



COUNTY OF MONTEREY

CAO Weekly Report

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SPECIALREPORT



(l-r) Edward Arias, Gretchen Markey, Deena Haynes, Assistant Director of the Tyler Heart Institute and Raul Martinez review the steps involved in using one of the county's new AEDs.

County Notes

- > A Pajaro community recycling event is set for Saturday, March 25th. Details are [here](#).

Employees Practice Using AEDs - Watch What Happens!

You are in an elevator when suddenly the person next to you has a heart attack. What would you do?

That was the scenario posed to dozens of county employees at the first in a series of training session showing staff how to use defibrillator devices the county has in place. The first session was the Government Center on Friday,

March 17th. A second session was held at the Life Foundation Building in Salinas on Thursday of this week and a third session will take place at county offices at Schilling Place this summer.

AEDs are defibrillator machines that anyone can use in an emergency. Employees who took part in the training watched a video outlining how the machines operate and what employees should do in the event of an emergency.



The AED practice dummy after a workout by county employees.

Then it was time to try the machine in a fake scenario. Several county employees volunteered to put themselves and the machine to the test.

[Watch here as employees practice on a training dummy](#) with trainer Deena Haynes, Assistant Director of the Tyler Heart Institute providing symptoms heroes. How well would you have done if this situation had been real?

After the exercise, interim RMA-Planning Director Jacqueline Onciano shared her family's story, which would have had a very different outcome without an AED. Onciano's husband had a heart attack at work, and would have died if his office had not had an AED and staff familiar with how to use it.

Thanks to those who took part in the training. If you are interested in going through the AED training, watch for notifications about the summer training at Schilling Place.

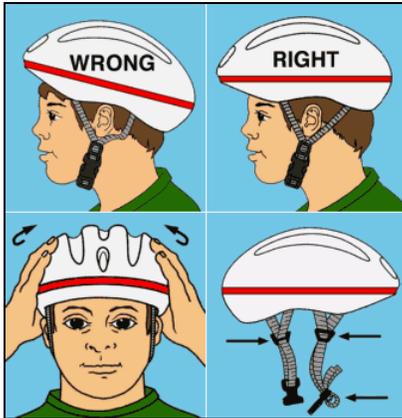


Delinda Robinson continues CPR in between shocks during the AED exercise.

Safe Travels Grant Focus on Safe Walk to School

The 'hands on' part of a year-long grant is underway to encourage more local students to go to school the healthy way: walk or bike. Health Department staff has launched its series of outreach events on the topic.

The Health Department was awarded \$192,521 as part of a Safe Travels Via Salinas grant from the California Office of Traffic Safety. The grant kicked off in November of last year and focuses on three schools in Salinas: Fremont, Los Padres and Sherwood elementary schools.



Helmet fitting events are very important, particularly for children. This image shows how easily the helmet can be worn incorrectly.

At these target schools, while a large majority of students live within one mile of the schools, many parents opt to drive their children. This increases traffic around schools and decreases the opportunity for exercise a child could get by walking to school. To help change that, the grant brings pedestrian and bike safety education directly to the students through assemblies and classroom presentations. Topics will include crossing the street safely, safe walking, watching out for unsafe drivers, bike safety and helmet usage.

Health Department staff used the first months of the grant to meet with school officials, staff and parents about the program and order helmets and educational materials. Now the outreach has begun. Earlier this month, Health Department staff was on hand at a parent event at Sherwood Elementary school and there was a helmet-fitting event for kids at the Health Department this week.

The grant also includes outreach to reduce collisions involving pedestrians in the City of Salinas, which had a total of 55 in 2015.

Health Department Survey Shows You What is in Your Neighborhood Store

A new survey by the Health Department shows that Monterey County children are still bombarded with alcohol and tobacco ads in stores near their schools.

The results of this survey and research was released earlier this month. This new research shows that in Monterey County, 79% of stores near schools have unhealthy store front ads and healthy ads in all stores declined from 14% in 2013 to 4% in the most recent survey. These findings are part of statewide research on the availability and marketing of tobacco products, alcohol, condoms, healthy and unhealthy food options in California stores that sell tobacco.

In the “salad bowl of the world,” only 28% of stores have fresh fruits and vegetables, down significantly from 2013 when 46% of stores offered them.

“Overall, the findings show a continuing and alarming discrepancy in our county in the accessibility and marketing between products that promote a healthy lifestyle, and those that don’t,” said Dr.

Edward Moreno, Health Officer for Monterey County. “Stores play a critical role on our community’s health, and this survey shows offerings and messaging are out of balance, tipping heavily toward unhealthy options. Our goal is to help re-calibrate the balance toward health.”

Some examples found by the survey:

- In addition to selling cigarettes, 76% of stores sell “little cigars” or cigarillos, but only 28% of stores sold fresh fruits or vegetables. What’s more, 89.5% of stores sold “little cigars” individually for under a dollar, less than the cost of a candy bar.
- 18% of stores sold non- or low-fat milk, but nearly 78% sell alcohol.
- 68% of surveyed stores sell condoms, but only 26% sell them on unlocked shelves.

“The availability of condoms on unlocked shelves is of particular concern given the sharp increase in STDs we have seen in Monterey County,” said Dr. Moreno.



The Health Department displayed a sample of adult products with packaging or flavors aimed towards youth.

Here are some other interesting findings:

- Only 4% of stores advertised healthy products on their storefronts, but 69% of storefronts advertised unhealthy products.
- More than 28% of stores place tobacco products or ads in kid-friendly locations, for instance at ‘kid-level’ (three feet or below) or near candy or toys.
- More than 38.5% of stores placed alcohol ads at ‘kid-level’ or near candy or toys.
- 78% of stores sell flavored non-cigarette tobacco products which often have kid-appealing flavors, such as grape, watermelon, chocolate, gummy candies and even breakfast cereals. Similarly, 79% of stores near schools also sell flavored tobacco products.

There was some good news though - only 14% of the stores sold sugary, sweetened beverages at the check-out.

For state and county-specific data and more information: www.healthystoreshealthycommunity.com.

