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

Step 1: Form a Steering Committee

Step 2: Develop Project Methodology

Step 3: Create Working Committees/TAC

Step 4: Identify Potential Quality of Life Indicators

Step 5: Collect Secondary Data/Conduct Community Surveys

Step 6: Analyze Results

Step 7: Publish and Promote the Report

Step 8: Develop Community Goals and Benchmarks

Step 9: Encourage Community Action

Step 10: Update the Report Regularly

Your Community
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.

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>2006 (%)</th>
<th>2007 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Total</td>
<td>65.8%</td>
<td>58.9%</td>
</tr>
<tr>
<td>Female</td>
<td>64.2%</td>
<td>56.8%</td>
</tr>
<tr>
<td>Male</td>
<td>67.7%</td>
<td>58.6%</td>
</tr>
<tr>
<td>High School</td>
<td>66.3%</td>
<td>55.6%</td>
</tr>
</tbody>
</table>

N=374, N=187, N=186, N=291
N=375, N=183, N=172, N=289
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

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUI</td>
<td>29.6%</td>
<td>28.8%</td>
</tr>
<tr>
<td>N</td>
<td>277</td>
<td>274</td>
</tr>
<tr>
<td>Ridden in Car*</td>
<td>39.1%</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>369</td>
<td></td>
</tr>
</tbody>
</table>
Results and Outcomes

Universal health care for all children!

- CA Heath Interview Survey estimates 97.4% of children 0-17 covered in SCC, as compared to 93.6% in CA in 2005.
Percentage of Children Who Utilized Care Prior to Renewal in an Insurance Program, at Six Month Reporting Intervals

- Dec 2005: 89.4%
- June 2006: 95.7%
- Dec 2006: 97.3%
- June 2007: 97.3%
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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