HEALTHY COMMUNITY DEVELOPMENT

Institute of Medicine
Presentation
September 19th , 2013
Freddy Collier Jr, Deputy Director
Cleveland Planning Commission

2020 Vision

"**A model for healthy living** and sustainable development, with walkable neighborhoods, bike routes, ecological design, and community partnerships to provide recreation opportunities to Clevelanders of all ages, incomes and ability levels "

Connecting Cleveland 2020 Citywide Plan

Healthy Cleveland

"Everyone agrees that having a healthier population is good not just for individuals, families and the community, but in a personal and financial sense. We want to create a culture and lifestyle of health."

Mayor Frank Jackson

4 biggest health systems team with city to create 'Healthy Cleveland' plan

1 No smoking in Cleveland parks, playgrounds or near city buildings.

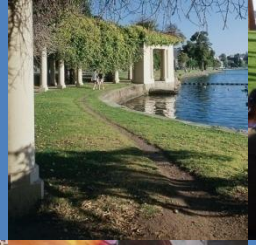
2 No sugar-based drinks or trans fats in city vending machines.

3 Hospitals will work with schools to develop healthy menus.

Equity

Housing

Childcare



Health

Jobs

Healthy Food

The community development system must view their work through a different lens.

Clean Air

Parks and Activities

Policy

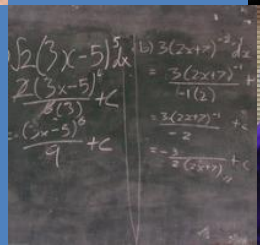
Educatio n

Economi c Justice

Preschool

Safe Neighbor -hoods

Residents



Transpor tation

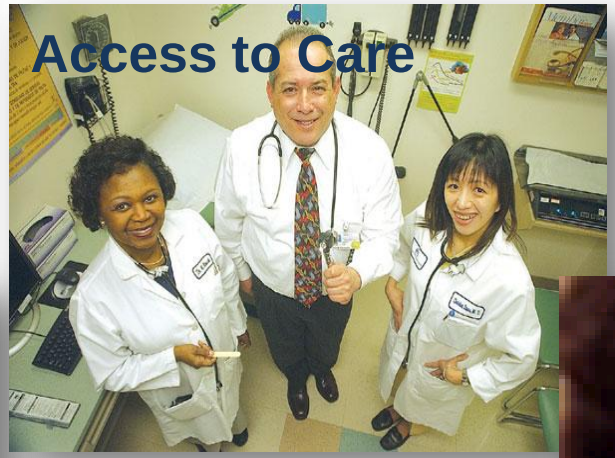
Health

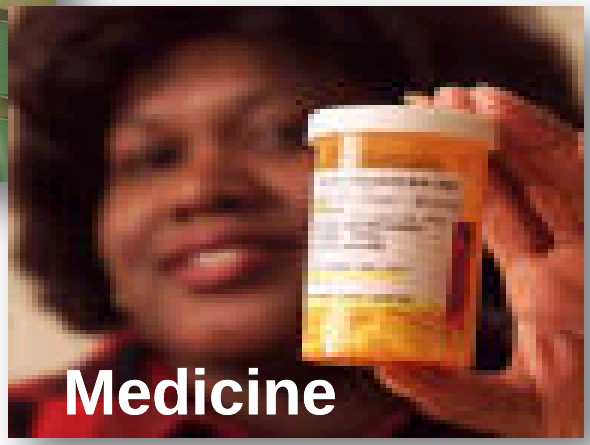
Is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.

W.H.O. World Health Organization

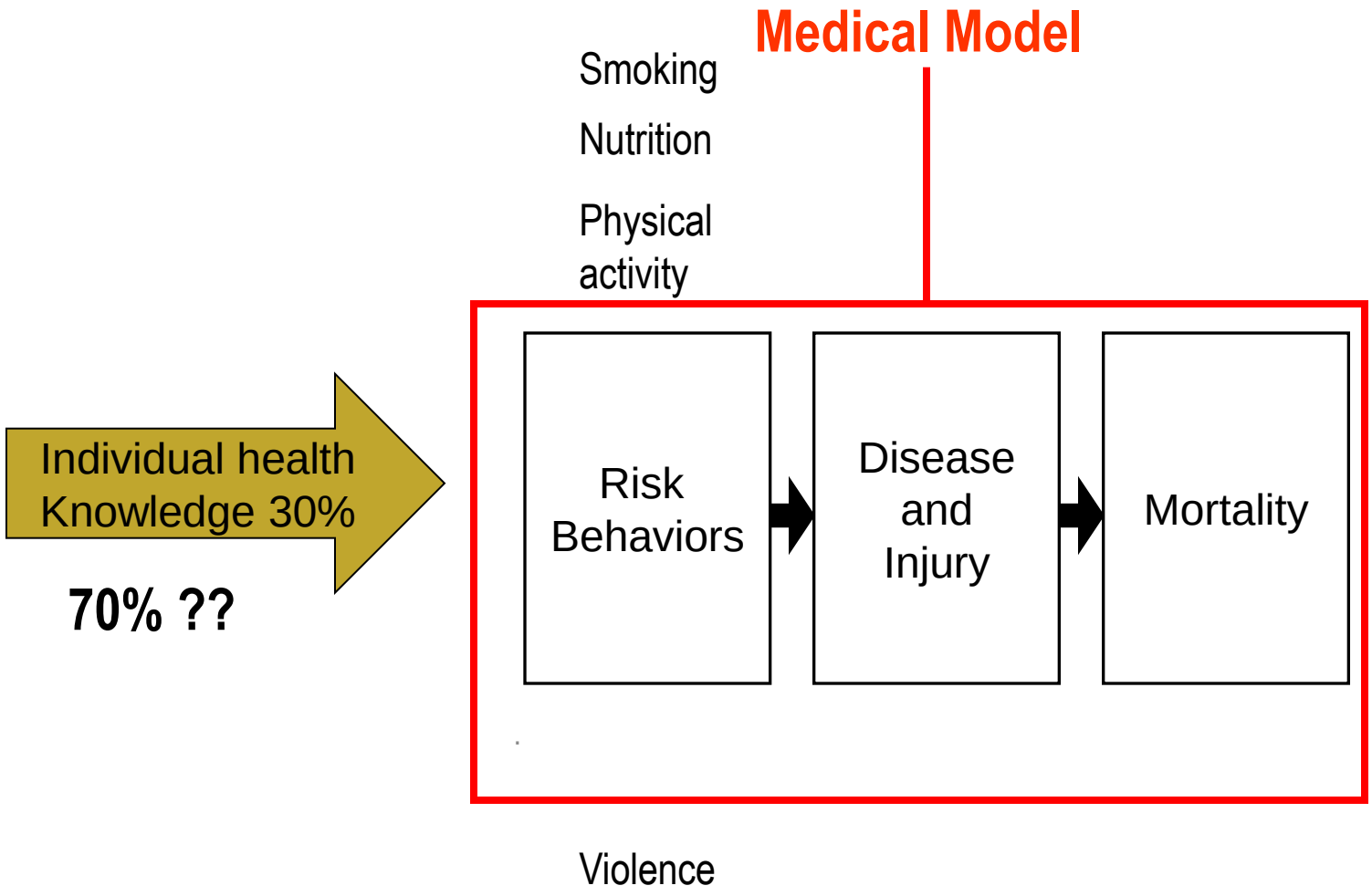
Freddy L. Collier Jr. ,Chief Planner
Cleveland Planning Commission

What makes us healthy?





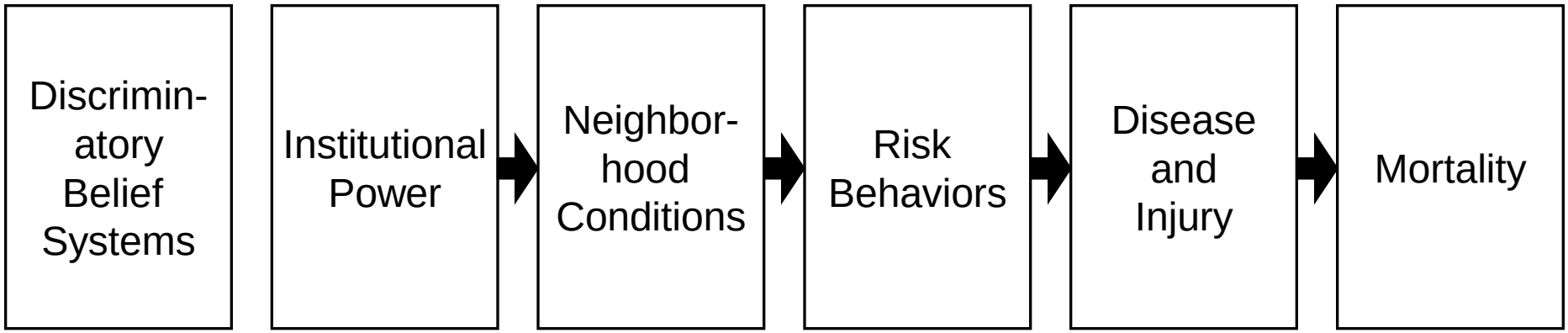
Is it all about personal responsibility?


Medical Model
Smoking
Nutrition
Physical activity
Individual health Knowledge 30%
70% ??
Risk Behaviors
Disease and Injury
Mortality
Violence

Race/ethnicity

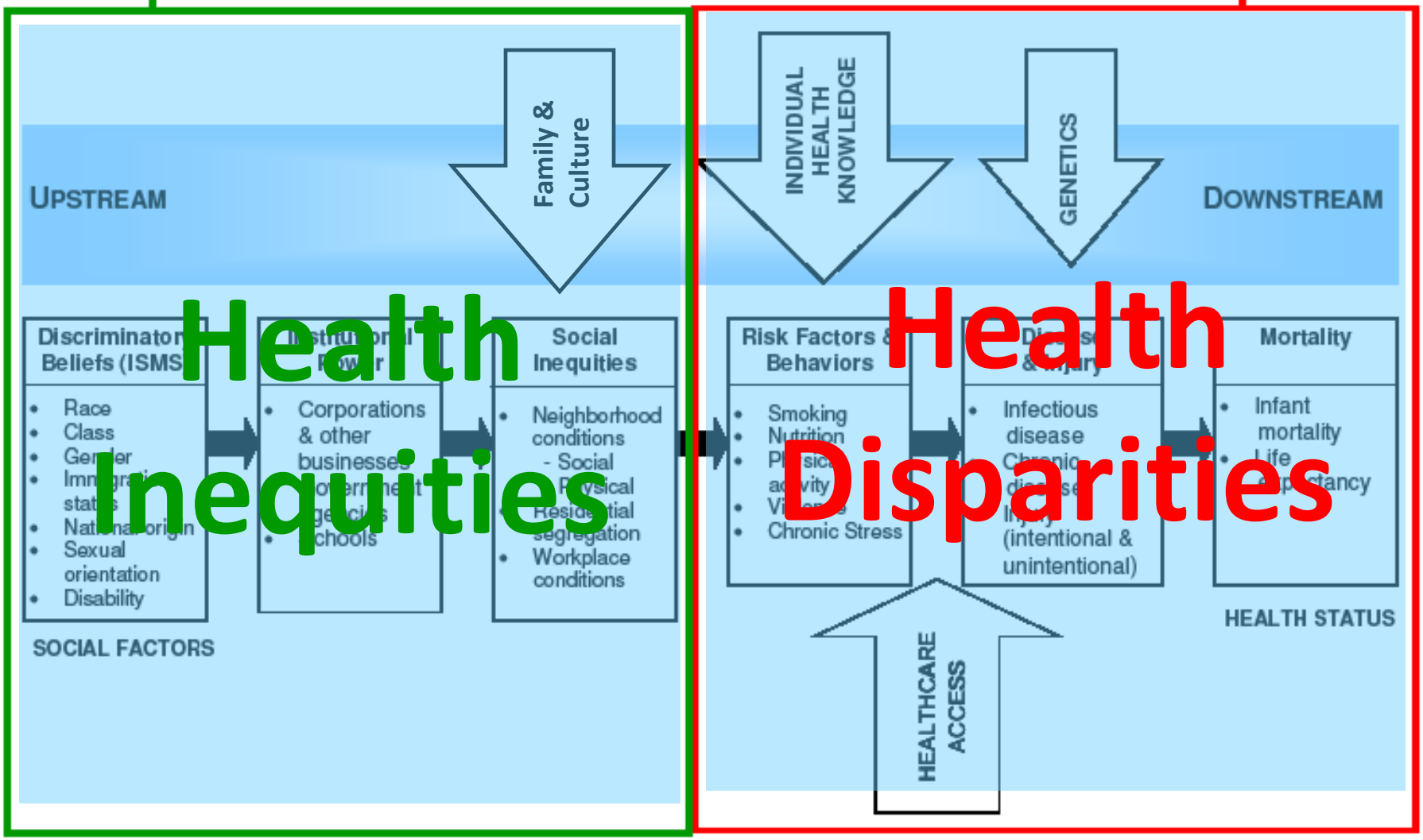
Class

Gender



Immigration status

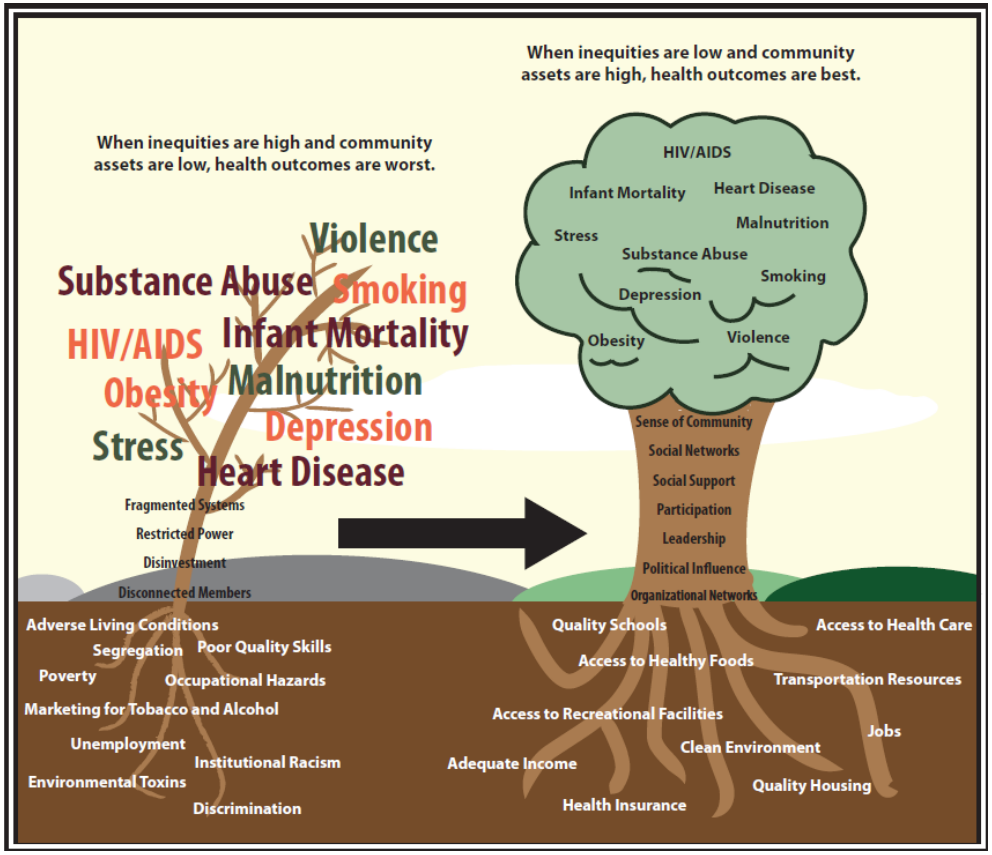
A Framework for Health Equity



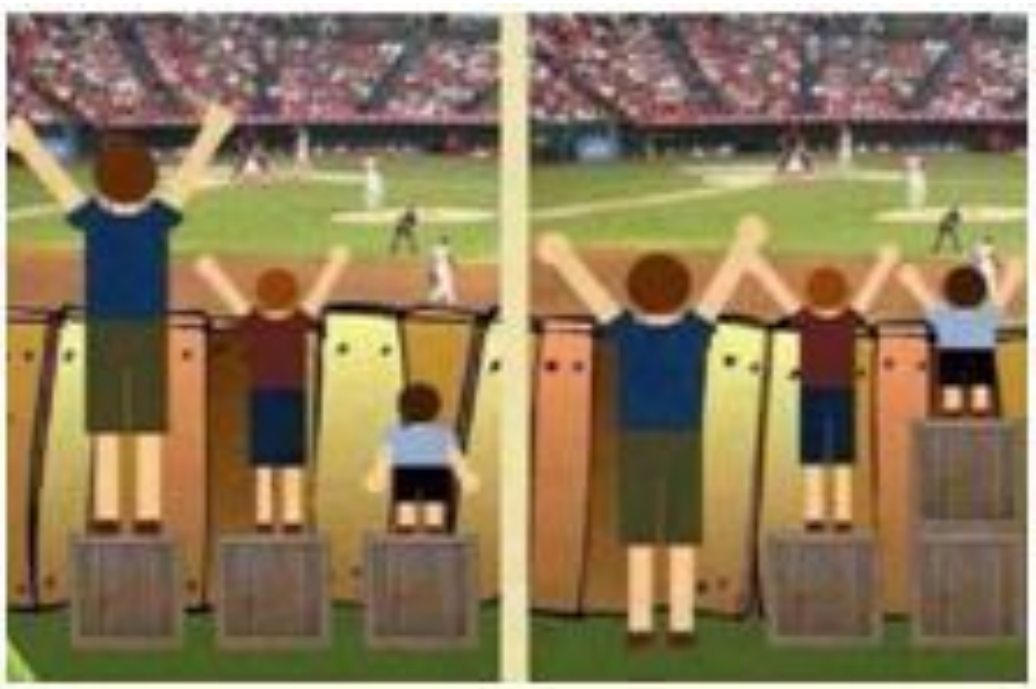
- Adapted by ACPHD from the Bay Area Regional Health Inequities Initiative, Summer 2008

Health Disparities

The difference in health status between jurisdictions.



Equity is…

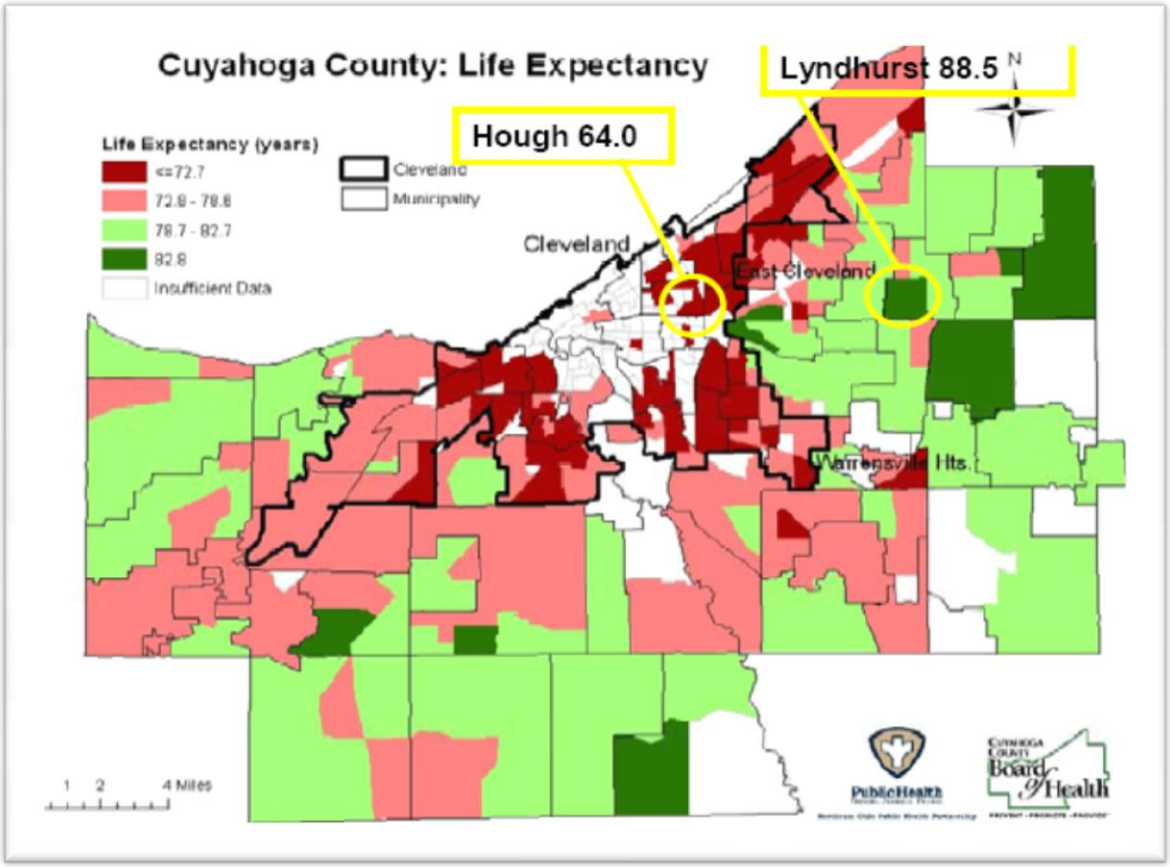


Health Equity

- A fair opportunity to attain full health potential.
- No one should be at a disadvantage from achieving this potential, if it can be avoided.

HBO: The Weight of the Nation

PART 4: Challenges



<iframe width="660" height="434" src="http://www.youtube.com/embed/null?rel=0" frameborder="0" allowfullscreen></iframe>

http://theweightofthenation.hbo.com/fi

Social Determinants of Health

- The **economic**, **environmental**, and **social** conditions that influence the health of individuals, communities and jurisdictions as a whole.

High Demands + Low Control= Chronic Stress

Lack of Social networks

Lack of Meaningful Employment

Lack of Quality Education Facilities

Lack of Food Access

Lack of Health care Access

Lack of Recreation

Lack of Transportation

Lack of Quality Housing

Freddy L. Collier

Health Conditions	***Place Based Contributors***
Lead levels	•Poor Housing •vacant land
Obesity	•Lack of Grocery Stores •Oversaturation of Fast Food •Lack of Parks and Openspaces
Heart Disease	• unsafe environments •Lack of job opportunities
High Blood Pressure	•Lack of access to job mobility due to institutional racism •Unsafe neighborhoods
HIV	•Culture of promoting promiscuity through media & music adult venues
Lung Cancer/liver disorders'	•Tobacco sales, convenient stores •Billboards & advertisements that promote use of tobacco & alcohol
Infant mortality	•Teen pregnancy •Poverty •Education
Low Birth Weight	•Poverty •Jobs •Education
Asthma	•Poor Air Quality •Poor Housing conditions

Health Impacts of Land Use Policy

Air pollution

Car crashes

Pedestrian injuries

Water quality

Mental health

Social capital

Physical activity

Chronic Illness

1.

CREATE CONDITIONS FOR PHYSICAL ACTIVITY HELP DECREASE OBESITY

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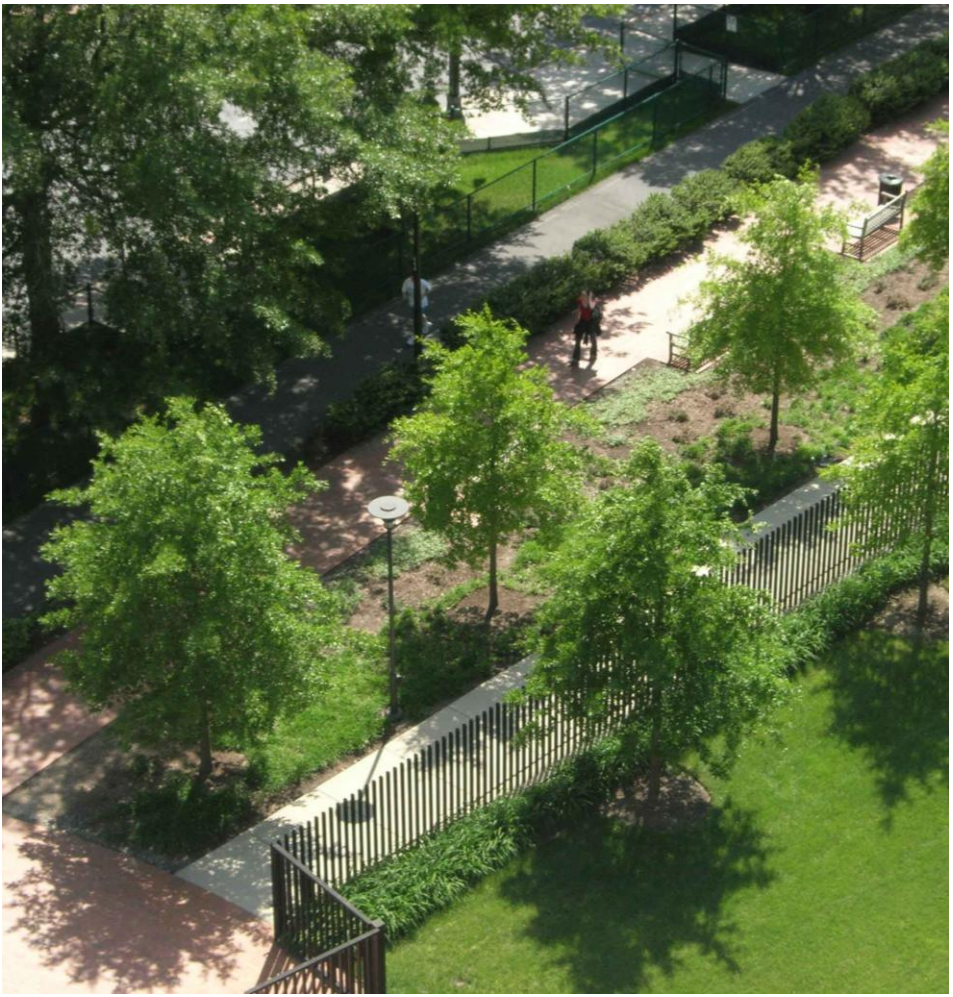
Street layout

Trail development

Access to recreational resources

Fitness facilities

STREET LAYOUT & TRAIL DEVELOPMENT



RECREATIONAL RESOURCES
FITNESS FACILITIES

Meadow Ridge Park, Borough Of Rumson, N.J.
Larger installations of equipment allow for a complete workout. All FREE to the public

RECREATIONAL RESOURCES
FITNESS FACILITIES

Floral Park, Northbrook IL

Equipment Instructions

2.

IMPACT STRESS & ANXIETY OF HOUSING INSECURITY BY PROMOTING FAIR & EQUITABLE HOUSING ACCESS & OPTIONS

IMPACT STRESS & ANXIETY OF HOUSING INSECURITY
PROMOTE FAIR & EQUITABLE HOUSING ACCESS & OPTIONS

Housing Types

Price-Points

HOUSING TYPES (single, multi-family & co-operative)

3.

IMPROVE AIR QUALITY & RESPIRATORY HEALTH

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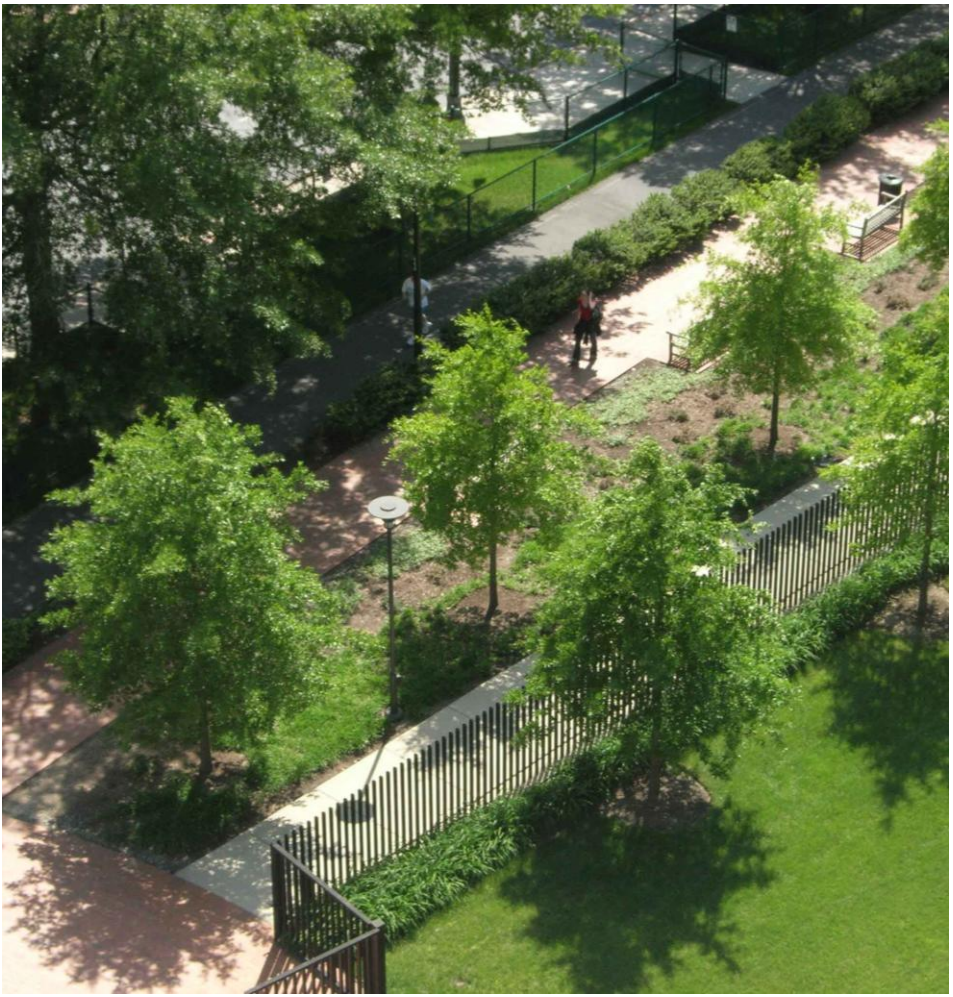
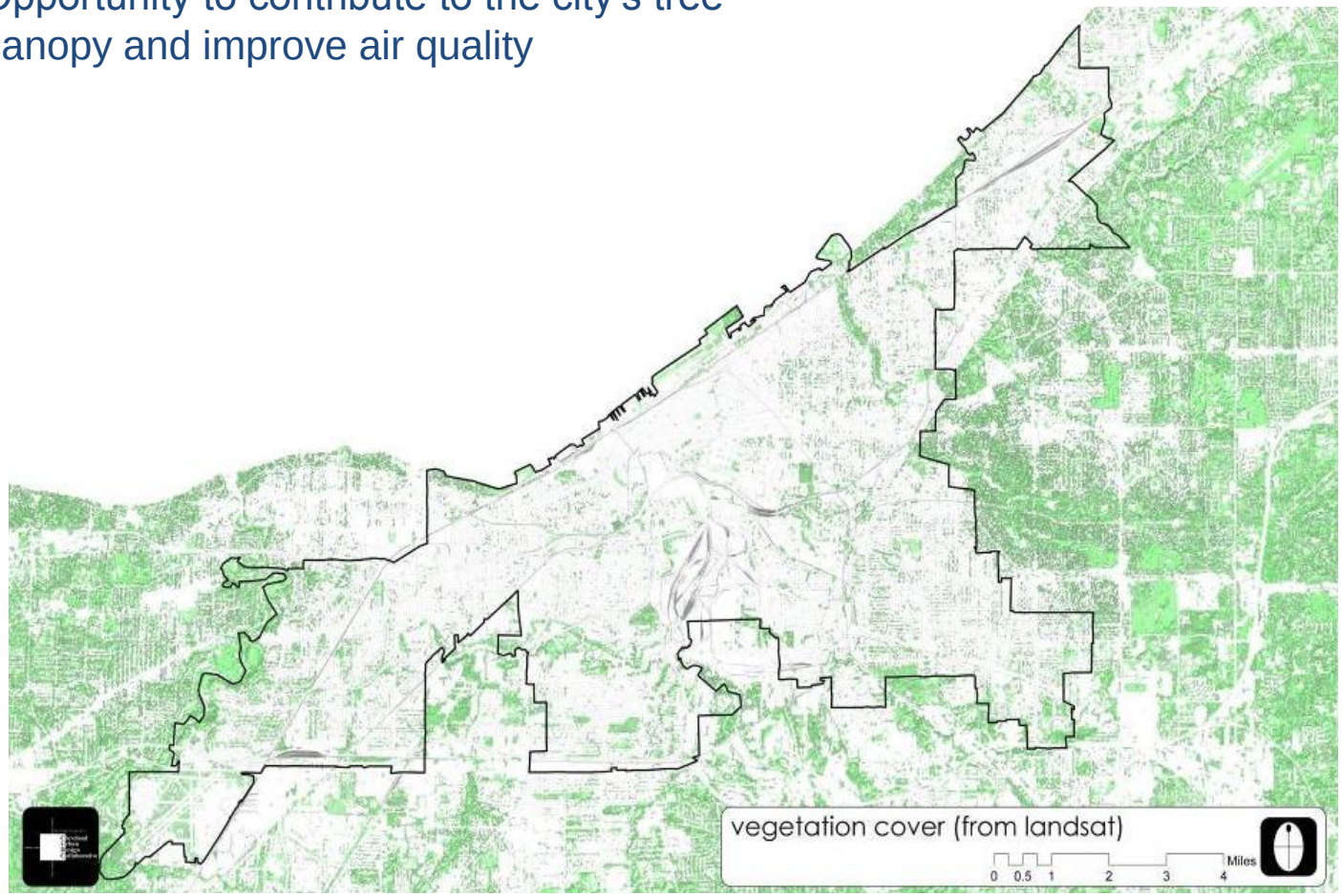
Tree Canopy

Smoking Ban in public outdoor spaces

TREE CANOPY



Opportunity to contribute to the city's tree canopy and improve air quality



SMOKING BAN IN PUBLIC SPACES

SMOKING BAN IN PUBLIC SPACES

4.

LOWER RISK OF PEDESTRIAN INJURIES

DECREASE VEHICULAR ACCIDENTS

LOWER RISK OF PEDESTRIAN INJURIES

DECREASE VEHICULAR ACCIDENTS

Transit options-multi-model

Pedestrian only streets

Timed traffic signals

Bike trails

TRANSIT OPTIONS
TIMED SIGNALS

PEDESTRIAN STREETS & BIKE TRAILS

5.

IMPROVE FOOD ACCESS INFLUENCE HEALTHY EATING

IMPROVE FOOD ACCESS
INFLUENCE HEALTHY EATING

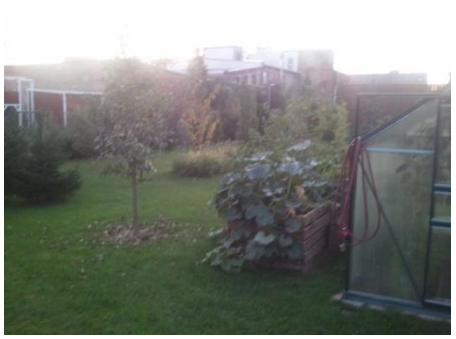
Provide options for food retail

Farmers Markets

Community gardening areas

FOOD RETAIL & FARMERS' MARKETS

COMMUNITY GARDENING AREAS



6.

INCREASE SOCIAL CONNECTIONS AND SENSE OF COMMUNITY

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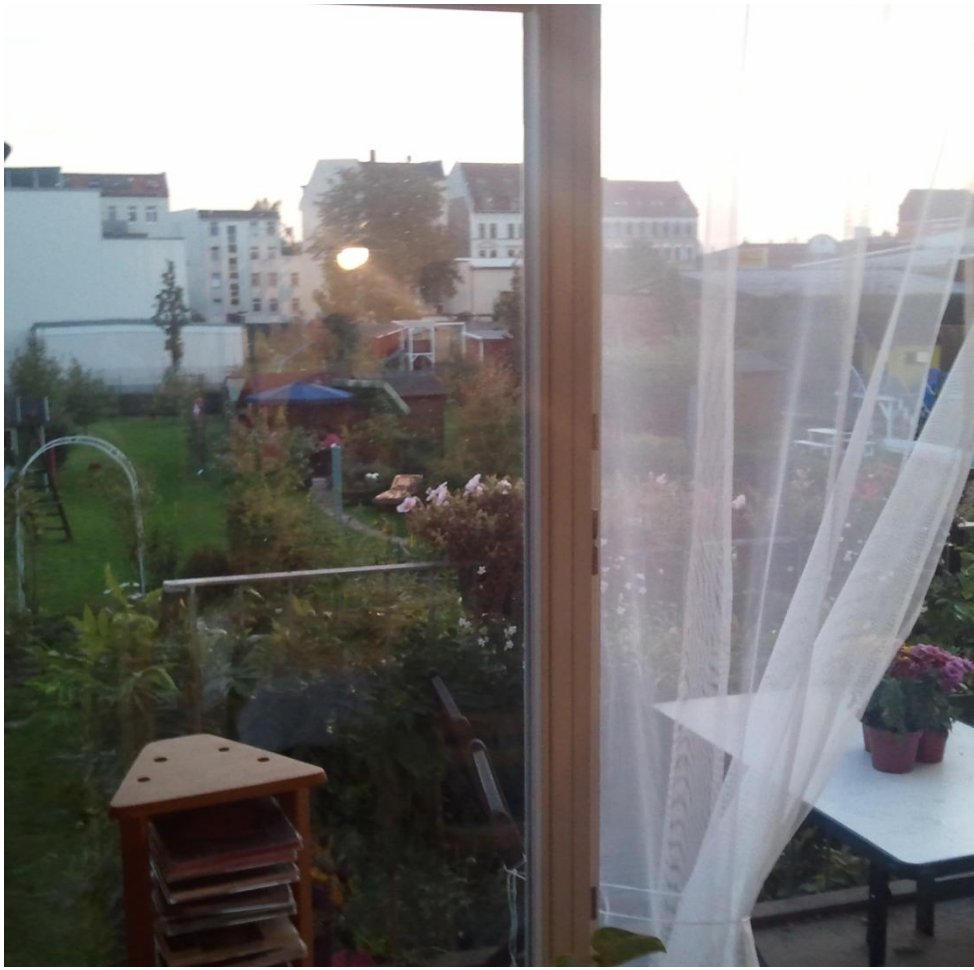
Provide Places for Community Engagement

Joint rear yards

PLACES FOR COMMUNITY ENGAGEMENT

JOINT REAR YARDS



7.

REDUCE CONTRIBUTIONS TO CLIMATE CHANGE
REVERSE HEAT ISLAND EFFECT
IMPROVE GROUND & SURFACE WATER

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REVERSE HEAT ISLAND EFFECT

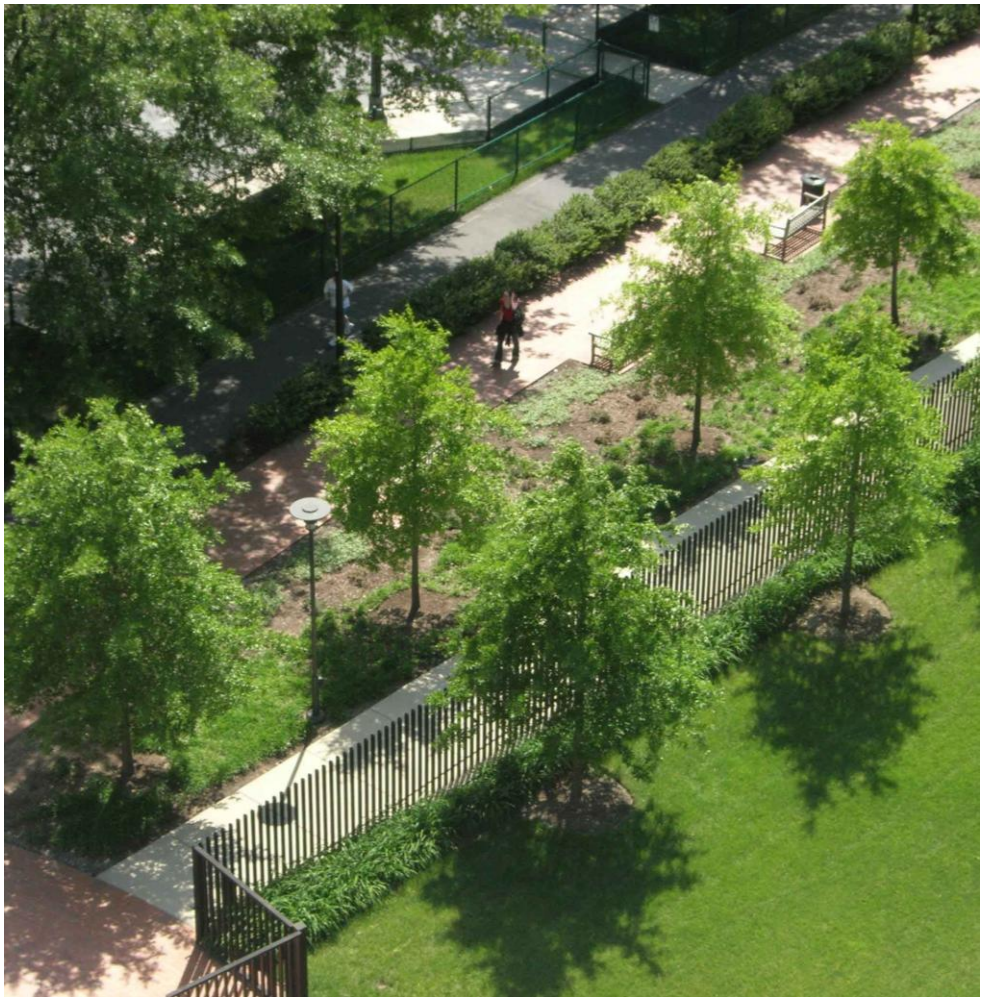
IMPROVE GROUND & SURFACE WATER

Tree Canopy

Solar Powered Parking lights

Stormwater management interventions

TREE CANOPY



TREE PLANTING

•1 acre of new forest will sequester about 2.5tons of carbon annually

•Prevents or reduces soil erosion and water pollution

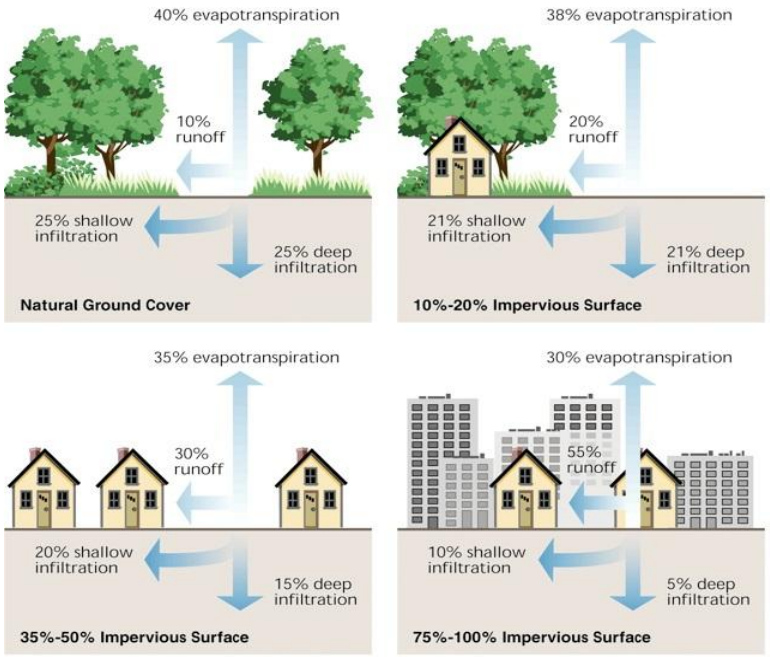
•Helps recharge groundwater and stream flow

•Shade from trees cools hot streets and parking lots, “cities are heat islands” that are 5-9 degrees hotter than surrounding areas

•Windbreaks around homes can be shields against wind and snow and reduce heating cost by as much as 30%

Solar Powered Parking Lamps

STORMWATER MANAGEMENT



8.

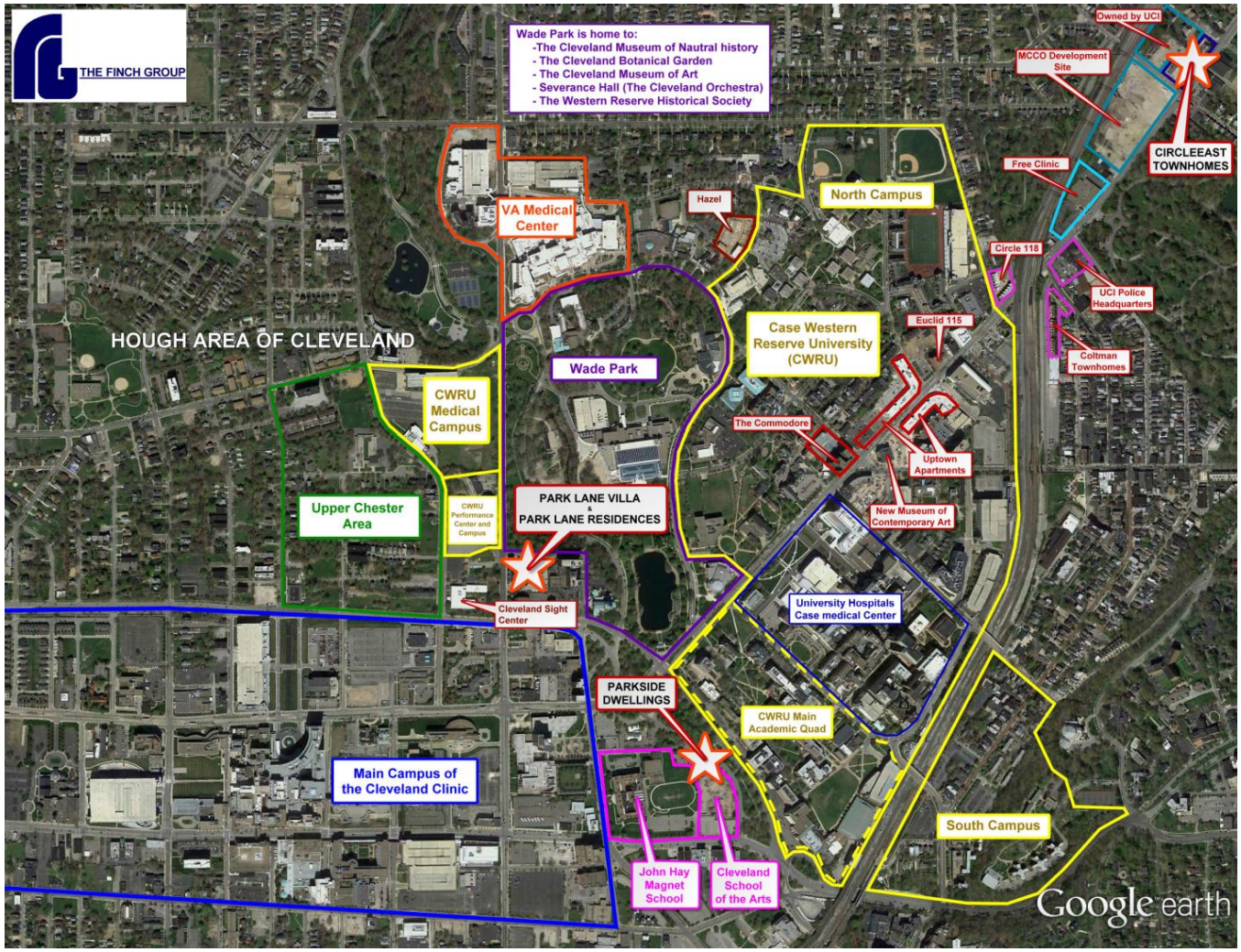
REDUCE STRESS ASSOCIATED WITH ECONOMIC INSECURITY

REDUCE STRESS ASSOCIATED WITH ECONOMIC INSECURITY

On site educational facilities

Proximity / Access to high, mid, and low paying employment opportunities

GREATER UNIVERSITY CIRCLE ASSETS



9.

IMPROVE SAFETY PREVENT / REDUCE CRIME & VIOLENCE THAT SUBSEQUENTLY IMPACTS CHRONIC STRESS

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Resident Police Initiative

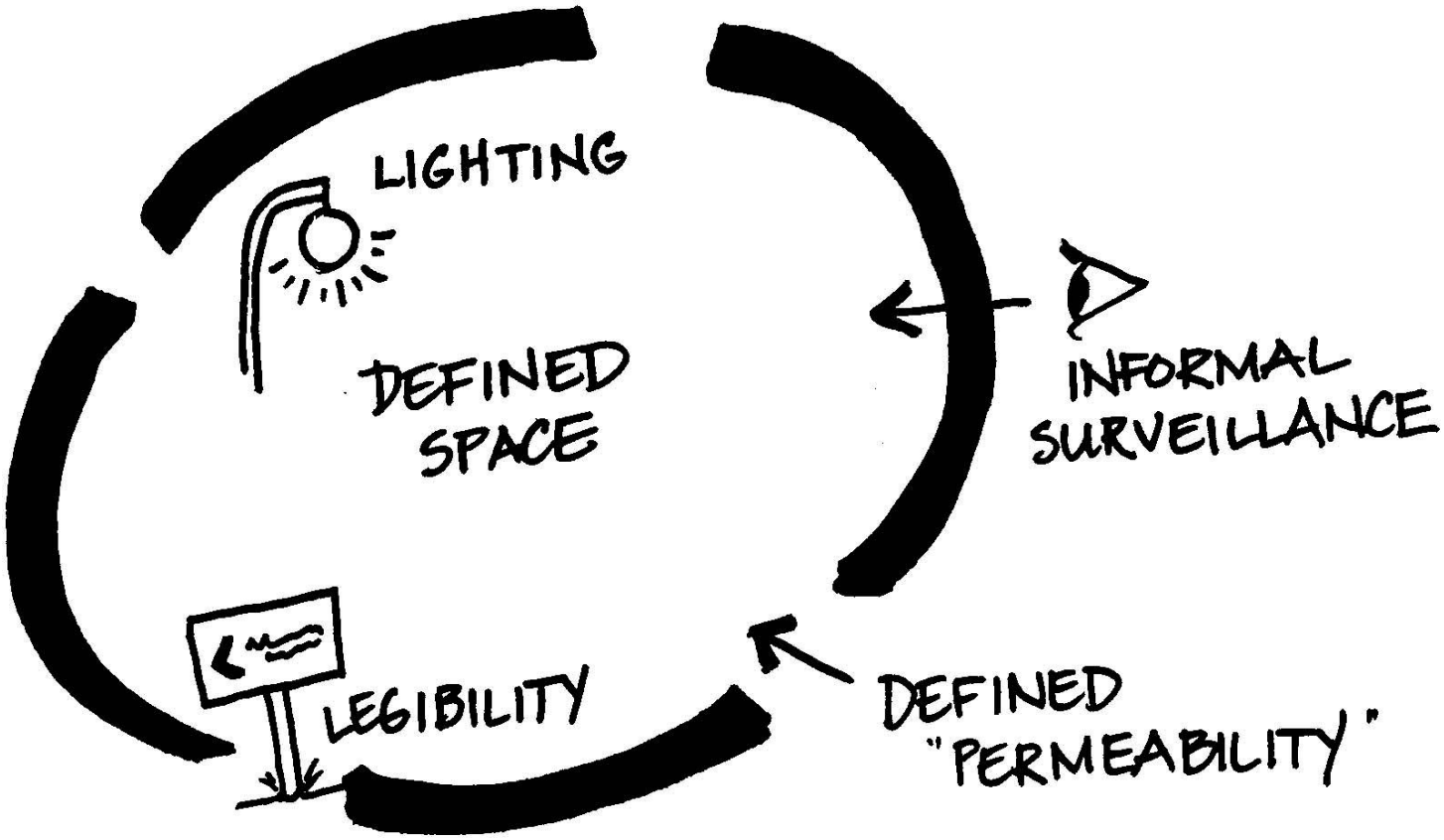
On site security cameras/ surveillance

Street & pedestrian level lighting

CPTED Principles

(natural surveillance, territorial reinforcement, natural access control)

CPTED PRINCIPLES



CPTED PRINCIPLES

COMMUNITY POLICE INITIATIVE

10.

CREATE SAFE AND ACTIVE OUTDOORS FOR EVERYONE

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Senior Friendly Community Design

Parks, libraries, community centers, places of worship, gyms, Internet cafes, ice cream stores, or neighborhood diners.

Small neighborhood parks, town squares, and plazas etc. great places to sit and read

SENIOR FRIENDLY COMMUNITY DESIGN

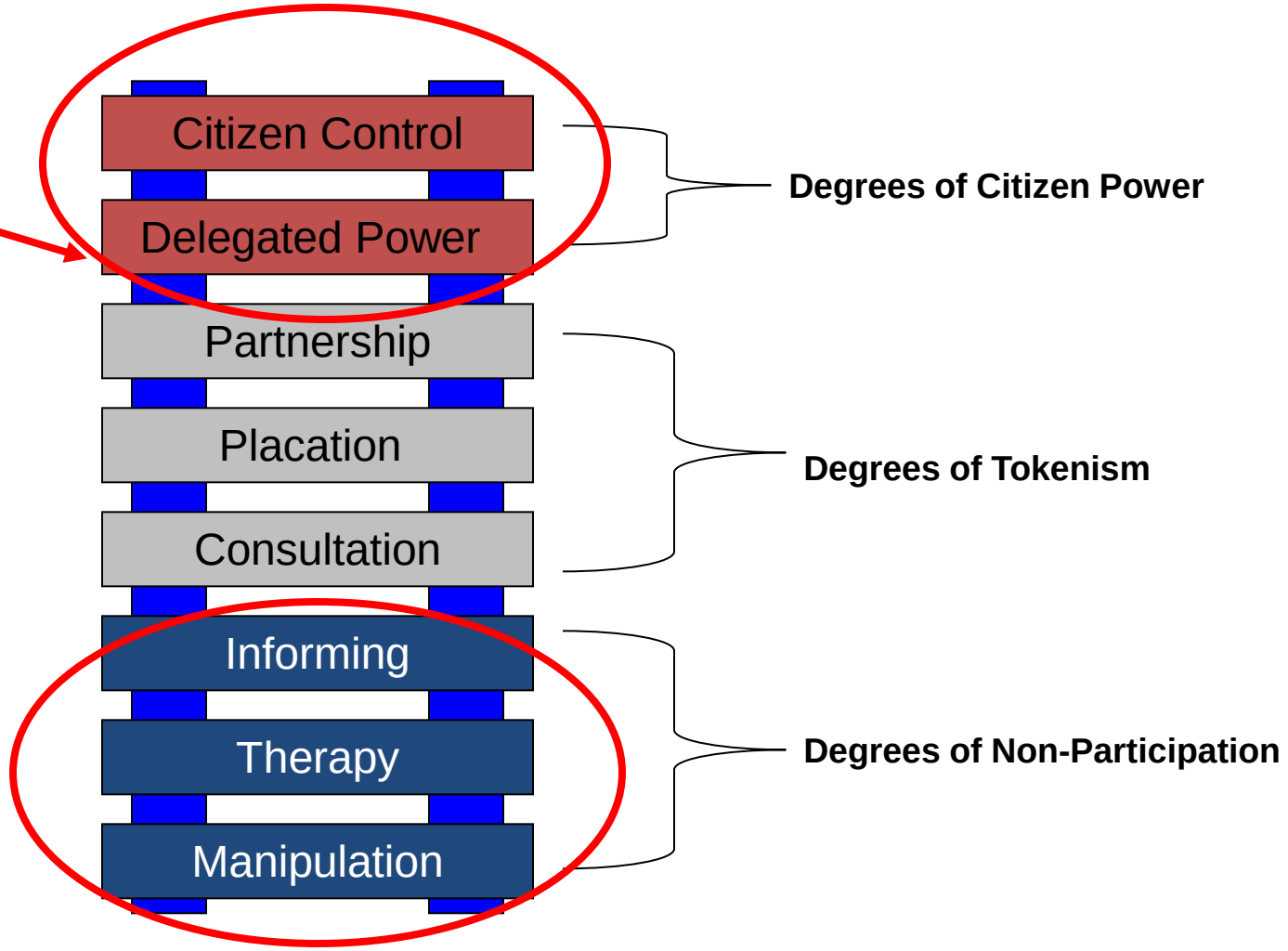
SENIOR FRIENDLY COMMUNITY DESIGN

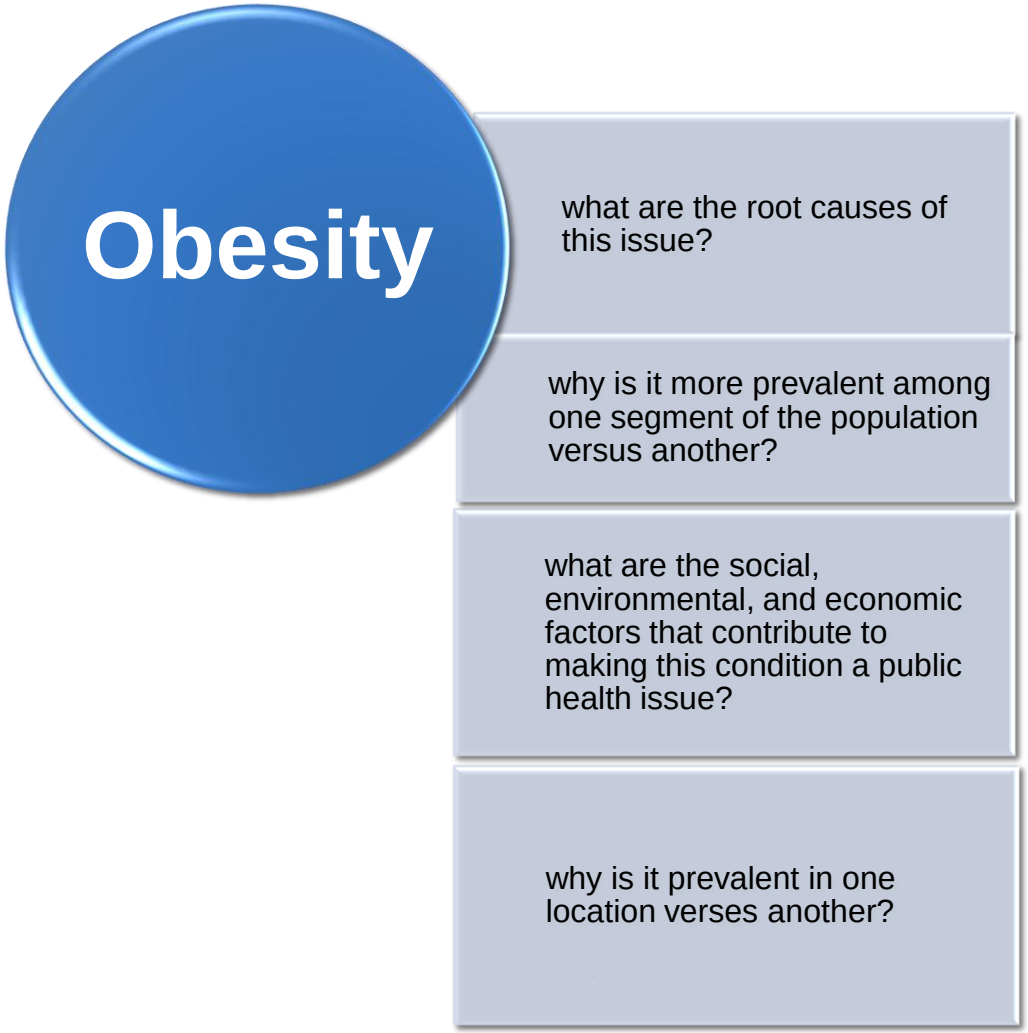
NEIGHBORHOOD OUTDOOR AMENITIES

Authentic engagement

The goal should be to get to the point of co-creation with the local neighborhood this should include new and existing residents.

Too often, the community is **informed** of its issues & needs, rather than **being asked** what those issues and needs are…




Obesity
what are the root causes of this issue?
why is it more prevalent among one segment of the population versus another?
what are the social, environmental, and economic factors that contribute to making this condition a public health issue?
why is it prevalent in one location verses another?

A Planning Approach for addressing Health Issues in Cleveland

Determine Condition	Where is the condition most prevalent	Identify and Understand The Social Determinant (root cause)	Identify the appropriate Intervention utilizing community level input	Assess the impact	Who is being impacted the most
Pre Condition What are the pre-existing health conditions prior to intervention ? (Obesity)	Determine if this condition is more prevalent in one location vs. another	**External (Place)** (social, environmental, & economic conditions) **Internal (People)** Personal behavior Genes	Bike paths, walkable neighborhoods, community gardens, recreation facilities, diet and exercise, changes in public policies , and strategic investments	**Post Condition** What are the post health conditions after the intervention?	Are there significant differences among segments of the population ?

Freddy Collier Jr.

E 93rd St
Chester Ave