Long-Range Planning for Health Equity & Prosperity

May 5, 2020
Today’s Presenters

Greg Miao
ChangeLab Solutions

Justin Rivas
County Health Rankings and Roadmaps

Josh Lee
San Bernardino County
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

© Freedman Tung & Sasaki
Example: Infrastructure investment
The American Dream
GI Bill

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:

1. Structural discrimination
2. Income inequality and poverty
3. Disparities in opportunity
4. Disparities in political power
5. Governance that limits meaningful participation
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
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
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Define Problem ➤ Cause of Problem ➤ Prevent Problem ➤ Scale & Evaluate Solution
Systems, Policies, and Norms

- Regulations, Law enforcement, City Services
- Market demand, investment trends
- Childcare, senior care, mental health support, violence prevention
- Clean air, water, soil, biodiversity, Climate
- Safety, trauma, community
- Bias, equality, art, media representation
Use community health data to help define problems and identify priority areas
CHR&R RESOURCES INCLUDE

DATA

EVIDENCE

GUIDANCE

STORIES
WHY WE DO WHAT WE DO

To Improve Health Outcomes & Advance Health Equity
Population based data collection leads to County Health Rankings, which in turn results in community leaders using report media attention. This leads to Broad Community Engagement, which results in evidence-informed policies and programs. Finally, these policies and programs lead to improved health outcomes and increased health equity.
THE CHR&R MODEL

Health Outcomes
- Length of Life (50%)
- Quality of Life (50%)

Health Factors
- Health Behaviors (30%)
  - Tobacco Use
  - Diet & Exercise
  - Alcohol & Drug Use
  - Sexual Activity
- Clinical Care (20%)
  - Access to Care
  - Quality of Care
- Social & Economic Factors (40%)
  - Education
  - Employment
  - Income
  - Family & Social Support
  - Community Safety
- Physical Environment (10%)
  - Air & Water Quality
  - Housing & Transit
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

<table>
<thead>
<tr>
<th>Children in poverty</th>
<th>28%</th>
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<tbody>
<tr>
<td>% Children in Poverty</td>
<td>28%</td>
</tr>
<tr>
<td>% Children in Poverty (Black)</td>
<td>50%</td>
</tr>
<tr>
<td>% Children in Poverty (Hispanic)</td>
<td>37%</td>
</tr>
<tr>
<td>% Children in Poverty (White)</td>
<td>10%</td>
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TREND GRAPH FOR CHILDREN IN POVERTY

Children in poverty in Milwaukee County, WI
County, State and National Trends

- Milwaukee County
- Wisconsin
- United States

United States: 17% 18% 18% 18% 18% 18% 20% 22% 23% 22% 22% 21% 20% 19% 18%
Wisconsin: 11% 12% 15% 14% 15% 15% 14% 17% 19% 18% 18% 18% 17% 16% 15%
Milwaukee County: 22% 25% 30% 28% 26% 27% 25% 30% 35% 32% 32% 33% 32% 30% 28%

Milwaukee County is getting worse for this measure.

Please see Measuring Progress/Rankings Measures for more information on trends. Trends were measured using all years of data.

Note: Prior to 2005, children in poverty was based on the Current Population Survey; beginning in 2005, it was based on the American Community Survey.
SEVERE HOUSING COST BURDEN
Percentage of households that spend 50% or more of their household income on housing.

Everett, MA, 2015
Severe Housing Cost Burden Among U.S. Counties, 2011-2015
Health Factors and Outcomes in Top and Bottom Performing Counties for Severe Housing Cost Burden

- **Food Insecurity**: 11% (Top) vs. 15% (Bottom)
- **Children in Poverty**: 15% of those <18 (Top) vs. 22% (Bottom)
- **Self-Rated Poor Health**: 13% (Top) vs. 19% (Bottom)

Severe Housing Cost Burden
- Top Performing (10%) Counties
- Bottom Performing (10%) Counties

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

countyhealthrankings.org
Provides guidance around:

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

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.
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

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

COUNTY PROJECTIONS

HOUSEHOLD GROWTH
- 2012: 615,000
- 2040: 854,000

POPULATION GROWTH
- 2012: 2,068,000
- 2040: 2,731,000

Projected growth between 2020 and 2045: 28%
Role of SBCTA/SBCOG
What Factors Determine Our Health?

Health Outcomes
- Length of Life (50%)
- Quality of Life (50%)

Health Factors
- Health Behaviors (30%)
  - Tobacco Use
  - Diet & Exercise
  - Alcohol & Drug Use
  - Sexual Activity
- Clinical Care (20%)
  - Access to Care
  - Quality of Care
- Social & Economic Factors (40%)
  - Education
  - Employment
  - Income
  - Family & Social Support
  - Community Safety
- Physical Environment (10%)
  - Air & Water Quality
  - Housing & Transit

Environmental Factors

Policies & Programs

Social Determinants of Health

County Health Rankings model © 2014 UWPHI
It Starts with a Vision
## Priority Areas

<table>
<thead>
<tr>
<th>Priority Area</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Education</strong></td>
<td>(overall, educational attainment, high school graduation)</td>
</tr>
<tr>
<td><strong>Economy</strong></td>
<td>(overall, poverty, unemployment, economic development)</td>
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<tr>
<td><strong>Access to Health and Wellness</strong></td>
<td>(including medical home, mental health, nutrition, built-environment, and physical activity)</td>
</tr>
<tr>
<td><strong>Safety</strong></td>
<td>(including community, traffic, and school safety)</td>
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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:

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

Armando Ontiveros
Those in Hope Behavioral

Ruben Brambila
San Bernardino County
Department of Public Health

Matthew Keane
Community Clinic Association
San Bernardino County

George Lamb
Faith Advisory Council for Community Transformation
San Bernardino County

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
Monsignor Living Family Church
American Lung Association Inland Empire Asthma Coalition
Annawan Regional Medical Center
Amahwood 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 Redlands
Citizens for a Drug Free Living
Citizens 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)
Como y de la Cima del Cerro de Mexico 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
Evet
Faith Advisory Council for Community Transformation (FACCT)
Family Assistance Program (FAP)
Federated Bank of San Francisco - Los Angeles Branch
First 5 San Bernardino
Fontana Fire Department
Foster360 AIDS Project (FAP)
Health Emergency Local Planning Partners (HELPP)
Healthy Communities
Healthy Watts
Healthy San Bernardino Coalition
Hebrew 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
Lewin Group of Companies
LP Leadership
Loma Linda University Behavioral Health Institute
Loma Linda University Health
Loma Linda University Medical Center
Mental Health Systems (MHS)
Meridian Land Development
Monrovia 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
Olmsted
Ontario Chamber of Commerce
Ontario Health Center
Operation New Hope
Partners for Better Health
Rooch Out
Rosie's Place
Rancho San Antonio 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
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
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)
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.

SAFE ROUTES to SCHOOL

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
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

Long Range Plan

Guiding Forces - Change Areas - Strategies

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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