

A Healthy Community Perspective: Healthy Eating & Active Living

Southern California
Association of Governments
Toolbox Tuesday, June 28, 2011

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Outline for Presentation

- ❖ Healthy Community Framework
- ❖ Practical Tools to Evaluate Cities
- ❖ Evidence-Based Programs



What is a Healthy Community?

A Healthy Community is a community that promotes a positive *physical, social,* and *economic* environment that supports the well-being of its members...

Source: healthycommunities@dph.sbcounty.gov



National Healthy People 2020

Program Goals

- ❖ Attain high quality longer lives free of disability, preventable disease, injury and premature death.
- ❖ Achieve health equity, eliminate disparities, and improve the health of all groups.
- ❖ Promote quality of life, healthy development, and healthy behaviors across all life stages.
- ❖ *A renewed focus on the various determinants of health outcomes*

Source: www.healthypeople.gov/2020/about/DOHAbout.aspx



Healthy Community Perspective

Underlying Premises

- ❖ **Place Matters** – Where we live, work, and recreate influence us in profound ways, visible or not.
- ❖ **Health is Key** – Improvement of the health and well-being of ourselves, our families, and those we care for.
- ❖ **Prevention Focus** – We can shape our environment to reduce/mitigate preventable health conditions.
- ❖ **Policy Goal** – The goal is to achieve communitywide & population change in our environment & social norms.



What does a Healthy City Have

Characteristics

- ❖ Active transportation
- ❖ Quality and affordable housing
- ❖ Adequate and affordable health care
- ❖ Economic and educational opportunity for all
- ❖ Clean environment (e.g., air, water, soil)
- ❖ Ample supply of affordable healthy foods
- ❖ Parks, recreation, and open space
- ❖ Safety from intentional and unintentional injury



County of San Bernardino

Healthy Communities Program

- ❖ San Bernardino County Health Department initiated a healthy communities program in 2006.
- ❖ Provides assistance to cities and recommendations for policy and environmental strategies to improve health.
- ❖ Partners with schools, community and faith-based organizations, business, and cities.
- ❖ Working with broad-base coalitions in the City of San Bernardino and High Desert on environmental scans.



What Does Research Tell Us

Just the Facts!

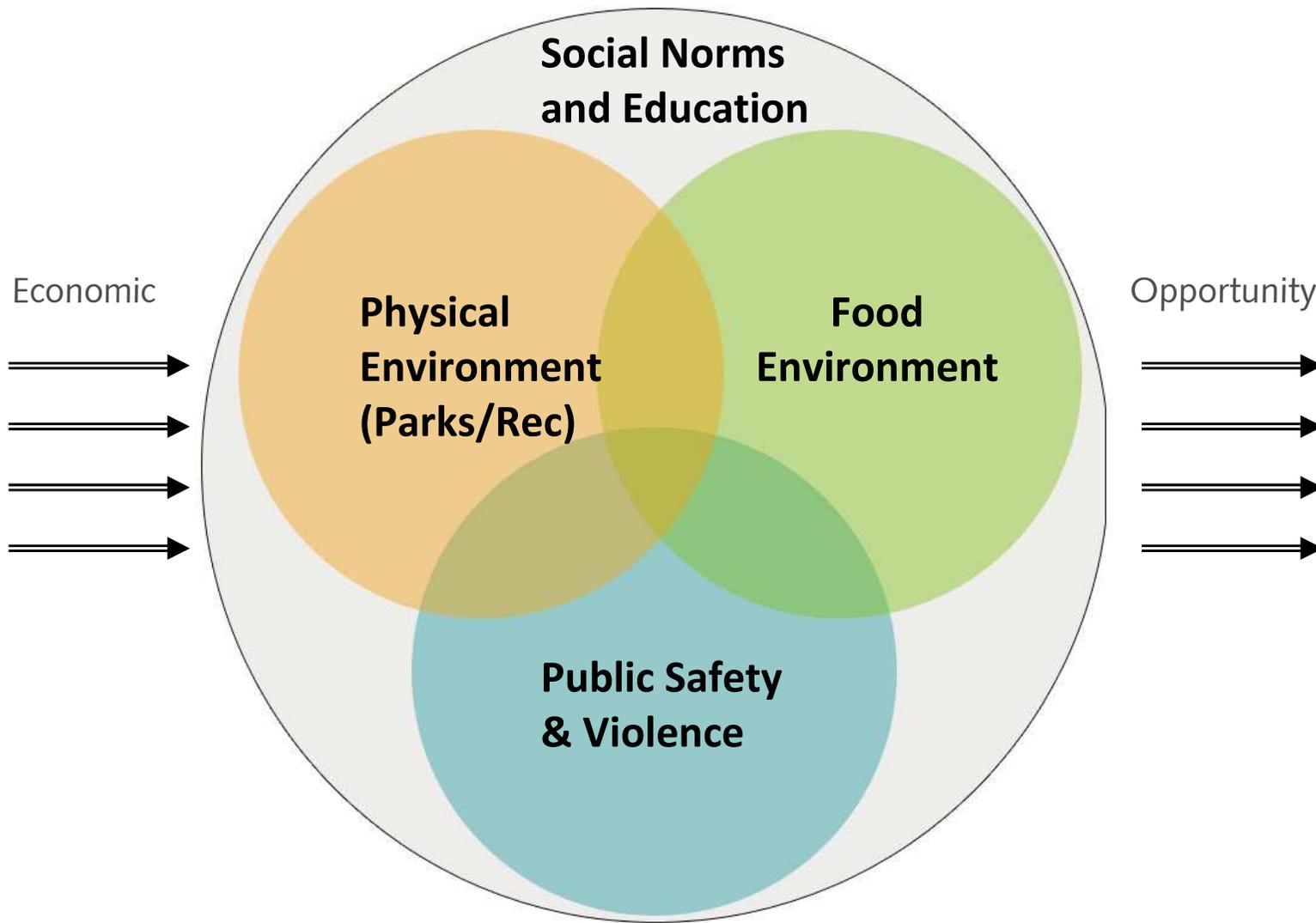
- ❖ **Parks/Recreation:** The availability, amount, condition, and safety of parks affects physical activity levels.¹
- ❖ **Food Environment:** The availability, affordability, and access to healthy foods affects obesity & diabetes.²
- ❖ **Alcohol:** Alcohol availability is related to misuse, violent crime, and negative neighborhood impacts.³
- ❖ **Violence:** Violence & the fear of violence affect one's behavior for healthy eating and active living.⁴

Sources:

1. Robert Wood Johnson Foundation, Active Living Research
2. PolicyLink, UCLA Center for Health Policy Research
3. Coalition for a Drug Free San Bernardino, Issue Briefing
4. The Prevention Institute, Prevention is Primary.



Healthy Eating & Active Living Model



Case Study: City of San Bernardino

A few disconnected factoids?

- ❖ San Bernardino's roots go back to early pioneers associated with LDS and other churches
- ❖ City of San Bernardino is home to the 1st McDonald's, Taco Bell, and Baker's Burgers in the nation!
- ❖ City of San Bernardino is home to Arrowhead Springs – that were once thought of as having curative powers.
- ❖ City of San Bernardino has historically battled crime; many notorious gangs transplanted into the area.



Fast-forward to the Present

How Healthy are San Bernardino Residents

- ❖ **Average Life Span.** In the City of San Bernardino, the average age of death is 65 years – compared to an average of 73 years in California
- ❖ **What is causing premature death?**
 - **Heart Disease.** City's rate is 70% above the State avg.
 - **Liver Disease.** City's rate is 80% above the State avg.
 - **Diabetes.** City's rate is 100% above State avg.
 - **Homicide.** City's rate is 150% above State avg.
- ❖ **What is the connection?**



San Bernardino Environment Scan

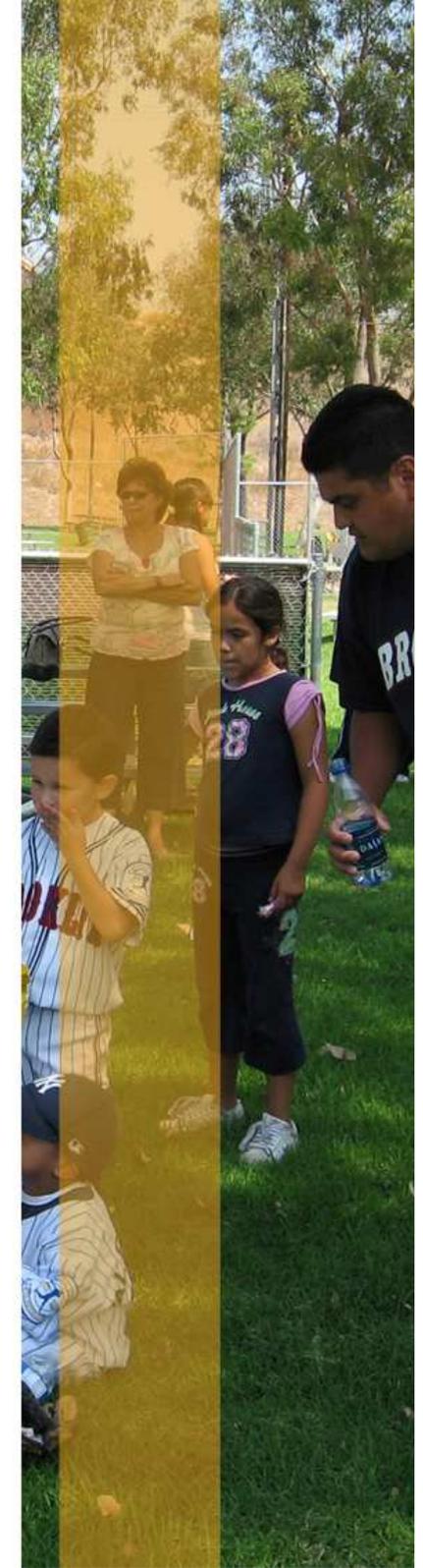
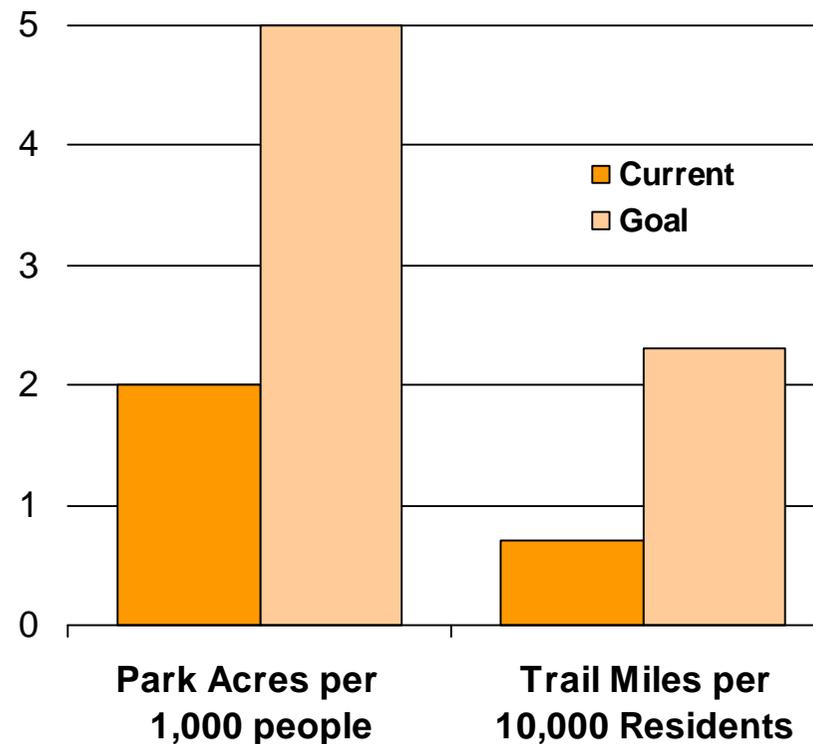
Focus Areas

- ❖ **Parks and Recreation** – quantity, access, safety, and condition of parks, trails, and recreational opportunities.
- ❖ **Food and Beverage Environment** – availability of healthy and unhealthy food outlets, including alcohol, in the City.
- ❖ **Public Safety** – public health concerns resulting from poor air quality, crime and violence, traffic collisions, etc.



Parks and Recreation

- ❖ **Park Goal:** 5 park acres per 1,000 residents; only 2 acres per 1,000 residents
- ❖ **Trail Goal:** 2.7 bicycle trail miles per 10,000 residents; only 0.73 miles today
- ❖ **Condition:** Parks and trails are significantly under-funded, in poor condition, and not in safe condition

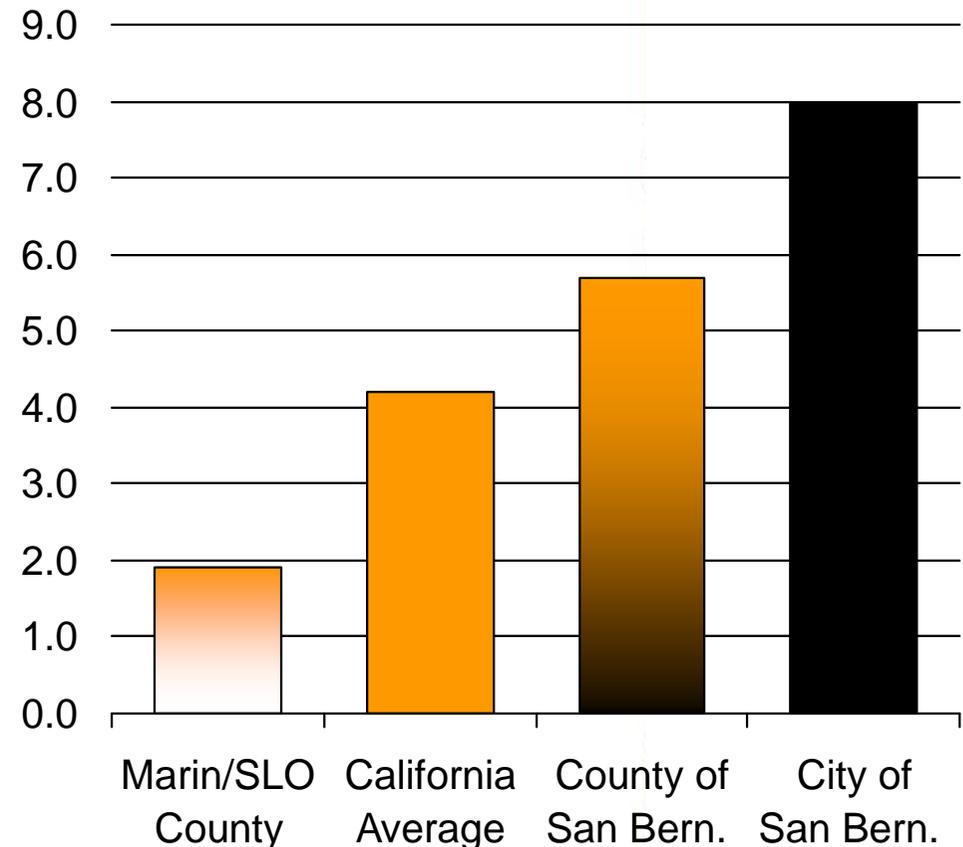


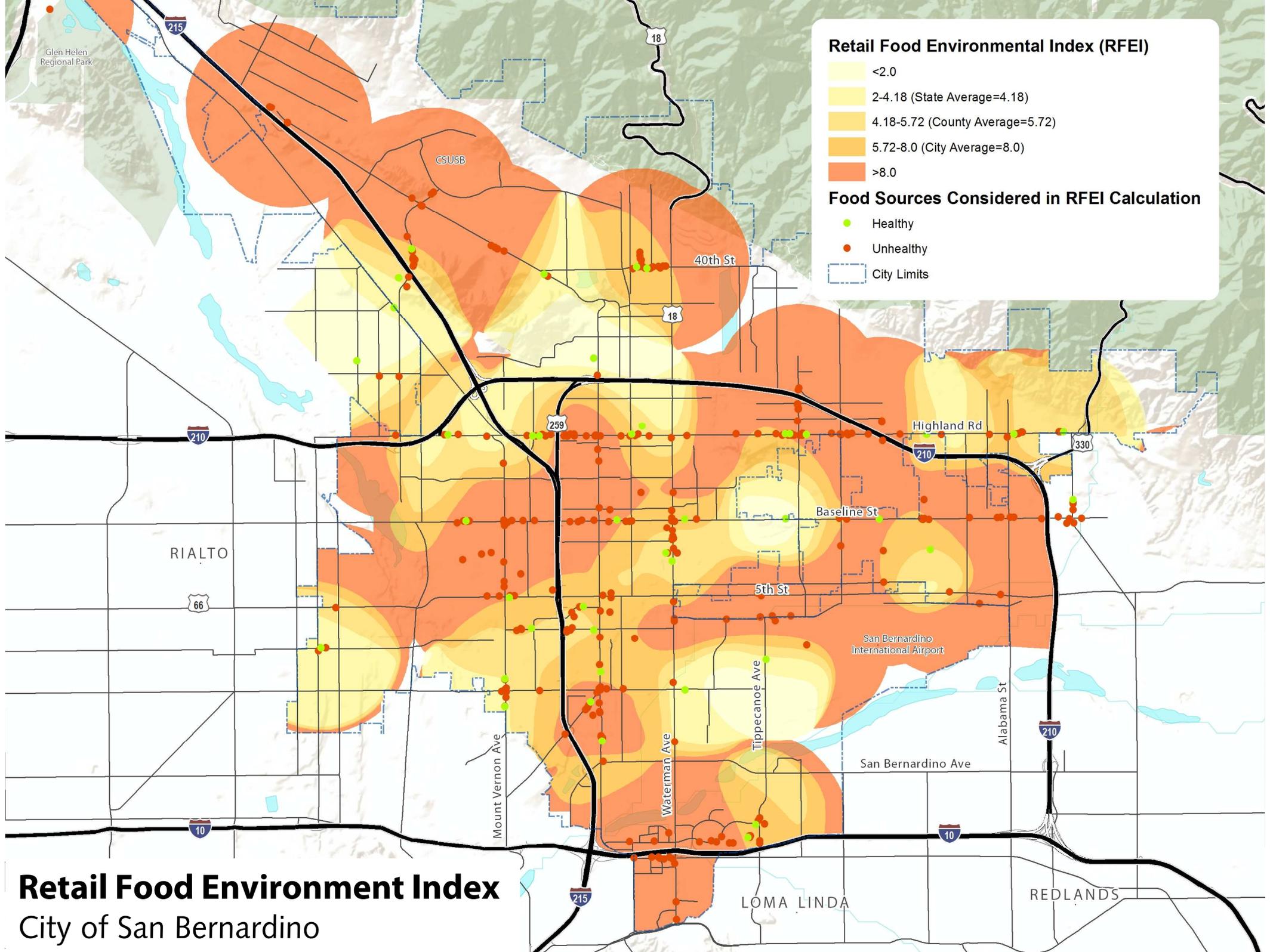
Retail Food Environment Index (RFEI)

Food Access & Diet

- ❖ Food security a critical issue in San Bernardino – 30% of population is on food stamps
- ❖ Measure of Food Environment: (Fast Food+Convenience Stores) (Grocery + Produce Stores)
- ❖ What the data says:
 - Healthy County ~ 2.0
 - California average ~ 4.0
 - San Berdo County ~ 6.0
 - City of San Bernardino ~ 8.0

Retail Food Environment Index (RFEI) Comparison





Retail Food Environment Index
City of San Bernardino

City's Liquor Environment

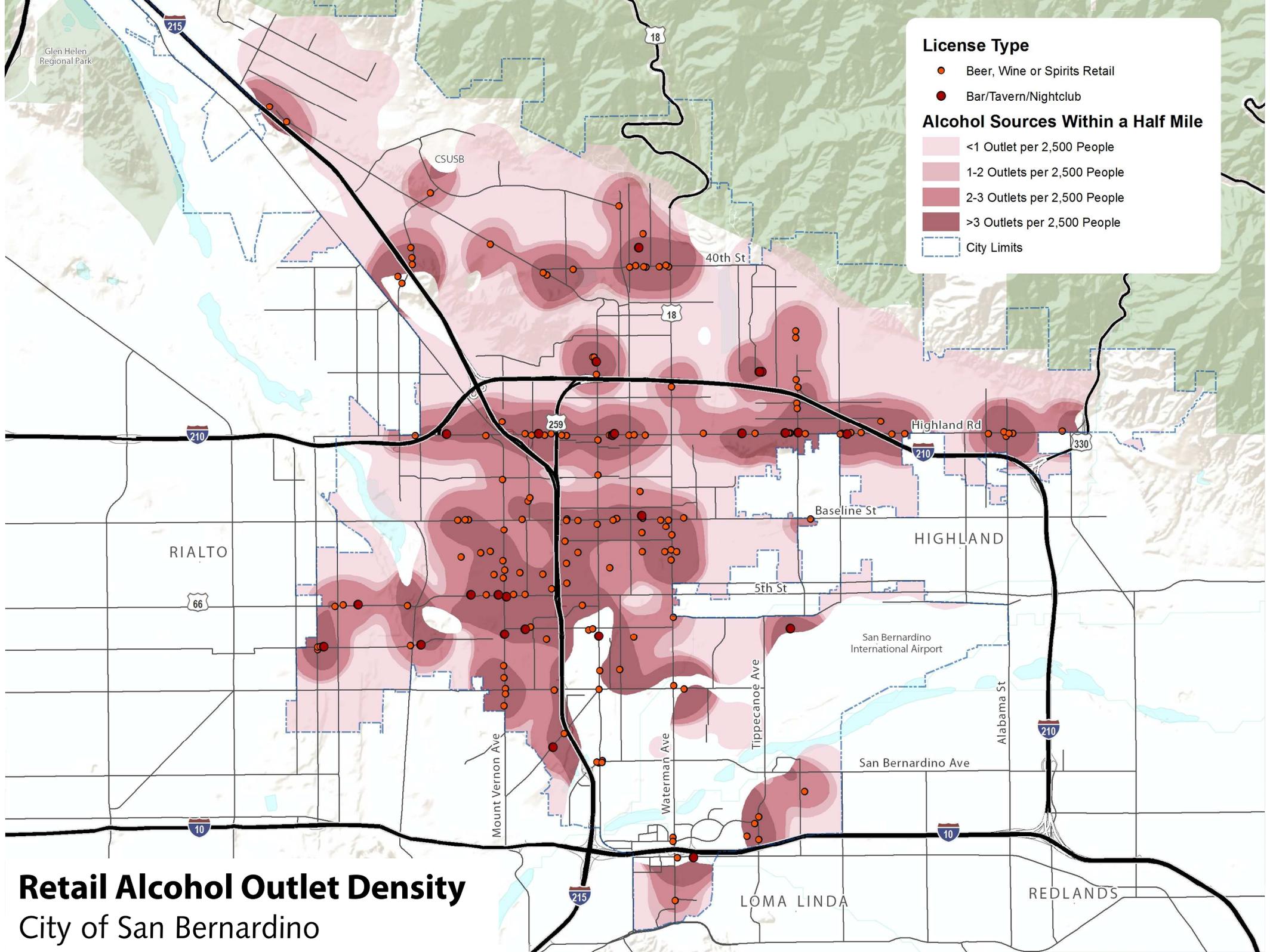
Liquor Access & Misuse

- ❖ **Retail Alcohol Density Index:** a tool that calculates number of off-sale permits per 2,500 residents.¹
- ❖ **City Today:** 2nd highest density of stores selling alcohol (2.3 per 2,500 people) in urban San Bernardino County.²
- ❖ **Health Issues:** 25% of high school students binge drink.³
Overconcentration of stores linked to Part 1 crime.⁴

Sources:

1. California Department of Alcohol Beverage Control Board.
2. California Department of Alcohol Beverage Control Board.
3. Youth Risk Behavioral Survey, San Bernardino City USD, 2009.
4. The Case of Single Serve Alcohol Beverage Containers, UCR 2009.





License Type

- Beer, Wine or Spirits Retail
- Bar/Tavern/Nightclub

Alcohol Sources Within a Half Mile

- Lightest Pink: <1 Outlet per 2,500 People
- Light Red: 1-2 Outlets per 2,500 People
- Medium Red: 2-3 Outlets per 2,500 People
- Darkest Red: >3 Outlets per 2,500 People
- Blue Dashed Line: City Limits

Retail Alcohol Outlet Density
City of San Bernardino

City's Safety Environment

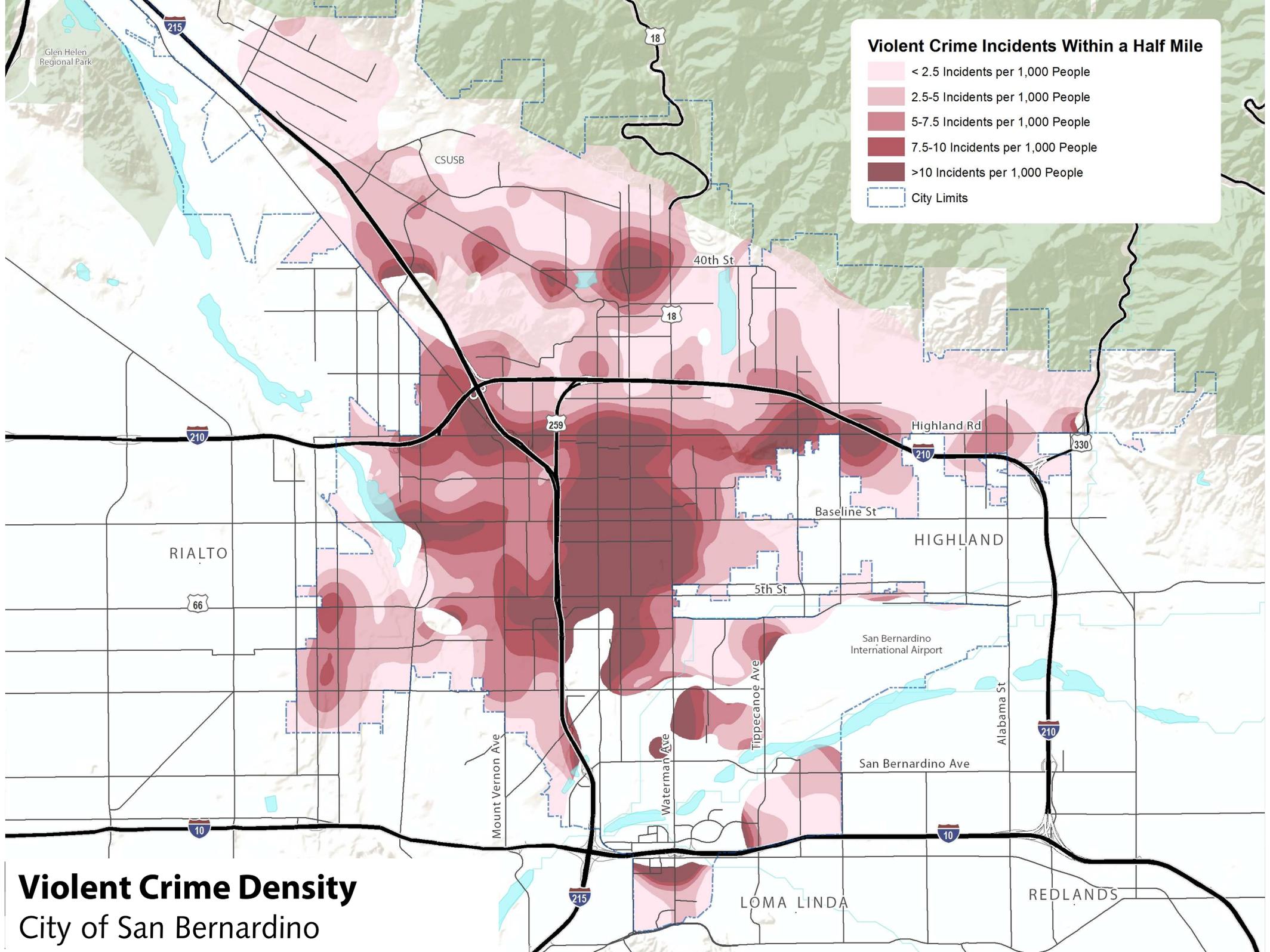
Intentional/Unintentional Injury

- ❖ **Safe Neighborhoods:** Although declining in recent years, the City of San Bernardino still has the 4th highest violent crime rate in state of California.¹
- ❖ **Safe Streets:** The City ranks in 18-19th out of 55 comparable cities in terms of highest traffic collisions, injuries and fatalities, including involving pedestrians.²
- ❖ **Safe Schools:** About one in three 9th graders were harassed and 25% got into a fight. 60% of students reported that school was not a safe place.³

Sources:

1. Uniform Crime Reports, 2009.
2. California Office of Traffic Safety, 2008.
3. California Healthy Kids Survey, SBCUSD 2009/10.





Violent Crime Density
City of San Bernardino

From Diagnosis to Solution

*How do we make communities & schools safer?
How can our food environment be healthier?
How do we create more parks & open spaces?*



Violence Prevention

- ❖ **Gang Injunctions.** City has gang injunction zones that prohibit gang members from engaging in more than 20 activities (including association) in a neighborhood.
- ❖ **Operation Phoenix.** Coordinated neighborhood-based approach of prevention, intervention, and suppression strategies through community-based partnerships.
- ❖ **At-Risk Youth Intervention.** Partnering with local agencies and USDA on a \$400,000 CALGRIP grant to work with at-risk youths and their families.



Alcohol Control Programs

- ❖ **Deemed Approved Ordinance.** Creating a retroactive conditional use permit process for all off-sale retailers of beer, wine & spirits (ABC permits 20 and 21).
- ❖ **Social Host Ordinance.** Creating ordinances that makes adults, rental property owners, etc. who host parties where underage drinking occurs liable.
- ❖ **Responsible Beverage Training.** Mandating responsible service and sales training for alcohol vendors in conjunction with other policy interventions, including compliance checks.



Food Initiatives

- ❖ **Cornerstone Conversions.** Converting cornerstones to expand the offering of healthy foods and beverages, prohibit single-serve alcohol, and marketing.
- ❖ **Community Gardens.** Establishing and expanding community gardens on city-owned and school-owned sites that also allow the sale of produce.
- ❖ **Food Policy Council.** Re-establishing a Food Policy Council, originally formed in 2001 but disbanded, to advise the City Council on food security issues.



Parks Programs

- ❖ **Joint Use Agreements.** Working with four school districts to startup and expand joint use agreements, whether for new parks or community gardens.
- ❖ **Using Public ROWs.** Exploring opportunities to green and restore abandoned rail corridors, creeks/rivers, Santa Ana River, and open spaces with trails.
- ❖ **Sustainability Programs.** Creating a sustainability master plan that will increase the City's urban forest, protect natural areas, and promote urban agriculture.



Putting it all Together

Final Thoughts

- ❖ Food, active living, and violence are all interconnected; comprehensive solutions must be systems-based.
- ❖ The power of the increment – do not underestimate the cumulative impact of marginal decisions.
- ❖ It is our job to connect the dots together (including program solutions) and tell the story to decisionmakers.
- ❖ Efforts should focus on broad-scale policy change where possible, from which programs can be tiered off.





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