

*Communities of Excellence in Nutrition,  
Physical Activity and Obesity Prevention (CX<sup>3</sup>)*

## Santa Clara County: Mapping to Mobilization

Santa Clara County Public Health Department  
Nutrition & Wellness

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## Outline

- Background
- Approach and Implementation
- Neighborhood Snapshots
- Implications and Benefits
- Focus on Washington

## Background on Santa Clara County and CX<sup>3</sup>

## Size of Santa Clara County

- Land area of 1,315 square miles.
- As of July 1, 2006, the county's population was approximately 1.73 million, making it the largest of the nine Bay Area counties.

## What is CX<sup>3</sup>?

- Powerful tool to see how community "measures up"
- Identifies areas in need of improvement
- Community itself has a critical role to play
- Obesity prevention benchmarks – indicators and assets
- CX<sup>3</sup> indicators and assets set standards of "excellence"
- Defines what a community itself should look like in order to prevent chronic diseases

## Goal of CX<sup>3</sup>

- Compile localized data to evaluate a community's strengths and weaknesses in relation to CX<sup>3</sup> indicators and assets.
- Set priorities based on local assessment data.
- Implement strategic, community-focused action plans.
- Evaluate progress over time

## CX<sup>3</sup> Focus on Neighborhood Environment

- 12 indicators used to paint a picture of the overall quality of nutrition and physical activity within a neighborhood.
- Are healthy food choices available and accessible to residents of low-income neighborhood?
- What is the density of fast food outlets in the neighborhood and around schools?
- How much and what type of nutrition marketing messages are around schools?

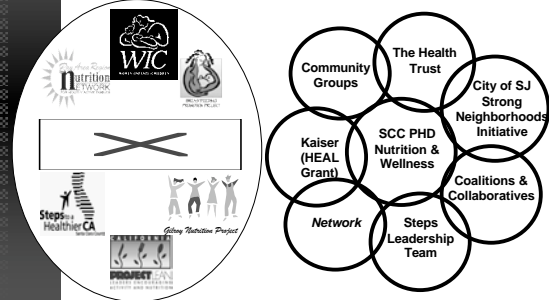
## Benefits to Santa Clara County

- Places Santa Clara County neighborhoods in the forefront of obesity prevention.
- Provides standardized indicators that can be used by other local neighborhoods and by other communities throughout the state.
- Provides local communities with an objective, systematic, method to evaluate themselves.
- Engages local residents in advancing community change.

## Approach and Implementation

## How did we choose our neighborhoods?

### N & W Grants & Activities Partnerships & Collaborations



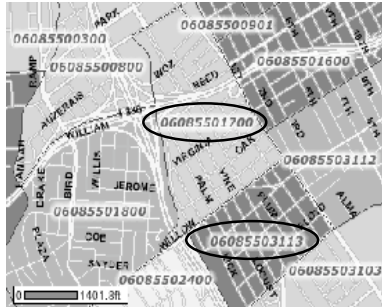
## How did we choose our neighborhoods?

- Short and long-term goals: reasons we are doing CX<sup>3</sup> and what we want to do with the data.
- Focus on low-income neighborhoods in SCC that meet USDA FSNE eligibility (census tracts 50% at or below 185% FPL).

## CX<sup>3</sup> Neighborhoods

- In Santa Clara County, there were three CX<sup>3</sup> pilot neighborhoods chosen
- All urban neighborhoods

California Nutrition Network GIS Map  
Washington Neighborhood (San Jose)  
2 Census Tracts



California Nutrition Network GIS Map  
University Neighborhood (San Jose)  
4 Census Tracts



California Nutrition Network GIS Map  
Chestnut Neighborhood (Gilroy)  
1 Census Tract



### How did we approach the surveying and data collection?

- Engaged the community in the CX<sup>3</sup> process by recruiting the help of Promotoras or "community health educators" from two local CBOs
- SCC staff and Promotores each concentrated on their strengths in the division of labor

## Surveying and Data Collection

### Role and Responsibilities of:

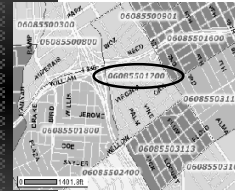
- | <u>Promotoras</u>               | <u>SCC PHD Staff</u>             |
|---------------------------------|----------------------------------|
| ▪ Food Availability & Marketing | ▪ Supermarket Access and Transit |
| ▪ Walkability                   | ▪ Crime Statistics               |
| ▪ Fast Food Advertising         | ▪ Farmers' Market                |
| ▪ Outdoor Advertising           | ▪ Food Banks                     |
|                                 | ▪ Alternative Food Outlets       |

## Neighborhood Snapshots

## Data and Translation

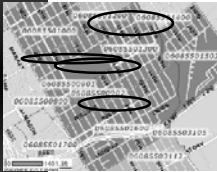
- Field survey data sent to State CX<sup>3</sup> Nutrition Network staff for analysis.
- Analysis results translated into Spanish for dissemination back to community.
- Attention given to language of results so that it was made more accessible to community members.

## WASHINGTON



- Population: 10,608
- Number of census tracts: 2
- 1 supermarket
- Most of the stores are small
- 7 out of 10 stores sell alcoholic beverages
- More than half of the stores (55.5%) have 50 – 100% of their windows covered with unhealthy advertising
- Most (83.3%) of fast food outlets <100 feet from the schools/parks

## UNIVERSITY



- Population: 18,155
- Number of census tracts: 4
- 2 supermarkets
- Most of the stores are small stores or liquor stores
- More than half of all the stores (55.6%) have unhealthy ads or promotions at the checkout| counter
- Most stores (86%) sell 3 or fewer types of fruit

## CHESTNUT



- Population: 8,543
- Number of census tracts: 1
- 3 supermarkets
- 25% of the stores were convenience stores, chain convenience
- More than half of all the stores (64.3%) have unhealthy ads or promotions at the checkout counter
- Had the second highest ratio of fast food outlets to population (1:777)



## Neighborhood Snapshots



Washington



University



Chestnut

### STRENGTHS

- Transportation to supermarkets are available and convenient.
- High percentage of supermarkets and other stores were food stamp vendors.
- The Food Bank serves all 3 neighborhoods and distributes fresh produce and canned fruit and vegetables every day.



## Neighborhood Profile Snapshots



Washington



University



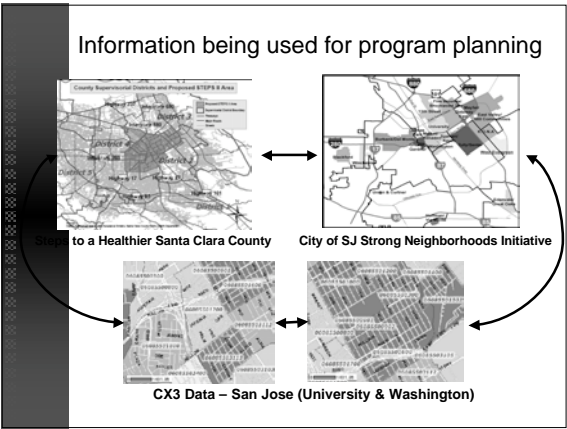
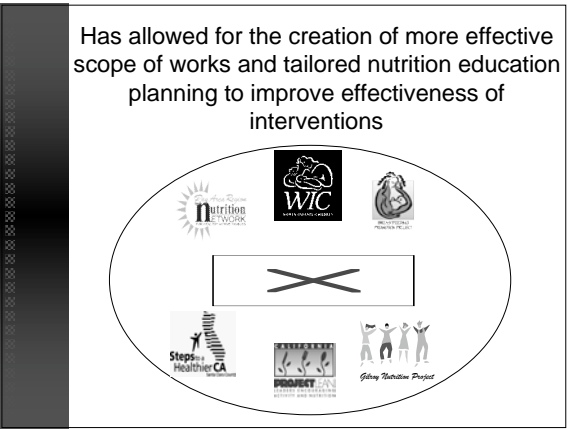
Chestnut

### WEAKNESSES:

- High percentage of stores had unhealthy advertisements and promotions around check-out counter, below check-out level, on floor and hanging from the ceiling.
- Most of the fruits and vegetables were of mixed quality, but more poor than good.
- No outdoor advertising for healthy foods items or physical activity.
- No Farmers' Markets in either of the neighborhoods.

# Implications / Benefits

- ## Benefits and Value of Participating in CX<sup>3</sup>
- The maps and surveys provide hard evidence to support what we may know intuitively about the relationship between food access, marketing and media and poverty in the community
  - Opens door to other opportunities & enhances partnerships
  - Presentation of neighborhood profiles and data back to all the Promotores



# Focus on Washington



### Network Case Study

- Focus on the Washington Neighborhood
- Goal to empower the community; help residents advocate for making their community and neighborhood a healthier place to live
- Set priorities based on the localized assessment data
- Implement strategic action plans to create environmental change in the community

### Network Case Study Timeline

- Community Engagement Process
- Phase I: Community Engagement Design (Feb 07)
- Phase II: CX<sup>3</sup> Data Review & Interpretation (Mar 07)
- Phase III: Setting Priority Areas (Apr 07)
- Phase IV: Action Planning (current)

### Network Case Study: Phase I Design

- Community leaders and residents meet with SCCPHD staff to inform and refine design
  - Residents invited to participate
  - Draft community engagement process & review with community members
  - Revise community engagement design
  - Develop mechanisms to maintain participation from stakeholders

### Network Case Study: Phase I

- promotores in the Washington neighborhood
- Individual meetings with community leaders
  - SIREN
  - Washington United Youth Center
  - La Biblioteca Latinoamericana
  - Washington Area Community Coalition
  - Washington Neighborhood Association
  - Gardner Neighborhood Association
  - Catholic Charities
- Outreached to La Biblioteca Latinoamericana to post and disseminate information about efforts

### Network Case Study: Phase II Data Review/Interpretation

- Developed data presentation for community members that will engage them in the interpretation of the data
  - English & Spanish
  - Assets & needs
  - Where, why, & what
  - Pictures & maps



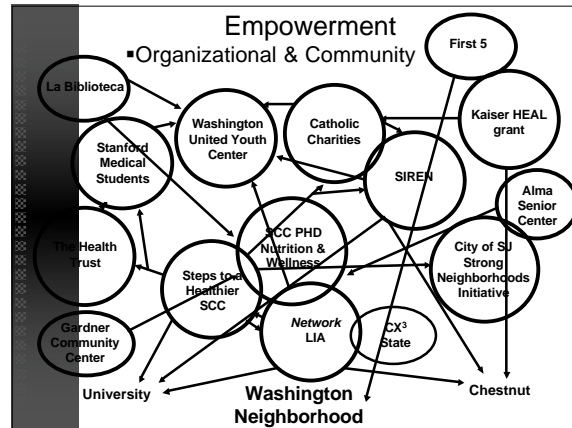
### Network Case Study: Phase II

- Conducted community data presentations with various groups in Washington neighborhood
  - Encouraged dialogue
  - Developed list of participants interested in continuing involvement
- Compiled the initial responses to and interpretation of the data



## Empowerment

- Organizational & Community
  - SIREN
  - PHD
  - The Health Trust
  - Stanford Medical School
  - Catholic Charities
  - La Biblioteca Latinoamericana
  - City of San Jose Strong Neighborhoods
  - etc.



## Lessons Learned

- Take time
  - Cultivate relationships
  - Gain trust
- Additional small group meetings, perhaps prelude to community forum
- Frame information
  - Fact sheets
  - Policy brief-share with policymakers
- Attracts funders who can implement change

## Lessons Learned

- Community participation (promotores) invaluable & empowering
- Need to perceive data as personally motivating
- Balance maintain conversation & momentum while evaluating process
- Tap further into faith-based organizations and additional community leaders

## Next Steps

- Take additional time to attend meetings in community & engage additional community groups
- Invite local church participation
- More personal, one-to-one contact to elicit further input
- Need to reframe initial priority for sustainability?
- Communicate & collaborate on multiple levels
- Share data with city & county government

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