ABOUT SANTA CRUZ COUNTY
Santa Cruz County is an hour south of San Francisco, and the second smallest county in California with an area of 440 square miles. The community is diverse with respect to race and ethnicity, language, culture, and socioeconomics.

2013 PRIZE WINNERS

ABOUT THE PRIZE
The inaugural RWJF Roadmaps to Health Prize honors outstanding community partnerships which are helping people live healthier lives. The six communities are Santa Cruz County, California; New Orleans, Louisiana; Cambridge, Massachusetts; Fall River, Massachusetts; Manistique, Michigan; and Minneapolis, Minnesota. The communities will each receive a cash prize of $25,000. The Prize is rooted in the idea that every community is on a unique journey toward health and that communities’ stories of success are as diverse as their populations.

For more information about the prize, go to: www.rwjf.org.

HIGHLIGHTS

HEALTHY KIDS OF SANTA CRUZ COUNTY
A local universal health insurance plan has provided coverage to 21,000 previously uninsured children.

JÓVENES SANOS
A youth-led healthy restaurant initiative secured the approval of an ordinance that requires new restaurants and transportation stations to offer and highlight healthy options.

INCARCERATION ALTERNATIVES
This alternative-to-incarceration program provides education, employment, treatment, and social services to get people back on track.

DATA-DRIVEN DECISIONS
Using their Community Assessment Project’s local data as a guide, public and private community partners have prioritized areas where they can make the biggest difference.