



**SAFE & HEALTHY
COMMUNITIES**

CONSULTING

We help communities create
healthy built environments

Creating Safe & Healthy Built Environments

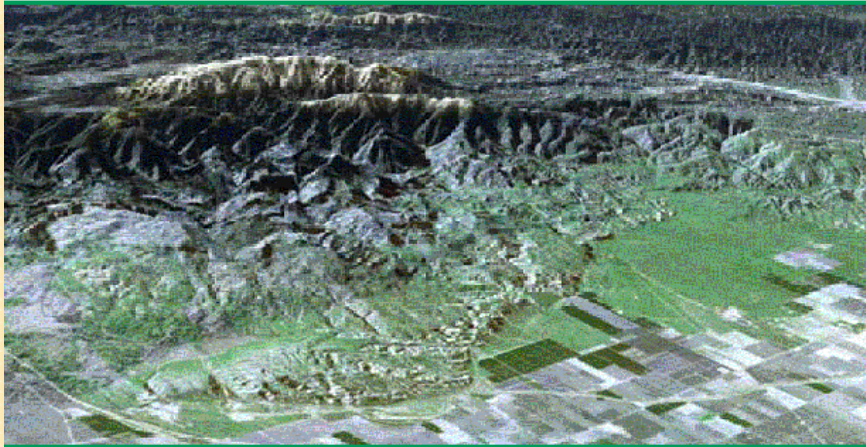
*Lessons Learned from Local Health
Departments*

Moving Children Safely Conference
March 15, 2010

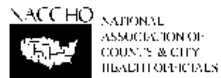
Presented by
Tina Zenzola, MPH

Identifying Public Health Roles and Strategies

The Role
for **Local Public Health Agencies** in



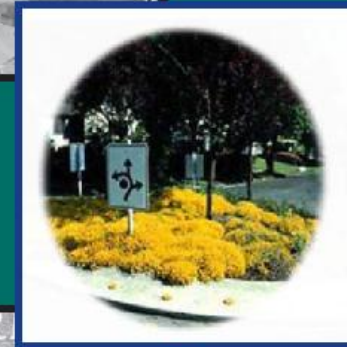
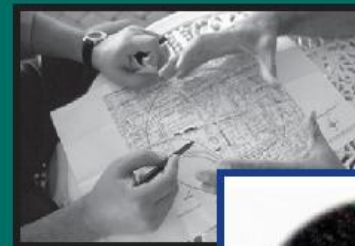
Land Use & Community
Planning & Design



Traffic Safety and Community Design
Roles, Barriers, and Needs of Local Public Health Agencies

A FOCUS GROUP REPORT

Developed by Tina M. Zenzola, MPH
for the National Association of County
and City Health Officials



- Developed by Safe & Healthy Communities Consulting
- For the California Center for Physical Activity, Safe and Active Communities Branch, CDPH
- Funded by Prevention Health Services Block Grant, Centers for Disease Control and Prevention

Creating Healthy Built Environments:

Case Studies of Local Health Departments in California

SHASTA COUNTY PUBLIC HEALTH DEPARTMENT



In 2004, the California Department of Public Health's (CDPH) California Center for Physical Activity (a unit of the State and Local Injury Control Section within the Safe and Active Communities Branch) established the Local Public Health and Built Environment (LPHBE) Network. Developed and implemented in partnership with Safe & Healthy Communities Consulting, the LPHBE Network was the first statewide effort in California to provide training, technical assistance, and grants to local public health departments interested in building capacity for promoting safe and active community environments. This document is one of three case studies profiling the healthy built environment work of local public health departments supported by the California Center for Physical

Health problems are not solely caused by individual choices, but by community conditions and norms. Our emphasis for improving health and preventing disease is to develop policies and support community environments that are conducive to healthy behaviors.

SHASTA COUNTY PUBLIC HEALTH DEPARTMENT STRATEGIC PLAN, 2007

Activity and trained by Safe & Healthy Communities Consulting. Each case study highlights how the public health department launched into working on these issues, project examples, and their approach to navigating the political, partnering, and capacity-building challenges posed by built environment work.



Prepared for the California Center for Physical Activity, Safe and Active Communities Branch, California Department of Public Health



Prepared by Safe & Healthy Communities Consulting
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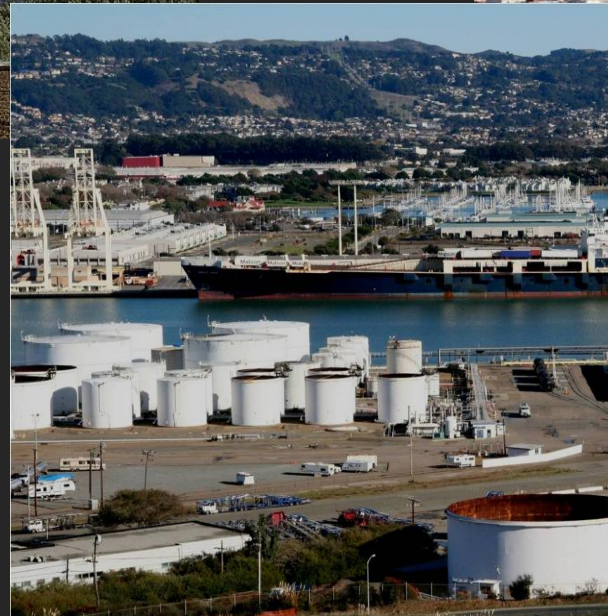
Case Study Counties



Shasta County



Los Angeles County



Contra Costa County

Spreading the word

- Forums
- Workshops and trainings
- Policy papers

Monument Community Partnership
Community Listener Training

Health, Land Use, and
Transportation

Contra Costa Health Services
Winter 2011



Incentivizing cities

SCPH and City of Andersen GIS Mapping & Walkability Project

- \$10,000 grant to city
- Trained volunteers
- Engaged youth from New Tech High
- Audited over 10 trails/walks covering 20 miles



Incentivizing cities

- Strengthened General Plan Circulation Element
- \$400,000 SR2S grant for traffic calming



*Because of the grant funding, I was able to justify putting some of my time and my staff's time into this project.
John Stokes, Planning Director, City of Anderson*

Incentivizing cities

Walking in the door with even a small pot of money works – it's a concrete way to help them and you do something. It's a 'win-win'.

Minnie Sagar, SCPH

The chamber and businesses were really excited about the Walk Guide. Andersen didn't have anything like it and the realtors have told us that it's a great new selling tool to bring in business.

Christine Haggard, SCPH

Anderson Walks Guide



The City of Anderson

Incentivizing cities

Los Angeles County DPH PLACE Grant Program

- \$2M grant program
- Funded cities & CBOs
- \$100,000/year for three years
- \$20K for “bricks and mortar” project
- Technical assistance
- Grantees:
 - City of El Monte
 - Culver City
 - City of Long Beach
 - Pacoima Beautiful
 - Los Angeles County Bicycle Coalition



We need to have demonstration projects that create a ripple effect among our cities, and provide the tools and technical assistance to help them move forward.

Jonathan Fielding, Director & Health Officer, LACDPH

Incentivizing cities

Los Angeles County DPH PLACE Grant Program

Grantees are creating.....

- Bike/ pedestrian master plans
- General plan health element
- Greenway vision plan
- Bike/ pedestrian route connected to light rail
- Walking loop with signage to local destinations
- Bicycle boulevards



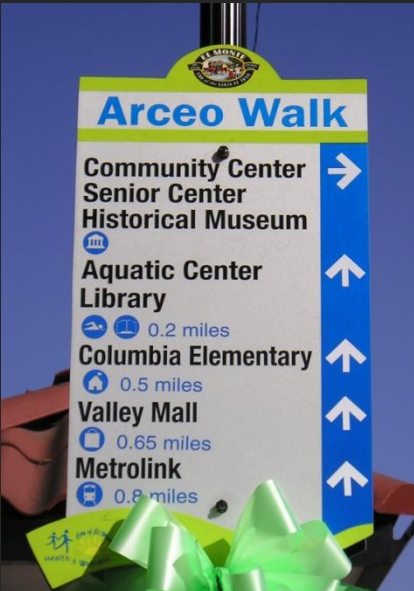
MACLAY STREET GREENWAY
PACOIMA WASH VISION PLAN

Incentivizing cities

Los Angeles County DPH PLACE Grant Program

Results to date:

- Community Engagement and support
- Policy
- Physical projects

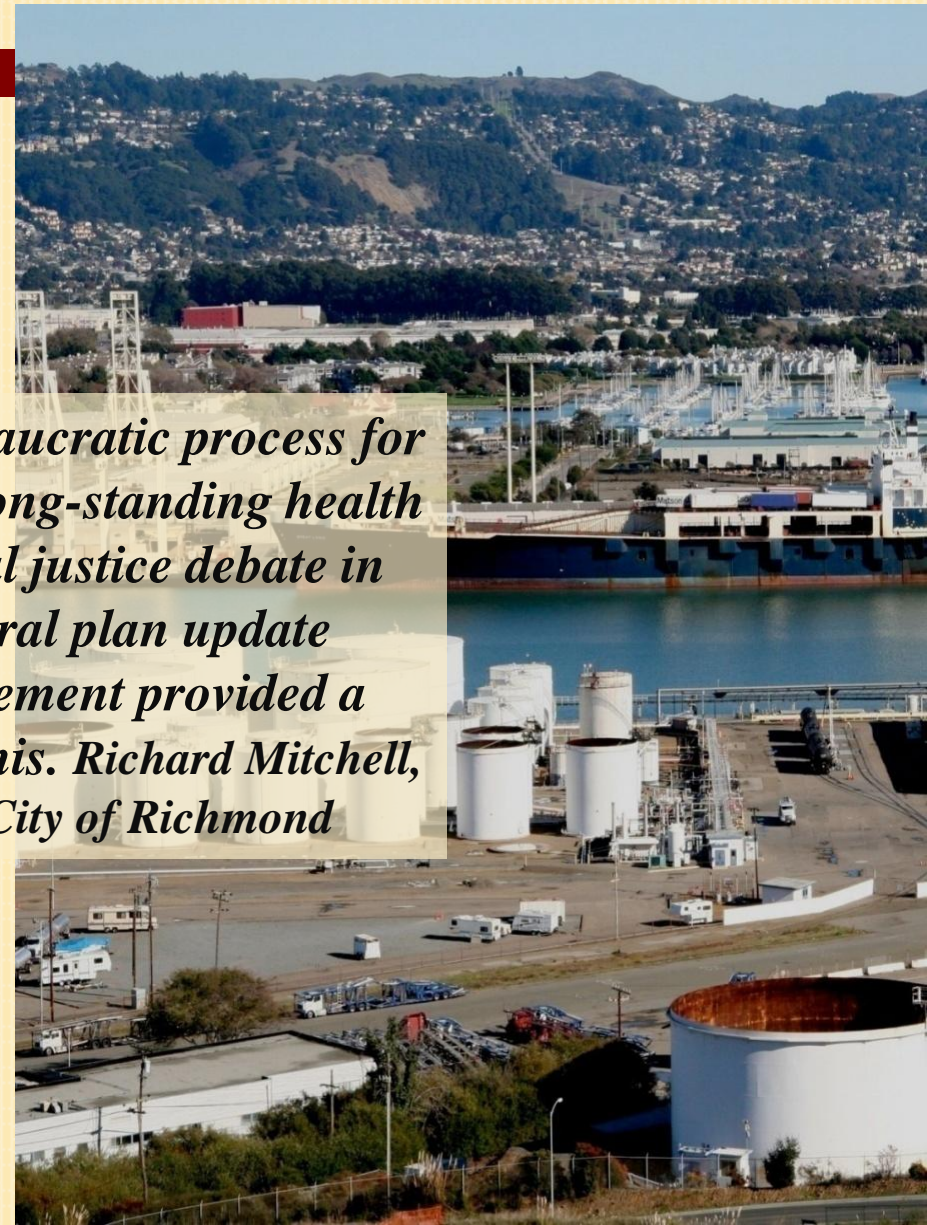


Safe & healthy plans and policies

Richmond Health and Wellness Element



We needed a bureaucratic process for dealing with the long-standing health and environmental justice debate in our city. The general plan update and new health element provided a forum for doing this. Richard Mitchell, Planning Director, City of Richmond



Safe & healthy plans and policies

Richmond Health and Wellness Element

- Served on Technical Advisory Committee (TAC)
- Provided data
- Bridge to coalitions
- Developed health indicators, goals and policies



We had to define, in measurable terms, the physical and spatial configuration of a healthy built environment.

Nancy Baer, CCHS

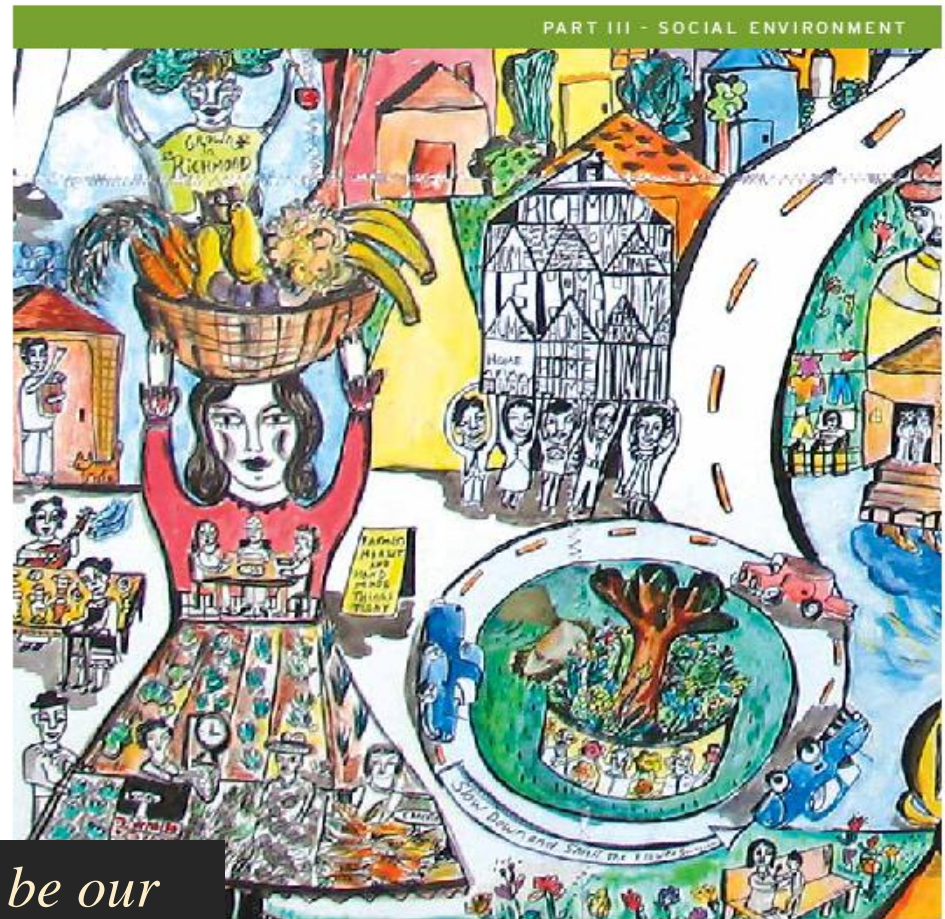


City of Richmond Health & Wellness Element

We've built strong working relationships with several city departments, in addition to the city manager's office. The city is beginning to think more naturally of the health department as a planning partner.

Wendell Brunner, Public Health Director, CCHS

The health element is going to be our shining star... a real tool for dealing with the long-standing issues of health and industry in the City of Richmond. Richard Mitchell, Planning Director, City of Richmond



Element 11 | Community Health and Wellness

The Community Health and Wellness Element sets a critical path for improving the physical health and emotional well-being of Richmond residents. The Element defines healthy living determinants, reviews current conditions in Richmond relative to healthy determinants, and outlines the policies and implementing actions necessary to improve community health.

Safe & healthy plans and policies

City of South Gate Healthy Community Element

City of South Gate:

- 94% Latino
- High poverty, obesity & diabetes rates
- Political upheavals

LACDPH/SPA 7 Role:

- Reconfigured data
- Three workshops
- Presentations and educated elected officials
- Input on health goals, policies



Safe & healthy plans and policies

City of South Gate Healthy Community Element

- GPU and health element adopted December 2009*
- Affected planning practice before adoption
- LACDPH reassigned 35 PHN positions

*Our experience in South Gate was shared throughout the agency – it made us look at our workforce, what was involved with doing this type of work with cities, and how we were going to meet the need.
Christine Gibson, SPA 7, LACDPH*

*With exception of the Housing Element

Navigating New Territory

Building political support for your organization's role

Strategic Plan

Shasta County Public Health

Healthy Shasta County 2010 A Long Term Strategic Plan

Shasta County Public Health
September 2004
Updated March 2007

Marta McKenzie, RD, MPH, Health & Human Services Agency Director
Donnell Ewert, MPH, Director of Public Health
Andrew Deckert, MD, MPH, Health Officer
Shasta County Public Health Advisory Board



Principles of Healthy Land Use Development:

A Public Health Perspective

Creating communities that offer healthy and safe places for people to live, work, and play is a primary strategy in the prevention of childhood obesity, heart disease, stroke, some cancers, asthma and pedestrian and bicycle injuries.

Land use development that looks at the big picture & considers all the options while emphasizing fairness, community improvement, and citizen participation can lead to communities that have long term health & wellness benefits for all citizens.

Healthy Communities Incorporate The Following Principles:

Growth is Managed and Directed Towards Existing Communities

Growth that is centrally focused allows communities to save money on infrastructure costs, preserve prime agricultural lands, preserve open space, and decrease the amount of vehicle miles traveled. A decrease in vehicle miles traveled results in better social, mental, and physical health.

Development Emphasizes a Mix Of Uses that Include a Range of Housing Opportunities

Development that offers a mix of land uses provides a central location for shopping, housing, office space, plazas, restaurants, and other services that meet the needs of a neighborhood. Housing for a variety of incomes incorporated into mixed use areas makes it easier for people to incorporate physical activity into daily routines.

Create Walkable Neighborhoods

Neighborhoods that are well lit, have continuous sidewalks, have safe street crossings, and are connected to services and other recreational activities are a key component to healthy development.

Provide a Variety of Transportation Options

Communities that provide people with options to walk, bicycle, or take transit increase the quality of life for people both young and old who for physical reasons or personal choice no longer depend on the automobile as the sole source of transportation.

Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas

Green space provides community members opportunity for recreation and relaxation. In addition, the ability of these natural areas to filter water runoff, improve emotional well being, and provide local food production makes the preservation of green space a crucial element to both the physical and mental health of a community.

Encourage Meaningful Citizen Participation

Growth that responds to a community's sense of how and where it wants to grow can result in healthy and safe places to live, work, and play.

Construct Schools Close to Neighborhoods

Schools that are accessible by walking and bicycling increase the level of children's physical activity, provide a recreational resource to the community, have a positive impact on air quality, and have lower infrastructure and transportation costs.

Navigating New Territory

Building political support for your organization's role

By tapping into the political clout of our advisory board and gaining that group's buy-in, we built a broader base of support for our role.

Andrew Deckert, Health Officer, SCPH

Physical Environment Work Group (Participants listed in Attachment 1)
June 16, 2006

Preliminary Public Health Action Plan: Physical Environment

Background

The Physical Environment Work Group was established as part of Public Health's strategic planning initiative to increase years of healthy life while reducing health disparities in the county population. The specific charge to the work group was to develop a preliminary action plan for addressing elements of the physical environment to improve population health and reduce disparities. The work group included 27 PH staff from 13 programs and four area health offices. The full group met eight times in March-October, 2005. Additional sub-group meetings were also convened.

To more easily identify opportunities for intervention, the work group classified the elements of the physical environment into the following potential focus areas, recognizing that these areas in some cases overlap:

1. Air quality
2. Water quality (drinking and recreational)
3. Community design/built environment (land use and transportation)
4. Nutritional environment (including both food safety and accessibility of nutritious foods)
5. Landfills
6. Brownfields
7. Work environment
8. Home environment
9. School environment
10. Specific toxic exposures (e.g., lead, mercury, and pesticides)
11. Sustainable energy
12. Natural resources

In prioritizing these focus areas for action, the work group considered the breadth of potential health impacts and overall disease burden. For example, a transportation focus was considered a priority given its potential for increasing physical activity (thereby reducing heart disease, stroke, diabetes, and obesity); decreasing stress (thereby reducing cardiovascular disease, improving mental health, and reducing road rage-related violence); improving air quality (thereby reducing asthma, other chronic respiratory disease, and heart disease); creating safer communities (thereby reducing pedestrian and motor vehicle occupant injuries); and reducing social isolation (thereby improving mental health). This analysis was limited by the lack of data on the effectiveness of specific policies or other physical environment-related interventions.

The work group also considered the degree to which Public Health is currently working in a given focus area and whether that activity is a legal mandate. In addition, the group considered the degree to which Public Health could add value in addressing each focus area, how well prepared we are to work in a given area (e.g., technical expertise, staffing, and other infrastructure), and the feasibility and likelihood of success

Navigating New Territory

Building political support for your organization's role

- Focus on cities rather than unincorporated areas.
- Framing and communications strategies

We force ourselves to be grounded in health. When we talk about this issue, we always lead with 'health' and end with 'health'.” Andrew Deckert, Health Officer, SCPH

Navigating New Territory

Establishing new relationships, new partners

**Be a friendly
pest.....**

“I had money to offer the City of Shasta Lake, but they weren’t ready for our help. It took almost two years of keeping in touch with their planning director. Every three to four months I would call or stop by and ask, how’s it going, anything we can do?”

Minnie Sagar, SCPH

Navigating New Territory

Establishing new relationships, new partners

Devote time to building a presence and reputation

“We’ve been sitting at a variety of tables and have built the expectation that public health should be there and has something to contribute. Nancy has done a lot of the down in the trenches, low visibility work of building relationships and a reputation of the health department as an expert. She’s developed a reputation as someone who knows what she’s talking about, is persistent and has ideas that are useful.”

Wendell Bruner, Public Health Director, CCHS

Navigating New Territory

Establishing new relationships, new partners

**Walk in the door
with something
they can use.....**

- *“You get a place at the table when you come with something to offer. You have to be useful to the work.”*

Wendell Brunner, Public Health Director, CCHS

- Provide data and expertise on public health impacts & healthy community design
- Help cities secure grants

Commitment

We don't really know what the next few years will bring or how fast we're going to be able to move on our work with cities, but CCHS has made a commitment to improving health through land use and transportation planning.

We've built a strong base of staff capacity and strong external partnerships. We expect to maintain this through these tough times.

Nancy Baer, Contra Costa Health Services

Thank You

Contra Costa County

Nancy Baer, Tracey Rattray, Wendel Brunner, Cedrita Claiborne
and Richard Mitchell

Los Angeles County

Jean Armbruster, Eloisa Gonzalez, Paul Simon, Christine
Gibson, Jonathan Fielding and Matt Raimi

Shasta County

Minnie Sagar, Andrew Deckert, Christine Haggard and John Stokes

And

Heather Kuiper (Reviewer), UC Berkeley, Manal Aboelata
(Reviewer), Prevention Institute & Janice Yuwiler (Editor)



SAFE & HEALTHY COMMUNITIES

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