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
You could live your entire life on North Avenue
<table>
<thead>
<tr>
<th>1995</th>
<th>Eric</th>
<th>Marcus</th>
</tr>
</thead>
<tbody>
<tr>
<td>School</td>
<td>St. Sebastian’s’s</td>
<td>St. Leo’s</td>
</tr>
<tr>
<td>Age</td>
<td>11 years</td>
<td>9 years</td>
</tr>
<tr>
<td>Student</td>
<td>Above average</td>
<td>Above average</td>
</tr>
<tr>
<td>Personality</td>
<td>Reserved</td>
<td>Out-going</td>
</tr>
<tr>
<td>Race</td>
<td>White</td>
<td>Black</td>
</tr>
<tr>
<td>Raised by</td>
<td>Single Mom</td>
<td>Single Mom</td>
</tr>
<tr>
<td>Income</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Residence in</td>
<td>Washington Heights</td>
<td>Uptown</td>
</tr>
<tr>
<td>Favorite Park</td>
<td>Neeskara Playground</td>
<td>Wright Street Playground</td>
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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.

“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...
August 1994
Blue Cross and the State of MN file a historic lawsuit against tobacco manufacturers

January 1998
Tobacco trial begins

May 1998
Blue Cross announces landmark settlement with the tobacco industry

November 2001
Blue Cross files plan to use tobacco settlement proceeds to reduce tobacco use and improve health

January 2006
Blue Cross launches Prevention Minnesota, a statewide initiative to improve the health of all Minnesotans

October 2007
Freedom to Breathe law goes into effect

May 2010
MN Complete Streets legislation signed

September 2005
Court approves end of related lawsuit

May 2013
MN legislature passes a significant increase in the tobacco tax

Fall 2015
Communities Experiencing Tobacco Inequities and Health in All Policies funding awarded

Spring 2013
Funding awarded for: Health Equity in Prevention, Active Living for All and Community Engagement Innovation

July 2002
Class action lawsuit filed against Blue Cross; plan put on hold

October 2014
Pulling Together Minnesota campaign launches

June 2010
Nice Ride MN launches in Minneapolis

October 2005
Court approves end of related lawsuit

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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

- **Reduce Tobacco Use**
- **Increase Physical Activity**
- **Increase Healthy Eating**
- **Increase Health Equity**
CREATING CHANGE: CENTER’S ROLES

INNOVATE
• Explore new approaches
• Build on best and promising practices

INFLUENCE
• Influence the priorities and investments of our organization and other organizations

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

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
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
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.
### Levels of Partnership

<table>
<thead>
<tr>
<th>Level</th>
<th>Responsibilities</th>
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<tr>
<td>Statewide</td>
<td>• Coordinate program administration, implementation support, and advocacy</td>
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<tr>
<td>Regional</td>
<td>• Provide planning/implementation support to multiple schools/cities; advocacy</td>
</tr>
<tr>
<td>Local</td>
<td>• Plan and implement local programs; advocacy</td>
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WHAT IS THE MOST IMPORTANT OUTCOME

- More students walking/biking to school
- Making physical/engineering changes
- Improved health outcomes
- Other

Proportion of respondents
ENGAGED AND COMMITTED MEMBERS
“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)
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

**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.
### 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.

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

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
Complete Streets: A Community Story
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.*

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

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.”
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CENTER’S ROLES

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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

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