



**COMMUNITY
HEALTH TRUST**
of Pajaro Valley

FOR IMMEDIATE RELEASE

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Pajaro Valley Community Health Trust to Distribute Local CARES Act Grants in Santa Cruz County.

Applications available noon on September 28 and will be accepted through October 9.

WATSONVILLE, CA, SEPTEMBER 24, 2020 – Federal Coronavirus Relieve Funds (CRF) are now available to support COVID-19 messaging efforts in Santa Cruz County, with an emphasis on efforts focused on the South County region. The Community Health Trust (CHT) is pleased to have been selected as the local distributor of these funds. The application to apply will be released Monday, September 28 at noon, with submissions open through October 9, 2020. Funds may be used as a reimbursement for past messaging efforts starting July 1, 2020 or new and continuing efforts up to December 15, 2020.

“This federal grant money is meant to be used right now. From organizations, collaboratives to individuals, everyone can make a difference so we encourage all to apply,” says DeAndre’ James, Executive Director of CHT, “There will be a grant review committee reviewing all the submissions and distribution will follow shortly thereafter.”

These funds are intended to alleviate the adverse impacts of COVID-19 and promote health equity by leveraging community experience and fostering collective impact. Eligible messaging projects should align with one or more of the following collective goals:

1. Transform inequitable systems and historic policies and practices that perpetuate poverty, racism, and lack of access to healthcare through equitable resource allocation.
2. Prevention of the spread of COVID-19 through consistent, accurate, culturally, and linguistically appropriate messaging.
3. Promote economic security during COVID-19, regardless of race, ethnicity, immigration, housing insecurity, and socioeconomic status.
4. Recognize and elevate the voices and needs of essential workers in our county and build awareness around the strengths and resilience of South County families.

From flyers and brochures to viral videos, learn how your COVID-19 campaign can get funded at <https://pvhealthtrust.org/cares-act-grants/>



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About Community Health Trust of Pajaro Valley: Founded in 1998 and serving a tri county area, the Community Health Trust is recognized for its leadership as a convener in the South Santa Cruz County area. CHT is motivated to foster an equitable Pajaro Valley with health, wellness and a full quality of life for all through access to resources, activities, and choices that help prevent illness and improve quality of life.

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