APA

American Planning Association
Making Great Communities Happen

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 inventions 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

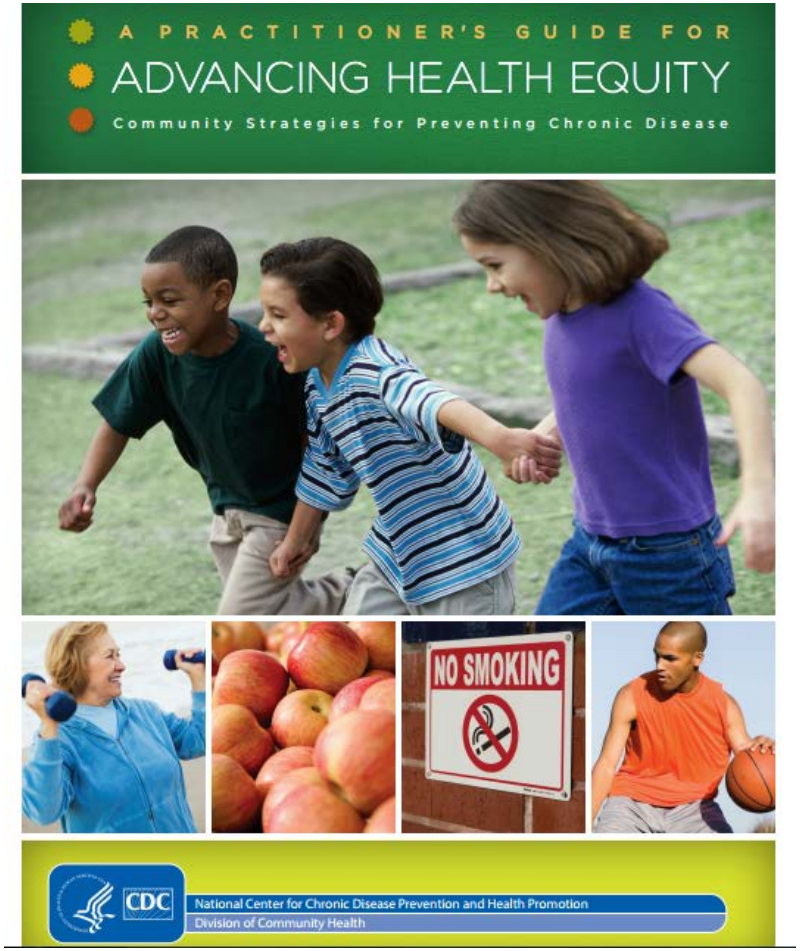
Sample Approaches:

- 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

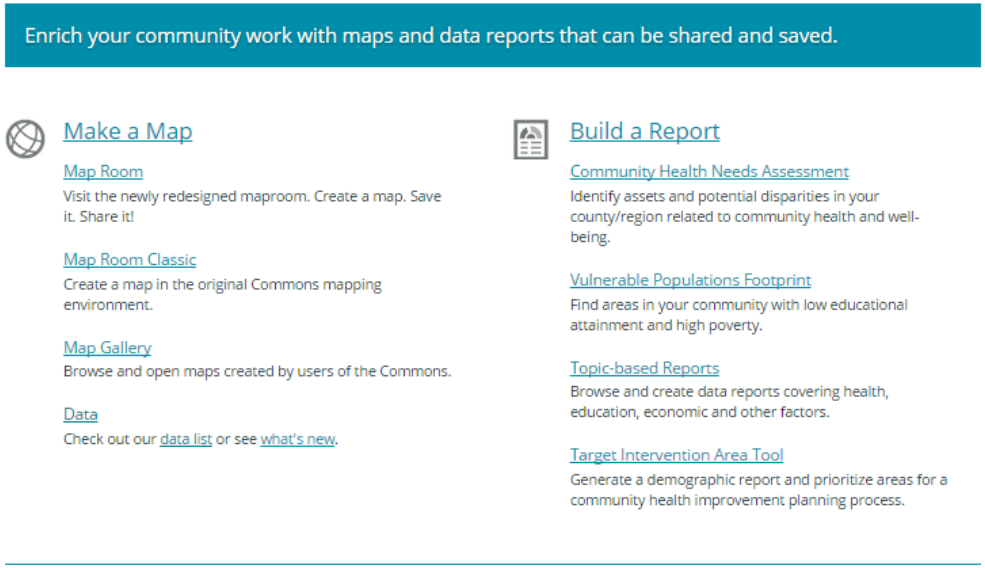
- URL: http://www.thecommunityguide.org/
- The Community Guide is the place to find evidence-based recommendations and findings of the Community Preventive Services Task Force. The Community Guide:
  - Uses a science-based approach
  - Covers many health topics and types of interventions for behavior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

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

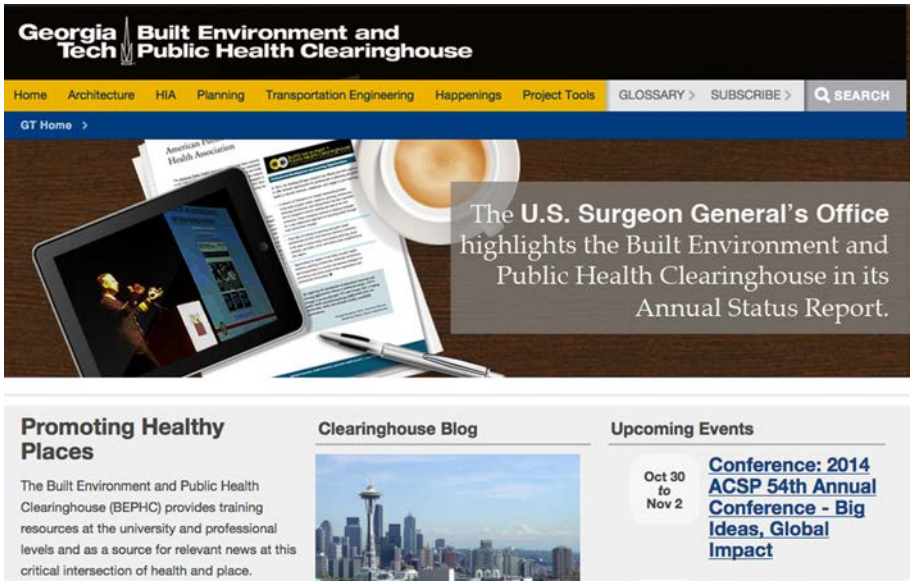
Tools organized by topic:

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

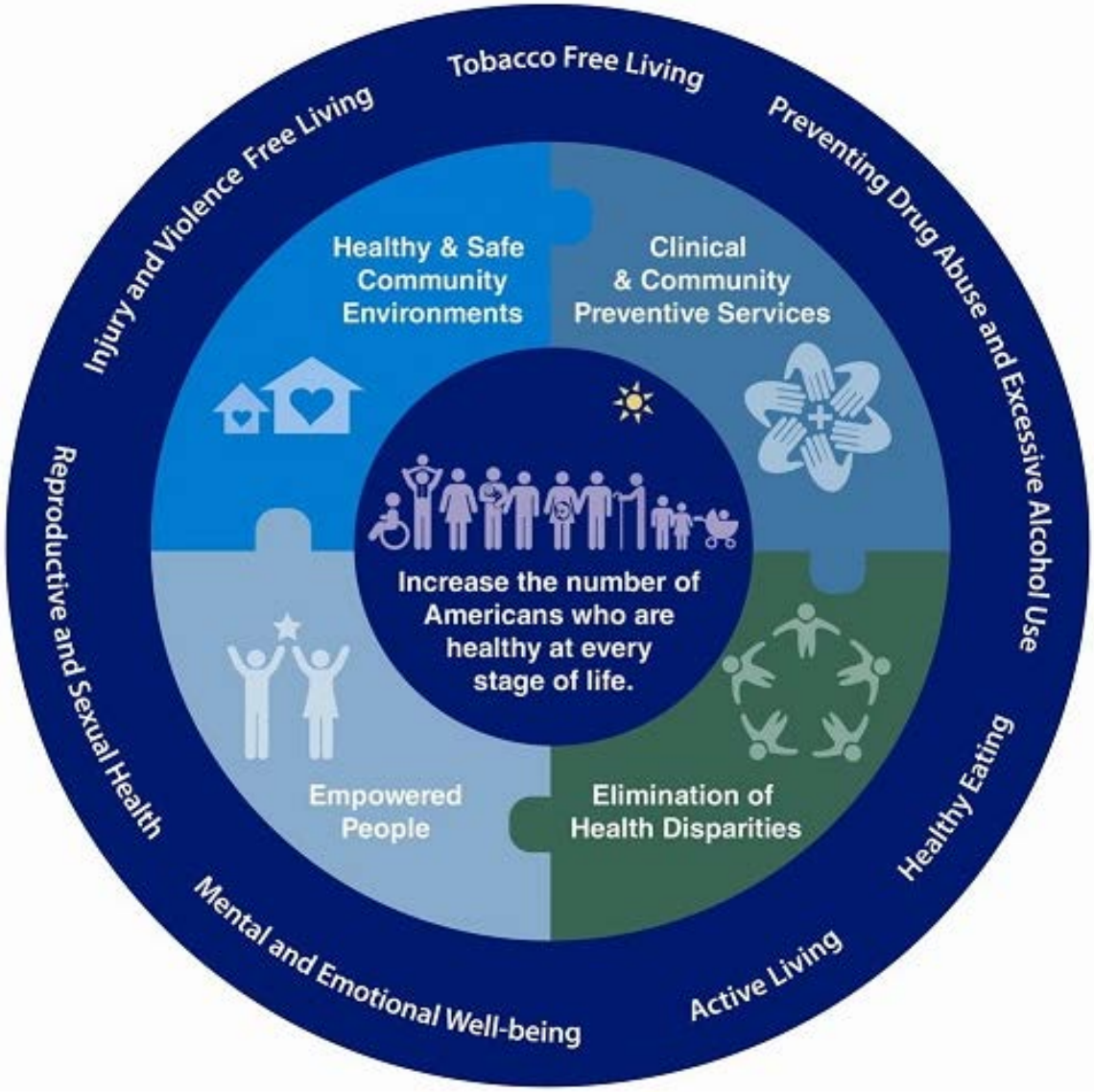


Built Environment and Public Health Clearinghouse

- 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



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

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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

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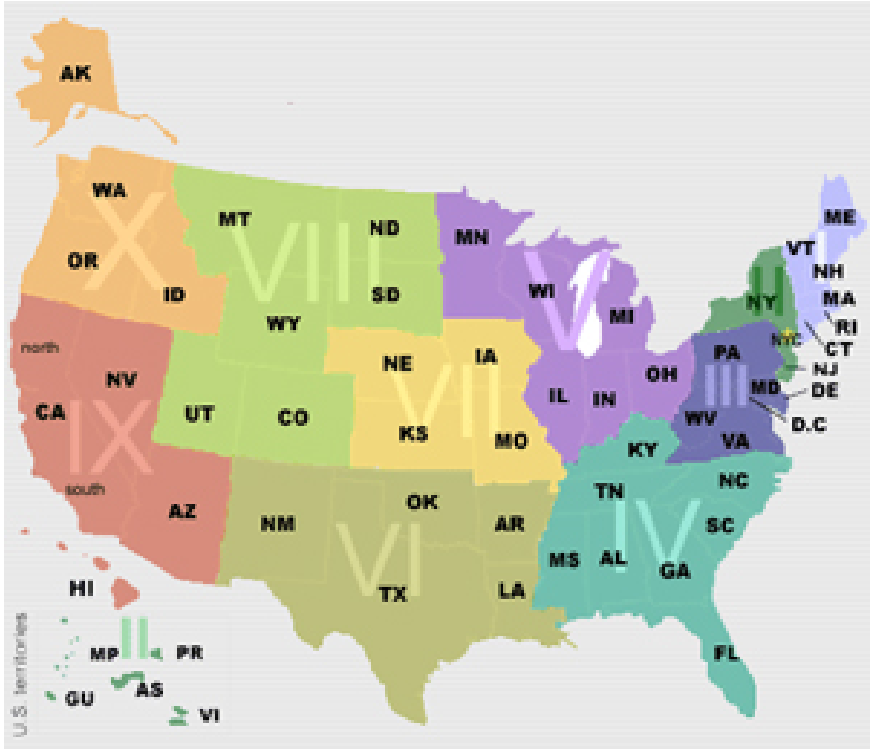
- APHA is the national voice on public health that is complemented by efforts in its network of 53 affiliated state and regional public health associations.

- 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.



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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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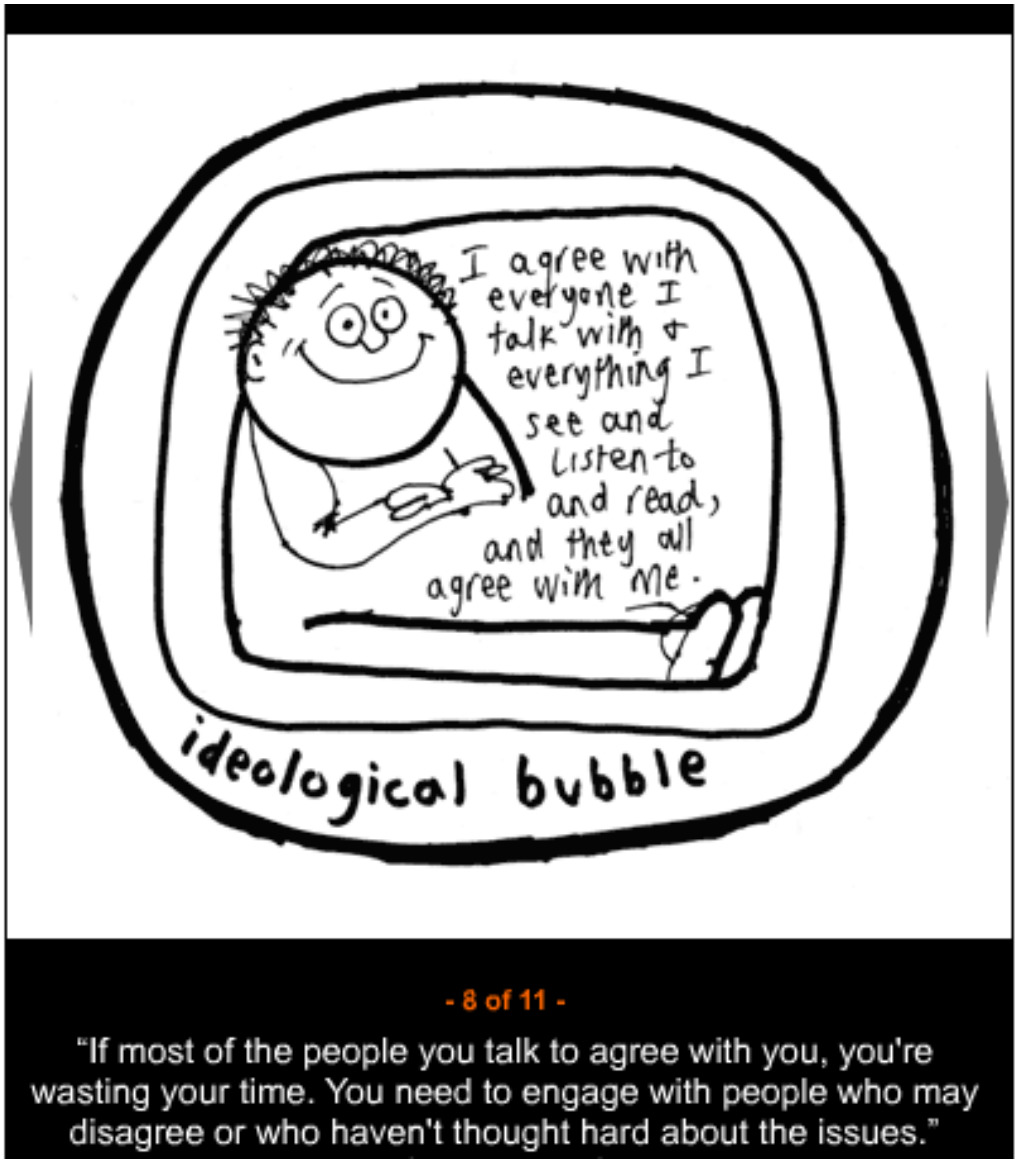

Beyond Outrage
-Robert Reich

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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

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PSE DEVELOPMENT FRAMEWORK — POLICY, SYSTEMS, ENVIRONMENTAL CHANGE

1 BUILD PARTNERSHIPS

Who is involved and how?

Partnerships are core to all stages of PSE development

Community identification

Shared goal

Coalition-building

- Leadership development
- Engaging the Community Wheel
- Role clarity in advocacy and lobbying

2 IDENTIFY THE ISSUE

Should something be done?

Is there a problem?

What are the contributing factors?

Is the data compelling (burden of the problem)?

Urgency and timing

What happens if it is not addressed (societal costs)?

Assessing health equity (Does it unequally impact the population?)

3 DETERMINE OPTIONS

What should be done?

Chose type/level of PSE needed

- Federal
- State
- Local
- Institutional

Collection of proven PSE change ideas

- Evidence-based
- Cost-benefit (ROI)
- How expensive to implement?

Check biases and assumptions of key partners

4 REVIEW FEASIBILITY

Can it be done?

Prioritize your PSE options based on the criteria below

Political

- Assess political climate and readiness

Programmatic

- Level of complexity?
- Who will implement?
- Enforcement: who/how?
- Can impacts be measured?

Social

- Connection to community values
- Magnitude of impact on the community
- Unintended consequences

5 DEVELOP ADVOCACY PLAN

How to get the idea into policy?

Know your authorizing environment

- Capacity and resources
- Lobbying vs. advocacy

Choose your PSE pathways

Refine PSE Action Statement

Smart Advocacy

- Frame your message
- Create a movement
- Develop your pitch
- Deploy champions

6 IMPLEMENT AND ENFORCE

How to make the PSE idea come alive?

Implementation planning

- Ensure adequate resources
- Deploy media to educate about policy
- Collect baseline data
- Counteract obstacles and constraints
- Re-deploy media to shape new norms

Enforcement

- Create prioritization with enforcement
- Ensure adequate and sustained enforcement

7 EVALUATE OUTCOMES

What happened? What difference did it make?

Short-term outcomes

- Degree of implementation?
- Magnitude of PSE enforcement?
- Foundation built for PSE modification?
- Funds dedicated to implementation?

Long-term outcomes

- 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?

Coalition Cohesiveness

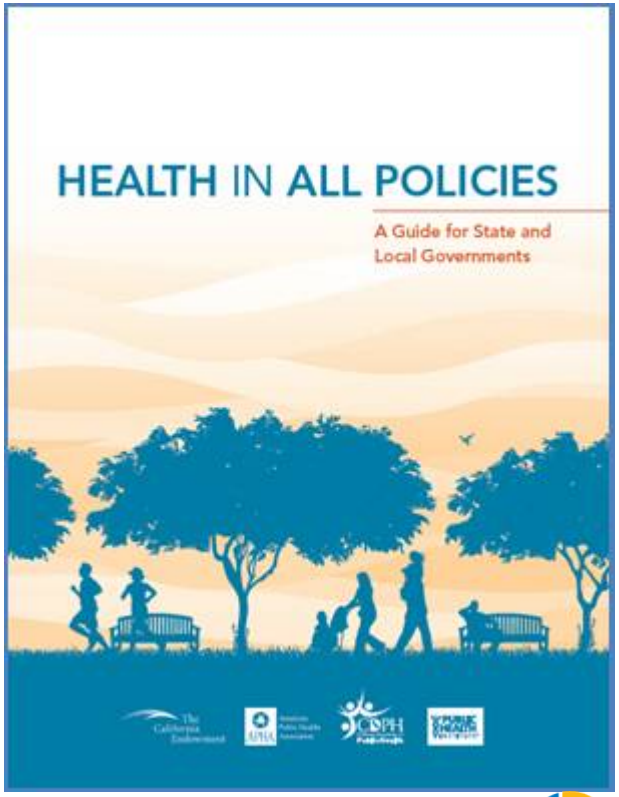
Policy Modification (process begins again)

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.



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Transportation and Health Resources

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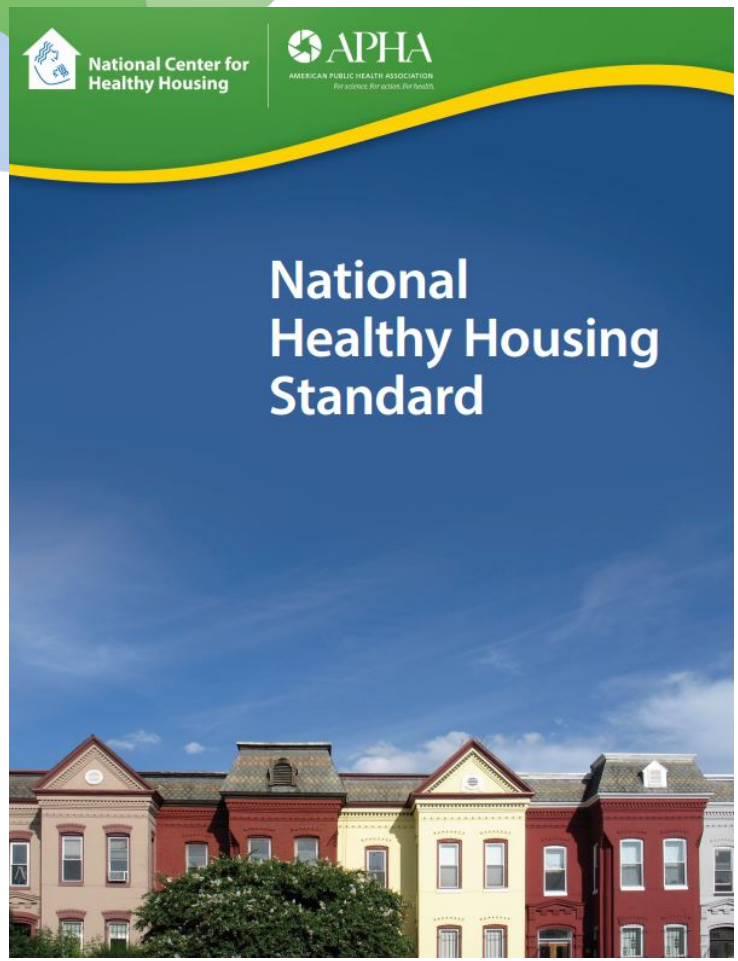
Healthy Housing Resources



- 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

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HOPE TO SEE YOU ALL IN NEW ORLEANS!

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