

# Action

FOR HEALTHY COMMUNITIES

2010 REPORT | San Luis Obispo County





## INTRODUCTION

- Report provides a comprehensive view of the quality of life in San Luis Obispo County.
- Divided into 7 sections that correspond with the goals of ACTION for Healthy Communities.
- Each section includes indicators that measure progress made over time toward achieving the goals.



## DESIRED OUTCOMES

1. Provide accurate, credible, and valid information on an ongoing basis concerning the creation, management and support of programs.
2. Encourage collaboration and partnerships to facilitate improved services.
3. Set Community Indicators that can serve as the basis for the establishing Community Goals.
4. Re-assess key indicators every three years to track progress, identify emerging gaps and resources, and develop strategies to effectively respond to the findings.

## METHODOLOGY

- Community Assessment Cycle
- Updated from 1999, 2000, 2001, 2003, and 2006 report
- Data from a wide variety of sources:
  - State, local, and government agencies
  - Primary data
  - 99 indicators
- Telephone Survey - 
  - 1,100 randomly selected adults, conducted by ASR
- Face-to-Face Survey - 
  - More than 300 administered in agencies serving targeted populations such as Spanish speakers, the homeless, and seniors.
  - 10 agencies participated.

# METHODOLOGY



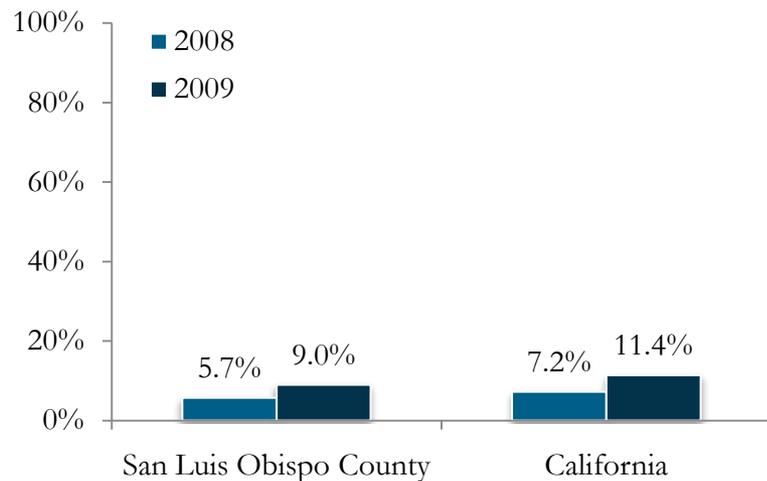


# Our ECONOMY

- The annual average unemployment rate increased from 6% in 2008 to 9% in 2009.
- There was about a 20% increase in households (for all family sizes) living in poverty from 2003 to 2009.
- Almost half (48%) of ACTION telephone survey respondents said they felt economically worse off this year as compared to last year.

# JOBS AND EARNINGS

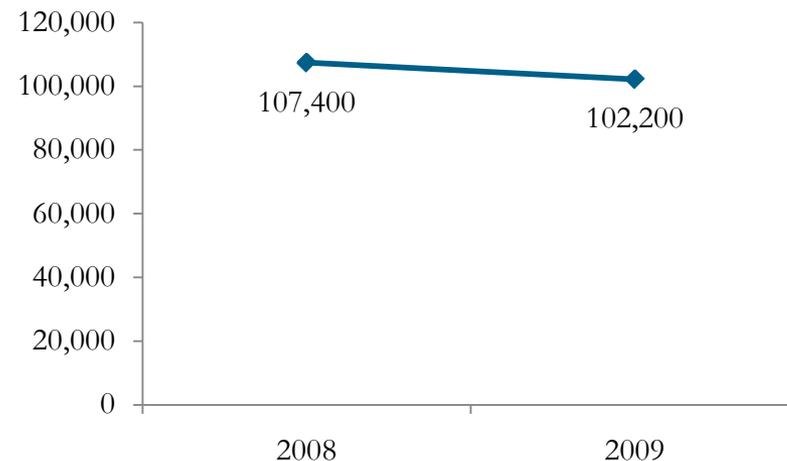
UNEMPLOYMENT RATE BY JURISDICTION  
(SAN LUIS OBISPO COUNTY)



Source: State of California Employment Development Department, Labor Market Information Division, 2010. U.S. Department of Labor, Bureau of Labor Statistics, U.S. Annual Average Labor Force Data 1948-2009, 2010.

Note: Data not seasonally adjusted.

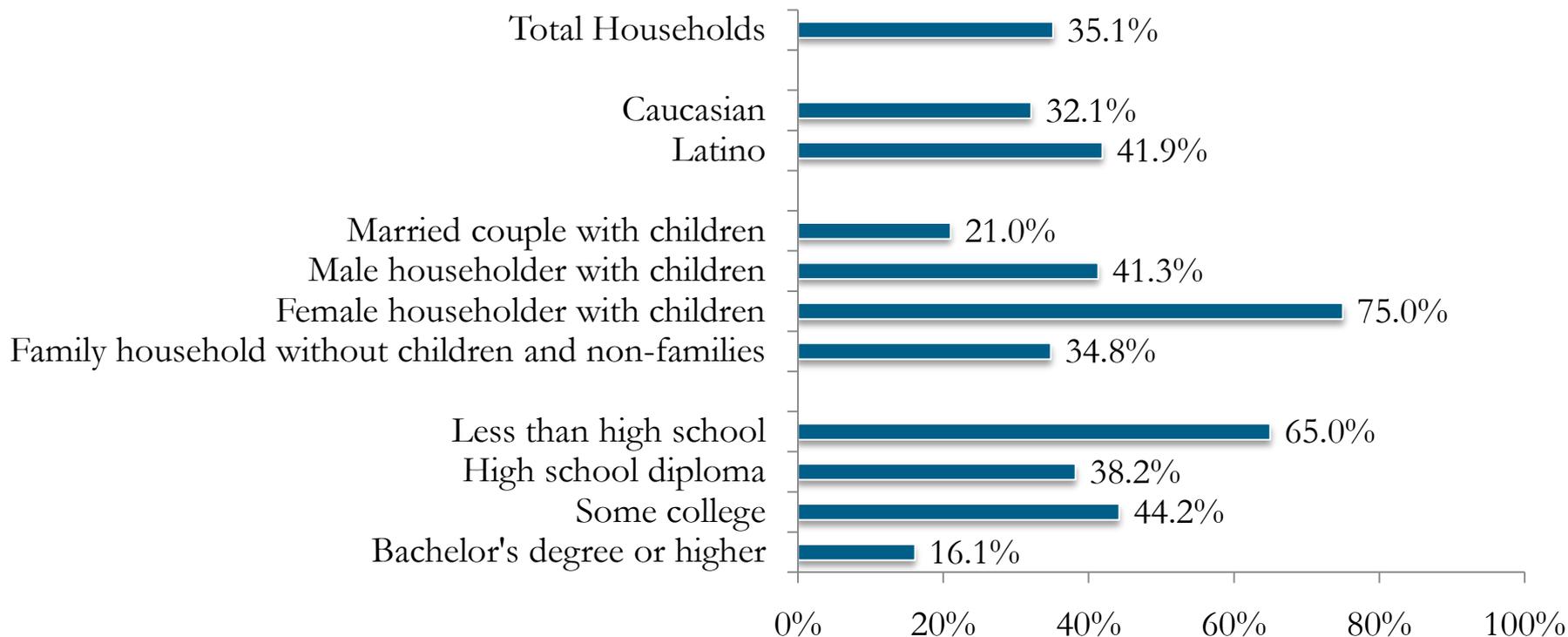
NUMBER OF PERSONS CURRENTLY EMPLOYED,  
TOTAL (ALL INDUSTRIES – FARM & NONFARM),  
SAN LUIS OBISPO COUNTY



Source: State of California Employment Development Department, Labor Market Information, 2010.

# JOBS AND EARNINGS

PERCENTAGE OF HOUSEHOLDS BELOW SELF-SUFFICIENCY INCOME STANDARDS, SAN LUIS OBISPO COUNTY (2007)



Source: Insight Center for Community and Economic Development, Overlooked and Undercounted 2009: Struggling to Make Ends Meet in California, 2009.

Note: These percentage calculations were based off of the 2007 American Community Survey Data. Data presented are most recent data available.

# ECONOMY

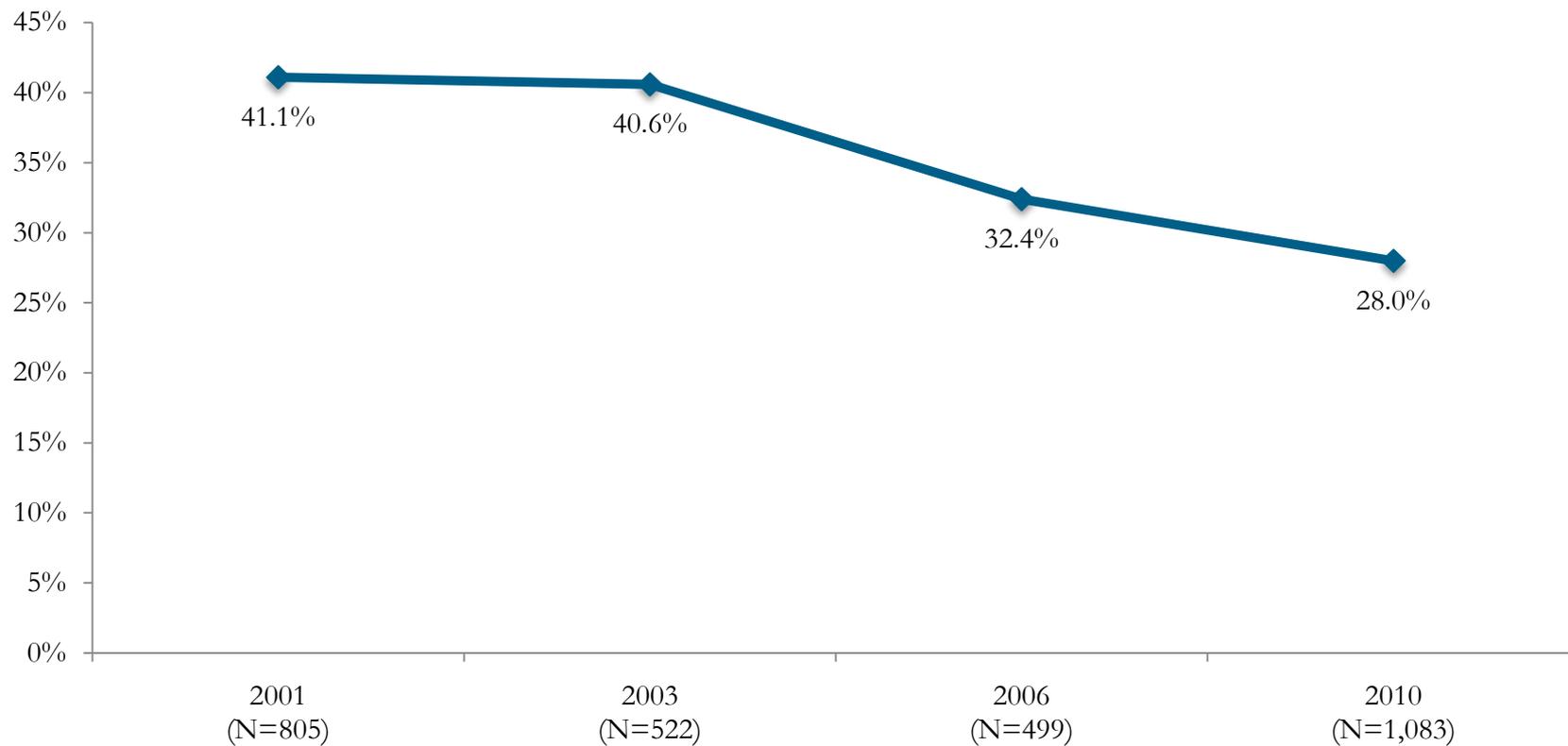
 IN YOUR OPINION, WHAT DO YOU THINK IS THE **ONE** MOST IMPORTANT ISSUE FACING SAN LUIS OBISPO COUNTY IN THE NEXT FEW YEARS? (TOP 5 RESPONSES)

2006	2010
1. Growing too fast/ uncontrolled growth/ over population (41.6%)	1. Employment/ Jobs (21.8%)
2. Housing costs/ cost of living (19.9%)	2. Growing too fast/ uncontrolled growth/ overpopulation (13.4%)
3. Traffic (11.5%)	3. Water (11.9%)
4. Water (4.5%)	4. Local, state, and national budget (8.3%)
5. Roads need repair (3.5%)	5. Schools/ overcrowding at schools (7.2%)
Total Respondents = 427	Total respondents = 921

Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

# ECONOMY

 **DO YOU FEEL BETTER OFF THIS YEAR THAN LAST ECONOMICALLY? (RESPONDENTS ANSWERING "YES")**



Source: ACTION for Healthy Communities, Telephone Survey, 2001, 2003, 2006, and 2010.

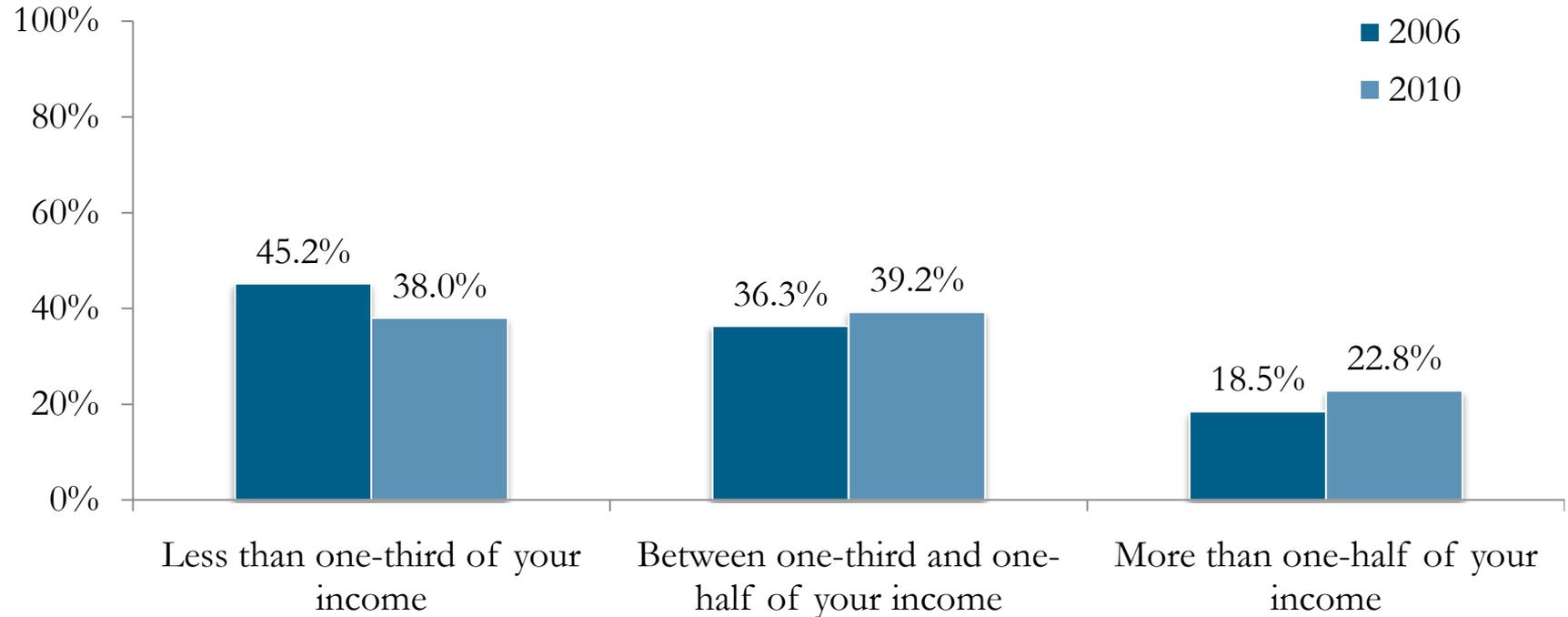


# Our BASIC NEEDS

- Almost one-quarter of ACTION telephone survey respondents spent more than half their income to pay for housing costs.
- Twelve percent of ACTION telephone survey respondents said they went without some basic needs in the last year, with the most common shortfalls being health care and food.
- Nearly 29% of county residents were not able to afford enough food in 2007.

# HOUSING

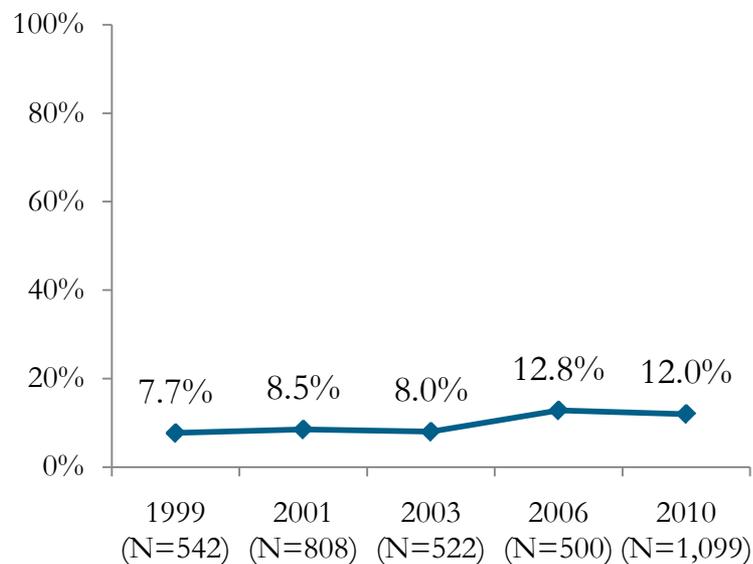
 IS THE AMOUNT OF MONEY YOU USE TO PAY FOR HOUSING, INCLUDING UTILITIES, SUCH AS GAS AND ELECTRICITY...



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

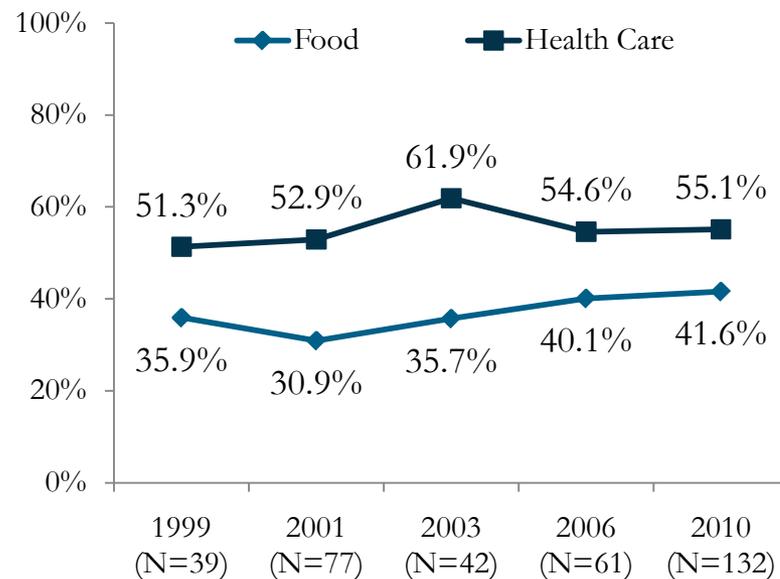
# BASIC NEEDS

 IN ANY GIVEN MONTH DURING THE PAST YEAR, DID YOU HAVE TO GO WITHOUT BASIC NEEDS SUCH AS FOOD, CLOTHING, CHILDCARE, HOUSING, OR HEALTH CARE? (RESPONDENTS ANSWERING "YES")



Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003, 2006, and 2010.

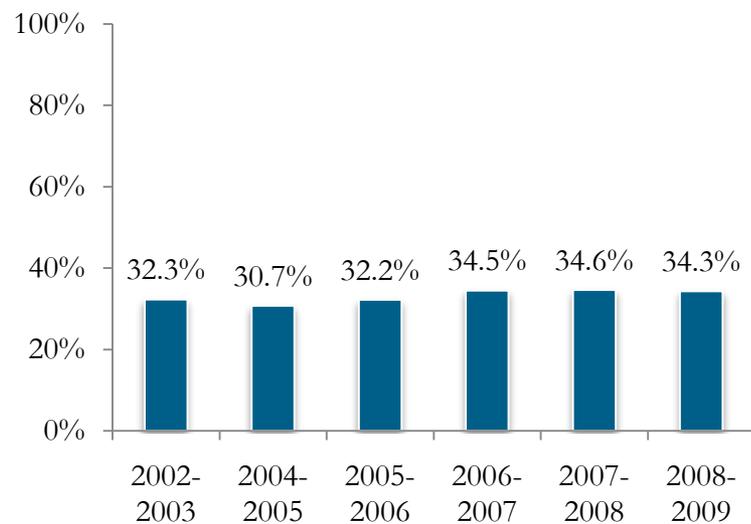
 IF YOU HAD TO GO WITHOUT BASIC NEEDS, WHAT DID YOU GO WITHOUT? (TOP RESPONSES)



Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003, 2006, and 2010.

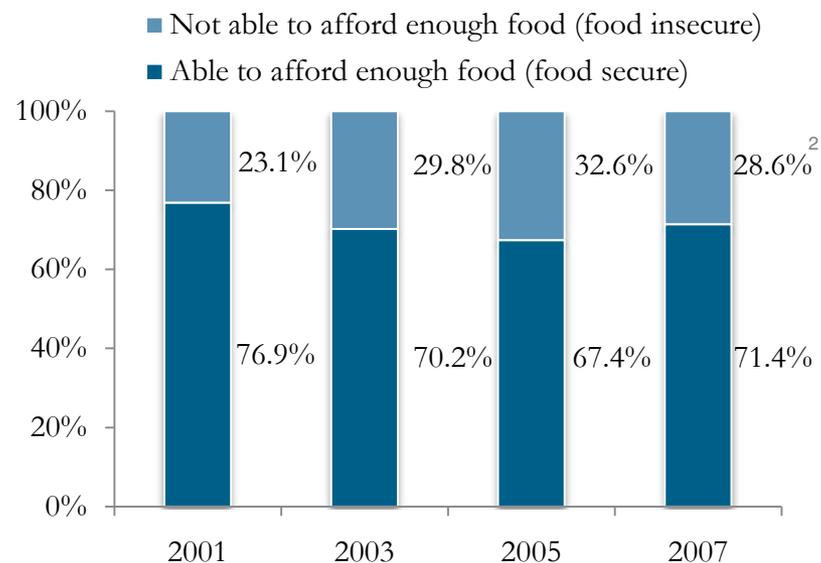
# FOOD

## PERCENT OF SCHOOL-AGED CHILDREN ENROLLED IN FREE AND REDUCED PRICE MEAL PROGRAM (SAN LUIS OBISPO COUNTY)



Source: California Department of Education, Data Quest, 2010. Note: this is a federal program administered by the US Department of Agriculture. Program participation is by and is based on the income of the child's parent or guardian.

## ARE YOU ABLE TO AFFORD ENOUGH FOOD?<sup>1</sup> (SAN LUIS OBISPO COUNTY)



Source: California Health Interview Survey, 2001, 2003, 2005, and 2007.

<sup>1</sup> Asked of adults whose income is less than 200% of the Federal Poverty Level.

<sup>2</sup> Statistically unstable. Unstable data has not met the criteria for a minimum number of respondents needed and/or has exceeded an acceptable value for coefficient of variance.

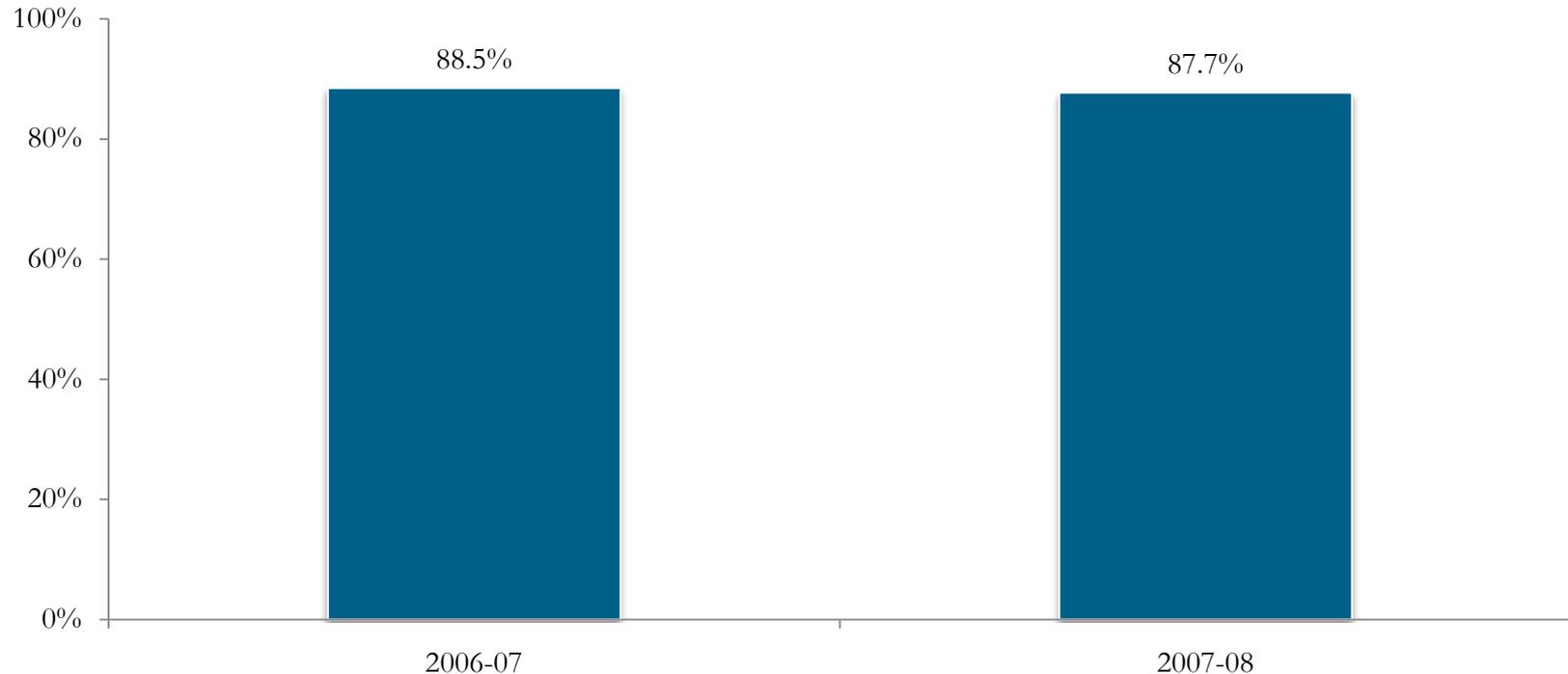
A photograph of a young man in a dark blue graduation cap and gown, smiling and looking to the right. The background is dark.

# Our EDUCATION

- The four-year dropout rate for San Luis Obispo students in 2007-2008 was 11%, down from 14% in 2006-2007.
- The truancy rate for San Luis Obispo County students has gotten worse since 2004-2005 and was consistently worse than the state of California.
- More than 60% of San Luis Obispo family members said they read stories or looked at picture books every day of the week with children under 12 years old.

# SUCCESS IN SCHOOLS

## HIGH SCHOOL GRADUATION RATE, SAN LUIS OBISPO COUNTY



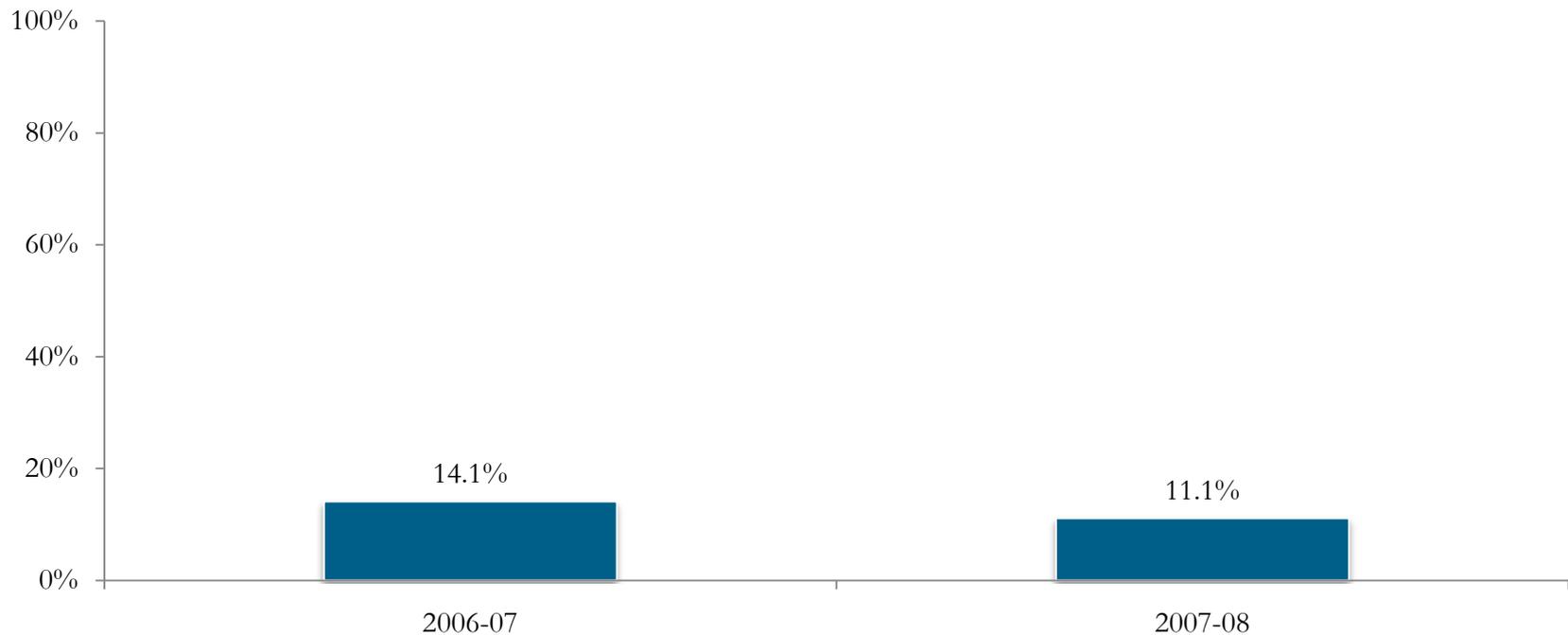
Source: California Department of Education, Educational Demographics Office, 2010.

Note: Graduation Rate Formula is based on the NCES definition: Number of Graduates (Year 4) divided by Number of Graduates (Year 4) plus Grade 9 dropouts (Year 1) plus Grade 10 dropouts (Year 2) plus Grade 11 dropouts (Year 3) plus Grade 12 dropouts (Year 4).

Note: School sites document when a student drops out from school and track why they leave. Some of these reasons include: to enroll in Adult Education Programs, to attend community college, to complete a GED at a community college, and to attend Community Schools. However, there is not a way to document their completion of that program. Therefore, there is not a direct correlation between high school dropout rates and high school graduation rates.

# SUCCESS IN SCHOOLS

## ADJUSTED FOUR-YEAR DERIVED HIGH SCHOOL DROPOUT RATE<sup>2</sup>, SAN LUIS OBISPO COUNTY

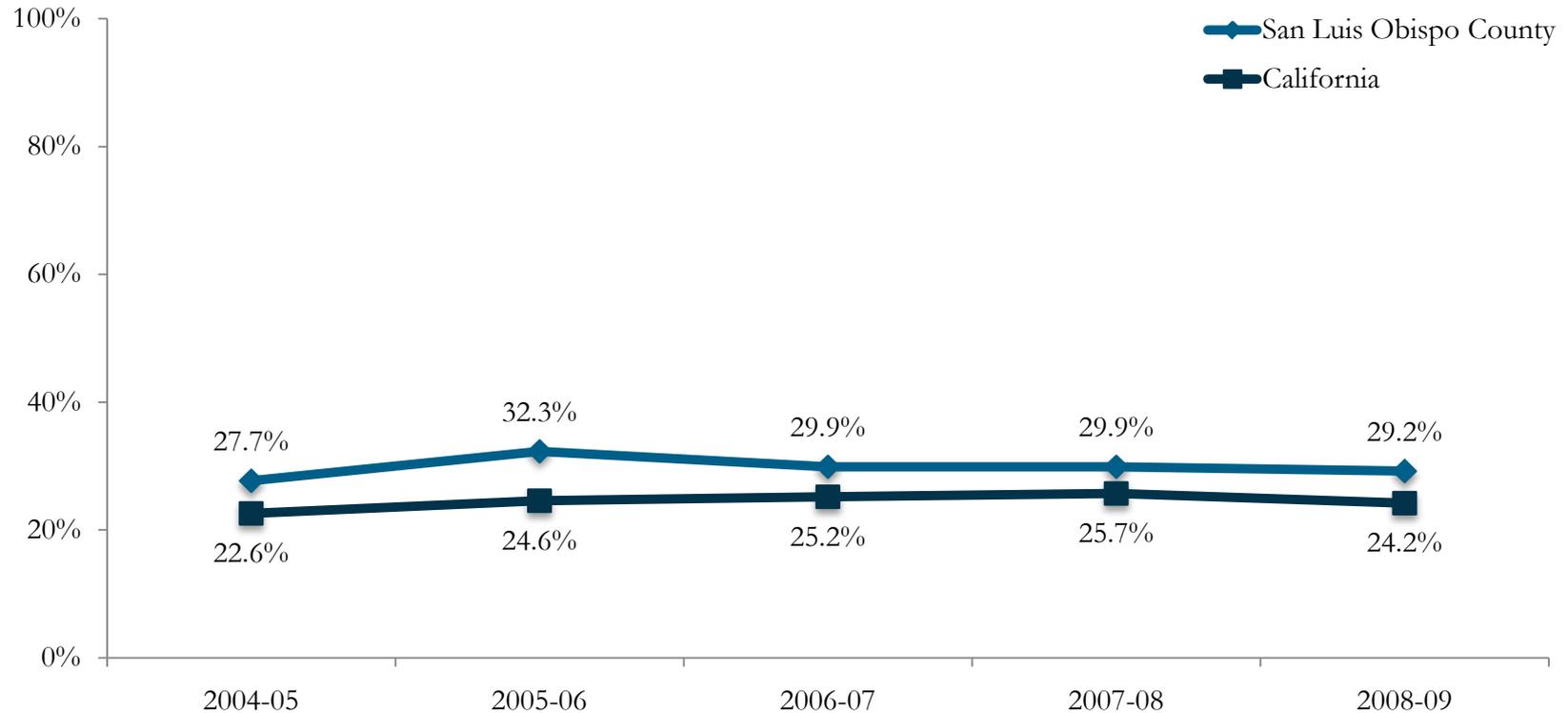


Source: California Department of Education, Educational Demographics Office, 2010.

<sup>2</sup> The 4-year derived dropout rate is an estimate of the percentage of students who would drop out in a four-year period based on data collected for a single year. Adjusted Dropouts = Reported Grade 9-12 Dropout Total minus (Reenrolled Grade 9-12 Dropouts plus Grade 9-12 Lost Transfers).

# SUCCESS IN SCHOOLS

TRUANCY RATE<sup>1</sup>, SAN LUIS OBISPO COUNTY & CALIFORNIA



Source: California Department of Education, Safe & Healthy Kids Program Office, 2010.

<sup>1</sup> Percentage of students with unexcused absence or tardy on 3 or more days.

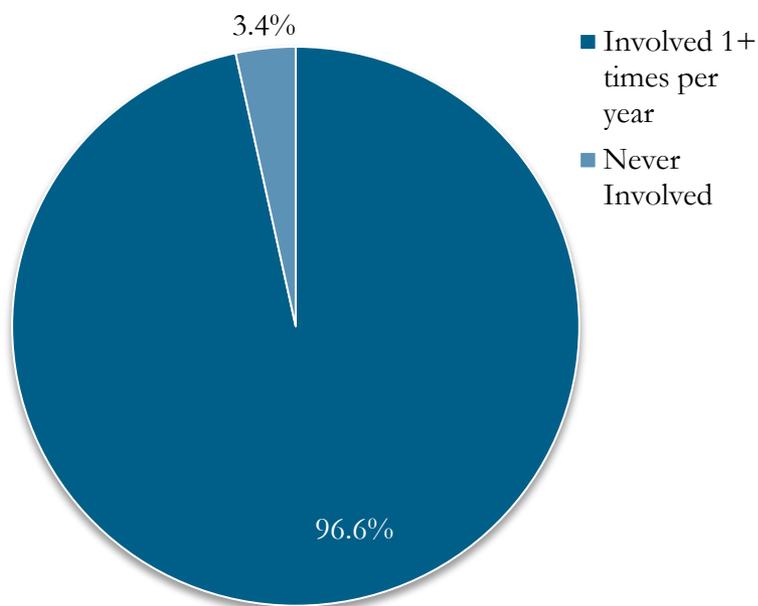


# PARENT INVOLVEMENT IN EDUCATION



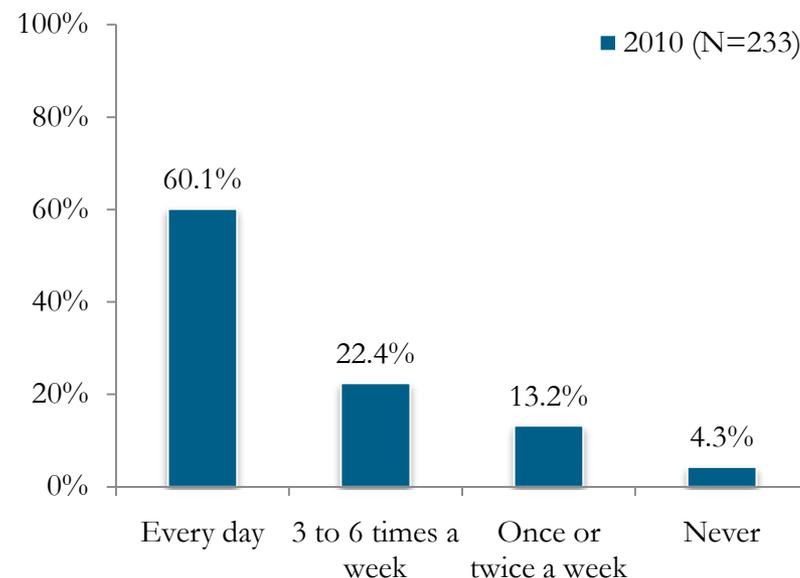
 **HOW INVOLVED ARE YOU IN YOUR STUDENT'S EDUCATION? (2010)**

**Attend special events - assemblies, open house, parent conferences (N=243)**



Source: ACTION for Healthy Communities, Telephone Survey, 2010.  
Note: This telephone survey question was not asked in 2006.

 **IN A USUAL WEEK, ABOUT HOW MANY DAYS DO YOU OR ANY OTHER FAMILY MEMBERS READ STORIES OR LOOK AT PICTURE BOOKS WITH YOUR CHILD(REN) UNDER 12 YEARS OLD? (2010)**



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

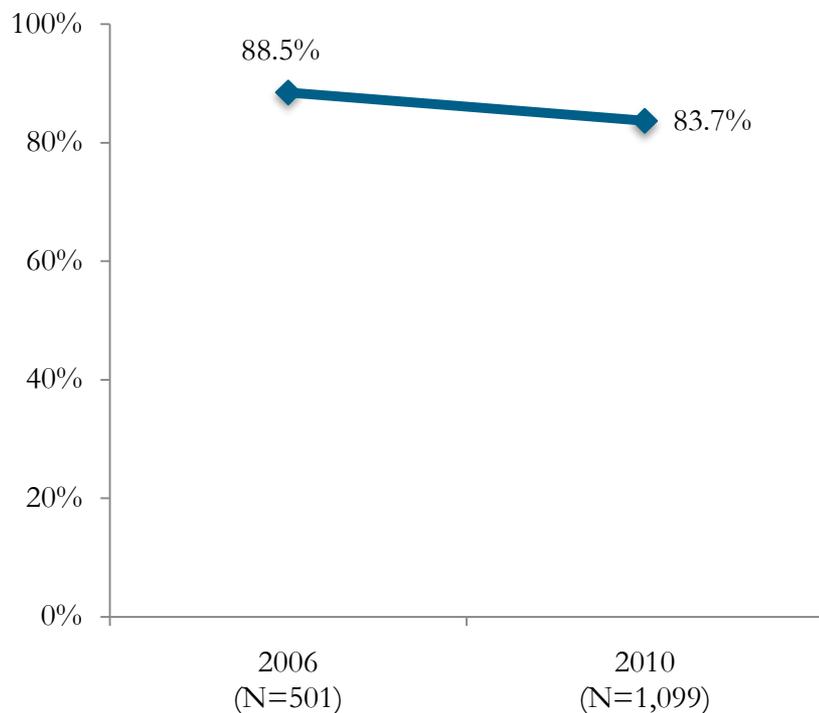


# Our HEALTH

- Health insurance coverage has declined, 84% of ACTION telephone survey respondents said they had insurance in 2010 compared to 89% in 2006.
- Almost half (49%) of San Luis Obispo County adults were considered overweight or obese in 2007.
- San Luis Obispo County 11<sup>th</sup> graders' used marijuana and alcohol at consistently higher rates than California 11<sup>th</sup> graders from 2003-2004 to 2007-2008.

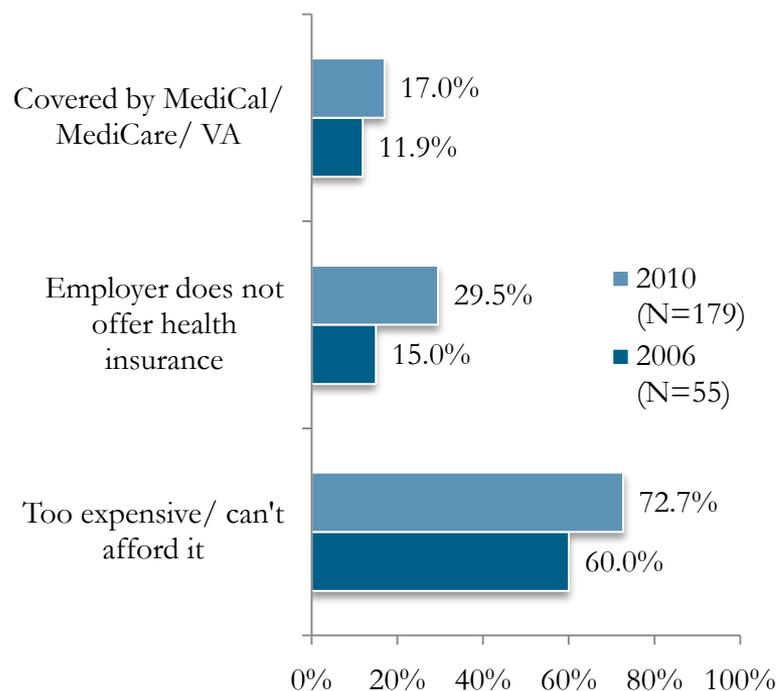
# INSURANCE

## ☎ DO YOU HAVE HEALTH INSURANCE? (RESPONDENTS ANSWERING "YES")



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

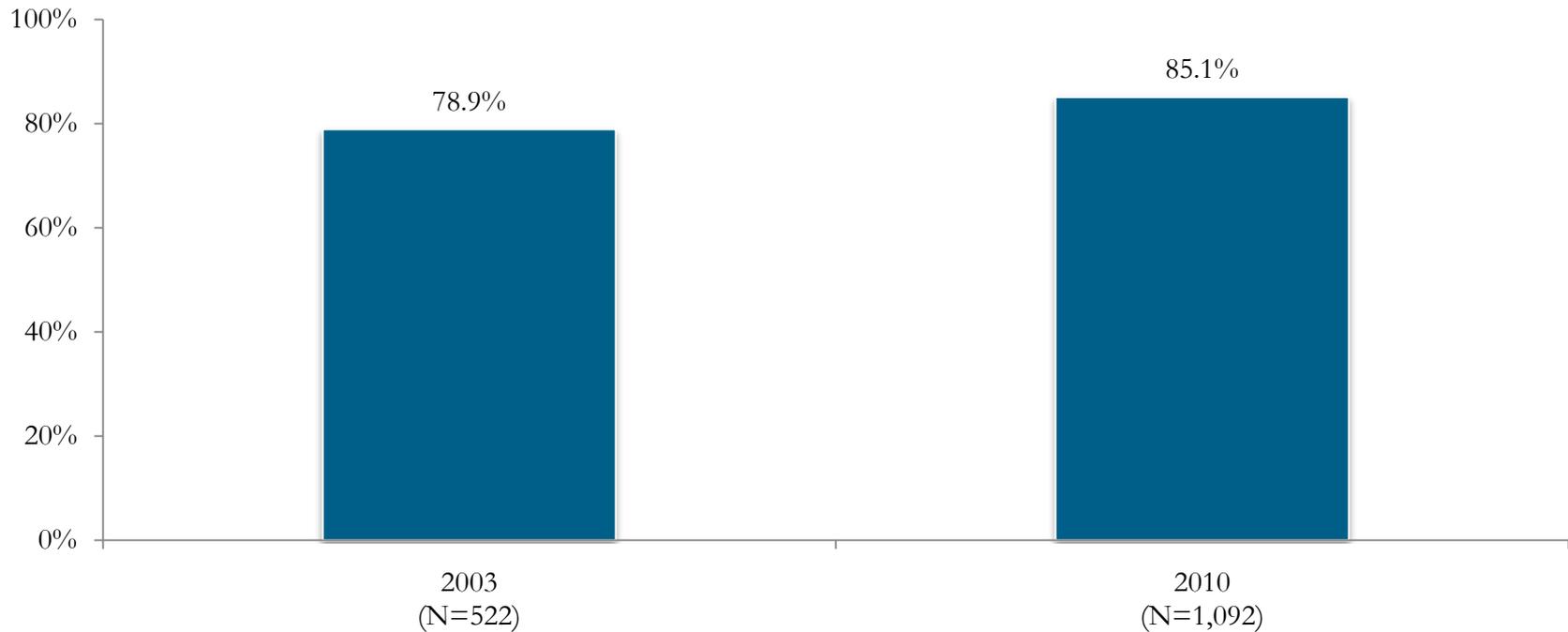
## ☎ WHY DON'T YOU HAVE HEALTH INSURANCE? (TOP 3 RESPONSES)



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

# REGULAR SOURCE OF HEALTH CARE

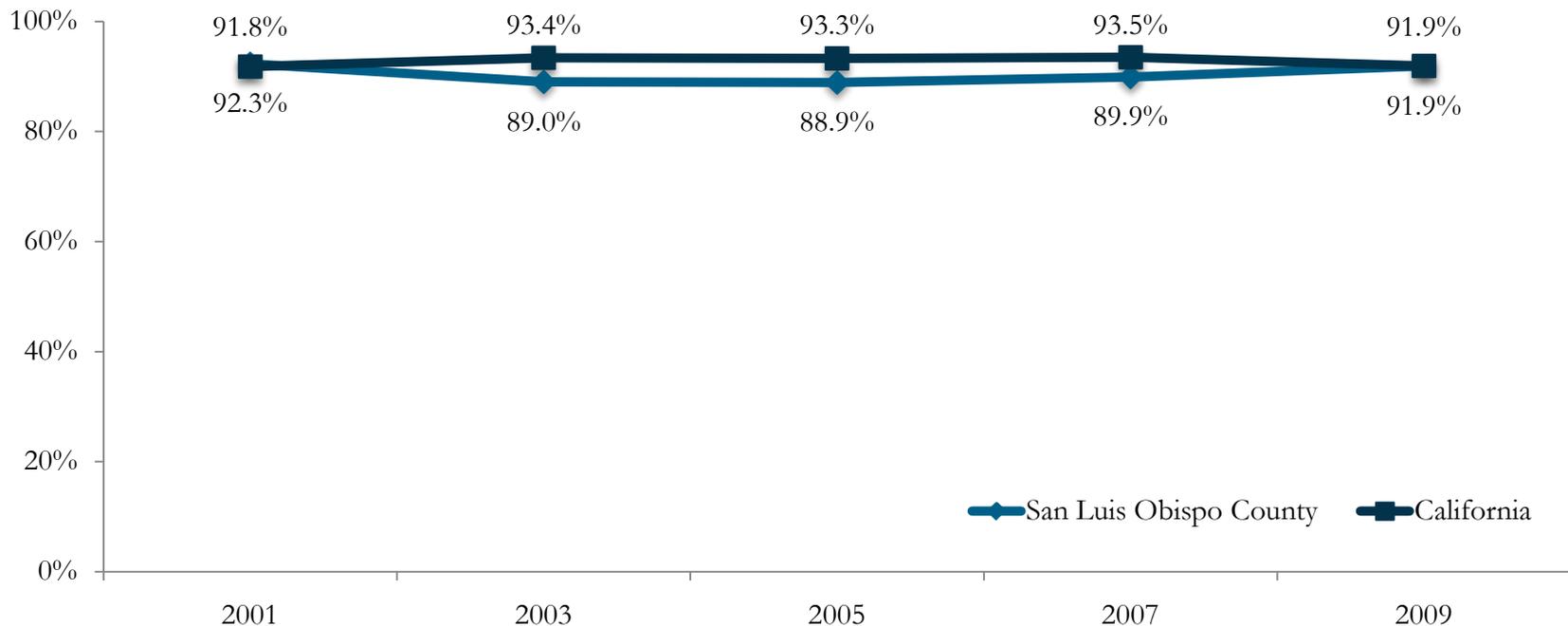
 DO YOU HAVE A REGULAR SOURCE OF HEALTH CARE?  
(RESPONDENTS ANSWERING “YES”)



Source: ACTION for Healthy Communities, Telephone Survey 2006 and 2010. Note: This telephone survey question was not asked in 2006.

# IMMUNIZATION LEVELS

CHILD CARE, ALL CENTERS (PERCENT WITH ALL REQUIRED IMMUNIZATIONS) (SAN LUIS OBISPO COUNTY & CALIFORNIA)

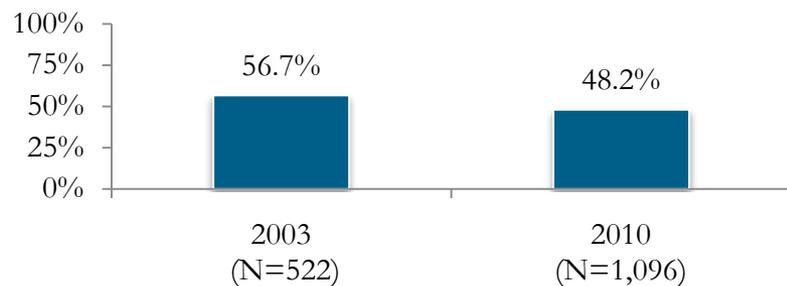


Source: California Department of Health Service, Immunization Branch, Child Care Assessment Results, 2001, 2003, 2005, 2007 and 2009.

Note: The annual child care assessment is conducted each fall to monitor compliance with the California School Immunization Law. All required immunizations include (4 + DTP, 3+ Polio, 1 + MMR, 1+ Hib, 3+ Hep B, and 1+ Var or physician-documented varicella disease). Results from this assessment are used to measure immunization coverage among children entering licensed child care.

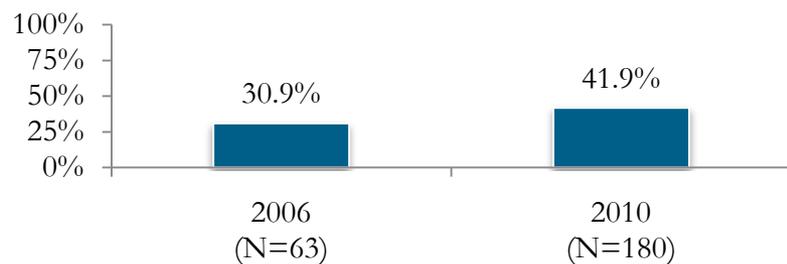
# EXERCISE AND NUTRITION

**📞 HOW MANY DAYS A WEEK DO YOU ENGAGE IN PHYSICAL ACTIVITY (SUCH AS BRISK WALKING OR GARDENING) FOR A COMBINED TOTAL OF 30 MINUTES OR MORE? (RESPONDENTS ANSWERING 5 OR MORE DAYS)**



Source: ACTION for Healthy Communities, Telephone Survey, 2003 and 2010.

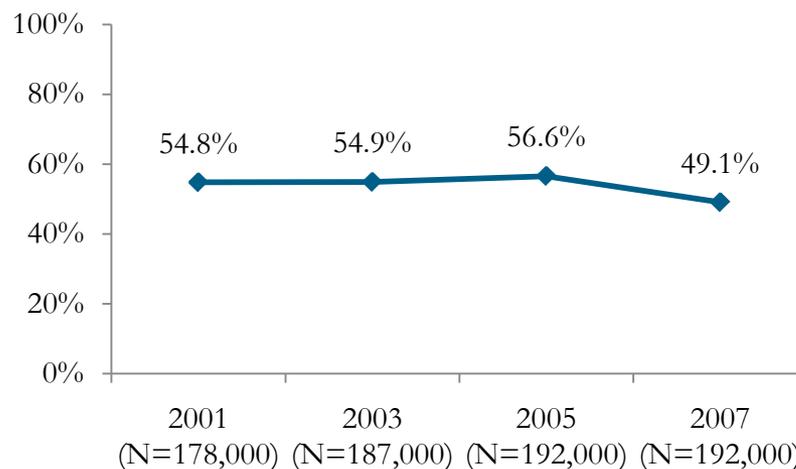
**📞 ON AVERAGE, DOES YOUR TEEN EAT 5 OR MORE SERVINGS OF FRUITS AND VEGETABLES EVERY DAY? (RESPONDENTS ANSWERING "YES")**



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

Note: "On average" added to the question in 2010.

**🏥 ADULTS OVERWEIGHT OR OBESE (BMI<sup>1</sup> > 25), SAN LUIS OBISPO COUNTY (OVERWEIGHT OR OBESE)**

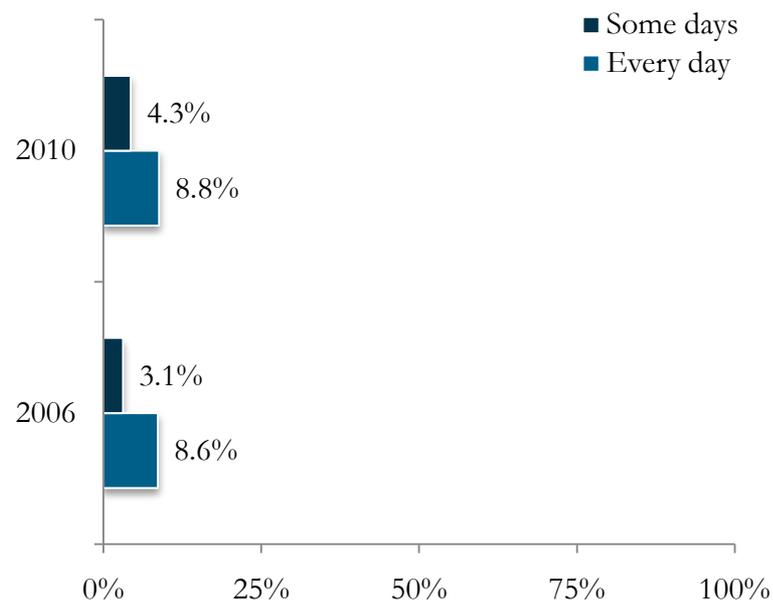


Source: California Health Interview Survey, 2007. Note: In adults, obesity is defined as a BMI of 30 kg/m<sup>2</sup> or more; overweight is a BMI of 25kg/m<sup>2</sup> or more.

<sup>1</sup>Body mass index (BMI) is calculated as weight in kilograms (kg) divided by the square of height in meter (m<sup>2</sup>) (BMI = weight [kg]/height[m<sup>2</sup>]). To estimate BMI using pounds (lbs) and inches (in), divide weight in pounds by the square of height in inches. Then multiply the resulting number by 704.5 (BMI = weight [lbs]/height [in<sup>2</sup>] X 704.5).

# SMOKING

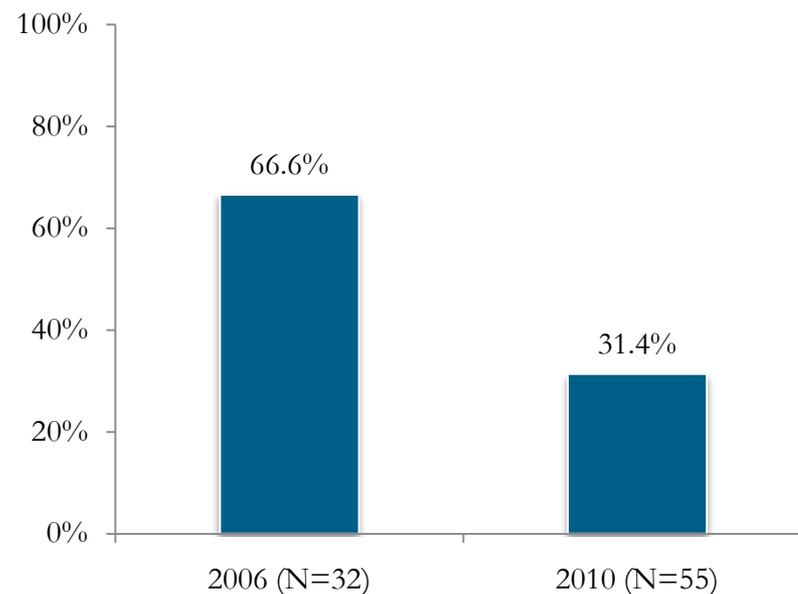
**☎ DO YOU SMOKE CIGARETTES EVERY DAY, SOME DAYS, OR NOT AT ALL? (RESPONDENTS ANSWERING “EVERY DAY” OR “SOME DAYS”)**



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

Note: Totals may not equal 100% due to respondents answering “Don’t know.”

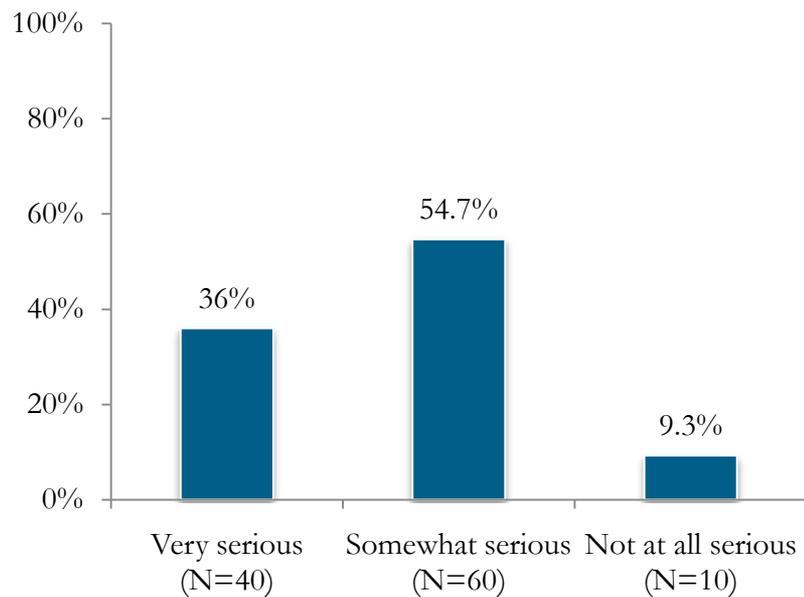
**☎ HAVE THERE BEEN ANY NON-SMOKERS PRESENT IN YOUR HOME, WHILE SOMEONE WAS SMOKING? (RESPONDENTS ANSWERING “YES”)**



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

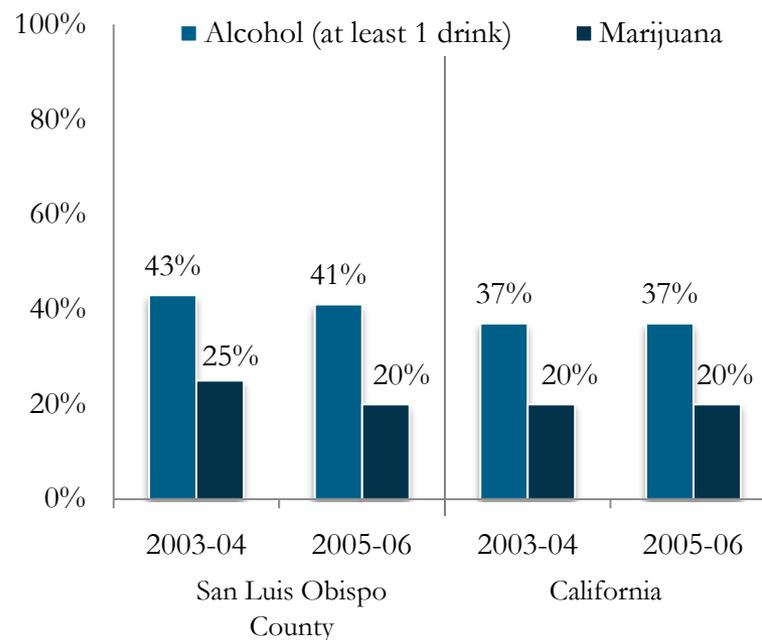
# SUBSTANCE ABUSE

 **HOW SERIOUS WOULD YOU SAY ALCOHOL AND DRUG ABUSE PROBLEMS ARE AT YOUR CHILD'S HIGH SCHOOL? (2010)**



Source: ACTION for Healthy Communities, Telephone Survey, 2010.

**PERCENTAGE OF STUDENTS WHO REPORTED USING SUBSTANCE IN THE LAST 30 DAYS (11<sup>TH</sup> GRADE)**



Source: California Healthy Kids Survey, 2004, 2006, and 2010.



# Our PUBLIC SAFETY

- The crime rate was 25.0 per 1,000 residents in 2009, a decrease from 28.5 per 1,000 residents in 2001.
- The number of Domestic Violence (DV) calls dropped 32% from 2001 to 2009.
- Eighty percent of ACTION telephone survey respondents felt very safe in their neighborhood, and an increasing percent of students felt safe in school.



# CRIME



**CRIME RATE PER 1,000 FOR SAN LUIS  
OBISPO COUNTY**



Source: California Department of Justice, Criminal Justice Statistics Center, Crime and Crime Rates by Category and Crime, 2000-2009. California Department of Finance, Demographic Research Unit, E-4 Population Estimates for Cities, Counties and the State; January Count 2001-2009.

**JUVENILE MISDEMEANOR ARREST RATE  
(PER 1,000)**



Source: California Department of Justice, Criminal Justice Statistics Center, Crime and Crime Rates by Category and Crime, 2000-2009. California Department of Finance, Race/Ethnic Population with Age and Sex Detail, 2000-2050, Sacramento, May 2010.  
Note: The juvenile population used for arrest rates are for those ages 10-17.

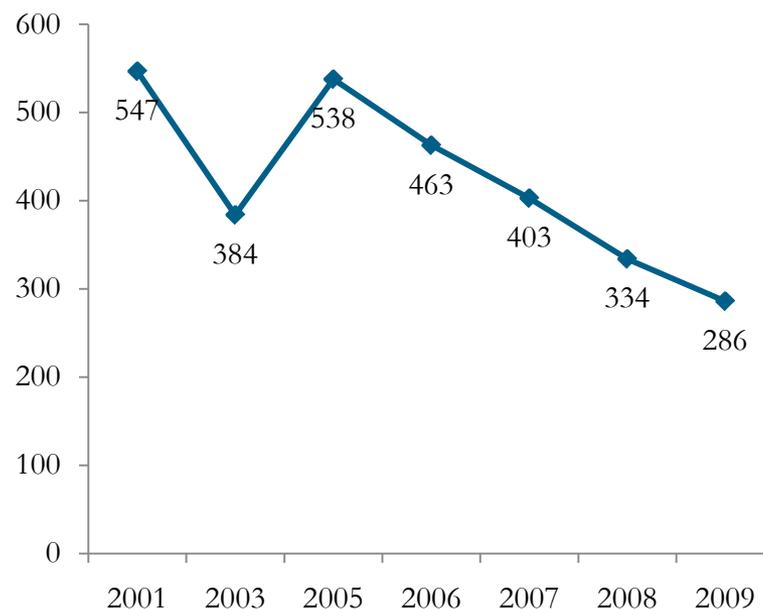
# DOMESTIC VIOLENCE

NUMBER OF DOMESTIC VIOLENCE CALLS,  
SAN LUIS OBISPO COUNTY



Source: California Department of Justice, Criminal Justice Statistics Center, Domestic Violence-Related Calls for Assistance, 2000-2009.

NUMBER OF DOMESTIC VIOLENCE CASES  
WITH WEAPONS, SAN LUIS OBISPO  
COUNTY



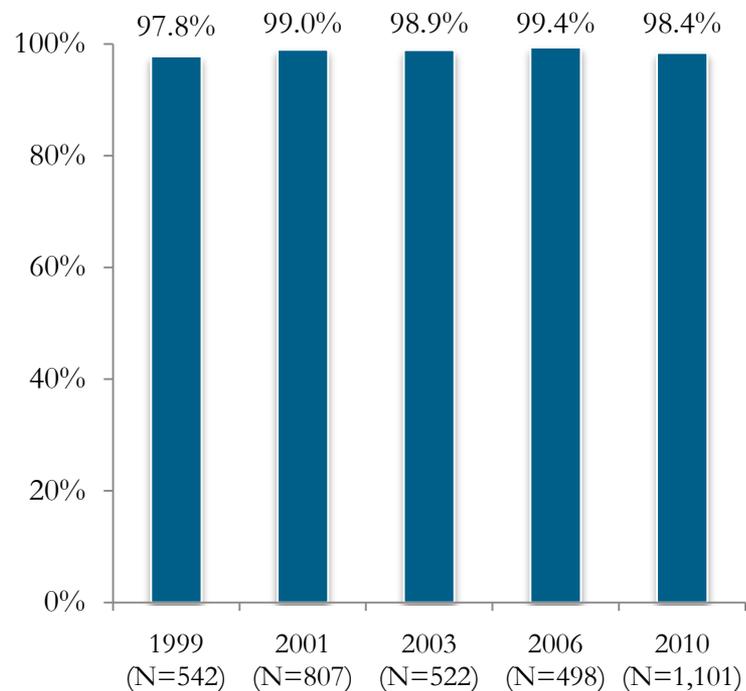
Source: California Department of Justice, Criminal Justice Statistics Center, Domestic Violence-Related Calls for Assistance, 2000-2009.



# CRIME

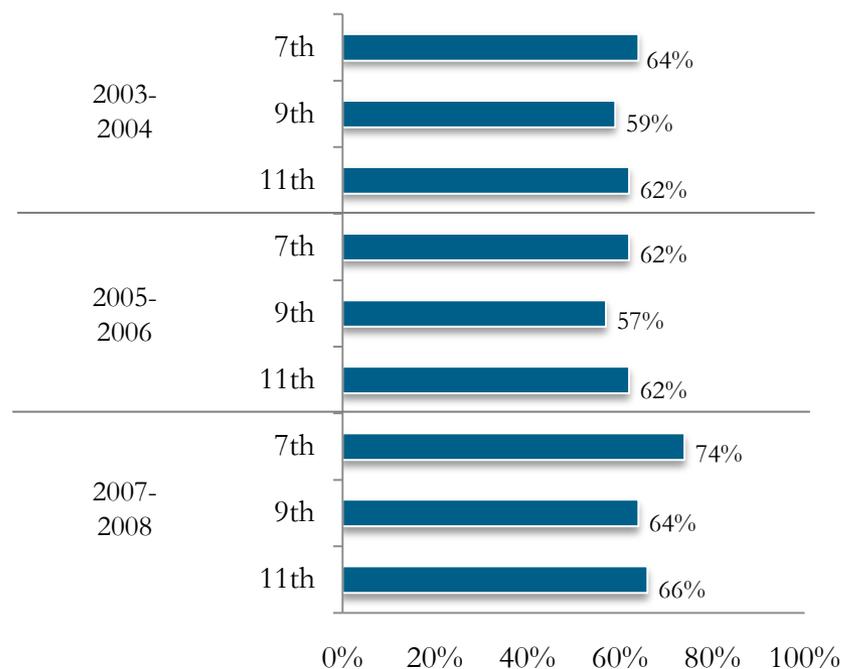


**☎ HOW SAFE WOULD YOU SAY YOU FEEL IN YOUR NEIGHBORHOOD? (RESPONDENTS ANSWERING "VERY SAFE" OR "SAFE")**



Source: ACTION for Healthy Communities, Telephone Survey, 1999, 2001, 2003, 2006, and 2010.

**PERCENT OF CHILDREN THAT FEEL SAFE AT SCHOOL, SAN LUIS OBISPO COUNTY (RESPONDENTS ANSWERING "VERY SAFE" OR "SAFE")**



Source: California Healthy Kids Survey, 2003, 2005, and 2007.

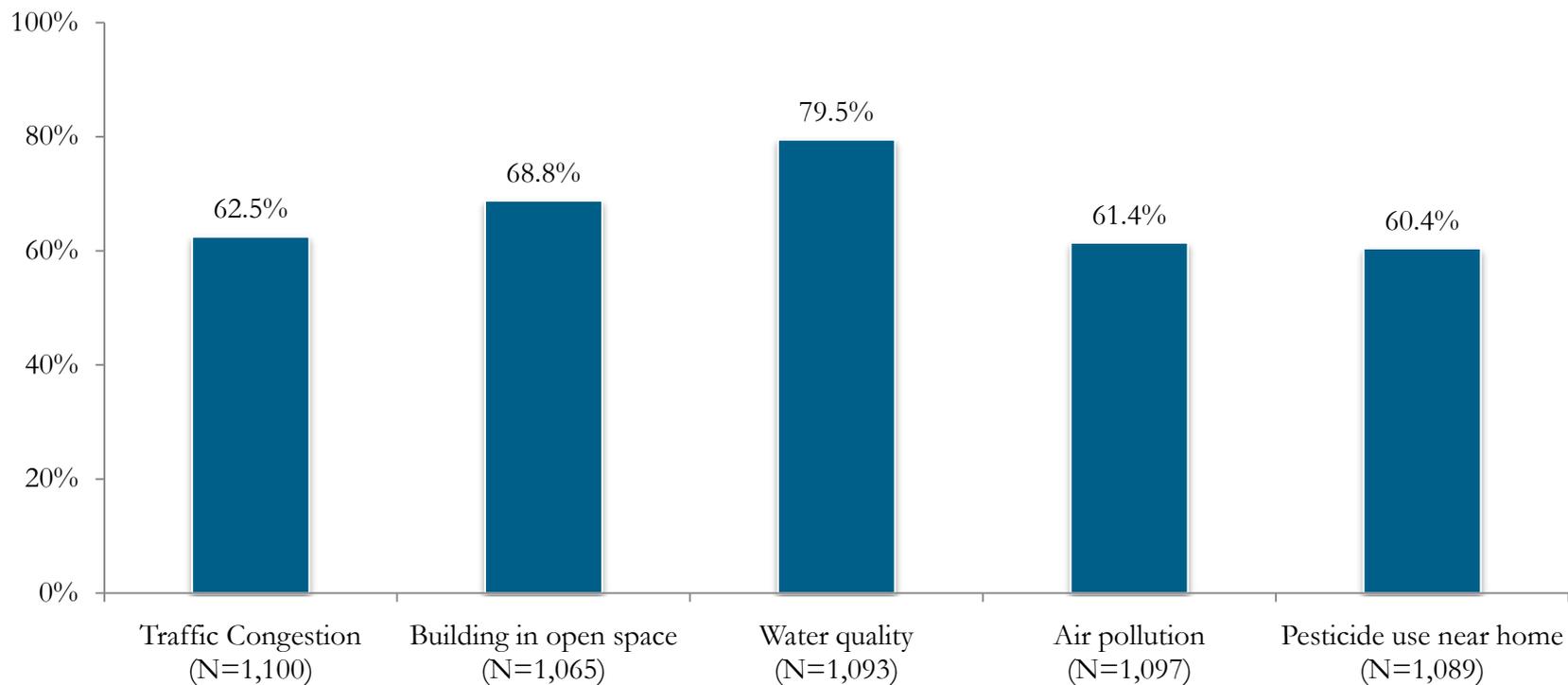


# Our PHYSICAL ENVIRONMENT

- About half of San Luis Obispo County residents lived one-half mile or less from the nearest park or trail, increasing their ease of access to exercise and activity outdoors.
- In the last three months, half of ACTION telephone survey respondents visited outdoor recreation sites between 1 and 10 times and almost 40% went more than 11 times.
- There was an 8% increase from 2001 to 2008 in the number of vehicle miles traveled daily by San Luis Obispo County residents.

# PHYSICAL ENVIRONMENT

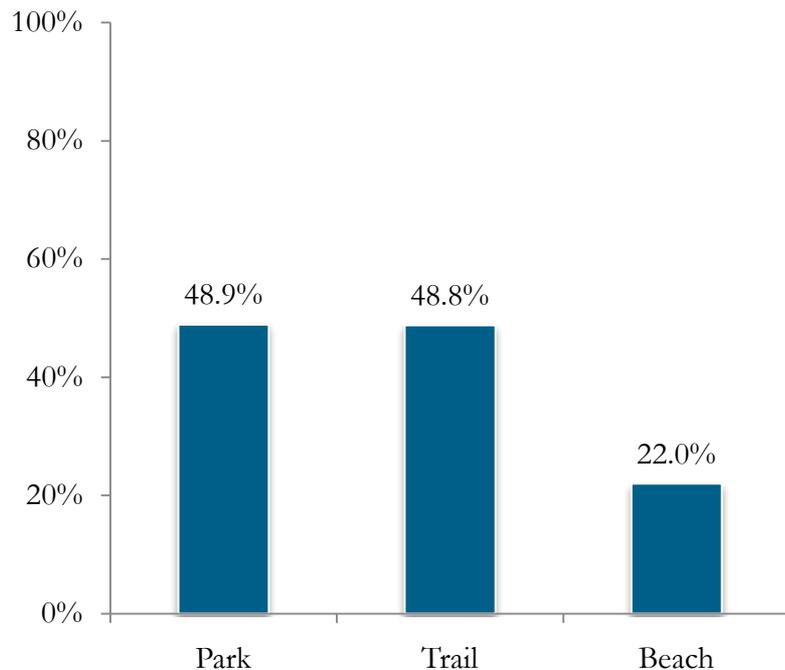
 **HOW CONCERNED ARE YOU ABOUT THE FOLLOWING ISSUES IN YOUR COMMUNITY?**  
(RESPONDENTS ANSWERING “VERY CONCERNED” AND “SOMEWHAT CONCERNED”)  
(2010)



Source: ACTION for Healthy Communities, Telephone Survey, 2010.

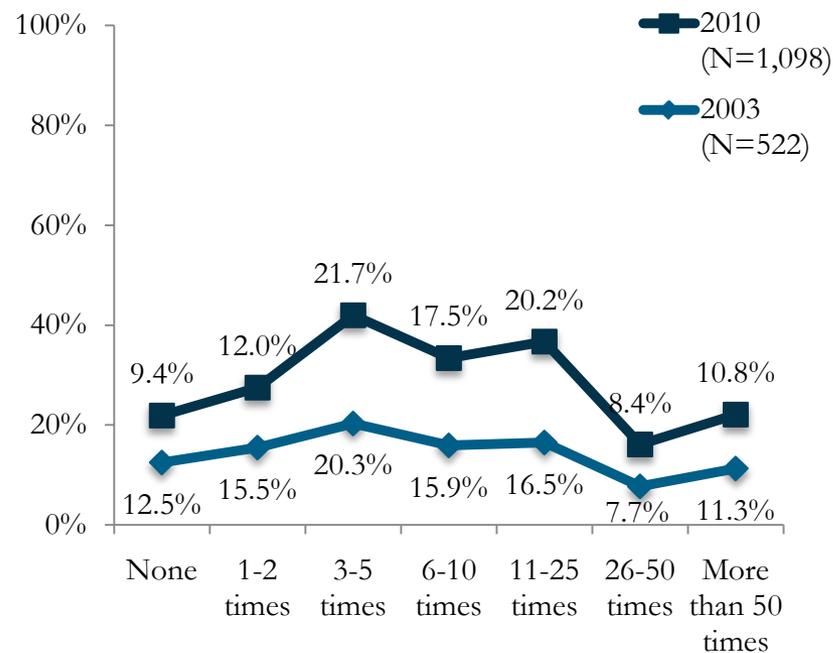
# THE OUTDOORS

**☎ HOW FAR FROM YOUR HOME IS THE NEAREST PARK, TRAIL OR BEACH? (RESPONDENTS ANSWERING "1/2 MILE OR LESS", 2010)**



Source: ACTION for Healthy Communities, Telephone Survey, 2010.

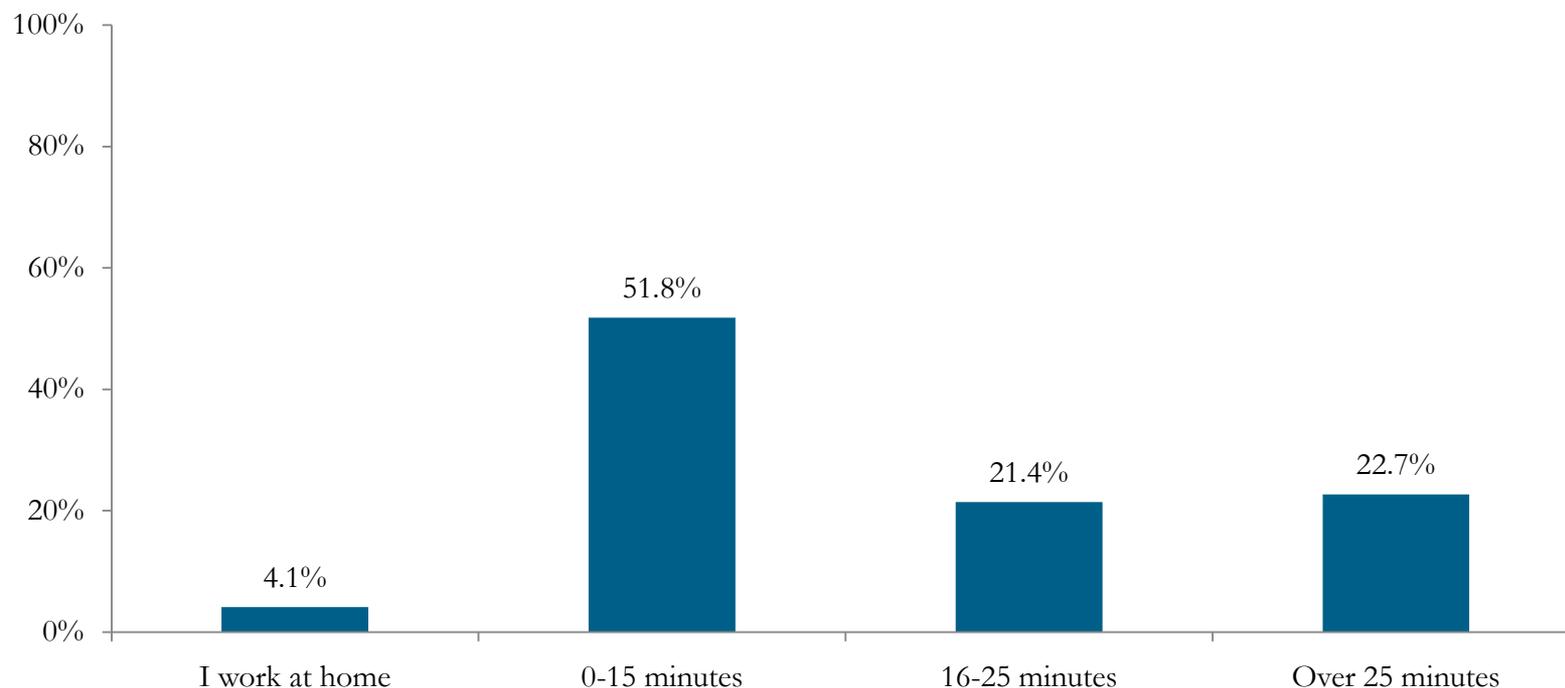
**☎ IN THE PAST THREE MONTHS, HOW MANY TIMES HAVE YOU VISITED ANY OUTDOOR RECREATION LOCATIONS IN SAN LUIS OBISPO COUNTY SUCH AS A PARK, TRAIL, OR BEACH? (2010)**



Source: ACTION for Healthy Communities, Telephone Survey, 2010. N=1,098.

# COMMUTE

 ON AVERAGE, HOW MANY MINUTES DOES IT TAKE YOU TO GET FROM YOUR HOME TO WHERE YOU WORK? (2010)



Source: ACTION for Healthy Communities, Telephone Survey, 2010. N=544.

Note: This telephone survey question was not asked in 2006.

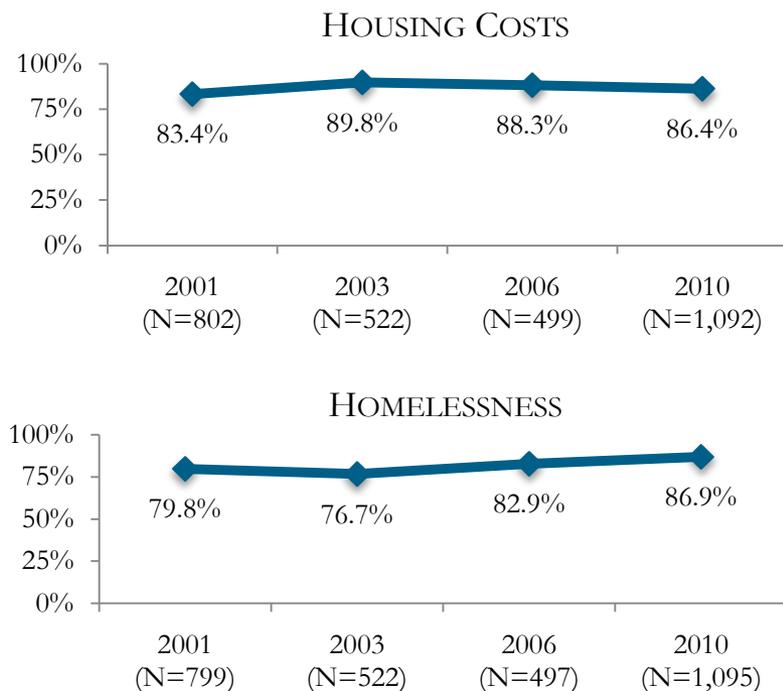


# Our SOCIAL ENVIRONMENT

- The top concern of ACTION telephone survey respondents was housing costs and homelessness.
- About one-third of respondents were very concerned about racism in their community.
- There was an increase in the percentage of ACTION telephone survey respondents who volunteered in the past month from 34% in 2006 to 45% in 2010.

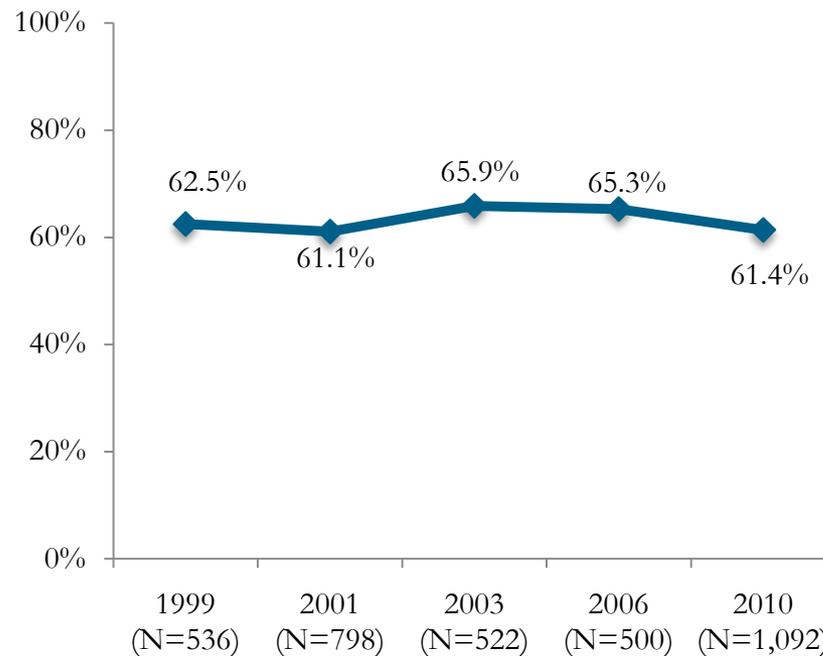
# COMMUNITY CONCERNS

 **HOW CONCERNED ARE YOU ABOUT THE FOLLOWING ISSUES IN YOUR COMMUNITY? (RESPONDENTS ANSWERING “VERY CONCERNED” AND “SOMEWHAT CONCERNED”)**



Source: ACTION for Healthy Communities, Telephone Survey, 2010.

 **HOW CONCERNED ARE YOU ABOUT RACISM IN YOUR COMMUNITY? (RESPONDENTS ANSWERING “VERY CONCERNED” OR “SOMEWHAT CONCERNED”)**



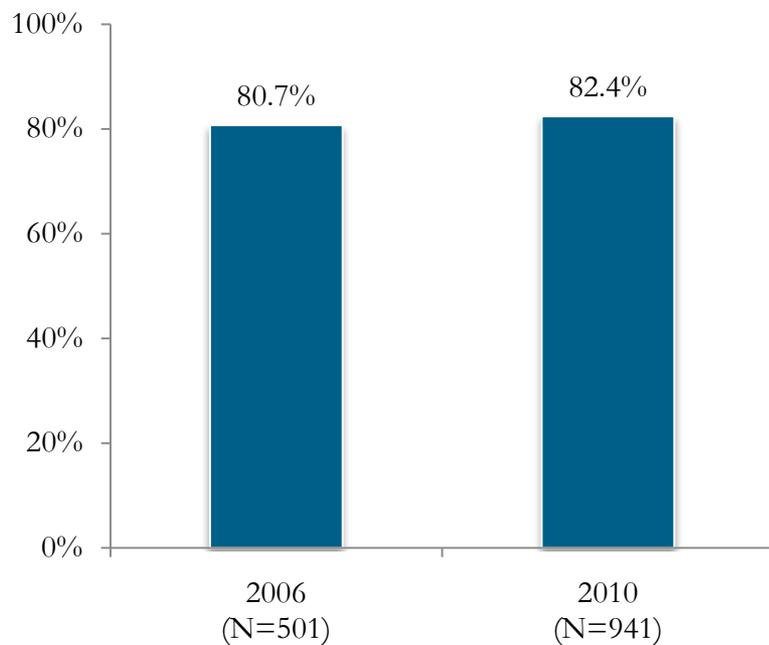
Source: ACTION for Healthy Communities, Telephone Survey, 2010.



# GIVING

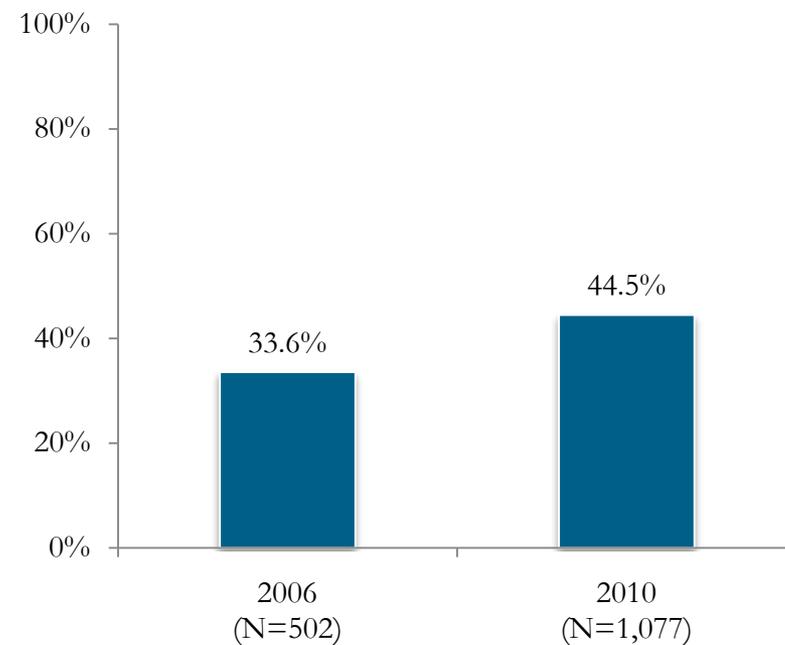


**☎ DID YOU OR ANY OTHER MEMBER OF YOUR HOUSEHOLD CONTRIBUTE ANY MONEY OR OTHER PROPERTY TO ANY CHARITABLE ORGANIZATIONS? (RESPONDENTS ANSWERING “YES”)**



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

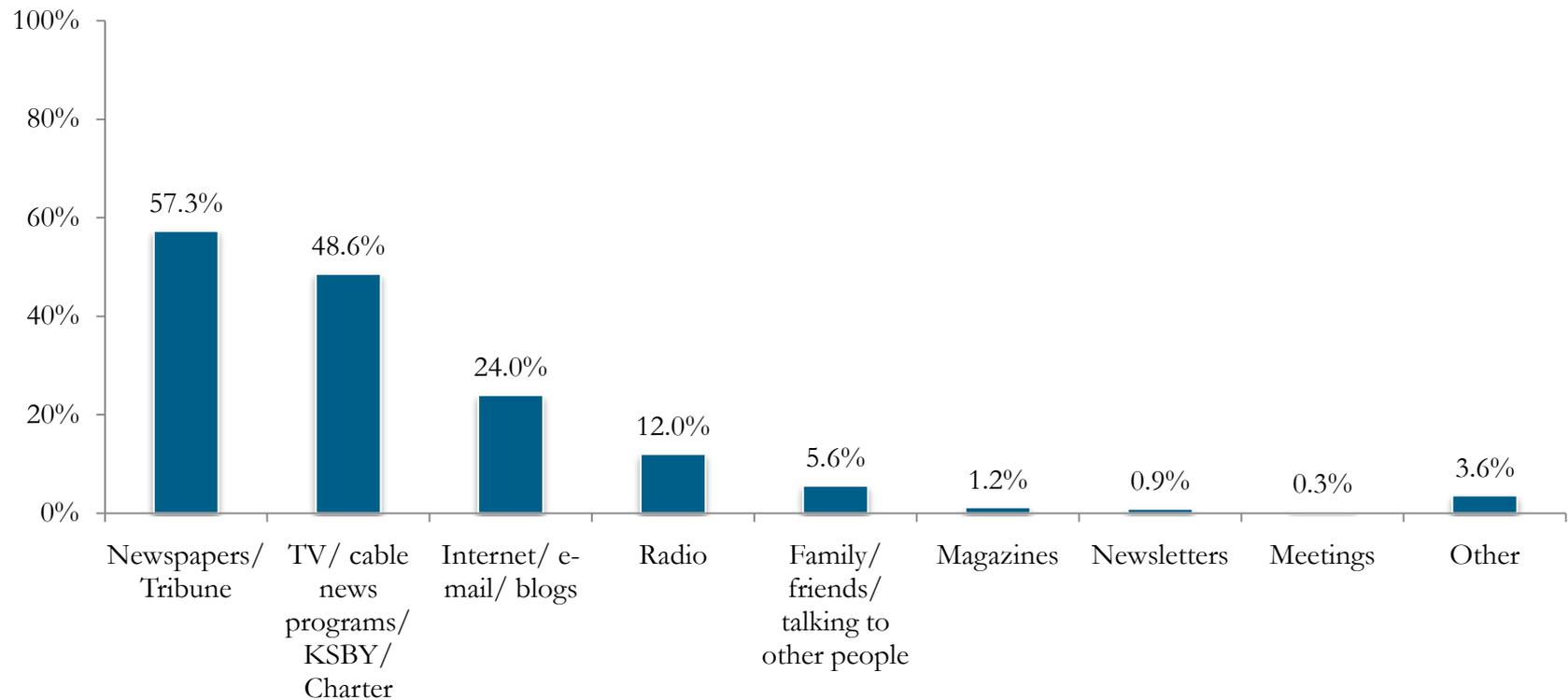
**☎ HAVE YOU DONE VOLUNTEER WORK IN THE PAST MONTH? (RESPONDENTS ANSWERING “YES”)**



Source: ACTION for Healthy Communities, Telephone Survey, 2006 and 2010.

# COMMUNITY INFORMATION

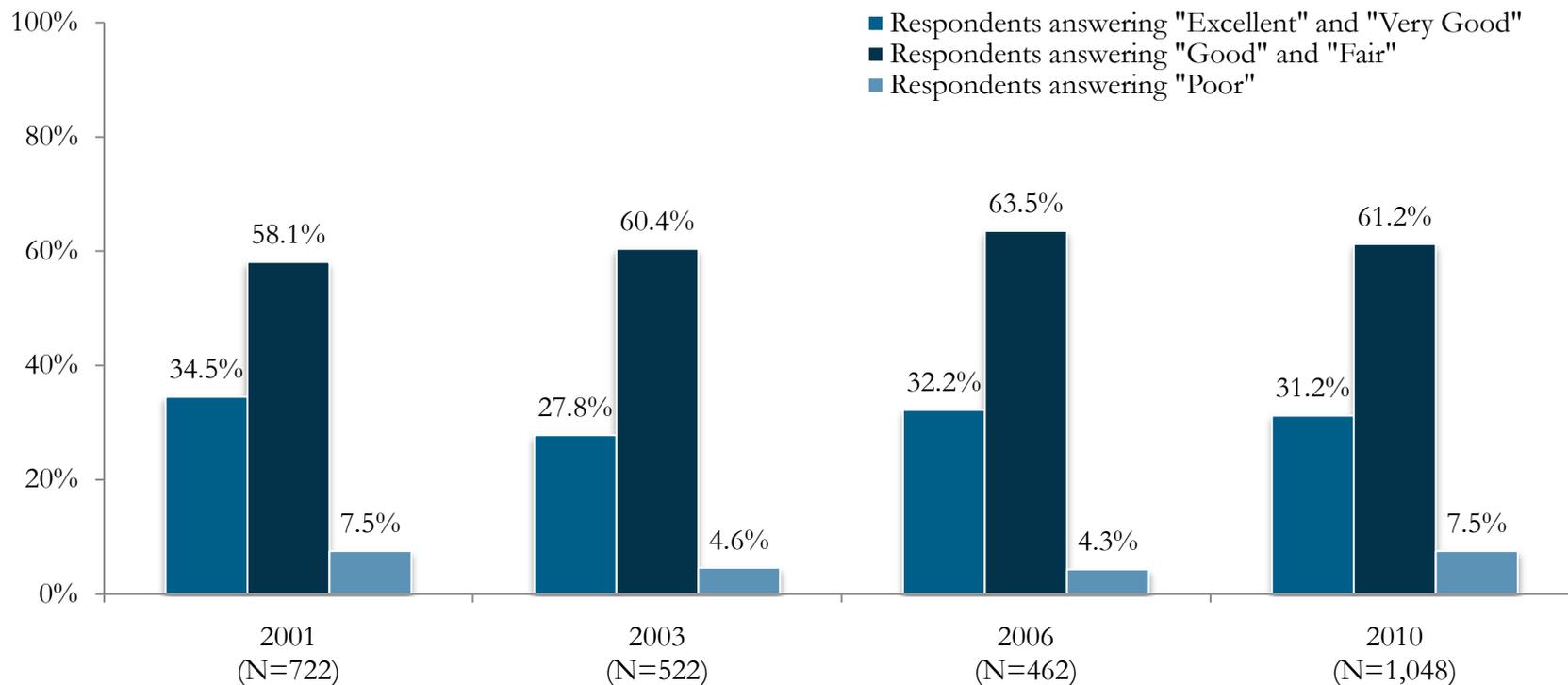
 IN GENERAL, WHERE DO YOU GET MOST OF YOUR INFORMATION ABOUT LOCAL COMMUNITY ISSUES AND NEWS? (2010)



Source: ACTION for Healthy Communities, Telephone Survey, 2010. N=1,676

# RATING OF COUNTY GOVERNMENT

☎ HOW WOULD YOU RATE THE SAN LUIS OBISPO COUNTY GOVERNMENT, INCLUDING: THE SHERIFF, SOCIAL SERVICES, COUNTY PLANNING AND BUILDING, ELECTIONS OFFICE, HEALTH DEPARTMENT, ASSESSOR, TAX COLLECTOR, ROADS, AND THE COUNTY BOARD OF SUPERVISORS?



Source: ACTION for Healthy Communities, Telephone Survey, 2001, 2003, 2006, and 2010.



# CONCLUSION

## FOR MORE INFORMATION

- To download this and prior year reports, visit the United Way of San Luis Obispo County's website, under "Our Community," at: [www.unitedwayslo.org](http://www.unitedwayslo.org)
- For more information, contact:

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San Luis Obispo, CA 93406  
(805)543-2323

## ABOUT THE RESEARCHER

- Applied Survey Research (ASR) is a nonprofit, social research firm dedicated to helping people build better communities by collecting meaningful data, facilitating information-based planning and developing custom strategies.
- For more information, contact:

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