A Culture of Health:
What your General Plan can do for you...and what you can do for your General Plan

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Overview

An Idea Whose Time Has Come

• The *why* behind healthy planning

• Background into how we incorporated health

• Implementation: How planning commissioners shape healthy, equitable, resilient, and economically vibrant places

• Discussion
Full Circle

Public Health

Public Health & Urban Planning

Urban Planning

Today!
Clinic Scenario

• Mother comes to clinic

• 4 yo male
  - Elevated BMI
  - Elevated triglycerides
  - Normal BP

RX
- Increase Activity
- Eat healthier foods
Clinic Scenario

• Mother comes to clinic

• 4 yo male
  - Elevated BMI
  - Elevated triglycerides
  - Normal BP
Life Expectancy Varies by Zip Code
Life Expectancy in Oakland by Region

Just a few miles = Over a decade difference in LE

Source: CAPE, with data from Alameda County Vital Statistics, 2008-2010
Why Does Place Matter for Health?

**Communities of Opportunity**
- Parks
- Safe/Walkable Streets
- Grocery Stores and Healthy Foods
- Good Schools
- Clean Air
- Quality Housing
- Public Transportation
- Good Jobs
- Strong Local Businesses
- Financial Institutions

**Disinvested Communities**
- Limited/Unsafe Parks
- Crime
- Fast Food Restaurants
- Liquor Stores
- Poor Performing Schools
- Pollution and Toxic Exposures
- Transportation Barriers
- Absence of High Quality Financial Institutions
- Predatory Lenders

**Good Health Status**

**Poor Health Status**
Determinants of Health & Well-Being

The determinants of health and well-being in our neighbourhoods
Healthy Planning

- Policy Opportunity
- Economic Drivers
- Innovation in Planning & Design
- Funding Incentives

Confluence of factors to support healthy planning
Policy Opportunity

- **National Reform**
  - ACA - National Prevention Strategy
  - Community Transformation Grants

- **California Legislation**
  - SB 375 (Sustainable Communities)
  - AB 1358 (Complete Streets)
  - AB 32 (Reduce Green House Gas Emissions)
  - Priorities align which are good for health as well as environmental sustainability

- **California Initiatives**
  - Governor’s Let’s Get Healthy California Task Force
  - Health in All Policies
  - California Department of Public Health State Wellness Plan
  - Local Government innovators
Economic Drivers

Health Care Expenditures Are Claiming a Larger and Larger Share of U.S. GDP

U.S. national health expenditures as a percentage of gross domestic product, by decade


Health Outcomes Vary across Income Levels and by Racial and Ethnic Group

Percentage of U.S. adults in poor or fair health (age-adjusted)

Source: Robert Wood Johnson Foundation.

Graphs from ULI Report 2013
Innovation in Planning and Design

American Planning Association

American Institutes of Architects & Clinton Global Initiative

US Green Building Council

Urban Land Institute
Funding Incentives

Building a Culture of Health
A message from Risa Lavizzo-Mourey, President and CEO

Making Health Happen by Building Healthy Communities
The BHC sites were chosen based on criteria grounded in social determinants of health data, the grant-making history, and key stakeholder interviews. The data was used to identify areas that are impacted by poor health outcomes, but have the potential to inspire policy changes to create a healthy environment for all Californians. More information about the sites can be found below.
Our Process
California General Plan Guidelines

<table>
<thead>
<tr>
<th>Statutory Requirements</th>
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<tbody>
<tr>
<td>Circulation</td>
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<td>Land Use</td>
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<td>Open Space</td>
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<td>Safety</td>
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<td>Housing</td>
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<td>Conservation</td>
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- Each county and city must adopt a comprehensive, long-term general plan for the physical development of the county or city
- Different time lines, only Housing updated on a regular basis

Any additional Recommendations, including health, are voluntary and go through a public process.

Timing will be a challenge, not on a schedule.

**Climate Change** + **Health** + **Economics** + **Equity**
General Plan Guidelines Update Process

- **Background Presentations** (Early 2013)
- **Solicit Input** (2013)
  - CDPH
  - Local Health Officers and Local Health Dept.
  - Public stakeholders
  - CBOs
  - Foundations
  - Consulting Agencies
  - Task Force
- **Workshops** (2013-14)
- **Draft General Plan Guidelines** (2015)
- **Final General Plan Guidelines** (2015)
Key Considerations

• Partnerships & Collaboration

• Robust Community Engagement

• Bring Health Lens in from the Beginning

• Data and mapping
General Plan Guidelines: Health Themes

- Active Living & Recreation
- Food Systems
- Social Cohesion & Safety
- Health & Economic Opportunity
- Our Climate & Resiliency
- Healthy Housing
- Environmental Health & Exposures
- Health & Human Services
Topics for Consideration

Ideas for Data and Analysis
• Prevalence child/adult obesity
• Prevalence diabetes
• Prevalence heart disease
• Land use mix
• Park access
• Commute patterns

Potential Policy Options
• Increase proximity to parks and recreation
• Build connected trail ways to jobs/amenities
• Pursue urban greening programs
Topics for Consideration

Ideas for Data and Analysis
• Motor vehicle crashes with pedestrians and bicycles
• Serious psychological stress in the last year
• People feel like they can trust neighbors
• Neighbors willing to help each other

Potential Policy Options
• Prioritize joint-use agreements with schools and other facilities
• Incorporate CPTED
• Separate pedestrian, bicycle, auto lanes
What is Next?

• Release Draft and the Data Tool
  – Revise for final draft

• Track Implementation
  – Annual Planning Survey

• Providing Co-Learning Opportunities
  – Sharing lessons learned
How Can You Make a Difference?
Why Does Place Matter for Health?

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Poor Health Status:
General Plan Guidelines:
Health Themes

- Active Living & Recreation
- Food Systems
- Social Cohesion & Safety
- Health & Economic Opportunity
- Our Climate & Resiliency
- Healthy Housing
- Environmental Health & Exposures
- Health & Human Services
You All Make A Difference

• Questions about how the planning decisions affect health and equity - Street light example

• Ability to balance pros and cons

• Can ask staff to think about health affects in their work

• Encourage and support community participation
Thank You

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- Healthy LA website
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