For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP, an equal opportunity provider and employer. Visit www.cachampionsforchange.net for healthy tips. •California Department of Public Health

NEIGHBORHOOD NUTRITION INDICATOR PERFORMANCE
Santa Cruz County officials conducted an audit of nutrition resources in the Beach Flats neighborhood in Santa Cruz from April 2nd, 2012 – June 15, 2012.

Using Geographic Information Systems software, interviews and observation surveys, health officials and volunteers examined factors to determine access to healthy foods and physical activity. The data provide a realistic picture of areas in need of improvement and offers residents, merchants, decision makers, health advocates and neighborhood groups a focal point as they work to build a healthier community.

What Did We Find?

Total Neighborhood Food Store Quality
What percent of local stores offer healthy, affordable foods? Are those stores easily and safely accessible to neighborhood residents?

17% meet standards

Fast Food
What type of marketing and presence do fast-food outlets have near local schools, parks and playgrounds? What percent offer and promote healthy food options and limit unhealthy food marketing practices?

0% meet standards

We all – community organizations, businesses, schools, faith groups, neighbors and local government – can play a role in improving our community.

Get involved today:
email: healthed@health.co.santa-cruz.ca.us or call the Health Department at (831) 454-7558