

# Planning, Health, and Economic Development (and Equity) – A Minnesota Perspective

Jill Chamberlain, Blue Cross and Blue Shield of Minnesota

Eric Weiss, APA-MN and City of Shakopee

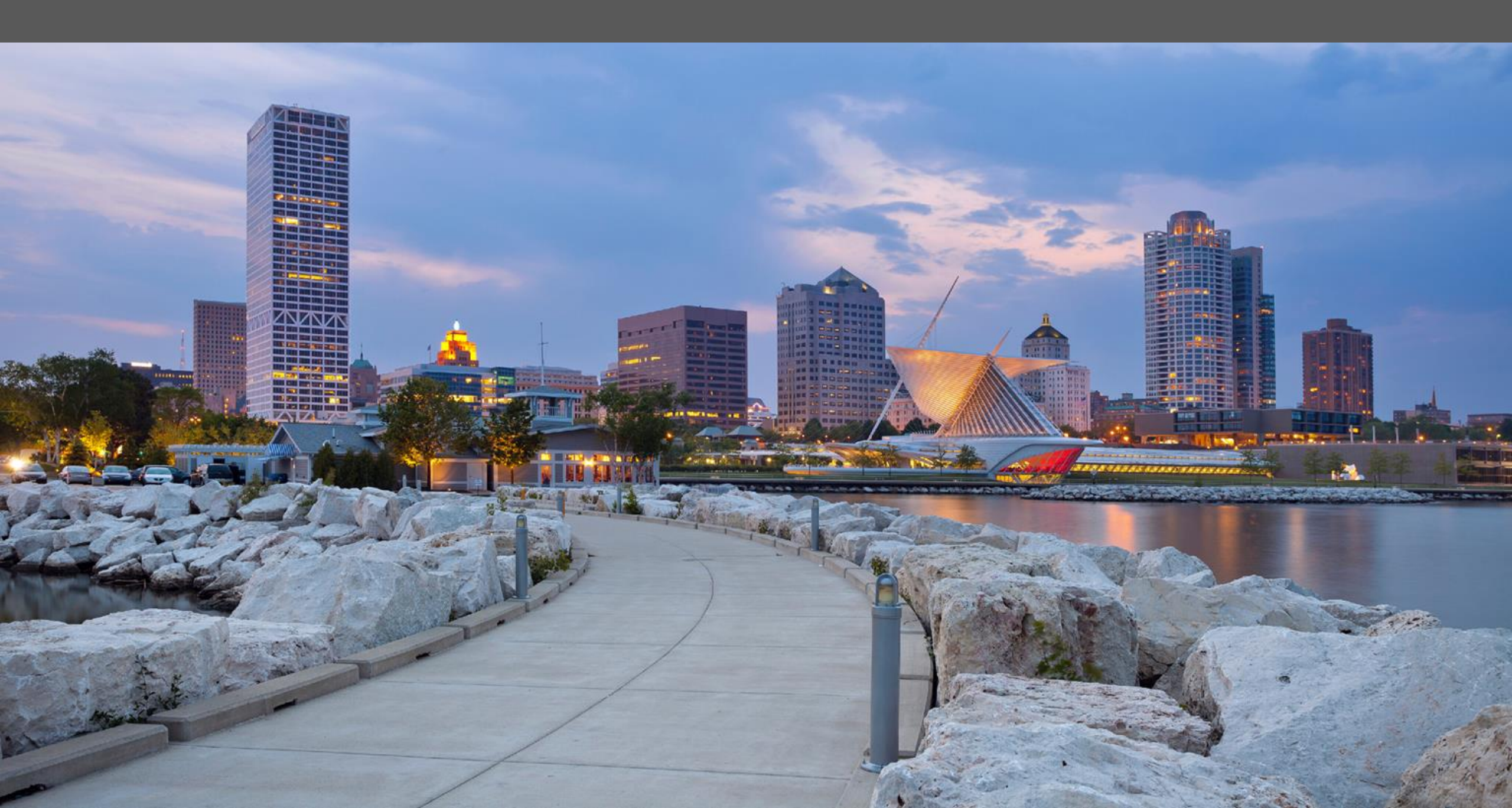
# Overview

1. Share lessons learned
2. Inspire to action
3. Encourage to persist



# Eric Weiss, AICP


- Long-range senior planner, City of Shakopee, MN
- Vice President of APA-MN
- Co-chair of “Planning for People,” Minnesota’s Planners4Health initiative
- Previously community health planner at Blue Cross and Blue Shield MN





WinCraft Made in the U.S.A.





**2455 N. 55<sup>th</sup> Street  
Milwaukee, WI 53210**



You could live your entire life on North Avenue



5963 W North Ave  
Milwaukee, Wisconsin

Street View - Aug 2011



Google

Image captured Aug 2011 © 2017 Google Terms Report a problem

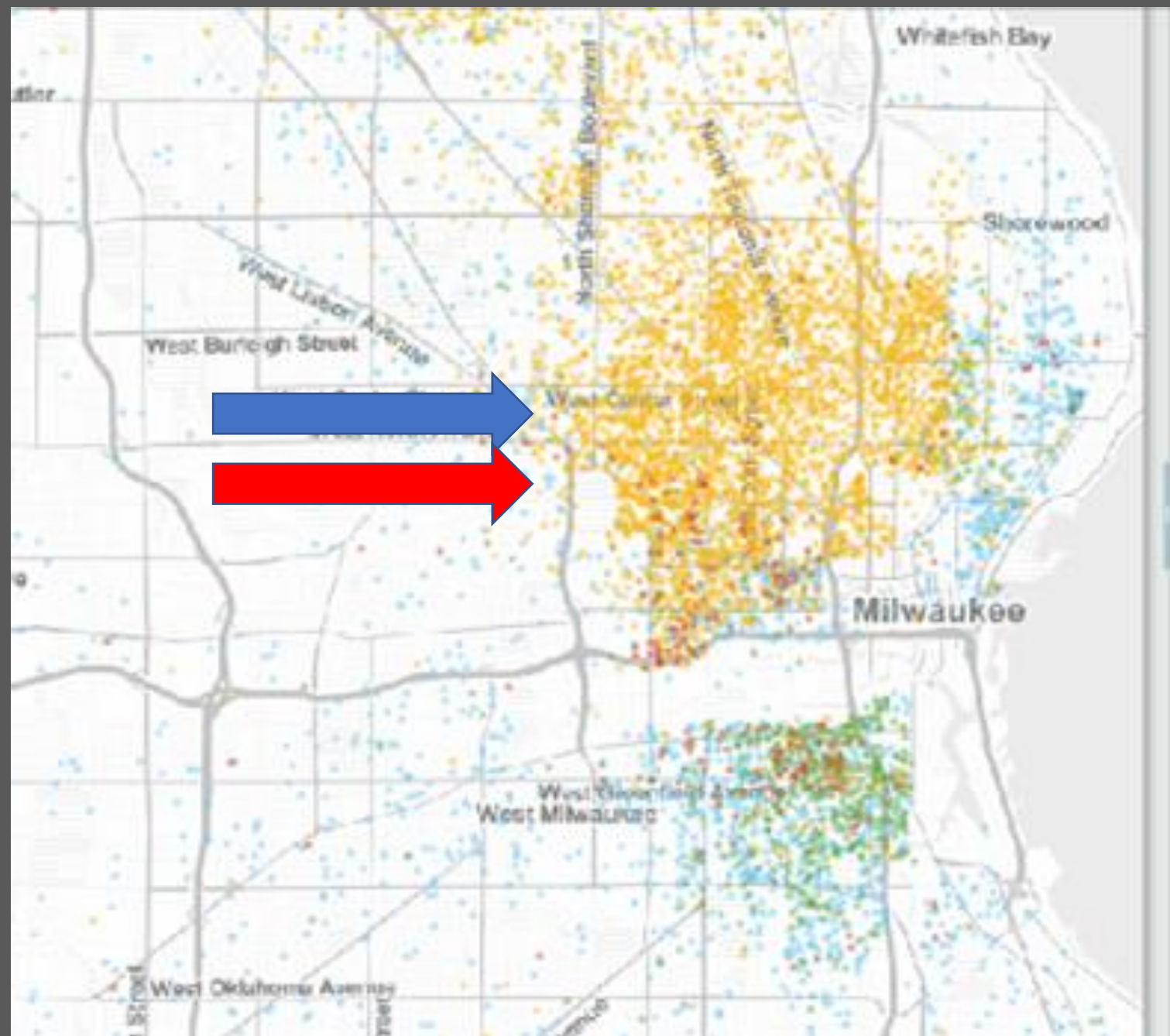
6802 W North Ave  
Wauwatosa, Wisconsin

Street View - Nov 2016



Google





1995	Eric	Marcus
<b>School</b>	St. Sebastian's	St. Leo's
<b>Age</b>	11 years	9 years
<b>Student</b>	Above average	Above average
<b>Personality</b>	Reserved	Out-going
<b>Race</b>	White	Black
<b>Raised by</b>	Single Mom	Single Mom
<b>Income</b>	Low	Low
<b>Residence in 1995</b>	Washington Heights	Uptown
<b>Favorite Park</b>	Neeskara Playground	Wright Street Playground

Suspect held in boy's killing: A 20-year-old man, who had eluded an arrest warrant on an earlier charge for more than a year, turned himself in to police Monday in the fatal shooting of 9-year-old Marcus DeBack on a playground.

— Journal Sentinel, May 30, 1995



**"I don't even want to go past there. I don't even want my child's name associated with that, because this is not a reflection of what he symbolized."**

"It's something I'm more than happy to say has my child's name behind it."



Why did you choose  
your profession?

Lesson #1. Remind yourself daily  
why you do the job you do.

Think about some of the  
best days at your job.

What is it about those days  
that you love so much?

# Eric's Best Day at Work

Lesson #2. Plan for your best days, not your worst.

What's it like to go on  
a first date?

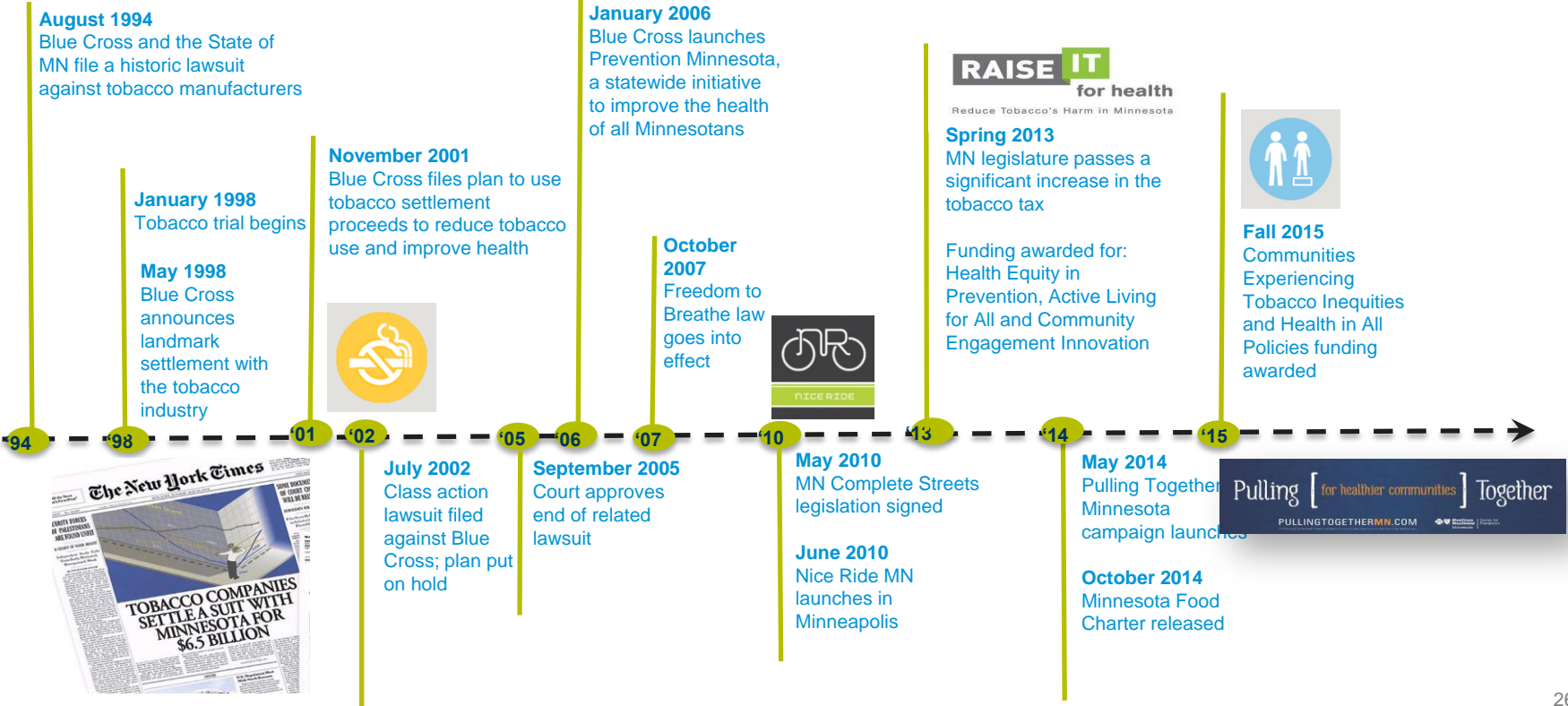
Lesson #3. “Dating” can be painful, but the payoff can be life-changing.

# Jill Chamberlain

- Senior health improvement program manager, Center for Prevention at Blue Cross and Blue Shield of Minnesota
- Organizer for MN SRTS Network
- Developed statewide program to support active living initiatives
- Developed training to support leadership and capacity development
- Active in neighborhood politics

MY BEST DAY AT WORK...

# CENTER FOR PREVENTION OUR HISTORY

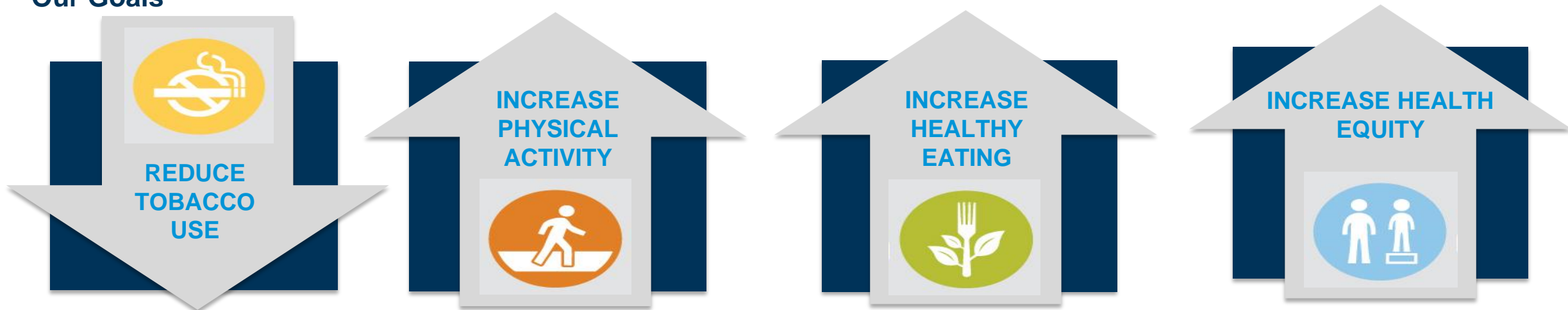


# OUR VALUES AND GOALS

## Our Values

- **Engagement:** We collaborate with others to achieve sustainable change.
- **Creativity:** We apply ingenuity and imagination to our work.
- **Accountability:** We take responsibility for our actions and decisions.
- **Equity:** We advocate for the health of all Minnesotans.

## Our Goals



# CREATING CHANGE: CENTER'S ROLES

## INNOVATE

- Explore new approaches
- Build on best and promising practices

## ADVOCATE

- Build awareness and support
- Shape/shift public perceptions
- Share learnings and successes

## INFLUENCE

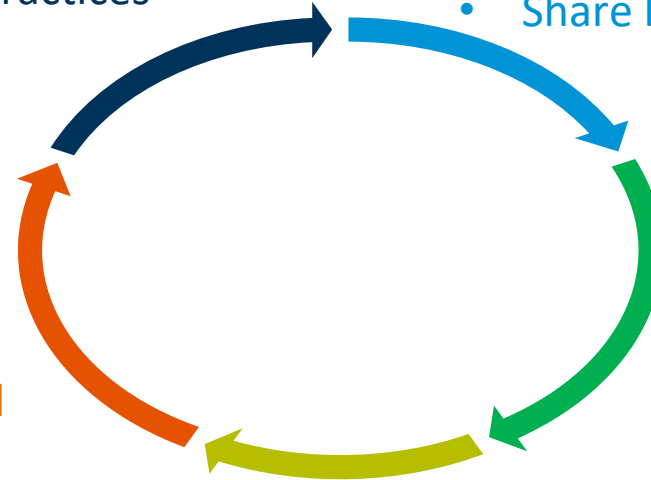
- Influence the priorities and investments of our organization and other organizations

## INVEST

- Fund initiatives
- Provide technical assistance
- Support leadership and capacity development
- Evaluate work

## CONNECT

- Build networks of support
- Connect stakeholders to build power and catalyze action



# CURRENT PRIORITIES: STATEWIDE IMPACT AND POLICY



## **Minnesotans for a Smoke-free Generation:**

- Coalition priorities: regulating menthol and other flavored products, raising the age at which people can purchase tobacco to 21, ensuring the price of tobacco remains high and securing long-term funding for tobacco control.

## **Minnesotans for Healthy Kids Coalition:**

- Coalition priorities: state and federal policies that promote healthy eating and increase physical activity among Minnesota's children.
- Current effort: Good Food Access Fund seeking \$10 million to increase access of healthy and affordable food.

## **MN Healthy Eating Network:**

- Outgrowth of the Minnesota Food Charter, exploring new and innovative approaches to increase access to healthy food
- Includes members such as the Department of Health, Department of Agriculture, Department of Human Services and Minnesota Extension

# CURRENT PRIORITIES: STATEWIDE IMPACT AND POLICY



## **Transportation Forward:**

- Our interest: ensuring active and equitable transportation options remain part of the conversation and a focus of all future transportation-related bills.

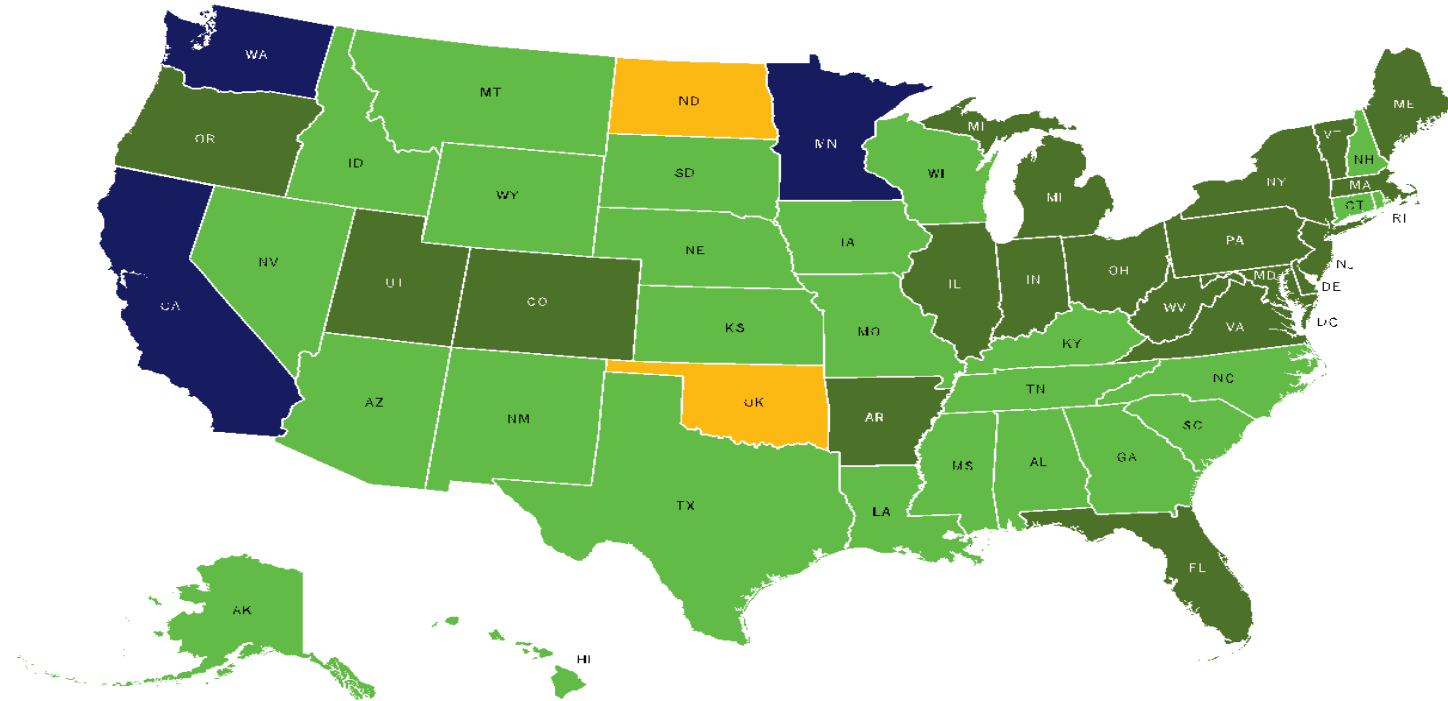
## **SHIP Coalition**

- Advocating to preserve \$35 million per biennium for Statewide Health Improvement Program.

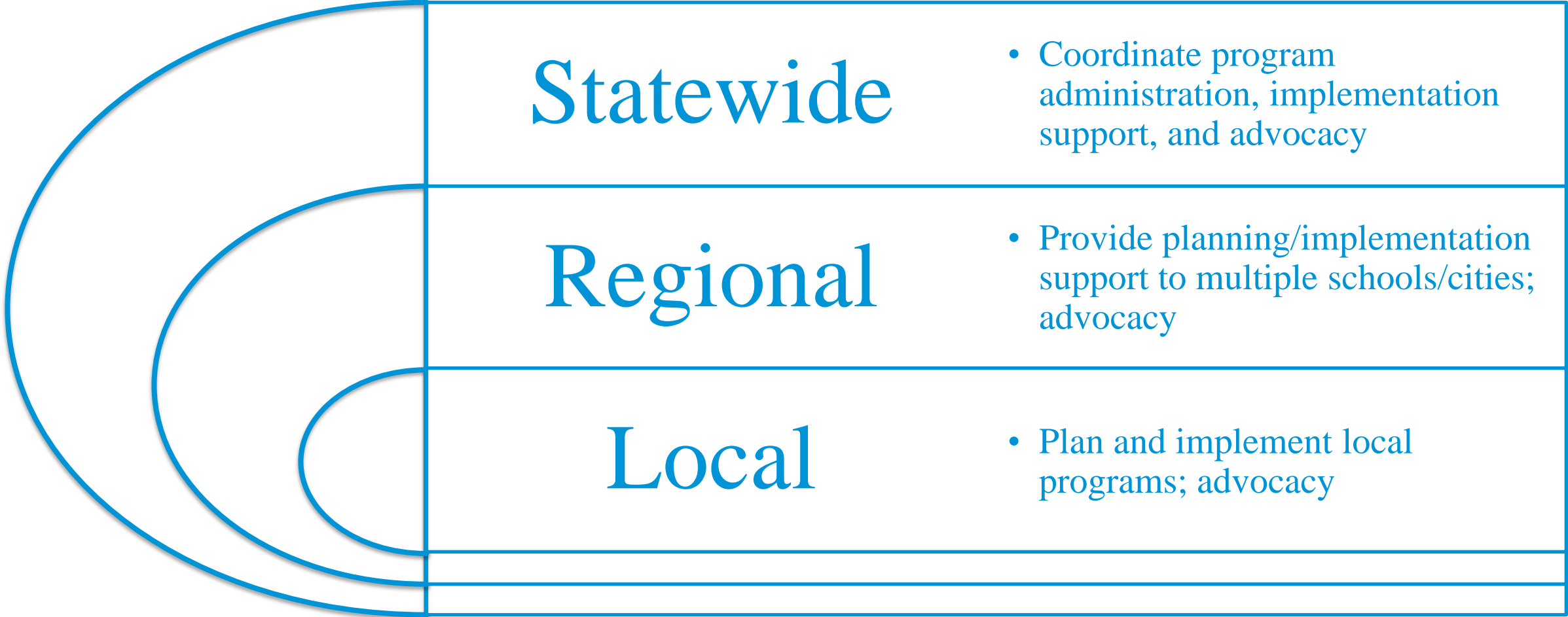
## **Health in All Policies**

- Supporting government entities and others outside the health care sector in putting health and equity at the center of decision making

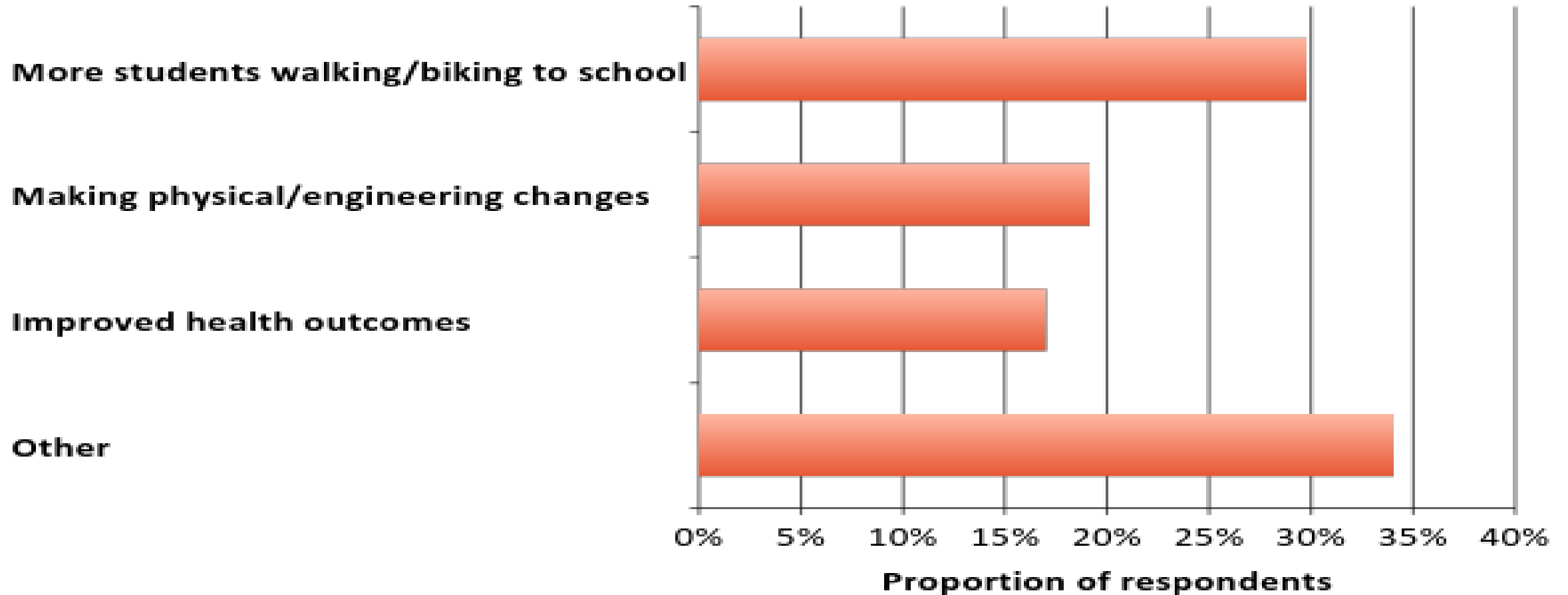
# SRTS IN MINNESOTA



# LEVELS OF PARTNERSHIP



# WHAT IS THE MOST IMPORTANT OUTCOME



# ENGAGED AND COMMITTED MEMBERS



# PROCESS – CLOSE RELATIONSHIPS



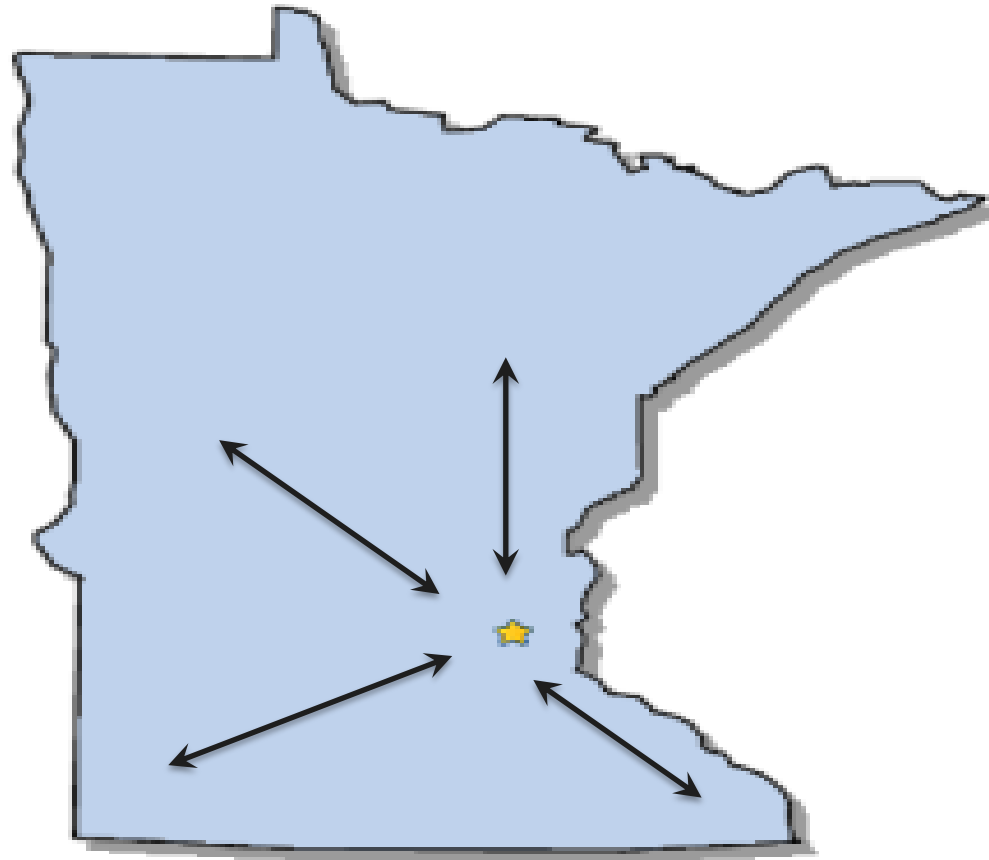
*“I think what really worked for us is we all played to our strength and capacity. So I had the time and capacity and expertise to lead on some of the coalition formation and some of the legislative lobbying efforts. The [non-profit] had tremendous local networks that we were able to draw on and pull in, not to mention their expertise in the area of Safe Routes to School. And then [other non-profit] brought their research angle and their ability to help us create these materials to bring to the Capitol.”*

*(Participant 10, Lead Non-Profit)*

*“I think what the SHIP funds have done, is they’ve provided a level of capacity to communities to apply for funds that they might not have had the capacity to apply for previously. So, you know, schools are stretched pretty thin...In some communities, local public health was able to say, ‘Well, we can help you with this part, the travel plan, we’ll help get funds.’”*

*(Participant 11, Lead State Agency)*

# PROCESS – KNOWLEDGE SHARING





## THE MINNESOTA SAFE ROUTES TO SCHOOL NETWORK...

...is approximately 180 dedicated professionals from organizations and agencies that are advancing Safe Routes to School (SRTS) in Minnesota...

...that builds skills in Minnesota communities to successfully implement SRTS, supporting partnerships between state and local agencies, municipalities, and advocacy organizations, and advocating for policy changes to support walking and bicycling to schools and improvements to the built environment...



...and makes Minnesota a state where all students, no matter their race, ethnicity, income level, age, ability, or geographic location, can walk and bicycle on routes that are safe, comfortable and convenient...

...because to be able to walk and bike safely makes health, learning, communities, and independence better for all of us.



## THE MINNESOTA SAFE ROUTES TO SCHOOL NETWORK...

### NETWORK

Blue Cross and Blue Shield of Minnesota  
Center for Prevention

Members comprised of local professionals  
in public health, transportation and land use  
planning, school staff and administrators,  
and advocates

Minnesota Department of Transportation

### ROLES

- Leads Minnesota SRTS Network.
  - Connects local practitioners to resources.
  - Links issues and ideas among local initiatives and Healthy Kids Coalition.
  - Listens to ideas and questions from Network members.
- 
- Provide advice and share resources during Network calls.
  - Elevate emerging issues and topics of interest to support their efforts.
- 
- Administers state SRTS program.
  - Provides resources to create safer and more accessible environments for people to walk and bike through planning, education, enforcement, and encouragement initiatives.
  - Participates in every Minnesota SRTS Network call providing either program updates or resources to support implementation.



## THE MINNESOTA SAFE ROUTES TO SCHOOL NETWORK...

Minnesota Department of Health –  
Statewide Health Improvement Partnership

- Supports local public health departments to advance healthy community initiatives like SRTS.
- Integrates SRTS into strategies to improve the health of every student in the state.

American Heart Association/Healthy Kids  
Coalition

- Leads Minnesota Healthy Kids Coalition and advocates for SRTS resources.
- Provides updates about state policy agenda and solicits input from the Network regarding policy priorities.

Bicycle Alliance of Minnesota

- Champions bicycle education and advocacy statewide and collaborates with the Healthy Kids Coalition on SRTS policy goals.
- Leads the training and implementation of Walk! Bike! Fun! Curriculum for children ages five to thirteen to learn traffic rules and regulations, the potential hazards to traveling, and handling skills needed to bike and walk effectively, appropriately and safely through their community.
- Convenes MN Bicycle Advocates and MN Bicycle Educators groups.

To join the Minnesota Safe Routes to School Network,  
email [center.communications@bluecrossmn.com](mailto:center.communications@bluecrossmn.com)

## The right people

- Passionate & committed
- Collaborative
- Multi-sector skills & expertise

## In the right jobs

- Organizational roles, resources/capacity

## With a clearly defined, achievable objective

- Implement programs in more communities so more kids walk/bike

And effective leadership, capacity building, and communication processes

# ACTIVE LIVING DOUGLAS COUNTY ALEXANDRIA, MN

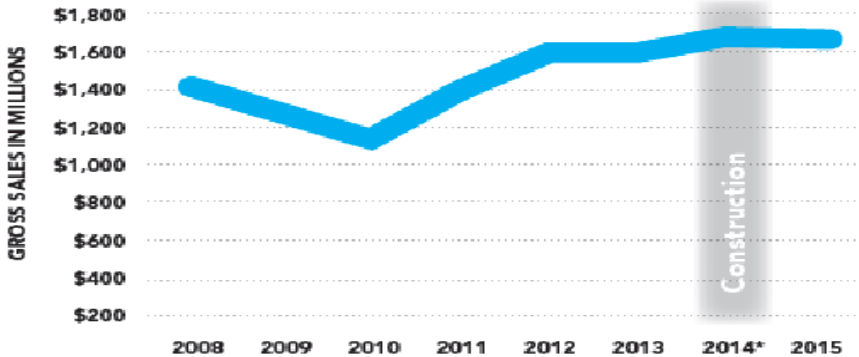




## BUSINESS TRENDS

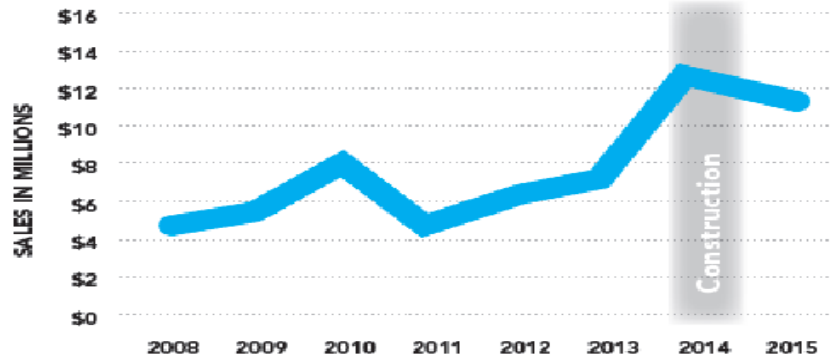
Businesses along Broadway felt a range of impacts due to the redesign, but more businesses saw an increase in revenue post-construction than a decrease. Overall, Broadway business owners felt the redesign was more beneficial for the local economy than their businesses. Gross sales in Alexandria exceeded those of similar communities, even during the Broadway Street redesign. Upon completion of the redesign, Alexandria saw a sizable uptick in accommodations sales.\*

### GROSS SALES



Gray bar indicates construction period (all charts)

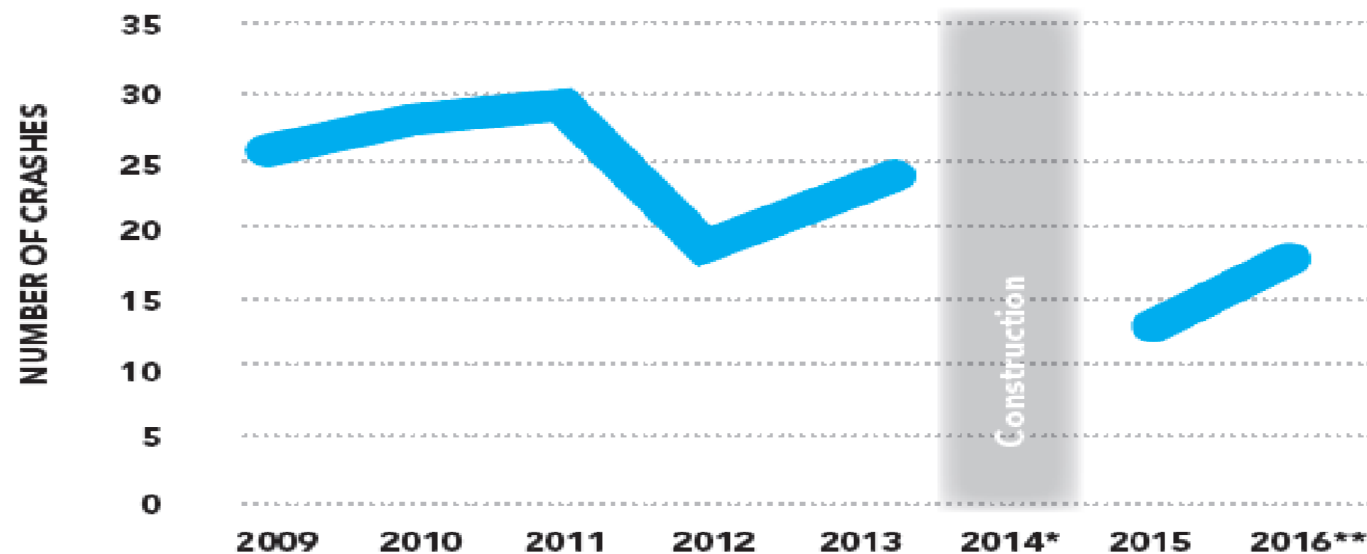
### TAXABLE SALES: ACCOMMODATIONS



\*Accommodations include bed and breakfasts, hotels, motels, resorts, vacation home rentals and other lodging facilities

## TRAFFIC SAFETY

The number of crashes along Broadway Street was cut in half from 2013, the year prior to construction, to 2015, the year following construction.



\*No data during construction \*\*January through November 2016 data available

# LESSONS LEARNED

“

I really think the City did put their hand out to try to minimize the impact to the businesses down here as much as possible through the construction.

”



# CREATING CHANGE: CENTER'S ROLES

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## INFLUENCE

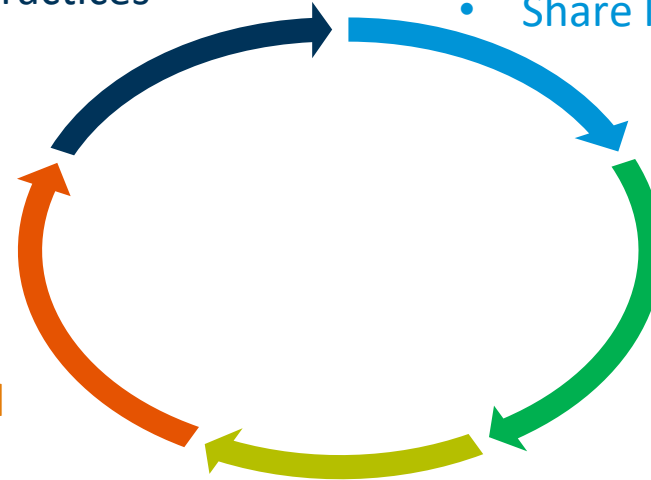
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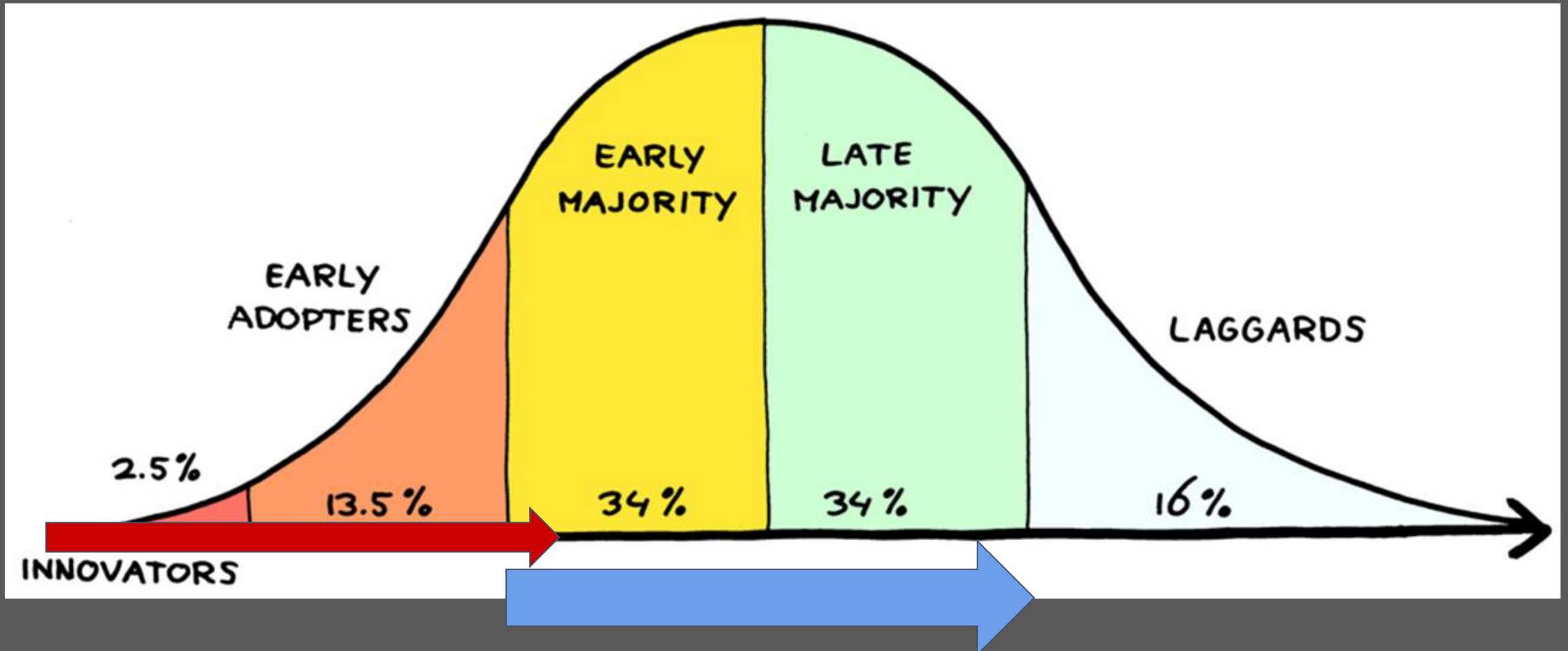
# “Planning for People”

- APA-Minnesota’s Planners4Health Initiative
- We’ve had a lot of success moving health, and now equity, as an issue in Minnesota
- We still struggle to move the dial, even within our own profession
- Address communications barrier

# “Planning for People”

- Goal: inspire/encourage planners to make people, not money or things, the priority lens through which all planning decisions are made
  - strengthen the capacity of the chapter to integrate planning and public health
  - offer a new approach to supporting work at the intersection of planning and public health
  - create effective messaging, a communications plan, and set of resources that will create/build awareness and understanding for the interconnectedness of planning, health, and equity

# “Planning for People”



# “Planning for People”

- Set of 8 focus groups around the state
- Variety of planner’s with different backgrounds, across all corners of the state
- Multi-organization convening
  - Call to Action for Healthy Communities
- Incorporation of lessons learned into chapter strategic plan, communications efforts, and programming

Lesson #X. Don't always climb uphill. Address barriers and change your landscape.

# Eric's Best Day at Work

Lesson #X. Never underestimate  
the Power of One.

# Questions

Jill Chamberlain, Senior Program Manager  
Blue Cross and Blue Shield of MN

[jill.chamberlain@bluecrossmn.com](mailto:jill.chamberlain@bluecrossmn.com)

Eric Weiss, Long-Range Senior Planner  
City of Shakopee

[eweiss@ShakopeeMN.gov](mailto:eweiss@ShakopeeMN.gov)