Welcome!!!
Introductions

Tom Baron, AICP
Associate Planner
Introductions

Who’s in the Room?
• Public Health
• Planning
• Others
Housekeeping

- Wi-Fi
- Restrooms
- Food/beverage
<table>
<thead>
<tr>
<th>Topic</th>
<th>Overview</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>Sign in and light refreshments.</td>
<td>8:30 AM</td>
</tr>
<tr>
<td>Welcome and opening remarks</td>
<td>Overview of the day’s agenda and keynote introduction.</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>Keynote: Planning, Health and Economic Development</td>
<td>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 prospective on previous, current and future activities as well as lessons learned.</td>
<td>9:20 AM</td>
</tr>
<tr>
<td>Partnerships</td>
<td>This interactive session will engage the audience in approaches to engage partners.</td>
<td>10:30 AM</td>
</tr>
<tr>
<td>Networking Lunch</td>
<td>Enjoy lunch and network with attendees.</td>
<td>11:30 AM</td>
</tr>
<tr>
<td>Processes</td>
<td>Learn to include public health and planning in processes including comprehensive plans and community health improvement plans.</td>
<td>12:15 PM</td>
</tr>
<tr>
<td>Policies</td>
<td>Learn how to develop and adopt a policy that supports public health and planning.</td>
<td>1:30 PM</td>
</tr>
<tr>
<td>Call to Action</td>
<td>Reconvene and discuss individual action steps.</td>
<td>2:45 PM</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Evaluate event.</td>
<td>2:55 PM</td>
</tr>
</tbody>
</table>
What to expect

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


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 health 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:

1. Use health evidence and community input to understand public health challenges and opportunities.
2. 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 goal.
3. Establish metrics for health, well-being, and equity that measure health impacts and outcomes.
4. Develop strategies to improve health during the entire life cycle of project planning, design, construction, operations, and maintenance.

IMPLEMENT STRATEGIES TO IMPROVE HEALTH:

- Advocate for and adopt voluntary codes, policies, and guidelines that promote physical and mental health for people of all ages, abilities, and income.
- 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 workplaces, 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.
- Enhance 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.

An American Planning Association Project
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

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://ncid.cdc.gov/ncidexsuccessstories/
Grant information

Shawano County, WI
Food Systems

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 (F.R.E.S.H.) Project aims to work with County government, Native American Tribes, and community organizations in central Wisconsin to improve access to fresh, local food.

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 find out information about 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.

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 7th and 47th out of 72 counties, respectively. Unemployment is high and median incomes are below the state average. 11.5% to 31.4% of residents are living in poverty. Menominee County’s childhood poverty rate is 50 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 9% of the 1,200 farms in the area sell local products directly to consumers.
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?