

How Planning, Parks and Recreation, and Public Health Can Work Together

Katherine Hebert, Healthy Community Design Specialist



Centralina Council of Governments



What is the Built Environment?

“the human-made space in which people live, work, and recreate on a day-to-day basis”

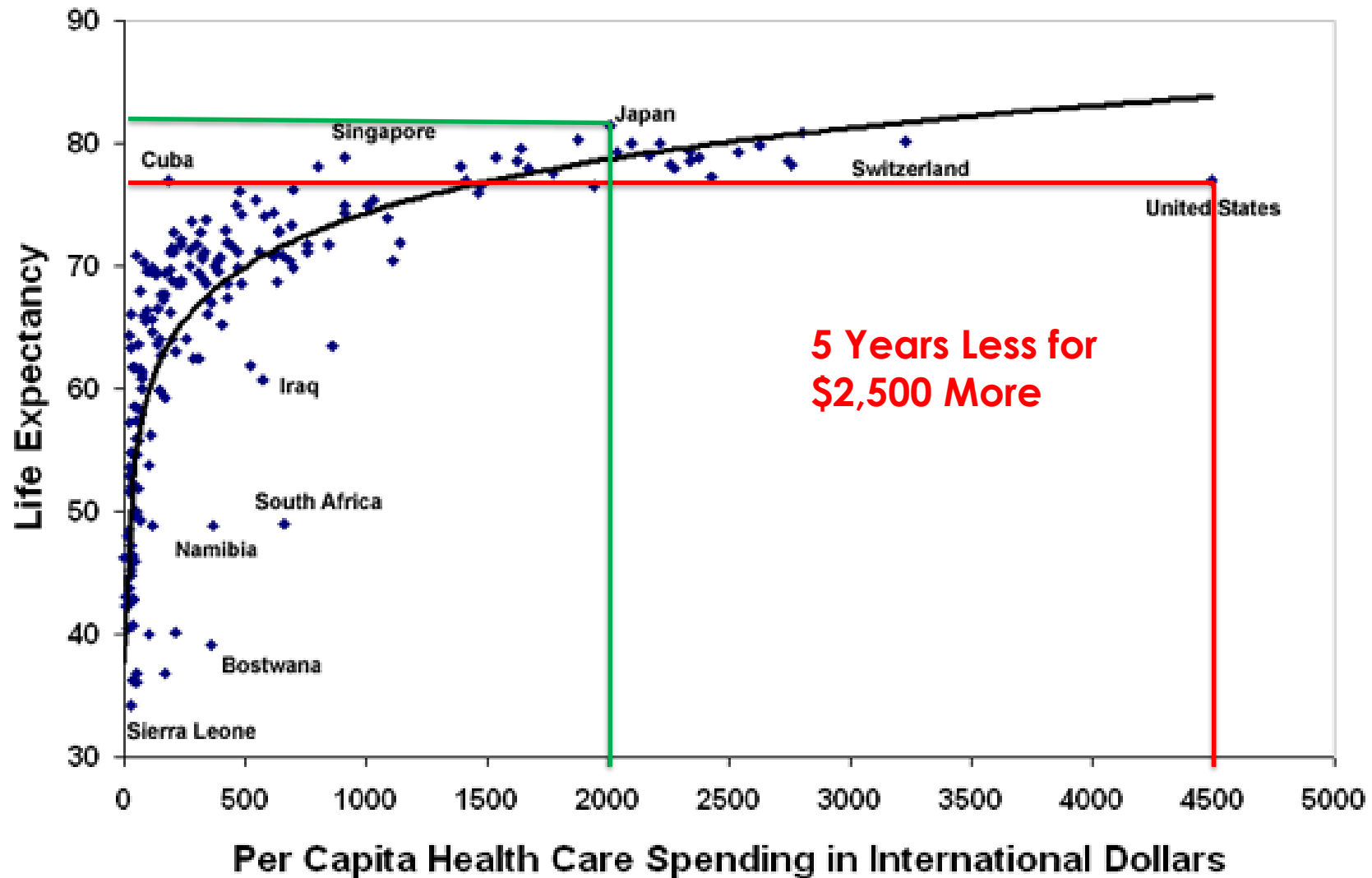


What is Public Health?

“the science and art of preventing disease, prolonging life and promoting health through organized efforts and informed choices of society, organizations, communities, and individuals”



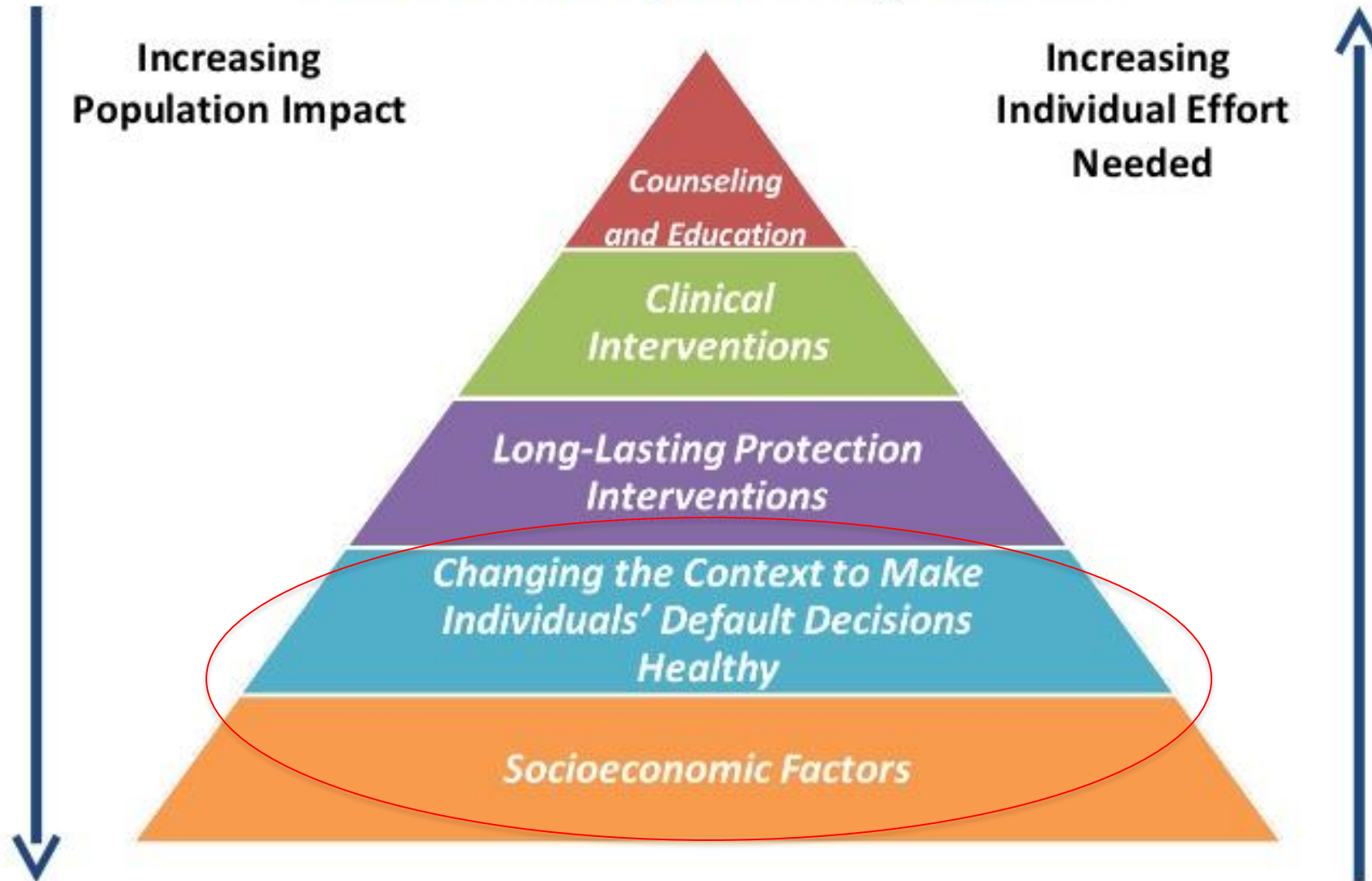
Life Expectancy vs. Spending





Source: F as in Fat: How Obesity Threatens America's Future. (2013).
Trust for America's Health and Robert Wood Johnson Foundation.

Health Impact Pyramid



Policy and Programs

Built Environment/Behaviors

Outcomes

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- Zoning
- Building Codes
- Transportation Funding
- Annexation
- School Siting Policies

- Affordable Care Act
- Medicare/Medicaid
- Hospital Business Model
- Patient Discharge Policy

- Labor & Economic Law
- Supplemental Nutrition
- Shared-Use Policy
- Smoke Free Policies

- Transportation Options
- Land Use/Sprawl
- Residential Segregation
- Schools

- Visits to the Doctor
- Health Insurance Coverage
- Prescriptions/Medication
- Care

- Ability to take Sick Days/ Income
- Healthy Eating
- Physically Active
- Smoking

- Quality of Life
- Healthy Options
- Safe Environment

- Disease Treated/Managed
- Disease Prevented

- Morbidity & Mortality Rates
- Life Expectancy

Upstream

Midstream

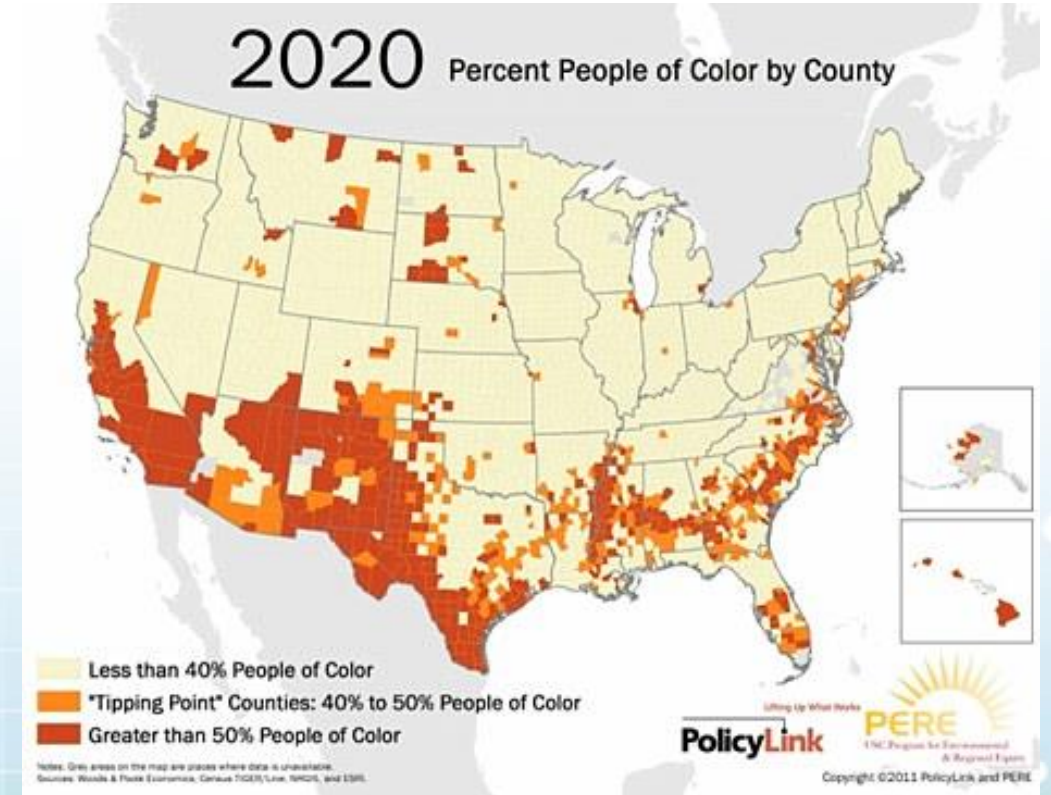
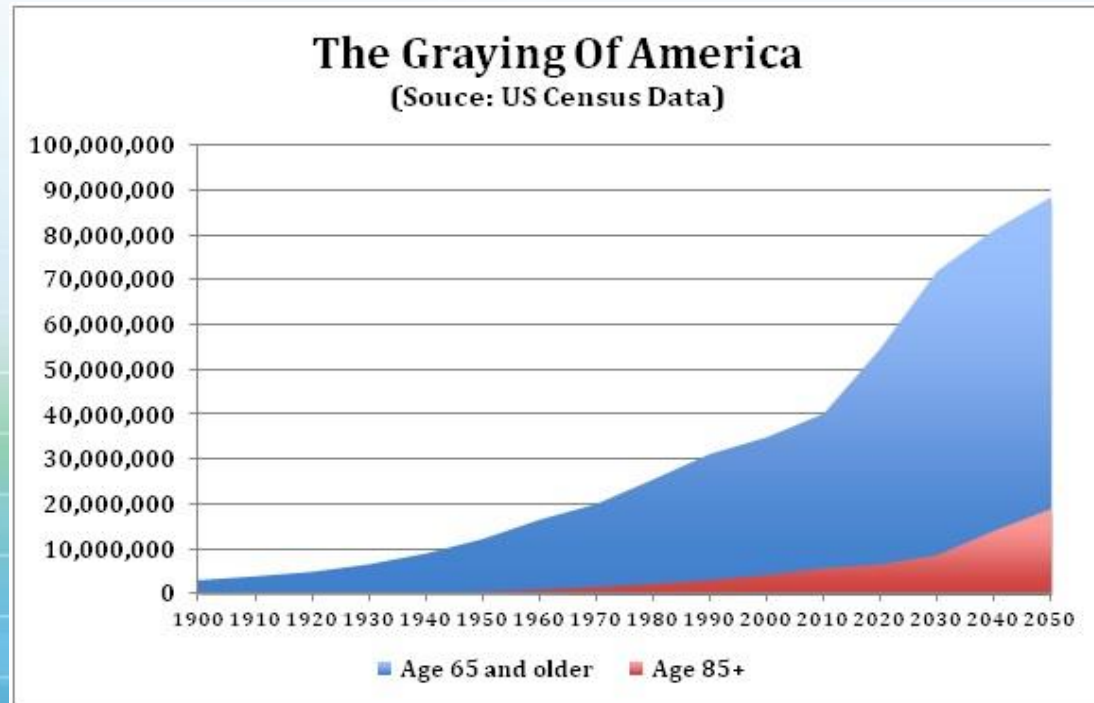
Downstream

EQUALITY VERSUS EQUITY



Demographic Changes

- Browning of America
- Graying of America
- Return to the Cities/Megaregions
- Population Growth



What are Some Opportunities?

- Assessments, Analysis, and Strategic Planning
 - Community Health Needs Assessment (CHNA), Community Health Assessment (CHA), Implementation Strategy
 - Health Impact Assessments (HIA)
 - Healthy Community Design Checklists/ Plan Review
 - Data Sharing/ Mapping
- Funding Opportunities
 - Targeted Funding based on Public Health Conditions
 - Required Partnerships, Action Items, Evaluation Measures



What are Some Opportunities?

- Strategic Partnerships
 - Memorandums of Understanding
 - Coalition Building Activities
 - Advocacy Groups
 - Interdisciplinary Approach/Think Tanks
- Community Engagement/Marketing
 - Surveys, Public Meetings, Focus Groups
 - Stakeholder Representation
 - Sharing Information with Public
 - Advertising Programs/Events



What are Some Opportunities?

- Built Environment Changes
 - Healthy Cafeterias/ Vending
 - Community Gardens
 - Farmer's Markets/Produce Stands
 - Healthy Corner Stores
 - Meditation Gardens
 - Walking Trails
 - Hospital Design
 - Parks and Greenways
 - School Design
 - Universal Design in Housing
 - Transit Options





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