



ChangeLab Solutions
Law & policy innovation for the common good.



Long-Range Planning for Health Equity & Prosperity

May 5, 2020

Today's Presenters



Greg Miao
ChangeLab Solutions



Justin Rivas
County Health Rankings and Roadmaps



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San Bernardino County

Long-Range Planning for Health, Equity & Prosperity

A Primer for Local Governments



ChangeLab Solutions

How do we plan the future of our communities?

1. We take what we know about how communities have changed in the past
2. We try to anticipate how our communities will change in the future based on the trends we see around us today
3. We develop strategies to leverage those trends and shape our communities in ways that align with our vision

Example: Land Use Regulations



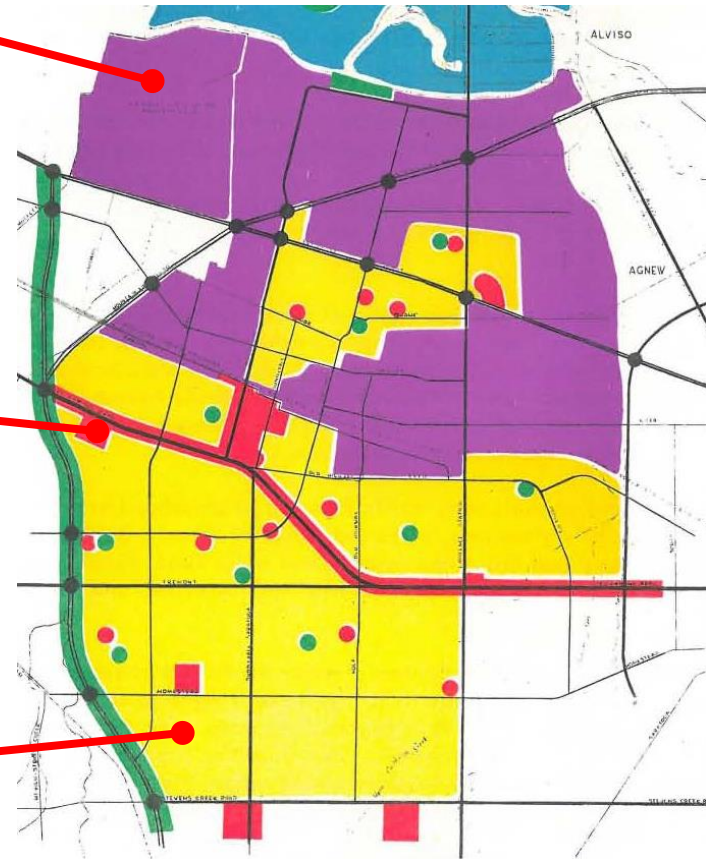
Business park



Shopping Center



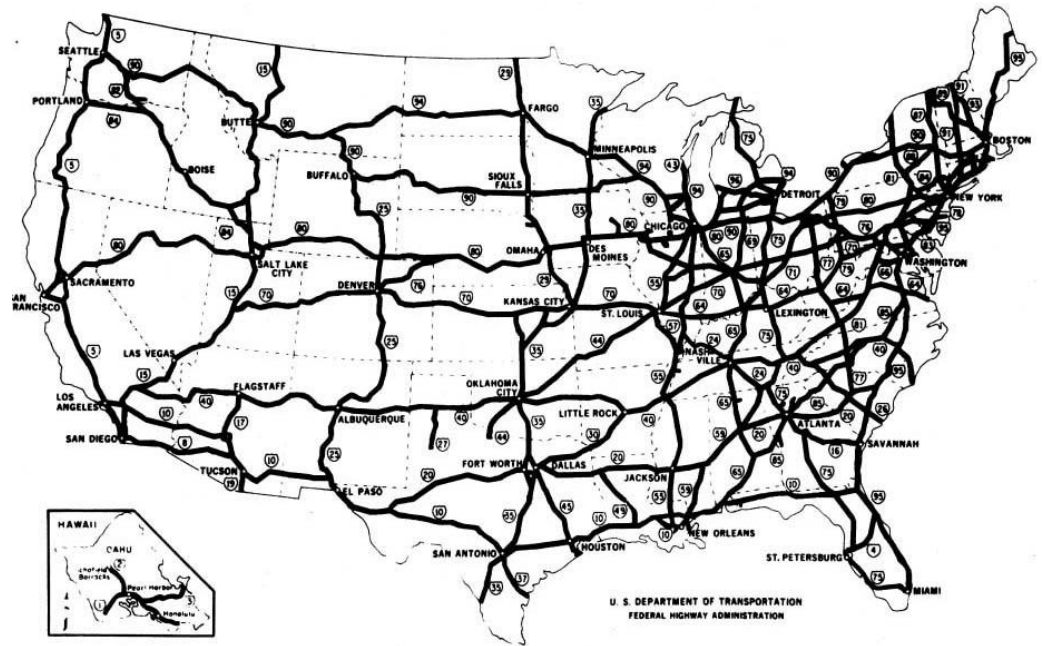
Housing Subdivision



Example: Sunnyvale, CA

CIAM Charter of Athens

Example: Infrastructure investment



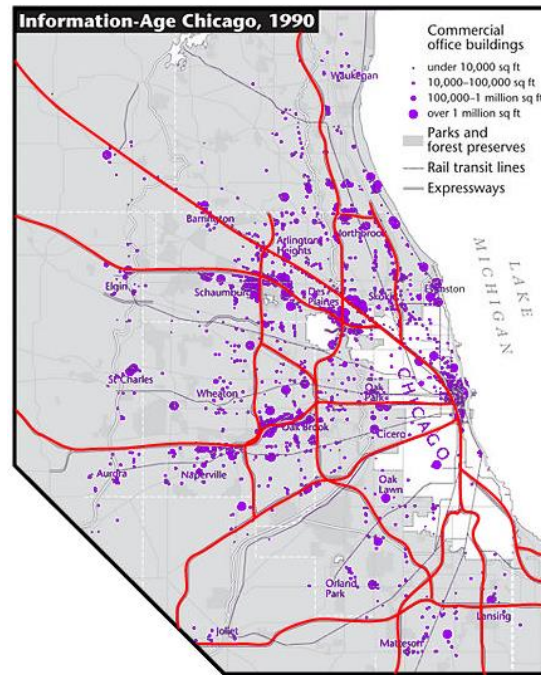
1950s



The American Dream

GI Bill

1990s



Office Parks

Tech, labor, land use



Shopping Malls

Accelerated Depreciation

Example:
Post-War Suburbanization

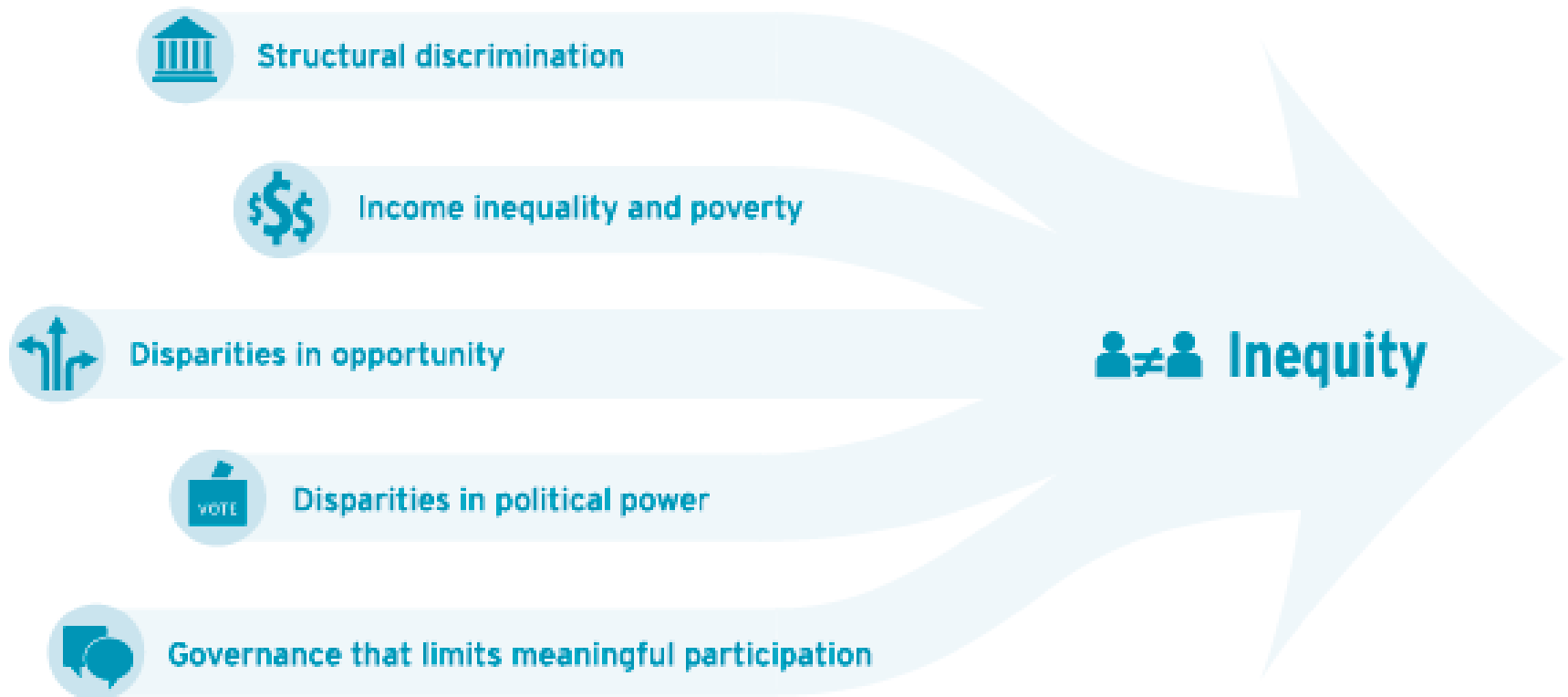


Unhealthy Places

≠



Healthy Places



Disparities in community prosperity
and health are rooted in 5
Fundamental Drivers of Inequity

COVID is a powerful global force of change and the fallout will influence communities for years to come.

BUT planning in response to that change is not fundamentally different than post-war suburbanization, globalization, ecommerce, or the 2008 recession



2. How can planning frameworks help [YOU] reduce health inequities?

Use place-based planning categories to:

- **Identify and organize health-promoting policies**
- **Use place-based planning concepts to identify the location of and needs in priority areas**

**What will my
community look like
when I graduate high
school?**



Housing



Schools & Health Care Institutions



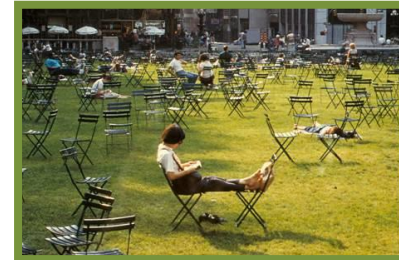
Retail



Workplace

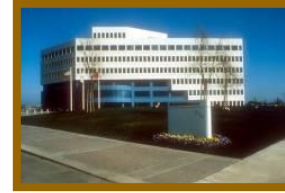


Social, Civic, & Public Space



Photos: Metroparent, Air force senior airman Scott Poe, Joe Mabel, Air force senior airman Timothy Young

Food Systems



Transportation and Utilities Infrastructure





3. How can public health frameworks help [YOU] plan for equitable prosperity?

Use a public health approach to help identify and understand the roots of community problems



Use a public health approach to help identify and understand the roots of community problems

**Define
Problem**

Use a public health approach to help identify and understand the roots of community problems

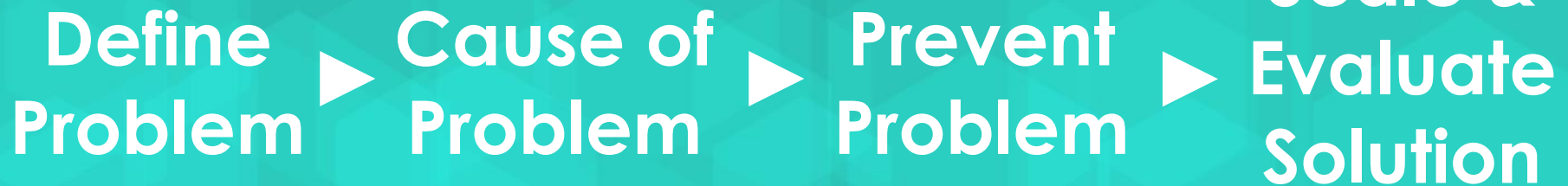


**Define
Problem** ➤ **Cause of
Problem**

Use a public health approach to help identify and understand the roots of community problems



Use a public health approach to help identify and understand the roots of community problems

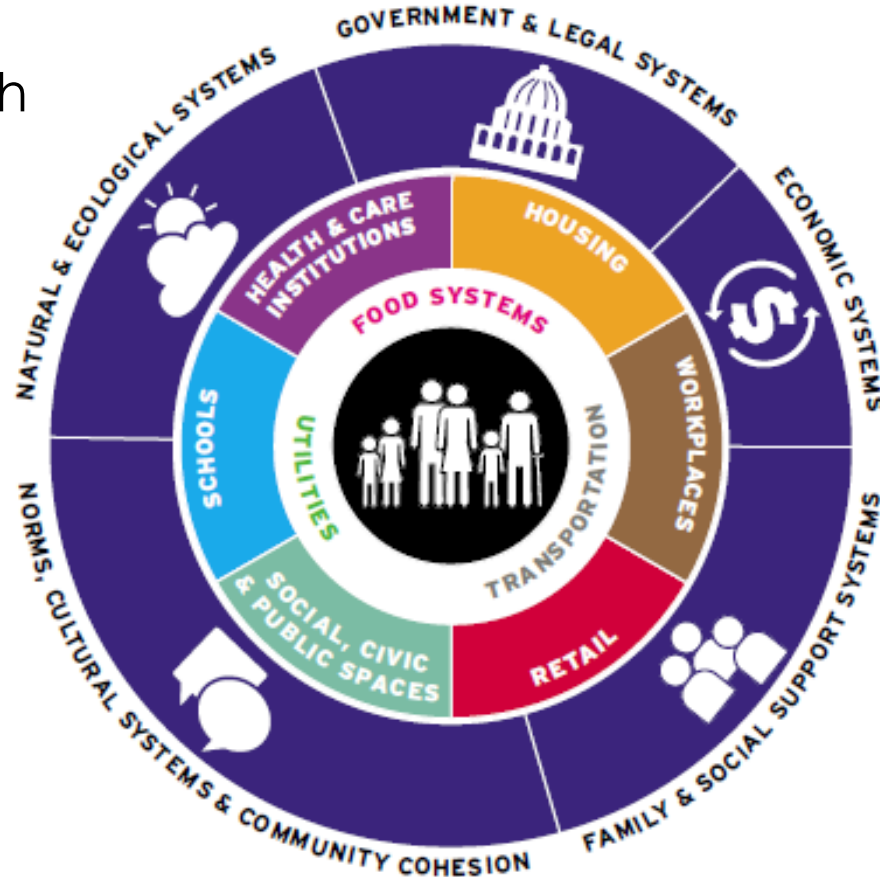


Systems, Policies, and Norms

- Regulations ,
Law enforcement,
City Services

- Childcare, senior
care, mental health
support, violence
prevention

- Safety, trauma,
community



- Market
demand,
investment
trends

- Clean air,
water, soil,
biodiversity,
Climate

- Bias, equality, art,
media representation

Use community health data to help
define problems and identify priority
areas



CHR&R RESOURCES INCLUDE



WHY WE DO WHAT WE DO



To Improve Health Outcomes & Advance Health Equity

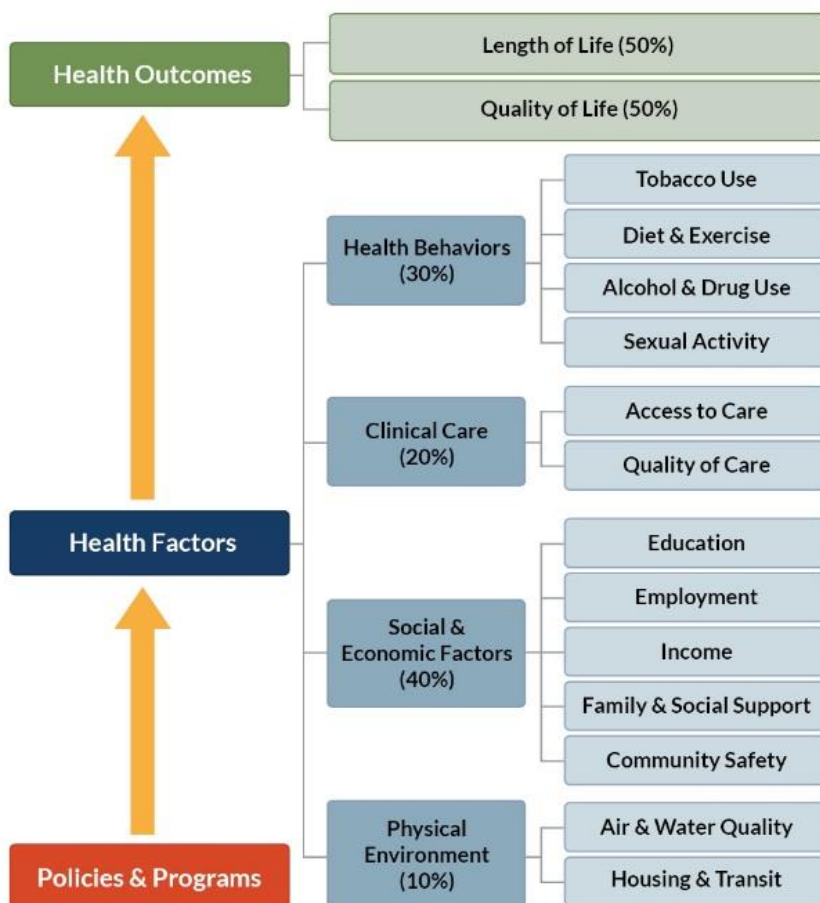
County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program



THE CHR&R MODEL



WHICH SNAPSHOT FEATURES WILL YOU USE?

- ▶ Trend graphs
- ▶ Causes of death
- ▶ Disaggregated Data
- ▶ Policies and programs
- ▶ Additional measures
- ▶ Spanish translation




DATA MEASURES FOR EXPLORING DISPARITIES

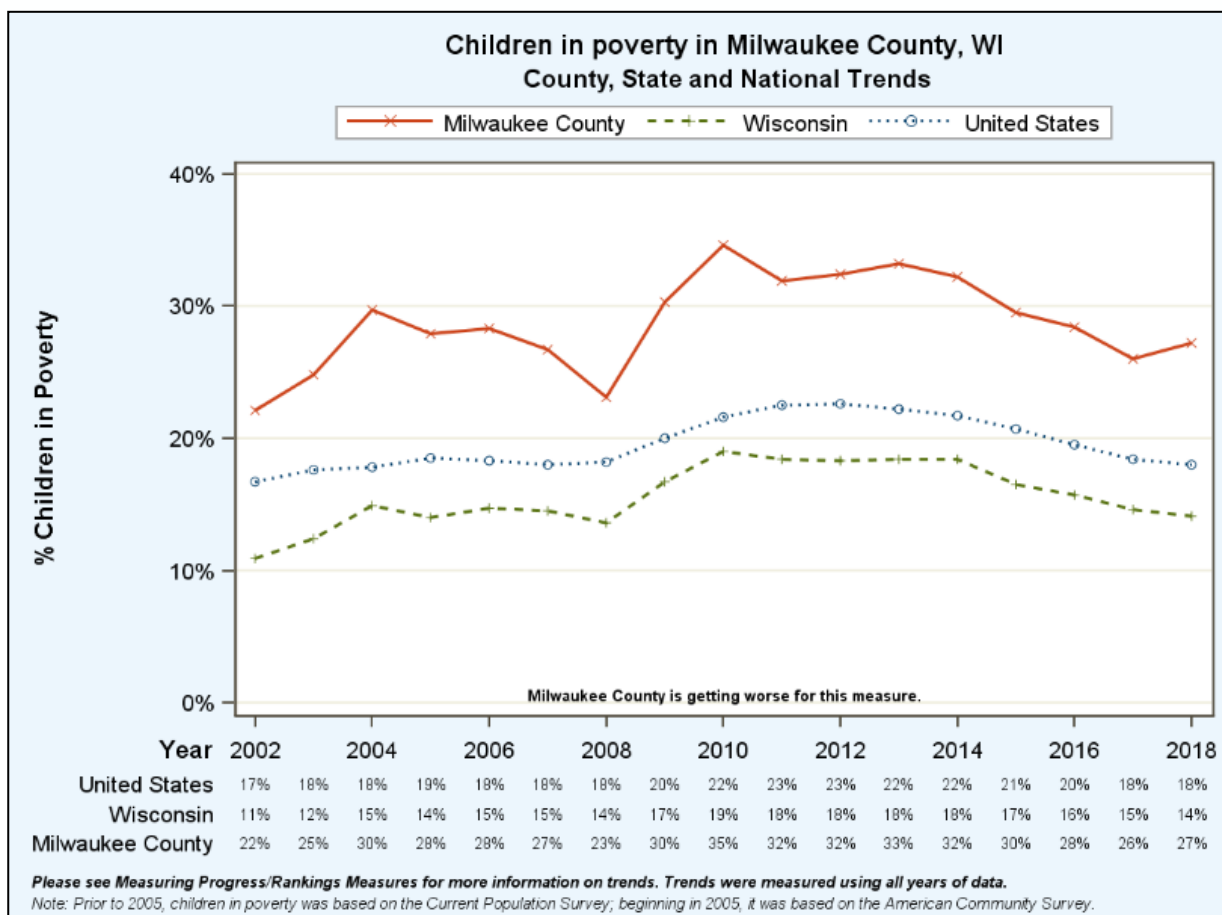
We have various measures with data that are broken down by race and ethnicity.

Which of these measures are most useful for you?

1. Premature death
2. Low birthweight
3. Infant mortality
4. Child mortality
5. Median household income
6. Children in poverty
7. Teen Births
8. Preventable hospitalizations
9. Diabetes monitoring
10. Mammography screening

Children in poverty	28%		26-31%
% Children in Poverty	28%		
% Children in Poverty (Black)	50%		
% Children in Poverty (Hispanic)	37%		
% Children in Poverty (White)	10%		

TREND GRAPH FOR CHILDREN IN POVERTY





Everett, MA, 2015

SEVERE HOUSING COST BURDEN

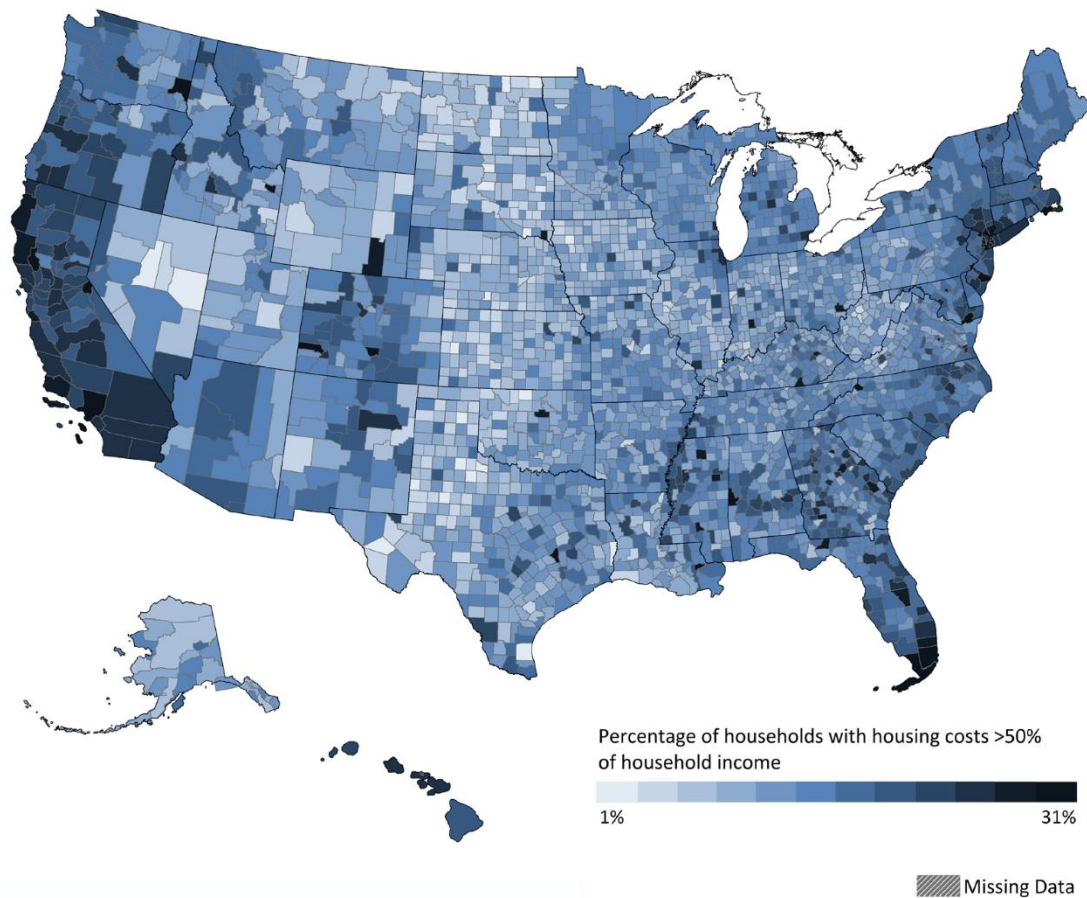
Percentage of households that spend 50% or more of their household income on housing.

County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

Severe Housing Cost Burden Among U.S. Counties, 2011-2015

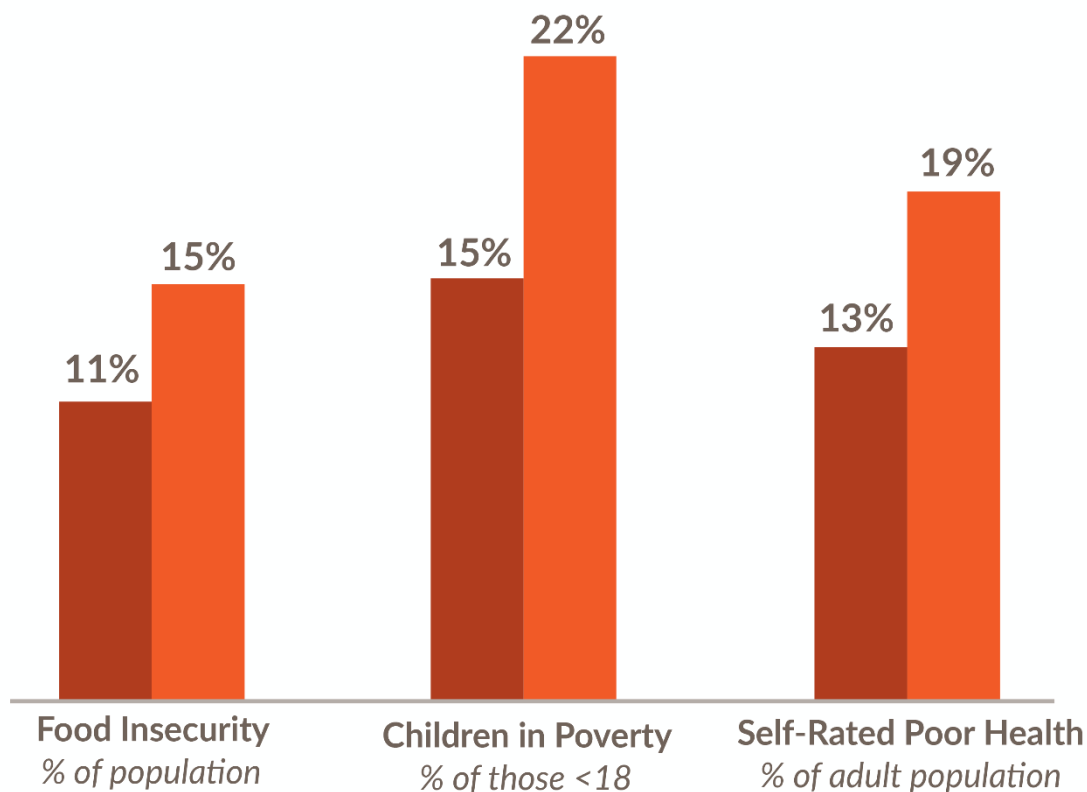


countyhealthrankings.org

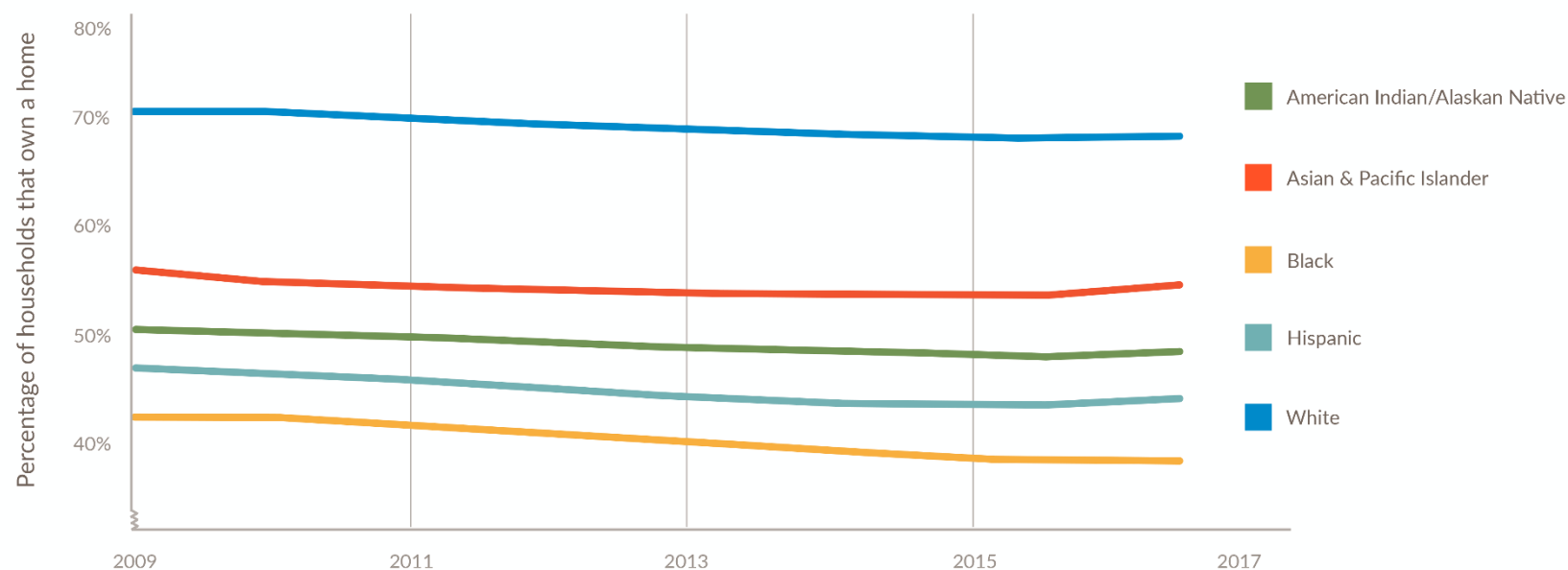
Health Factors and Outcomes in Top and Bottom Performing Counties for Severe Housing Cost Burden

Severe Housing Cost Burden

- Top Performing (10%) Counties
- Bottom Performing (10%) Counties



Trends in Homeownership by Race/Ethnicity in Large Urban and Smaller Metro Counties



WHO TO WORK WITH: PARTNER CENTER

What roles do you play in your community?
Who do you want to partner with?

Think about the people in your community who make positive changes happen. Call them leaders, changemakers, or stakeholders - these are the people with whom you want to partner. This section is all about joining with others to make lasting change in your community.



Provides guidance around:

- Why different sectors might care about creating healthy communities
- What they can do
- How to engage them



4. What are practical ways to integrate health and equity into [YOUR] everyday planning practice?

Humanize Your Work



Build equity
into the process of
drafting plans



Apply an
equity lens to
community
engagement



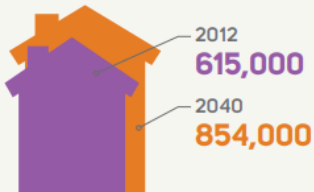
Build Capacity to
Support Health Equity
Across Agencies
and Departments



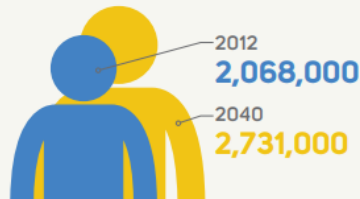
San Bernardino County

COUNTY PROJECTIONS

HOUSEHOLD GROWTH



POPULATION GROWTH



28%

Projected growth between
2020 and 2045

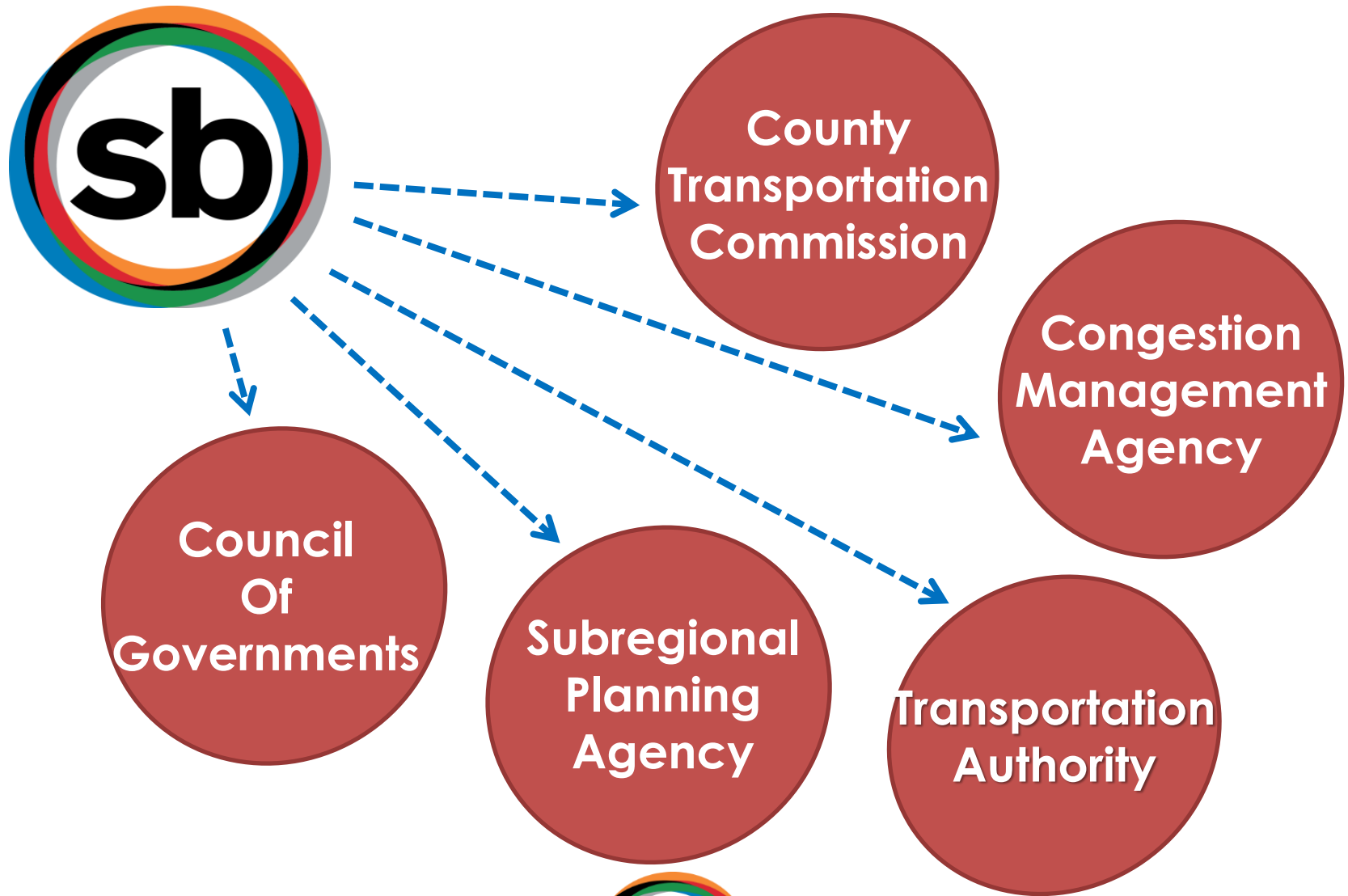


- *Divided into three regions: Valley, Desert and Mountain*
- *> 20,000 square miles*
- *More than 80% of the county is undeveloped*



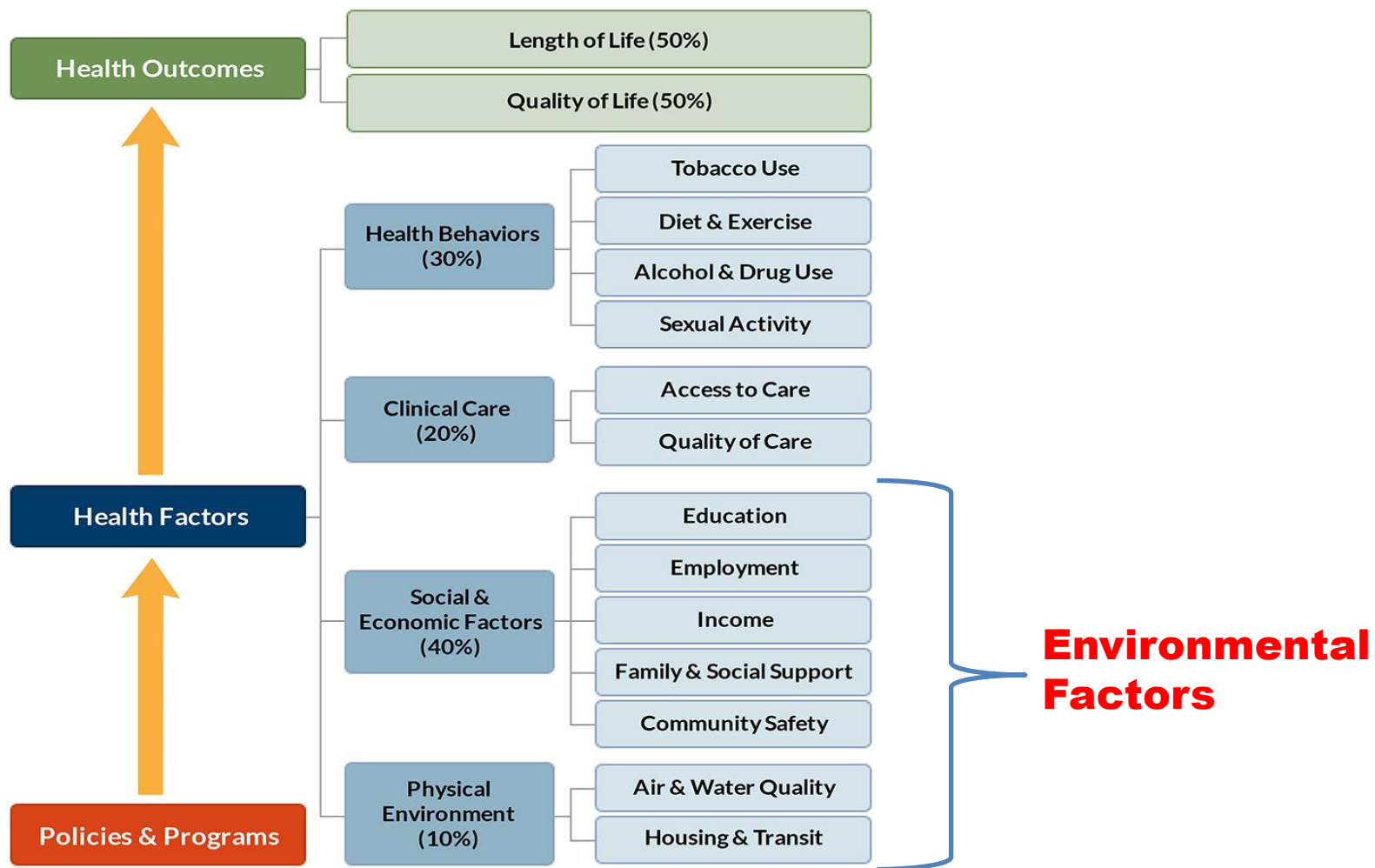
Diverse Geographic Areas

SBCTA/SBCOG



Role of SBCTA/SBCOG

What Factors Determine Our Health?



County Health Rankings model © 2014 UWPHI



Social Determinants of Health



It Starts with a Vision



Countywide Vision



PRIORITY AREAS



Education

(overall, educational attainment, high school graduation)



Economy

(overall, poverty, unemployment, economic development)



Access to Health and Wellness

(including medical home, mental health, nutrition, built-environment, and physical activity)



Safety

(including community, traffic, and school safety)



Prioritization



Access to Health & Wellness



Goal 6: Increase the number of residents engaged in active living activities

STRATEGY 11: Promote health in all policies as it relates to the built environment, including:

- Promote health elements in city general plans
- Promote environmental justice elements
- Promote Active Transportation Plans (ATPs)
- Promote the Safe Routes to Schools program to ensure students have a safe environment to and from school
- Promote the adoption of Complete Streets Policies in additional cities
- Increase the use and access to farmer's markets
- Promote policies that address zoning for equitable food access and limits on tobacco and alcohol facilities
- Identify model programs that promote designation and awareness of healthy menus in retail food facilities



Built-Environment Work Plan

Community Vital Signs Steering Committee

Barbara Alejandre
San Bernardino County
Superintendent of Schools

Maggie Hawkins
Randall Lewis Health Policy
Fellowship Program

Maxwell Ohikhuare, Co-chair
San Bernardino County
Department of Public Health

Dora Barilla, Co-chair
Loma Linda University Health
HC² Strategies

Jack Katzanek
Inland Empire Economic
Partnership

Armando Ontiveros
There is Hope Behavioral

Ruben Brambila
San Bernardino County
Department of Public Health

Matthew Keane
Community Clinic Associ
San Bernardino County

Sarah Eberhardt-Rios
San Bernardino County

George Lamb
Faith Advisory Council fo

COMMUNITY PARTNERS

We extend special thanks to all of the organizations that were part of the Community Vital Signs processes from 2013-2015, including those who hosted a community meeting/forum, participated in a committee, attended the Planning for Action meetings, or contributed to the process throughout the time frame previously mentioned.

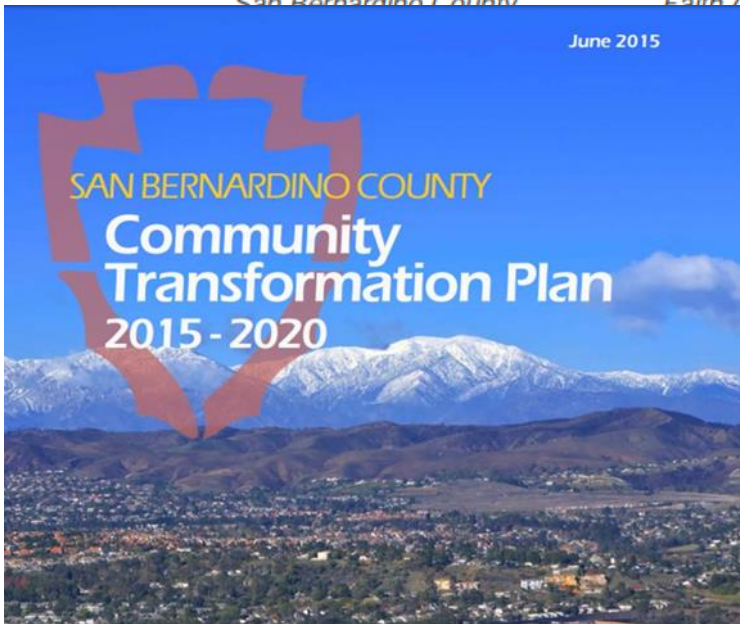
211 San Bernardino County - Inland Empire United Way
Abundant Living Family Church
American Lung Association Inland Empire Asthma Coalition
Arrowhead Regional Medical Center
Arrowhead United Way
Assemblymember Cheryl R. Brown's Office
Autism Society Inland Empire
Azusa Pacific University School of Nursing
California State University, San Bernardino
Chaffey Joint Union High School District
City of Barstow
City of Ontario
City of Rancho Cucamonga
City of Rialto
Claremont Graduate University
Community Action Partnership of San Bernardino County
Community Clinic Association of San Bernardino County
Congregations Organized for Prophetic Engagement (C.O.P.E.)
Consulado de Carrera De México en San Bernardino
County Nutrition Action Plan (CNAP)
Creating Community Solutions
Delta Sigma Theta Sorority, Inc. Pomona Valley Alumnae Chapter
Dignity Health
Economics & Politics, Inc.
El Sol Neighborhood Educational Center
Esri
Faith Advisory Council for Community Transformation (FACCT)
Family Assistance Program (FAP)
Federal Reserve Bank of San Francisco - Los Angeles Branch
First 5 San Bernardino
Fontana Police Department
Foothill AIDS Project (FAP)
Health Emergency Local Planning Partners (HELPP)
Healthy Communities
Healthy Rialto
Healthy San Bernardino Coalition
Hesperia Health Center
Hospital Association of Southern California
House of Ruth
Housing Authority of the County of San Bernardino
Inland Counties Emergency Medical Agency
Inland Empire Concerned African American Churches
Inland Empire Economic Partnership
Inland Empire Health Information Exchange
Inland Empire Health Plan
Inland Empire HIV Planning Council (IEHPC)
Inland Temporary Homes

Kaiser Permanente
Kids Come First Community Health Center
Knowledge & Education for Your Success, Inc.
Latino Health Collaborative
Lewis Group of Companies
LF Leadership
Loma Linda University Behavioral Health Institute
Loma Linda University Health
Loma Linda University Medical Center
Mental Health Systems (MHS)
Meridian Land Development
Molina Healthcare
National Community Renaissance & Hope Through House
Foundation (C.O.R.E.)
National Emergency Communications Organization Network, Inc.
National Forum for Heart Disease and Stroke Prevention
Needles Health Station
OmniTrans
Ontario Chamber of Commerce
Ontario Health Center
Operation New Hope
Partners for Better Health
Reach Out
Reaching New Heights Foundation, Inc.
Redlands Community Hospital
Redlands Police Department
Rialto Fire Department
San Bernardino Active Transportation Network
San Bernardino Associated Governments (SANBAG)
San Bernardino County Administrative Office
San Bernardino County Board of Supervisors - First District
San Bernardino County Board of Supervisors - Second District
San Bernardino County Board of Supervisors - Third District
San Bernardino County Board of Supervisors - Fourth District
San Bernardino County Board of Supervisors - Fifth District
San Bernardino County Children's Network
San Bernardino County Community Health Center
Governing Board
San Bernardino County Department of Aging and Adult
Services
San Bernardino County Department of Behavioral Health
San Bernardino County Behavioral Health Commission
San Bernardino County Department of Public Health
San Bernardino County Department of Workforce Development
San Bernardino County Economic Development Agency
San Bernardino County Human Services
San Bernardino County Information Services Department

June 2015

SAN BERNARDINO COUNTY

Community Transformation Plan 2015 - 2020



Community Stakeholders

Policy/Programs/Measurement

- Countywide Bicycle Master Plan
- Countywide Pedestrian Plan
- First Mile/Last Mile Plans
- Measure I Policies
- Regional Greenhouse Gas Reduction Plan
- Complete Streets Strategies
- Regional Transportation Plan
- Long Range Transit Plan
- SBCOG/WRCOG Climate Adaptation Plan
- Electric Vehicle Readiness Plan
- Congestion Management Corridor Plan
- Multimodal Action Plan
- Countywide Safe Routes to School Plan
- Healthy Communities Strategic Plan



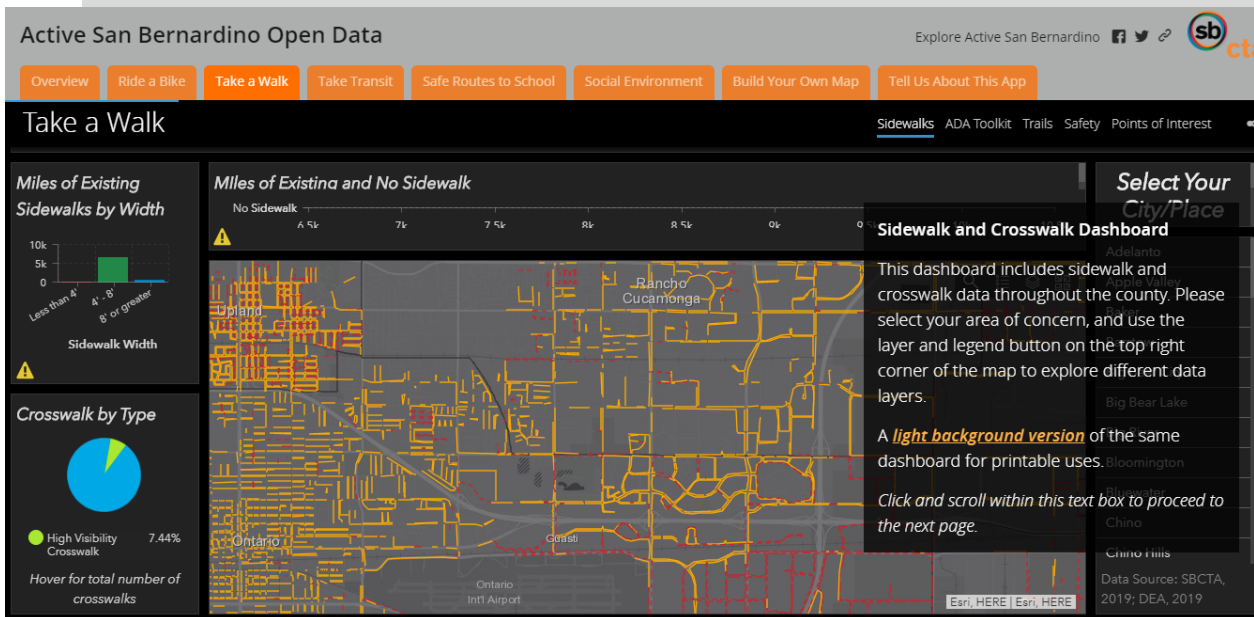
Policy/Programs/Measurement

- Infrastructure Construction
- Summer Meals Program
- Rideshare Programs
- Affordable Housing Development
- Grant Writing/Grant Writing Assistance
- Healthy Development Checklist
- Healthy Communities Program
- Open Streets Events/Tactical Urbanism
- Public Art
- Countywide Safe Routes to School Program



Policy/Programs/Measurement

- Open Data/Active Transportation Dashboard
- Healthy Communities Program Evaluation
- Multimodal Action Plan (Agency Self Evaluation)

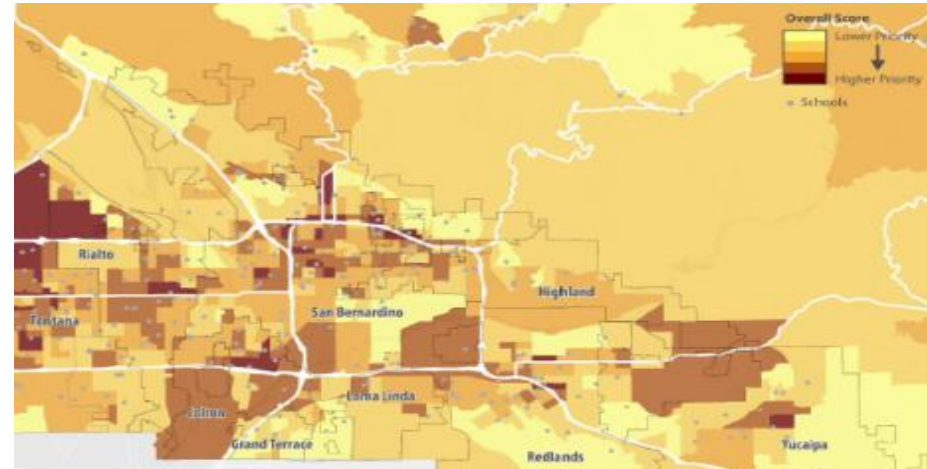


Inventory & Alignment

School Selection and Prioritization (SRTS Program)

Prioritization Factors

- Impact to Safety
- Impact to Mode Share
- Project Readiness
- Past and Current Programs
- Geographic Distribution
- **Equity**
 - **Demographics**
 - **Disadvantaged Communities**
 - **High Injury Network**
 - **Walkability Index**
 - **Community Health**
 - **Willingness***



PAVING THE ROAD TO HEALTH EQUITY



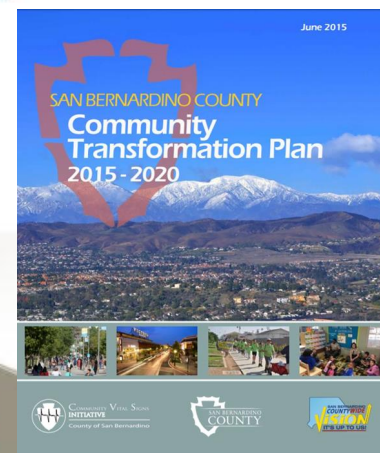
Health Equity
is when everyone has the opportunity
to be as healthy as possible

Active San Bernardino Open Data

Active San Bernardino Data

SITE DIRECTORY

Category	Item	Item	Item	Item	Item	Item	Item
Active San Bernardino Data	Active San Bernardino Data	Active San Bernardino Data	Active San Bernardino Data	Active San Bernardino Data	Active San Bernardino Data	Active San Bernardino Data	Active San Bernardino Data



Programs
Successful health equity strategies

Measurement
Data practices to support the advancement of health equity

Policy
Laws, regulations, and rules to improve population health

Infrastructure
Organizational structures and functions that support health equity



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention



Equity Inclusion

Healthy Communities and Environmental Justice

SB 1000 “*Planning for Healthy Communities Act*” – Leyva

- Legislation: mandating that cities and counties adopt an environmental justice (EJ) element and policies into their General Plans
- Birthplace of SB 1000
- San Bernardino County specific Toolkit
 - SBC EJ Definition
 - Engagement Toolkit
 - EJ/Health Equity Data Analysis
 - Model Policies, Programs, Standards, and Strategies
 - Reducing pollution exposure, including improving air quality
 - Promoting public facilities
 - Promoting food access
 - Promoting safe and sanitary homes
 - Promoting physical activity



COVID-19

San Bernardino County Public Health and CVS (Infrastructure)

- Too early to assess, however partners agree that collaboration between sector champions through CVS has provided the basis for quicker response
- Examples:
 - Education Sector
 - Inventory and Donate PPE to both DPH and First Responders
 - Open Data Portal and Technology Initiatives/Policies - Redirected Chrome Books
 - Faith Based Communities
 - Helped to Identify and Deploy Testing Centers
 - All Sectors
 - Added Another Channel of Information Sharing from the County DPH to All Sector Champions





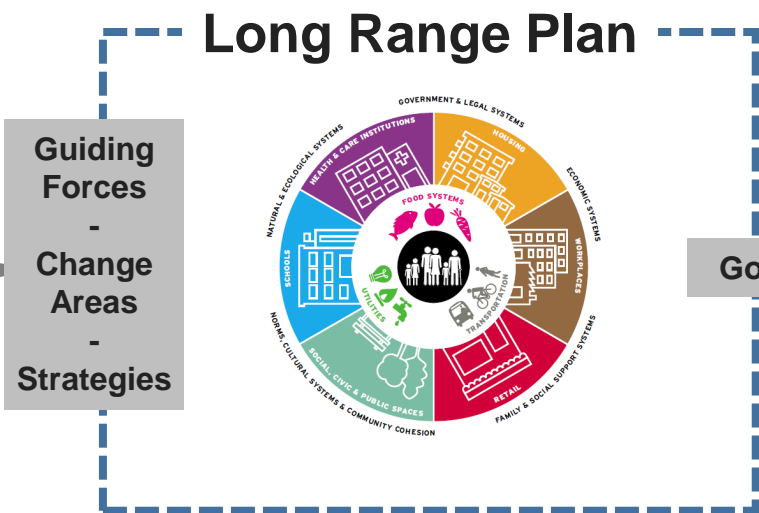
5. How can you make sure your long-range plans achieve their intended health equity results?

Follow through
with equitable
implementation



Operationalization

Health Equity in All Policies



Policies

Area Masterplan

Transportation Plans

Open Space Plans

Zoning

Ordinances & Standards

Resolutions

Licensing & permits

Municipal Actions

Capital Improvements

Programs

Incentives

Government Procedures

Municipal protocols

Budgets

Community Engagement

Evaluation

What is happening?

Envisioned Equitable Future

Implementation Tools

Question and Answer

Please use the Questions feature to submit your questions

Contact Information

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County Health Rankings and Roadmaps

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