Status of Latino/Hispanic Health: Santa Clara County 2012

KEY FINDINGS
ACCESS TO AFFORDABLE AND HEALTHY FOODS
AND
VIOLENCE AND THE PERCEPTION OF VIOLENCE
OCTOBER 15, 2012
This presentation presents selected findings from the *Status of Latino/Hispanic Health: Santa Clara County 2012*. For more information on the findings highlighted in this presentation, please see the full report and Methods and Tools, which can be downloaded from [www.sccphd.org/statistics2](http://www.sccphd.org/statistics2).
The quality of our environment has both a direct and indirect impact on our health.

Direct influences:
- Air quality
- Water quality

Indirect influences (influence behavior):
- Pedestrian infrastructure
- Parks and recreational facilities
- Access to healthy and affordable food
- Safety
- Advertising
- Presence of liquor stores and tobacco retailers
## Data Collection on Access to Affordable and Healthy Foods

### In neighborhoods countywide
- Mapping and analysis of neighborhoods countywide with high vs. low proportions of Latinos/Hispanics
  - Distance to supermarket/grocery store
  - Proportion of healthy to unhealthy food options
  - Presence of community gardens and farmers markets accepting EBT

### In the eight neighborhoods
- Environmental assessments of eight neighborhoods in the county
  - Food environments and policies in:
    - 120 grocery and retail food stores
    - 14 K-12 schools
    - 11 childcare centers
    - 57 food pantries
  - Foods sold by 34 mobile vendors around schools
  - Advertising around schools and parks
  - Focus groups
Where Latinos/Hispanics Live

- Latinos/Hispanics live in communities throughout the county, with higher concentrations in the east and south.
- Since 2000, the population has grown in West and South San Jose, Palo Alto, Los Altos, Campbell, and the South County area.

Source: U.S. Census Bureau, 2010 Census
Access to Affordable and Healthy Foods: What’s Going Well?

In neighborhoods countywide with a high proportion of Latino/Hispanic residents...

- The average distance to the nearest supermarket or large grocery store is shorter.
- Community gardens are equally present.
- Farmers markets are more likely to accept EBT.

Distance to nearest supermarket or large grocery store

<table>
<thead>
<tr>
<th>Percentage of Latino/Hispanic Residents in Neighborhood</th>
<th>Distance to Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.9%-8.4%</td>
<td>1.14</td>
</tr>
<tr>
<td>8.5%-18.2%</td>
<td>0.96</td>
</tr>
<tr>
<td>18.4%-26.0%</td>
<td>0.92</td>
</tr>
<tr>
<td>26.1%-41.7%</td>
<td>0.94</td>
</tr>
<tr>
<td>41.8%-86.1%</td>
<td>0.83</td>
</tr>
</tbody>
</table>

Source: InfoUSA, data acquired March 16, 2012
A smaller proportion of food retailers are considered “healthy” in neighborhoods with high proportions of Latinos/Hispanics.

Few stores (7%) meet standards for excellence. Supermarkets and large grocery stores are most likely to meet standards (35%) and convenience stores are the least likely (0%).

Sources:
- Santa Clara County Farmer’s Markets 2012, Santa Clara County Division of Agriculture, 2012
- Source: Santa Clara County Public Health Department, Status of Latino/Hispanic Health, 2012, CX3
In the eight neighborhoods...

- Stores are much more likely to advertise unhealthy products than healthy products.
- Only half of stores sell produce.
- Stores that do sell produce:
  - Sell a limited variety of high-quality, affordable fruits and vegetables.
  - Prices tend to be higher than the county average.
Emergency food outlets/food pantries have policies and practices in place regarding nutrition.

**Nutrition Policy and Practices in County Food Pantries**

- Offers produce at least once per week: 33%
- Provides nutrition education: 100%
- Consults nutritionists: 100%

Source: Santa Clara County Public Health Department, Status of Latino/Hispanic Health 2012, CX3
Access to Affordable and Healthy Foods: What Needs Improvement?

Out of 57 emergency food outlets...

- Few (33%) meet nutrition standards.
- Few (33%) serve fruits and vegetables at least once per week.
Unhealthy foods/beverages are rarely sold in cafeterias and school stores, although some do offer high-fat entrees such as pizza.

Unhealthy Choices Available for Purchase as a la Carte Items

<table>
<thead>
<tr>
<th>Item</th>
<th>Number of schools offering the item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweetened beverages</td>
<td>1</td>
</tr>
<tr>
<td>Salty snacks (not low-fat)</td>
<td>4</td>
</tr>
<tr>
<td>High-fat entrees</td>
<td></td>
</tr>
<tr>
<td>Other kinds of candy (including fruit snacks)</td>
<td>1</td>
</tr>
<tr>
<td>French fried potatoes</td>
<td></td>
</tr>
<tr>
<td>Chocolate candy</td>
<td></td>
</tr>
</tbody>
</table>

Source: Santa Clara County Public Health Department, Status of Latino/Hispanic Health 2012, School Food Survey
There is very little advertising for unhealthy foods or beverages on school grounds and around schools and parks.
Access to Affordable and Healthy Foods: What Needs Improvement?

Out of 14 elementary and middle schools...

- Less than half offer healthy *a la carte* foods/beverages, although the majority do offer low fat or skim milk.

![Bar chart showing the number of schools offering various healthy food options.](chart)

- Water: 4 schools
- Sandwiches (vegetarian or low-fat): 4 schools
- Salads (lettuce, vegetable, or bean): 5 schools
- Milk (1%, skim and unflavored): 8 schools
- Fruit (fresh, frozen, canned, or dried): 5 schools
- 100% fruit or vegetable juice: 1 school

Source: Santa Clara County Public Health Department, Status of Latino/Hispanic Health 2012, School Food Survey
Many schools lack policies on the nutritional quality of foods/beverages offered to students outside of regular meals.

- Regarding food/beverage ads on school grounds: 3
- Sold during sports events: 1
- Offered during school gatherings: 1
- Offered to students by school staff: 2
- Offered to students as incentives/rewards: 3
- Sold in other fundraising (i.e. for sports teams): 5
- Sold in school-wide fundraising: 3
- Sold in classroom fundraising: 2
- Sold in school stores: 1
- Sold in vending machines: 1

Source: Santa Clara County Public Health Department, Status of Latino/Hispanic Health 2012, School Food Survey

Lack of Policies
Related to Nutrient Quality of Food and Drink Items
Mobile vendors are present at more than two-thirds of schools when classes are dismissed.

94% of vendors sell mostly unhealthy foods, such as candy, ice cream or chicharrón (fried pork skins).

Source: Santa Clara County Public Health Department, Status of Latino/Hispanic Health 2012, CX3
### Access to Affordable and Healthy Foods: What’s Going Well?

<table>
<thead>
<tr>
<th>Nutrition Policies and Practices in Childcare Facilities</th>
<th>Average score (out of 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beverages:</strong> Offer water and skim or 1% milk, while limiting sugar-sweetened beverages.</td>
<td>3.5</td>
</tr>
<tr>
<td><strong>Nutrition policy:</strong> Create and follow a written policy on nutrition and food service.</td>
<td>3.3</td>
</tr>
<tr>
<td><strong>Meats, fats, and grains:</strong> Offer lean meats, beans, and whole grains, while limiting fried or pre-fried foods, sweets, and salty foods.</td>
<td>3.2</td>
</tr>
<tr>
<td><strong>Healthy eating:</strong> Staff should consume the same food and drinks as children, and encourage children to eat healthy foods.</td>
<td>3.1</td>
</tr>
<tr>
<td><strong>Fruits and vegetables:</strong> Offer healthy fruits and vegetables.</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Source: Santa Clara County Public Health Department, Status of Latino/Hispanic Health 2012, NAP SACC
### Nutrition Policies and Practices in Childcare Facilities

<table>
<thead>
<tr>
<th>Feeding practices:</th>
<th>Average score (out of 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage children to try a variety of foods. Staff determines if children are full or still hungry prior to removing or serving additional food. Food is not used to encourage positive behavior.</td>
<td>2.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nutrition education for staff, children, and parents:</th>
<th></th>
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</thead>
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<tr>
<td>Educate staff, children, and parents on healthy eating.</td>
<td>2.7</td>
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</table>

<table>
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<tr>
<th>Foods offered outside of regular food and snacks:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Celebrate holidays with healthy foods and non-food treats. Fundraising should consist of selling non-food items only.</td>
<td>2.2</td>
</tr>
</tbody>
</table>

Source: Santa Clara County Public Health Department, Status of Latino/Hispanic Health 2012, NAP SACC
What Residents Say: Limited access to affordable, healthy foods combined with overabundance of fast food and convenience stores make eating a healthy diet challenging.

“We are surrounded by liquor stores, fast food restaurants. All of this bad [food] is what our children see every day walking to school.”

65% of Latinos/Hispanics compared to 89% of Whites report that they find it easy to locate a variety of good quality and affordable fresh fruits and vegetables in their neighborhoods.

“It's a little bit complicated to get affordable products, it takes effort and shopping around. Things are more expensive where Latinos live.”

“There are vendors that are selling chips and other fried foods...It worries me how close these vendors are to children. This food is cheap and not healthy for youth.”
Key Findings:
Access to Affordable and Healthy Foods

- Many Latinos/Hispanics live close to supermarkets and large grocery stores.
- But affordable, healthy and high quality foods are not always available.
- Unhealthy foods are often more convenience and accessible.
## Examples of Evidence-Based Strategies for Addressing Latino Health Assessment Findings

<table>
<thead>
<tr>
<th>Vertical Approach to Impact</th>
<th>Food Environment</th>
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<tbody>
<tr>
<td></td>
<td>Quality of retail food environments</td>
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<tr>
<td></td>
<td>Marketing of unhealthy foods</td>
</tr>
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<td></td>
<td>Unhealthy foods at and around schools</td>
</tr>
<tr>
<td><strong>Policy Solutions</strong></td>
<td>Policies that support community gardens, mobile healthy food vending, and farmers markets</td>
</tr>
<tr>
<td></td>
<td>Provide incentives to food retailers to locate in and/or offer healthier food and beverage choices in underserved areas</td>
</tr>
<tr>
<td><strong>Systems/Organization Solutions</strong></td>
<td>Organizational purchasing and distribution practices that support the purchase of fresh local produce</td>
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<td></td>
<td>Product placement strategies (healthy checkout) to emphasize healthy food</td>
</tr>
<tr>
<td><strong>Programmatic Solution</strong></td>
<td>Nutrition education and cooking demonstration classes to support healthy eating</td>
</tr>
</tbody>
</table>
## Data Collection on Violence and the Perception of Violence

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<th>In neighborhoods countywide</th>
<th>In the eight neighborhoods</th>
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<tr>
<td>- Mapping and analysis of neighborhoods countywide with high vs. low proportions of Latinos/Hispanics</td>
<td>- Environmental assessments of eight neighborhoods in the county</td>
</tr>
<tr>
<td>- Crime rates</td>
<td>- Safety environments of:</td>
</tr>
<tr>
<td></td>
<td>- 120 grocery and retail food stores</td>
</tr>
<tr>
<td></td>
<td>- 522 neighborhood streets</td>
</tr>
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<td></td>
<td>- Focus groups</td>
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</tbody>
</table>
Violence and the Perception of Violence: What Needs Improvement?

In neighborhoods with high proportion of Latinos/Hispanics...

- Rates of violent crime are more than six times as high as neighborhoods with the lowest percentage.
- Rates of violent crime around schools and parks is six times as high.

Number of Violent Crimes within One Mile of Neighborhoods by Percentage Latino/Hispanic Residents

Number of Violent Crimes Within 500 Feet of Parks and Schools in Neighborhoods by Percentage Latino/Hispanic Residents

Source: Public Engines, Inc., August 1, 2010 to July 31, 2011
Violence and the Perception of Violence: What Needs Improvement?
Violence and the Perception of Violence: What Needs Improvement?

- Nearly a quarter of food stores have permanent bars or chains on the storefront windows or doors.
- Nearly one third of all stores and half of convenience stores violate a law that prohibits them from covering a large portion of their windows with advertising.
About 10% of high traffic streets have “adult-use” businesses, such as bars, nightclubs, check cashing and bail bond stores, or liquor stores. A similar proportion have abandoned lots or buildings.

About 20% of low traffic streets and 10% of high traffic streets have at least some buildings with bars on the windows.

About 10% of streets lack street or pedestrian lighting; no data are available on whether existing lighting is functioning properly at night.
What Residents Say: Gang intimidation, public substance use, prostitution, public sex, threats of violence, and graffiti keep Latinos/Hispanics from using neighborhood parks and public spaces, and many residents perceive local police to be unresponsive to crime in their neighborhoods.

“I live by a park, but what do I find when I get to this park? People drinking, swearing, and fighting. I do not want to take my son there.”

“On the streets we’ve started to see more gangs...It makes us scared....in the '60s and in the '70s we could go out to walk at night. Now, I don’t dare to go for a walk, I don’t dare to go out.”

“Unfortunately, we’re not safe in our own homes or apartments. There is vandalism, drugs, and other things. You can’t even go to your front door. The police don’t do anything.”

Nearly half of Latinos/Hispanics report concerns about neighborhood safety, compared to a third of Whites and a quarter of Asian/Pacific Islanders.
Key Findings: 
Violence and the Perception of Violence

- Neighborhood violence and fear of violence disproportionately affects Latinos/Hispanics, contributing to injury, death, and sedentary lifestyles.
# Examples of Evidence-Based Strategies for Addressing Latino Health Assessment Findings

<table>
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<th>Vertical Approach to Impact</th>
<th>Violence</th>
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<tbody>
<tr>
<td></td>
<td><strong>Violent Crimes in and around Neighborhoods</strong></td>
</tr>
<tr>
<td><strong>Policy Solutions</strong></td>
<td>City policies that support community policing and crime deterrent methods (e.g., security cameras), and limit the density of alcohol and adult entertainment businesses near schools and residential areas.</td>
</tr>
<tr>
<td><strong>Systems/Organization Solutions</strong></td>
<td>Neighborhood associations and neighborhood watch committees</td>
</tr>
<tr>
<td></td>
<td>Multi-sector gang prevention taskforces</td>
</tr>
<tr>
<td><strong>Programmatic Solution</strong></td>
<td>Youth development and extracurricular programs</td>
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<tr>
<td></td>
<td>Bystander programs</td>
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<tr>
<td></td>
<td>Community programs that bring together residents, law enforcement, and others for neighborhood events and problem solving</td>
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</tbody>
</table>