

## Steps to a Healthier Santa Clara County - 2008



Steps to a Healthier Santa Clara County is part of the “Steps to a HealthierUS” Program that is changing the face of chronic disease prevention and is improving people’s lives around the United States. Part of the Centers for Disease Control and Prevention (CDC), the Steps Program funds communities, such as Santa Clara County, to prevent three major chronic diseases – diabetes, obesity, and asthma. By addressing the root causes of these diseases, physical inactivity, poor nutrition, and tobacco use, Steps will have lasting results.

Since its inception in 2003, the Steps Program has awarded more than \$100 million to 40 communities (including cities, states, and tribal governments) to implement evidence-based prevention activities and will eventually serve as national models. In 2004, the Santa Clara County Public Health Department was selected to be a part of this prestigious, cutting edge work. By reducing the risks of chronic disease, Steps to a Healthier Santa Clara County is helping local residents live longer, better, and healthier lives.

### Project Area:

- Covers downtown and eastern San Jose, and some unincorporated pockets
- More than 360,000 people (21% of the County’s total population of 1.7 million)
- Includes five school districts: Alum Rock Union, East Side Union, Franklin McKinley, San Jose Unified and Mt. Pleasant Elementary

### Demographics of Project Area:

- 92,232 households
- 53% Latino, 23% Asian, 18% White, and 3% African American

### Target Populations Served by Steps Interventions:

- Those impacted by the greatest health disparities – who have hospitalization rates of diabetes and asthma that are about double that of less impacted areas of the county

### Program Implementers:

- The Santa Clara County Public Health Department Nutrition and Wellness Unit serves as the convener and facilitator of this community-based approach
- Collaborative partners from the community include leaders from education, business, health care, local community-based organizations, faith-based communities and other Public Health divisions

### Channels and Steps Interventions:

- Policy: from vending machines to city zoning
- Media: TV and radio campaigns; mailings and posters; helpline promotion
- Schools: curriculum, staff training, student assemblies and activities
- Worksites: policies and practices that support healthy employee behaviors
- Healthcare: training for providers, self-management classes, chronic disease registries
- Community-Based Organizations: peer education, support groups, health screenings

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