




DATA FOR ACTION: TELLING THE STORY OF WELLBEING
MUSEUMCAMP

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July 30, 2014



WWW.APPLIEDSURVEYRESEARCH.ORG

INTRODUCTION

- Our understanding of our task (3 for 1)
 - Measurement that matters in a participatory manner
 - Local yet connected to population level
 - Wellbeing
- What you can do in the next 72 hours and beyond

WHO WE ARE

- Applied Survey Research

- Non-profit social research organization with over 30 years experience
- Community and health assessments, evaluations, censuses and surveys, and strategic planning to help our partners towards their goals
- ASR values: Responsive to you and your organization during all phases of the project, commitment to improving the lives of the populations that you serve, helping you identify where to take action based on the data findings

- United Way of Santa Cruz County

- The United Way of Santa Cruz County's mission is to create lasting conditions for positive community change.
- The major services and programs of the United Way of Santa Cruz County include fund development and disbursement across various community agencies and community capacity development and initiatives to create impact on some of our community's most pressing social issues, including in the areas of Health, Success of Youth in Life and in School and Family Financial Stability.



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OUR STAND



4

OUR FRAME FOR TODAY



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FOCUSING ON ACTION

*Turning
the
Curve*

*In the
Community*



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INTRODUCTION TO WELLBEING

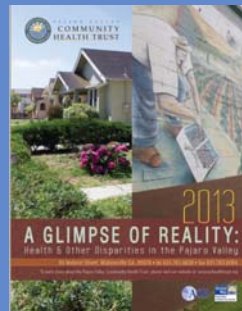
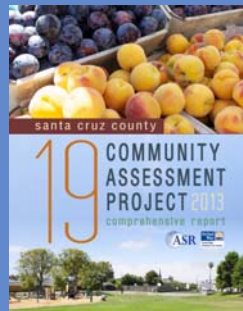
From infinity and beyond and to here and now

- OECD Guidelines on Measuring Subjective Wellbeing
 - <http://www.oecd.org/statistics/Guidelines%20on%20Measuring%20Subjective%20Well-being.pdf>
- OECD Better Life Index
 - <http://www.oecdbetterlifeindex.org/>
- World Happiness Report
 - <http://issuu.com/earthinstitute/docs/world-happiness-report>
- Gross National Happiness
 - <http://www.grossnationalhappiness.com/survey-results/>
- Community Indicator Consortium
 - <http://www.communityindicators.net>
 - <http://www.communityindicators.net/publications/show/30>



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COMMUNITY ASSESSMENT PROJECT



- http://www.appliedsurveyresearch.org/chna_cap/
- <http://www.unitedwaysc.org/community-assessment-project>
- http://www.appliedsurveyresearch.org/storage/database/quality-of-life/pvcht_oversample/Pajaro%20Valley%20Health%20Trust%20Data%20Report_2013-FINALv2.pdf



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COMMUNITY ASSESSMENT PROJECT

Santa Cruz County Community Assessment Project, Year 16, 2013 Snapshot of Santa Cruz County

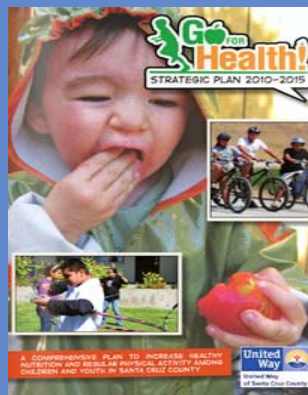
Snapshot of Santa Cruz County

INDICATOR	MEASUREMENT	CALIFORNIA	SANTA CRUZ COUNTY	COUNTY TREND
ECONOMY				
Unemployment Rate	Unemployment rate	8.2%	8.2%	↔
Affordable Housing	Median sale price, all home types	NA	\$426,200	↕
Foreclosures	Number of notices of default	220,360	963	↕
EDUCATION				
Test Scores - STAR (California Standards Test)	Percent of 3 rd grade students scoring proficient or above in the English Language Arts subject area	46%	38%	↔
High School Dropout Rates	Dropout rate	13.1%	11.4%	↔
HEALTH				
Health Insurance - Children	Percent of children ages 0-17 with health insurance	95.6%	93.7%	↔
Obesity - Children	Percent of children (ages birth to 17) who are overweight for their age	12.6%	13.8%	↕
PUBLIC SAFETY				
Crime	Crime rate (per 1,000 residents)	32.3	36.9	↕
Juvenile Arrests	Rate of juvenile felony and misdemeanor arrests (per 1,000 youth ages 10-17)	NA	34.6	↕
SOCIAL ENVIRONMENT				
Homelessness	The number of homeless individuals counted on one day	NA	2,536	↕
Food Insecurity	Number of people served by the Second Harvest Food Bank	NA	54,800	↕
NATURAL ENVIRONMENT				
Concern for Natural Environment	Percent of CAP survey respondents who said water pollution most concerned them about the natural environment	NA	27.0%	↕
Organic Farming	Number of certified organic producers with more than \$5,000 in sales	NA	57	↔

See the legend on page 7 for an explanation of the trend icons.
Note: Data presented in table are the most recent data available.



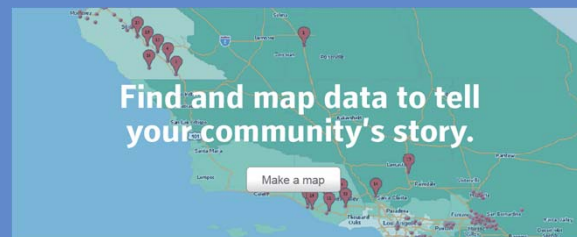
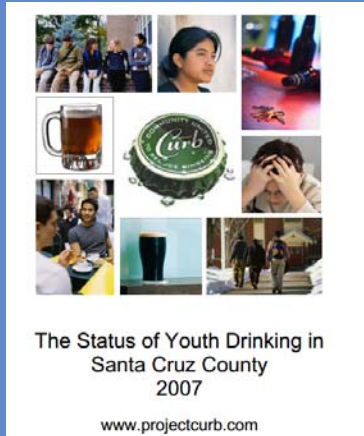
GO FOR HEALTH!



- www.unitedwaysc.org/go-health
- www.goforhealthsc.org/

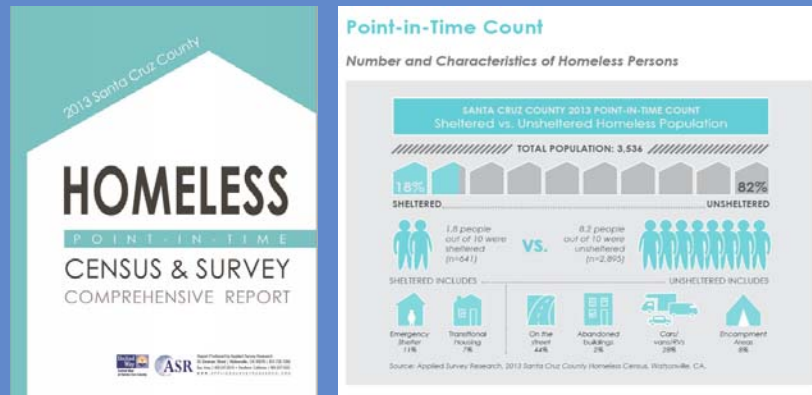


COMMUNITY UNITED TO REDUCE BINGEING (CURB)



- <http://www.healthycity.org/group/santacruz>
- <http://www.unitedwaysc.org/news/healthy-city-data-mapping>
- <http://www.healthycity.org/c/forum/sc/pv/etp/file/eid/1539>

SANTA CRUZ COUNTY HOMELESS COUNTS



- http://www.appliedsurveyresearch.org/storage/database/homelessness/santacruz/Homeless2013_SantaCruz_FullReport.pdf
- http://www.appliedsurveyresearch.org/storage/database/homelessness/santacruz/Infographic_ExecutiveSummary_SantaCruz_2013.pdf



YOUTH VIOLENCE PREVENTION TASK FORCE



- <http://www.unitedwaysc.org/news/turning-curve-youth-violence>
- <http://www.unitedwaysc.org/sites/unitedwaysc.org/files/YVTF-Trifold-FINAL-Breakout.pdf>



OTHER EFFORTS

- Wellbeing in Stanislaus County
 - Promotoras
- Community Wellbeing in Tri-City
 - Tri-City programs



CLOSING COMMENTS

- What we measure moves.
- If we value wellbeing, we need to be comfortable talking about it and measuring it - it feels good!
- That is the opportunity we have together at MuseumCamp!



QUESTIONS/REFLECTIONS

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