



County of Santa Cruz



HEALTH SERVICES AGENCY

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Press Release

For Immediate Release

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State Funding for Traffic Safety Programs Awarded to County Public Health

Santa Cruz County, Calif. –The County of Santa Cruz Health Services Agency is pleased to announce that our Public Health Division has been awarded three competitive state grants totaling \$587,431 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 over the next year that include:

Bicycle and Pedestrian Safety (\$220,958)

- Delivering classroom presentations on bicycle and pedestrian safety in schools.
- Distributing bicycle helmets, light sets, and reflective safety items to low-income community members.
- Conducting walking field trips and on-bike safety trainings for youth and adults.
- Participating in community outreach events to increase public awareness of bicycle and pedestrian safety, including e-bike safety.

Impaired Driving Education and Resources (\$269,000)

- Educating alcohol merchants about best practices for responsible beverage service and limiting youth access to alcohol, including to-go alcohol sales and 3rd party food delivery services.
- Conducting Driving Under the Influence (DUI) place of last drink surveys and providing results to law enforcement for educating staff at bars and restaurants.
- Offering bilingual/bicultural impaired driving and traffic safety education for high-risk adults and youth.

- Collaborating with local partners on operating the DUI Impaired Driving Resource Center that offers resources, including restricted drivers' licenses, high risk driver auto insurance, interlock devices and DUI classes.
- Distributing safe driving educational information to youth and adults through social media, community events, and meetings.

Child Passenger Safety (\$97,473)

- Collaborating with local partners to conduct car seat checkup events and education sessions.
- Providing booster seat education and resources to schools.
- Distributing child safety seats to parents and caregivers, including car seat inspections and education.
- Collaborating with law enforcement and other stakeholders to increase public knowledge of child passenger safety.

"This funding will help us to protect all those who use the roads, bike paths, and sidewalks in our county by providing education and resources to support a safe and equitable roadway system." said Dr. Lisa Hernandez, Health Officer for Santa Cruz County.

The grant program runs from October 1, 2023 to September 30, 2024. 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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