



Planners4Health Round Table Event

June 20, 2017



Welcome!!!





Introductions

Tom Baron, AICP
Associate Planner



East Central Wisconsin
Regional Planning Commission
ECWRPC

PLAN4Health
An American Planning Association Project



Introductions

Who's in the Room?

- Public Health
- Planning
- Others





Housekeeping

- Wi-Fi
- Restrooms
- Food/beverage



Topic	Overview	Time
Registration	Sign in and light refreshments.	8:30 AM
Welcome and opening remarks	Overview of the day's agenda and keynote introduction.	9:00 AM
Keynote: Planning, Health and Economic Development	Eric Weiss, AICP, Senior Planner with the City of Shakopee, MN (and Wisconsin native!) and Jill Chamberlain from Blue Cross and Blue Shield of Minnesota will talk about Minnesota's approach to health in planning. The audience will learn about different approaches to shared health in planning issues. Mr. Weiss has a significant background with this work and will bring his perspective on previous, current and future activities as well as lessons learned.	9:20 AM
Partnerships	This interactive session will engage the audience in approaches to engage partners.	10:30 AM
Networking Lunch	Enjoy lunch and network with attendees.	11:30 AM
Processes	Learn to include public health and planning in processes including comprehensive plans and community health improvement plans.	12:15 PM
Policies	Learn how to develop and adopt a policy that supports public health and planning.	1:30 PM
Call to Action	Reconvene and discuss individual action steps.	2:45 PM
Evaluation	Evaluate event.	2:55 PM



What to expect

- Interactive day
- We want to hear your thoughts and ideas
- Please ask questions when you have them.
- Avoid acronyms



let's talk



Folder Materials

- Materials to support today's activities
- We will follow up with link for presentations and other resources





Joint Call to Action

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.



Grant information

- Connects communities across the country, funding work at the intersection of planning and public health
- American Planning Association and American Public Health Association
- Supported by Centers for Disease Control and Prevention through National Implementation and Dissemination for Chronic Disease Prevention funding



Grant information

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.

During the first half of 2016, the Dane County coalition presented the Active Living Index to national audiences at the Active Living Research Conference, the American Planning Association National Conference, and the ESRI International User Conference.

Success Stories

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



Grant information

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



Current work

Timeline

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





Current work

Two major deliverables
as requested by grant
provider

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





Acknowledgements

Project Task Force

- **Paula Tran**, University of Wisconsin Population Health Institute
- **Jen Walker**, healthTIDE
- **Linda Stoll**, American Planning Association – Wisconsin Chapter
- **Melissa Kraemer Badtke**, East Central WI RPC
- **Ed Miller**, University of Wisconsin at Oshkosh
- **Lieske Giese**, Eau Claire City-County Health Department

East Central WI RPC staff



Lunch Networking

- Conversation with someone you haven't met or worked with before
- One person talks for 10 minutes, the other person listens
 - Name and Organization
 - Why you selected your profession?
 - What you work on in your day to day activities?
 - What you are hoping to learn and implement from this workshop?
- Other person talks for 10 minutes, the other person listens
 - Name and Organization
 - Why you selected your profession?
 - What you work on in your day to day activities?
 - What you are hoping to learn and implement from this workshop?