



COUNTY OF SANTA CRUZ HUMAN SERVICES DEPARTMENT

Randy Morris, Director
Kimberly Petersen, Deputy Director
1000 Emeline Avenue Santa Cruz, CA 95060
www.santacruzhumanservices.org

HSD/VSO OUTREACH TOOLKIT

DATE: July 8, 2026
TO: Benefits Collaborative Members
FROM: County Human Services Department, Veterans Services Office
SUBJECT: **Veterans Resource Fair in Watsonville – Outreach Toolkit**

ABOUT

The County of Santa Cruz Veterans Services Office (VSO) is bringing the Veterans Administration, or “VA” Palo Alto to a veterans resource fair we are hosting in Watsonville, to help veterans access earned benefits, right here in their own community. The resource fair, which will be on Tuesday, July 28, 2026, at the Watsonville Senior Center, is for veterans who would like support enrolling in VA benefits, and to learn about other supportive services and programs like the PACT Act and other state benefits they may not be aware of.

While the event is geared toward helping older veterans in south Santa Cruz County learn more about benefits and access other supportive services, veterans of all ages and from any area of the county are welcome. We hope you will use this toolkit to help us get the word out.

TOOLKIT

Please use the following link to access our **Watsonville Veterans Resource Fair** outreach toolkit: [Benefits Collaborative Toolkit Collaterals](#)

Once assets are downloaded, please share information about the upcoming resource fair with those you serve, especially veterans and those related to or who provide care to a veteran. You can amplify this message in 3 ways:

- **PRINT POSTER:** Use the link above to locate the **Watsonville Veterans Resource Fair** toolkit. Then locate, click, download and print our 11 inch x 14 inch posters in English and Spanish (double-sided), for use in your organizations and offices, and wherever you are directly serving the community.
- **PRINT FLYERS:** Use the link above to locate the **Watsonville Veterans Resource Fair** toolkit. Then locate, click, download and print our 8.5 inch x 11 inch flyers in English and Spanish (double-sided), to distribute to clients served in your organizations and offices, and wherever you are directly serving the community.

- **SOCIAL MEDIA:** Please post images in English and Spanish, to invite your followers to our *Watsonville Veterans Resource Fair* on your social media page. Images can be downloaded from the page linked above. Here's recommended social media post text:

ENGLISH:

VETERANS RESOURCE FAIR COMING TO WATSONVILLE!

JULY 28, 2026

Watsonville Senior Center, 114 E. 5th St. in Watsonville

9:30 am – 2:30 pm

The County of Santa Cruz Veterans Services Office (VSO) is bringing VA Palo Alto to Watsonville, to help you access earned benefits right here in your own community.

Are you a Veteran who has never enrolled in VA benefits? Have you heard about the PACT Act and wondered if it applies to you? Did you know California offers its own state benefits for Veterans? Come find out — and bring a friend!

At this free event, Veterans can:

- ✓ Get help applying for federal VA disability benefits
- ✓ Enroll in VA medical benefits
- ✓ Learn about California state Veteran benefits
- ✓ Get a free face-to-face medical visit or toxic exposure screening from the VA Palo Alto Mobile Medical Team
- ✓ Learn about the PACT Act and new toxic exposure benefits
- ✓ Connect with the Whole Health program
- ✓ Meet Caregiver Support coordinators
- ✓ Learn about Environmental Medicine services
- ✓ Find out how to access VA and county senior programs

Educational seminars begin at 10 am and repeat every hour through 1 pm. Walk in. Sit down. Get answers. For more information, call: (831) 763-8868.

SPANISH:

¡FERIA DE RECURSOS PARA VETERANOS LLEGA A WATSONVILLE!

28 DE JULIO DE 2026

Centro de Mayores de Watsonville, 114 E. 5th St. en Watsonville

9:30 am – 2:30 pm

La Oficina de Servicios para Veteranos del Condado de Santa Cruz (VSO) trae a VA Palo Alto a Watsonville, para ayudarle a acceder beneficios ganados aquí mismo, en su propia comunidad.

¿Es un veterano que nunca se ha inscrito para los beneficios de VA? ¿Ha oído hablar de la Ley PACT y se ha preguntado si le aplica a usted? ¿Sabía que California ofrece sus propios beneficios estatales para veteranos? Venga y infórmese, ¡y traiga a un amigo!

En este evento gratuito, los veteranos pueden:

- ✓ Obtener ayuda para solicitar beneficios federales por discapacidad del Departamento de Asuntos de Veteranos (VA).
- ✓ Inscribirse para los beneficios médicos de VA
- ✓ Informarse sobre los beneficios para veteranos del estado de California.
- ✓ Obtener una consulta médica gratuita en persona o una evaluación de exposición a sustancias tóxicas del Equipo Médico Móvil de VA Palo Alto.
- ✓ Informarse sobre la Ley PACT y las nuevas prestaciones por exposición a sustancias tóxicas.
- ✓ Conectarse con el programa Salud Integral.
- ✓ Conocer a los coordinadores de apoyo para cuidadores.
- ✓ Informarse sobre los servicios de Medicina Ambiental.
- ✓ Informarse sobre cómo acceder a los programas para personas mayores del Departamento de Asuntos de Veteranos (VA) y del condado.

Los seminarios educativos comienzan a las 10 de la mañana y se repetirán cada hora hasta la 1 de la tarde. Entre sin reserva. Siéntese. Obtenga respuestas. Para más información, llame al: (831) 763-8868.