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County Public Health Awarded Grants for Traffic Safety Programs

Santa Cruz County, Calif. –The County of Santa Cruz Health Services Agency is pleased to announce that the Public Health Division is the recipient of three grants totaling \$448,000 from the California Office of Traffic Safety (OTS) that will prioritize impaired driving prevention, as well as the safety of bicyclists, pedestrians, and child passengers. Each grant will be used for a variety of community-focused activities that include:

Bicycle and Pedestrian Safety (\$170,000)

- Delivering bicycle and pedestrian safety classroom presentations in schools.
- Distributing bicycle helmets and lights to low-income community members.
- Conducting walking field trips and on-bike safety trainings.
- Participating in community outreach events to increase traffic safety awareness.

Child Passenger Safety (\$53,000)

- Collaborating with local partners to conduct car seat checkup events.
- Offering Child Passenger Safety Technician (CPST) certification training.
- Distributing child safety seats to parents and caregivers, including car seat inspections and education.

Impaired Driving Education and Resources (\$225,000)

- Educating Alcohol Merchants about best practices for limiting youth access to alcohol.
- Providing Driving Under the Influence (DUI) Place of Last Drink surveys to law enforcement for educating bars and restaurants.
- Offering bilingual/bicultural impaired driving and traffic safety education for high-risk adults.
- Collaborating with local partners on the DUI Impaired Driving Resource Center that offers resources including restricted drivers' licenses, high risk driver auto insurance, interlock devices and drinking driver education.
- Distributing safe driving educational information to youth and adults.

“This funding will help ensure the safety of our most vulnerable road users and plays a vital role in reducing the number of deaths and injuries on our local roadways,” said Dr. Gail Newel, Santa Cruz County Health Officer.

The grant program runs from October 1, 2021 to September 30, 2022. Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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