

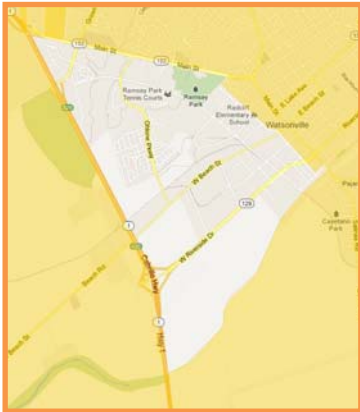
North Watsonville Neighborhood

Watsonville, CA (census tract 0608710400)



Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention

CX³ – SANTA CRUZ COUNTY HEALTH DEPARTMENT

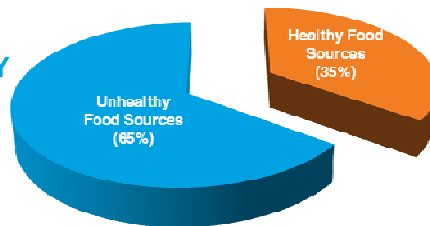


Communities all over the state are working to address key nutrition issues shaping the health of their residents. The Santa Cruz County Health Department participated in CX³ to assess neighborhoods in relation to a variety of healthy nutrition and physical activity benchmarks.

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 NORTHERN WATSONVILLE

- 7,278 population
- 58% 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 Northern Watsonville area
- 1 parks and playgrounds in the Northern Watsonville area
- 67% percent of population living within a half mile of a supermarket or large grocery store
- 2/2 proportion of supermarkets or large grocery stores with convenient public transit
- 3 supermarkets or large grocery stores
- 0 farmers markets
- 6 small markets and other food stores
- 1 convenience stores
- 6 fast-food outlets
- 1:1,213 ratio of fast-food outlets to population

NEIGHBORHOOD NUTRITION INDICATOR PERFORMANCE

Santa Cruz County officials conducted an audit of nutrition resources in the Northern Watsonville neighborhood in Watsonville 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?
40% 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?
17% 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