



Planners4Health Cohort Three

October 27, 2017



Agenda Review

- Introductions
- Grant information
- Previous Plan4Health work
- Project overview
- What we learned
- Discuss questions
- Call to Action



Presentation

- Please ask questions when you have them.
- We want this to be a discussion.
- We will ask you questions!



let's talk



Who is in the Room?

- Planners
- Public Health
- Decision Makers
- Others





Introductions

Tom Baron, AICP
Associate Planner

Melissa Kraemer Badtke
Principal Planner





Existing Work



Project/Program	Health area	Impact
Safe Routes to School	Active Transportation	Built Environment, Systems, Policy
Transform WI	Active Communities	Built Environment, Systems, Policy
Regional Bicycle and Pedestrian Plan and Implementation	Active Transportation	Built Environment, Systems, Policy
College Avenue Corridor Study	Active Transportation, Transit	Built Environment, Systems, Policy
Healthy Wisconsin Leadership Institute (HWLI)	Facilitation, planning and knowledge building	Systems and policy
Transportation Health Tool workshop	Active Transportation	Knowledge
Planners4Health	All health	Systems and policy
Equity and Opportunity	All health	Built Environment, Systems, Policy
Policy and Education	All health	Built Environment, Systems, Policy



Health Awareness



Health area	Status
Food	Limited work <ul style="list-style-type: none">• Comprehensive Plans• Supporting communities
Air quality	Ongoing work <ul style="list-style-type: none">• Transportation planning
Water quality	Limited work <ul style="list-style-type: none">• Natural Resource planning
Policy	Upcoming work <ul style="list-style-type: none">• Comprehensive Plans• Community Health Improvement Plans• Transportation planning



Grant Overview



Grant Providers

Grant Administration

- American Planning Association and American Public Health Association.

Funding

- Supported by Centers for Disease Control and Prevention through National Implementation and Dissemination for Chronic Disease Prevention funding.



Grant Logistics

Funding

- Third round of funding.
- 28 states received funding.
- Wisconsin active in three rounds of grants.
- \$53,500 total funding for this grant period.

Administration

- APA-WI grant recipient.
- East Central staff managed the project.
- Task force comprised of planners, public health and education guided work.



Grant Intent

Objectives

- Connects communities across the country, funding work at the intersection of planning and public health.
- Become aware and connect with other professions.

Audience

- Planners and public health.



Previous Wisconsin Plan4Health work



Cohort One

Dane County, WI Active Living Index



Plan4Health: Measuring Active Living in Dane County, Wisconsin

"The only adults I see riding a bike through the neighborhood are people who don't live here. I can tell by their skin color and the type of bike they are riding."

Steve Meiers
City of Madison Engineering



SUMMARY

Plan4Health connects communities across the country, funding work at the intersection of planning and public health. Anchored by the American Planning Association (APA) and the American Public Health Association (APHA), Plan4Health supports creative partnerships to build sustainable, cross-sector coalitions. The Dane County Capital Region Healthy Communities (CRHC) initiative aims to increase opportunities for physical activity and access to nutritious food. Initiatives include working with local and state officials to incorporate health into planning, eliminate food deserts, and help neighborhoods

CHALLENGE

In 2014, the rate of physical inactivity in Dane County was 18 percent and the adult obesity rate was 22 percent; six percent of the population had diabetes. Analysis from the University of Wisconsin showed that block groups that were more walkable and closer to public transportation also had lower rates of chronic diseases. The CRHC initiative responded to these health and physical activity disparities by developing a comprehensive, locally specific index (Active Living Index –

ALI) to evaluate the extent to which a place is conducive to active living. Through an increased understanding of physical activity opportunities and healthy food access, the ALI empowers target communities in Dane County to identify and pursue changes to their environments. With this data-driven approach, Dane County has provided a roadmap for a similar index to be replicated at the local level across the state.

Success Stories

<http://nccd.cdc.gov/nccdsuccessstories/>



Cohort One

ArcGIS ▾ Active Living Index

Modify Map ⓘ Sign In

Details | Basemap |

Share | Print | Measure | Find address or place

About | Content | Legend

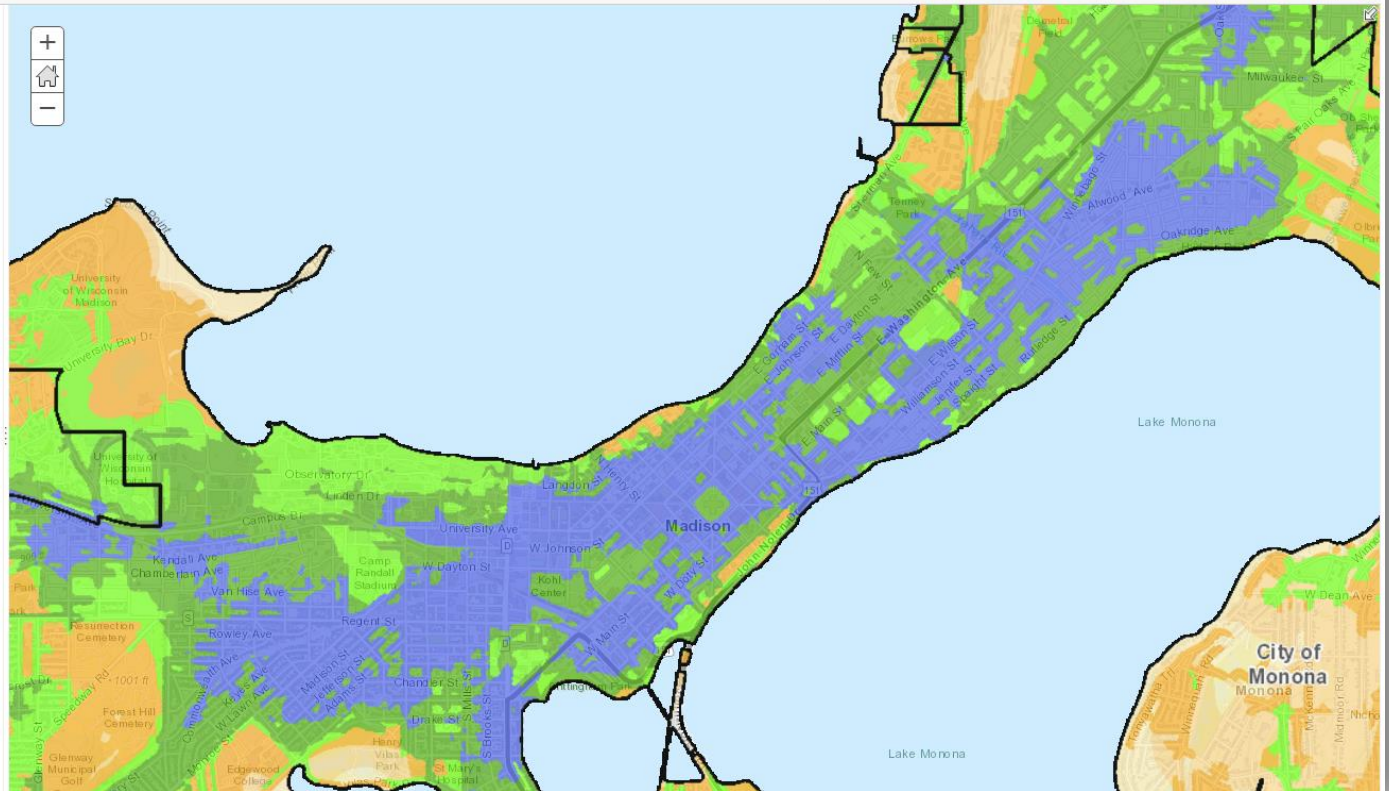
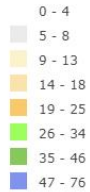
Legend

Active Living Score

Municipal Boundaries



Active Living Score





Cohort Two

Shawano County, WI Food Systems



THE F.R.E.S.H. PROJECT

FOOD • RESOURCES • EDUCATION • SECURITY • HEALTH

Plan4Health: The F.R.E.S.H. Project

SUMMARY

Plan4Health connects communities across the country, funding work at the intersection of planning and public health. Anchored by American Planning Association (APA) chapters and American Public Health Association (APHA) affiliates, Plan4Health supports creative partnerships to build sustainable, cross-sector coalitions. The Food-Resources-Education-Security-Health Project (F.R.E.S.H.) aims to work with County government, Native American Tribes and community organizations in east central Wisconsin to improve access to local, fresh food.



CHALLENGE

The Menominee and Shawano area has a combined population of 46,000, with mostly Caucasian and Native American residents. These communities rank poorly in health outcomes, with Menominee and Shawano Counties ranking 72nd and 47th out of 72 counties, respectively. Unemployment is high and median incomes are below the state average; 11.5 percent to 31.4 percent of residents are living in poverty. Menominee County's childhood

poverty rate is 59 percent. Diabetes and coronary heart disease rates are elevated, and obesity rates in both counties are higher than state and national averages. Significant portions of both counties are considered food deserts. Only three Shawano County municipalities have full service grocery stores and Menominee County has only one. Agriculture accounts for a large percentage of economic activity, but only 95 of the 1,200 farms in the area sell local products directly to customers.

YOUR INVOLVEMENT IS KEY

If you would like to join the movement for a more sustainable and accessible food system in our region, contact the F.R.E.S.H. Project at the email or phone number listed below. To learn more, check out the Project's website (www.plan4health.us), where you can also find out information about all the coalitions participating in Plan4Health. Join the national conversation at the intersection of planning and public health on social media by using and following #plan4health.

"It's about a healthier lifestyle for all of us regardless of what color we are."

— Lawrence L. Walker, Jr.,
F.R.E.S.H. Project Core Team
Member, Community Health
Representative, Ho-Chunk
Nation



Cohort Two

- Shawano and Menominee area has a combined population of 46,000 residents.
- Shawano County 47 out of 72 in health outcomes (County Health Rankings).
- Menominee County 72 out of 72 in health outcomes (County Health Rankings).
- 1,200 farms in project area. Only 95 sell locally.



Planners4Health



Project Timeline

- Fall 2016
 - Application
- Winter 2016/2017
 - Notified of award
 - Started work
- Spring 2017
 - Work on two major deliverables
- Fall 2017
 - Final report





Deliverables

Two major deliverables as requested by grant provider;

- Round Table event.
- Assessment of health in planning activities in Wisconsin.





Inviting
**PLANNERS, PUBLIC HEALTH
AND ECONOMIC
DEVELOPMENT
PROFESSIONALS**
to join APA-WI to learn about
**partnerships, processes and
policies that improve the health
of our communities**

GOODMAN COMMUNITY
CENTER
149 Waubesa Street
Madison, WI 53704

9:00 am - 3:00 pm
Tuesday, June 20, 2017

For more information please
contact:

Tom Baron, AICP
East Central WI RPC
tbaron@ecwrpc.org
920-751-4770 x 6823

**There is no fee to attend and lunch will be
provided.**

Register Now!
<https://tinyurl.com/planners4health>



PLAN4Health
An American Planning Association Project

AN4Health
An American Planning Association Project



Round Table

Round Table event

- Focus on partnerships between planning, public health and economic development.
- Workshops on partnerships, processes and policies.





Assessment Intent

Assessment of health in planning activities in Wisconsin

- Research and build inventory of recent assessment work.
- Identify gaps.
- Visually display assessments.



Assessment Outcome

- Surveys and other assessments were already available.
- Concern about survey fatigue.
- Collected available data.
- Contracted with Applied Population Lab.
- Online portal complete by end of 2017.

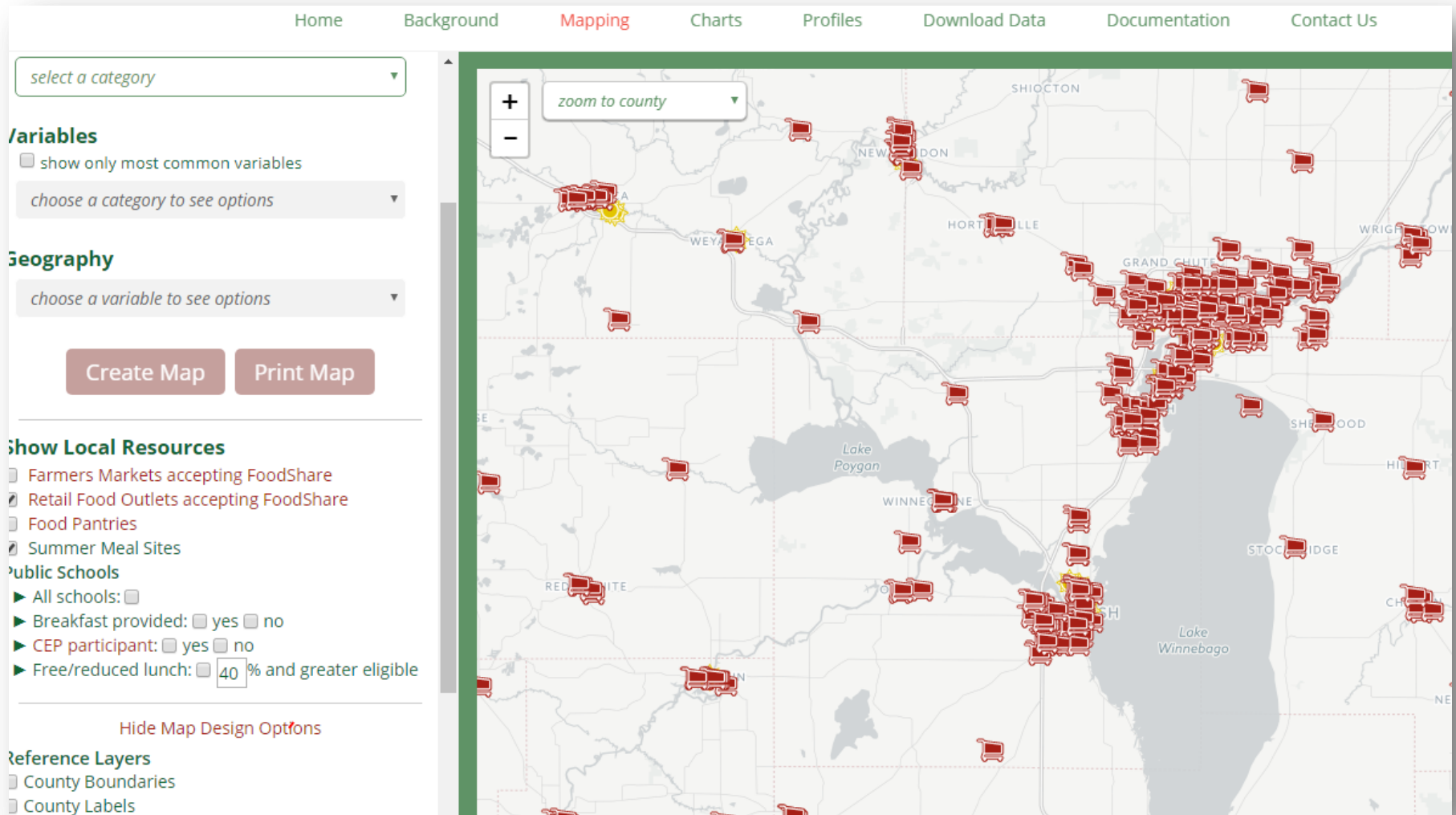


Assessment Outcome

- Custom website hosted on Applied Population Lab website.
- Searchable, publically accessible directory.
- Map displaying pins for each record.
- List of cards displaying information for pins.
- Ability to update as needed with background database.



Assessment Outcome





Assessment Outcome

Bonus Round

- Health in Planning tools database.
- Intent is to summarize tools for health in planning work.
- Central location for tools that are located in multiple locations.
- You should not have to start from scratch!!!
- www.ecwrpc.org/programs/health-in-planning/



ECWRPC

Built
vision
region

Serving Calumet, Fond du Lac, Menominee, Outagamie, Shawano, Waupaca, Waushara

About ECWRPC ▾

Planning Programs ▾

Documents & Publications

Other Resources ▾

Public Notices

you are here: [home](#) » [planning programs](#) » health in planning

Health in Planning

The intent of the Health in Planning program is to improve health and health equity in the East Central Region by incorporating considerations of potential health impacts into community planning efforts and future development decision making at the regional, county, and local levels.

Health and Planning Tools

[Active Community Environments Wisconsin Resource Kit](#) – A neighborhood, city, or county that explores opportunities to enable physical activity in the daily routine of its residents. It does this by designing the built environment, safety, and accessibility for ALL people, resulting in opportunities that improve health.

[American Planning Association \(APA\) – Drinking Water in Public Places](#) – APA outlines strategies to promote access to drinking water as an essential step towards ensuring healthy, livable communities.

[American Planning Association \(APA\) – Healthy Plan Making](#) – Guide to integrating health into the comprehensive planning process

[American Planning Association \(APA\) – Healthy Planning](#) – The report shows which public health topics have been included the most and which topics receive the least

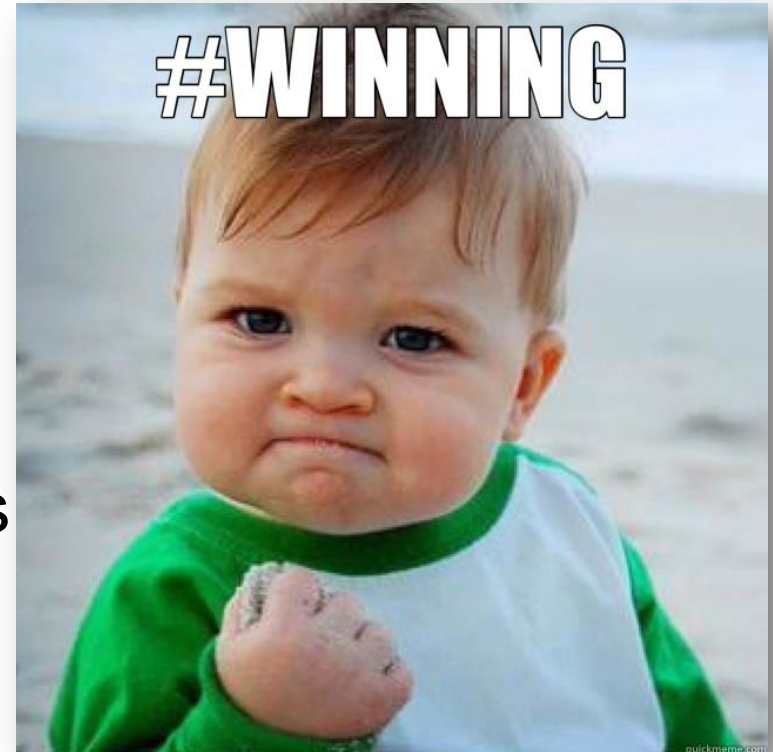
health
Initiation Project



What we learned

Wins

- Learning from other areas of the country (secret is that we are all facing similar issues)
- Taskforce
 - Strengthened relationships
 - Awareness of organizations and programs
 - Diversity of backgrounds





What we learned

Challenges

- Bi-weekly calls kept us on track but needed more in-person meetings.
- Health in planning work is difficult!
- Moving the needle on this work takes a long time.





What we learned

Promote Healthy Communities Joint Call to Action



PARTNERING TO IMPLEMENT THE JOINT CALL TO ACTION

The organizations involved in this Joint Call to Action represent many, but not all, of the individual practitioners who contribute to creating healthy communities. We encourage our members to partner with members of other organizations to facilitate the creation of healthier environments and to make health a primary consideration in land use, design, and development practice.

For members of the American Institute of Architects, American Planning Association, American Public Health Association, American Society of Civil Engineers, American Society of Landscape Architects, National Recreation and Park Association, U.S. Green Building Council, and Urban Land Institute.

THE IMPERATIVE FOR HEALTHIER PLACES

Where we live, work, and play has a major role in shaping our health. Rates of chronic diseases attributable to the design of the built environment—including obesity, diabetes, heart disease, and asthma—are on the rise. The built environment also has direct and indirect impacts on mental health, including depression and anxiety. This is true for everyone, but is felt even more among vulnerable populations, who are less likely to have access to nutritious, affordable food and opportunities for physical activity and are more likely to be exposed to environmental pollutants and circumstances that increase stress.

Addressing growing health challenges and inequities requires new partnerships and collaboration between built environment and public health practitioners, and a health-focused approach to landscapes, buildings, and infrastructure. As signatory organizations to this Joint Call to Action, we encourage our combined 450,000 individual members to embrace collaboration across professions to promote healthier, more equitable communities. When professionals in the fields of the built environment and public health work together, we multiply our potential to improve health.

We, the signatory organizations, challenge our members—comprising architects, urban planners, landscape architects, developers, engineers, and professionals from public health, parks, and green building—to do the following:

BUILD RELATIONSHIPS: CREATE AND FOSTER PARTNERSHIPS THAT ADVANCE HEALTH

- Establish integrated project development teams that include partners from the Joint Call to Action signatory organizations to focus on health.
- Engage with community members, form coalitions, and collaborate with organizations to understand health challenges and devise strategies to address them.
- Engage with government officials at the local, regional, state, and federal levels to encourage policy makers to prioritize community health and reduction of chronic disease through investments in the built environment.
- Seek opportunities to build relationships through events and continuing education sessions hosted by the signatory organizations and other professional organizations.

ESTABLISH HEALTH GOALS: BUILD AN UNDERSTANDING OF HEALTH DATA AND ESTABLISH MEASURABLE HEALTH OBJECTIVES FOR PLANS AND PROJECTS

- Use health evidence and community input to understand public health challenges and opportunities.
- Anticipate the short- and long-term impacts of decisions regarding the built environment on the health of residents, visitors, and the community at large by establishing improved health as a primary project or plan goal.
- Establish metrics for health and well-being concurrently with other project goals and measure health impacts and outcomes after projects are completed.
- Devise strategies to improve health during the entire life cycle of project planning, design, construction, operations and maintenance, and programming through cross-disciplinary project teams.

IMPLEMENT STRATEGIES TO IMPROVE HEALTH: ADVANCE POLICIES, PROGRAMS, AND SYSTEMS THAT PROMOTE COMMUNITY HEALTH, WELL-BEING, AND EQUITY

- Advocate for and adopt voluntary codes, policies, and guidelines that promote physical and mental health for people of all ages, abilities, and incomes.
- Implement planning and development solutions that improve opportunities for physical activity, access to healthy food, healthy indoor and outdoor environments, and social connectedness.
- Establish internal organizational policies that promote health within workforces, including worksite safety and workplace wellness programs.
- Work with your national organization to integrate health into certification programs and industry standards for the design and operation of buildings and communities.

SHARE EXPERTISE: COMMUNICATE THE IMPORTANCE OF HEALTH

- Share stories about successful health-promotion efforts and emphasize health as part of project marketing campaigns.
- Articulate opportunities to improve health and social equity as it relates to your profession when engaging with colleagues, clients, and the public.
- Participate in and collaborate on public awareness and education campaigns to promote healthy communities, including campaigns related to sustainability and community resilience.
- Join local advisory boards and nonprofit organizations to support efforts to build or establish health-promoting civic investments, including those in parks, schools, and libraries.



The American
Institute
of Architects



American Planning Association
Making Great Communities Happen



AMERICAN PUBLIC HEALTH ASSOCIATION
Be science for action. Be health.



AMERICAN SOCIETY OF CIVIL ENGINEERS



AMERICAN SOCIETY OF
LANDSCAPE
ARCHITECTS



NATIONAL RECREATION
AND PARK ASSOCIATION



Urban Land
Institute

PROMOTE HEALTHY COMMUNITIES JOINT CALL TO ACTION

PLAN4Health
An American Planning Association Project



Discussion Questions





Discussion Questions

Intent

- Learn from others.
- Hear about other's experiences.
- There is almost always more than one answer.
- Realize the world is your resource.



Lightning Round





Lightning Round

1. Have you met or worked with local public health staff?
2. What does the acronym CHIP mean?
3. Have you been involved in a CHIP process?
4. What was a public health reason for developing zoning in the United States?



Discussion

1. How do you define health?
2. Is your community healthy?
3. How do jobs, housing and transportation impact health?
4. What can planners do to increase the health of their communities (systems, policies, environment)?





Key Takeaways

Three takeaways

- The new approach to advancing health in planning is the basic approach.
Communication!!!
- National Joint Call to Action will help communicate including health in all areas.
- This work can be extremely challenging but you need to hang in there and think long-term.



Call to Action

- Review the Joint Call to Action handout. Could your organization adopt a similar statement?
- Think about the health resources you have in your community.
- Realize the strengths you have as a planner (knowledge of processes, GIS, data, etc.)
- Look online for health resources and tools.
- Keep an eye out for the online portal official release. We will share it with APA-WI members.



Questions





Thank you!!!





Contact Information

Tom Baron, AICP

Associate Planner

tbaron@ecwrpc.org

Melissa Kraemer Badtke

Principal Planner

mbadtke@ecwrpc.org

