

Aligning Planning, Policy, and Practice to Foster Public Health June 3, 2016

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A Planner's Role in Public Health

Plans for the built environment are founded on the protection of public health, safety and welfare

- Land Use and Zoning
- Sewage Facilities
- Transportation
- Recreation and Open space

Experience as a Consultant

Muncy Creek Multi-Municipal Comprehensive Plan, Lycoming County, 2004

Strategy #2					
Increase bicycle and pedestrian facilities	and connections.				
Methods, Tools, and References					
Partnerships, Needs Assessment, Susquehanna Greenway Initiative					
Partners					
County, WATS, PENNDOT, school distric	ts, developers, health care community				
Funding Sources					
	nd Transportation Enhancements, Hometown				
Streets and Safe Routes to School Program	, Community Conservation Partnership				
Strategic Action	Notes				
2a. Develop connectors between existing bike routes and pedestrian routes.	Bicycle and pedestrian facilities are important components of any community for non- drivers, both young and old. Where off-road				

Bradford County Open Space & Greenways Plan, 2006

C. Develop programs that promote the use of parks and trails. The Keystone Active Zone campaign, a partnership of The Pennsylvania Advocates for Nutrition and Activity (PANA), is a state-coordinated program to encourage people to visit parks and trails in their own communities and in other communities. PANA's Passport Program encourages young people to track their park visits activities through a passport booklet. Counties can also post their recreation attractions in a searchable database on PANA's website.

Keystone Active Zone Passport Program

The passport program provides a way to encourage people to visit parks and trails during the summer months. Participating communities are also encouraged to promote existing recreation and health based education programs or events as "passport" stops. Schools participating in PANA's **Keystone Healthy Zone** campaign will be encouraged to use the passport program to promote physical activity during the summer months. Students will be asked to return passports to their Physical Education teachers at the start of the following school year. Passport participation will be linked to incentives to support the school's physical education program in teaching lifetime recreation activities. In addition, the passports can be used for work-site wellness programs, summer camps and other community organizations. American Association of Retired People (AARP) is working with PANA to pilot the passport program with AARP chapters in Franklin and Allegheny Counties. Note: Passports will be available to download from the Keystone Active Zone web-site.

Bradford County Open Space & Greenways Plan, 2006

XII. Create and expand partnerships between school districts, municipalities and other community organizations to provide outdoor recreational facilities and services.

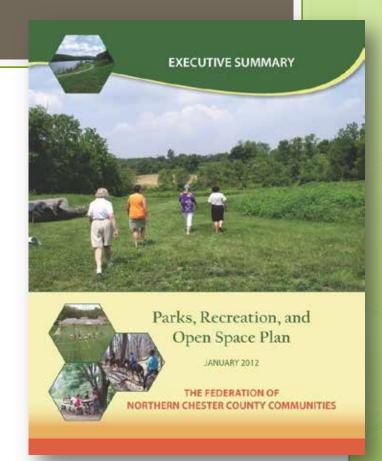
Partners

- 1. Recreation organizations for recreation objectives
- 2. Health and wellness organizations for fitness and wellness objectives
- 3. The business community for quality of life objectives
- 4. School districts for health, safety and welfare of students
- 5. Local officials for community development objectives.
- Federal US Department of the Interior National Park Service Rivers, Trails, and Conservation Assistance Program (technical assistance only) DCNR-Bureau of Recreation and Conservation;
- 7. DCNR-Bureau of Forestry (technical assistance)
- 8. PSU Extension Forester (technical assistance)

Parks, Recreation and Open Space Plan

for the Federation of Northern Chester County Communities

- " Municipalities
- " Chester County
- 3 School Districts
- Pottstown Health and Wellness Foundation
 Return on Environment: The Economic Value of Protected
 Open Space in Southeastern Pennsylvania, 2010



Health-Care Cost Savings

It is well documented that engaging in moderate and strenuous activity contributes to physical well-

being and reduces the risk of health problems. Physically active people typically enjoy a variety of health benefits, including lower incidence of cardiovascular diseases, diabetes, depression, certain cancers, and obesity. This section estimates the health-related cost savings that result from the physical activity that residents engage in on southeastern Pennsylvania's protected open space. In total, this physical activity results in avoided costs totaling \$1.3 billion per year. This figure includes avoided medical costs, workers' compensation costs, and costs related to lost productivity (See Table 20). These impacts, in turn, translate into lower insurance costs and improved productivity.

Table 20: Total Health-Related Cost Savings by Open Space Type and County (\$M per Year)

Open Space Type	Bucks	Chester	Delaware	Montgomery	Philadelphia	Total
Direct Medical Cost Savings	\$34.1	\$26.1	\$29.6	\$42.6	\$66.4	\$198.8
Indirect Medical Cost Savings	\$102.3	\$78.2	\$88.8	\$127.7	\$199.2	\$596.2
Direct Workers' Comp. Savings	\$0.5	\$0.4	\$0.4	\$0.6	\$0.7	\$2.6
Indirect Workers' Comp. Savings	\$1.9	\$1.5	\$1.5	\$2.4	\$2.9	\$10.2
Lost Productivity	\$90.0	\$69.8	\$72.7	\$113.5	\$139.4	\$485.4
Total	\$228.8	\$176.0	\$193.0	\$286.8	\$408.6	\$1,293.2

Sources: Chenoweth and Bortz, 2005; Graefe et al., 2009; Econsult calculations.

A planner's skills and knowledge can open new doors...

Planning Services for the PA Department of Health

- Bureau of Health Promotion and Risk Reduction
 - Stakeholder Facilitation for the PA Cancer Control Plan
 - Comprehensive Chronic Disease and Prevention Plan
 - Strategic Plan for Cultural and Linguistic Competency
 - Facilitation of the Lyme Disease Task Force
 - Facilitation of the Prostate Cancer Task Force

4 Domains: the CDC Approach to Prevention



Epidemiology and Surveillance Data and systems to track chronic diseases and their risk factors



Policy, Systems and Environment

Policies and physical surroundings that make the healthy choice the easy choice



Health Care

improvements in care that allow doctors to diagnose chronic diseases earlier and to manage them better



Community-Clinical Links

Community programs that help patients prevent and manage their chronic diseases, with guidance from their doctor

Planning Elements & Outcomes

Community Development

Housing
Built infrastructure
Services

that protects and promotes health

Public Health Elements & Outcomes

Community Health
Burden, Risk Analysis
Health Policy
Care & Insurance
Programs

that prevents disease

Public Health Elements & Outcomes

that protects and promotes health

Community
Development
Housing
Built infrastructure
Services

Community Health
Burden, Risk Analysis
Health Policy
Care & Insurance
Programs

that prevents disease

Seeing a Common Outcome

that protects and promotes health

Community
Development
Housing Healthy, Productive ealth Policy
Built infrastructure People
Services

Community Health
Burden, Risk Analysis
Productive ealth Policy
Care & Insurance
Programs

that prevents disease and manages

National Resources

Center for Disease Control

- Healthy Communities Program (2008-2012)
- Making Healthy Living Easier
 - Partnerships to Improve Community Health (PICH)
 - National Implementation and Dissemination for Chronic Disease Prevention
 - Racial and Ethnic Approaches to Community Health (REACH)

National Resources

APA

- Planning for Public Health a 3-part study
 - Survey of communities for plans that explicitly include public health
 - 22 Evaluations
 - 7 Case Studies

National Resources

APA

- Planning and Community Health Research Center
 - PLAN4HEALTH Through the American Planning Association (APA) and the American Public Health Association (APHA), this project is building local capacity to address population health goals and promote the inclusion of health in non-traditional sectors.
 - > <u>CAPACITY BUILDING FOR PLANNERS TO ADDRESS HEALTH</u> A 5-year effort will develop technical tools, educational resources, and professional development guidance.
 - HEALTH IMPACT ASSESSMENT'S ROLE IN PLANNING to further the education, training, and development of Health Impact Assessments (HIA) as an integral part of planning practice.
 - BUILT ENVIRONMENT AND PUBLIC HEALTH CLEARINGHOUSE a resource for training and relevant news about the intersection of health and place (planning, architecture, health impact assessment and transportation engineering, among others).
 - BENEFITS OF STREET SCALE FEATURES FOR WALKING AND BIKING examines how different street features, either independently or in combination with one another, can promote physical activity and economic and social outcomes.
 - PLANNING TOOLS FOR HEALTH 2-year study examining best practices that directly or indirectly address community health improvement for new development and redevelopment.
 - GROWING FOOD CONNECTIONS developing research-supported policy tools and trainings to help local governments reconnect vulnerable consumers living in food deserts with local farmers.

Toward Planning Better, Better Planning in PA

- Who plans directly or indirectly for public health in PA?
- What are the plans, priorities, and performance metrics?
- What data sets have value to health and community planners?
- What implementation and performance measures are helpful to both?
- How can planners in communities work with or alongside planners in the public health arena?

Pending Approval

Pennsylvania's State Health Improvement Plan, 2015-2020

> "Healthy people, healthy communities, healthy Pennsylvania"

Plan Purpose

- What are the health issues in Pennsylvania?
- How important is each issue?
- What is the likelihood that a statewide, strategic & coordinated effort could make a measurable impact on this health issue?
- What are the few priorities that merit focus in the next five years?
- What should be done? How should progress be measured?

Conditions and trends as raised by:

- State health assessment, 2013 statewide data
- Forces of change policy, economics
- Community themes
 - Community health needs assessments, CHNA local needs
 - Community health improvement plans, local action
- National performance standards, 2014 comparison to national data

Three Priorities Selected

- 1. Obesity, physical inactivity, and nutrition
- 2. Primary care and preventive services
- 3. Mental health and substance use

Obesity, overweight, poor nutrition, and physical inactivity

2/3 adults (6.2 million residents) and 1/3 school-age children (0.5 million) have excess weight.

are associated with profound, adverse health conditions.

- high blood pressure, high cholesterol, Type 2 diabetes, heart disease, some cancers, etc.
- shortened lifespan.

Goal 1:

Decrease the percentage of adults and children who meet the criteria for overweight and obesity

Strategy 1.1.1: Collaborate with insurance companies ...

<u>Strategy 1.1.2:</u> Work with medical providers to educate patients on prevention...

Strategy 1.1.3: Develop a process for identifying community resources so that providers can provide ... referrals to resources for healthy eating and activity choices.

Goal 3:

Increase opportunities for and engagement in physical activity.

<u>Strategy 3.1.1</u> Provide affordable and accessible opportunities to be physically active, **such as parks**, **trails**, **fitness events**, **and recreational facilities**, **particularly in underserved communities**.

<u>Strategy 3.1.2</u> **Reduce barriers** so that every Pennsylvania resident has **equal access**....

<u>Strategy 3.1.3</u> Encourage walking and bicycling for transportation and recreation through **improvements in the built environment**.

Goal 4:

Increase opportunities for access to and consumption of healthy foods and healthy beverages.

Strategy 4.1.1 Ensure low-income Pennsylvanians at risk of hunger have access to fruits and vegetables through programs.

Strategy 4.1.2 Increase access and promote fruits and vegetables and outreach in a variety of settings.

- Summer Food and Child and Adult Care Food Program – Dept of Education
- Farmer's Market Nutrition
 Program Dept of
 Agriculture and WIC
- Healthy Corner Store
 Program Dept of Health

Primary care and preventive services

Limited access to quality healthcare is a growing issue in many communities in Pennsylvania.

- number of primary care practitioners,
- cultural competency, knowledge, location, affordability, coordination of comprehensive care,
- reimbursement and technology, etc.

Such limitations prevent people from obtaining preventive and disease management services.

Primary care and preventive services

Goal 1:

Improve access to primary care services (primary, dental and mental health) for Pennsylvanians.

<u>Strategy 1.1.2</u> Expand access to care through primary care safety net facilities (clinics).

Goal 2:

Increase the number of Pennsylvania residents receiving preventive health care services.

Goal 3:

Improve health literacy (i.e., the capacity to obtain, process, and understand basic health information and services needed for informed health decision-making).

Mental health and substance use

Unmet mental health and substance use needs frequently lead to preventable illness and death in individuals, families, and communities.

Goal 1:

Pennsylvania residents will have access to the best practices in screening, support, assessment, and treatment for mental health and substance use disorders in order to achieve and maintain optimal health outcomes.

Mental health and substance use

<u>Strategy 1.2.1</u> Increase access to evidence-based **smoking cessation** programs.

<u>Strategy 1.3.3</u> Promote public education and awareness for preventing prescription **drug and opioid misuse**, **abuse and overdose**.

<u>Strategy 1.4.1</u> Increase awareness of **psychological distress symptoms and risk factors** for suicide, among all Pennsylvania residents.

<u>Strategy 1.4.2</u> Increase access to educational programs about **suicide risk** for all residents.

SHIP Implementation

TASK FORCES Obesity, Physical Inactivity, and Nutrition Primary Care and Preventive Services Mental Health and Substance Use



Pennsylvania State Health Improvement Plan 2015-2020

Annual Implementation Progress Reports





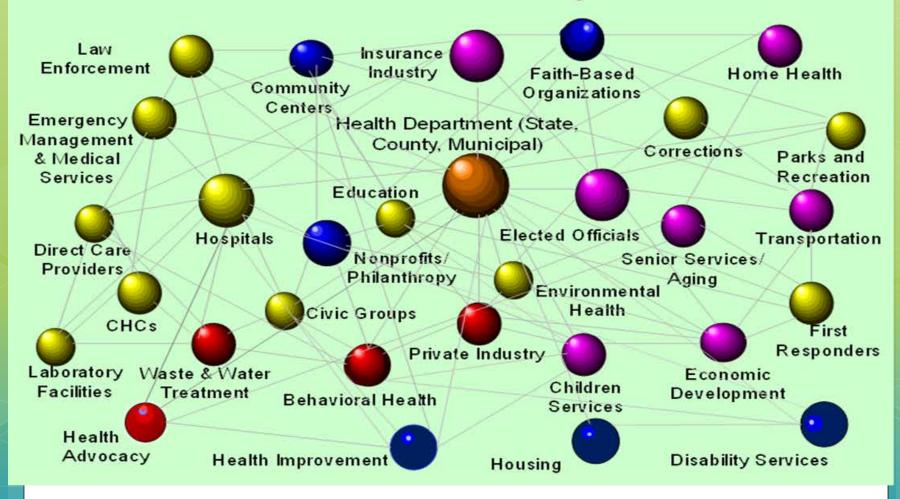
SHIP Strategy Lead Agencies and Organizations SHIP Strategy Partner Agencies and Organizations Community Organizations

> Healthy people, healthy communities, healthy Pennsylvania

So why does the SHIP matter to planners?

"The SHIP identifies health goals, objectives, strategies, and assets to **enable the stakeholders** of the state's public health system to coordinate efforts and provide more efficient and integrated programs."

A Public Health System



If these issues affect your community,

Draw on the SHIP and local stakeholders in the public health system for input to (with a planner's edits):

- community health improvement planning
- agency council, board, department strategic planning
- operational programs and services planning
- grant seeking

For further information about the SHIP

Janet Bargh

Director, Division of Plan Development PA Dept. of Health

<u>jbargh@pa.gov</u> i 717-772-5298

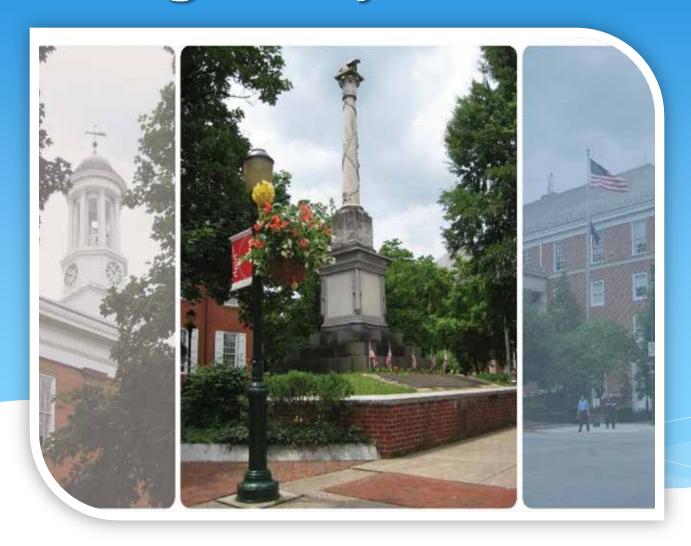
A Planner's Role in Community Health Needs Assessments

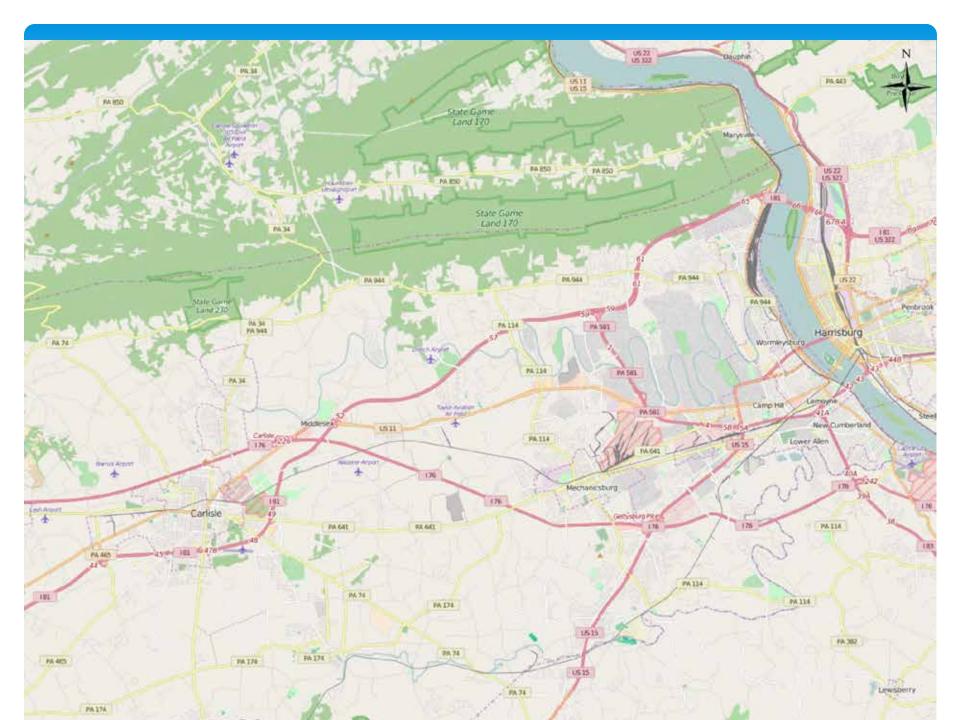
Presentation by Alice Yoder

Health in All Policies

Presentation by Alice Yoder

Carlisle, Cumberland County: Planning, Policy and Practices

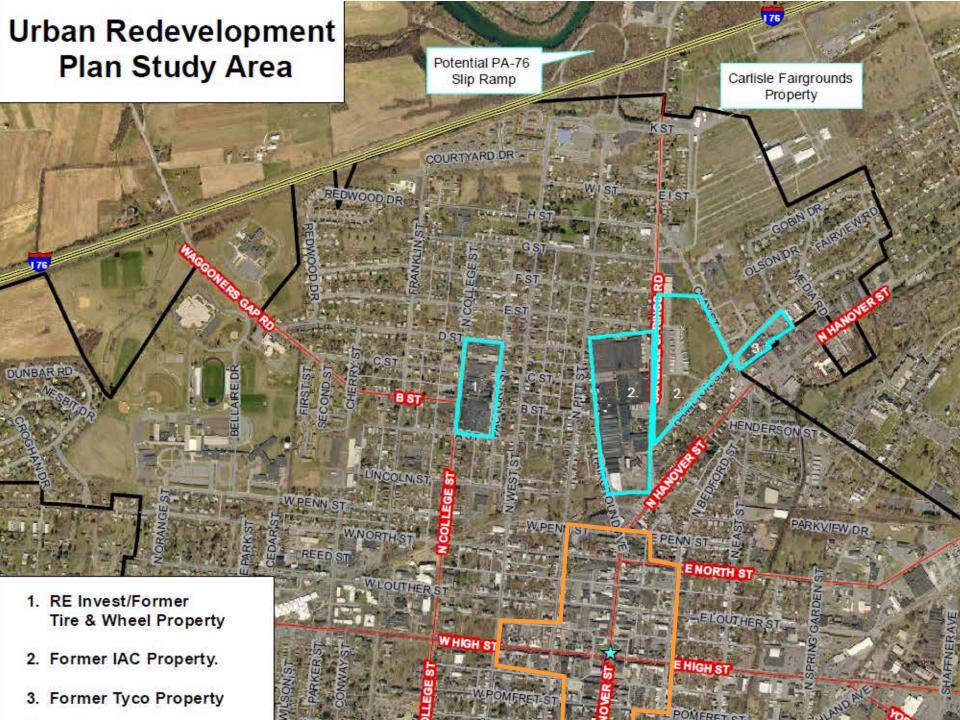




Planning for Redevelopment in the northern section

Major manufacturing losses within 3 years

- * International Automotive Components (IAC) closed 2008 employment 152 building space 900,000 square feet
- * Tyco Electronics closed 2009 employment – 117 building space - 55,511 square feet
- * Carlisle Tire & Wheel closed 2010 employment 340 building space 380,000 square feet



Planning for Redevelopment Early Considerations

- * Real estate market showed industrial investment and reuse of the sites was unlikely.
- * The scale of redevelopment needed to fit with older adjacent neighborhoods.
- * Owners of the sites were willing to consider mixed use redevelopment.
- * Borough saw opportunity to minimize additional truck traffic through the downtown and enhance pedestrian-friendliness.

Plan Development

Plan Components

- * Economic Development market analysis
- * Land Use and Physical Character
- * Multimodal Transportation
- * Funding : DCED, Tri-County Regional Planning Commission, Carlisle, Private sector funds
- * Urban Redevelopment Plan adopted 2013

Planning: Land Use Component

Goals

- * Compatible with adjacent residential neighborhoods.
- * Attract a mix of businesses and residences.
- * Encourage pedestrian activity through use and infrastructure.
- * Allow uses that complement the downtown, not uses that compete with it.

International Automotive Components



International Automotive Components



Tire and Wheel Site



Google earth

Tire and Wheel Site



Policy: Zoning Recommendations Enacted May 2015

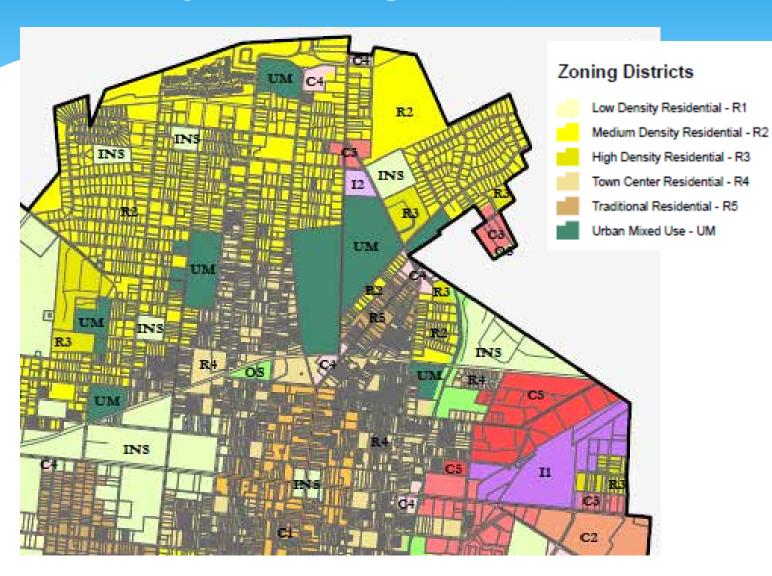
Permitted Uses

* Urban Mixed Use Zone – permits retail and residences.

Design Standards

- * Reduce building setbacks
- * No parking between street and building entrance
- Maximum building area retail commercial
- * Street furnishings benches, trash cans
- * Mixed uses required based on tract size.
- * Public open space required based on tract size.

Policy: Zoning Map Update 2015



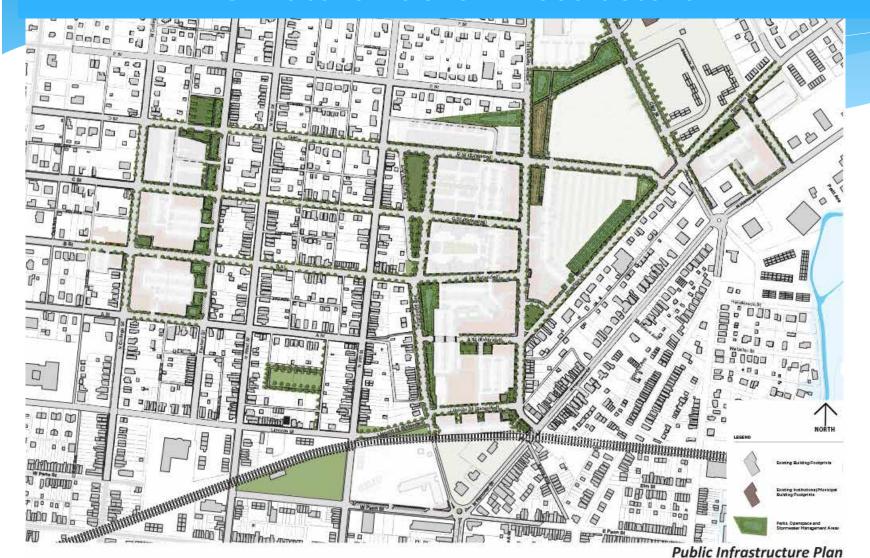
Policy: Official Map

for Future Public Infrastructure



Policy: Official Map

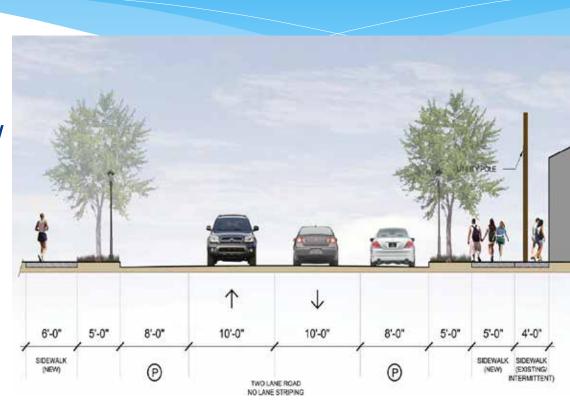
for Future Public Infrastructure



Planning: Transportation Component

Goals

- * Complete streets
- * Greater connectivity within northern Carlisle
- * Pedestrian and bicycle link to downtown
- * Managing traffic speed



Practice: B Street Extension

New B Street extension constructed as "Complete Street" with on-street parking, sidewalks, streetscaping, street trees, architectural lighting and street furniture. Streetscaping should include the integration of stormwater management facilities such as flow-through planters and Soil cells under sidewalks.





Full pedestrian crossing facilities including crosswalk and pedestrian signals if intersection warrants signalization.

Traffic calming devices along the length of B Street from College Street to PA Route 34/Carlisle Springs Road as determined to be necessary based on traffic generation and analysis.

New B Street extension constructed as "Complete Street" with on-street parking, sidewalks, streetscaping, street trees, architectural lighting and street furniture.

Full pedestrian crossing facilities including crosswalk and pedestrian signals if intersection warrants signalization.

Earlier

Project: Downtown Road Diet completed 2011

Goals

- * Reduce traffic speeds
- * Reduce accidents, enhance safety
- * Promote walking, bicycling
- * Maximize downtown business potential
- * Reduce truck traffic
- * Reduce air and noise pollution



Intent: Meet the needs of all transportation modes

Concept:

- * Convert 4-lane arterial to 3-lane with left turn lanes at intersections.
- * Add bike lanes.



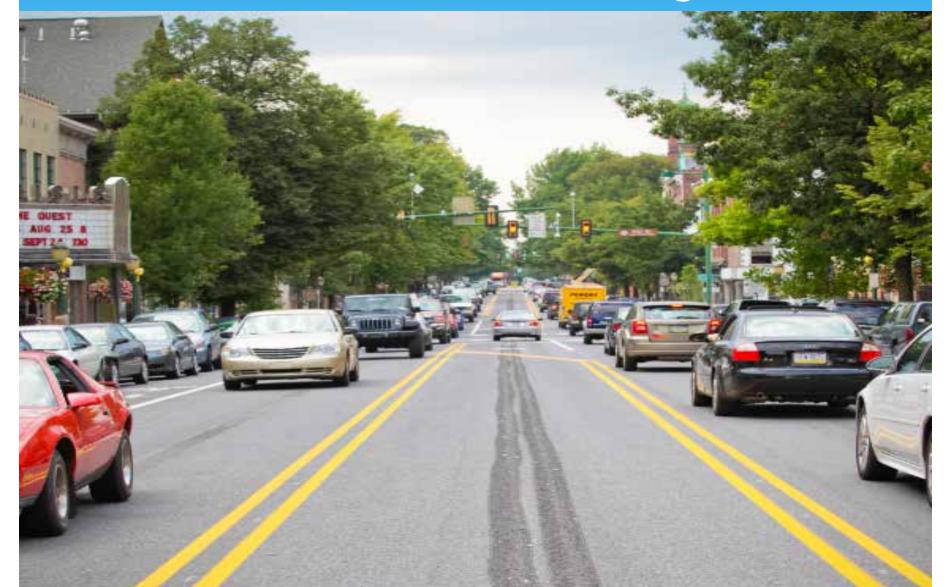
North Hanover Street



West High Street



West High Street



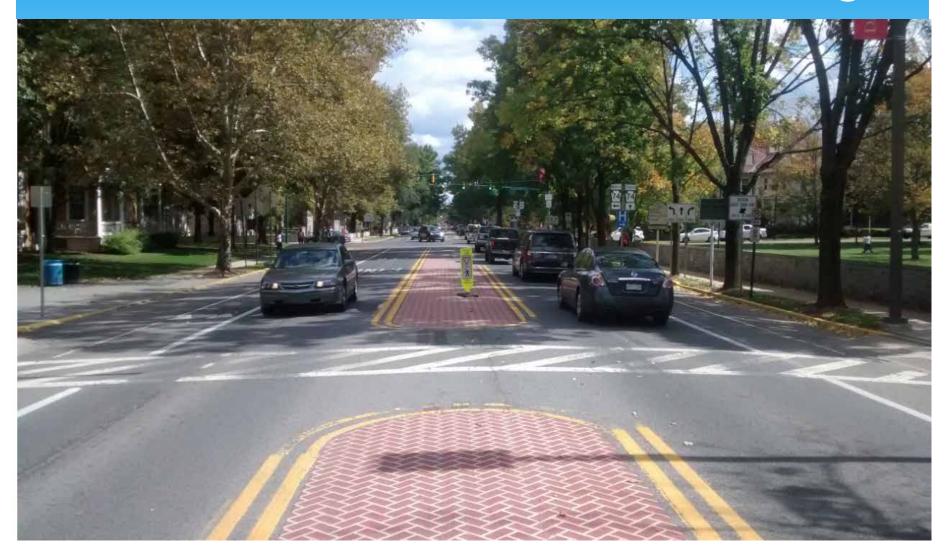




Dickinson College



Dickinson College





Road Diet Outcomes

Pros

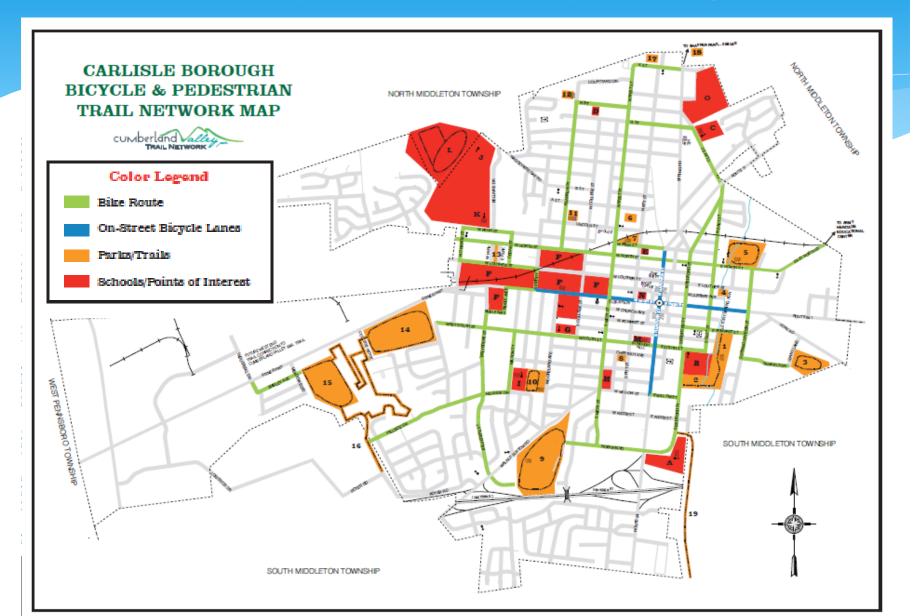
- Reduced traffic speed
- * Enhanced safety
- * More pedestrian friendly

Cons

- * Bike lanes width/location
- * Congestion during car shows; I-81 closures



Healthy Community Design



Partners for Education, Funding, and Promotion



A Community Foundation Making a Difference — Together





PARTNERSHIP for Better Health

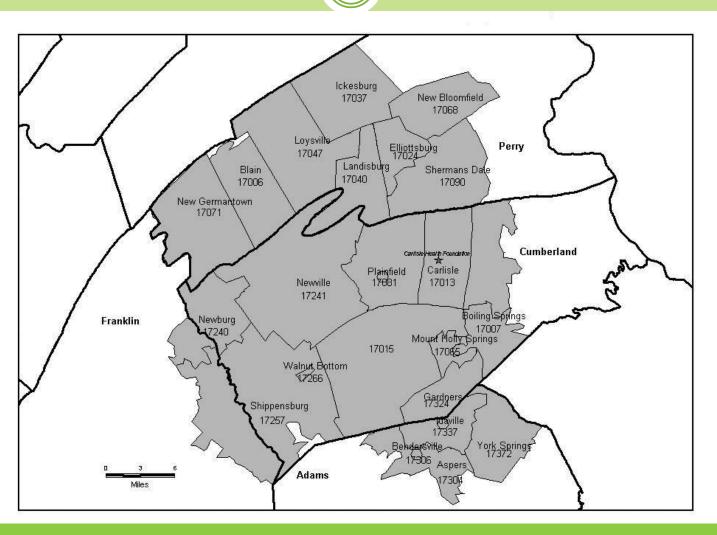
A Community Foundation Making a Difference — Together

2 Core Goals

- 1. Improve access to affordable health services.
- 2. Promote healthy lifestyles.



Map of Service Area





Healthy Community Design





Means planning and designing communities that make it easy for people of all ages to be active and healthy within their daily lives.



Health Benefits of Active Communities

Benefits of walking 30 minutes a day

Arthritis

Dementia & Alzheimer's

Diabetes

1 Treatment for Fatigue

Depression & Anxiety

Pain Management

Stroke & Heart Disease

Risk of Death

Insomnia

Makes you Feel Great!







Benefits of Healthy Communities/Lifestyles

Economic Benefits

- Higher property values
- Higher property tax and transfer tax revenues
- Higher corporate productivity / Fewer sick days from work
- Promotes spending with local food growers
- Avoided medical costs

Makes You Feel Even Better!



Finding Funders

Neighborhood Sources Butcher Family Tot Lot

South Side Neighbors Association







Finding Funders

Community Sources

- Community Foundations
- United Way
- Local Businesses
 - Law Firms
 - Grocery Stores
 - Dentists
 - Big Box Stores
- Hospital
- Health Insurers
- Private Family Foundations à à à
- Individual Donors!







Government Funding

Borough + County

Cumberland County Land Partnership Grants Parks & Recreation Department

State



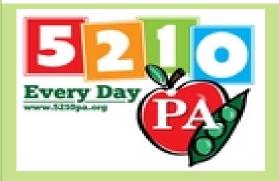








Public Education on Healthy Lifestyles



Daily Goals

- 5 Fruits and vegetables
- o 2 or < hours of screen time
- 1 Hour of physical activity
- o 0 Sugar sweetened drinks



Workplaces, Health Providers Schools and Preschools www.5210Pa.org



Prescription Pads

For Healthy Active Living Name Date Date		
Ideas for Living a Healthy Active Life 5 Eat at least 5 fruits and vegetables every day.		
 Limit screen time (TV, video games, computer) to 2 hours or less per day. Get 1 hour or more of physical activity every day. 		
O Drink zero sugar-sweetened drinks. Try water and low-fat milk instead. My Goals (Choose the ones that you would like to begin first) Eat fruits and vegetables each day. Reduce screen time tomin. Per day. Per day.		
Patient or Parent/Guardian signature From Your Doctor	Provide	er signature
Her And Market M		American Academy of Pediatrics



PARTNERSHIP for Better Health

A Community Foundation Making a Difference — Together



Visit us at: ForBetterHealthPA.org

Becca Raley: 960-9009 — braley@forbetterhealthpa.org



Cumberland Valley Visitors Bureau

The tourism arm of Cumberland Area Economic Development Corporation

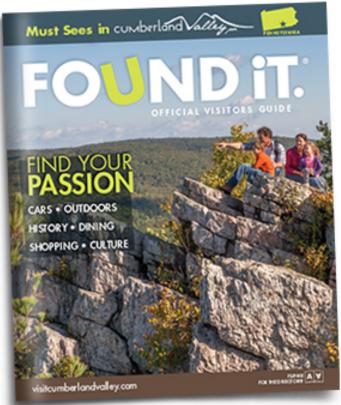
The official Destination Marketing Organization of Cumberland Valley, PA

Provides training seminars, cooperative advertising, and grant and loan opportunities

Shireen Farr, COO

(717) 240-7196 shireen@visitcumberlandvalley.com

Visitors Guide Cumberland Valley at to the Community



NATURE

PLORE THE OUTDOORS

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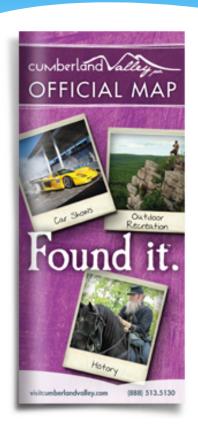
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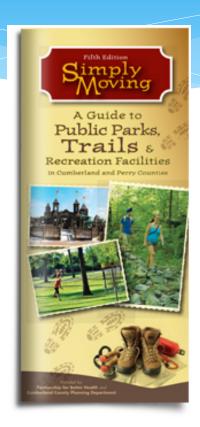
Visitors Resources For Exploring the Community



Official Map of Cumberland Valley



Local Food, Farm, and Outdoor Attractions



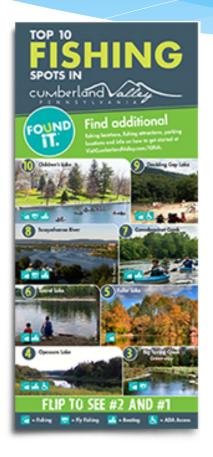
Simply Moving Guide

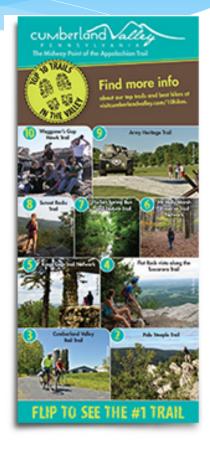


Tourism Rack Cards





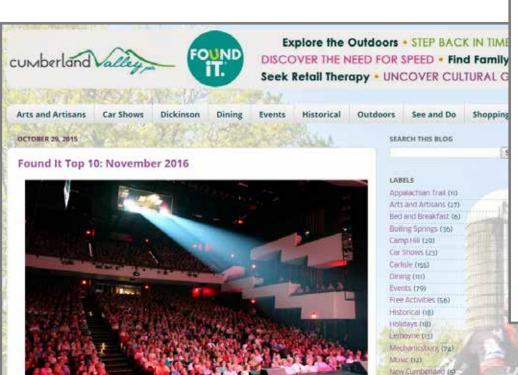




cumberland alley

Tourism Blog

Outdoors (84)
Performing Arts (25)
Pets (2)



National Senior Health & Fitness Day is Coming

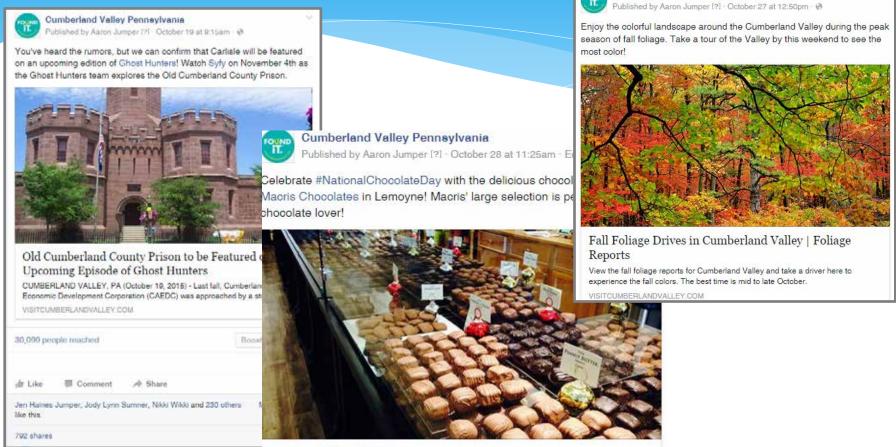


We know physical fitness and leading an active lifestyle is important no matter your age. But for seniors it is especially vital for a happier and healthier life in those "golden years." That's why it is important to note that later this month on May 27, an estimated 100,000 older adults will participate in organized fitness activities and events across the US as part of the 22nd annual National Senior Health & Fitness

Day". This year's theme is "If You Keep Moving... You'll Keep Improving!" Its essential goal is to help keep older Americans healthy and fit. As a group, those 65-

Social Media cumberland Valley

for real-time day-trip decision-making



Macris Chocolates

A chocolate lover's paradise. All of the chocolates are made by Philadelphia Candies, founded by the owner's grandfather in 1919. The chocolate has more th

VISITCUMBERLANDVALLEY.COM