

A PORTRAIT OF **SONOMA COUNTY**

SONOMA COUNTY HUMAN DEVELOPMENT REPORT 2014

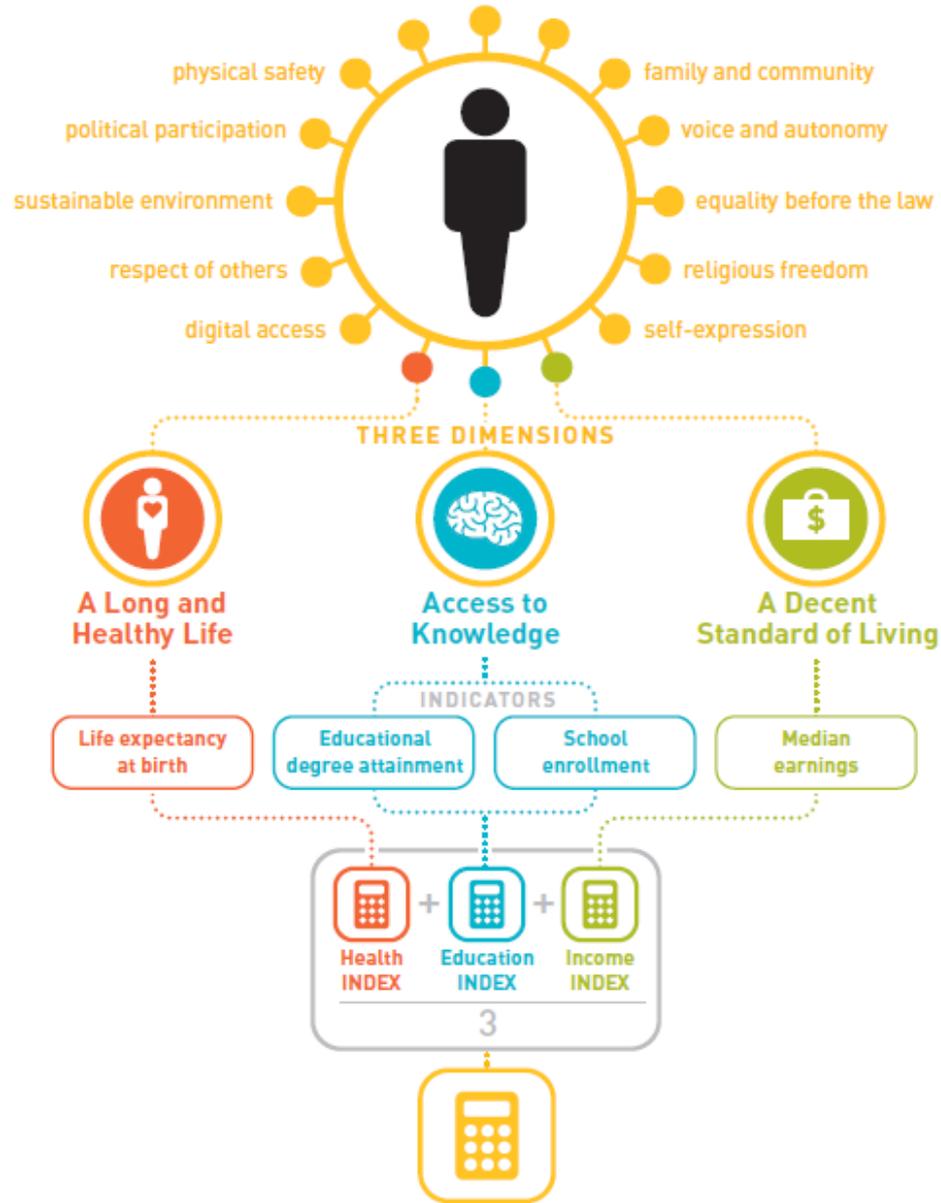
COMMISSIONED BY
County of Sonoma
Department of Health Services

SONOMA VALLEY

HUMAN DEVELOPMENT

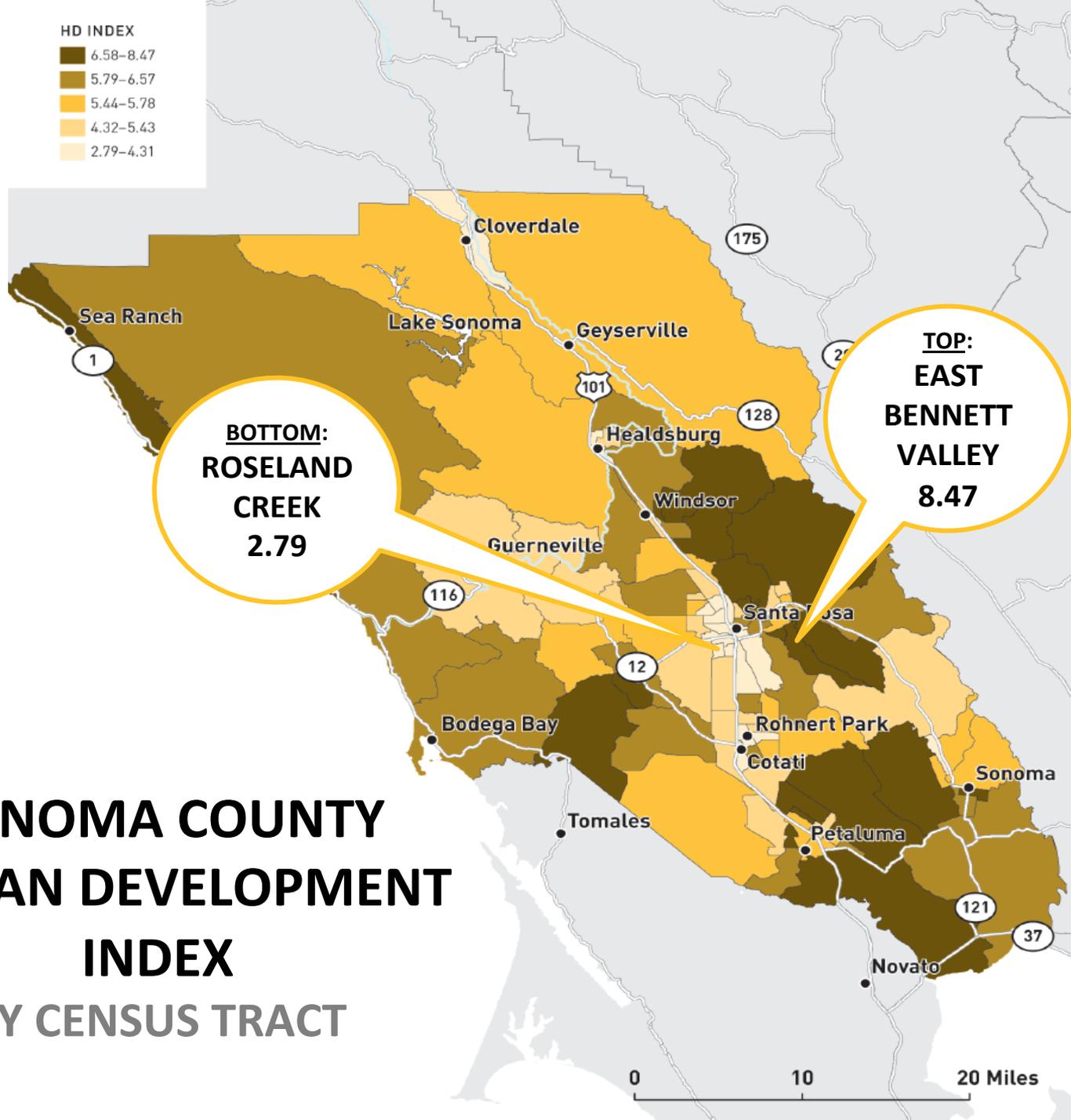


HOW IS IT MEASURED?



HD INDEX

- 6.58-8.47
- 5.79-6.57
- 5.44-5.78
- 4.32-5.43
- 2.79-4.31



SONOMA COUNTY HUMAN DEVELOPMENT INDEX BY CENSUS TRACT

0 10 20 Miles

SONOMA COUNTY HUMAN DEVELOPMENT INDEX BY RACE AND ETHNICITY

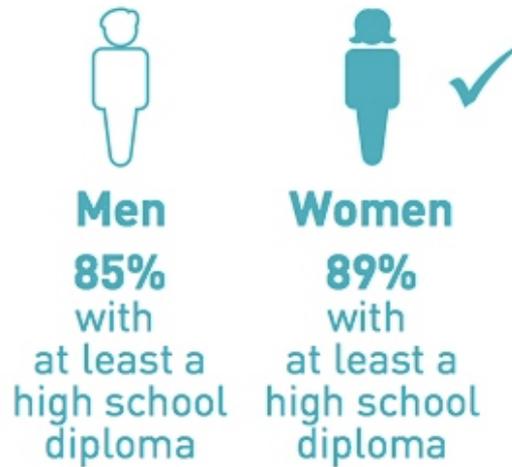
UNITED STATES	5.07
California	5.39
Sonoma County	5.42
Asian Americans	7.10
Whites	6.01
African Americans	4.68
Latinos	4.27

SONOMA COUNTY HUMAN DEVELOPMENT INDEX BY GENDER

HEALTH



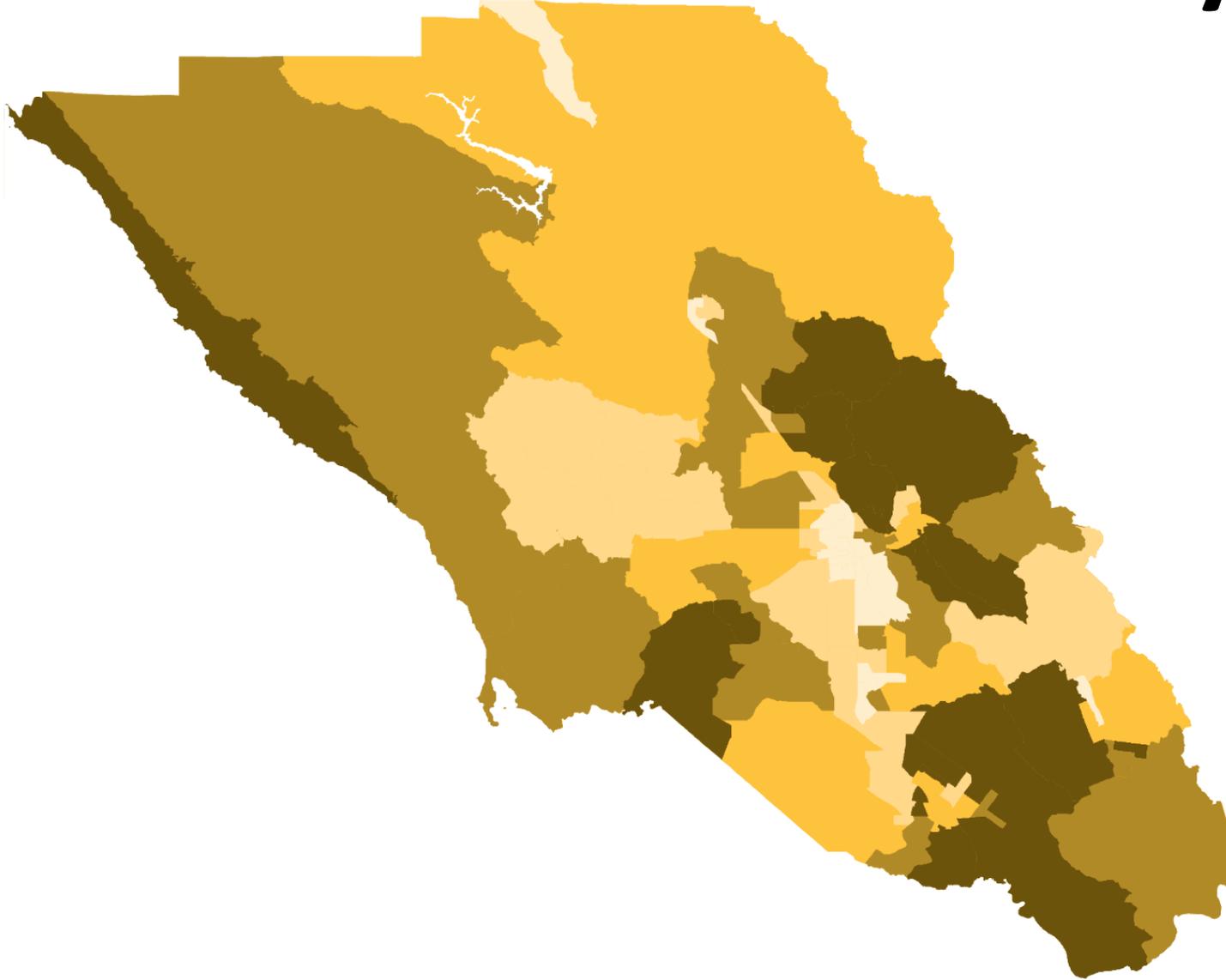
EDUCATION

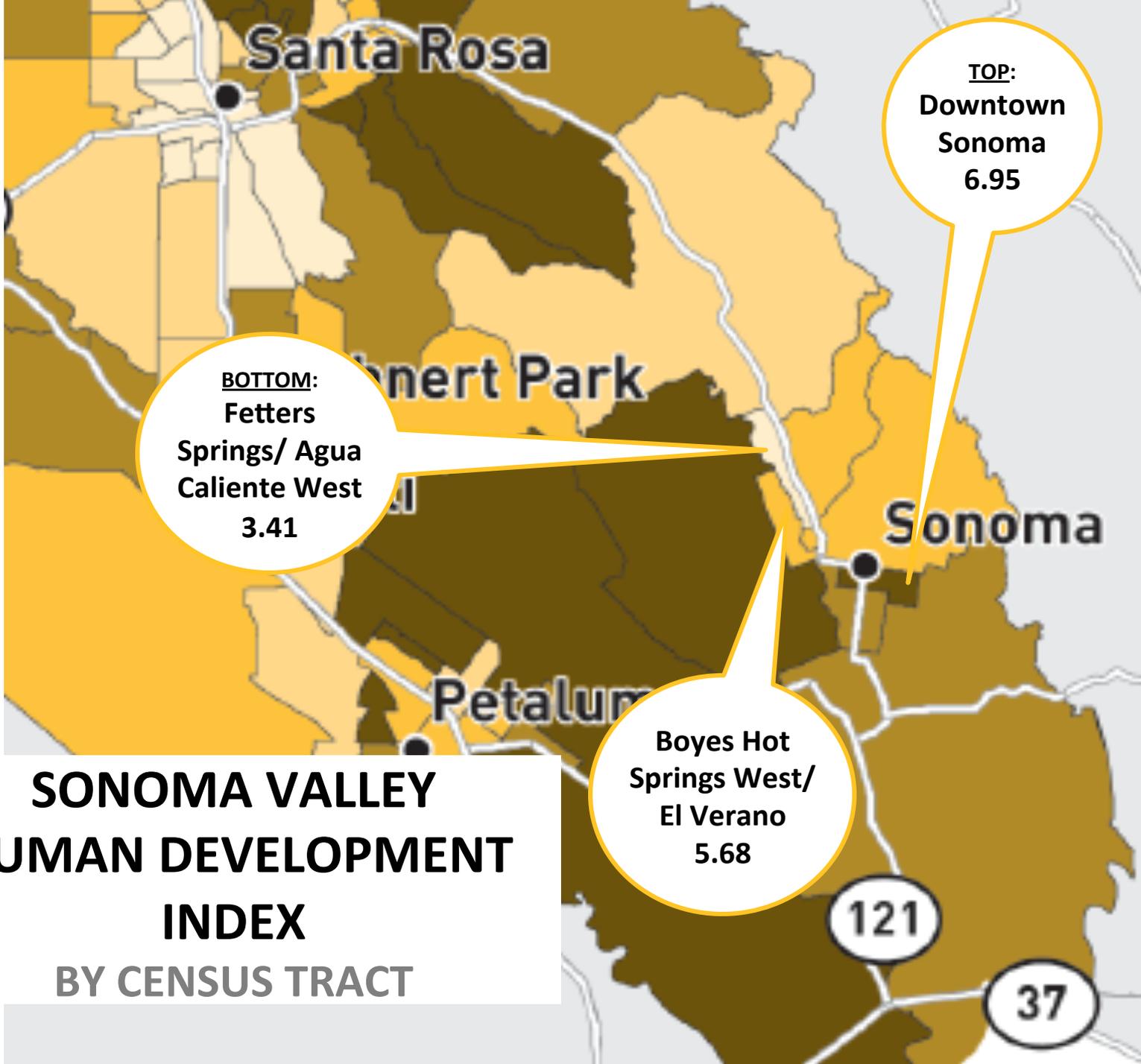


EARNINGS



What does the report tell us about Sonoma Valley?





TOP:
Downtown
Sonoma
6.95

BOTTOM:
Fetters
Springs/ Agua
Caliente West
3.41

Boyes Hot
Springs West/
El Verano
5.68

**SONOMA VALLEY
HUMAN DEVELOPMENT
INDEX
BY CENSUS TRACT**

A TALE OF TWO NEIGHBORHOODS

Downtown Sonoma
Human Development Index: 6.95

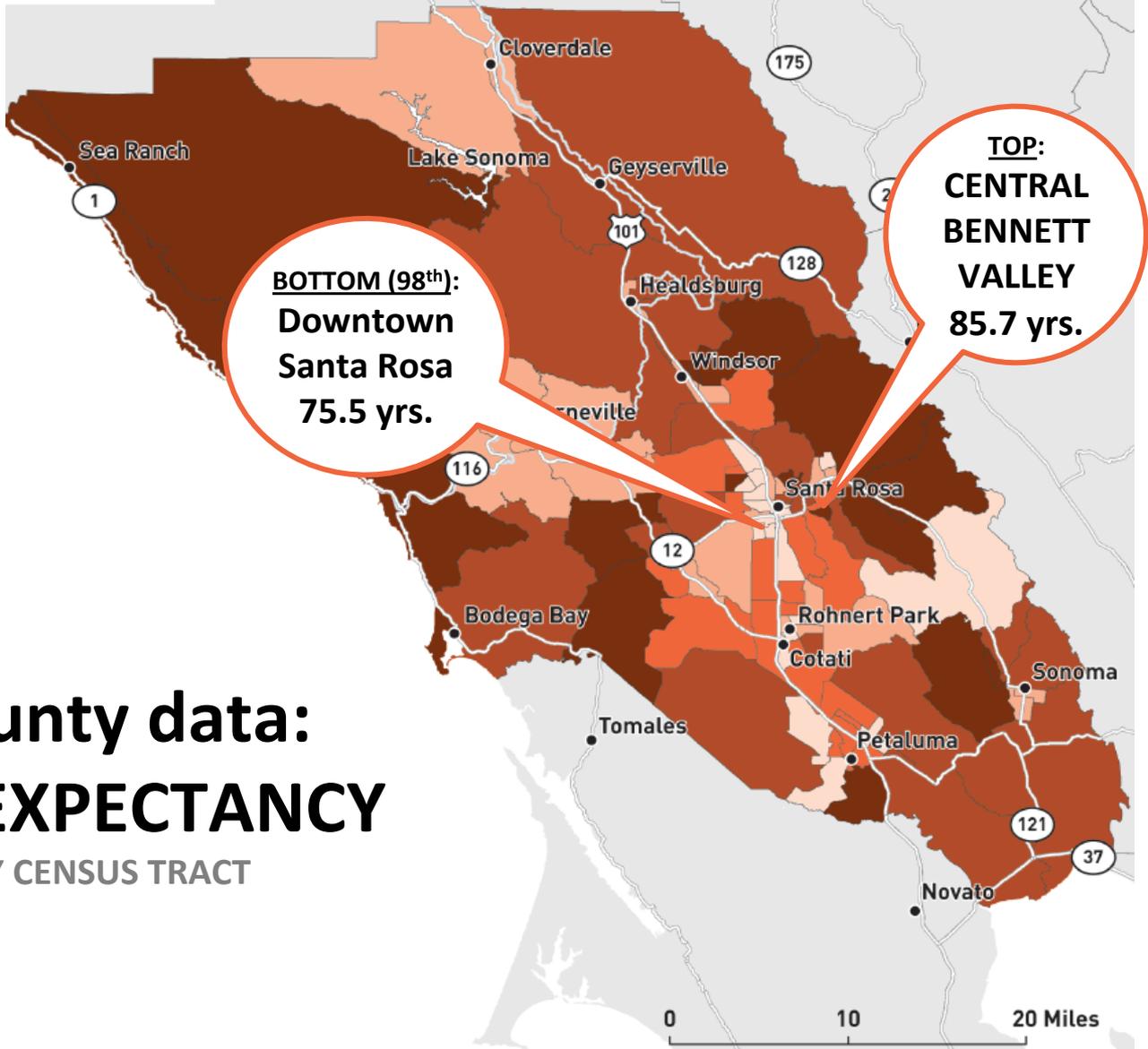
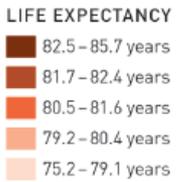


- 14.4% Latino
- 86% school enrollment
- Median earnings \$42,835
- 53% management occupations
- High walkability
- 2.1 average household size

Fetters Springs/ Agua Caliente West
Human Development Index: 3.41

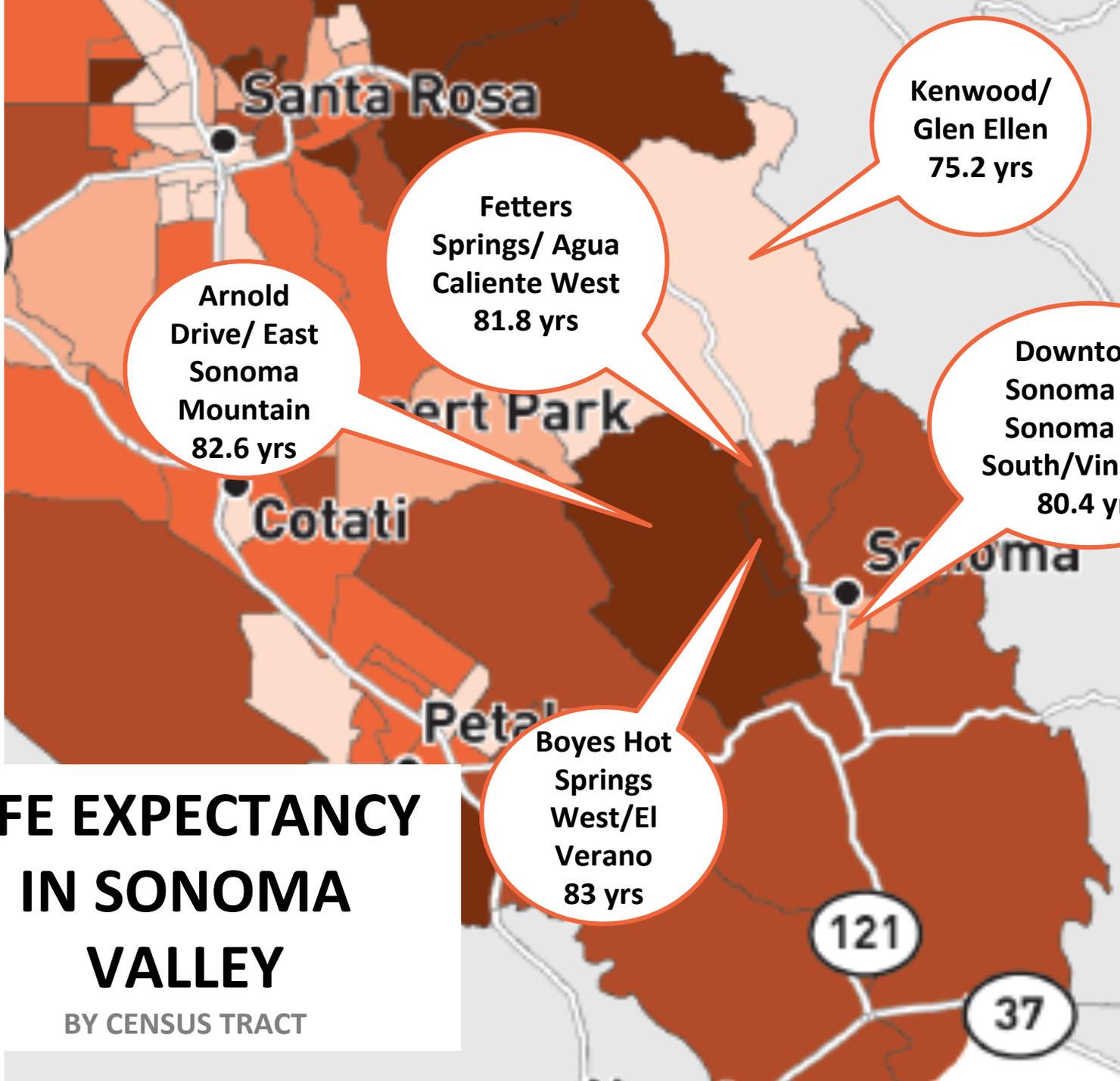


- 66.4% Latino
- 68% school enrollment
- Median earnings \$19,444
- 16% management occupations
- Lower walkability
- 4.5 average household size



**County data:
LIFE EXPECTANCY
BY CENSUS TRACT**

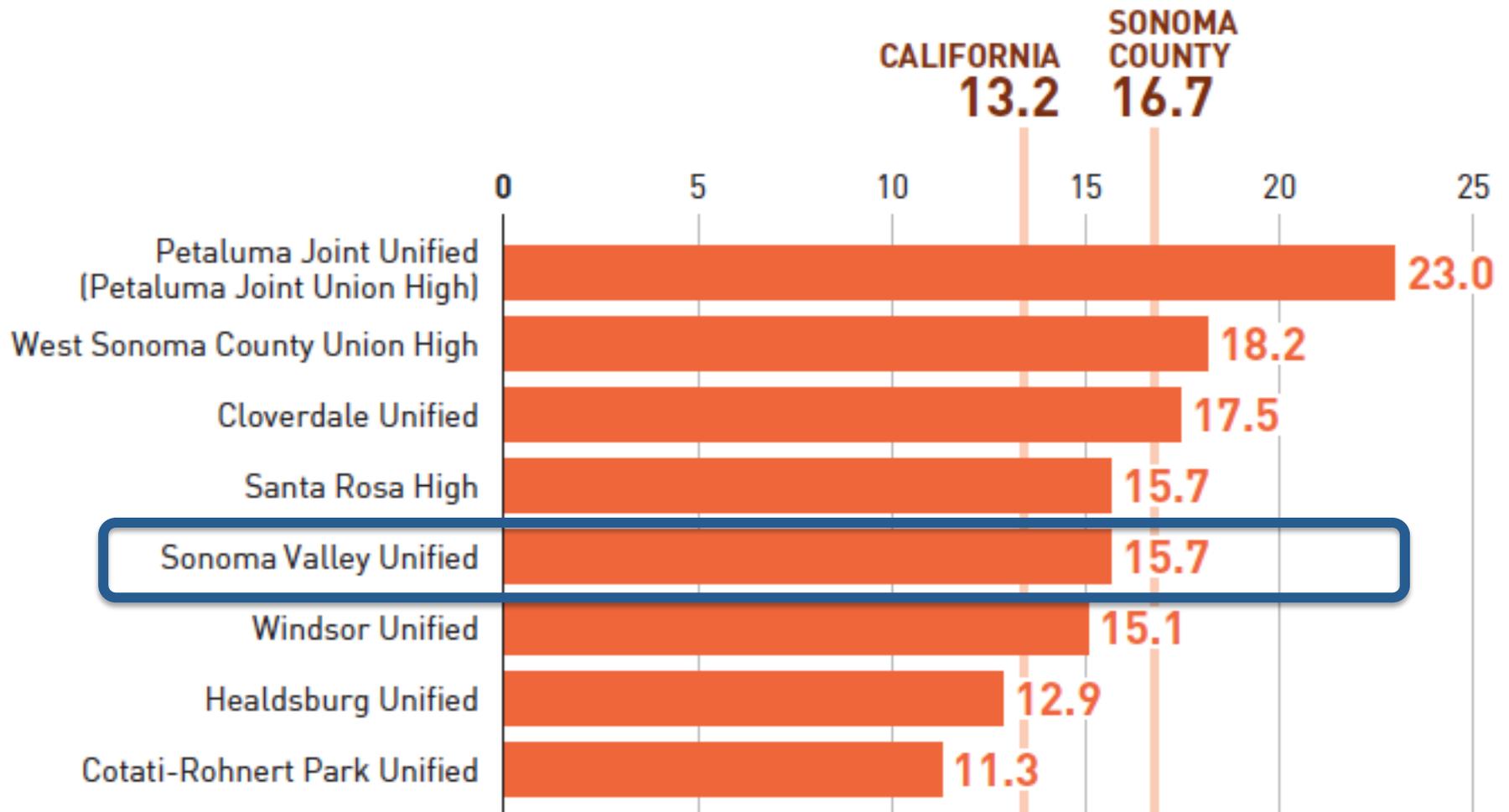




LIFE EXPECTANCY IN SONOMA VALLEY

BY CENSUS TRACT

TEENAGE SMOKING VARIES WIDELY BY SCHOOL DISTRICT



Source: Measure of America calculations from California Department of Education, California Healthy Kids Survey (WestEd), 2008–10. Data for Geyserville Unified not available.

Latino Health Paradox

Despite having lower levels of income and education, Latinos on average live longer lives than their US counterparts. There are many reasons for this...



Latinos smoke cigarettes at **lower rates** than whites.

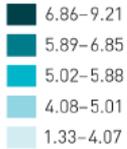


Latinos drink to excess at **lower rates** than whites.

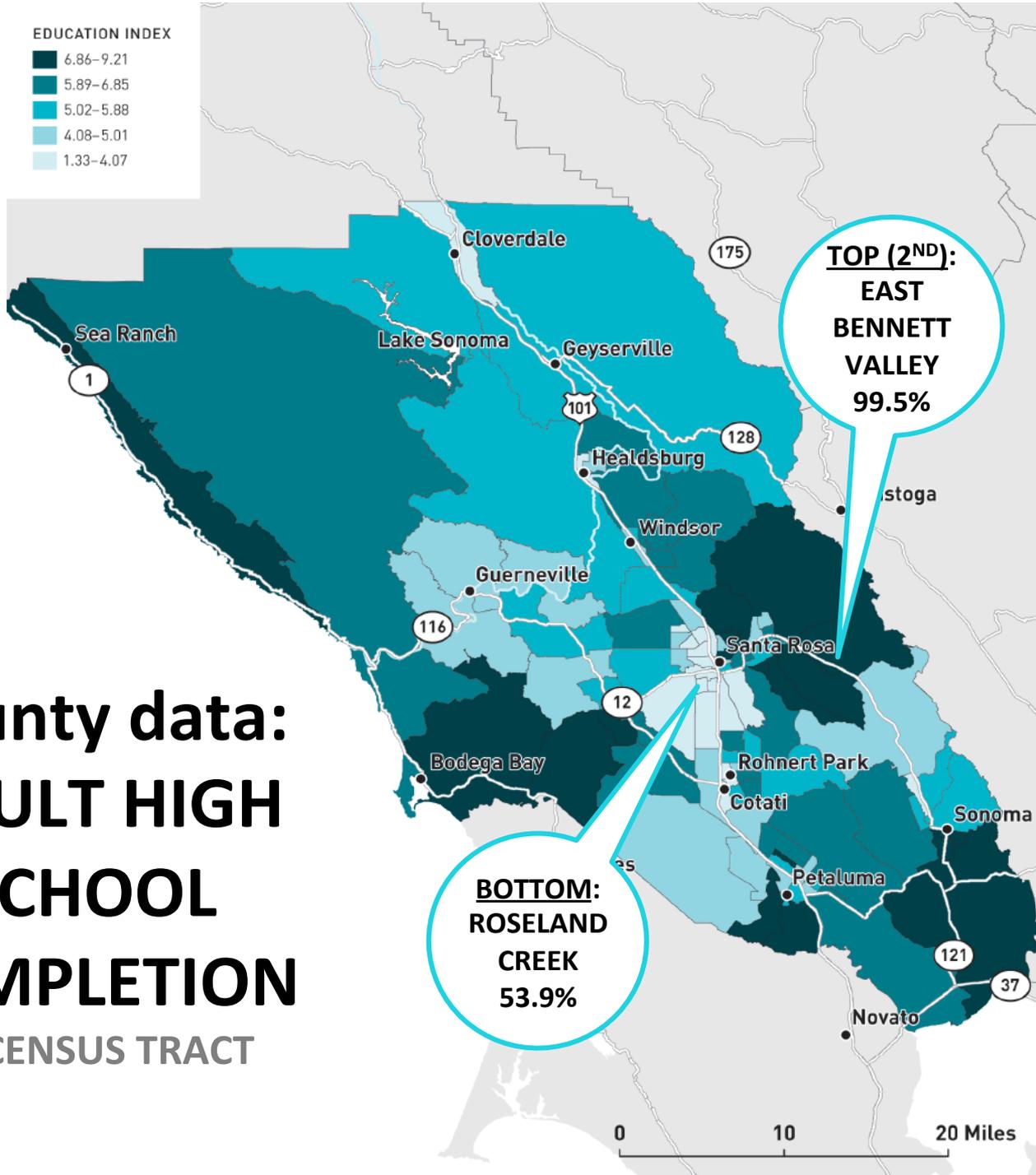


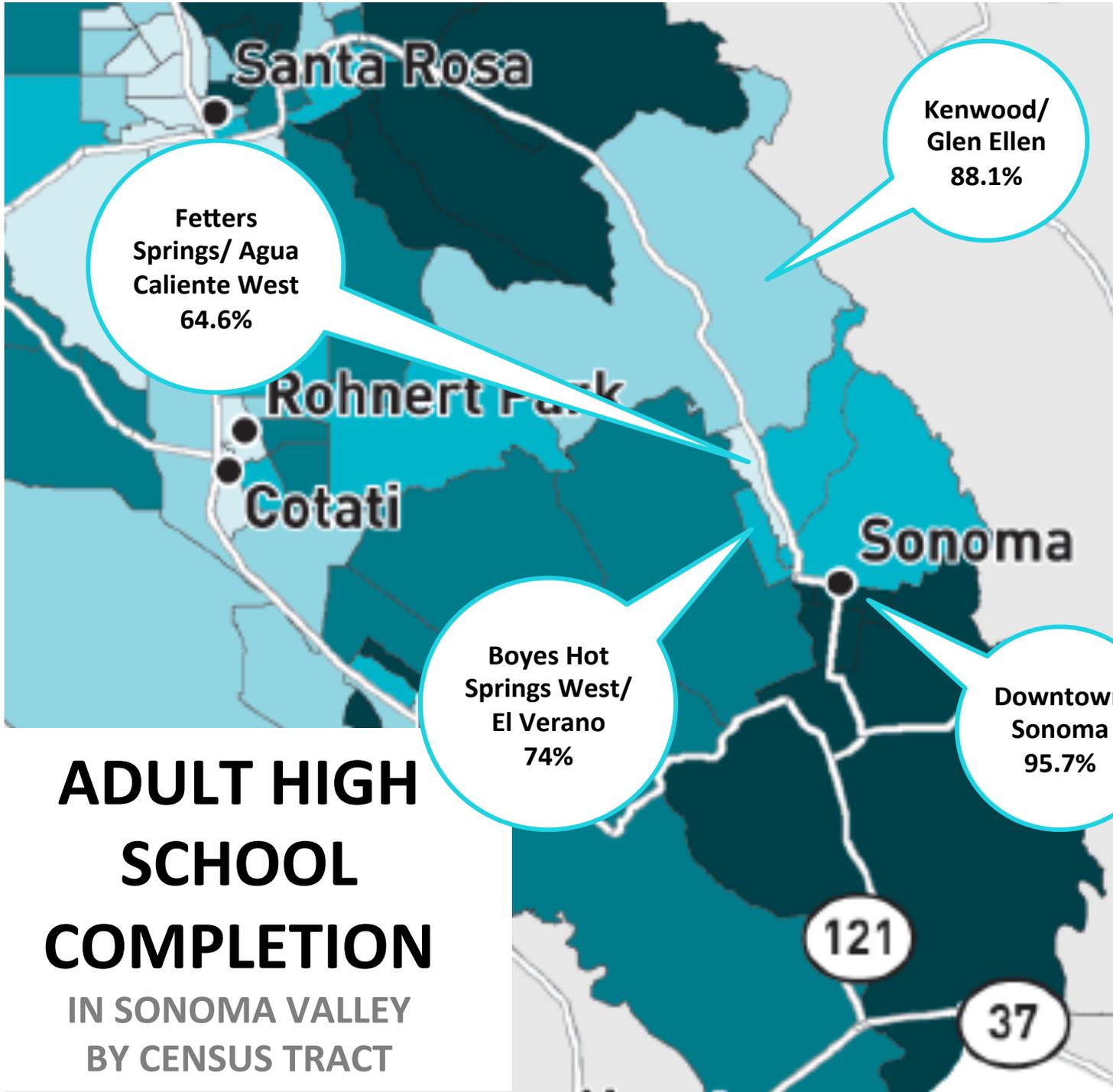
Strong social support and **family cohesion** seem to bolster health outcomes, particularly for Latino mothers and infants.

EDUCATION INDEX



County data: ADULT HIGH SCHOOL COMPLETION BY CENSUS TRACT



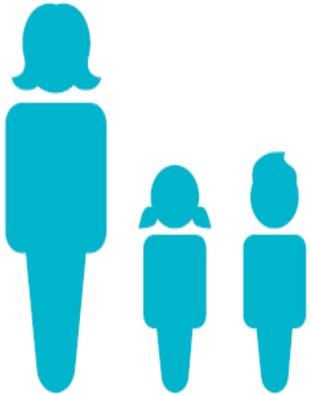


ADULT HIGH SCHOOL COMPLETION

IN SONOMA VALLEY
BY CENSUS TRACT

SONOMA VALLEY: EDUCATION DATA

- 90.3% 9th graders graduate 4 yrs later
 - 89.7% of Latino students (highest in County)
- 21% of third graders read proficiently (lowest in County)
 - 41% White compared to 7% Latino students
- 56% of 3-4 year old children enrolled in public or private school



A TALE OF TWO SCHOOLS



RACE/ETHNICITY



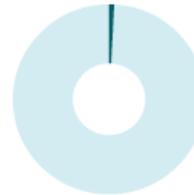
82%
WHITE
7%
LATINO
11%
OTHER

FAMILY BACKGROUND



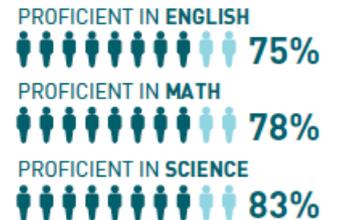
About one in every ten
comes from disadvantaged
background (13%)

ENGLISH LEARNERS



2%

STANDARDIZED TESTS



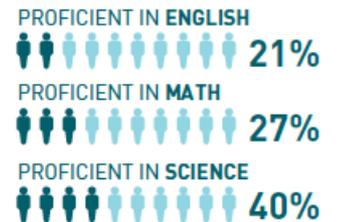
76%
LATINO
18%
WHITE
6%
OTHER



About eight in every ten
come from disadvantaged
backgrounds (84%)

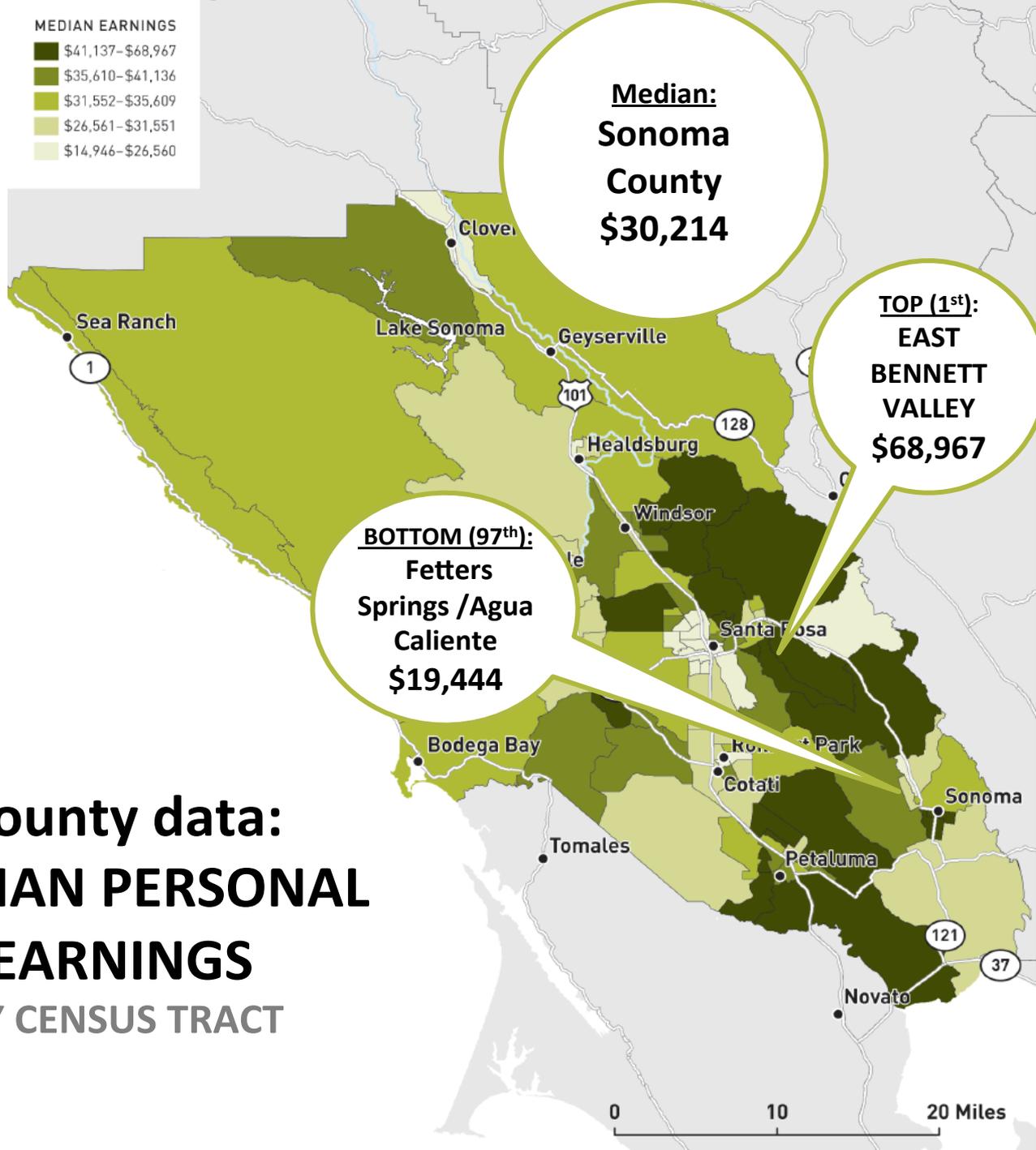


67%

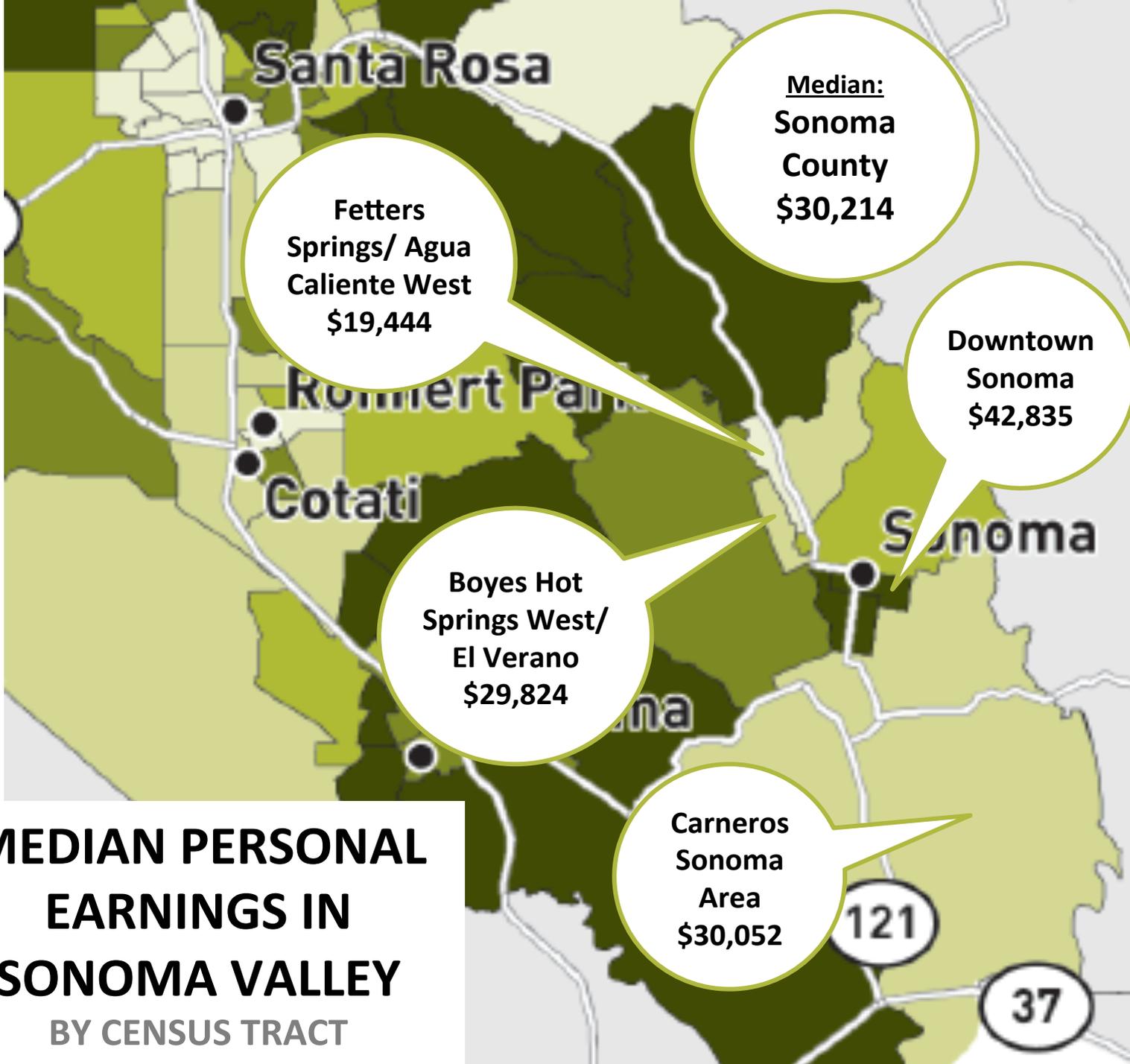


MEDIAN EARNINGS

- \$41,137-\$68,967
- \$35,610-\$41,136
- \$31,552-\$35,609
- \$26,561-\$31,551
- \$14,946-\$26,560



County data:
MEDIAN PERSONAL EARNINGS
BY CENSUS TRACT



**MEDIAN PERSONAL
EARNINGS IN
SONOMA VALLEY**
BY CENSUS TRACT

SONOMA VALLEY POVERTY DATA



- 43.4% of children in Fetters Springs/
Agua Caliente West tract live in
families below poverty level (FPL)
– highest in County
- 12.6 % of adults 65 or older living in
poverty in Carneros / Sonoma tract

MIDDLE WAGE JOBS IN SONOMA ARE DECLINING

LEAVING THE FASTEST GROWING CATEGORIES AT THE
TOP AND BOTTOM OF THE EARNINGS SCALE



HIGH WAGE
OCCUPATIONS



Physicians
and surgeons
\$113/HOUR



Chief
executives
\$93/HOUR



Software
developers
\$56/HOUR

Jobs in the middle
are shrinking.



Engineering
technicians
\$34/HOUR



Industrial machinery
mechanics
\$25/HOUR



Payroll and
timekeeping clerks
\$22/HOUR

Jobs at the bottom
are growing.



Restaurant and
fast-food cooks
\$10-12/HOUR



Personal and
home care aides
\$12/HOUR



Waiters and
waitresses
\$11/HOUR



LOW WAGE
OCCUPATIONS

ECOSYSTEM OF HEALTH



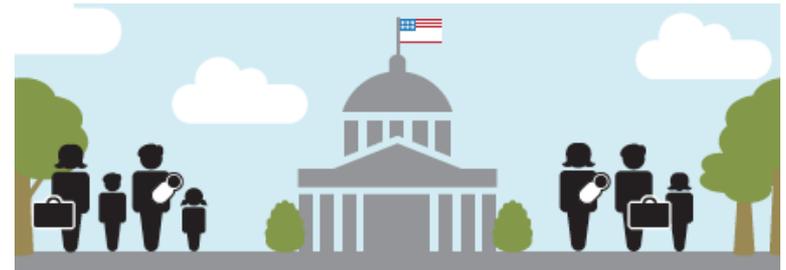
- Green spaces
- Sidewalks and bike paths
- Affordable housing



- Jobs with decent wages
- Work/life balance
- A diverse economy



- Fresh produce stores
- High-quality schools
- Affordable health care
- Accessible public transportation



- Equality under the law
- Accountable government
- Affordable, safe childcare
- Safety and security

Benefits of Education



If we were to wave a magic wand and **every Sonoma County adult without a high school diploma suddenly had one**, trends suggest the following would happen:



Life expectancy would increase by **4 months**



352 fewer people would be unemployed

4,426 fewer people would live in poverty



10,359 more residents would vote



Why Is This Report Important?

- Unmet potential
- Opportunity gap
- Demographic shifts
- Return on Investments

AGENDA FOR ACTION





AGENDA FOR ACTION:



Population-based interventions

- Increase access to quality preschool
- Redouble anti-smoking efforts

Place-based interventions

- Improve neighborhood conditions to facilitate healthy behaviors
- Mend the holes in the safety net for undocumented immigrants
- Address inequality at education's starting gate
- Prioritize on-time high school graduation
- Strengthen youth connection to school and work
- Boost educational attainment for higher earnings
- Improve pay and quality of low-skill jobs

HEALTH ACTION

A 2020 VISION FOR SONOMA COUNTY

A PORTRAIT OF SONOMA COUNTY

SONOMA COUNTY HUMAN DEVELOPMENT REPORT 2014

UPSTREAM 
INVESTMENTS



OPPORTUNITIES AND EFFORTS



- Sonoma City Council
 - Reviewing the city’s Tobacco Ordinances
 - Considering raise in minimum wage
 - Commenting on County Living Wage Initiative
 - Could adopt a city goal to address disparities
- County of Sonoma developing Tobacco Retailer License
- 3 new preschools added: Sassarini, El Verano, Flowery
- El Verano Community School
- Healthy Kids Expansion to Sonoma Valley- goal that 100% of kids have health insurance
- Sonoma Valley Health Roundtable addressing youth binge drinking
- Resident-led community garden expansion at Sonoma Charter and other school/community gardens
- Springs Alliance work to improve walking conditions along Hwy 12
- Healthy Food Outlet Project at Carniceria La Chapala and El Brinquito in Boyes Hot Springs
- Community Access Pool



www.measureofamerica.org/SONOMA