

Two Steps Forward, Two Steps Back: Changing the Physical Activity Environment in Santa Ana, CA



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Research Questions

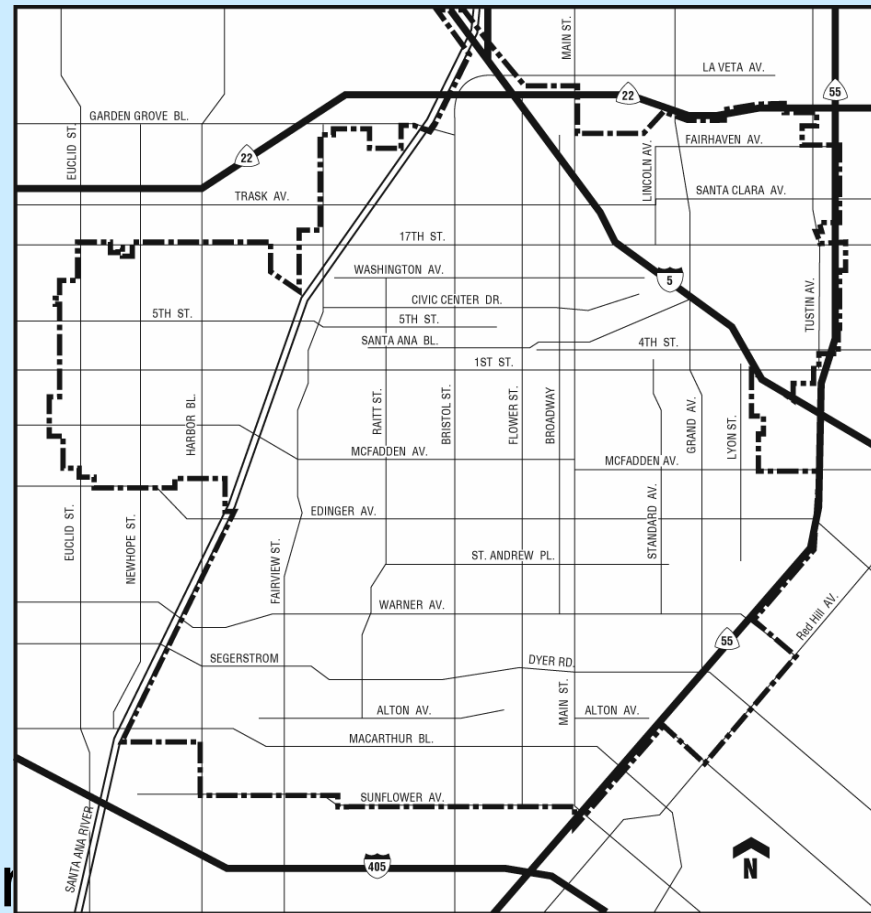
- There are ongoing collaborative activities to change the physical activity environments in the City of Santa Ana.
- This presentation aims to:
 - Assess the collaborative's ability to affect policy change.
 - Identify barriers faced by collaborative partners regarding policy change.

“Santa Ana is the largest city in Orange County and the ninth largest city in California by population.”

Facts about Santa

Ana

- 27.2 square miles
- Population of 338,000
- 76% Latino
- Median age is 26.5
- Median household income \$34,824
- First stop for many newly arriving immigrants



Santa Ana Health

- More than 70 percent of Santa Ana adults are overweight or obese.
- 34% of Santa Ana youth are overweight or obese.
- Our youth continue to rank the *second worst* in the State for fitness.
- Santa Ana has the highest obesity rate in the county

Santa Ana Environment

- The built environment in the City of Santa Ana affects the overall health of the population.
- 0.9 acres/ 1,000 residents of park space.
 - This is less than both Los Angeles and NYC.
- Alcohol Establishments: 1 per 1,012 people
- Public Parks: 1 per 9,495 people



COLLABORATIVE PARTNERS



Warwick Community Center



City of Santa Ana
Downtown Orange County

Physical Activity Collaborative

PROJECTS

Health Promotion

Ways To Get More Exercise

Set fitness goals • Carry your own groceries • **Start a walking program** •

Volunteer for active chores • Use a stationary bike at home • Plant a garden • Sweep or vacuum daily • Do sit-ups while watching TV • Fly a kite • Rake leaves • Shoot some hoops • Wash your car by hand • Ride a bike instead of drive • On car trips, stop to stretch and stroll • Do pull-ups • Contract your buttocks while waiting in check-out lines • Do salsa aerobics • Learn to dance • Roller skate • Tighten your stomach muscles while sitting • Play catch • Do jumping jacks • Park away from your destination and walk • Wash windows • Walk circuits around the shopping mall • Stretch while using the computer • Go horseback riding • Go swimming • Clean out the garage • **Go on walks** • Take a nature walk • Walk on the beach • Go dancing • Walk your dog • Jump rope • Walk on coffee breaks • Organize office exercise breaks • Use the stairs, not elevators or escalators • Do step aerobics • Go camping • Play volleyball • Walk through the zoo • Play miniature golf • Play Frisbee • Join a gym • Walk before dinner • Walk after dinner • Pull weeds •

Join a neighborhood clean-up • Stretch at your desk • Take a brisk walk at lunchtime • Mow your lawn with a push mower • Do the dishes by hand • Learn to play golf • Schedule family hikes or bike rides • Work out to fitness videos • Clean out your closets • Play softball • Try a yoga class • Play Tennis • March in place during TV shows • Take morning jogs with friends • Roller blade • Dust, Dust, Dust • Keep track of your progress • Celebrate reaching your goals!



Have Fun * Get Fit * Be Respectful

CITY OF SANTA ANA
PARKS, RECREATION AND
COMMUNITY SERVICES AGENCY
(714)571-4251



Improve the Beat Exercise Your Feet



Santa Ana Fitness Awards



The City of Santa Ana has developed two award programs: The City Council Award and the Mayor's Award. The purpose of the City Council Award is to promote and champion Santa Ana residents that are regularly keeping fit. The Mayor's Award is to promote and recognize those individuals that are "Elite Athletes" that merit recognition by the community.

Santa Ana Health
and Fitness Task Force
www.santa-ana.org/FitnessTaskForce



Have Fun * Get Fit * Be Respectful

34% of our children are overweight or obese.

Physical activity helps you have more energy.

70% of Santa Ana adults are overweight or obese.

30 minutes a day can help you feel better about your body and health.

City Council
Mayor
Miguel A. Pulido
Mayor Pro Tem
Lisa Bist

Council Members
Claudia D. Alvarez
Carlos Bustamante
Alberta D. Christy
Mike Garcia
Jose Solorio

Health and Fitness Task Force
Gerardo Mouet
Robin Christenson
Kristen Thompson
Leah Fraser, PhD
Jeannie Jurado
Ruby Woo
Jim Miyashiro
Vuthy Yam
Joshua Havlik



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Latino Health Access Park



Community- School Joint Use



- Schools are “Community Centers” and should be open to the public.
- This requires funding and collaboration.
- There are approximately 172 acres of open space on school grounds.

Data & Methods

- 1) 15 surveys (questions were open-ended and “mark all”) of collaborative partners were sent out. Of these, 10 were completed.
 - 60% of respondents are public employees
 - 40% are nonprofit employees
- 2) Health content analysis of City of Santa Ana website.
- 3) Interviews with elite stakeholders.

Survey Results

- 100% of respondents feel that they are part of a *network* to change the physical activity environment.
- Respondents noted legitimacy and resource sharing as reasons they participate.

Results- Non-Profit Partners

- All nonprofit respondents feel that *networking with public agency staff* is their primary reason for participating.
- One non-profit leader noted that the lobbying efforts of the collaborative could be stronger if the group had a stronger identity.
- Three of the four non-profits respondents said that they do lobby. However, only the funded non-profit partner lobbied for physical activity policy changes in the past two years.

Results- Public Partners Programmatic Levels

- All public agency respondents see their **primary role** as *providing data/resources* to the other collaborative members.

“...in the past year my involvement has been minimal. ALISA efforts and committees now focus more on policy areas that are not compatible with my categorical funding. Government employees may provide technical assistance, but may not advocate for specific policies...”

- Public Officials are comfortable working on lower- level programs which are perceived to be a wiser investment of time due to the slow and unstable nature of policy change.

Results- Public Partners Administrative Level

- Both the City Department of Parks & Recreation and the Community Development Agency feel that their **primary benefit** of participating in the collaborative is that it *“fits into their agency goals and mission”*.

-February 2007 Council Retreat- Open Space/Physical Activity focus

City Involvement

City of Santa Ana
Downtown Orange County

SEARCH GO

Business
Residents
Youth
Employment
Mayor and Council

DEPARTMENTS

- ▶ [City Attorney](#)
- ▶ [City Manager](#)
- ▶ [Clerk of the Council](#)
- ▶ [Community Development](#)
- ▶ [Finance & Mgmt. Services](#)
- ▶ [Fire Department](#)
- ▶ [Library Services](#)
- ▶ [Parks and Recreation](#)
- ▶ [Personnel Services](#)
- ▶ [Planning & Building](#)
- ▶ [Police Department](#)
- ▶ [Public Works](#)

MAYOR & COUNCIL

Home > Community Development Agency

Health and Fitness Initiatives in Cooperation with Community-Based Organizations (CBO)

Your CBO + Santa Ana's Resource Network = Success

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Santa Ana is in a unique position to increase quality of life for its citizens. There is a convergence of several grants given to public-private partnerships in the city. These funds are allowing several nonprofit and community groups to work in partnership with the City of Santa Ana to make Santa Ana a healthier place to live, work and play.

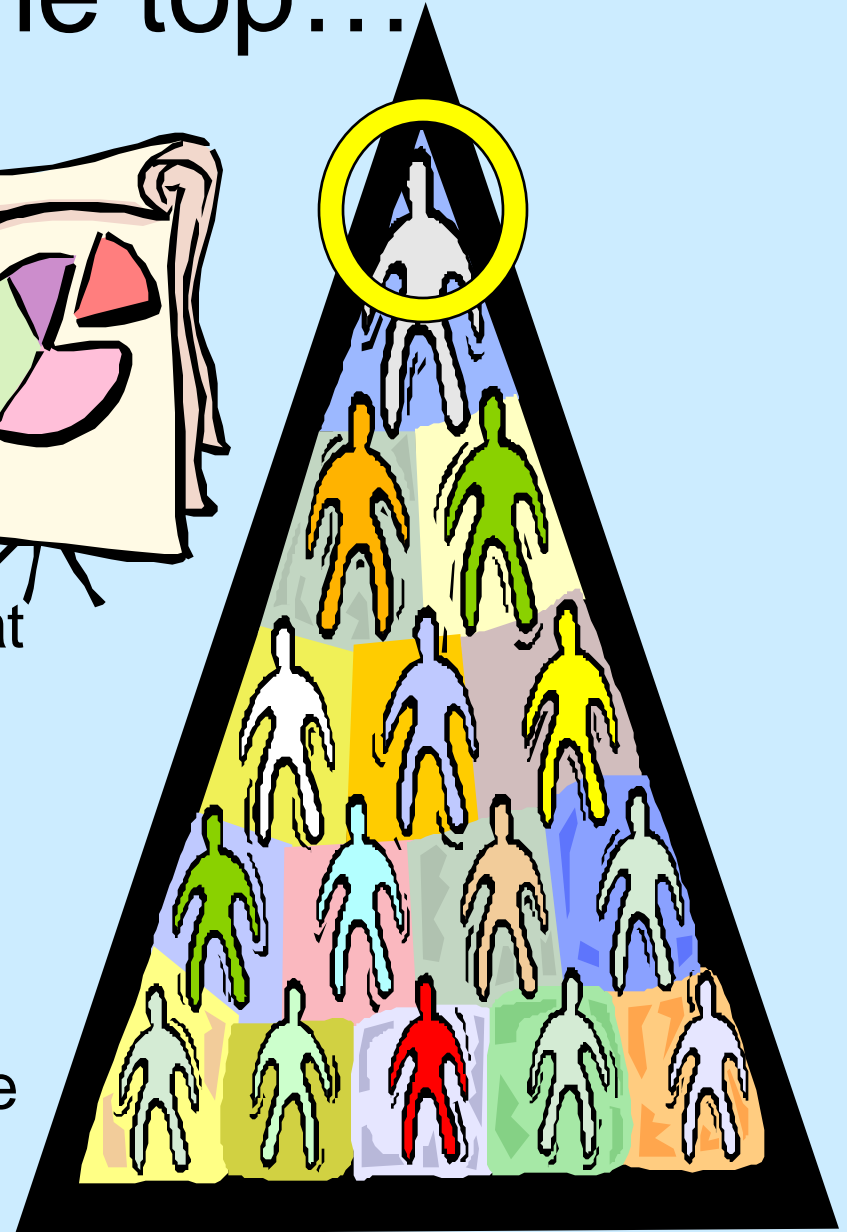
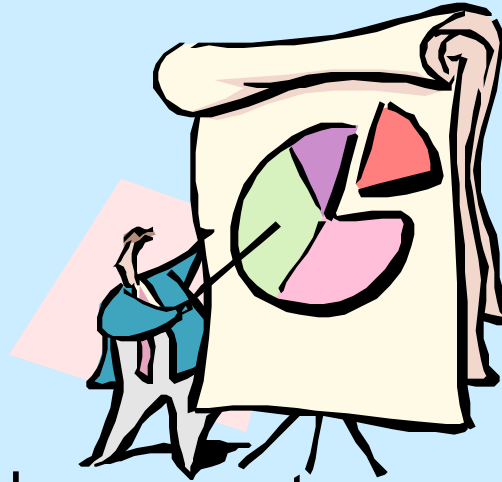
Active Living by Design is a national program funded by the Robert Wood Johnson Foundation. This program establishes innovative approaches to increase physical activity through community design, public policies and communications strategies. Active Living by Design is funding 25 community partnerships across the country to demonstrate how changing the community design can impact physical activity. For more information, visit www.activelivingbydesign.org.

» [Neighborhood Map](#)
» [Community Calendar](#)

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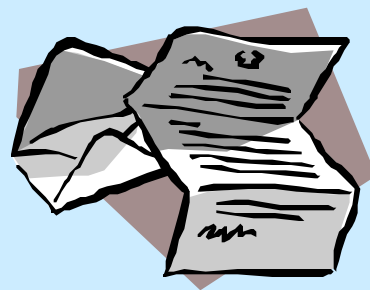
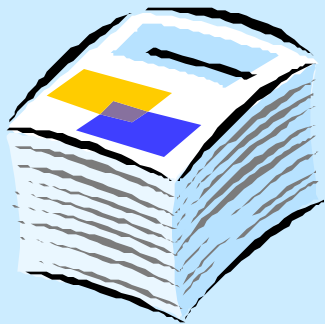
Analysis

If you're at the top...



Our survey respondents who were at the highest levels of their respective bureaucracies noted that they do directly participate in lobbying and advocating within their institution for certain physical activity changes. They also reported advocating at the state level.

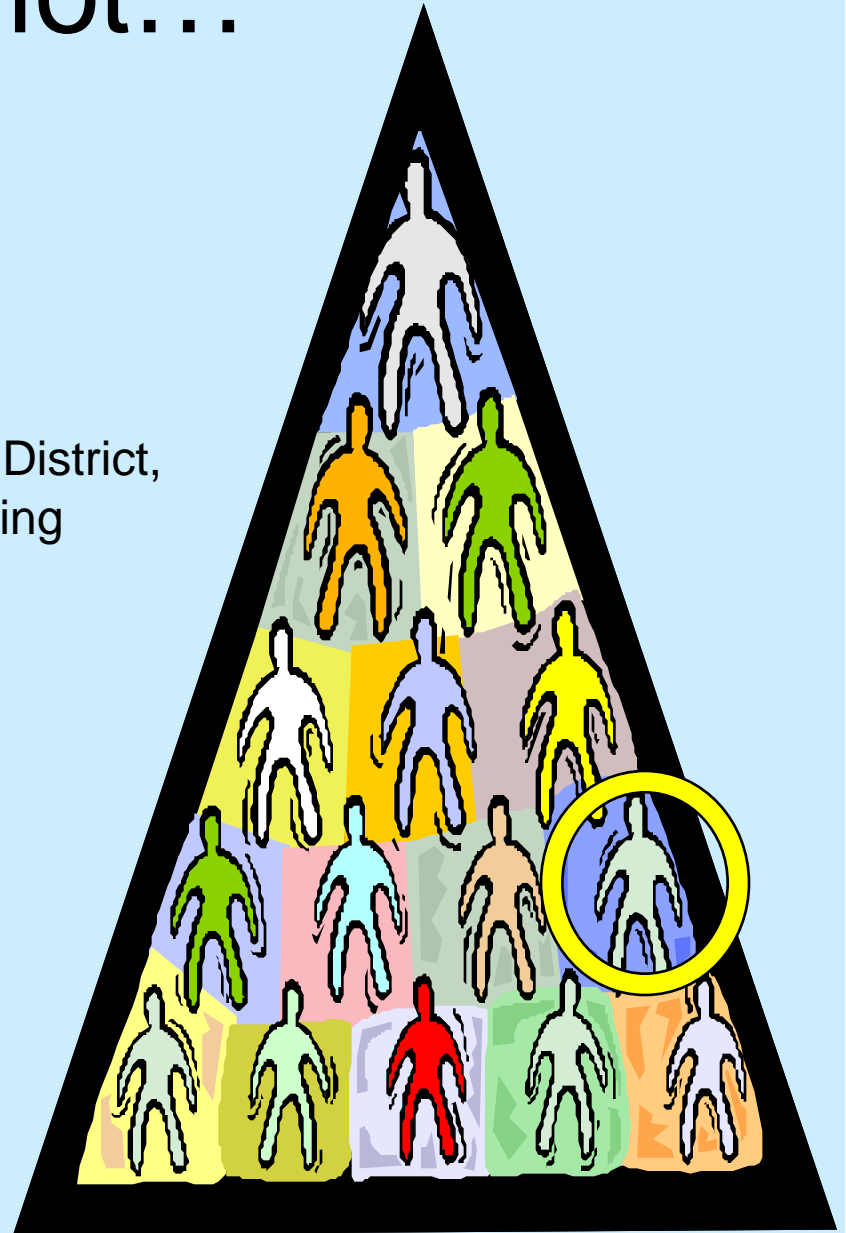
If you're not...



Public Agencies (County, School District, City) are most comfortable providing data that reinforces policy efforts.



These agencies can work together in a collaborative where policy advances can be made under the umbrella of ALISA or HEAC.



Conclusion

- Physical activity has made it onto the agenda of the City of Santa Ana.
- Commitment is evident at the highest strategic levels of governance.
- Non-profit agencies are critical partners in changing the policy landscape given their ability to advocate for an issue.
- It is important to fund a variety of non-profit partners in a physical activity collaborative.