

# Connecting Healthy Communities and Regional Blueprint Planning

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# “Candyland” Connections

- **What?** Healthy Places = Healthier People
- **So What?** Governor's vision + plan + health care reform = healthier bottom line
- **Now What?** The sweet deal of connecting public health and Blueprint Planning – intersections

*Who wants to play the game?*



# What? Unhealthy Places = Unhealthy People

- **Transportation and Land Use Planning**
- **Growing rates of chronic problems:** obesity, diabetes, heart disease, asthma, depression, and violence.



# Healthy Places = Healthier People



Providing safe environments for daily routine physical activity, such as walking to school and work, within communities will encourage people to stay active.

# Access to Healthy Food is Key to a Healthier California



# So What? -

- Case for Action
  - Obesity epidemic
  - Competing environmental forces
  - Fragmented, uncoordinated efforts
- Call to Action
  - 10-Step Vision with Summit in September 2005



# Governor's Summit On Health, Nutrition and Obesity



September 15, 2005



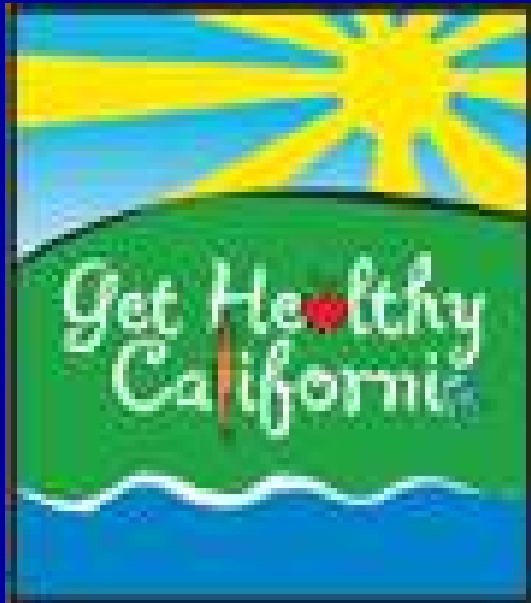
# A Vision for California: 10 Steps Toward Healthy Living

1. Californians will understand the importance of physical activity and healthy eating, and they will make healthier choices based on their understanding.
2. Everyday, every child will participate in physical activities.
3. California's adults will be physically active every day.
4. Schools will only offer healthy foods and beverages to students.
5. Only healthy foods and beverages will be marketed to children ages 12 and under.
6. Produce and other fresh, healthy food items will be affordable and available in neighborhoods.
7. Neighborhoods, communities and buildings will support physical activity, including safe walking, stair climbing, and bicycling.
8. Healthy foods and beverages will be accessible, affordable, and promoted in grocery stores, restaurants, and entertainment venues.
9. Health insurers and health care providers will promote physical activity and healthy eating.
10. Employees will have access to physical activity and healthy food options.





# California Obesity Prevention Plan: A Vision for Tomorrow Strategic Actions for Today



- Leadership & Coordination
- Transform the Norm – media and marketing
- Community Makeovers
- Measuring Change

# Government's Role in Creating Change in the Physical and Social Environment

## Strategic Actions

- Adopt and implement “walkable” community policies.
- Promote land uses that support access to healthy foods and encourage walking and bicycling in all neighborhoods.
- Ensure that public recreational facilities and supermarkets are close to where people live and work as well as accessible from public transit routes.
- Adapt general plans that contain a recreation element.



# The Governor's Health Care Reform Proposal

- Prevention, Health Promotion, and Wellness
- Cover All Californians
- Affordability and Cost Containment

**An opportunity to lead the nation in reversing obesity trends through innovative and comprehensive strategies.**





## Now What? The sweet deal of connecting Public Health and Blueprint Planning

*Do you want to play?*



# Public Health Approach



- **Build partnerships**
- **Use data to drive decisions**
- **Mobilize communities**
- **Implement interventions**
- **Evaluate and Replicate**

# We have data to share

- Hospital data on serious but non-fatal injuries and medical costs of care were the “carrot”
- For CA DOT: Pedestrians only 2% of constituency but 20% of their highway fatalities!



# Joint Planning Efforts

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- Pedestrian Safety Task Force
- California Bicycle Advisory Committee
- Alternative Transportation and Livable Communities Advisory Committee
- Safe Routes to School Advisory Committee
- State Highway Strategic Planning (SHSP) Steering Committee and Implementation Work Groups



# CA Public Health Projects

- Safe Routes to School Initiative\*\*
- CA Walk to School Headquarters\*\*
- Walkable Neighborhoods for Seniors\*\*\*
- Healthy Transportation Network\*
- Walkable Community Workshops\*/\*\*
- Local Public Health and the Built Environment \*\*
- Home Zones\*\*
- School Siting and Joint-Use Agreements\*\*
- Senior Mobility\*\*

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\* Funded by Caltrans (with FHWA funds)

\*\* Preventive Health & Health Care Block Grant

\*\*\* RWJF, misc.





# A Collaborative Process



Local Government Commission

**healthy**  
**transportation**  
**network**

*Working with local governments  
to support walking and bicycling*

The central logo for the Healthy Transportation Network, featuring a stylized orange and green starburst icon to the left of the text. The text is in green, blue, and orange. Below the main text is a tagline in italics.

# Choose your treat?



- **Web-based information and Links to other websites and their expertise**
- **Local public health contacts across California**
- **Individualized consultation**

# CDPH Programs Engaged in Creating Healthy Places

California Center for Physical Activity

<http://www.caphysicalactivity.org/>

Epidemiology & Prevention for Injury Control Branch

<http://www.dhs.ca.gov/ps/cdic/epic/>

Environmental Health Investigation Branch

<http://www.ehib.org/>

Cancer Prevention & Nutrition Section

<http://www.dhs.ca.gov/ps/cdic/CPNS/default.htm>



# Safe and Active Communities for Everyone



## *Universal Livability*