



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: September 10, 2013

TO: Mayor and Councilmembers

FROM: Recreation Division, Parks and Recreation Department

SUBJECT: Neighborhood Health Fair And Family Fun Day

RECOMMENDATION:

That Council receive information on the Neighborhood Health Fair and Family Fun Day.

DISCUSSION:

The Neighborhood Health Fair and Family Fun Day is a collaborative event that joins Parks and Recreation Department services with the Santa Barbara County Health Linkages Program, Santa Barbara County Education Office, Santa Barbara Unified School District, and area service providers. The City's Neighborhood and Outreach Services section will be coordinating the event this year.

In September 2012, in response to concerns about a lack of access to health services and information that were raised by residents participating in Westside Thrive, the first Health Fair and Family Fun Day was hosted at Bohnett Park. Through the vision of City and County elected officials, free medical screenings, community and human service provider information tables, live entertainment, recreation activities, and free lunch were enjoyed by approximately 650 residents attending the event. The principal outcomes for numerous residents participating in the medical screenings were referral appointments to a follow-up doctor.

The success of the first event and its demonstrated benefit to the community substantiated the need for a second event in 2013, which is being organized and planned for Santa Barbara Junior High School. The goal of this year's event is to reach residents living on Santa Barbara's Eastside and offer them the same level of free medical screenings, health and community resource information, recreation activities, and live entertainment. As part of the collaboration with Santa Barbara Unified School District Food Services, a free healthy lunch will be provided through their Mobile Café food trucks.

Approximately \$20,000 in event “hard costs” is provided exclusively through donations. However, expenses contributed by participating agencies for medical supplies and services, volunteer hours and staff time, increase the overall cost for producing this event to an estimated \$45,000.

This event is truly a community supported effort. The generosity of the Santa Barbara Rotary Club, United Way of Santa Barbara County, Union Bank, Hutton Parker Foundation, Orfalea Foundation, Santa Barbara Community Foundation, Southern California Gas Company, Southern California Edison, Santa Barbara City Firefighters Association, Santa Barbara County Firefighters Association, Cottage Health Systems, and Parks and Recreation Community Foundation have provided the financial resources necessary to help to ensure the City’s underserved neighborhoods are given access to equitable medical services and health information.

The 2013 Neighborhood Health Fair and Family Fun Day will be held on Saturday, September 14, 2013, from 10:00 a.m. to 3:00 p.m. at the Santa Barbara Junior High School Auditorium and athletic field. The Department and collaborative event partners encourage the public to attend.

PREPARED BY: Mark M. Alvarado, Senior Neighborhood and Outreach Services Supervisor

SUBMITTED BY: Nancy L. Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office

Neighborhood Health Fair & Family Fun

September 14, 2013

Santa Barbara Junior High School

Neighborhood Health Fair & Family Fun Day



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