Presentation Outline

• The Relationship Between Health and Planning
• Initiatives and Funding
• Where Does Orange County Stand?
• OC Health Care Agency Initiatives
• City of San Clemente: Creating a Healthier Community Through Multiple Avenues
History of Public Health and Urban Planning

• Tenement housing reforms
• Urban water supply and sewer
• Preventing infectious diseases

19th Century

• Germ theory - microorganisms are the cause of many diseases
• Biomedical model of disease – molecular-level pathogens brought on by variety of factors in the individual

• Industrial pollution
• Separation of uses
• Environmental impact assessment
Today

A Time for Renewed Partnerships
What Factors Determine Health?

The Main Determinants of Health

- General socio-economic, cultural and environmental conditions
  - Work environment
  - Living and working conditions
  - Unemployment
- Social and community networks
  - Water sanitation
  - Health care services
  - Housing
- Individual lifestyle factors
  - Agriculture and food production
  - Education
- Age, sex & hereditary factors

Dahlgren and Whitehead (1991)
How Does the Built Environment Impact Health?

• Direct Impacts
  - Air, noise, water quality, hazardous wastes, etc.

• Indirect Impacts
  - Limits individual’s ability to make healthy choices
  - Supports individual’s ability to make healthy choices
Healthy Communities Definition

California Planning Roundtable

“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;
Healthy Communities Definition

California Planning Roundtable

... it empowers organizations and individuals through collaboration, civic and cultural engagement for the creation of safe and sustainable environments.

cproundtable.org
Healthy Communities Definition
California Planning Roundtable

...Vibrant, livable and inclusive communities provide ample choices and opportunities to thrive economically, environmentally and culturally, but must begin with health.”

cproundtable.org
Basic Needs for All:
- Affordable, accessible and nutritious foods and safe drinking water
- Affordable, accessible, high quality health care
- Affordable, safe, integrated, and location efficient housing
- Safe, sustainable, accessible and affordable transportation options
- Safe, clean environment
- Access to quality schools and affordable, safe opportunities for physical exercise & activities
- Equitable access for opportunities
- Safe communities, free of crime and violence

Safe, Sustainable Environment
- Clean air, soil, and water
- Green and open spaces
- Reduced greenhouse gas emissions and other pollutants
- Reduced waste
- Affordable and renewable energy resources
- Habitat conservation and renewal

Economic and Social Vitality
- Living wage, safe and healthy job opportunities to support individuals and families
- Strong, adaptable economy supportive of innovation and entrepreneurial spirit
- Support and investment in the healthy development of children and adolescents
- Access to high quality, affordable education from preschool through college and including vocational opportunities
- Robust social and civic engagement
- Access to opportunities to thrive regardless of income, race, ethnicity, gender, or disability

Efficient Development Patterns
- Sufficient affordable housing development in appropriate locations
- Built environment that supports walking and biking
- Support multimodal, affordable transportation choice
- Promote infill and compact development appropriate to setting (urban and rural)
- Promote conservation and restoration of open space and preserve agricultural lands

croundtable.org
What Are We Seeing?

Initiatives and Funding
National Initiatives

- Reducing the risk of obesity in early childhood
- Making healthy food affordable and accessible
- Providing healthy food in schools
- Increasing physical activity

- Building Healthy Places
- Planning and Community Health Research Center
- 2014 National Conference
Statewide Initiatives

- Health in All Policies (HiAP)
  - Promoting health in communities and state policies
  - Multi-agency task force—responsibility for health policies doesn’t lie in just the Health Department

- HEAL Cities
  - Focus on land use, healthy foods, and employee wellness
Local Initiatives
Funding

- Civic organizations
- Hospitals/health care industry
- Developers
- Foundations/non-profits
- Government
  - USDA, CDC, EPA
  - Strategic Growth Council
    - Sustainable Communities Planning Grants
  - SCAG
Deaths per 100,000 people in the U.S.A. by cause, 1900 and 2010

### Health Outcomes
#### Overall Rank

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### Health Factors
#### Overall Rank

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Gallup Well-Being Index
California Congressional District Rankings

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2013
Orange County Health Profile
A look at trends and disparities in key health indicators for Orange County

PUBLIC HEALTH SERVICES
Orange County Health Care Agency
Effects of Obesity

- Overweight and obese individuals are more likely to:
  - Develop chronic disease risk factors, such as high blood pressure and dyslipidemia.
  - Develop chronic diseases, such as type 2 diabetes, heart disease, osteoarthritis, and some cancers.
  - Experience complications during pregnancy.
  - Die at an earlier age.
  - US Centers for Disease Control and Prevention 2010
Costs of Obesity

- $1,429 per person annually
- $671 million in avoidable cost in Orange County

US Centers for Disease Control and Prevention 2010
Framework for Childhood Obesity Prevention

- Legislation & Policy
- Media
- Urban Design & Transportation Systems
- Food Supply & PA Opportunities
- Healthcare System
- Community
- Schools
- Home & Family
- The Child

Environmental Change

Individual Change: Knowledge, Skills, Motivation

Source: UC Berkeley Center for Weight & Health
Orange County Adolescent Body Composition (2011/12)
Percent of 9th Graders Inside Healthy Fitness Zone for Body Composition

<table>
<thead>
<tr>
<th>School District</th>
<th>% 9th Graders in Health Fitness Zone, for Body Composition, 2011/12</th>
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</thead>
<tbody>
<tr>
<td>Laguna Beach Unified</td>
<td>87.0%</td>
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<tr>
<td>Irvine Unified</td>
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<td>Capistrano Unified</td>
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<td>Placentia-Yorba Linda Unified</td>
<td>72.7%</td>
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<td>Los Alamitos Unified</td>
<td>70.2%</td>
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<tr>
<td>Fullerton Joint Union High</td>
<td>69.6%</td>
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<tr>
<td>Brea-Olinda Unified</td>
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<tr>
<td>Saddleback Valley Unified</td>
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<tr>
<td>Huntington Beach Union High</td>
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<tr>
<td>Newport-Mesa Unified</td>
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<tr>
<td>Tustin Unified</td>
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<td>Orange County</td>
<td>65.5%</td>
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<td>Orange Unified</td>
<td>60.7%</td>
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<tr>
<td>Garden Grove Unified</td>
<td>60.1%</td>
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<tr>
<td>Anaheim Union High</td>
<td>58.4%</td>
</tr>
<tr>
<td>Santa Ana Unified</td>
<td>51.5%</td>
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</table>

Countywide Rate (2011/12): 65.5% of 9th Graders

9th Graders Inside Body Composition
Healthy Fitness Zone (%)

- 51.5 - 60.7
- 60.8 - 67.0
- 67.1 - 72.7
- 72.8 - 87.0
- Data missing or unstable
- OC City Boundaries

Source: 2011-12, California Physical Fitness Test
Orange County mRFEI by Census Tract
Percentage of Food Retail that is "Healthy"

Countywide Median Rate (2008-2009):
11.1

mRFEI Score

0.0 - 7.0
7.1 - 11.1
11.2 - 16.3
16.4 - 60.0
Data missing or unstable

Source: Modified Retail Food Environment Index (mRFEI), Centers for Disease Control and Prevention

Housing and Environmental Indicators OC Health Profile 2013
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<th>City</th>
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<td>Mission Viejo</td>
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<td>Brea</td>
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<td>Cypress</td>
<td>9.8</td>
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<td>Lake Forest</td>
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<td>Buena Park</td>
<td>9.1</td>
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<td>Tustin</td>
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</tr>
<tr>
<td>Villa Park</td>
<td>Estimate unstable</td>
</tr>
</tbody>
</table>

*Source: Centers for Disease Control and Prevention*
Orange County Percent of Population with 1/2 Mile Access to a Park

Countywide Rate (2013): 87.9%

Population with 1/2 Mile Access to Park (%) by Census Tract

- 0% - 79.5%
- 79.6% - 87.9%
- 88% - 99.9%
- 100%
- OC City Boundaries
- Data missing or unstable

Source: California Protected Areas Database, V1.9; US Census Bureau, 2010 US Census
<table>
<thead>
<tr>
<th>City</th>
<th>% of Population within ½ mile of Park, 2013</th>
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<td>Aliso Viejo</td>
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<tr>
<td>Rancho Santa Margarita</td>
<td>100.0%</td>
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<tr>
<td>Mission Viejo</td>
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<tr>
<td>Cypress</td>
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<td>65.7%</td>
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<tr>
<td>Villa Park</td>
<td>27.9%</td>
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*Source: US Census Bureau*
FIT Cities Initiative

The *FIT Cities* Initiative is focused on provision of data, capacity building and support to enhance health-optimizing built environments and community-based initiatives.
FIT Cities Initiative
Training and Technical Assistance

- Training and education
  - city staff, elected officials,
  - commissions and community members
- Support with HEAL designation
- Guidance and review of policies and plans
- Resources for best practices related to health and planning
- Support with funding applications
FIT Cities Initiative

Data, Reports and Assessments

- County-wide and city specific data and reports
- Assessments
  - Food environment
  - Parks, recreation and open space
  - Walkability and bike-ability
  - Community engagement
Projects in Your Community

Exciting projects that are making our communities healthier.

Health is where we live!
Orange County’s Healthier Together is a community-driven initiative based on the belief that the design of where we live – like wide sidewalks, safe bike lanes, access to healthy food, a nearby park – can help us to make healthy choices and live healthy lives.

What’s Happening in Orange County

Anaheim HEAL Zones
Anaheim’s program engages residents to lead efforts in improving health in the Anaheim

Re-imagine Downtown
Garden Grove
Join the community effort to take the different parts of Downtown Garden Grove

Building Healthy Communities in Santa Ana
A community initiative creating a revolution in

Tools for Building Healthy Communities

Ten Principles for Building Healthy Places
This resource from the Urban Land Institute sets out ten important principles to community that can help people live longer and reduce unhealthy lifestyles.
Indicators

2013 Orange County Health Profile
The Orange County Health Profile shows key health indicators and social, economic, and environmental indicators that impact health. Examples of the more than 70 indicators in the report are Life Expectancy, Health Insurance Coverage, Violent Crime, Crowded Living Conditions, Breastfeeding, Heart Disease Deaths, Obesity Rates, Smoking Rates, Motor Vehicle Crash Deaths, and Suicide Rates.
City of San Clemente Bicycle & Pedestrian Master Plan

• Multi Modal Transportation = Healthy Communities

• How did San Clemente do it?

• What is unique about the Plan?

• Effectiveness of the Plan
Multi Modal Transportation / Complete Streets = Healthy Communities
Why Prepare a Plan?

• Grant funding is out there for Multi Modal projects and plans!

Developing a Healthy Community Requires Money
How

• Vocal Advocates

• City Leadership Support

• Qualified Consultant
How

- BPMP prepared alongside the update to the City General Plan.
- Plans prepared together to increase public input.
- BPMP benefited from General Plan public input process.
Process

Anticipated Schedule

- June 2010
- 34 Meetings
- January 2012

Actual Schedule

- June 2010
- 86 Meetings
- February 2014
Outreach

• Extensive Community Involvement...
  ▪ BPMP was prepared alongside update to General Plan
  ▪ Online questionnaires
  ▪ Staff and advocates attended local school events / PTA meetings
  ▪ Community Workshops
  ▪ Specific neighborhood meetings to engage residents on a micro-level
  ▪ Health in Motion Public Forum
  ▪ 25 member Citizen Advisory Committee for input on Plans
  ▪ 86 General Plan meetings, which often involved discussion of Plan
  ▪ Consistent Website Updates
Leadership and Resident Support

• San Clemente Leadership encourages City decisions be made that focus on improving “Quality of Life”

• Surveyed Residents
  ▪ 90% of San Clemente residents were supportive of becoming a pedestrian friendly town that encourages walking and biking. - City’s 2009 Visioning Survey

• January 2012 - City Leaders unanimously approved Orange County’s first complete streets resolution, which promised “...to comply in letter and spirit with California’s Complete Streets Law, thereby creating a balanced, multi modal transposition system for all.”
What is Unique About the Plan

- Advocates supported the BPMP Goals and Policies but wanted implementation assurance.
- Goals and Policies directly incorporated into Mobility and Complete Streets Element (Circulation Element) of General Plan.
  - Level of Service (LOS) can be lowered to accommodate “complete street design.”
  - City will evaluate streets using a “multi-modal, complete streets” analysis tool (as opposed to LOS), when available.
  - Bicycle parking required as part of new development for public buildings, commercial buildings, multi-family residential, and at schools and parks.
  - City will consider incentives to consider alternate modes of transportation, such as crediting bicycle, motorcycle, NEV and scooter parking toward meeting a portion of required automobile parking.
  - City will use innovative street designs, such as roundabouts, mid-block and corner bulbouts and road diets to achieve “multi-modal transportation.”
What is Unique About the Plan

• 19 goals, 103 policies, and 69 implementation measures.

• 66 candidate non-motorized transportation improvement projects.
  ▪ Projects prioritized upon a quantitative assessment model to evaluate and rank suitability of bicycle and pedestrian routes.

• Candidate projects would add approximately 40 miles of new bikeways and countless pedestrian pathways.

• Appendix contains valuable planning reference materials:
  ▪ References to applicable Local, State, and Federal Laws and other planning documents.
  ▪ Survey comments that illuminate perceptions and experiences of non-motorized travel.
  ▪ Non-motorized bicycle counts to demonstrate cycling demand. Counts performed by local advocacy group with City staff input.
Design

- Model Design Manual for Living Streets (MDMLS) was released in 2011 and the design chapters were incorporated.
BPMP - MODEL DESIGN MANUAL FOR LIVING STREETS

Curb extensions (Credit: Michele Weissbart)

Medians and crossing islands allow pedestrians to complete the crossing in two stages (Credit: Michele Weissbart)
Cost

• $130,380
  ▪ $29,000 Grant; Nutrition and Physical Activity Collaborative (NUPAC)/Volunteer Center of Orange County
  ▪ $50,000 Grant; Energy Efficiency and Conservation Block Grant
  ▪ $51,380 General Fund; City Contribution
Effectiveness of the Plan

- Installation of 8 foot wide bike lanes
- Reverse-angle-back-in parking
- Class 1 and 2 Bike/Ped path on North Coast Hwy
- Study Class 1 extension on Avenida Pico
- Adding Sidewalks
- Procured grant for bicycle parking and bicycle route signage along Pacific Coast Bike Route
- Active Transportation Grant (Safe Routes to School)
San Clemente’s Community Planning and Resident Engagement Highlights
Background

- NYC & Bay Area: Oakland and The Tenderloin
- Community Block Grant Administrator
- Housing & Health
- 2005 SC Gang Injunction
- Silos / Grassroots Coalition Bldg. / Citywide Forums and Focus Groups
- San Clemente Collaborative formed as a result
- 2012 HEAL Cities
- First Health and Wellness Element in City’s Centennial General Plan
Eligible Target Areas and Income for Community Enhancement Projects

Target Areas in yellow

2014 OC County Median Income $87,200

Outreach & Community Planning
Housing and Health Correlations

Before

After
Setting the Stage for Change

• Working Together Ups & Downs
• Building on Community Strengths
• Practicing Democracy;
• Empowering Neighborhoods & Schools
• Growing Grassroots Leaders
  Promotores de Salud = Community Health Worker’s Model
• Investing In a Brighter Future
Complaints, Concerns, Connections
Engagement, Planning and Trust

• Initially 66% stated barriers to obtaining services
• Lack of trust with Police, fear of involvement with system, isolation, parents feeling overwhelmed
• Living Room Dialogues
• Resident Leadership Academy
• Potlucks, murals, music, soccer, cook offs, kid’s books, recipe and furniture swaps, jog-a-thons
• Crime and Youth Violence decreased and Community Building Events has increased
Community Building Initiatives

Max Berg Plaza Park

Vista Los Mares
Fun On the Run Mobile Van

• Childhood Obesity Prevention in 2007
• Targets low income youth ages 5 to 14 yrs. in “pockets of poverty”
• Serves approx. 6,500 children annually
• Collaborative Partners = Key to success
• OC Gang Reduction & Intervention Program
• Building Communitywide Health
  – Goal Zone Sports afterschool program example
  – Health Needs Assessments, Mission Hospital.
Together We Can Do More
NuPac, Hospitals, Alliance for a Healthy OC, Youth, City Staff
Bridge Building with Local and External Resources

Raise public awareness about concerns:

1) Community Safety, Fair Housing, Traffic
2) Existing Environmental Barriers
3) Engage new civic leaders and advocates
4) Community for All Ages Grant example
   - Inclusion of seniors and youth into SC community building efforts
   - Focus on shared values
Garden Site Plan with Kids Input
Create a Culture of Sharing and Caring = Neighborhood Pride
Gathering Spot for All Ages

- Planting Friendships
- Recycled Pre-Teen Art
UCI Neighborhood Revitalization

• Orange County Healthcare Agency (OCHA) capacity building project connected to their *Healthy Places, Healthy People* initiative

• Lack of a crosswalk and poor lighting contributes to a hazardous and unsafe pedestrian built environment

• Area characteristics include a high population density, a predominantly low-income demographic and poor access to open space. Isolation Issues.

• Pocket park, community garden or community resource center = Good Neighbor example. Quarterly neighborhood celebrations and events are vital to resident engagement process.
Las Palmas Leadership Team
AWARDS 41 County Recognition and El Bajio Book
Safe Routes to School Project
Grow Your Own School:
www.TheEcologyCenter.org
Parent Leadership Institute

The OC Human Relations Parent Leadership Program is a comprehensive six session training program designed to promote the development of language minority parent leaders in Orange County and their participation in the decision-making processes of their children’s education.

Objectives:

- Increase understanding of the educational system, its programs and parent committees
- Familiarize parents with educational decision making policies and processes
- Provide information about their legal rights and responsibilities and how to make use of school and community resources
- Enhance parent leaders skills in effective meeting techniques, public speaking and communications strategies
- Increase parent involvement in schools to enhance the academic achievement of their children.

1301 S. Grand Ave. Building B
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(714) 567.7479 - FAX (714) 567.7474
www.ochumanrelations.org
Keys to Grassroots Participation

- Know Your Changing Community
- City’s Human Affairs Commission advocacy
- Build Relationships with Stakeholders and Organizations
- Overcome Language and Multi-Cultural Barriers
- Use Culturally Effective Outreach Strategies
- Make Public Engagement Accessible, Enjoyable and Rewarding
- Ask Them! Identify Issues that Residents Care About
- Build Leadership Capacity = OC Human Relations expertise
- Plan Collaboratively, Think Long Term, and Learn as You Go
In the Works........

- Affordable Housing Developments
- Active Transportation Program = SR2S Grants
- Health & Wellness GP Implementations
- Community Clinic / Camino Health expansion
- Youth Development and Academic Support, three on-site afterschool programs funded which includes healthy living components
Planning for a Healthy OC (Part 1)

OCAPA Lunch Program
July 17, 2014

Amy Buch | Cliff Jones | Michelle Lieberman | Denise Obrero