

Santa Cruz County Health Services Agency

# Latino/x Health in Santa Cruz County

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# HSA's Vision and Mission

**Vision:** Santa Cruz County is a healthy, safe and thriving community for all.

**Mission:** To promote and ensure a healthy community and environment by providing education, outreach and comprehensive health services in an inclusive and accessible manner.

# HSA's Strategic Plan Focus Areas 2020-2025

Continuous  
Process  
Improvement

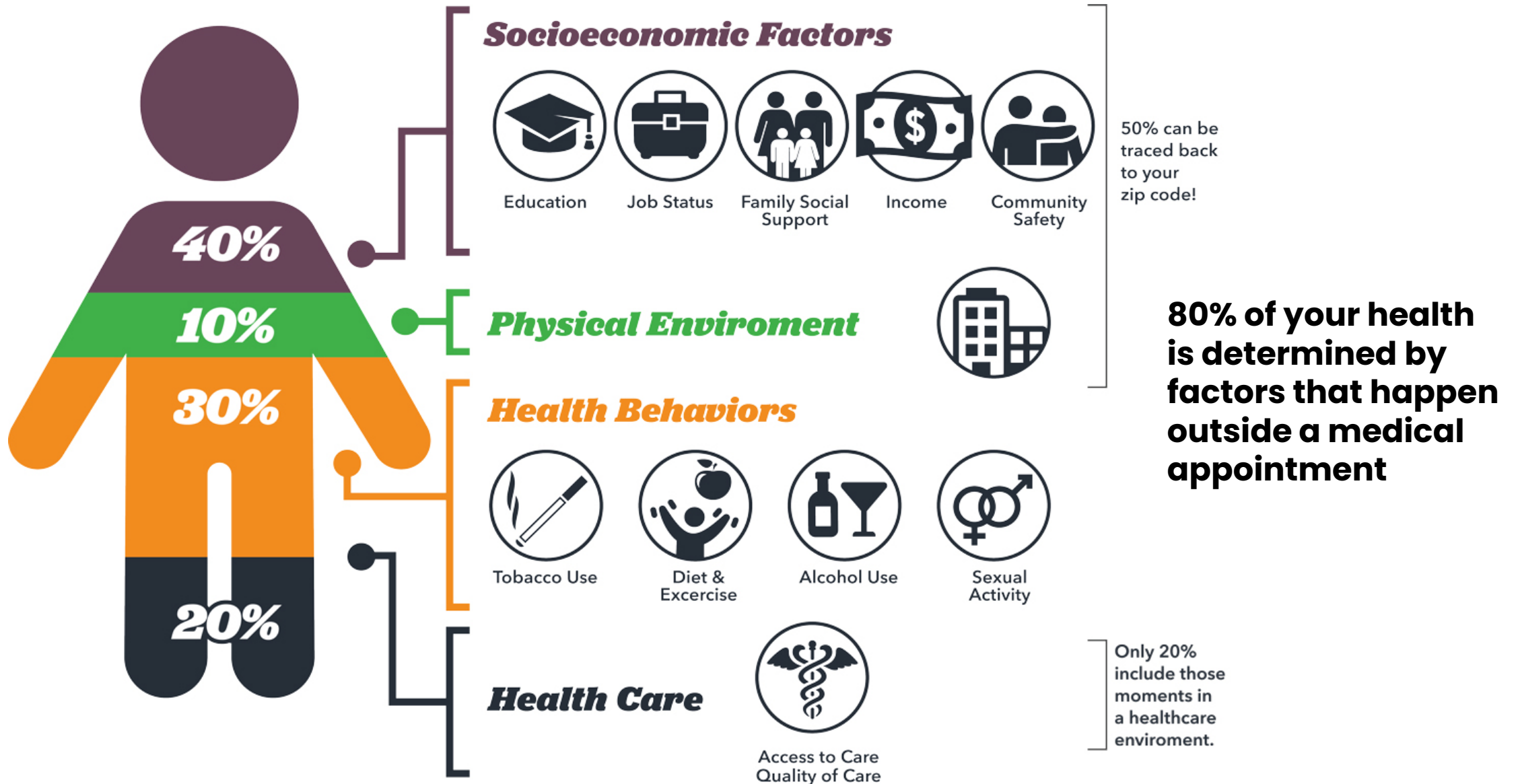
Equity in Program  
Resources

Increasing Access  
to Health &  
Wellbeing

Workforce  
Development

Increase  
Collaboration with  
Community  
Partners

# Equity & Social Determinants of Health

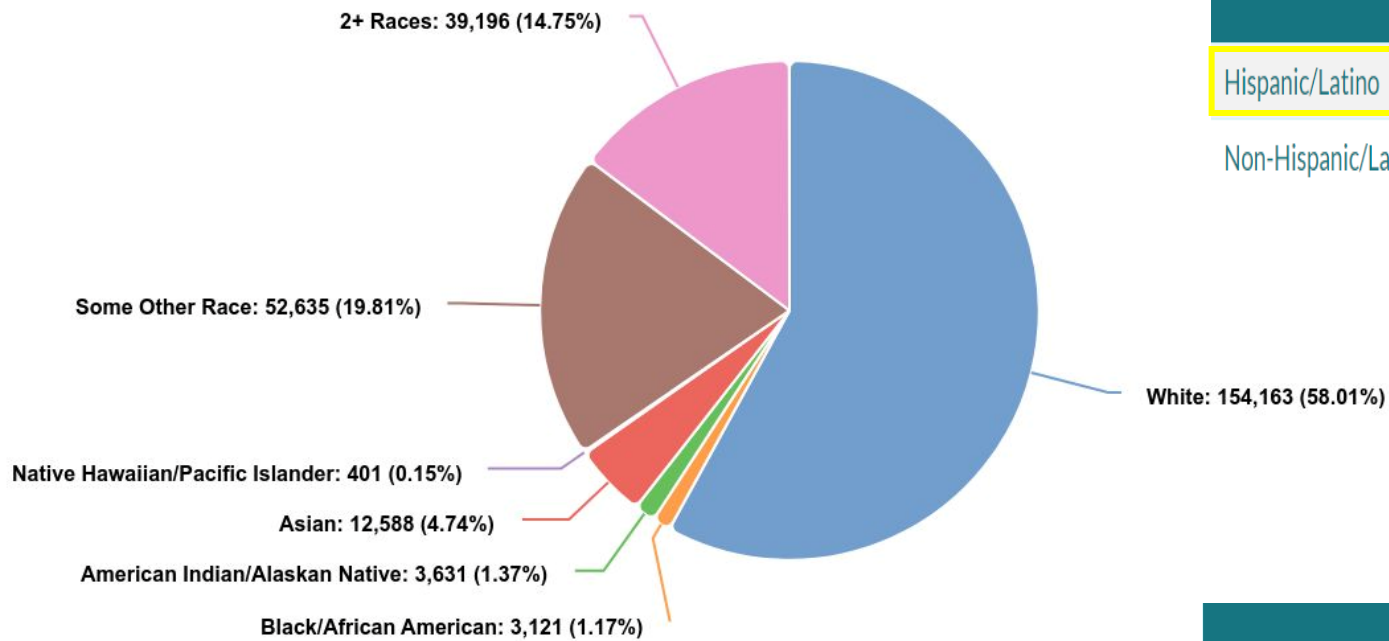


# Countywide Data

Latino/x Population compared to Non-Latino/x  
population in Santa Cruz County

# Latino/x Demographics County wide

Population by Race  
County: Santa Cruz



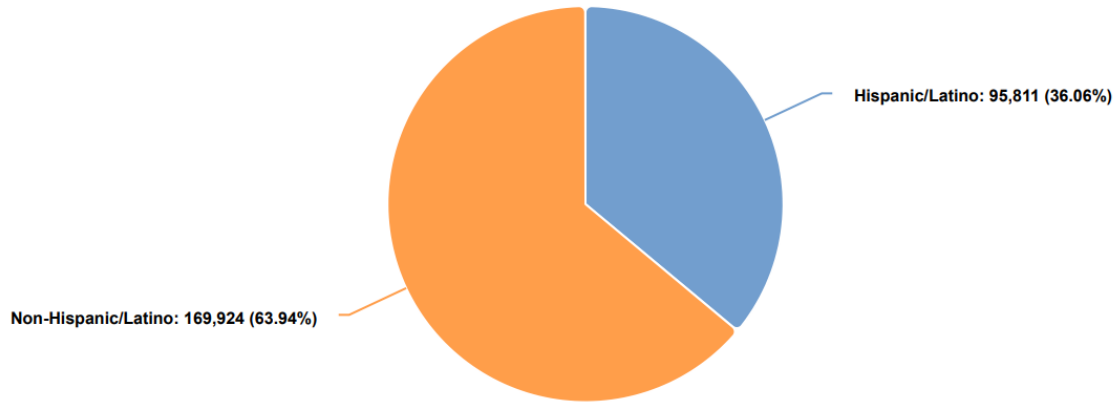
Claritas, 2024. [www.datasharescc.org](http://www.datasharescc.org)

Population by Ethnicity	County: Santa Cruz	
	Persons	% of Population
Hispanic/Latino	95,811	36.06%
Non-Hispanic/Latino	169,924	63.94%

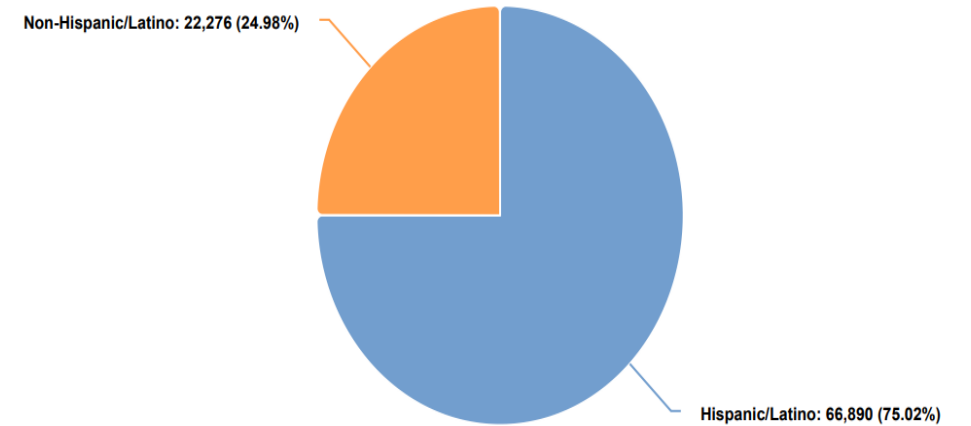
Hispanic/Latino Population by Sex	County: Santa Cruz	
	Persons	% of Hispanic/Latino Population
Male	47,883	49.98%
Female	47,928	50.02%

# Latino/x Demographics County wide

Population by Ethnicity  
County: Santa Cruz



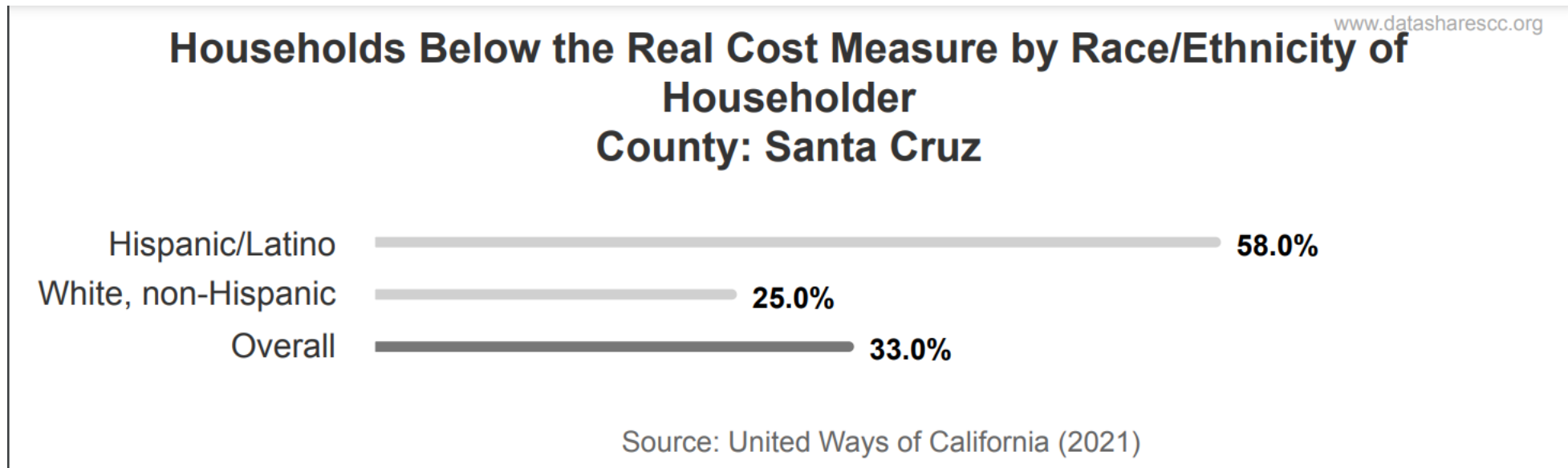
Population by Ethnicity  
Region: South County



Population Age 5+ by Language Spoken at Home	County: Santa Cruz	
	Persons	% of Population Age 5+
Speak Only English	171,597	67.50%
Speak Spanish	65,802	25.88%
Speak Asian/Pac Islander Lang	6,130	2.41%
Speak Indo-European Lang	8,389	3.30%
Speak Other Lang	2,317	0.91%

# Income

Average Household Income by Ethnicity	County: Santa Cruz
	Value
All	\$160,316
Hispanic/Latino	\$101,724
Non-Hispanic/Latino	\$179,359

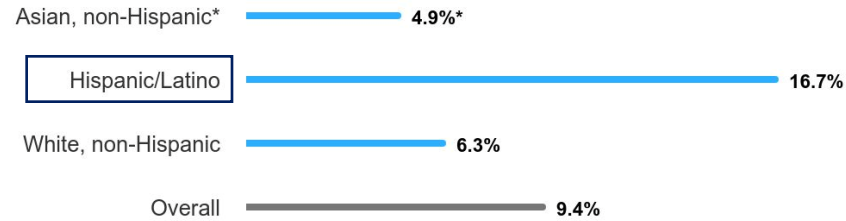




# Health Metrics

### Adults with Diabetes by Race/Ethnicity County: Santa Cruz

www.datasharescc.org

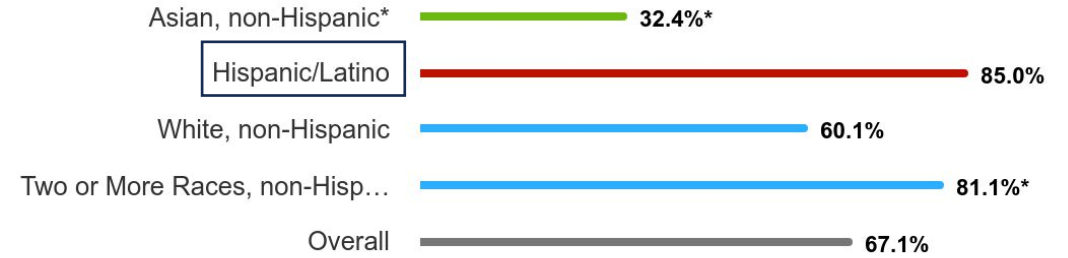


Source: California Health Interview Survey (2022-2023)

\*Value may be statistically unstable and should be interpreted with caution.

### Adults who are Overweight or Obese by Race/Ethnicity County: Santa Cruz

www.datasharescc.org



Source: California Health Interview Survey (2023)

\*Value may be statistically unstable and should be interpreted with caution.

### Babies with Low Birthweight by Race/Ethnicity County: Santa Cruz

www.datasharescc.org



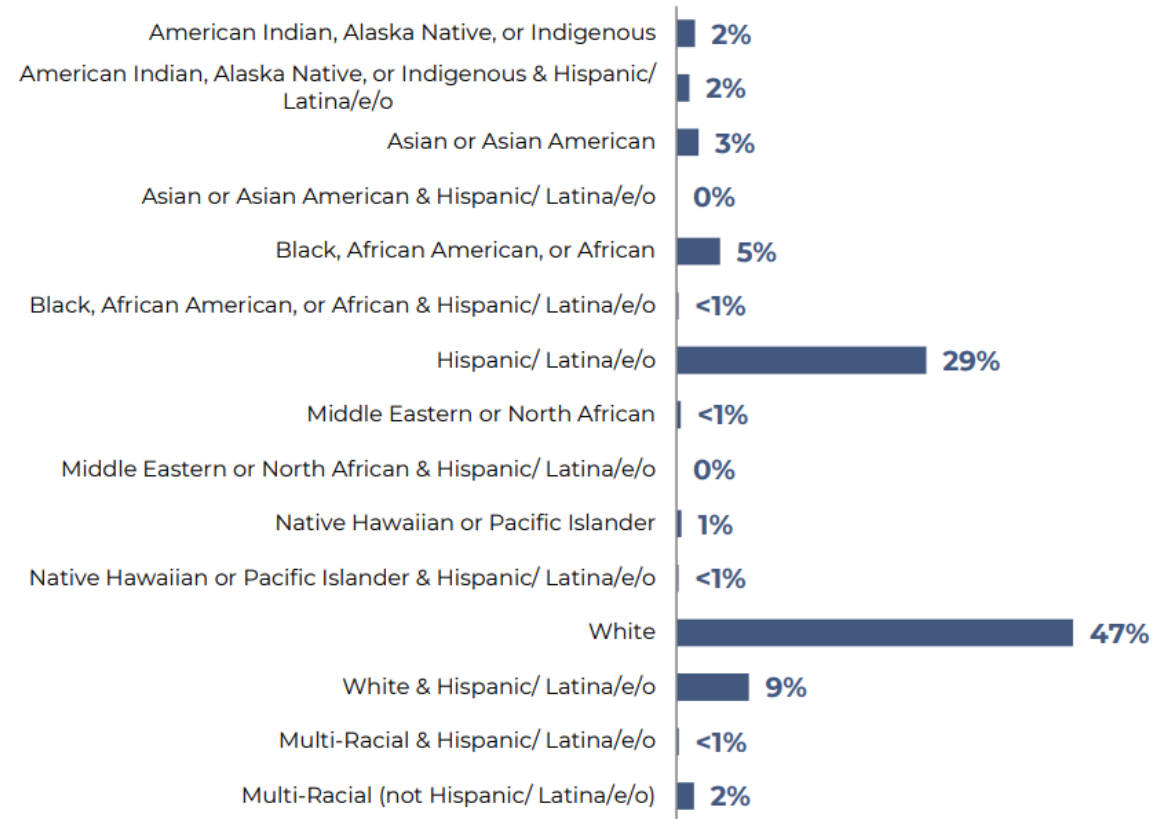
Source: California Department of Public Health (2020-2022)

# 2024 Point In Time Count

## TOTAL HOMELESS POPULATION BY RACE AND ETHNICITY

Persons identified as White made up 47% of the PIT population. Persons identifying as Black or African American dropped to 5% in 2024 from 6% in 2023.

**Figure 5: Total Homeless Census Population, by Race**

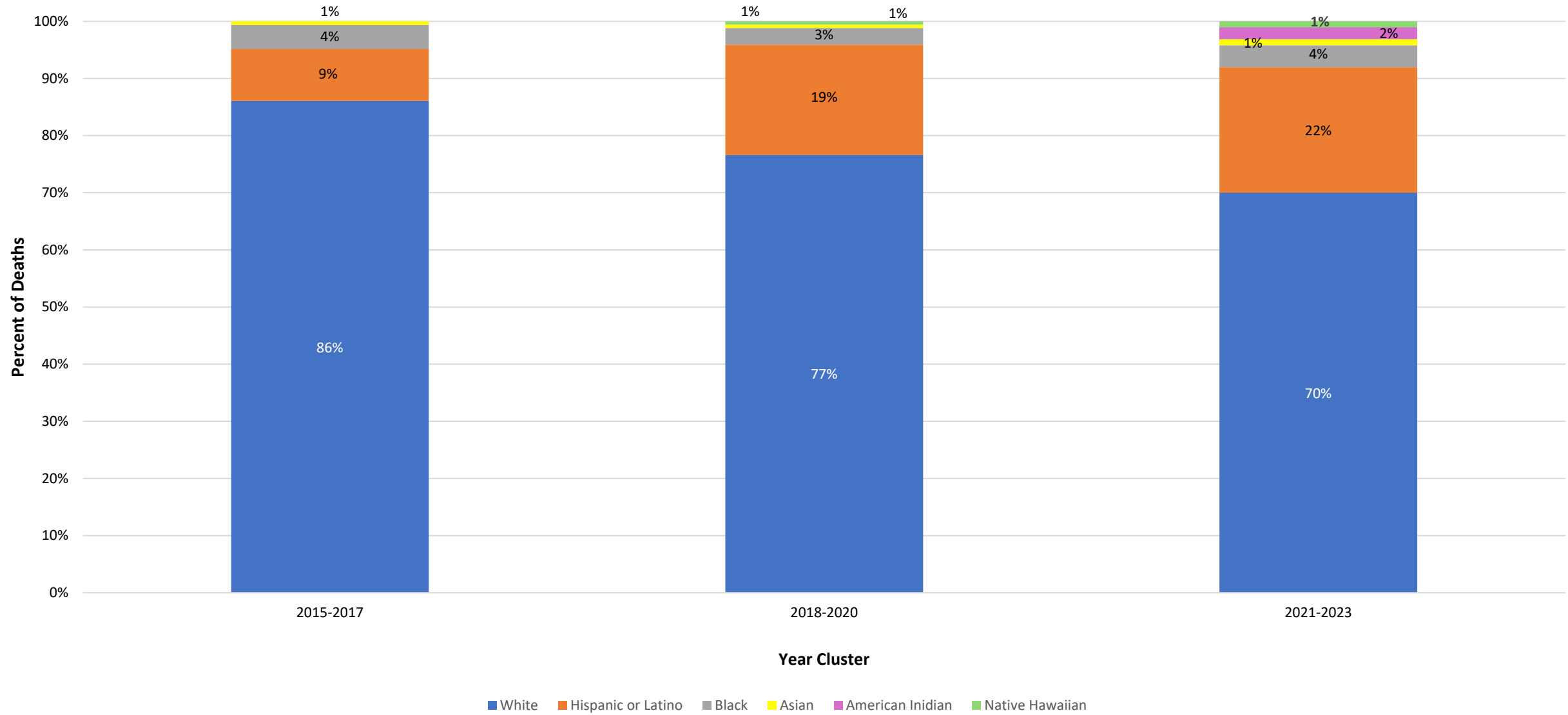


2022 General Population n=264,370; 2023 n=1,804; 2024 n=1,850

Note: Multiple response question. Percentages may not add up to 100 due to rounding.

Note: HUD has changed how race/ethnicity is collected in the PIT Count, and comparison to previous years is not recommended.

# Opioid Overdose Deaths in Santa Cruz County by Race/Ethnicity, 2015-2023



\* State of California, Department of Public Health. (2024). California Vital Records Business Intelligence Systems (VRBIS), Death Query. Retrieved 06/2024

# South County Data

# South County Demographics

## A closer look

### South County Region:

Watsonville, Aptos Hills, La Selva Beach, Amesti, Corralitos, Interlaken, Pajaro Dunes, & Freedom

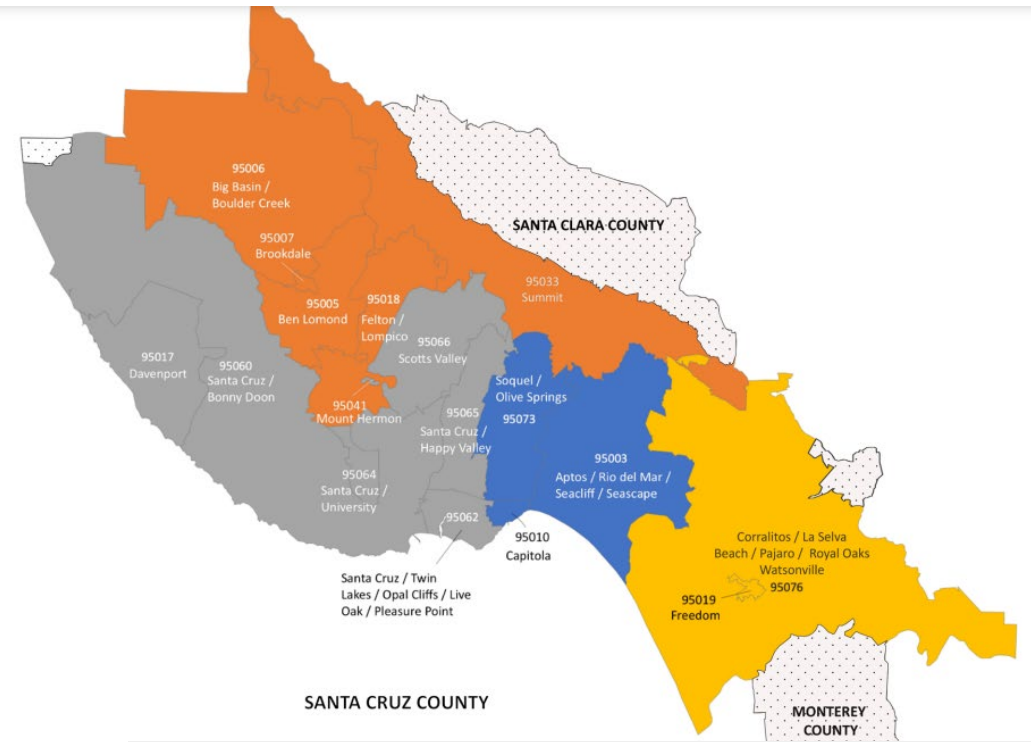
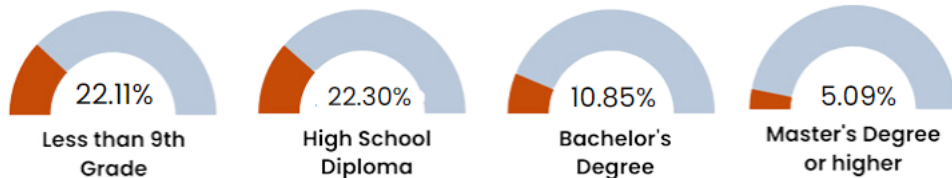
### Population:

89,166	265,735
South County	Santa Cruz County

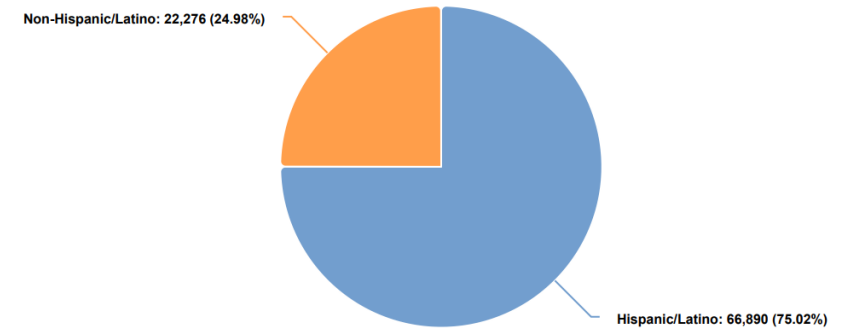
### Percent Population Change: 2020 to 2024:

-1.86%	-1.89%
South County	Santa Cruz County

### Education Levels



Population by Ethnicity  
Region: South County



# Comparison: A Closer Look



# Comparison of Health and Wellness Indicators

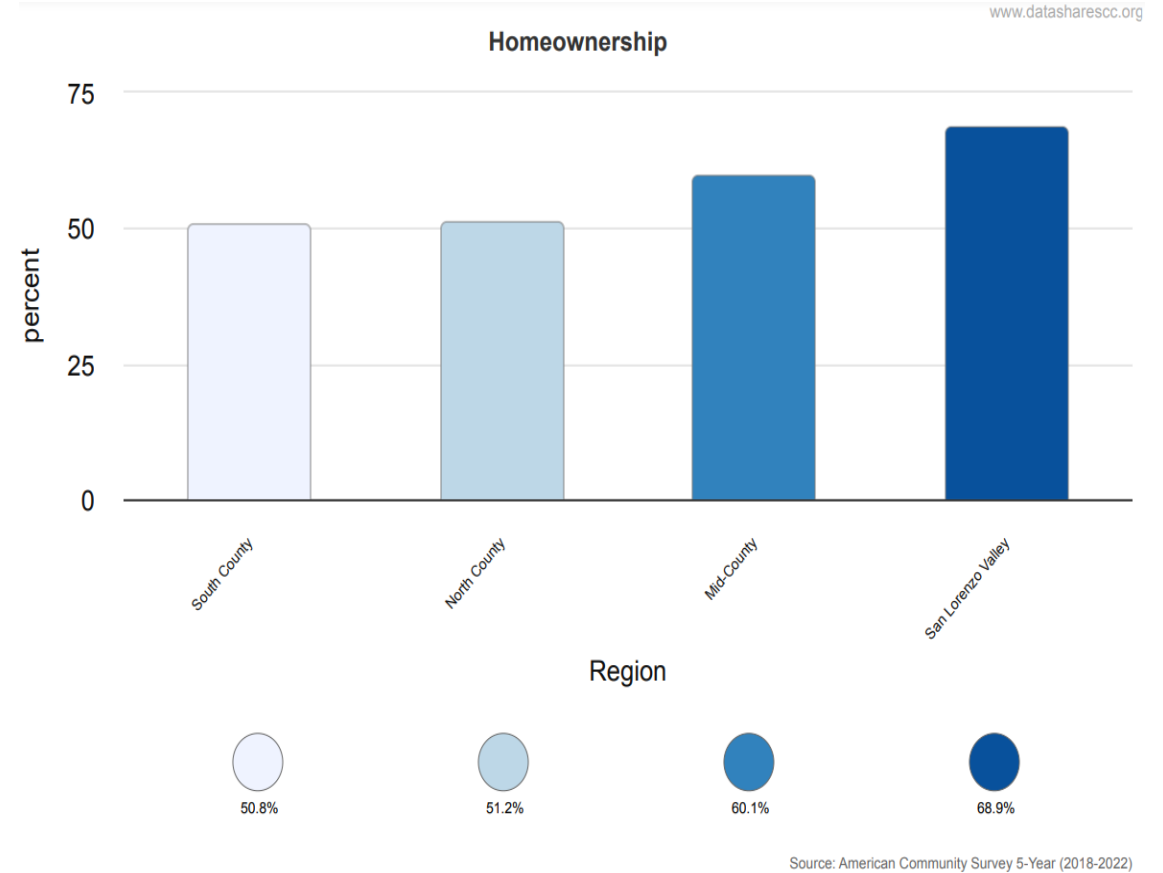
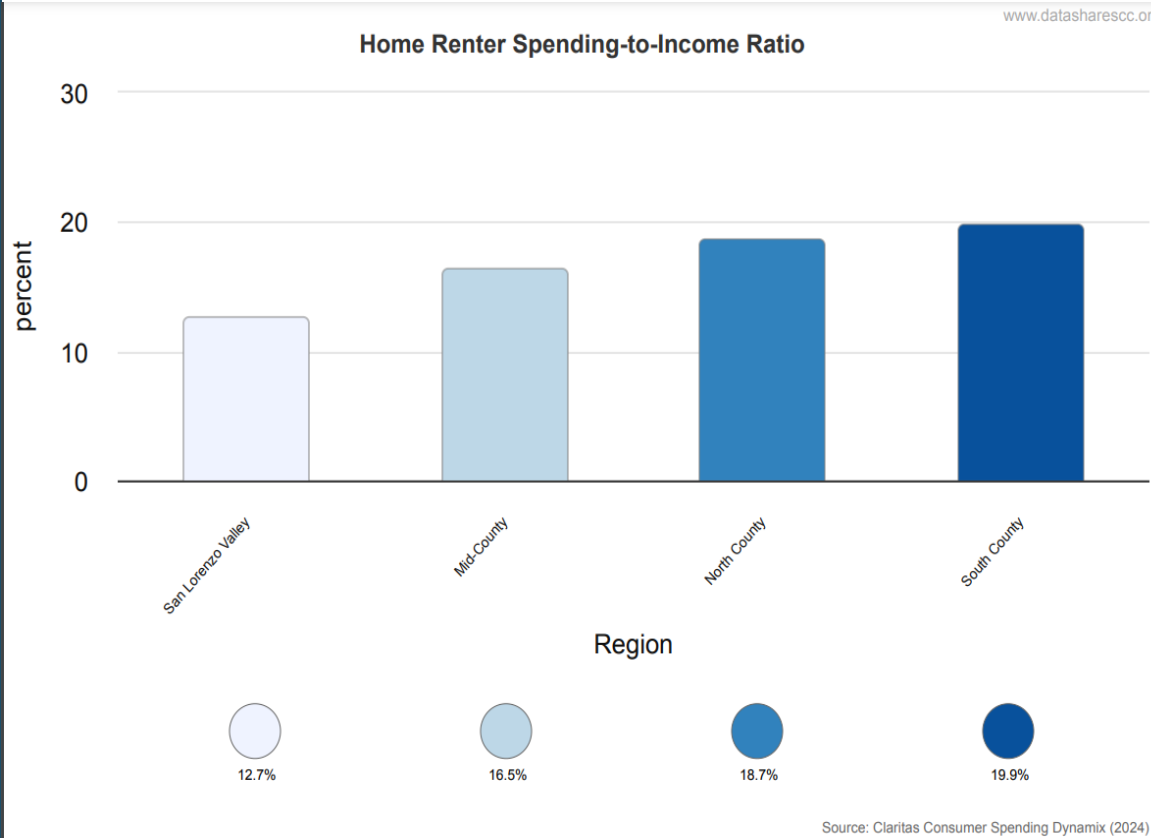
Health and Wellness Indicators	South County	Santa Cruz County
Uninsured Adults (2022)	19.0%	6.8%
Children and Teens with Asthma (2019-2020)	14.9%	7.0%
Adults with Diabetes (2022)	13.2%	9.4%
Adults with Poor Mental Health Days (2022)	18.6%	16.9%
Children (2-11) who are overweight (2017-2018)	21.2%	19.8%

# Education

Population 25+ by Educational Attainment	Region: South County		County: Santa Cruz	
	Persons	% of Population Age 25+	Persons	% of Population Age 25+
Less than 9th Grade	12,925	22.11%	14,117	7.48%
Some High School, No Diploma	5,450	9.32%	8,650	4.58%
High School Grad	13,039	22.30%	29,106	15.42%
Some College, No Degree	11,955	20.45%	40,193	21.29%
Associate Degree	4,458	7.63%	16,077	8.52%
Bachelor's Degree	5,951	10.18%	45,065	23.88%
Master's Degree	2,974	5.09%	22,856	12.11%
Professional Degree	887	1.52%	6,239	3.31%
Doctorate Degree	821	1.40%	6,450	3.42%



# Housing

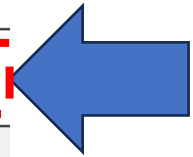


South County has the lowest percent of homeownership (50.8%) and the highest home renter spending-to-income ratio

# 2024 Point In Time Count

JURISDICTION	UNSHELTERED		SHELTERED		TOTAL		
	2023	2024	2023	2024	2023	2024	23-24 NET CHANGE
Total Incorporated	1,118	1,061	378	365	1,496	1,426	-5%
City of Capitola	23	50	0	0	23	50	117%
City of Santa Cruz	749	384	279	275	1,028	659	-36%
City of Scotts Valley	24	44	0	0	24	44	83%
City of Watsonville	332	583	99	90	421	673	60%
Total Unincorporated/ Confidential Scattered Site*	249	302	0	0	249	302	21%
Total County Office of Education	59	122	0	0	59	122	107%
<b>Total</b>	<b>1,426</b>	<b>1,485</b>	<b>378</b>	<b>365</b>	<b>1,804</b>	<b>1,850</b>	<b>3%</b>

From 2023 to 2024, **Watsonville's unsheltered population increased by 60%**



# Current Opportunities

- Advocating for local policies that promote economic mobility & opportunity
- Advocating for increasing the inventory of very-low income housing, especially for South County and housing access for undocumented immigrants
- Advocating for increased flexible funding for culturally responsive healthcare services, especially for mental health and substance use services
- Monitoring the impacts of the Federal Administration and participating in efforts to support immigrants in our community.

# What We Are Doing

Data & Reporting

Evaluation & Process  
Improvement

Advocacy &  
Education

Community  
Collaboration

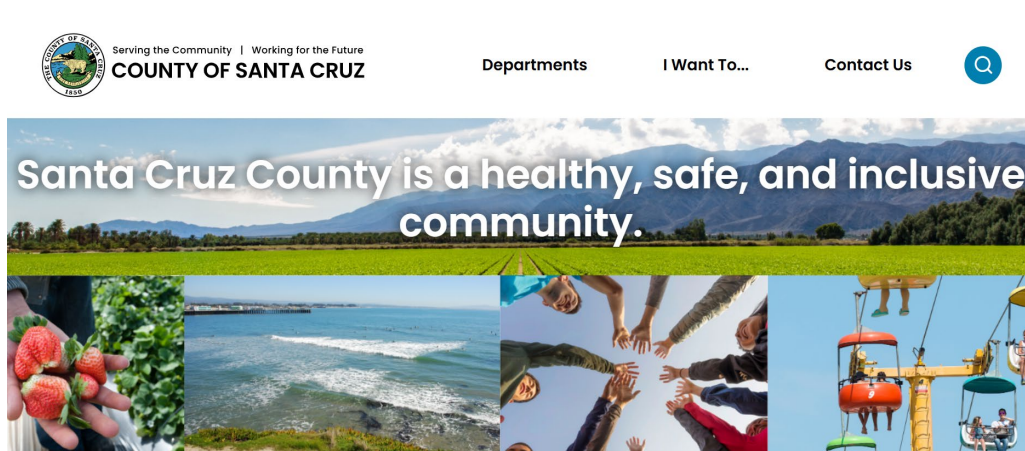
# Resources

**[Santacruzcountycalifornia.gov/sanctuary](https://santacruzcountycalifornia.gov/sanctuary)** – This webpage contains key resources to support residents who are concerned about their ability to access critical health care or social safety net services to support their overall health, well-being, and ability to thrive.

[Sanctuary](#)

**SusDerechos.info** is a site designed to provide immigrant communities in the tri-county region of Monterey, San Benito, and Santa Cruz with reliable and up-to-date information about their rights in this country.

[Home - susderechos.info](#)

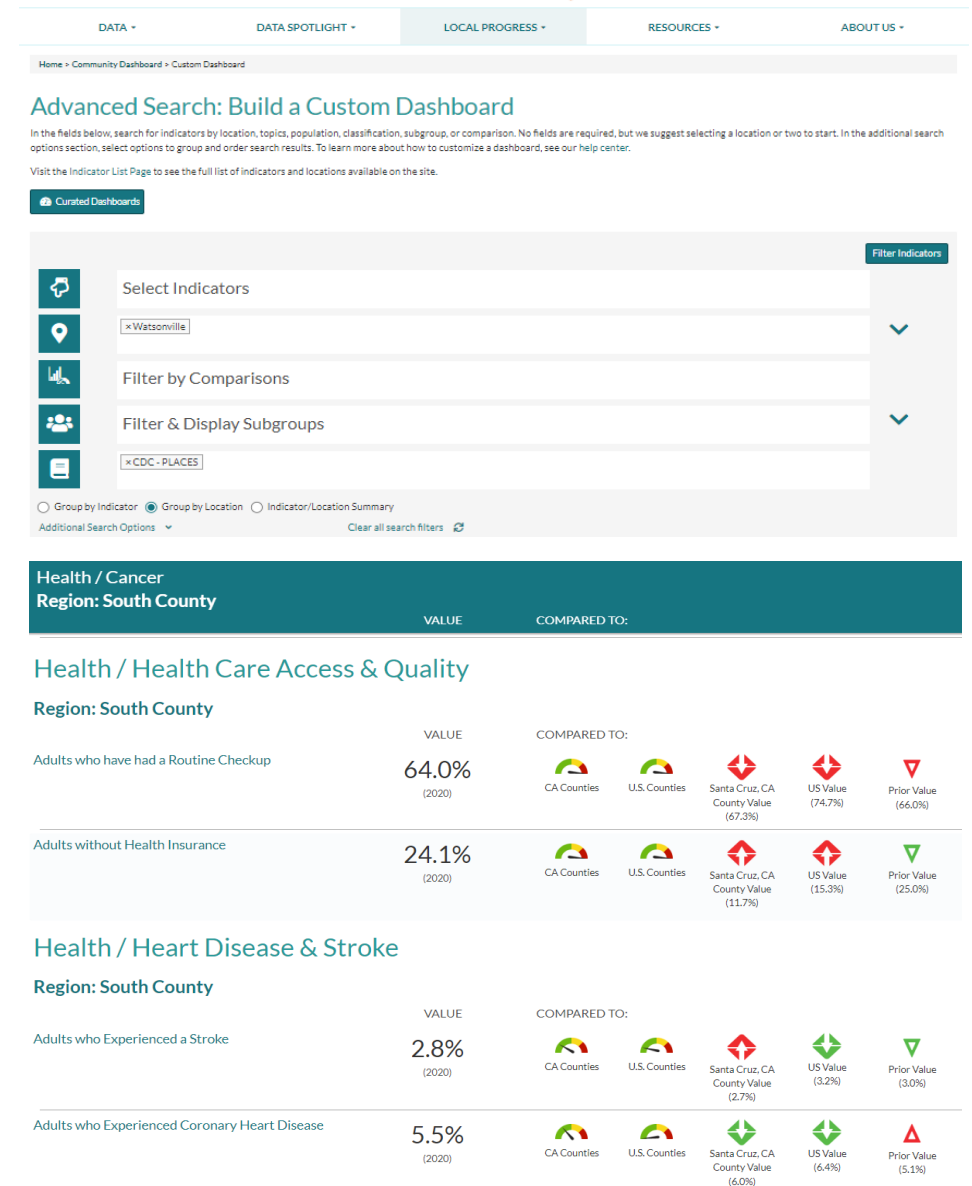




All the information provided in this presentation is publicly available through the DataShare platform.

This central hub of information for Santa Cruz County has the most up-to-date data, dashboards, reports, and community wellbeing indicators.

Visit: [www.datasharescc.org](http://www.datasharescc.org)



# Questions?

Thank You

