

Collaborating to Improve Public Health

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Together, APA and APHA seek to improve the capacity of planning and public health professionals to advance **community-based strategies** that provide for:

- Increased access to physical activity opportunities
- Increased access to environments with healthy food or beverage options
- Increased access to smoke-free or tobacco-free environments
- Increased opportunities for chronic disease prevention, risk reduction, or management through clinical and community linkages

Short-term Outcomes

- **Stronger partnerships** among APA state chapters and APHA state affiliate groups
- **Increase knowledge** of APA & APHA members on how to improve the built and social environments for public health
- **Increase community capacity** to implement policy, system, and environment (PSE) improvements
- **Increase cross-sectoral coalitions**, collect community data, and develop community action plans
- **Increase stakeholder awareness** of the health impacts of planning decisions, how planning decisions are made, and where to incorporate health into the process

Cross-Sectoral Coalitions

For purposes of this project, we define a cross-sectoral coalition as:

- a collective initiative that fosters collaboration and coordination across multiple sectors and stakeholders

“A healthy community is one that strives to meet the basic needs of all residents; it is guided by health equity principles in the decision-making process; it empowers organizations and individuals through collaboration, civic and cultural engagement for the creation of safe and sustainable environments. Vibrant, livable and inclusive communities provide ample choices and opportunities to thrive economically, environmentally and culturally, but must begin with health.” (California Planning Roundtable)

Cross-Sectoral Coalitions

APA and APHA members **MUST** serve as the core leaders of coalitions but we strongly encourage participation from other sectors, such as:

- Parks and recreation
- Transportation
- Social services
- Community development
- Schools
- Urban design
- Real estate
- Healthcare/hospitals

Cross-Sectoral Coalitions

Examples:

- [Las Vegas Healthy Communities Coalition](#)
 - Led by community group
- [Healthy Houston Initiative](#)
 - Mayoral led
- [ULI Memphis Healthy Communities Work Group](#)
 - Led by professional organization
- Wisconsin Public Health and Planning Collaborative
 - Co-led by local APA and APHA members
- Baltimore Food Policy Taskforce
 - Mayoral led

Policy, Systems, and Environmental (PSE) Approaches

- Policies: updating or changing organizational rules with aim to promote health or prevent disease: including but not limited to ordinances, motions, laws, and procedural policies
 - Source: Community Guide
- Systems: interventions that impact all elements of an organization, institution, or system
 - Source: NACCHO
- Environment: interventions that involve changes to economic, social, or physical environments
 - Source: NACCHO

PSEs for Active Living Opportunities

Sample Approaches:

- **Shared Use Agreements** that increase access to existing facilities, establish or enhance community partnerships, and reduce barriers to physical activity
- **Promote safety and security** for pedestrians and bicyclists on streets, trails, and pathways
 - Use Crime Prevention Through Environmental Design (CPTED) strategies to address safety concerns



PSEs for Active Living Opportunities

Sample Approaches:

- **Engage** residents to assess community needs and ensure inclusive decision-making for design that accommodates all users
- Incorporate **Green Infrastructure** strategies promoting connectivity through holistic infrastructure planning

PSEs for Access to Healthy Food

Sample Approaches:

- Conduct **community food assessments** that address healthy food access gaps and incorporate implementation strategies for proposed solutions
- Increase and promote **food assistance programs and incentives for purchasing healthy foods**



PSEs for Access to Healthy Food

Sample Approaches:

- Implement policies designed to support **local economic development through healthy retail**
- Promote **connectivity between transportation modes** that considers access to food for all segments of the population
- Increase availability and affordability of **healthy foods and beverages in institutional settings**, such as workplaces, prisons, senior centers, childcare settings, and government facilities



PSEs for Access to Clinical Care

Sample Approaches :

- Conduct **community needs assessment** to understand who needs greater access to care and how to target interventions effectively
- **Improve connectivity** between transportation modes, especially public transit, that considers access to health clinics for all segments of the population
- Institute **policies and procedures allowing clinics to be co-located** with public housing, low income housing, or in other high need areas

PSEs for Decreased Tobacco Use and Exposure

Sample Approaches:

- Use **point-of-sale strategies** to reduce access to some or all tobacco products
- Promote **smoke-free policies** for multi-unit housing, parks and recreation facilities, and all public buildings
- Limit **advertising placement** for tobacco and other nicotine products
- **Leverage stakeholder support** (housing providers, property managers, businesses, and schools) to address smoking and other tobacco related behaviors



Tools and Resources

CDC's A Practitioners Guide to Advancing Health Equity

- URL:
<http://www.cdc.gov/NCCDPHP/dch/health-equity-guide/index.htm>
- focused on policy, systems, and environmental improvements designed to improve the places where people live, learn, work, and play



The Guide to Community Preventive Services

- URL:
<http://www.thecommunityguide.org/>
- The Community Guide is the place to find evidence-based recommendations and findings of the [Community Preventive Services Task Force](#). The Community Guide:
 - Uses a science-based approach
 - Covers many health topics and types of interventions for behavior change, disease prevention and environmental change
 - Identifies where more research is needed
 - Complements other decision support tools, such as [Healthy People 2020](#)

The Guide to Community Preventive Services
THE COMMUNITY GUIDE
 What Works to Promote Health

Community Preventive Services Task Force

Home Task Force Findings Topics Use The Community Guide Methods Resources News About Us

Evidence Says Diet + Physical Activity Programs Reduce Type 2 Diabetes

The Community Preventive Services Task Force recommends combined diet and physical activity promotion programs to reduce new-onset type 2 diabetes.

Task Force

2014 Meetings
 October 29-30

2015-2016 Meetings

Annual Reports to Congress

Topics

Adolescent Health	Diabetes	Motor Vehicle Injury	Social Environment
Alcohol - Excessive Consumption	Emergency Preparedness	Nutrition	Tobacco
Asthma	Health Communication	Obesity	Vaccination
Birth Defects	Health Equity	Oral Health	Violence
Cancer	HIV/AIDS, STIs, Pregnancy	Physical Activity	Worksite
Cardiovascular Disease	Mental Health		

What is The Community Guide?

The Guide to Community Preventive Services is a free resource to help you choose programs and policies to improve health and prevent disease in your community. Systematic reviews are used to answer these questions:

- Which program and policy interventions have been proven effective?
- Are there effective interventions that are right for my community?
- What might effective interventions cost; what is the likely return on investment?

Learn more [about The Community Guide](#), [collaborators](#) involved in its development and dissemination, and [methods](#) used to conduct the systematic reviews.

Get Email Updates

Submit your email address to get updates on The Community Guide topics of interest.

Your email address

What's this?

WHAT WORKS FACT SHEETS

TASK FORCE ANNUAL REPORT TO CONGRESS

Contact Us

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Community Commons

- URL: www.communitycommons.org
- Community Commons is an interactive mapping, networking, and learning utility for the broad-based healthy, sustainable, and livable communities' movement

Tools organized by topic:

- Education
- Environment
- Health
- Food Systems
- Local Economy

Enrich your community work with maps and data reports that can be shared and saved.



[Make a Map](#)

[Map Room](#)

Visit the newly redesigned maproom. Create a map. Save it. Share it!

[Map Room Classic](#)

Create a map in the original Commons mapping environment.

[Map Gallery](#)

Browse and open maps created by users of the Commons.

[Data](#)

Check out our [data list](#) or see [what's new](#).



[Build a Report](#)

[Community Health Needs Assessment](#)

Identify assets and potential disparities in your county/region related to community health and well-being.

[Vulnerable Populations Footprint](#)

Find areas in your community with low educational attainment and high poverty.

[Topic-based Reports](#)

Browse and create data reports covering health, education, economic and other factors.

[Target Intervention Area Tool](#)

Generate a demographic report and prioritize areas for a community health improvement planning process.

Built Environment and Public Health Clearinghouse

- URL:
<http://www.bephc.gatech.edu/>
- Features:
 - Explore resources by discipline
 - Access webinars
 - Read guides and primers
 - Locate Data and Assessment Tools
 - 1100+ word interdisciplinary glossary

Georgia Tech Built Environment and Public Health Clearinghouse

Home Architecture HIA Planning Transportation Engineering Happenings Project Tools GLOSSARY > SUBSCRIBE > Q SEARCH

GT Home >

The U.S. Surgeon General's Office highlights the Built Environment and Public Health Clearinghouse in its Annual Status Report.

Promoting Healthy Places

The Built Environment and Public Health Clearinghouse (BEPHC) provides training resources at the university and professional levels and as a source for relevant news at this critical intersection of health and place.

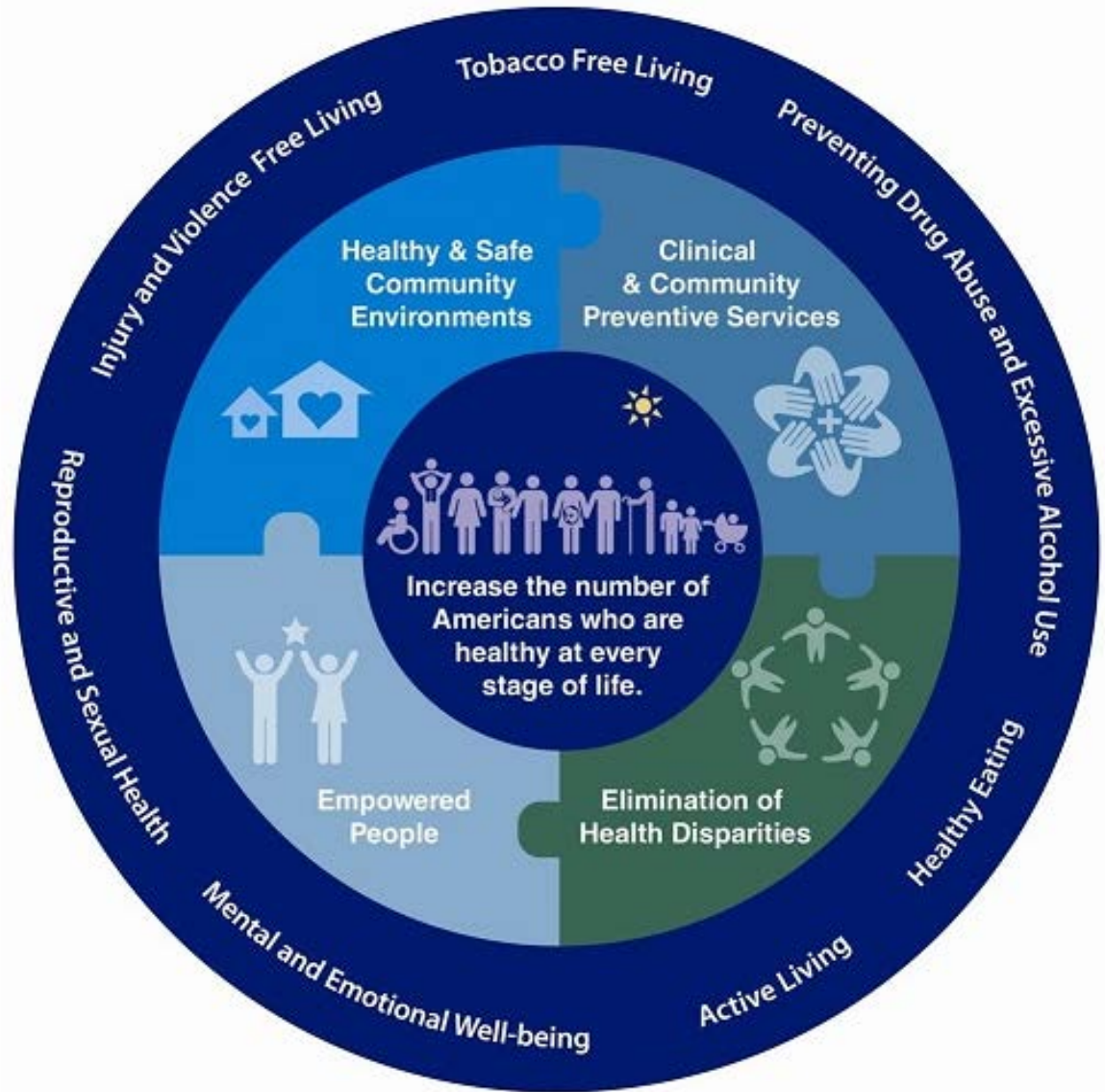
Clearinghouse Blog

Upcoming Events

Oct 30 to Nov 2 **Conference: 2014 ACSP 54th Annual Conference - Big Ideas, Global Impact**



NATIONAL PREVENTION STRATEGY



URL: <http://www.surgeongeneral.gov/initiatives/prevention/strategy/index.html>

APA Resources

- [Planning and Community Health Center](#)
- [Healthy Community Design Toolkit](#)
- [HIA Course](#)
- [Public Health Terms for Planners and Planning Terms for Public Health Professionals](#)
- [APA Research Resources](#)
- Upcoming Resources:
 - Promoting Health Through the Planning Process Fact Sheet

Additional Resources

(this list is not meant to be exhaustive)

- [Health Impact Project](#)
- [ChangeLab Solutions](#)
- [National Association of County and City Health Officials](#)
- CDC's [Healthy Community Design Initiative](#)
- [Growing Food Connections Policy Database](#)
- [Robert Wood Johnson Foundation](#)
- [County Health Rankings and Roadmaps](#)
- Federal Reserve's [Healthy Communities Initiative](#)



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APHA History

- APHA champions the health of all people and all communities. We strengthen the public health profession. We speak out for public health issues and policies backed by science. We are the only organization that influences federal policy, has a 140 plus year perspective and brings together members from all fields of public health
- 501(C)(3); predates tax code
- Nonpartisan

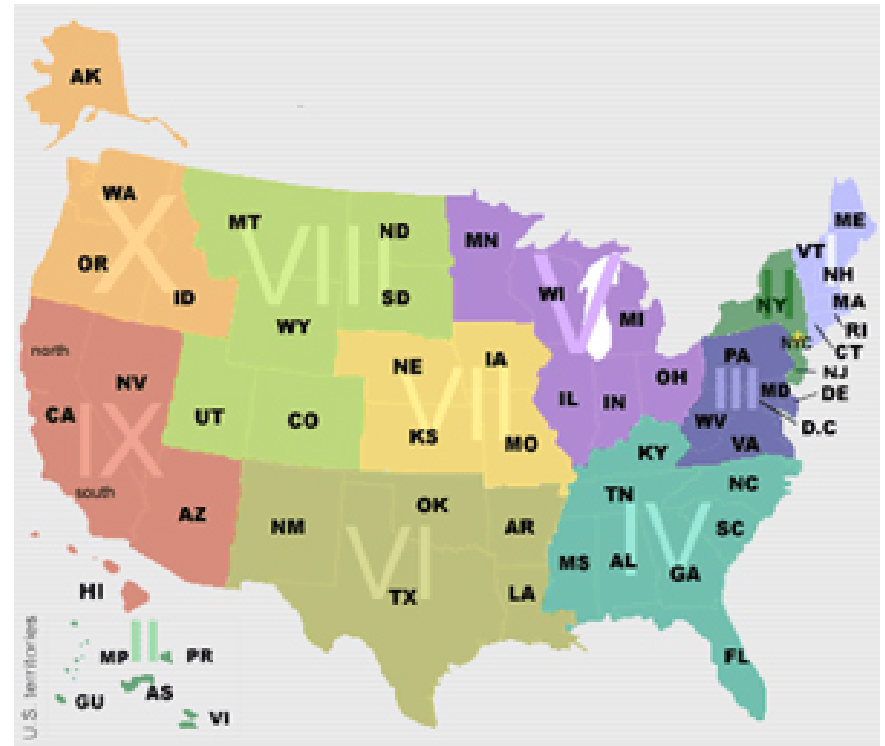




APHA Today

- APHA has 50,000 members
- 29 Sections, 4 SPIGS, 4 Forum and 19 Caucuses
- 53 affiliates
- Largest meeting of public health professionals in the world
- 142nd Annual Meeting in New Orleans

- APHA is the national voice on public health that is complemented by efforts in its network of 53 affiliated state and regional public health associations.
- APHA's affiliated associations, which include Washington, DC, two in Northern and Southern California and two in New York, are located in all 10 U.S. Department of Health and Human Services (HHS) regions.





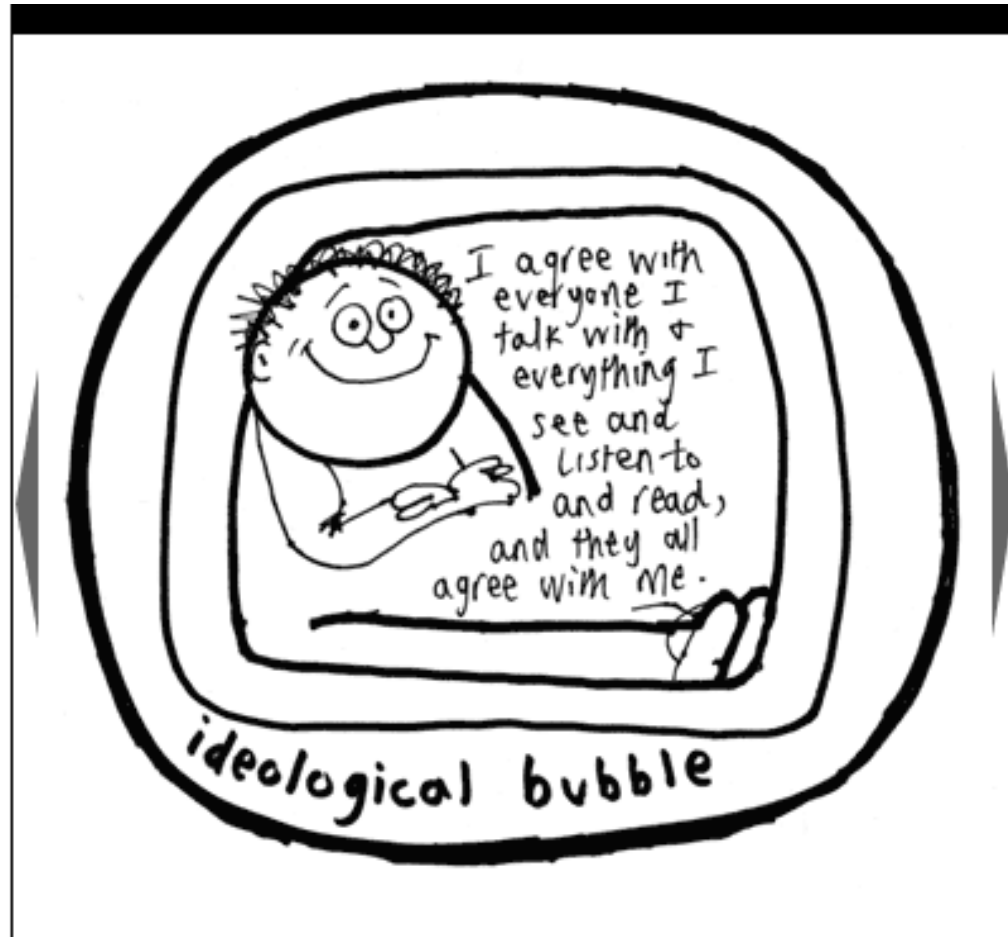
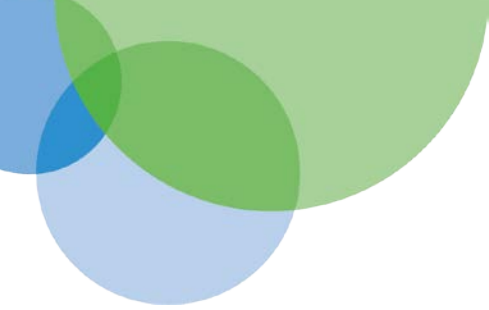
Mission and Vision

Mission –

To improve the health of the public and
achieve equity in health status

Vision –

Create the Healthiest Nation in
One Generation



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“If most of the people you talk to agree with you, you’re wasting your time. You need to engage with people who may disagree or who haven’t thought hard about the issues.”

Beyond Outrage
-Robert Reich



Why PSEs?

- Research tells us that comprehensive approaches to health problems are most successful
- Broader reach -- PSE strategies have the ability to reach entire populations and reduce collective risk
- PSE approaches can be cost-effective and easier to sustain

PSE DEVELOPMENT FRAMEWORK — POLICY, SYSTEMS, ENVIRONMENTAL CHANGE

BUILD PARTNERSHIPS	IDENTIFY THE ISSUE	DETERMINE OPTIONS	REVIEW FEASIBILITY	DEVELOP ADVOCACY PLAN	IMPLEMENT AND ENFORCE	EVALUATE OUTCOMES
Who is involved and how?	Should something be done?	What should be done?	Can it be done?	How to get the idea into policy?	How to make the PSE idea come alive?	What happened? What difference did it make?
<div data-bbox="86 342 202 478" data-label="Image"> </div> <p>Partnerships are core to all stages of PSE development</p> <p>Community identification</p> <p>Shared goal</p> <p>Coalition-building</p> <ul style="list-style-type: none"> • Leadership development • Engaging the Community Wheel • Role clarity in advocacy and lobbying 	<div data-bbox="357 342 473 478" data-label="Image"> </div> <p>Is there a problem?</p> <p>What are the contributing factors?</p> <p>Is the data compelling (burden of the problem)?</p> <p>Urgency and timing</p> <p>What happens if it is not addressed (societal costs)?</p> <p>Assessing health equity (Does it unequally impact the population?)</p>	<div data-bbox="627 342 743 478" data-label="Image"> </div> <p>Chose type/level of PSE needed</p> <ul style="list-style-type: none"> • Federal • State • Local • Institutional <p>Collection of proven PSE change ideas</p> <ul style="list-style-type: none"> • Evidence-based • Cost-benefit (ROI) • How expensive to implement? <p>Check biases and assumptions of key partners</p>	<div data-bbox="898 342 1014 478" data-label="Image"> </div> <p>Prioritize your PSE options based on the criteria below</p> <p>Political</p> <ul style="list-style-type: none"> • Assess political climate and readiness <p>Programmatic</p> <ul style="list-style-type: none"> • Level of complexity? • Who will implement? • Enforcement: who/how? • Can impacts be measured? <p>Social</p> <ul style="list-style-type: none"> • Connection to community values • Magnitude of impact on the community • Unintended consequences 	<div data-bbox="1168 342 1284 478" data-label="Image"> </div> <p>Know your authorizing environment</p> <ul style="list-style-type: none"> • Capacity and resources • Lobbying vs. advocacy <p>Choose your PSE pathways</p> <p>Refine PSE Action Statement</p> <p>Smart Advocacy</p> <ul style="list-style-type: none"> • Frame your message • Create a movement • Develop your pitch • Deploy champions 	<div data-bbox="1439 342 1555 478" data-label="Image"> </div> <p>Implementation planning</p> <ul style="list-style-type: none"> • Ensure adequate resources • Deploy media to educate about policy • Collect baseline data • Counteract obstacles and constraints • Re-deploy media to shape new norms <p>Enforcement</p> <ul style="list-style-type: none"> • Create prioritization with enforcement • Ensure adequate and sustained enforcement 	<div data-bbox="1709 342 1825 478" data-label="Image"> </div> <p>Short-term outcomes</p> <ul style="list-style-type: none"> • Degree of implementation? • Magnitude of PSE enforcement? • Foundation built for PSE modification? • Funds dedicated to implementation? <p>Long-term outcomes</p> <ul style="list-style-type: none"> • Was there any measureable change in behavior (norms) • Answer the question: What difference did the PSE change make in the lives of the people impacted? <p>Coalition Cohesiveness</p> <p>Policy Modification (process begins again)</p>

COLLABORATE

PRIORITIZE

ADVOCATE

IMPLEMENT

Health in All Policies Resources

- Toolkit for using collaborative approaches to improve population health
- To achieve HIAP need to embed health considerations into decision-making across a broad array of sectors.



Transportation and Health Resources



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For science. For action. For health.

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Transportation decisions affect our lives, economy and health. We all need to use various modes of transportation to get to work or school, to access healthy foods at grocery stores and markets, and to participate in countless other activities every day. Yet too many of us are negatively impacted by unfair transportation decisions that hurt public health. The resources below provide additional information on the links between public health, equity and transportation and APHA's advocacy efforts to ensure that transportation policy helps, rather than hinders, public health.

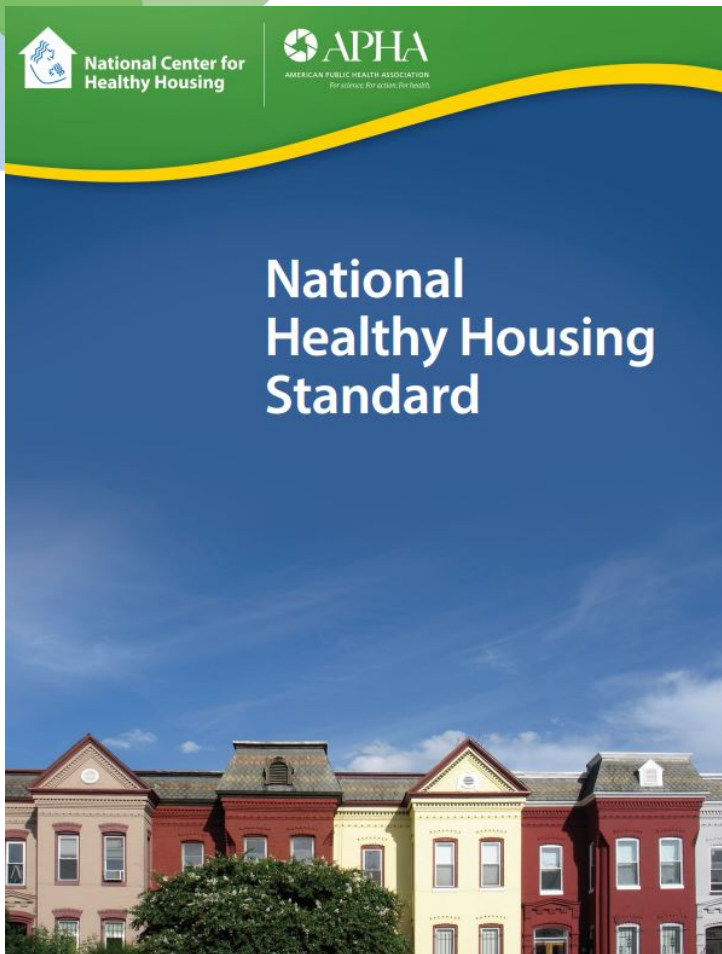
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Healthy Housing Resources



- APHA created the evidence-based National Healthy Housing Standard as a tool to reconnect the housing and public health sectors
- It is an evidence-based standard of care for those in the position of improving housing

HOPE TO SEE YOU ALL IN NEW ORLEANS!

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Please Complete This Survey:

<https://www.surveymonkey.com/s/BTBM7YF>