

# Healthier Together in Santa Cruz County

Made possible through a grant from the National Association of County & City Health Officials (NACCHO) and CDC's National Center for Environmental Health



Scribe: \_\_\_\_\_

Reporter: \_\_\_\_\_

**Economic Opportunities & Education-** Economic Development Element workforce development, educational quality, local entrepreneurship, etc.

## Survey Results

1. Existing local Group: 17
2. Excited: 24
3. Need/Opportunity: 25
4. Excited and able: 14

## Survey Comments

### Question #1

1. Our organization, the Community Action Board, as well as the Workforce Investment Board (WIB), and others.
2. There have been some conversations between United Way, Goodwill and others to create a collaborative table regarding workforce development and job development. It is currently a gap - there is not a coordinated broad based effort to do this that I know of.
3. I know there are many agencies providing services but I am not sure there is one local group.
4. "EFFECTIVELY" is the key word
5. The City of Watsonville is working on economic opportunities and El Pajaro Community Development Corporation but not aware of any other organization. This is an important issue
6. Santa Cruz County College Commits (S4C) (housed in COE) Workforce Investment Board Suenos (a WIA group based out of County Office of Ed) Digital Nest
7. In Nov, 2014, the Board of Supervisors adopted the Economic Vitality Study and Economic Vision & Strategy documents -- the first Econ Dev documents in over twenty years. We are in the thick of it -- so to speak.
8. Chambers, Business Council, and County/city economic development departments.
9. Watsonville Community Connections Collaborative (WCCC) Economic Justice Partnership (EJP) Pajaro ECDI UW
10. Economic development in relation to alcohol and marijuana.



**Public Health**  
Prevent. Promote. Protect.  
**Santa Cruz County**

### Resources:

Santa Cruz Co Public Health [santacruzhealth.org/HiAP](http://santacruzhealth.org/HiAP)  
HiAP FAQs [bit.ly/HiAPFAQ](http://bit.ly/HiAPFAQ)  
A Guide for State and Local Gov't [bit.ly/PHIguide](http://bit.ly/PHIguide)  
Video: Upstream Prevention [bit.ly/upstreamprevention](http://bit.ly/upstreamprevention)

### For More Information:

Dena Loijos  
Public Health Department  
✉ [dena.loijos@santacruzcounty.us](mailto:dena.loijos@santacruzcounty.us)  
☎ (831) 454-5018

# Healthier Together in Santa Cruz County

Made possible through a grant from the National Association of County & City Health Officials (NACCHO) and CDC's National Center for Environmental Health



11. I know Chamber of Commerce is a group that works on this with the City. El Pajaro CDC does a great job in providing entrepreneurship opportunities, particularly to low income individuals.

## Question #2

12. It will depend if it can be easily incorporated in what we are already doing.
13. We are working with the ROP program, the Community Foundation, the C4E Program at UCSC. The Entrepreneurship Program at Cabrillo and several others.
14. Absolutely!

## Question #3

15. Education, training and job assistance support for DACA youth and farmworkers.
16. Taco bell downtown
17. Unemployment or non-livable wages is the root cause of many other issues facing our community. Currently economic development and jobs are seen as needing to be separate from other health considerations. We need to bring the trans-disciplinary view to economic development.
18. We have been working with middle school age teens and, currently with high students were we see an array of issues affecting their education.
19. It would be worthy of further review and discussion in HIAP local planning group
20. S4C and COE just applied for a \$3 million + grant develop career pathways between high schools, post secondary schools, and employment. If awarded, there is great momentum to create county-wide systemic changes.
21. For timely, I think you need to focus on funding for ROP. They are on unstable ground right now and offer a vital service to kids that may not be on a college track.
22. Health Wealth connection Social determinants of health impact

## Question #4

23. SNAP employment and training plan and projects for SCCO
24. The local labor movement is gearing up to advocate for a higher minimum wage in Santa Cruz. There is a presentation at the MAH on May 7th by UC Santa Cruz Center for Labor Studies, The Chicano Latino Research Center, and California Rural Legal Assistance, Inc regarding a year-long research and multi-media project on workers and working conditions in low-wage jobs in Santa Cruz County. They will unveil a new public digital exhibit and website featuring stories told by local workers, as well as the results of the large-scale survey and interview project carried out by UC Santa Cruz students. In addition, there is a local movement to increase accessibility to employment for formerly incarcerated individuals. Jobs to Jails through CAB is



**Public Health**  
Prevent. Promote. Protect.  
**Santa Cruz County**

### Resources:

Santa Cruz Co Public Health [santacruzhealth.org/HiAP](http://santacruzhealth.org/HiAP)  
HiAP FAQs [bit.ly/HiAPFAQ](http://bit.ly/HiAPFAQ)  
A Guide for State and Local Gov't [bit.ly/PHIguide](http://bit.ly/PHIguide)  
Video: Upstream Prevention [bit.ly/upstreamprevention](http://bit.ly/upstreamprevention)

### For More Information:

Dena Loijos  
Public Health Department  
✉ [dena.loijos@santacruzcounty.us](mailto:dena.loijos@santacruzcounty.us)  
☎ (831) 454-5018

# Healthier Together in Santa Cruz County

Made possible through a grant from the National Association of County & City Health Officials (NACCHO) and CDC's National Center for Environmental Health



one program, and other conversations regarding what can be replicated from an effort in Alameda County: <http://www.agoodhire.com>

25. Policy advocacy SB3 Minimum Wage bill? AB43 EITC bill?
26. Ag tech Career education
27. It would be worthy of further review and discussion in HIAP local planning group
28. The City needs to work more closely with PVUSD and Cabrillo College to work together to address these issues.
29. finding ways to help employ employable homeless populations
30. I think it is important that you see the work plan for the County for the next two years:  
<http://www.sccoplanning.com/PlanningHome/EconomicDevelopment/EconomicViabilityStrategy.aspx>. This website includes all the documents.
31. Because we work hand in hand with the school district, we are willing and able to work at developing summer internship programs across the city that could give our young people exposure to professional careers.



**Public Health**  
Prevent. Promote. Protect.  
**Santa Cruz County**

## Resources:

Santa Cruz Co Public Health [santacruzhealth.org/HiAP](http://santacruzhealth.org/HiAP)  
HiAP FAQs [bit.ly/HiAPFAQ](http://bit.ly/HiAPFAQ)  
A Guide for State and Local Gov't [bit.ly/PHIguide](http://bit.ly/PHIguide)  
Video: Upstream Prevention [bit.ly/upstreamprevention](http://bit.ly/upstreamprevention)

## For More Information:

Dena Loijos  
Public Health Department  
✉ [dena.loijos@santacruzcounty.us](mailto:dena.loijos@santacruzcounty.us)  
☎ (831) 454-5018

# Healthier Together in Santa Cruz County

Made possible through a grant from the National Association of County & City Health Officials (NACCHO) and CDC's National Center for Environmental Health



## Discussion/Considerations

## Potential Strategies

## Data & Data Sources



**Public Health**  
Prevent. Promote. Protect.  
**Santa Cruz County**

### Resources:

Santa Cruz Co Public Health [santacruzhealth.org/HiAP](http://santacruzhealth.org/HiAP)  
HiAP FAQs [bit.ly/HiAPFAQ](http://bit.ly/HiAPFAQ)  
A Guide for State and Local Gov't [bit.ly/PHIguide](http://bit.ly/PHIguide)  
Video: Upstream Prevention [bit.ly/upstreamprevention](http://bit.ly/upstreamprevention)

### For More Information:

Dena Loijos  
Public Health Department  
✉ [dena.loijos@santacruzcounty.us](mailto:dena.loijos@santacruzcounty.us)  
☎ (831) 454-5018