



## CITY OF SANTA BARBARA

### PARKS AND RECREATION COMMISSION REPORT

**AGENDA DATE:** October 23, 2013

**TO:** Parks and Recreation Commission

**FROM:** Recreation Division, Parks and Recreation Department

**SUBJECT:** Neighborhood and Outreach Services' 2013 Neighborhood Health Fair and Family Day

**RECOMMENDATION:** That the Commission receive a presentation on the 2013 Neighborhood Health Fair and Family Day.

**DISCUSSION:** Neighborhood and Outreach Services co-produced the 2<sup>nd</sup> Neighborhood Health Fair and Family Day at Santa Barbara Junior High on September 14<sup>th</sup>. The event is a full service and comprehensive outreach effort to inform and educate under-served families about basic health issues and potential resources.

#### Project Background

The original event was born out of the 2010/2011 THRIVE Westside initiative to improve the lives of low income families living on the Westside of Santa Barbara. The first neighborhood health event, held in September 2012 at Bohnett Park, was offered through a City Parks and Recreation Department and Santa Barbara County Public Health Department collaboration and was very successful.

#### Neighborhood Health Fair and Family Day

This year's health fair began at 10:00 a.m. and concluded at 3:00 p.m. A total of 510 residents attended the event; 243 residents received screenings. Although the overall number of residents who received comprehensive health screenings was lower than the 2012 event, this year's event is considered a successful even.

Residents received blood screenings, and hearing, vision and dental exams. They were provided health and human service information to increase their access to available resources. A free lunch was provided by the Santa Barbara Unified School District Food Services along with live musical entertainment, folkloric dancing, and an exercise workshop. An added bonus was bicycle safety classes and demonstrations provided by the Santa Barbara Bicycle Coalition and Bici Centro.

The cost for producing this large event was approximately \$20,000 and was supported by contributions and donations from the City of Santa Barbara, Union Bank, Hutton Parker

Foundation, Santa Barbara Community Foundation, Santa Barbara City Firefighters Association, Santa Barbara County Firefighters Association, Santa Barbara Rotary, United Way of Santa Barbara, Orfalea Foundation, Cottage Health Systems, and Cen-Cal Health.

Mayor Helene Schneider and 1<sup>st</sup> District Supervisor Salud Carbajal were instrumental in leading the event's fund raising efforts. These elected officials and their staff were a huge support. The Santa Barbara County Public Health Department, the County Education Office, and Health Linkages played a huge role ensuring the planning and implementation of the event was a success and met the needs of the resident participants.

Santa Barbara Junior High and its staff should also be recognized for their excellent hospitality. Plans for the 2014 Neighborhood Health Fair and Family Day have already begun, and all the organizing partners look forward to another successful event and collaboration.

**ATTACHMENT:** SB Family Day and Health Fair Statistics

**PREPARED BY:** Mark Alvarado, Neighborhood and Outreach Services Senior Supervisor

**SUBMITTED BY:** Sarah Hanna, Recreation Programs Manager

**APPROVED BY:** Nancy L. Rapp, Parks and Recreation Director