



FROM DATA TO COMMUNITY CHANGE:

Santa Cruz County Community Assessment Project



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Today's Agenda

- Applied Survey Research's Community Assessment Model
- Santa Cruz, California Community Assessment Project: Year 13

Jacksonville Quality of Life Progress Report

- Project started in 1985 and the report measures over 100 indicators in nine areas: education, economy, health, natural environment, government, arts and culture, social environment, transportation, and public safety.

Santa Cruz CAP

- Project started in 1994 and the report measures over 135 indicators in six areas: education, economy, health, public safety, natural environment, and the social environment.
- Community Involvement: Technical Advisory Committees (**Sante Fe New Mexico CAP**)

Santa Cruz CAP

- Face to Face surveys borrowed from **Snohomish County Counts in Washington** and now using in **Anchorage Alaska**.
- Telephone Surveys with 750 SCC residents.
- Key indicators
- Adopt an Indicator/ Adopt a Goal!

Community Assessment Process



Building Blocks of the Community Assessment Model

- Annual report card (Big and small)
- Community telephone surveys and in-person surveys
- Technical Advisory Committees: Quality of Life indicators (Community Involvement!)
- Focus on results/goals: Adopt a Goal!
- Public outreach: TV, Radio, Print, Legislators, Every community member.
- Community celebration, reward the Heroes!

ASR and Results Based Accountability in Community Action

RBA Step 1: Select a community goal

- Decreased teen substance abuse
- Universal health care for low-income and immigrant children
- Reduce binge drinking
- Reduce childhood obesity

ASR and RBA in Community Action

RBA Step 2: How are we doing on the most important indicators?

RBA Step 3: Who has a part to play in doing better? Who is missing from the table?

RBA Step 4: What works to do better? Low cost and no-cost solutions?

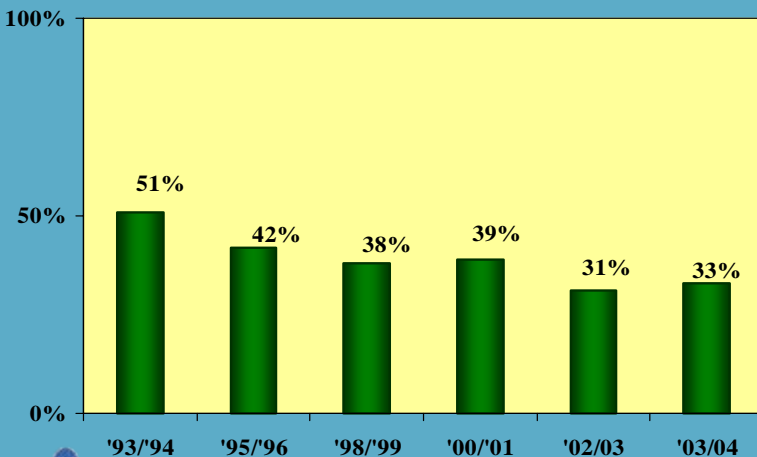
RBA Step 5: What are we going to do? (Do something!)

RBA Step 6: Now...how are we doing? (Measure progress)

Community Goal Setting

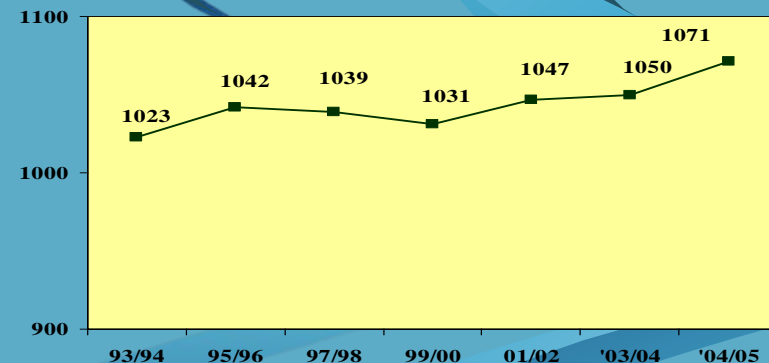
- *By 2004, Santa Cruz County substance use will be at or below the statewide average.*

Percent of 9th graders reporting use of alcohol in the last 30 days



- *By 2004, more students will graduate from high school job ready or prepared for higher education.*

Average total SAT scores for Santa Cruz County high school students

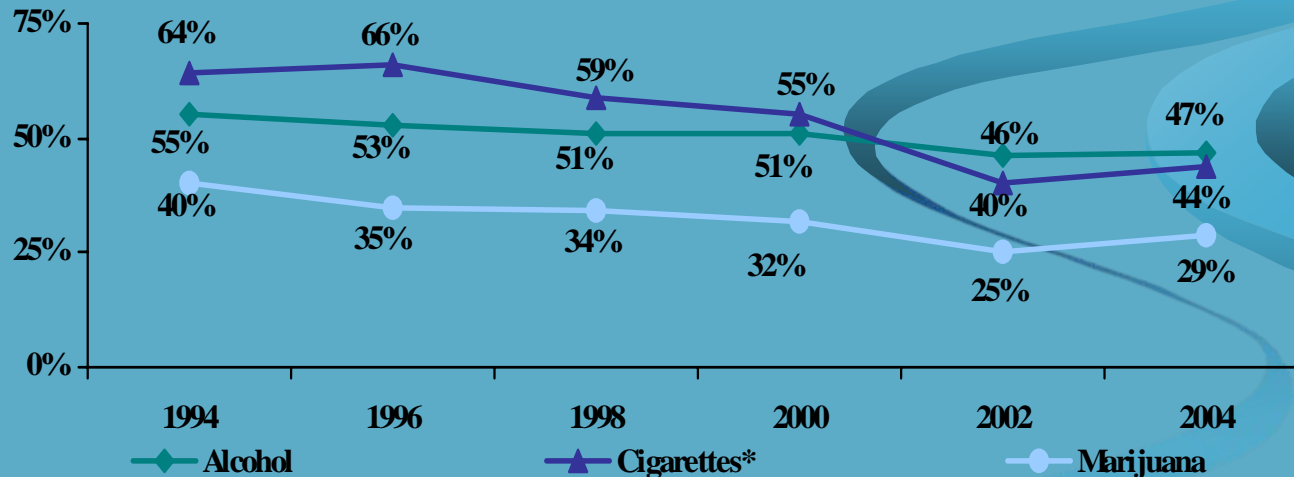




Results and Outcomes

- Together for Youth: to reduce substance abuse

Percent of 11th graders reporting substance use in the last 30 days



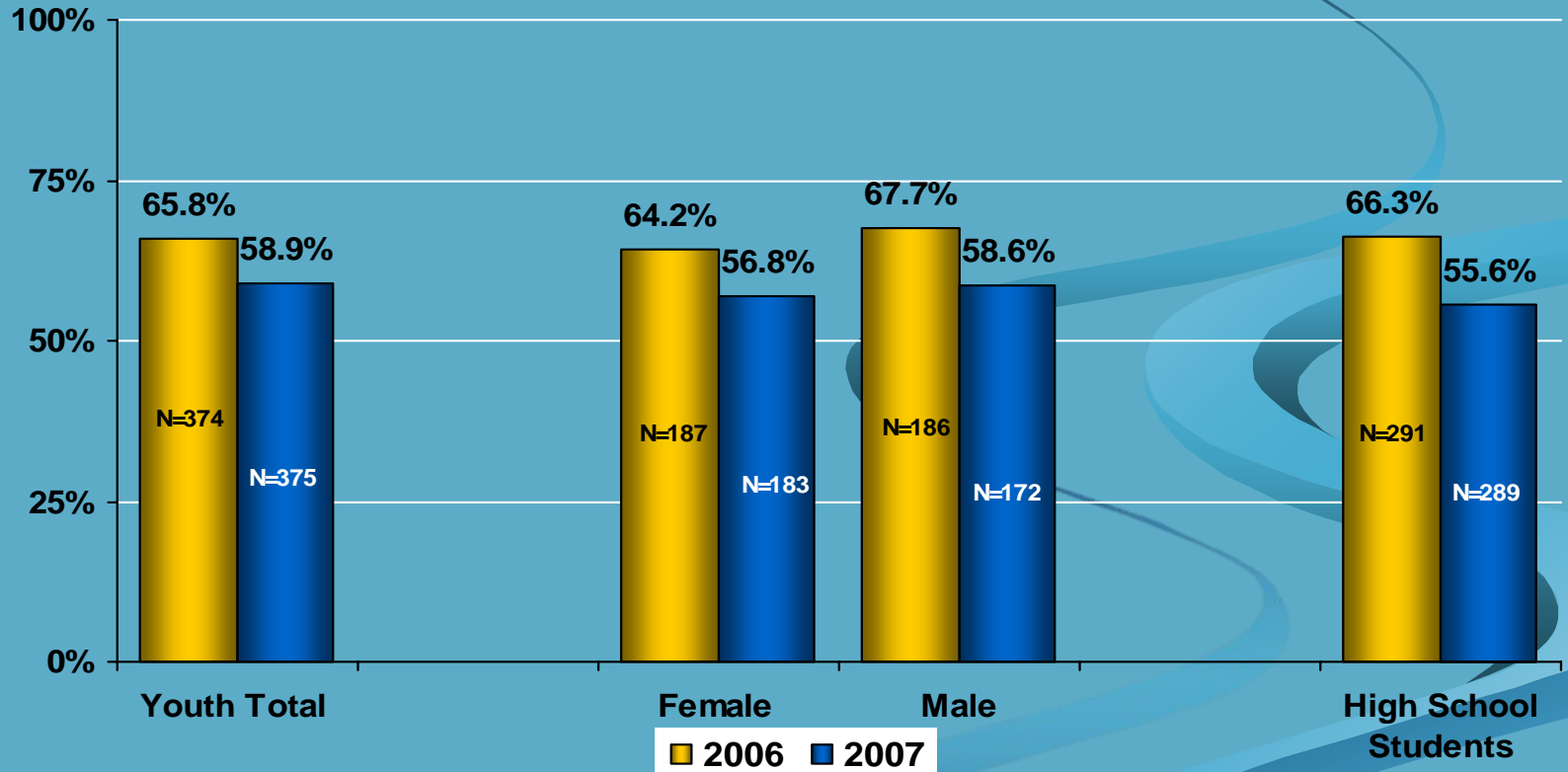


Results and Outcomes

- Community United To Reduce Binge Drinking.
- In 2004, 30% of Santa Cruz County high school juniors had binged 1-3 times in the last 30 days, as compared to 23% of high school juniors in California.
- Peer to peer research approach: amazing data!

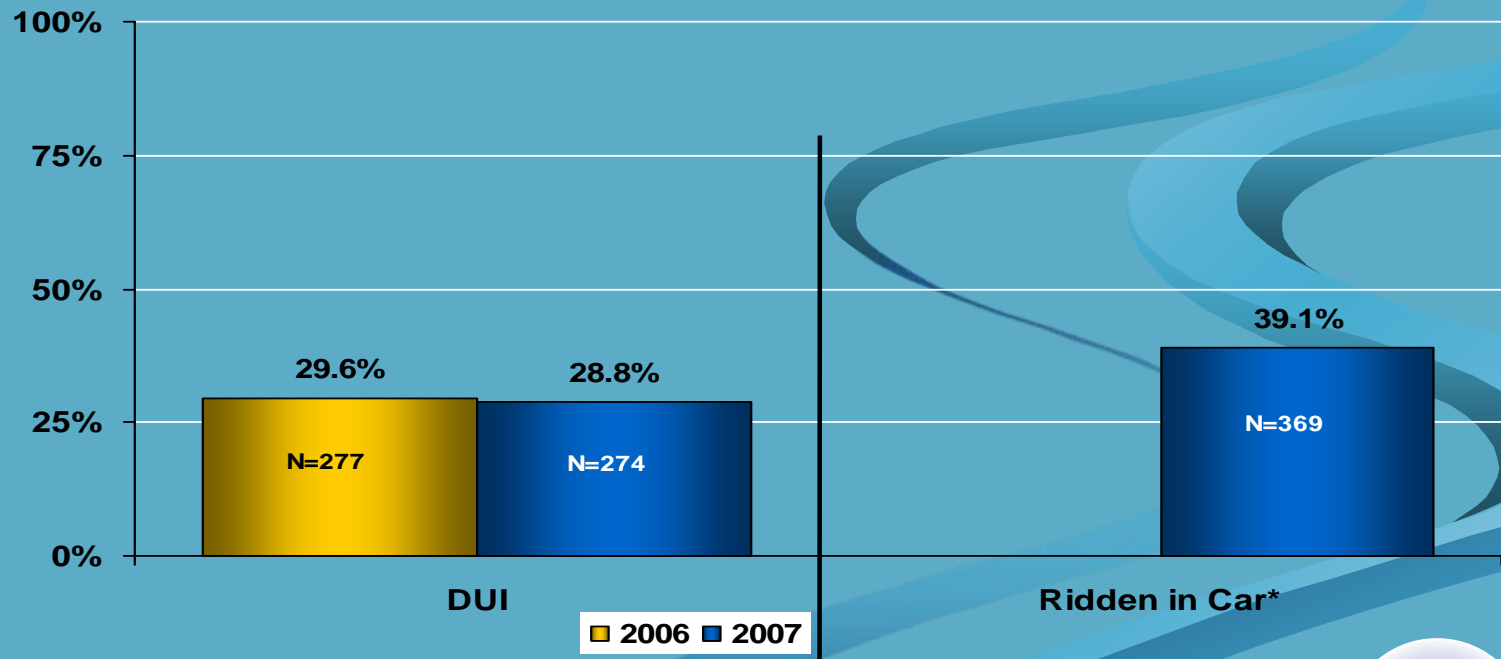
Prevalence of Binge Drinking

- Percent of Youth Survey Respondents Who Had 5 or More Drinks in 2 Hours in the **Past 12 Months**



Youth Survey Respondent Drinking & Driving Behaviors

- Percent of Youth Respondents Who Have Driven a Car While Under the Influence of Alcohol **During the Past Year**
- Percent of Youth Respondents Who Have Ridden in a Car Driven by Someone Who Has Been Drinking, **During the Past Year**





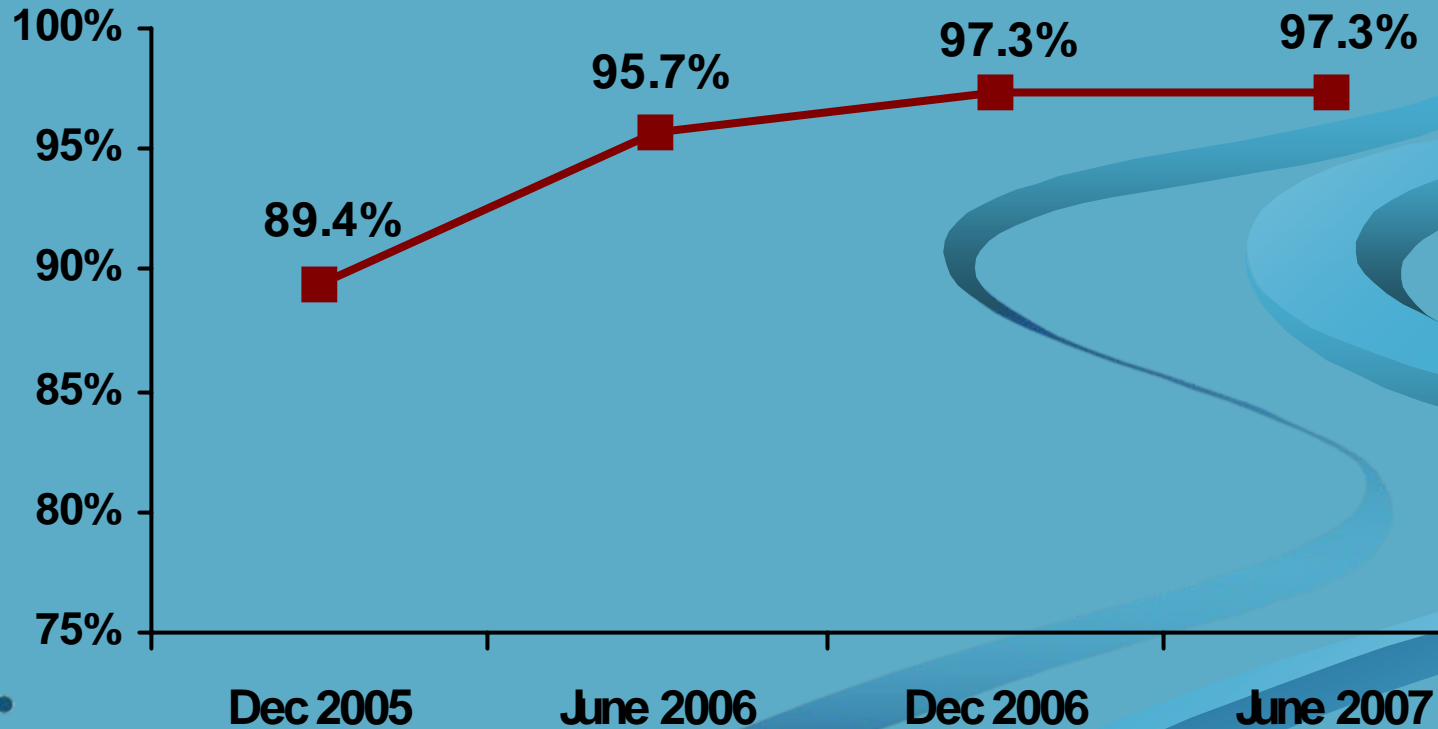
Results and Outcomes

Universal health care for all children!

- Healthy Families: 1,023 children in 1999 to 5,284 in 2007.
- Healthy Kids (immigrant children): Started in July 2004, and by Sept. 2007: 1,585 children enrolled.
- CA Health Interview Survey estimates 97.4% of children 0-17 covered in SCC, as compared to 93.6% in CA in 2005.

Health Care Outreach Coalition

Percentage of Children Who Utilized Care Prior to Renewal in an Insurance Program, at Six Month Reporting Intervals





Other Successes

- Homeless Census and Surveys
- Reduce Childhood Obesity
- New Studies: the disabled, rape, farmworkers, co-occurrence of domestic violence/child maltreatment
- Data used by legislators, non-profits, county government, and the media.



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