



# Santa Cruz County Latino Affairs Commission

701 Ocean Street, Room 510, Santa Cruz, CA 95060

P: (831) 454-2772 F: (831) 454-2411 TTY/TDD 711

[commissions@santacruzcountyca.gov](mailto:commissions@santacruzcountyca.gov)

[www.scclatinoaffairs.org](http://www.scclatinoaffairs.org)

## Notice of Public Meeting and Agenda

DATE: Wednesday, October 4, 2023  
TIME: 6:00 PM – 7:30 PM  
LOCATION: United Way of Santa Cruz County  
4450 Capitola Road, Ste 106, Capitola, CA 95010

**\*\*As a courtesy to those who are affected, kindly attend the meeting *scent-free* and *smoke-free*.\*\***

1. Call to Order/Roll Call/Agenda Review
2. Approve *June 7, 2023 Minutes*
3. Approve *August 10, 2023 Minutes*
4. Public Comment  
*Any person may address the Commission for a period not to exceed three minutes on an issue within the jurisdiction of the Commission.*
5. New Business/Action Items:
  - 5.1. County Public Health Equity Office Report – Jen Herrera (*Assistant HSA Director*) and Adilene Hernandez (*HAS Program Specialist*)
  - 5.2. National Hispanic Heritage Month Art Wall Report
  - 5.3. Consider 2023 Strategic Action Plan
  - 5.4. Consider 2023 Commission Subcommittee Structure and Membership
  - 5.5. Diversity, Equity, and Inclusion in County Law Enforcement Leadership Data Collection Update
6. Commissioner District/City Reports
  - 6.1. District 1
  - 6.2. District 2
  - 6.3. District 3
  - 6.4. District 4
  - 6.5. District 5
  - 6.6. Santa Cruz City
  - 6.7. Watsonville City
7. Staff Report
8. Adjournment

### Next Meeting Scheduled for 6:00 PM on Wednesday, December 6, 2023

*The County of Santa Cruz does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefits of its services, programs or activities. If you require assistance to participate in the meeting, please contact (831) 454-2772 or TTY/TDD: 711 at least 72 hours in advance of the meeting to make arrangements.*



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## Meeting Minutes

DATE: Wednesday, June 7, 2023

TIME: 6:00PM

LOCATION: United Way of Santa Cruz County, 4450 Capitola Road, Ste 106, Capitola, CA 95010

PRESENT: Yadira Flores-Martinez (*1<sup>st</sup> District*), Oscar Sanchez (*2<sup>nd</sup> District*), Cesar De Santos (*4<sup>th</sup> District*), Leo Gomez (*5<sup>th</sup> District*), Rebecca Hernandez (*City of Santa Cruz*), Kristal Salcido (*City of Watsonville*)

EXCUSED: None

ABSENT: Fe Silva-Robles (*3<sup>rd</sup> District*), Sylvia Mendez (*City of Watsonville*),

STAFF: Kaite McGrew (*Commissions Manager*), Jenny Van Natta (*Spanish Language Interpreter*)

GUESTS: No members of the public were present.

1. Call to Order/Roll Call/Agenda Review

Meeting convened at 6:02 PM.

2. Approve April 5, 2023 Minutes

**Motion to approve minutes as written.**

Motion/Second: Hernandez/Gomez

**Motion passed unanimously.**

3. Public Comment: None

4. New Business/Action Items

4.1. Consider 2023 Strategic Action Plan

Commission reviewed previous SAP and discussed possible revisions. Subcommittee will bring recommended revisions to the August meeting for consideration.

**Motion to establish an Ad Hoc 2023 Strategic Action Plan Subcommittee**

Motion/Second: Sanchez/Flores Martinez

**Motion passed unanimously.**

Chair appointed Gomez, De Santos, Hernandez, and Sanchez to serve on the subcommittee.

4.2. Consider 2023 Commission Ad Hoc Subcommittee Membership

Commission pended item to the August meeting, pending a finalized SAP.

4.3. Consider National Hispanic Heritage Month Activities

Commission reviewed and discussed potential signage, historical activities, and potential participation in activities to celebrate and raise awareness of the Commission and Hispanic heritage. Staff will print name badges and Commissioners will forward events for publication.

**Motion to establish an Ad Hoc National Hispanic Heritage Month Subcommittee**

Motion/Second: De Santos/Sanchez

**Motion Passed Unanimously**

Chair appointed Flores Martinez, Hernandez, and Sanchez to the new ad hoc subcommittee.

- 4.4. Discuss Diversity, Equity, and Inclusion in County Law Enforcement Leadership  
Commission discussed various policies and procedures that could help to eliminate unconscious bias in the promotional/hiring process for County law enforcement. Some ideas were implementation of required unconscious bias training as part of the hiring panel onboarding, promotions done in order by seniority on a prequalified list, organized and monitored mentoring/training for promotion program (rather than subjective, random mentoring based on personal opinions/familiarity) and a detailed review of hiring procedures for law enforcement through an equity lens. Staff will work with Personnel to obtain detailed current and historical data on Latino representation in leadership roles. Other suggestions included inviting representation from the Sheriff's office and from the County Data & Equity Group to speak to the Commission and making recommendations to the BOS.

5. Commissioner Reports

5.1. District 1 Report (Flores-Martinez):

Flores-Martinez reported on a variety of events including a local cultural art presentation with photographs of the children's artwork to consider for the Commissions Art Wall exhibit, County Parks efforts to get feedback from the Latinx community in South County, repainting the BLM mural, and the Equity Board's survey.

5.2. District 2 Report (Sanchez):

Sanchez plans to meet with Supervisor Friend re: efforts to engage with Latinx community in District 2. He reported on a variety of events including participating in Pride and free cultural events for the BIPOC community hosted by *Mi Gente*.

5.3. District 3 Report (Silva-Robles): No Report

5.4. District 4 Report (De Santos):

De Santos reported on the A Santa Cruz County Like Me workshops to get feedback from the community on potential barriers to serving on County Commissions. The County is working to establish equity in representation on their advisory bodies.

5.5. District 5 Report (Gomez): No Report

5.6. Santa Cruz City Report (Hernandez):

Hernandez reported that UCSC will be holding graduation ceremonies in two weeks and recommended avoiding Santa Cruz City during that weekend to avoid traffic jams. .

5.7. Watsonville City Report (Mendez/Salcido): No Report

6. Staff Report:

Staff reported updates to Commission social media and website. County Counsel has reiterated that all Commission activities should fall within the Commission's mandate.

7. Adjournment

Meeting adjourned at 7:30 PM.

Submitted by: Kaite McGrew, *Commissions Manager*



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### Special Meeting Minutes

DATE: Wednesday, August 10, 2023

TIME: 6:00PM

LOCATION: Santa Cruz County Building, 5<sup>th</sup> Floor – Sunset Room, 701 Ocean Street, Santa Cruz, CA 95060

PRESENT: Yadira Flores-Martinez (1<sup>st</sup> District), Oscar Sanchez (2<sup>nd</sup> District), Cesar De Santos (4<sup>th</sup> District),  
Leo Gomez (5<sup>th</sup> District), Rebecca Hernandez (City of Santa Cruz)

EXCUSED: Fe Silva-Robles (3<sup>rd</sup> District), Kristal Salcido (City of Watsonville)

ABSENT: None

STAFF: Kaite McGrew (Commissions Manager)

GUESTS: No members of the public were present.

1. Call to Order/Roll Call/Agenda Review

Meeting convened at 6:02 PM.

2. Public Comment: None

3. New Business/Action Items

3.1. Consider Commission Logo

Commission reviewed a proposed Commission logo.

**Motion to adopt the proposed Commission logo**

Motion/Second: De Santos/Hernandez

**Motion passed unanimously.**

3.2. Consider National Hispanic Heritage Month Art Wall Proposal

Commission reviewed and discussed a proposal to exhibit photographs from the June 29<sup>th</sup> Catrin/Catrina and Pinata Presentation (hosted by County Park Friends and the Youth Outdoor Leader program) on the Community Art Wall from September 15<sup>th</sup> through October 31<sup>st</sup>, and to host a kickoff meet and greet event to celebrate.

**Motion authorizing the subcommittee to implement the National Hispanic Heritage Month Art Wall Proposal**

Motion/Second: Sanchez/Gomez

**Motion passed unanimously.**

4. Adjournment

Meeting adjourned at 6:28 PM.

Submitted by: Kaite McGrew, *Commissions Manager*



**Santa Cruz County**  
PERSONNEL

Santa Cruz County Health Services Agency (HSA) and Personnel Department

# Health Equity Officer Recruitment Information Session

August 9, 2023

## Agenda

1. Position Overview
2. Background
3. Position Details
4. Recruitment
5. Q & A



# Position Overview

Health Services  
Agency

Job classification:  
Senior Health  
Services Manager

Recruitment  
closes  
Aug 25<sup>th</sup>

Permanent  
Full-Time

Monthly Salary  
Range:  
\$9,169-12,189

Based in  
Santa Cruz

Hybrid-remote  
available

# Background

*How is this position situated in the County?*



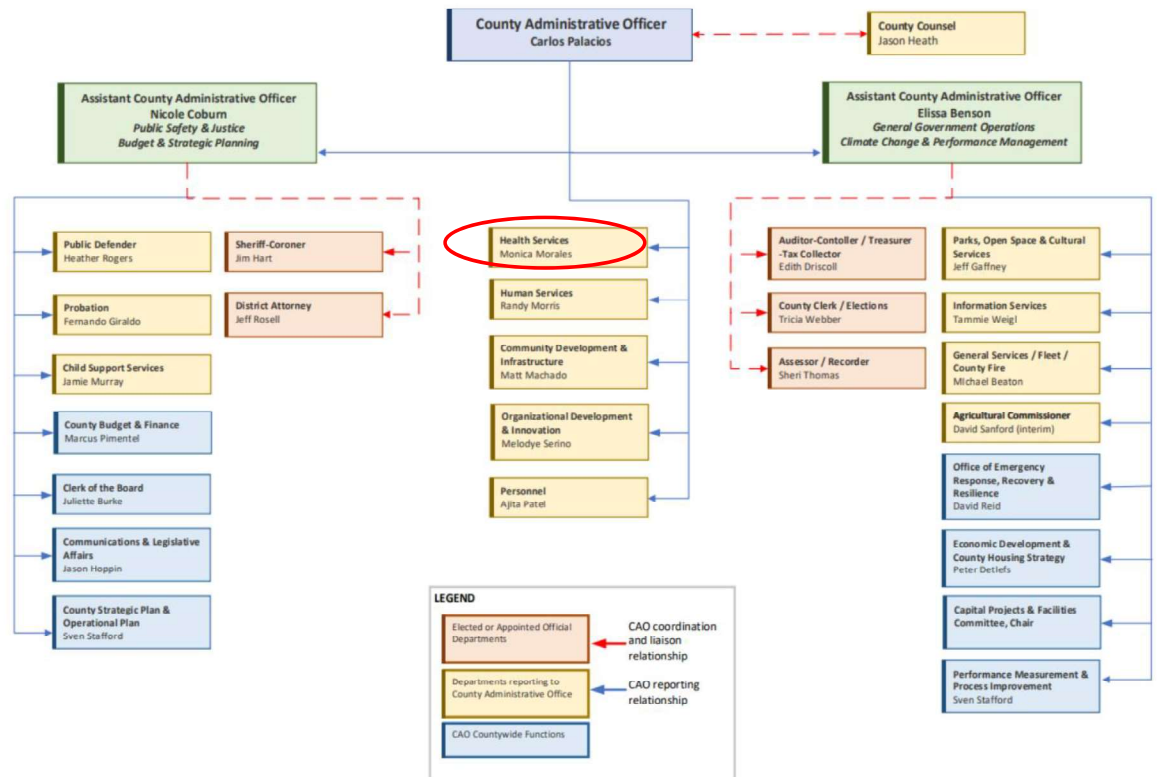
# County of Santa Cruz



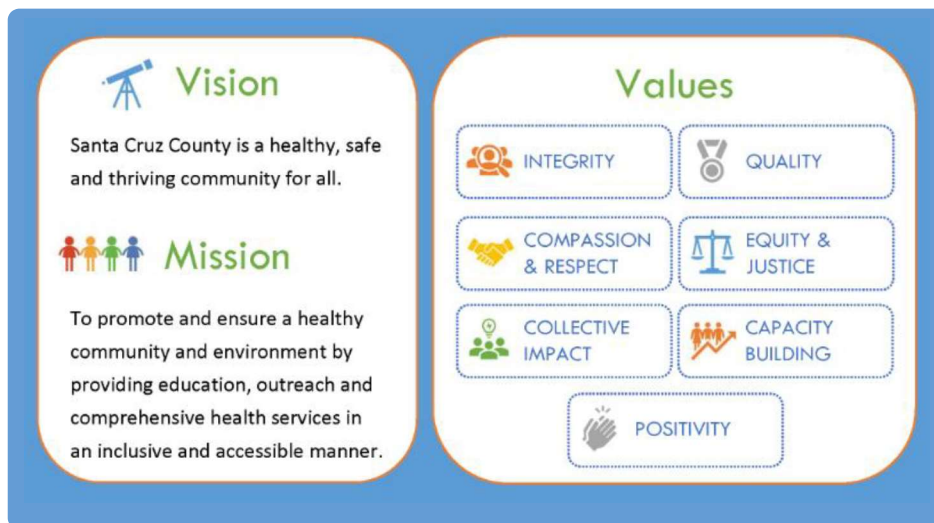
Vision Statement

*Santa Cruz County is a healthy, safe and more affordable community that is culturally diverse, economically inclusive and environmentally vibrant.*

County Administrative Office



## Health Services Agency



Source: [HSA Strategic Plan](#)

In California, counties are responsible for meeting the basic needs of low-income residents with no other sources of care [California Welfare and Institutions Code: Section 17000](#).

Legal authority for public and environmental health programs contained in California Health and Safety Code; California Code of Regulations Title 17 and Title 22 ([CSAC link](#))

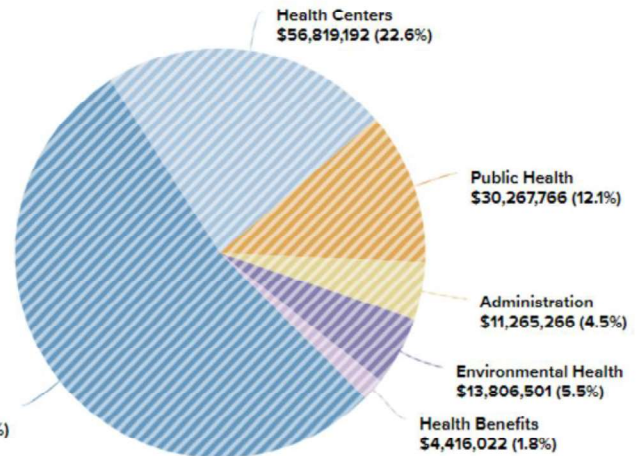


# Health Services Agency



## Adopted FY 23-24 Budget

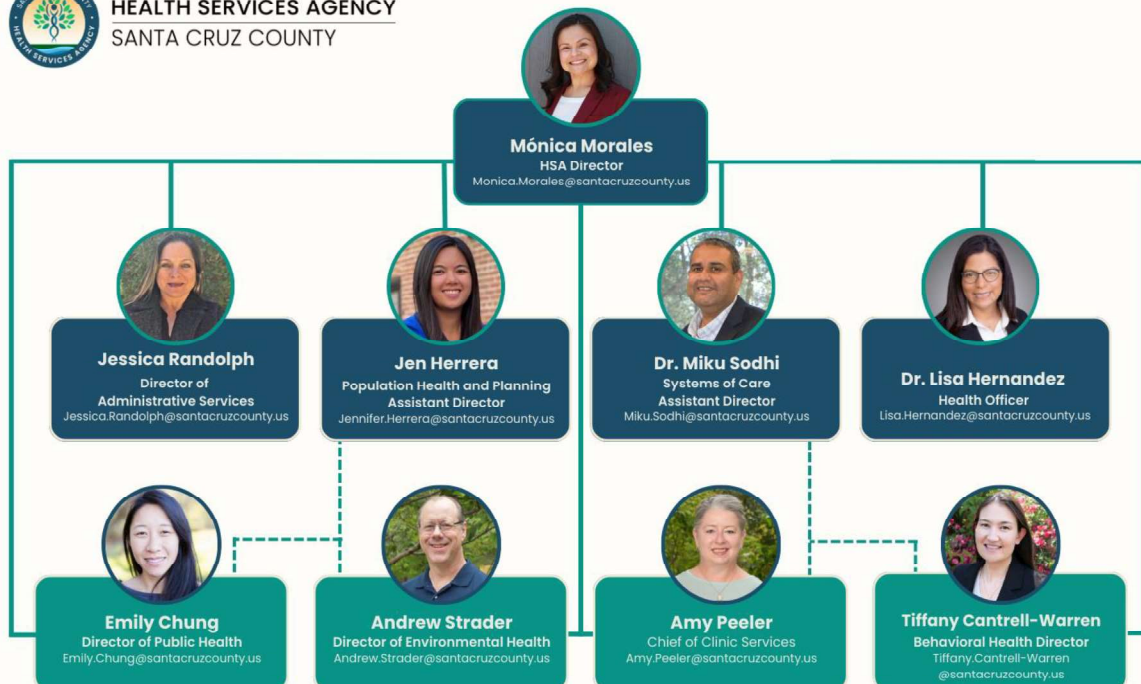
<b>Total Expenses</b>	<b>\$250,925,606</b>	
Total Revenues	\$235,719,991	94%
General Fund Contribution	\$14,801,279	5%
<b>Total Staff</b>	<b>766.6</b>	(27% of County workforce)



Source: [Vision Santa Cruz budget website](#)



## HEALTH SERVICES AGENCY SANTA CRUZ COUNTY

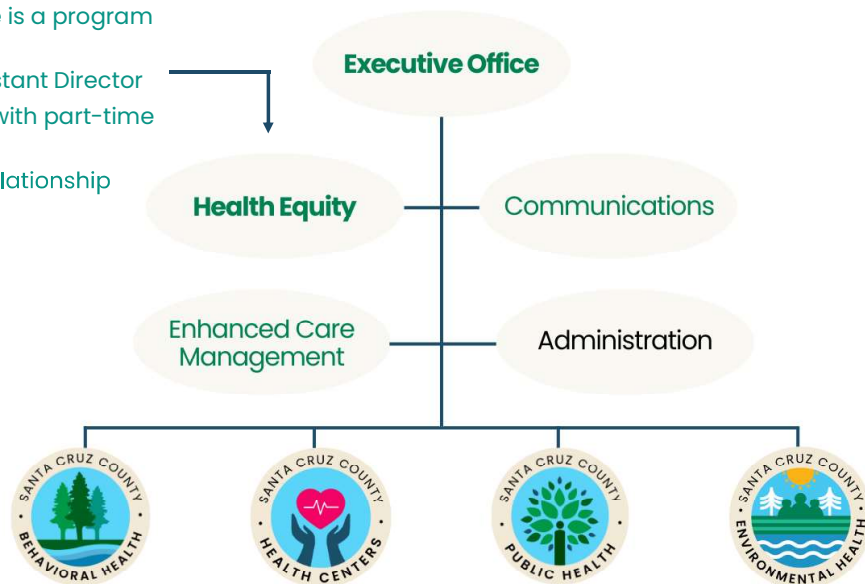






# Health Services Agency

- Health Equity Office is a program of HSA Exec
- Reports to the Assistant Director
- Matrix supervision with part-time Public Health staff
- “Hub and Spoke” relationship with Divisions



## Position Details

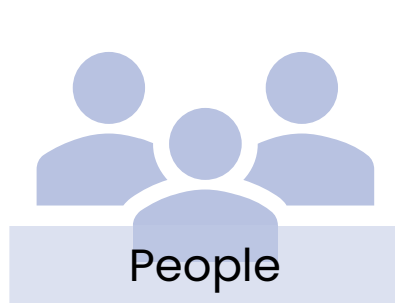
*What will the Health Equity Officer do?*



# Functions of the Health Equity Office



The Health Equity Officer will be responsible for building this office around these 3 pillars:



- HSA Workforce Development
- Employee Well-being
- Trauma-Informed Systems



- HSA Strategic Plan and DEIB strategy
- Agency policy development
- Facilitate cross-departmental collaboration



- Define agency's metrics for health equity
- Evaluate progress
- Community engagement standards

## Qualifications



### Required

- Bachelor's degree in a relevant field
- 3 years of relevant supervisory or management experience

### Desired

- Local ties
- Creative
- Strong sense of accountability
- Strong facilitation of diverse groups
- Values-driven leadership
- Focused on results
- Women, people of color, people with disabilities encouraged to apply



# Recruitment Details

*County of Santa Cruz, Personnel Department*

## How to Apply:



**APPLY AT:**  
[WWW.SANTACRUZCOUNTYJOBS.COM](http://WWW.SANTACRUZCOUNTYJOBS.COM)  
(DIRECT [LINK](#) TO HEALTH EQUITY OFFICER  
POSITION)



**FINAL FILING DATE:**  
FRIDAY, AUGUST 25, 2023



**APPLICATION REVIEW:**  
WEEK OF AUGUST 28, 2023





**TENTATIVE EXAMINATION DATE:**  
WEEK OF SEPTEMBER 11, 2023

# Questions?

Thank You

Contact [Jennifer.Herrera@santacruzcounty.us](mailto:Jennifer.Herrera@santacruzcounty.us)




County of Santa Cruz Public Health – Immunization Program

# Addressing Vaccine Hesitancy via Rapid Community Assessment

10/4/2023

**Presented by:**  
Adilene Hernandez  
Health Program Specialist – Public Health  
[adilene.hernandez@santacruzcountyca.gov](mailto:adilene.hernandez@santacruzcountyca.gov)

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# RCA Program Overview

*This opportunity was made possible due to funding from the National Association for County  
and City Health Officials (NACCHO) to Address Vaccine Hesitancy, Cohort 3.*

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## RCA Program Overview

The Rapid Community Assessment (RCA) was developed based on the Center for Disease Control (CDC) assessment tool to address vaccine hesitancy.

- **Community Focus:** Parents/Guardians of 0-14YO children in South County (zip codes).
- **Partnership:** Public Health Immunization Program partnered with Community Action Board of Santa Cruz County, inc. to conduct the Rapid Community Assessment.
- **Funding:** This project was funded by the National Association of City and County Health Officials (NACCHO).
- **Timeline:** this project was completed between January and June 2023.



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## Population of Focus

- As of March 1, 2023\* adults ages 25-44, in South County have an 81% COVID-19 primary series vaccination rate
- Children ages 0-14 are only 36% vaccinated with the COVID-19 primary series and only 5% have received a bivalent booster

**Objective:** Understand why vaccinated parents are hesitant to make the vaccine decision for their children



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# RCA Methods

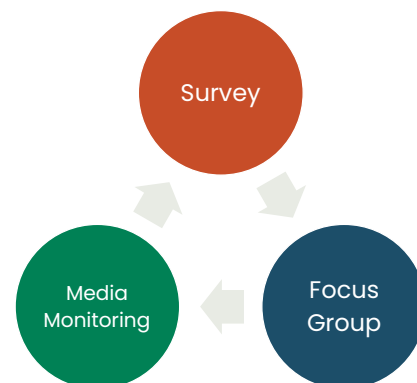


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## RCA Methods

The RCA was conducted via three different methods in March 2023 in partnership with Santa Cruz County Community Action Board (CAB):

- **Surveys:** 503 eligible survey results (n=503)
  - Multilingual options (Spanish, English, Mixteco)
  - Conducted online (Spanish and English only), phone, and in-person
- **Focus Groups:** Three (3) focus groups, 21-33 total participants
  - Two (2) Mixteco groups
  - One (1) Spanish group
- **Media Monitoring:** Three (3) months
  - Listening on social media platforms (i.e. Nextdoor Facebook, Twitter), local news, community trusted organizations (schools, church, public meetings).



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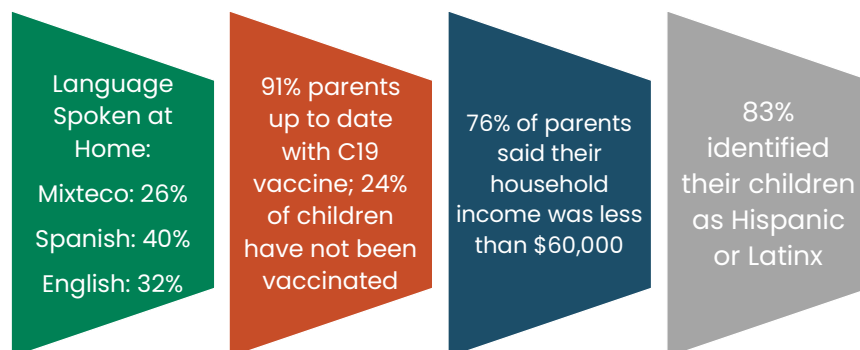
# RCA Findings



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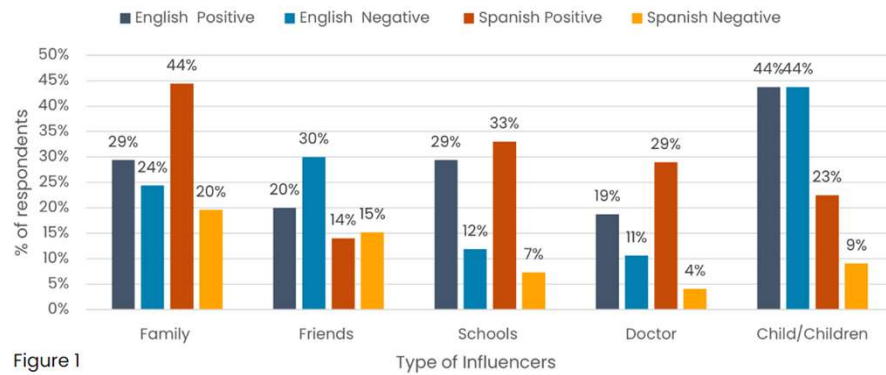
## RCA Finding Overview + Demographics

- Parents and guardians of 0–14-year-olds were asked a series of questions related to **trust, accessibility, motivating factors, and influence**.
- Participant Demographics:



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## Do/did you feel any of the following tried to influence you to get your children a COVID-19 vaccine?



*"The school reported that vaccines protected students against COVID-19."*  
– Focus Group Parent

*"Many of our families questioned why we vaccinated our children."*  
– Focus Group Parent

### Spanish Responses:

#### Influence to vaccinate:

Family - 44%  
Schools - 33%  
Doctors - 29%

#### Influence to NOT vaccinate:

Family - 20%

### English Responses:

#### Influence to vaccinate:

Child/Children - 44%  
Family - 29%  
Schools - 29%

#### Influence to NOT vaccinate:

Child/Children - 44%  
Friends - 30%

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*"What has worried me was the fact that money was offered to get the vaccines, why was it pushed so hard, and why was the vax created so fast. These two things caused confusion and fear about why are you paying me to get it. It felt like they were forcing the people to get it."*

– Focus Group Parent

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## How much trust do you have in the recommendations provided by these people or organizations to vaccinate your children against COVID-19?

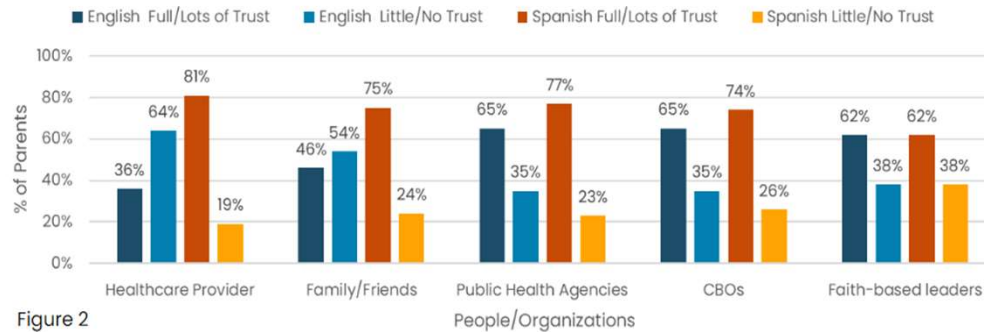


Figure 2

### Spanish Responses:

**Most Trusted:** Healthcare Providers (81%) and Public Health Agencies (78%)

**Least Trusted:** Faith-Based Leaders (39%)

### English Responses:

**Most Trusted:** Public Health Agencies (65%) and Community Based Organizations (65%)

**Least Trusted:** Healthcare Providers (64%) and Family and Friends (54%)

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## Motivating Factors

Reasons people may have postponed or hesitated to give their children the COVID-19 vaccine

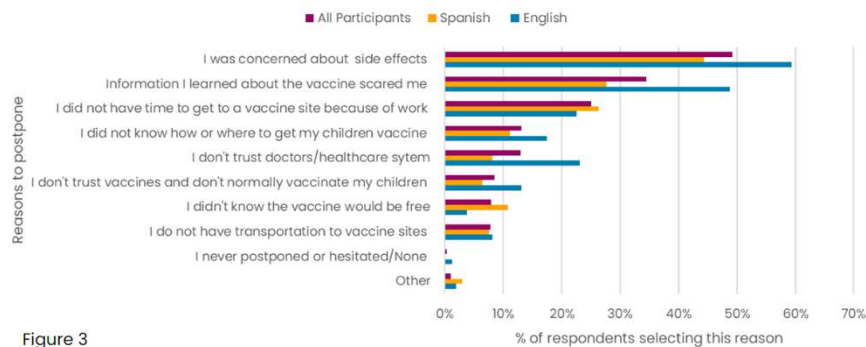


Figure 3

**Hesitancy:** The top response included concern around the "Potential Side Effects of Vaccination" for their child (49%), and information they learned about the vaccine has "Scared Them into Hesitation or Postponing" vaccination (34%)

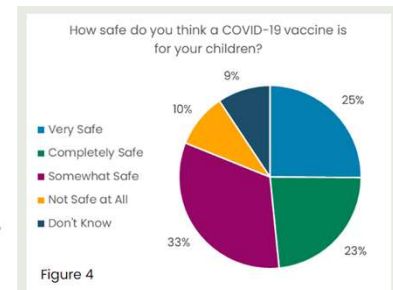


Figure 4

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## Motivating Factors – Focus Group

**Benefits** of children receiving the COVID-19 vaccine fell into three categories:

**Able to Be Close to Loved Ones**

**Fear of COVID-19**

**Strengthening Immune System**



**Concerns** over children receiving the vaccine fell into the following categories:

**Impact on Fertility**

**Social Pressure to Not Vaccinate**

**Side Effects**

**Distrust of Government**

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**"Getting to Vaccination Sites"** was the most often English cited challenge in getting their child vaccinated.

While for those who completed the survey in Spanish, **"Language Barrier"** was the most frequently cited difficulty.

***"It is very difficult to schedule an appointment as there is nowhere to go on weekends."***

**– Focus Group Parent**

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## Which of the following makes or made it difficult for you to get your child vaccinated?

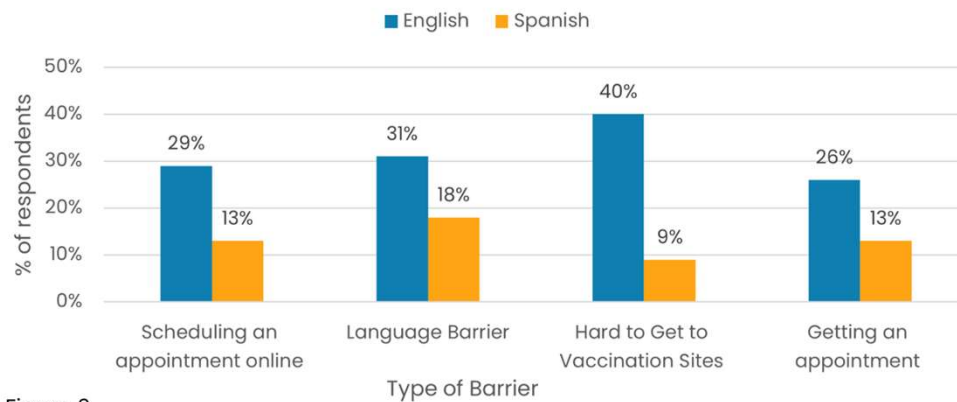


Figure 6

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## Social Listening

Social listening was conducted retroactively for the months of January–March 2023.



Over the course of the three weeks during the RCA, social activity related to COVID-19 vaccines and children was limited.

The lack of information (both in favor of and opposed to vaccines) demonstrates an opportunity to share positive information directed at parents.

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# Future Recommendations



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## Summary

The Rapid Community Assessment findings led to the creation of a toolkit with resources that addressed key concerns and gaps in the available communications materials.

1. Concern over side effects is the top reason for postponing or hesitating to provide children with the COVID-19 vaccine
2. Community-based organizations and Public Health Agencies were among the most trusted messengers.
  - II. There is an opportunity for engagement between CBOs, Public Health and Providers.
3. Language barriers posed a challenge for getting children vaccinated.

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## Continued Efforts

- Conducted an in-person Spanish training in July
- Continue trainings for community health workers, community partners and healthcare providers
- Continue to share developed resources and promote vaccine for the whole family
- Presented at the NACCHO Conference in July



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## Community Call to Action



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## Toolkit Resources

Resources developed in English, Spanish, and Mixteco.

- Short Form (Reel, TikTok, etc.) Videos addressing common themes.
- Community Health Worker Guide on Addressing Vaccine Hesitancy & Presentation Content

Scan QR Code or follow the below link to access:

[Toolkit, CHW Trainings, and Report](#)



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# Thank you!



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## Santa Cruz County Latino Affairs Commission

### 2023 Strategic Action Plan

#### Objective #1:

**Monitor and assess issues impacting the Santa Cruz County Latino community, and advocate to address barriers and inequities.**

#### Advocacy Team:

##### ACTION 1A:

Prioritize, research and make recommendations as needed to the Board of Supervisors on issues that impact the Latino community in Santa Cruz County.

##### ACTION 1B:

Receive and review communications from the community on matters of interest to the Latino community and make recommendations as needed.

##### ACTION 1C:

Monitor County cooperation with other agencies and community partners and make recommendations as needed to promote the interests of the Latino community.

##### ACTION 1D:

Monitor regional plans, programs, and funding and make recommendations as needed to promote the interests of the Latino community.

#### Objective #2:

**Promote the Interests of the Santa Cruz County Latino Community through Outreach and the Provision of Resources.**

#### Community Outreach Team:

##### ACTION 2A:

Provide resources and referrals to services that support the Latinx community in Santa Cruz County.

##### ACTION 2B:

Invite community partner reports and presentations on matters of interest to the Santa Cruz County Latinx community.

##### ACTION 2C:

Host, support or participate in community events and exhibits that promote the interests of the Santa Cruz County Latinx community.

##### ACTION 2D:

Promote civic engagement, voter education, voter registration and voter participation in the Santa Cruz County Latinx community.

## **Santa Cruz County Latino Affairs Commission**

### **2023 Strategic Action Plan**

#### **Objective #3:**

#### **Monitor and Promote Diversity, Equity and Inclusion in Santa Cruz County.**

##### **Diversity, Equity & Inclusion Team:**

##### **ACTION 3A:**

Monitor County implementation of embedded equity principles in County policy, programs and legislation and make recommendations as appropriate.

##### **ACTION 3B:**

Monitor County Equal Employment Opportunity and Cultural Competence Plan implementation and outcomes.

##### **ACTION 3C:**

Monitor and advocate for hiring, mentoring, and promotion policies and procedures that support appropriate Latinx representation in County law enforcement leadership roles.

##### **ACTION 3D: TBD**

#### **Objective #4:**

#### **Monitor and Promote Key Areas of Well-being Impacting the Santa Cruz County Latinx Community**

##### **Equitable Impact Team:**

##### **ACTION 4A:**

Monitor and advocate for policy, programs and legislation to create and maintain affordable housing stock in Santa Cruz County and make recommendations as needed.

##### **ACTION 4B:**

Monitor and advocate for policy, programs and legislation to identify and address disparities in health care utilization and outcomes for the Latinx community and make recommendations as needed.

##### **ACTION 4C:**

Monitor and advocate for policy, programs and legislation to identify and address any criminal justice inequities impacting the Santa Cruz County Latinx community.

##### **ACTION 4D:**

Monitor and advocate for policy, programs and legislation to advance cultural preservation (languages, traditions and cultural practices) and inclusion for the Santa Cruz County indigenous Latinx community.



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## Scheduled Meetings

Unless otherwise specified, regularly scheduled Latino Affairs Commission meetings are generally held as follows:

DAY: First (1<sup>st</sup>) Wednesday  
MONTH: Every other month (February, April, June, August, October and December)  
TIME: 6:00 PM – 7:30 PM  
LOCATION: **United Way of Santa Cruz County\***  
4450 Capitola Road, Ste 106, Capitola, CA 95010

**\*Changes to the schedule**, including special meetings, changes of location, or meeting cancellations, will be listed on the website at [www.scclatinoaffairs.org](http://www.scclatinoaffairs.org) as soon as information becomes available.

2023 Meeting Dates		
DATE	TIME	LOCATION
February 1, 2023	6:00 – 7:30 PM	Remote
April 5, 2023	6:00 – 7:30 PM	United Way
June 7, 2023	6:00 – 7:30 PM	United Way
August 2, 2023	6:00 – 7:30 PM	United Way
October 4, 2023	6:00 – 7:30 PM	United Way
December 6, 2023	6:00 – 7:30 PM	United Way

### Public Participation

- Please check the meeting agenda to learn details about how to participate in the commission meeting.
- If you need special accommodations, please call 454-2935 or TDD: 711 (California Relay Service) at least 48 hours before the meeting.