



How to Create a Healthy General Plan

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Planner



Agenda:

- welcome & introductions
- what makes a healthy place?
- steps to planning a healthy community





Heather Wooten, MCP



Lisa Chen, MCP, MPH



Dr. Avtar Nijjer-Sidhu



John Oshimo

WHAT MAKES A HEALTHY PLACE?





Photo: ThirteenCent Pinball through Flickr Creative Commons



Defining a “healthy community”

Not just the health of individuals



Defining a “healthy community”

Shapes behavior & health
outcomes







Social Norm Change



Planning...for cars



Levittown, NY



Anytown, USA

Why are people consuming more calories?

Presence of convenience stores is associated with obesity.



Why are people less physically active?

Traffic hazards and poor intersections are associated with less physical activity.



Why are people less physically active?

The number of miles traveled by motorized transportation is associated with obesity rates.



Policy can reverse these statistics

- ✓ **Supermarket proximity** is associated with a better diet.
- ✓ **Limited access to fast food** for schoolchildren is associated with better diet.
- ✓ **Sidewalks & nearby destinations** are associated with more physical activity.
- ✓ **Access to recreational facilities** on weekends is associated with lower teen obesity rates.

THE TOOLS:
HEALTHY GENERAL PLANS



The Tools:

- the comprehensive plan
- project scoping
- community engagement
- data collection
- policy development
- best practices



General Plans:

“The Blueprint
for Future Development”

Statement of development policies



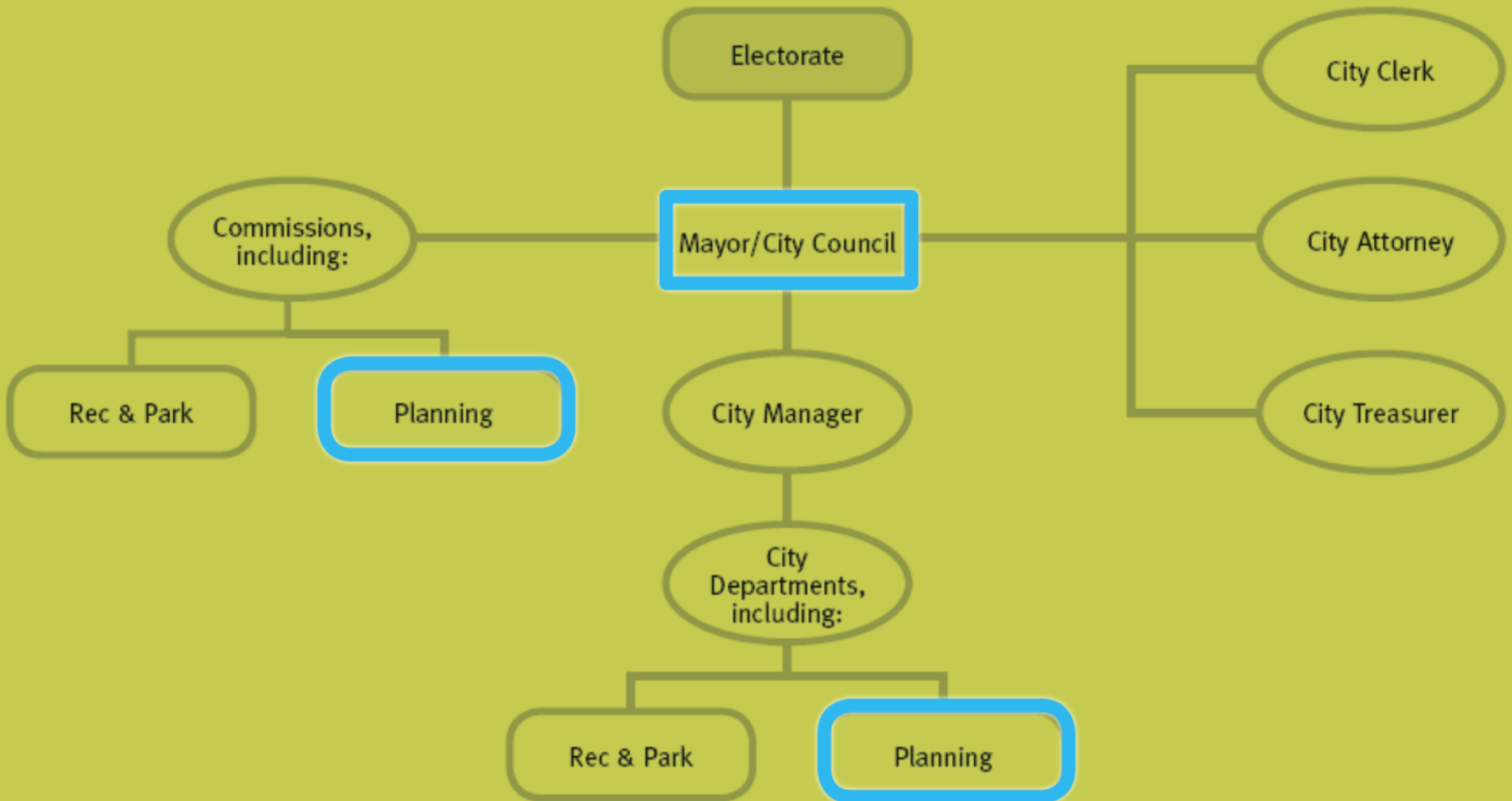
General Plans:



Health-oriented language in the General Plan provides a foundation for later policies, plans, and implementation strategies.

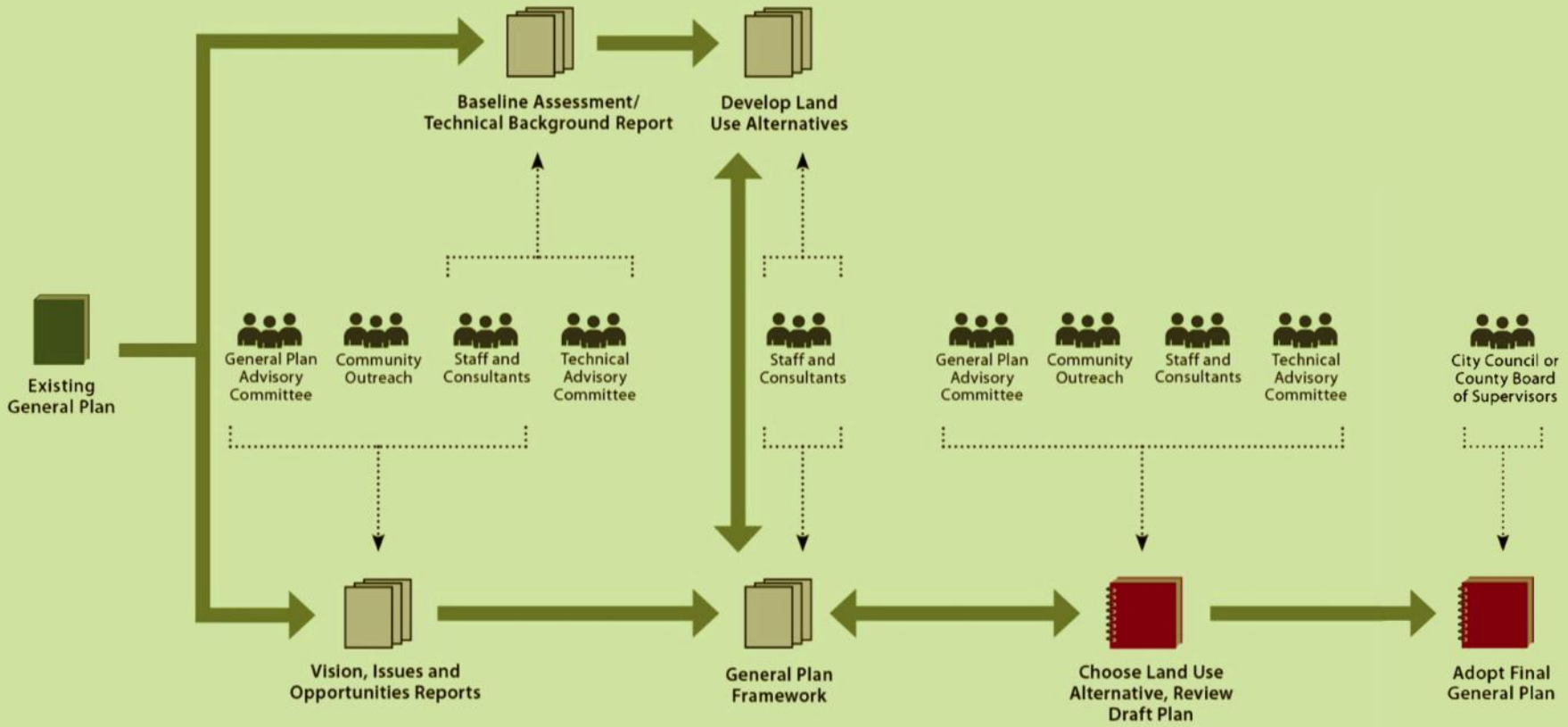
Who makes land use decisions?

CITY ORGANIZATIONAL CHART



THE PLAN **PROCESS**





STEP 1: PROJECT SCOPING





Building Health into San Mateo County Cities

resources and case studies



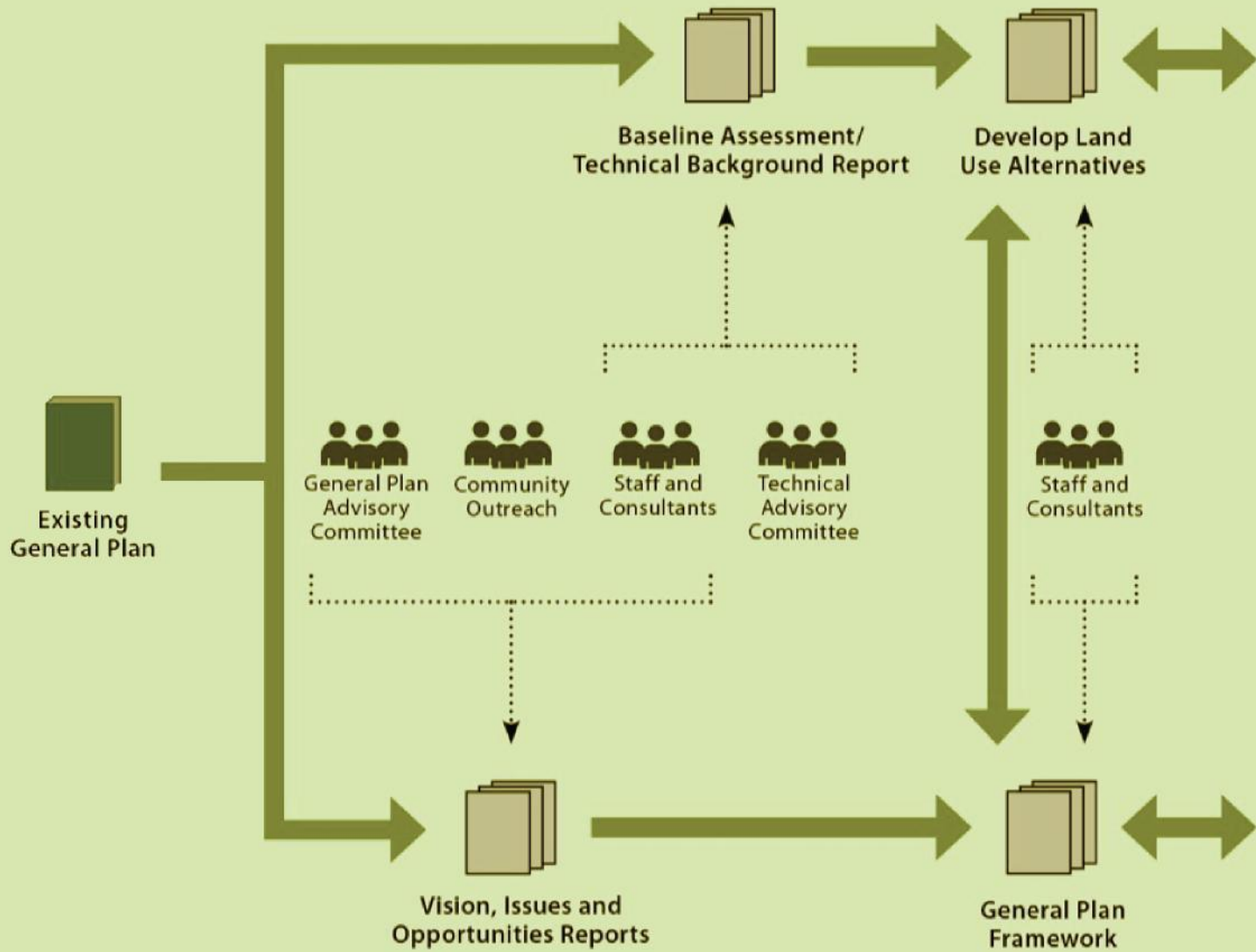
Request for Proposals Document	
Section: Purpose of the Plan	<ul style="list-style-type: none">• The purpose of the plan is to address the future needs of a growing older adult population by ensuring appropriate infrastructure for healthy aging and longevity.• The purpose of the plan is to improve the health of our residents by making active and safe lifestyles easy.• The purpose of the plan is to reduce the chronic disease burden of residents by making healthy the easy and only option.• The purpose of the plan is to provide active and healthy activities for youth.
Section: Required Elements	<ul style="list-style-type: none">• The plan is intended to include, at a minimum, the following content: A Public Health Component. The plan must address the integration of public health concerns into land use decisions to promote health for all residents. Examples include improving opportunities for easy and every-day physical activity, increasing access to nutritious food choices (such as farmers markets, full service grocery stores, mobile produce vans) and limiting access to unhealthy options such as fast food, expanded active recreational opportunities, reduced density of alcohol and tobacco outlets, and increasing community connections/cohesion.

Questions to Ask

How will you build a broader understanding of health and introduce considerations around walkability/bikeability, mobility for older adults and youth, access to healthy and affordable foods, density and transit into the conversation?

What to Look for in Responses

The RFP respondent should mention the benefits that a health lens brings to community dialogue.



*WHAT'S THE STORY IN YOUR
COMMUNITY?*





Dr. Avtar Nijjer-Sidhu

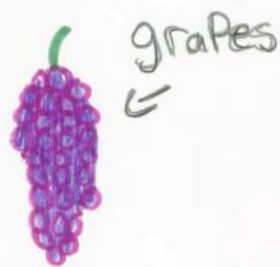


John Oshimo



Photos from John Oshimo

Healthy Foods





Photos from John Oshimo

STEP 2: ENGAGE



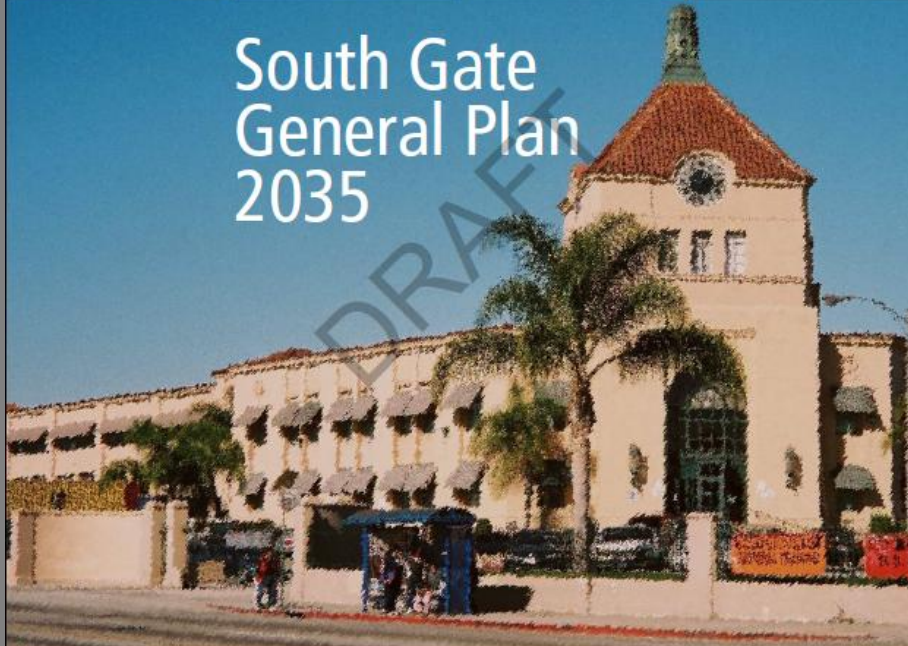
Building relationships & Collaborative Partnerships





City of South Gate

South Gate General Plan 2035



November 2008
Planning Commission Review Draft

raimi+associates



Healthy Eating 101

La Cocina Saludable

Thursday, March 27, 2008

6:00 pm - 8:30 pm

South Gate Girls Clubhouse

4940 Southern Avenue

(at South Gate Park)



Help make South Gate a Healthy, Active Community.
Share *your* thoughts.

Contribuya al desarrollo saludable de *su* comunidad.
¡Comparta *sus* sugerencias!

What is healthy eating?
and
Where can it be found in South Gate?

¿Qué es comida saludable?
y
¿Dónde se encuentra en South Gate?

- Interactive Activities •
- Dinner Provided •
- On-site Childcare •
- Ejercicios Interactivos •
- Se proveerá cena •
- Cuidado de Niños •

For more info call / Para más información favor de llamar al: (213) 613-0800





Photo courtesy of Tim Wagner for HEAC

Go out for lunch

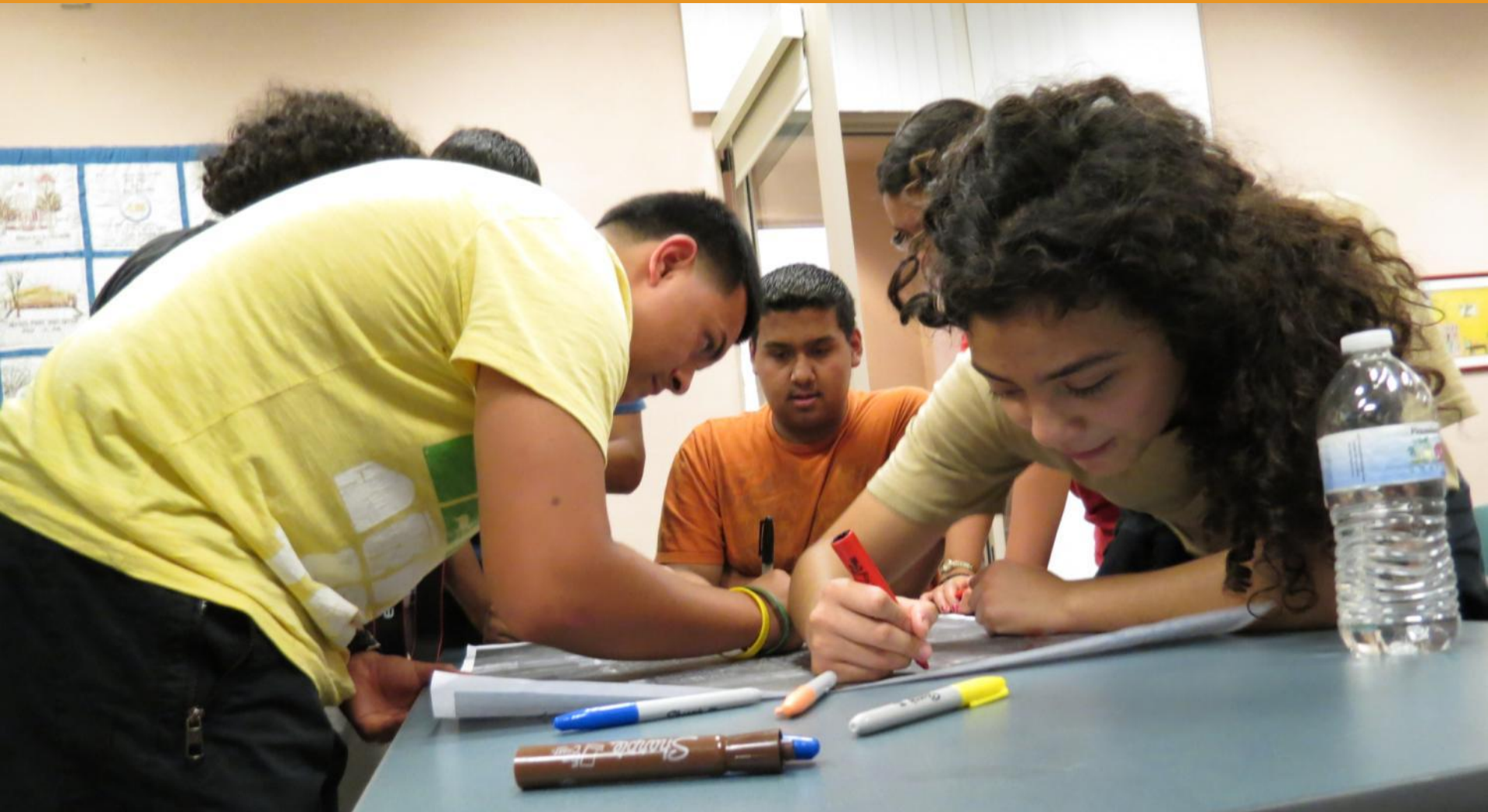


Photo Credit: Earl - What I Saw 2.0's photostream

*WHAT'S THE STORY IN YOUR
COMMUNITY?*







Photos from John Oshimo



Photos from John Oshimo



Soler Power

clean Air

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Photos from John Oshimo

STEP 3: **ASSESS**



Measuring Walkability

Source: City of Ventura.
Created for the Midtown
Ventura Design Charette,
March 2005



Northeast
Corner of
Five Points



Theoretical 5 min.
walk (1/4 mi)



Theoretical 10 min.
walk (1/2 mi)

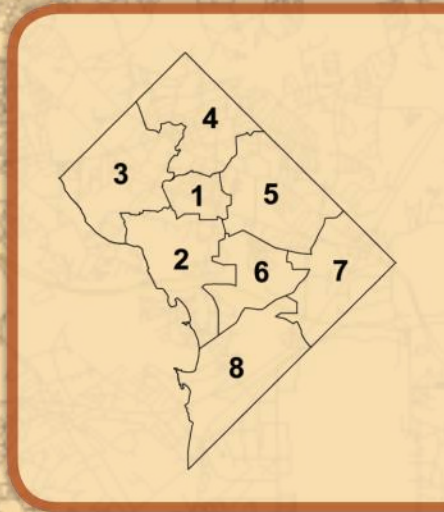


Actual 5 min.
walk (1/4 mi)



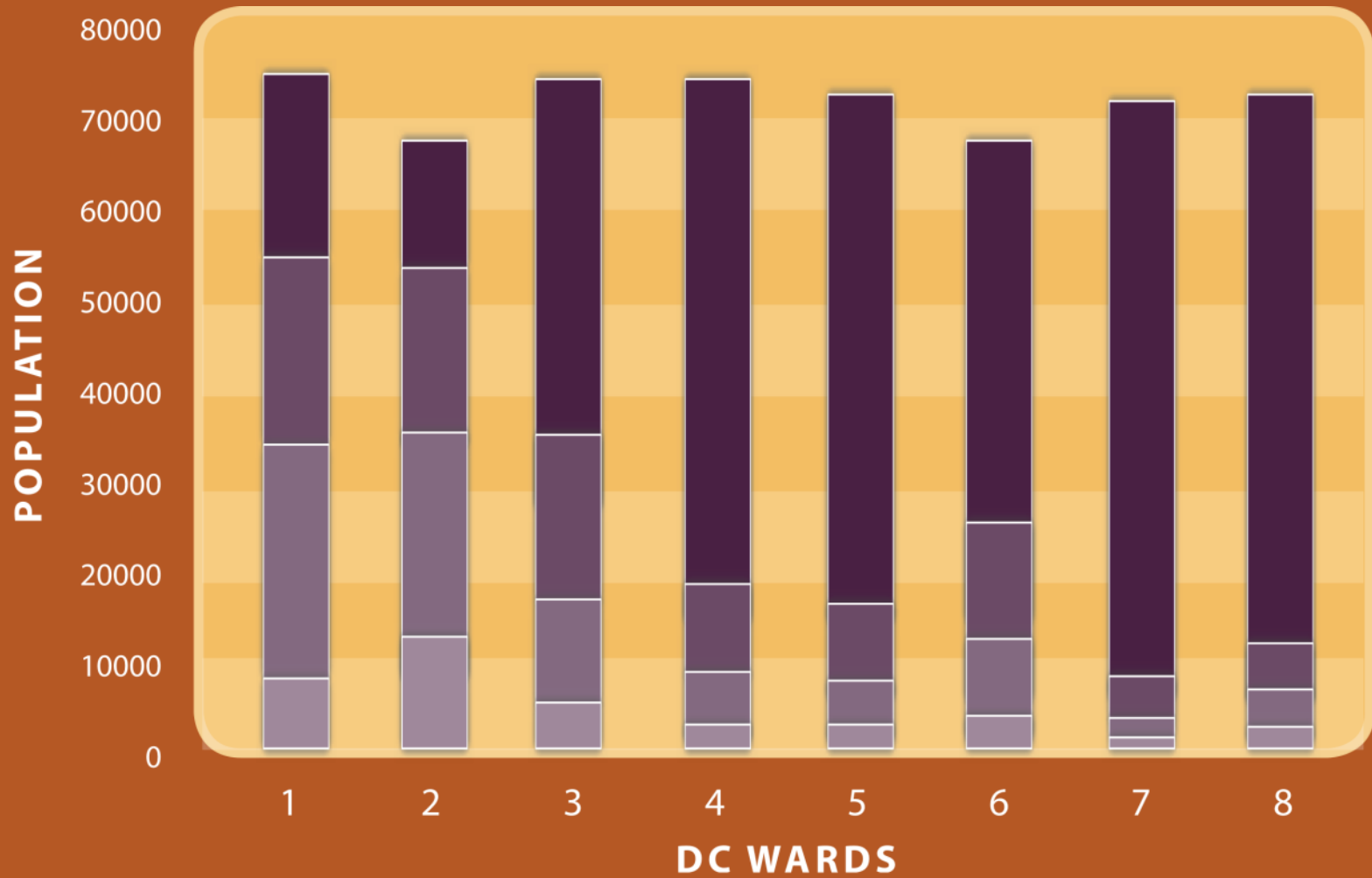
Actual 10 min.
walk (1/2 mi)

Measuring access to healthy food



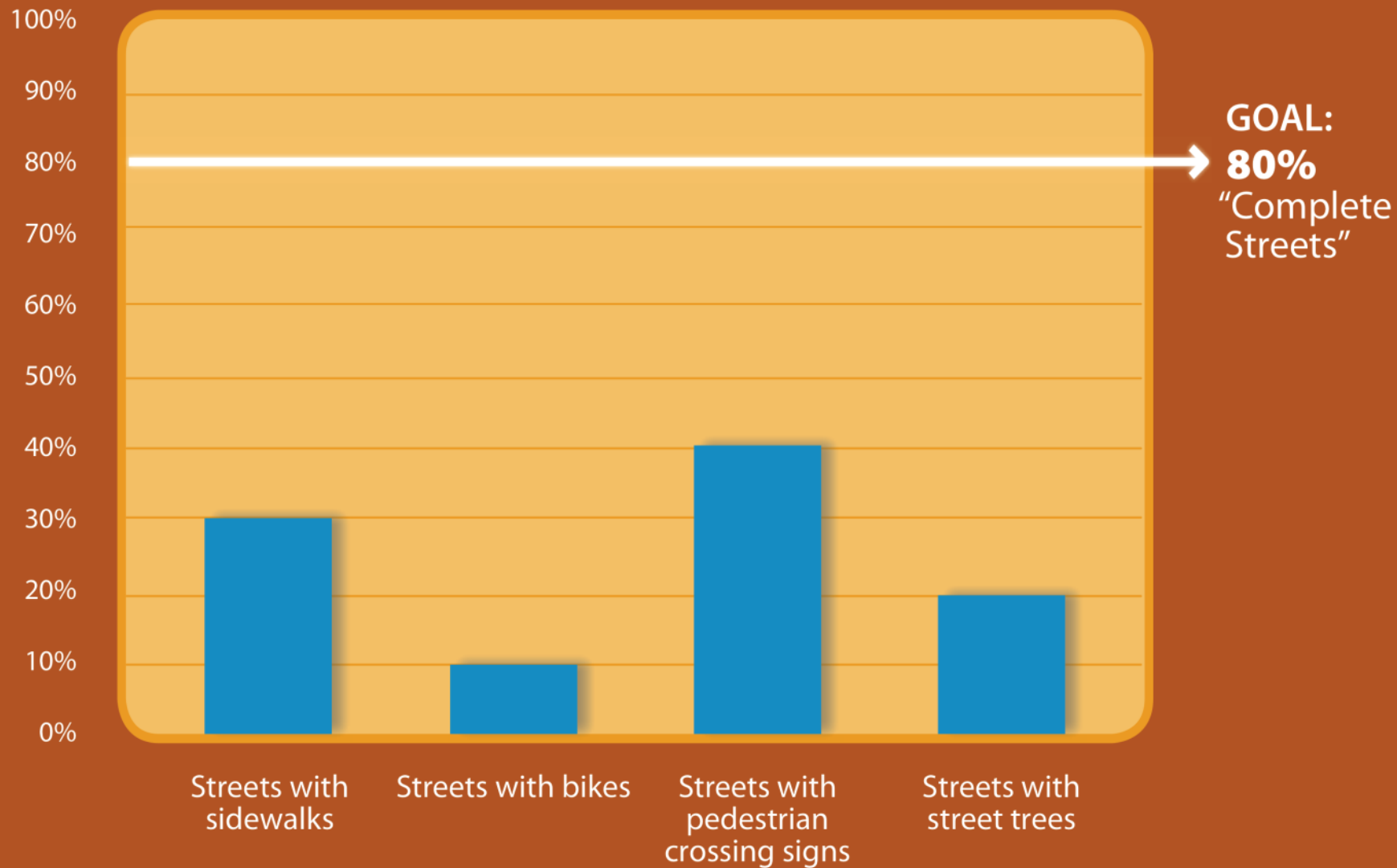
Walking Time to Large/Chain Grocer

District of Columbia | Office of Planning



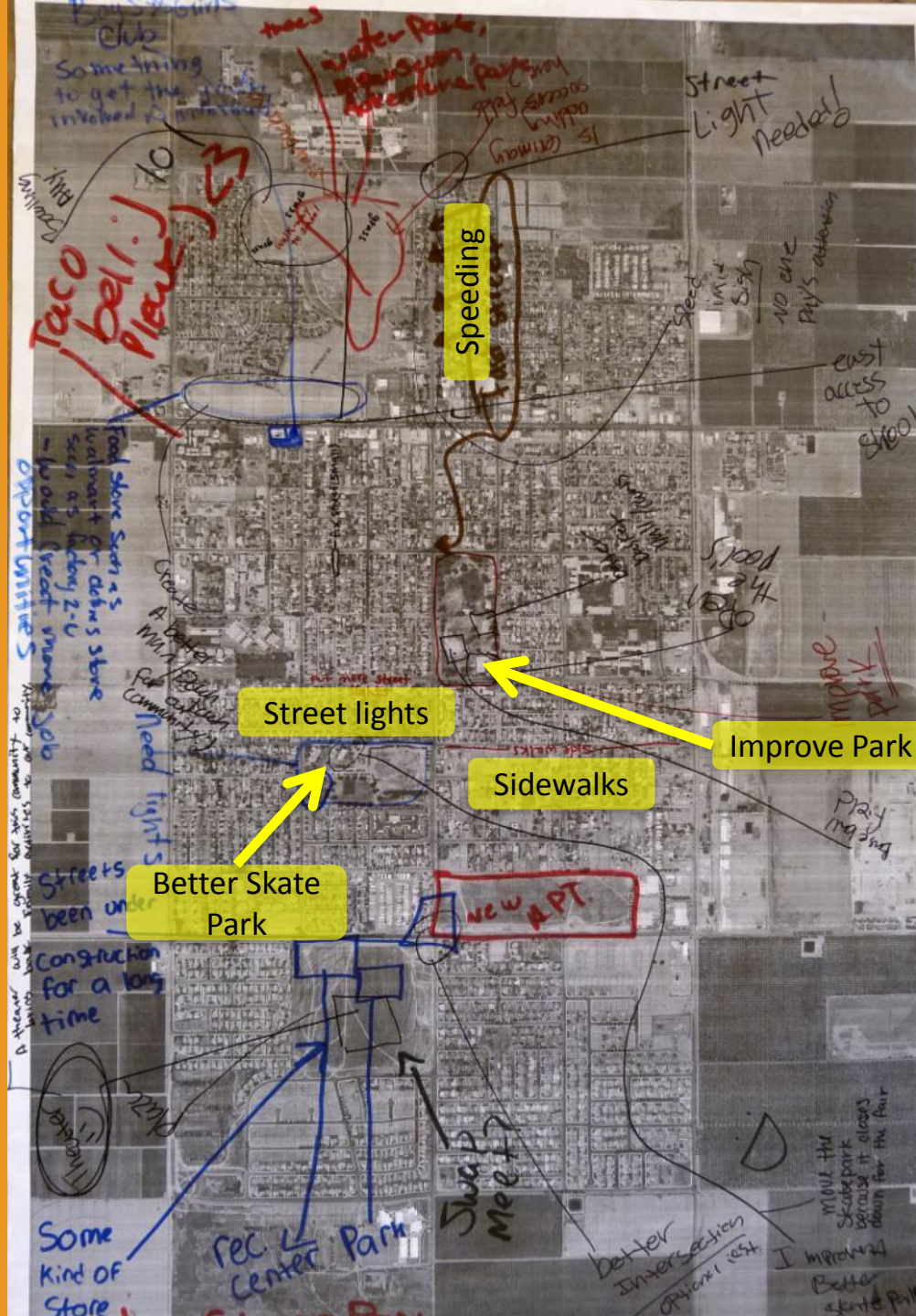
5 min. or less 5-10 min. 10-15 min. over 15 min.

EXAMPLE: Connect health data to the built environment



*WHAT'S THE STORY IN YOUR
COMMUNITY?*





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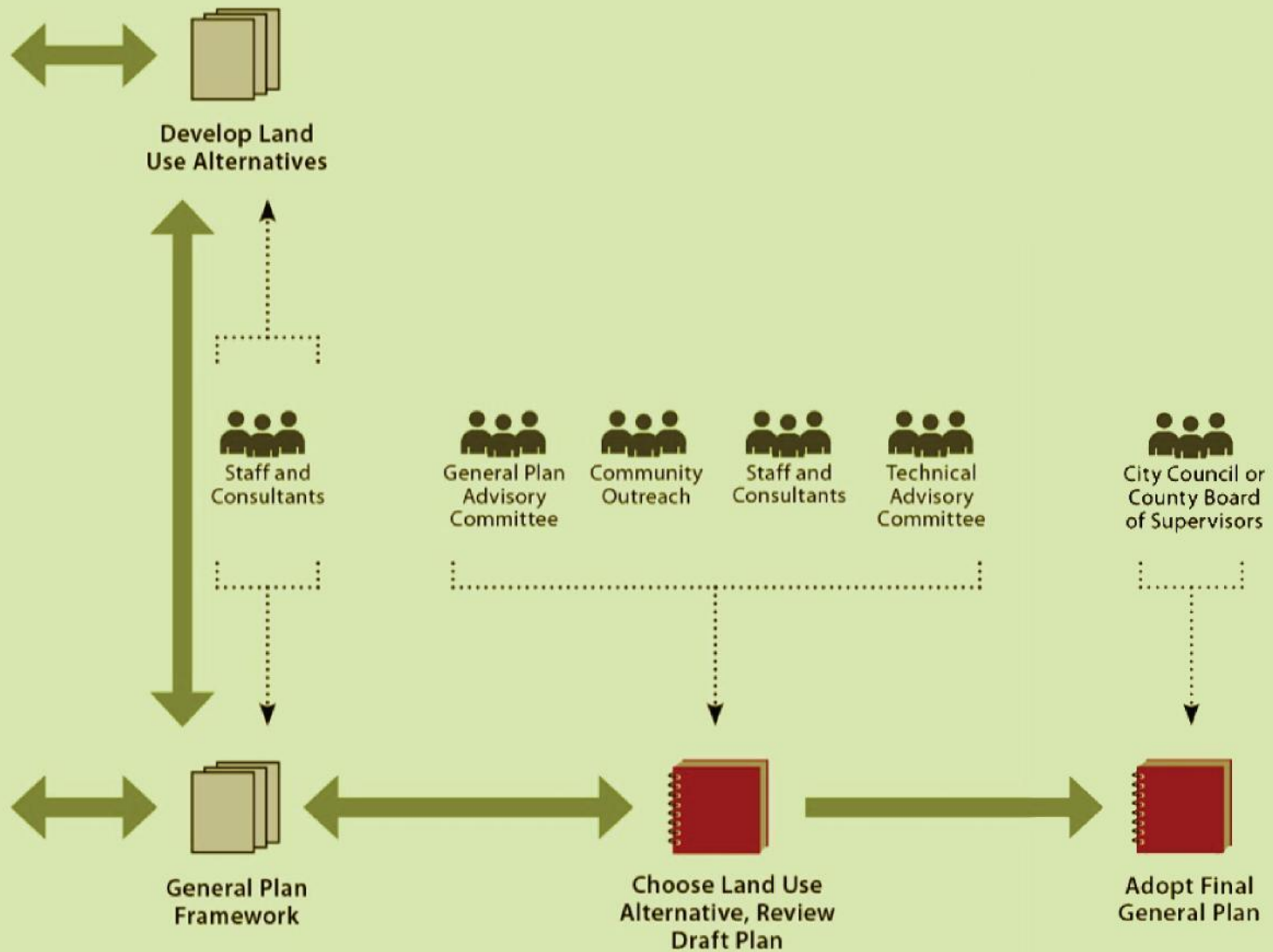
Photos from John Oshimo



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STEP 4: POLICY





ChangeLab Solutions

How to Create and Implement Healthy General Plans

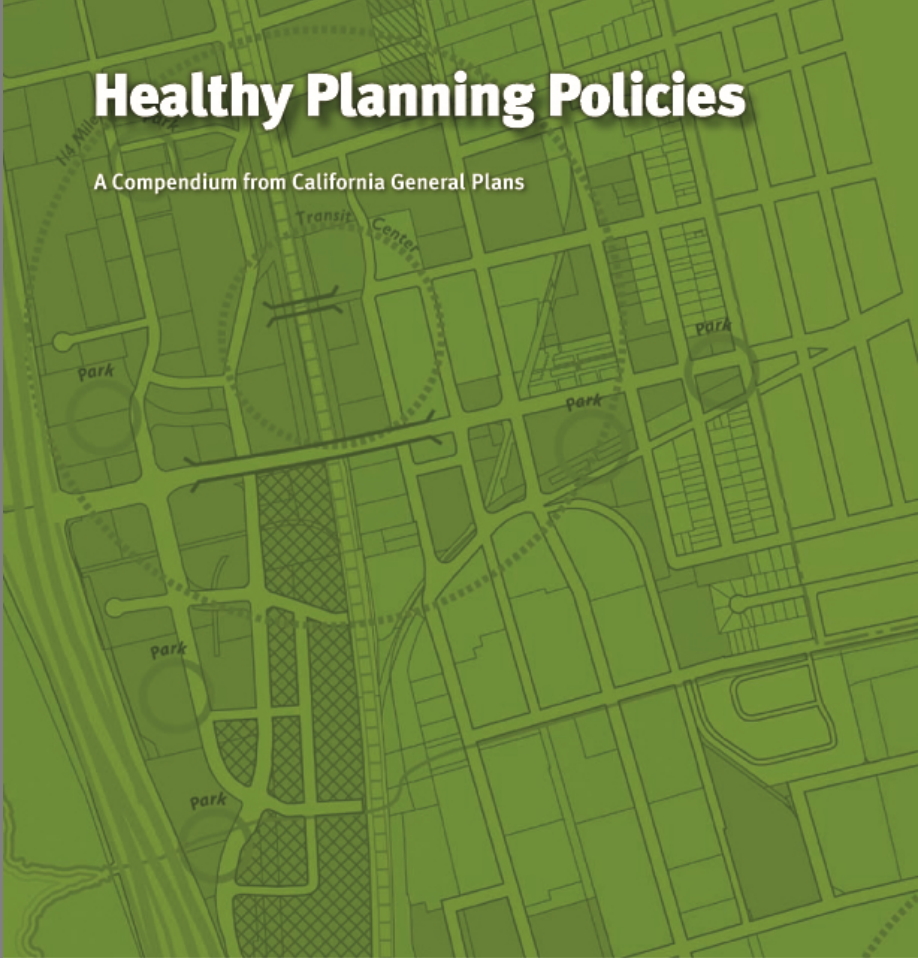
A toolkit for building healthy, vibrant communities through land use policy change



phlp
public health
law & policy
planning for
healthy places

raimi+
associates
the nature of community

ChangeLab Solutions



Example Policy Language

Good: Policy 1.0: Promote opportunities for regular physical activity by locating residential developments near services

Better: Policy 1.1: Set a walkability standard (*for example, 1/4 to 1/2 mile*) for residents' access to daily retail needs and nearest transit stops

Example Policy Language

Good: Policy 2.0: Encourage the development of community gardens to increase residents' access to healthy foods

Better: Policy 2.1: Establish 1 community garden for every 2,500 households in an urban village and urban center (Seattle, WA)

Policy Language

POLICY 3.5.2

Promote **healthy neighborhoods** and community by encouraging neighborhood convenience stores to carry **healthy food** such as fresh fruits and vegetables.

WATSONVILLE, CA

Implementation

POLICY 3.5.21

Condition **neighborhood markets** (convenience stores) at the time of development review to incorporate the sale of fresh fruits and vegetables.

WATSONVILLE, CA

Strengthen implementation

Condition **neighborhood markets** (convenience stores) at the time of development review to devote **10 percent** of the store's shelf space to the sale of fresh fruits and vegetables.

SAMPLE

A SEPARATE “HEALTH ELEMENT”?



*WHAT'S THE STORY IN YOUR
COMMUNITY?*





Photos from John Oshimo



Photos from John Oshimo

Good Future For



INCORPORATING PUBLIC HEALTH INTO LAND USE PLANS

Does the policy reflect the **community's vision**?

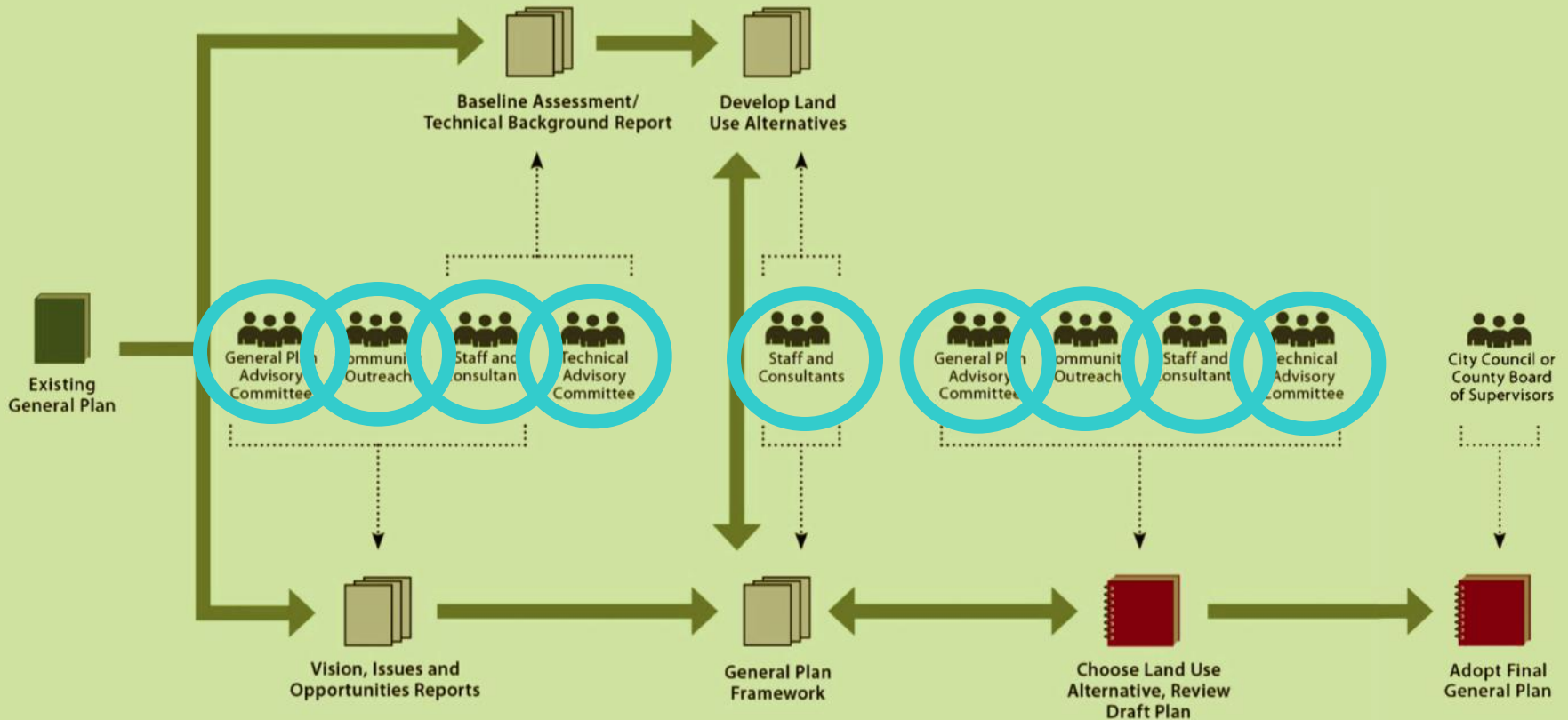
Does the policy include locally relevant **health data**?

How will we **implement** the policy?

How do we know if the policy has been **successful**?

Does the policy make progress toward **eliminating health disparities**?

Roles for public health



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