Incorporating Health in Comprehensive Plans

Planning4Health Processes

THE UNIVERSITY
of
WISCONSIN
MADISON

Lisa Charron

Masters candidate, UW-Madison
Urban and Regional Planning & Public Health
Project assistant,
Obesity Prevention Initiative
lcharron@wisc.edu

Jen Gilchrist Walker

Active communities coordinator
healthTIDE
jen.walker@wisc.edu

HEALTHY PLANNING

An evaluation of comprehensive and
sustainability plans addressing public health

APA
American Planning Association
Making Great Communities Happen

HEALTHY PLAN MAKING

Integrating Health Into the Comprehensive Planning Process:
An analysis of seven case studies and recommendations for change

Anna Ricklin
Nick Kushner

APA
American Planning Association
Making Great Communities Happen

- Goals/language about improvements that could lead to better public health outcomes
- Did not explicitly link built environment and health
- Weak implementation language
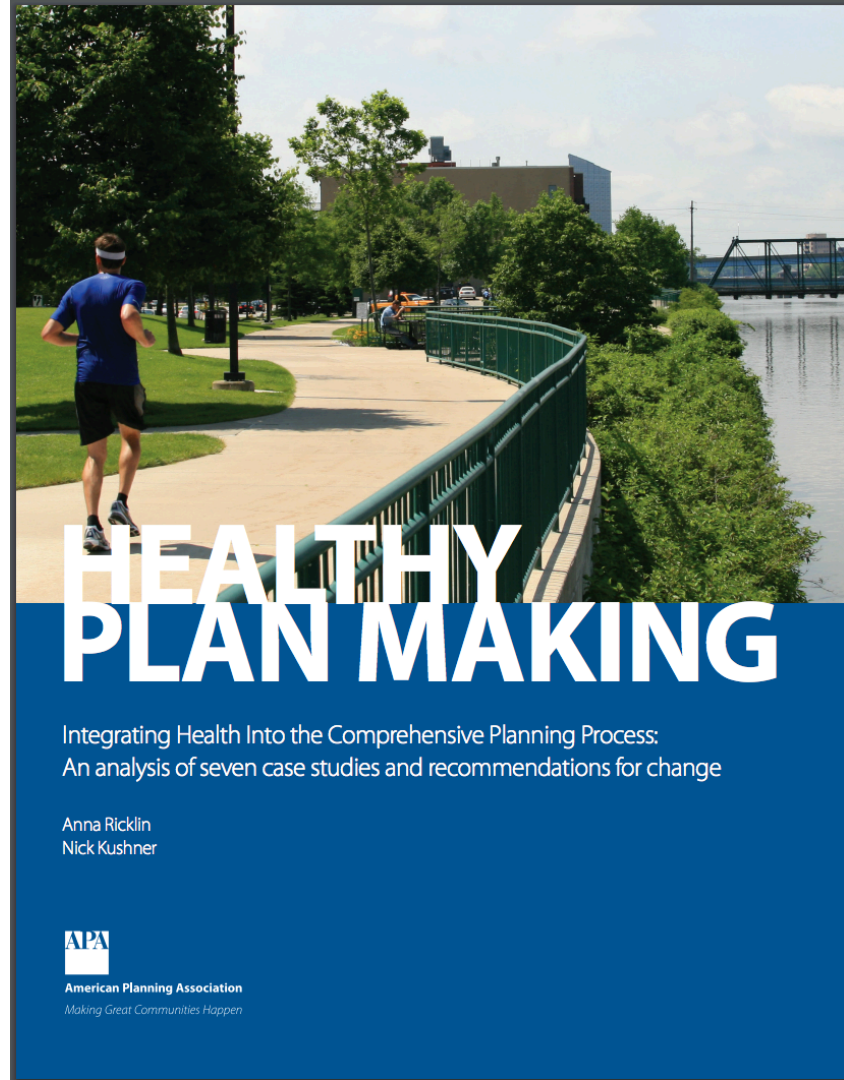- No public health data

- Report available at http://bit.ly/2sPi1Yu

HEALTHY PLANNING

An evaluation of comprehensive and sustainability plans addressing public health

APA
American Planning Association
Making Great Communities Happen

- **Health priorities**
- **Data**
- **Implementation**
- **Outreach**
- Champions
- Context and timing
- Collaboration
- Funding
- Monitoring and evaluation

- Report available at http://bit.ly/2sHI2Zk

HEALTHY PLAN MAKING

Integrating Health Into the Comprehensive Planning Process:
An analysis of seven case studies and recommendations for change

Anna Ricklin
Nick Kushner

APA
American Planning Association
Making Great Communities Happen

HEALTH PRIORITIES:
Public Health v. Planning Processes

CHA/CHIP

- Identifies key health needs and issues in a community

- Sets priorities, coordinates resources, and defines goals and stagies for community health improvement

- Uses high-quality quantitative and qualitative health data

(CDC, 2015)

Comprehensive Plans

- Encompasses goals and policies that guide land use development

- Touches on many different departments

- Uses GIS data and mapping

HEALTH PRIORITIES:
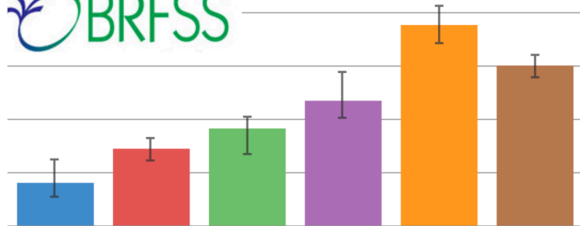# Public Health v. Planning Processes

CHA/CHIP

- Required for local health departments (Wis. Stat. § 251.05 (3))

- No timeline for updates

Comprehensive Plans

- Required for any town, village, or city making land use decisions (Wis. Stat. § 66.1001)

- Updated every ten years

DATA:
Sharing and aligning across departments

County Health
Rankings & Roadmaps
Building a Culture of Health, County by County

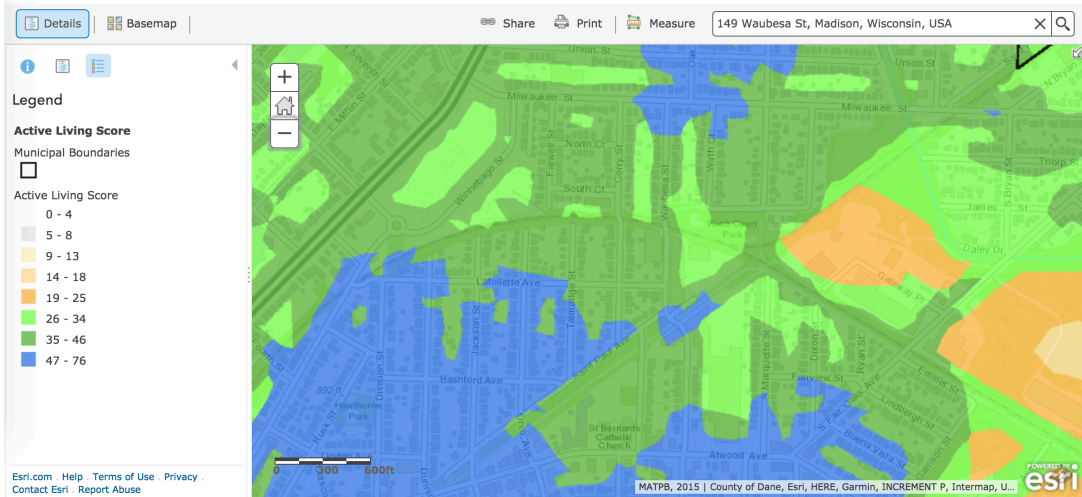

BRFSS

Maps found on Madison, WI dataset portal: https://data.cityof madison.com/

Active Living Index

- Like WalkScore+

- Developed by CARPC with Plan4Health grant

- Point level data

- Limited to Dane County

- http://arcg.is/2t7uNii

AARP Livability Index

- "Neighborhood" level data

- 40 indicators in 7 different categories

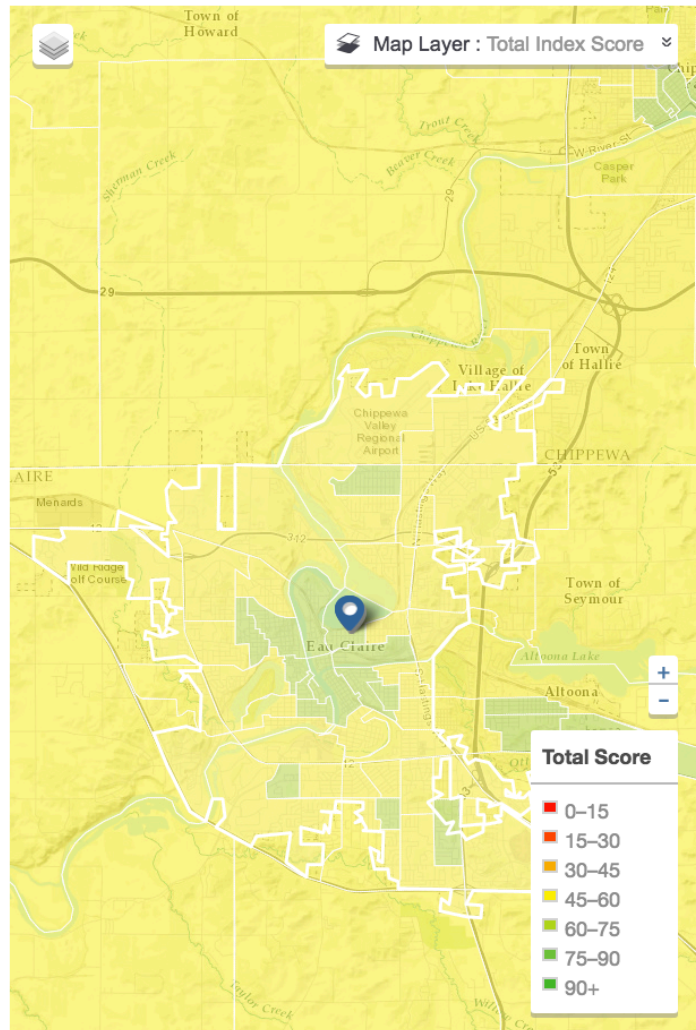- Brings together over 50 different data sets

- Available nationally

- https://livabilityindex.aarp.org/

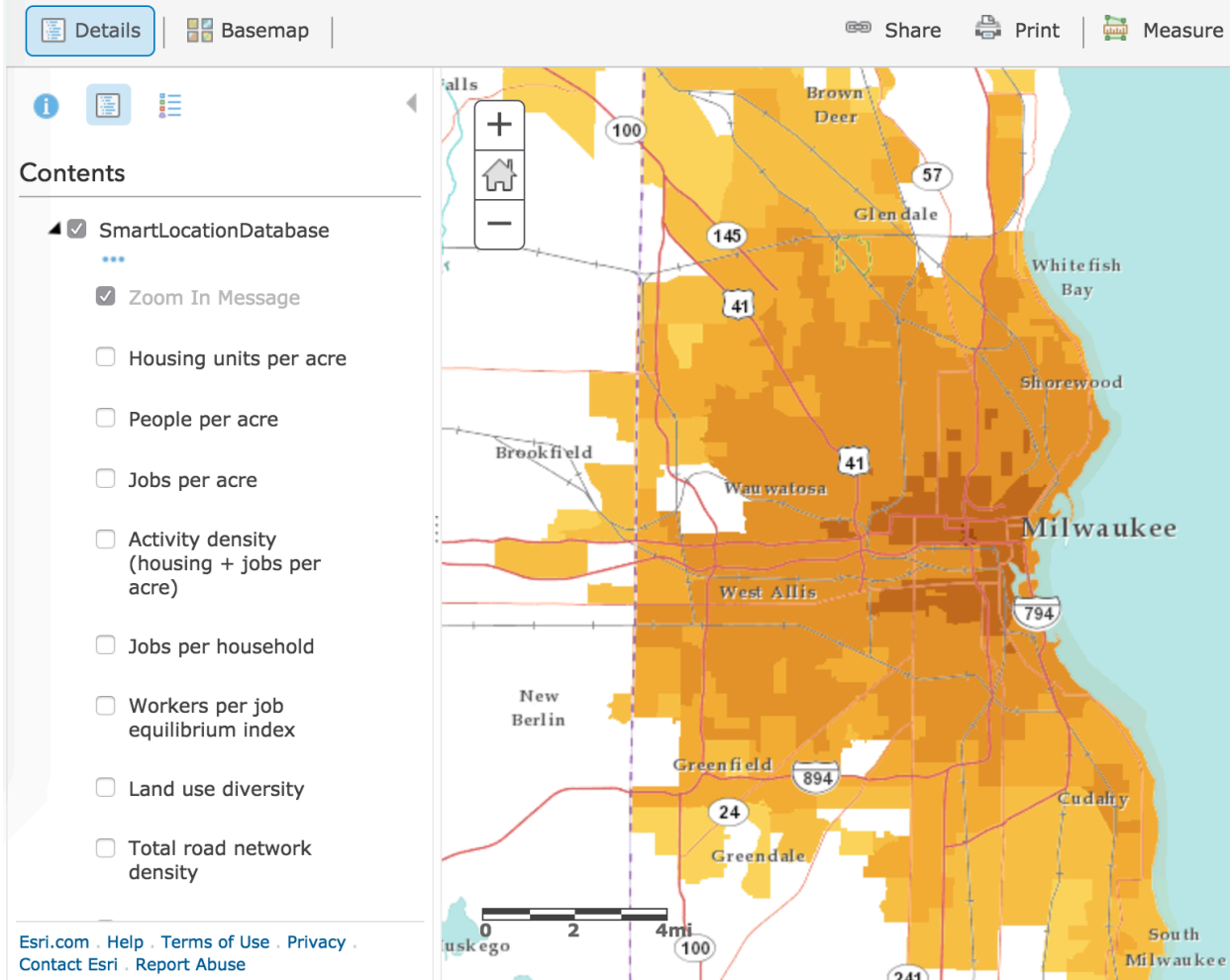Livability Score ❓

59

CUSTOMIZE THIS SCORE

CATEGORY SCORE

56	**HOUSING** Affordability and access	›
52	**NEIGHBORHOOD** Access to life, work, and play	›
54	**TRANSPORTATION** Safe and convenient options	›
61	**ENVIRONMENT** Clean air and water	›
54	**HEALTH** Prevention, access, and quality	›
77	**ENGAGEMENT** Civic and social involvement	›
59	**OPPORTUNITY** Inclusion and possibilities	›

Map Layer : Total Index Score

Total Score

- 0–15
- 15–30
- 30–45
- 45–60
- 60–75
- 75–90
- 90+

EPA Resources

- Smart Location Database

- National Walkability Index

- Block group level

- Available nationally

- https://www.epa.gov/smartgrowth/smart-location-mapping

Details | Basemap

Share | Print | Measure

Contents

☑ SmartLocationDatabase
  •••
  ☑ Zoom In Message
  ☐ Housing units per acre
  ☐ People per acre
  ☐ Jobs per acre
  ☐ Activity density (housing + jobs per acre)
  ☐ Jobs per household
  ☐ Workers per job equilibrium index
  ☐ Land use diversity
  ☐ Total road network density

Esri.com · Help · Terms of Use · Privacy · Contact Esri · Report Abuse

DATA:
Exciting new data sources

Wisconsin Health Atlas

- Community level data

- On obesity and determinants of obesity

- http://www.wihealth atlas.org/

IMPLEMENTATION

Incorporating public health into planning priorities and policies

- Tool suitable for assessing urban and suburban comprehensive plans
- Created by Nemours Children's Health System & Cedar Creek Planners with a grant from the CDC
- Available at http://bit.ly/2rvwvww

Healthy Living
and
Active Design

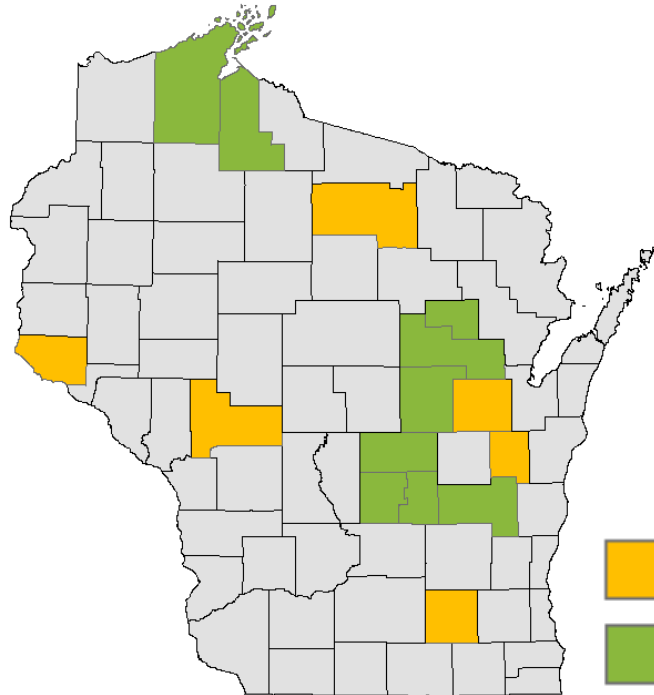**A SCORECARD FOR COMPREHENSIVE PLANS**

14

Urban and Suburban Tool

- Overall plan, vision, and strategy

- Healthy living
  - ▷ How we move around
  - ▷ How we eat and drink
  - ▷ How we play and get our exercise
  - ▷ How we get and stay well

- Active design – how we plan and build

- Implementation

P-18	The plan supports "Safe Routes to School" for children or other mechanisms that support children walking or riding bikes to schools, including locating schools closer to residential areas.	I-11
	0 Not mentioned 1 The plan supports development that enables children to walk or ride their bicycles to school 2 The plan states policy goals that include working with school districts, and public safety, transportation and education agencies to increase the number of children who walk or ride bicycles to school	
P-19	The plan supports the co-location of community services in school buildings.	I-12
	0 Not mentioned 1 The plan broadly mentions the benefits of co-locating community services—such as senior centers, public libraries, wellness centers, and public meeting space—in existing or new school buildings 2 The plan proactively establishes a goal of working with relevant state agencies and local school districts to co-locate community services in existing or new school buildings	

Subtotal for Section B—Comprehensiveness	*(add number of elements scored with a 1 or a 2)*	
Subtotal for Section B—Strength	*(sum of all scores)*	

Rural Tool Development

Public Health
Planning

- Adapted urban/suburban tool
- Literature review
- Input from planners and public health advocates

Example items from rural tool

Before

The plan supports the preservation or development of **"urban" or specialty farms,** which grow products such as vegetables, herbs, honey, eggs, flowers and plants **for local distribution and sale** (in addition to or instead of commodity crops such as corn and soybeans).

After

The plan supports the preservation or development of **small-scale or specialty agriculture and home gardens** that grow products such as vegetables, herbs, honey, eggs, flowers, and plants **for local distribution, sale, and consumption.**

Before
The plan supports walkable, mixed-use development.

Credit: Mark Goebel via Flickr creative commons

After
The plan identifies **activity hubs** such as schools, historic downtowns, or commercial centers and **prioritizes the economic development** of those areas.

The plan identifies strategies to **improve aesthetics of activity hubs** to make them centers of pedestrian activity.

Example items from rural tool

Before
The plan mentions the need for **sidewalks** or wider sidewalks, accessible **pedestrian signals**, frequent and safe **crosswalks**.

After
The plan mentions the need for **sidewalks, trails, or widened shoulders**.

Credits: Complete Streets, Dan Burden/Walkable & Livable Communities Institute via Complete Streets, and Go Boulder via Complete Streets all via Flickr creative commons.

OUTREACH:
Community engagement activities

Local Action Strategies (i.e., "what") *Choose at least one.*			Process Tactics to build visibility and support (i.e., "how") *Choose at least one*		Outcome Goals (i.e., "why") *Choose at least one*	
3 Events Per Year	**1 signature Program**	**1 environmental change**	**Demonstration projects**	**Community engagement strategies**	**Milestones**	**Destination Policy goals**
•One-time Community building walks or rides (e.g., Slow Roll, Bike Rendezvous, etc.) •Walk to School day/week (October) •Bike week (June 3 - 10) •Bike to Work Day (May 19) or AHA's National Walking Day (April 5) •Open Streets event(s) •Share and Be Aware classes and rides •Bike donation or bike swap event •Participation in the National Bike Challenge or the APHA Billion Steps campaign. Encourage individuals, teams, schools and/or worksites to sign up. •Conduct a community walk audit	•Regular weekly or monthly community building rides or walks •Bicycle benefits program with local retailers (e.g., bike bingo) •Cycle Without Age programs •'Stop for your Neighbor' walking education campaigns •Weekly/Monthly travel training or transit club events (trips to farmer's market using alternative transportation)	•Create simple community walking loops / trails with signage •Installing bike racks and/or fix-it stations •"Walk Your City" signage or paint on sidewalks for routes that connects people to destinations •Place physical walking/biking route maps in the community •Community Bike Share •Build a better bus stop (bus stop design contests)	•Pop-up sidewalk, protected bike lane or bike boulevard •Pop-up visible crosswalks •Pop-up traffic calming •Pop-up directional signage or maps network. Include transit stops in network •Pop up art at local 'activity hubs' like main streets, schools, bus stops, senior centers, etc. •first mile/last mile connections demos to show safe walking connections to transit stops	•Create supporter email lists •Grassroots education (potential topics: economic benefits, trips under 2 miles, Stop for your Neighbor) •Local official education (e.g., meetings, 1-pagers, walk/bike/ride transit with your mayor) •Local Bike Walk Civics Course •Adopt a health equity resolution •Collect walk/bike transit/transportation rider's stories •Walking meetings with muni leaders/legislators or office hours on the bus •Participatory public art •Participatory photo mapping/photovoice •Community walk audit •Share support lists with local allies and/or disseminate partners' events /info to your supporter lists	•Apply for walk or bike friendly designation award •Establish a Bike/Ped Committee or Safe Routes to School Task Force •Adopt a Bike/Ped Plan •Create a Safe Routes to School Plan •Serve as a mentor to other communities •Attend a statewide conference or summit on active transportation •Consistent Wayfinding Signage •Work with large local employers (e.g., Local government or private businesses) to establish model workplace policies (e.g., bike racks, showers, incentives for walking or biking to work, etc) •Include plans to connect trails across city or county lines in bike ped plans	•Local Complete Streets policy •Local Safe Routes to School funding

Supporting your processes

Active Communities

Schools

Early Childhood

Healthy Food Retail

Advocacy

Active Transportation

Community Design & Land Use

Places to Play & Be Active

Priority Strategies

- Complete Streets policies
- Safe Routes to School

Lisa Charron

Masters candidate, UW-Madison
Urban and Regional Planning & Public Health
Project assistant,
Obesity Prevention Initiative
lcharron@wisc.edu

Jen Gilchrist Walker

Active communities coordinator
healthTIDE
jen.walker@wisc.edu