ▣ Highlight relationship between health and planning
- Includes goals, policies and implementation actions
- Will be one of a few California Counties to have a public health chapter

## Draft Health Element Topics

- A. Overall Health, Wellbeing, and Equity
- B. Healthy Housing
- C. Environmental Health
- D. Health Care and Prevention
- E. Complete Food System
- F. Land Use and Urban Design
- G. Physical Activity and Recreation
- H. Transportation and Mobility
- I. Social Wellbeing and Social Cohesion

## Process

- Develop topics and issues list
- Draft Existing Conditions Report
- Prepare health strategies and policies
- Prepare Health Element
- Conduct environmental review (CEQA)
- Adopt and implement Element



## Public Outreach

- 4 Staff Advisory Committee (SAC) meetings
- 4 Wellness Advisory Committee (WAC) meetings
- 20+ stakeholder interviews
- Public workshops – 2 rounds / 3 locations
- Community survey
- Project web site
- Planning Commission Workshop
- Board of Supervisors Committees (2)
- Board of Supervisors Hearings



## Small Group Discussion

## Discussion Questions

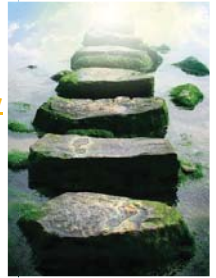
1. What are the key health/wellness issues for your neighborhood or community?
2. What improvements would you like to see?
3. Do the listed health topics reflect your concerns, ideas?
4. How would you like to be a participant in the Health Element process?



## Wrap-Up

## Conclusion

- ☐ Spread the word about the project
- ☐ Provide comments on the web site
- ☐ Complete and distribute survey  
[www.surveymonkey.com/s/santaclaracounty](http://www.surveymonkey.com/s/santaclaracounty)
- ☐ Attend future workshops
- ☐ Attend future hearings
- ☐ Promote healthy choices and decision making for you, your family and your community
- ☐ THANK YOU!!!



## Contact Information

[www.HealthySantaClaraCounty.org](http://www.HealthySantaClaraCounty.org)

Name	Phone	Email
<b>SCC County Project Staff</b>		
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## HEALTHY COMMUNITIES WORKSHOP

*Santa Clara County General Plan Health Element*





## TALLER DE COMUNIDADES SALUDABLES

Abril, 2012

Elemento de Salud del Plan General del Condado de Santa Clara (CSC)

## Agenda

1. Inscribirse, y asistencia libre (6:00 – 6:30 pm)
2. Bienvenida e introducciones (6:30 – 6:35 pm)
3. ¿Cuales factores crean comunidades saludables? (6:35 – 6:45 pm)
4. Condiciones de salud del Condado de Santa Clara (CSC) (6:45 – 6:55 pm)
5. Repaso del proyecto del Elemento de Salud (6:55 – 7:05 pm)
6. Dialogo en grupos pequeños (7:05 – 8:00 pm)
7. Reporte final (8:00 – 8:25 pm)
8. Próximos pasos (8:25 – 8:30 pm)

## ¿Cuales Factores Crean Comunidades Saludables?

## Condiciones de Salud del Condado de Santa Clara

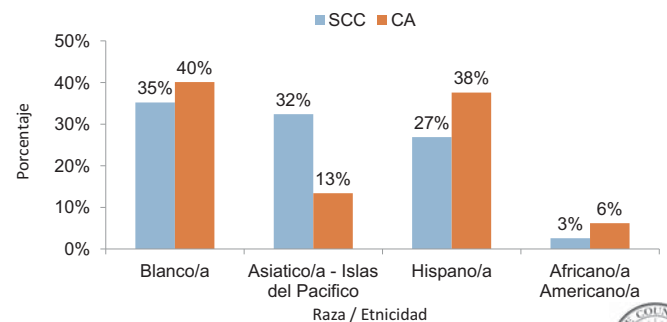
## Demográficos – Condado de Santa Clara (CSC)

- Condado diverso
- Alto nivel de educación
  - Mas de 4 en 10 adultos (44%) de edad 25 o mas tienen su bachillerato o nivel mas alto
- Prospero
  - Mas de 4 en 10 hogares (43%) tienen un ingreso anual de \$100,000 o mas
- Desigualdad económico
  - Mas de 1 de 10 niños y casi 1 en 12 adultos viven debajo de 100% del Nivel de Pobreza Federal

Source: American Community Survey, 2005-09. Note: 100% of Federal Poverty level for a family of four is \$22,350 (2011 HHS Poverty Guidelines)



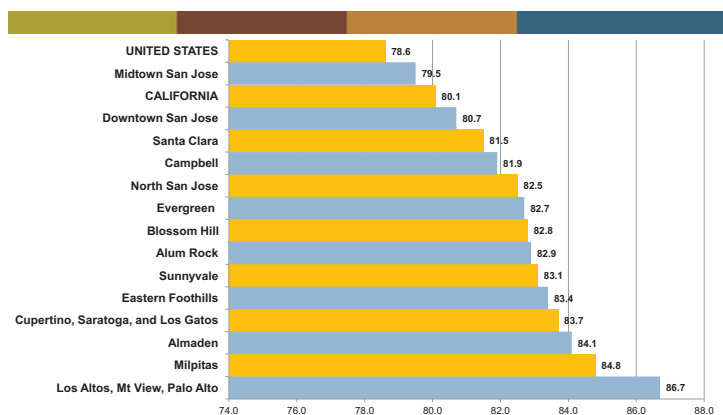
## Raza / Etnicidad – Condado de Santa Clara (CSC)



Source: U.S. Census Bureau, 2010

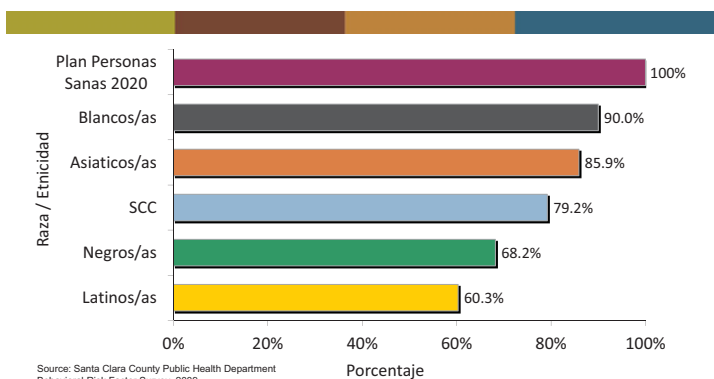


## Expectativa de Vida desde Nacimiento (años)



(Source: American Human Development Project of the Social Science Research Council)

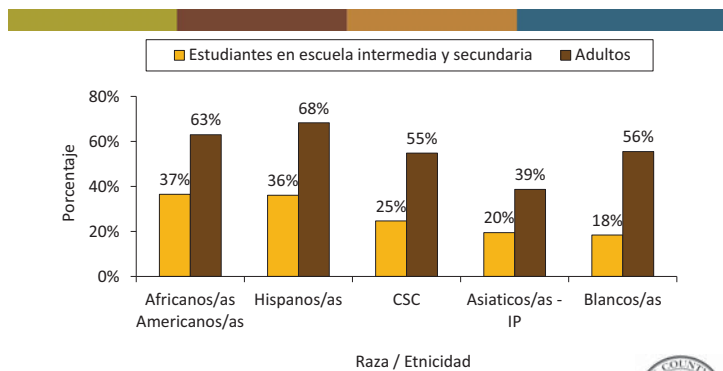
## Adultos en SCC, Edades 18-64 con Cobertura de Cuidado Medico



Source: Santa Clara County Public Health Department Behavioral Risk Factor Survey, 2009

El porcentaje de adultos sin seguro medico en el Condado de Santa Clara ha incrementado desde 8% en el 2000 hasta 18% en 2009.

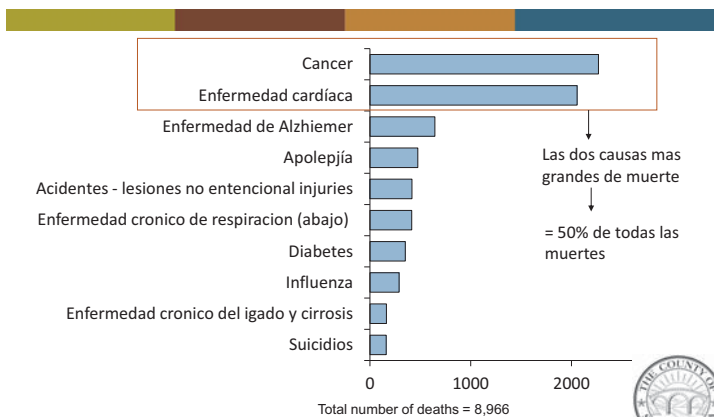
## Sobrepeso/Obesidad, CSC



Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey  
2007-08 California Healthy Kids Survey



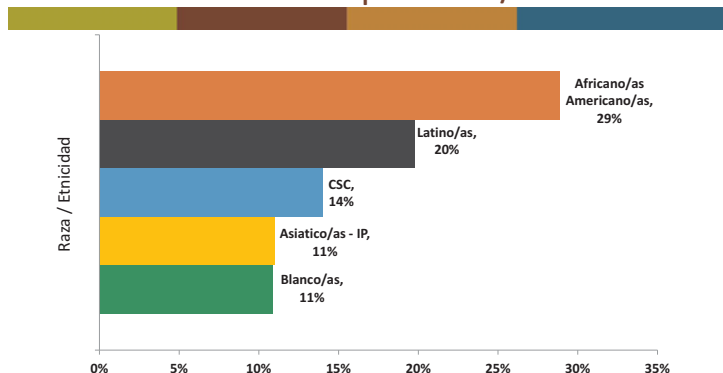
## Causas de Muerte



Source: California Department of Public Health, Death Records, 2008

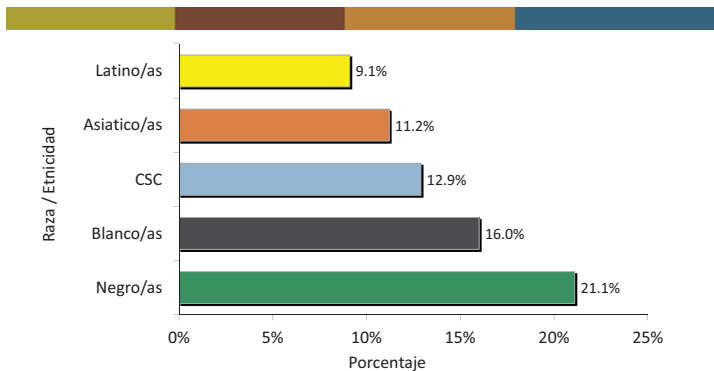


## Adultos Reportando Salud General Pobre o Mediocre por Raza/Etnicidad



Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey

## Adultos con Asma, CSC



Source: Santa Clara County Public Health Department, BRFS 2009, CDC BRFSS 2008. Note: Asthma is defined as ever told to have asthma

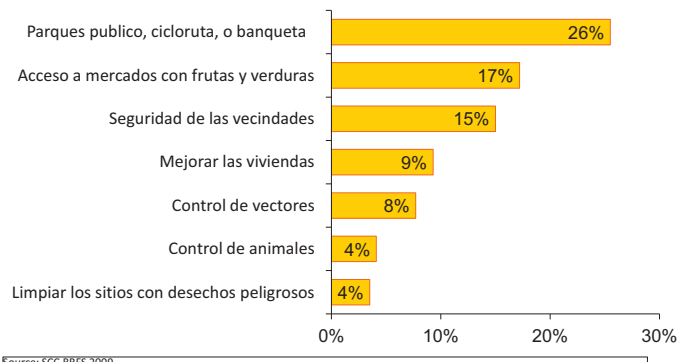


## Disparidad en la Salud

- Africano/as Americano/as tienen los niveles de mortalidad en general mas altos y porcentaje de muertes de infantes en el Condado
- El porcentaje de nacimientos de adolescentes es mas alto en la comunidad Hispana
- 23% de los Hispanos/as empiezan a fumar antes de los 15 años de edad, comparado a 11% de Blanco/as y 8% de Asiático/as.

Source: Santa Clara County 2010 Health Profile Report

## ¿Que puede mejorar la salud?



Source: SCC BRFSS 2009

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## Visión General del Proyecto

## ¿Que es el Plan General?

- Requisito legal del Estado para ciudades y condados
- Documento de político al largo plazo
  - Guía el proceso de hacer decisiones locales con estrategias, políticas, e recomendaciones para implementación
- Propósito de mejorar salud publica, seguridad, y bienestar general
- Incluye 7 “elementos” o capítulos mandatorios

## El Plan General Actual del Condado

- Crecimiento y Desarrollo
- Uso de Terrenos
- Bienestar Económico
- Bienestar Social
- Vivienda
- Transportación
- Parques y Recreación
- Conservación de Recursos Naturales
- Salud y Seguridad
- Proceso Gubernamental



## Características Comunitarias que Afectan la Salud

- Regional / Diversidad Geográfica
- Densidad/Intensidad de Urbanización
- Mescla de Usos Urbanos / acceso conveniente
- Diseño de urbanización
- Proximidad a transporte publico
- Ambiente peatonal
- Acceso a la red de calles seguras para ciclistas
- Acceso a parques y areas verdes
- Acceso a comidas sanas
- Acceso a cuidado medico
- Economía y pobreza
- Condición de vivienda y vivienda accesible
- Seguridad publica



## Elemento de Salud del Condado

- Primer capítulo siendo actualizado
  - Servir como un ejemplo para otros elementos
  - Dar énfasis en la relación entre la salud y planeación urbana
- Incluye metas, políticas y acciones de implementación
- Seremos uno de los pocos Condados en California que tendrá un capítulo de salud público

## Borrador de Temas del Elemento de Salud

- A. Salud, Bienestar y Equidad en General
- B. Viviendas Saludables
- C. Salud del Medioambiente
- D. Cuidado Médico y Prevención
- E. Sistema de Alimentación Completo
- F. Uso de Terrenos y Diseño de Urbanización
- G. Actividad Físico y Recreación
- H. Transportación y Movilidad
- I. Bienestar y Cohesión Social

## Proceso

- Desarrollar temas y lista de problemas
- Reporte de Condiciones Actuales
- Preparar estrategias de salud y políticas
- Preparar el Elemento de Salud
- Preparar el análisis ambiental (CEQA)
- Adoptar y implementar el Elemento



## Envolvimiento Público

- 4 Juntas del Comité Consultivo Compuesto de Personal (CCCP)
- 4 Juntas del Comité Consultivo sobre el Bienestar (CCB)
- 20 o mas entrevistas con varios intereses
- 2 rondas de talleres públicos en 3 sitios
- Encuesta comunitario
- Sitio de internet del proyecto
- Taller de la Comisión de Planeación
- 2 juntas del Comité compuesto del Consejo de Supervisores
- Audiencias publicas del Consejo de Supervisores



## Dialogo en Grupos Pequeños

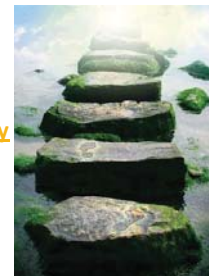
## Preguntas para Dialogar

1. ¿Que son los problemas de salud y bienestar claves para su vecindad o comunidad?
2. ¿ Que tipo de mejoras le gustaría ver?
3. ¿ Refleja sus ideas o preocupaciones los temas de salud en la lista?
4. ¿ Gustaría ser un participante en el proceso del Elemento de Salud?

## Término

## Conclusión

- Pase la voz acerca del proyecto
- De nos sus comentarios acerca del sitio del internet
- Llene y distribuye la encuesta  
[www.surveymonkey.com/s/santaclaracounty](http://www.surveymonkey.com/s/santaclaracounty)
- Asiste talleres en el futuro
- Asiste audiencias publicas en el futuro
- Promueve opciones saludables para usted, su familia, y su comunidad
- ¡GRACIAS!



## Manténgase en Contacto

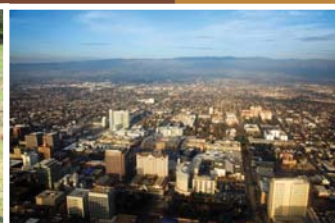
[www.HealthySantaClaraCounty.org](http://www.HealthySantaClaraCounty.org)

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## TALLER DE COMUNIDADES SALUDABLES

Abril, 2012

Elemento de Salud del Plan General del Condado de Santa Clara (CSC)





## Hội Thảo Cộng Đồng Mạnh Khỏe

Tháng tư, 2012

Kế hoạch tổng quát về yếu tố sức khỏe của địa Santa Clara.

## Nhật trình

1. Ký tên và mở cửa (6:00- 6:30 pm)
2. Lời chào và giới thiệu (6:30-6:35 pm)
3. Điều gì làm cộng đồng mạnh khỏe? (6:35- 6:45 pm)
4. Những điều sức khỏe địa Santa Clara (6:45- 6:55 pm)
5. Tổng quan dự án Phần tử Sức khỏe (6:55- 7:05 pm)
6. Những thảo luận nhóm nhỏ (7: 05- 8: 00 pm)
7. Báo cáo trở lại (8: 00- 8: 25 pm)
8. Những bước tiếp theo (8: 25- 8: 30 pm)

## Điều gì làm cộng đồng mạnh khỏe?

## Những điều kiện Sức khỏe địa Santa Clara Bây giờ

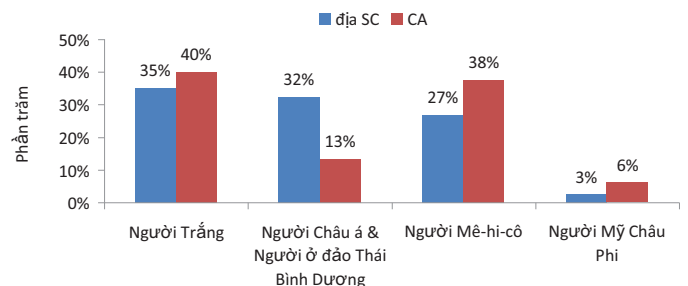
## Nhân khẩu học địa Santa Clara

- Địa gồm nhiều loại người khác nhau
- Học rất cao
  - 44% của những người 25 tuổi hay hơn có bằng cao học
- Phát đạt
  - 43% gia đình làm hơn 100, 000 đô la một năm.
- Những sự khác biệt thu nhập
  - Nhiều hơn 1 trong 10 con cái và gần 1 trong 12 người lớn sống ở dưới 100% trong số mức nghèo nàn của nước Mỹ



Source: American Community Survey, 2005-09. Note: 100% of Federal Poverty level for a family of four is \$22,350 (2011 HHS Poverty Guidelines)

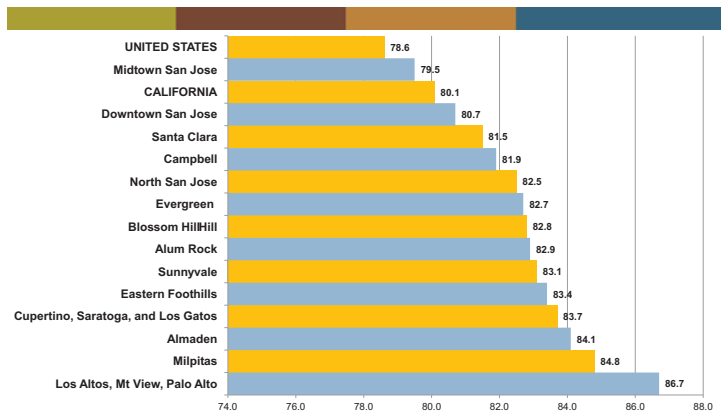
## Nòi người/ dân tộc của địa Santa Clara



Source: U.S. Census Bureau, 2010

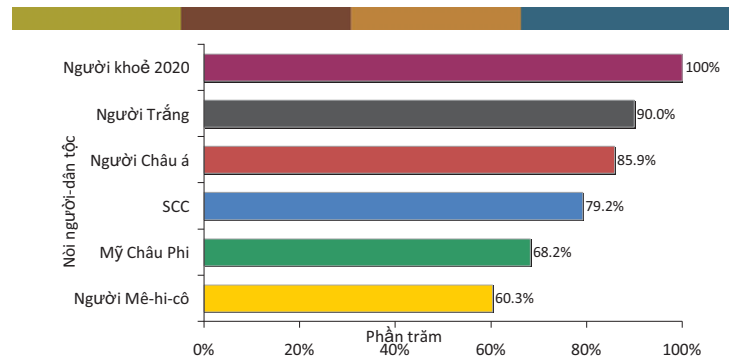


## Tuổi thọ khi sinh (năm)



(Source: American Human Development Project of the Social Science Research Council)

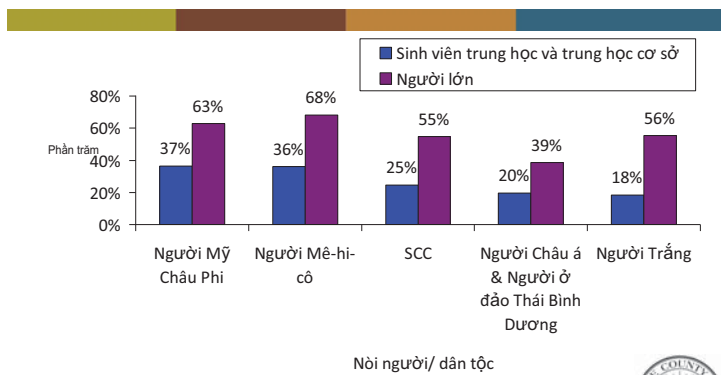
## Người lớn của địa Santa Clara, 18 – 64 với bảo hiểm y tế



Source: Santa Clara County Public Health Department Behavioral Risk Factor Survey, 2009

The percentage of uninsured adults in Santa Clara County has increased from 8% in 2000 to 18% in 2009.

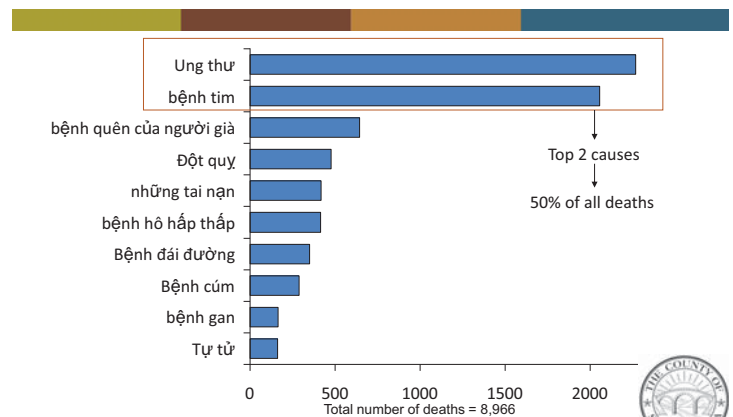
## Béo phì quá sức nặng, địa Santa Clara



Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey  
2007-08 California Healthy Kids Survey



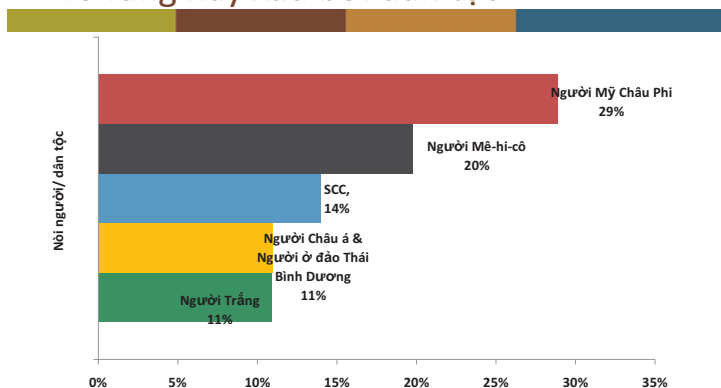
## Những nguyên nhân của sự chết



Source: California Department of Public Health, Death Records, 2008

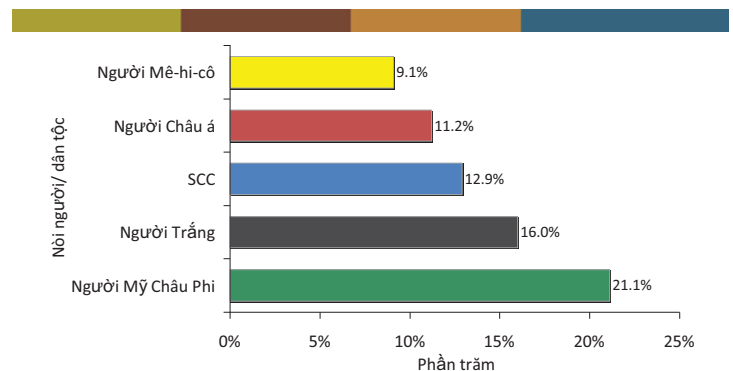


## Những người lớn thông báo sức khỏe rõ ràng hay xấu bởi dân tộc



Source: Santa Clara County Public Health Department, 2009 Behavioral Risk Factor Survey

## Bệnh suyễn trong số người lớn, SCC



Source: Santa Clara County Public Health Department, BRFS 2009, CDC BRFS 2008. Note: Asthma is defined as ever told to have asthma

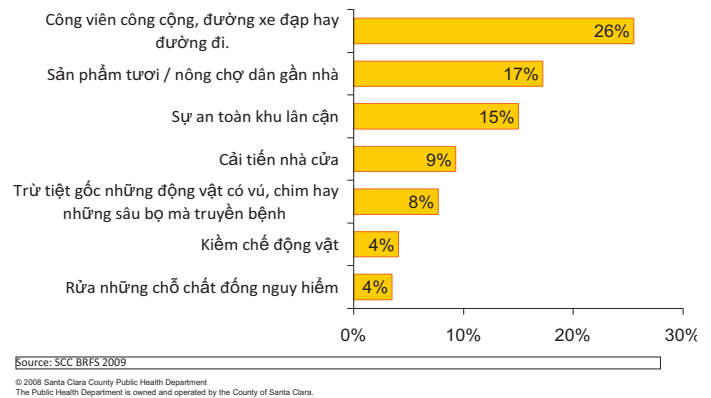


## Những sự khác biệt sức khỏe

- Người Mỹ Châu Phi có phần trăm chết cao nhất và phần trăm chết tuổi thơ trong Mỹ
- Người Mê-hi-cô có tỷ lệ em 13-19 tuổi sinh cao nhất
- 23% người Mê-hi-cô bắt đầu hút thuốc trước khi 15 tuổi so với 11% trong số những người trắng và 8% trong số những người Châu á

Source: Santa Clara County 2010 Health Profile Report

## Cái gì cải thiện sức khỏe?



## Tổng quan dự án

## Kế hoạch tổng quát yếu tố là gì?

- Yêu cầu bởi luật (cho) những thành phố và những địa.
- Chính sách dài hạn
  - Giúp đỡ hướng dẫn chính quyền địa phương với những chiến lược, những chính sách, và những khuyến cáo.
- Gửi sức khỏe công cộng, sự an toàn và những nhu cầu chung.
- đòi hỏi bao gồm 7 chương

## Kế hoạch tổng quát yếu tố bây giờ có

- Sự Tăng trưởng và sự Phát triển
- Sự chia đất
- Sự vững vàng Kinh tế
- Xã giao
- Sự cung cấp nhà ở
- Sự chuyên chở, sự vận tải
- Công viên, sự giải trí
- Sự giữ gìn tài nguyên
- Sức khỏe và sự an toàn
- Sự cai quản



## Những đặc trưng Cộng đồng mà chạm Sức khỏe

- Khu vực và địa lý khác nào
- Sự phát triển gọn
- Những cái nhà, những doanh nghiệp, vận tải cùng nhau. sự truy nhập tiện lợi
- Sự gần tới giao thông
- Thiết kế sự phát triển
- Nhiều đường phố cho đi bộ
- Gần đường xe đạp
- Gần công viên
- Gần Sản phẩm tươi
- Có thể có bảo hiểm y tế
- Kinh tế và nghèo nàn
- Điều kiện Nhà cửa và hợp lý
- Sự an toàn công cộng





## Kế hoạch tổng quát yếu tố sức khỏe cửa địa.

- Chương Đầu tiên sẽ được cập nhật
  - sẽ là một khung cho những chương khác.
  - Mối quan hệ Điểm sáng giữa sức khỏe và quy hoạch thành phố
- Bao gồm những chiến lược, những chính sách, và những khuyến cáo
- Santa Clara là một ở trong số ít có kế hoạch tổng quát yếu tố sức khỏe

## Kế hoạch tổng quát yếu tố sức khỏe sẽ có

- A. Sức khỏe, hạnh phúc và tính Công bằng Toàn bộ
- B. Nhà cửa Mạnh khỏe
- C. Sức khỏe Môi trường.
- D. Bảo hiểm sức khỏe và sự Ngăn ngừa
- E. Gần Sản phẩm tươi và an toàn
- F. Sự chia đất và Thiết kế
- G. Sự giải trí
- H. Sự gần tới giao thông
- I. Sự Xã giao

## Quá trình

- Phát triển những đề tài và danh sách vấn đề
- Tạo ra một báo cáo trên những điều kiện Hiện hữu
- Chuẩn bị kế hoạch sức khỏe và những chính sách
- Chuẩn bị Kế hoạch tổng quát yếu tố sức khỏe
- Chỉ đạo tổng quan Sức khỏe môi trường (CEQA)
- Chấp nhận và thực hiện Kế hoạch tổng quát yếu tố sức khỏe sẽ có

## Truyền Thông Công Cộng

- 4 Ủy ban cố vấn Nhân viên gặp mặt
- 4 ủy ban cố vấn mạnh khỏe gặp mặt
- 20+ phỏng vấn với những người cộng đồng quan trọng
- Hội thảo công cộng– 2 lần/ 3 chỗ
- Khảo sát cộng đồng
- Dự án trên Internet
- Nhân viên quy hoạch đô thị gặp
- Board of Supervisors Committees (2)
- Board of Supervisors Hearings



## Thảo Luận Nhóm Nhỏ

## Những Câu Hỏi Thảo Luận

1. Các bạn có các vấn đề sức khỏe gì cho khu lân hay cộng đồng?
2. Các bạn thích thấy gì thay đổi?
3. Những đề tài sức khỏe có được vào danh sách phản chiếu những sự liên quan của các bạn hay không?
4. Bạn thích được bao gồm trong quá trình như thế nào?

## Gần Kết Thúc

## Phần Kết Luận

- nói với những người khác về dự án
- Cung cấp những bình luận trên Internet
- Hoàn thành và phân phối sự khảo sát  
[www.surveymonkey.com/s/santaclaracounty](http://www.surveymonkey.com/s/santaclaracounty)
- Tham dự những hội thảo khác trong tương lai
- Đẩy mạnh những sự lựa chọn và sự mạnh khỏe cho bạn, gia đình (của) các bạn và cộng đồng của các bạn
- Cảm ơn!!!



## Thông tin tiếp xúc

[www.HealthySantaClaraCounty.org](http://www.HealthySantaClaraCounty.org)

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## Hội Thảo Cộng Đồng Mạnh Khỏe

Tháng tư, 2012

Kế hoạch tổng quát về yếu tố sức khỏe của địa Santa Clara.