

# Beach Flats/Downtown Santa Cruz Neighborhood

## Santa Cruz, CA (census tract 0608701000)



**Public Health**  
Prevent. Promote. Protect.

Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention

### CX<sup>3</sup> – SANTA CRUZ COUNTY HEALTH DEPARTMENT

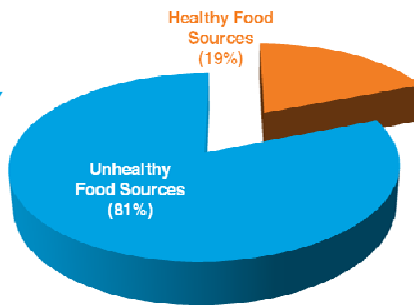


Communities all over the state are working to address key nutrition issues shaping the health of their residents. The Santa Cruz County Health Department participated in CX<sup>3</sup> to assess neighborhoods in relation to a variety of healthy nutrition and physical activity benchmarks.

The project's goal is to empower communities to work together to improve their neighborhoods to become healthier places to live, work and play.

### RATIO OF HIGH FAT/SUGAR FOOD SOURCES TO HEALTHY FOOD SOURCES\*

\*High fat/sugar food sources include fast-food outlets and convenience stores. Healthy food sources include supermarkets or large grocery stores and farmers markets.



### SNAPSHOT OF BEACH FLATS

- 7,099 population
- 52% percent of people living in poverty (at or below 185 percent federal poverty level)
- 57% percent of adults in the county overweight or obese (CAP report data)
  - 1 schools in the Beach Flats area
  - 3 parks and playgrounds in the Beach Flats area
  - 0 percent of population living within a half mile of a supermarket or large grocery store
- 1/1 proportion of supermarkets or large grocery stores with convenient public transit
  - 1 supermarkets or large grocery stores
  - 1 farmers markets
  - 3 small markets and other food stores
  - 2 convenience stores
  - 6 fast-food outlets

1:1,183 ratio of fast-food outlets to population

### NEIGHBORHOOD NUTRITION INDICATOR PERFORMANCE

Santa Cruz County officials conducted an audit of nutrition resources in the Beach Flats neighborhood in Santa Cruz from April 2<sup>nd</sup>, 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](mailto:healthed@health.co.santa-cruz.ca.us) or call the Health Department at (831) 454-7558