



MEDIA RELEASE

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EAST SALINAS COMMUNITY PLANNING MEETING TO BE HELD SATURDAY, FEBRUARY 6, 2010 Residents to plan strategies for creating a healthy community

Salinas, CA A community meeting for East Salinas residents will be held on Saturday, February 6, 2010 from 9:00 AM to 1:00 PM, at Jesse Sanchez Elementary at 901 N. Sanborn Road in Salinas. The Community will be developing strategies for "Building Healthy Communities," part of a multi-year multimillion dollar plan funded by The California Endowment. The planning process is being led by a Steering Committee of residents, nonprofits, businesses, youth and other stakeholders and is coordinated locally by the Community Foundation for Monterey County. Free childcare and refreshments will be provided and all are welcome to attend.

Resident participation and involvement are encouraged and critical to the planning process. For more information, please call (831) 770-0951 or e-mail lorenav@cfmco.org to learn how you can become involved.

On January 27th at a meeting of close to 200 attendees at the Martin Luther King Elementary Academy in East Salinas, the community's top priorities for health were revealed. After 34 focus groups and community dialogues were conducted with 444 participants, and 264 surveys of stakeholders were compiled, five top priorities emerged for the first three to five years of the project:

- Children and their families are safe from violence in their homes and neighborhoods
- All children have health coverage
- Healthy and family-focused human services shift resources toward prevention
- Communities support healthy youth development
- Families have improved access to a healthy home that supports healthy behaviors

(more)

East Salinas Community Planning Meeting, Saturday, February 6, cont.

The goal of The California Endowment is to support the development of communities where kids and youth are healthy, safe and ready to learn. The East Salinas community was one of fourteen neighborhoods in California selected for this opportunity. The project will bring in millions of dollars each year over ten years to realize the vision of a healthy and vibrant community. After this community meeting a community action plan will be developed and submitted to The California Endowment in March, 2010.

A Steering Committee made up of over 40 East Salinas residents, youth and neighborhood groups, businesses, nonprofit organizations, public agencies and other stakeholders has been meeting since July, 2009. They have been gathering community input on community priorities through focus groups and surveys to create the plan for Building Healthy Communities in East Salinas.

For more information on the Building Healthy Communities project, visit www.cfmco.org/bhc/bhc.html. Building Healthy Communities in East Salinas: Nuestro Nuevo Alisal is a planning process coordinated by residents and service providers of East Salinas with support from the Community Foundation for Monterey County and funded by The California Endowment.

The mission of the Community Foundation for Monterey County is to improve the quality of life in Monterey County by raising, managing, and distributing charitable funds to qualified organizations and by creating positive connections between donors and their interests. For more information on the Community Foundation please visit www.cfmco.org.

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