



# Introduction to Plan4Health NC

Planning for Healthy Communities Conference

November 2, 2017 | Mooresville, NC



**PLAN4Health**  
An American Planning Association Project



# Partnering4Health



Division of Community Health



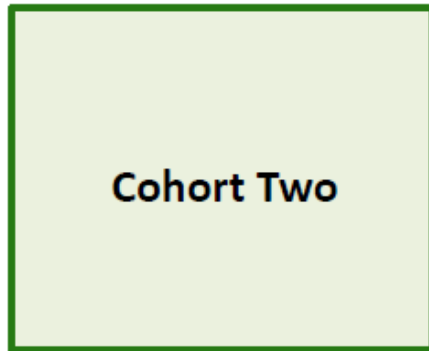
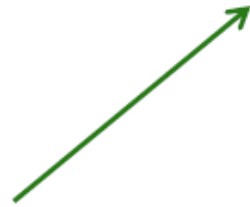
97 coalitions across the country





# Plan4Health

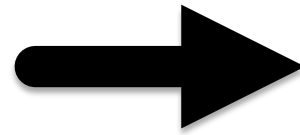
Division of Community Health





# Our Story and Future Plans

Planners4Health





# Plan4Health NC Goals and Early Efforts

**APA-NC  
Presence/  
Framework**



**Statewide  
Partnerships/  
Collaboration**



**Resource  
Development**



**Marketing Efforts**



**Conferences/  
Stakeholder  
Roundtables**



# What We Are Hoping to Accomplish in NC

## ▶ APA-NC Presence/Framework

- ✓ Standing Steering Committee
- ✓ Session at the APA-NC Conference
- ✓ Active Participation in the Healthy Communities Collaborative
- ✓ Website Content
- ✓ Newsletter Articles & Blogposts
- Bring Back Great Places- Healthy Community Category
- New Planner or Public Health Professional Recognition



# What We Are Hoping to Accomplish in NC

- ▶ Statewide Partnerships/Collaboration
  - ✓ Identification/Tracking of Local Leaders & Actions
  - ✓ Development of a Common Language & Goals
  - ❑ Statewide Collaborative
  - ❑ Regional Workshops & Technical Assistance
  - ❑ APA-NC and APHA Joint Activities & Chapter Dues



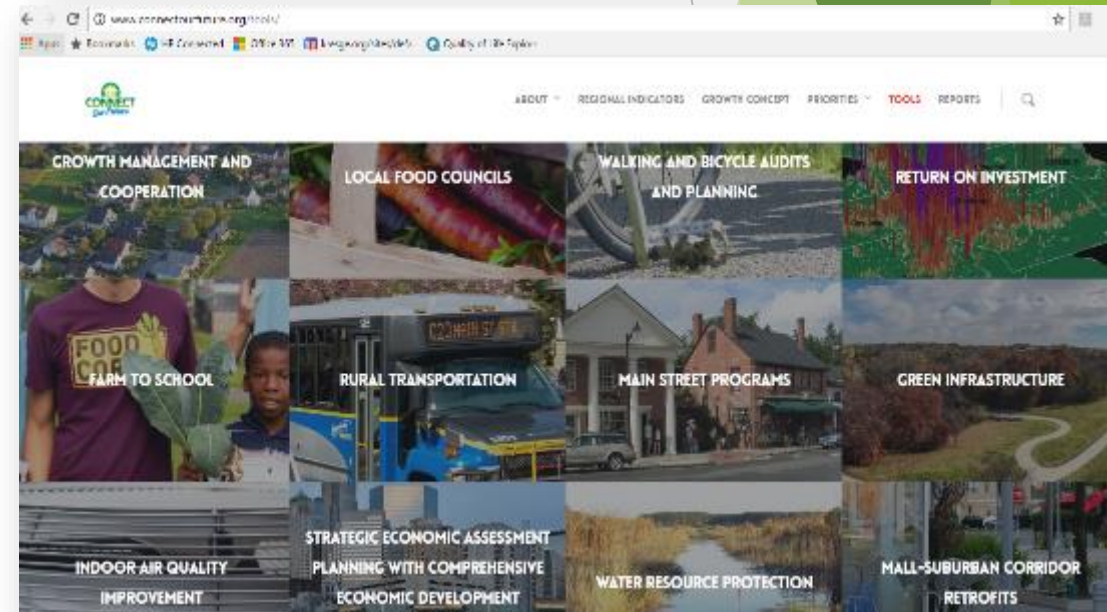


# What We Are Hoping to Accomplish in NC

## ► Resource Development

- ✓ Topic Based Toolkits
- ✓ Presentation Slide Decks
- ❑ One Pagers
- ❑ Statewide Health and Social Determinants of Health Mapping
- ❑ Tale of Two Zip Codes Video

<http://www.centralina.org/regional-planning/healthy-communities/>



# What We Are Hoping to Accomplish in NC

## ► Marketing Efforts

- ✓ Name & Logo
- ✓ Newsletter Articles & Blogposts
- ✓ Carolina Planning Journal
- ✓ Presentations/Conferences
- ✓ Website
- ❑ Social Media

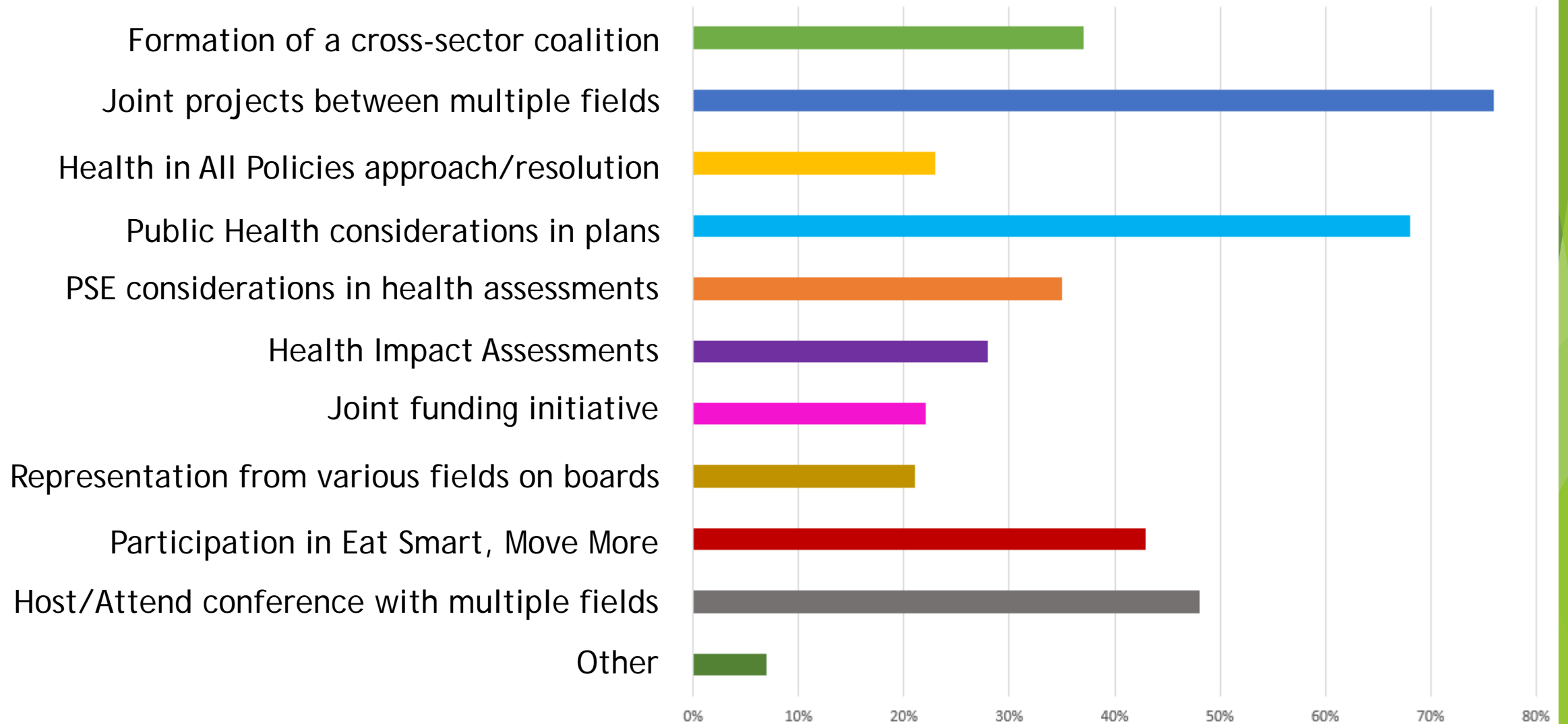


# What We Are Hoping to Accomplish in NC

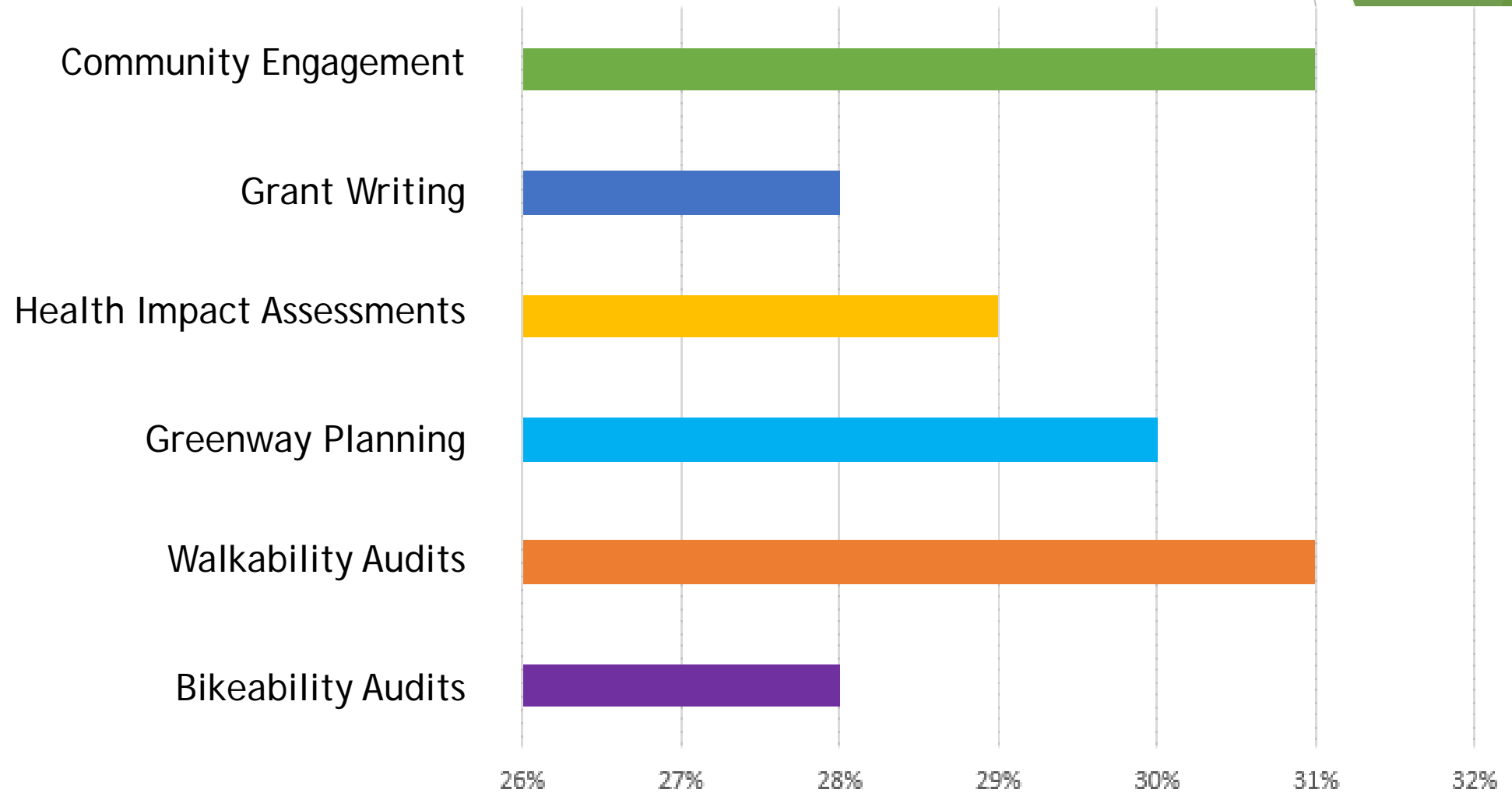
- ▶ Conference/Stakeholder Roundtable
  - ✓ Two Regional Roundtables in Raleigh and Greenville
  - ✓ Survey/Online Presence
  - More Roundtables to be Planned for Charlotte and Western Region



# What We've Heard So Far- Doing



# What We've Heard So Far- Education





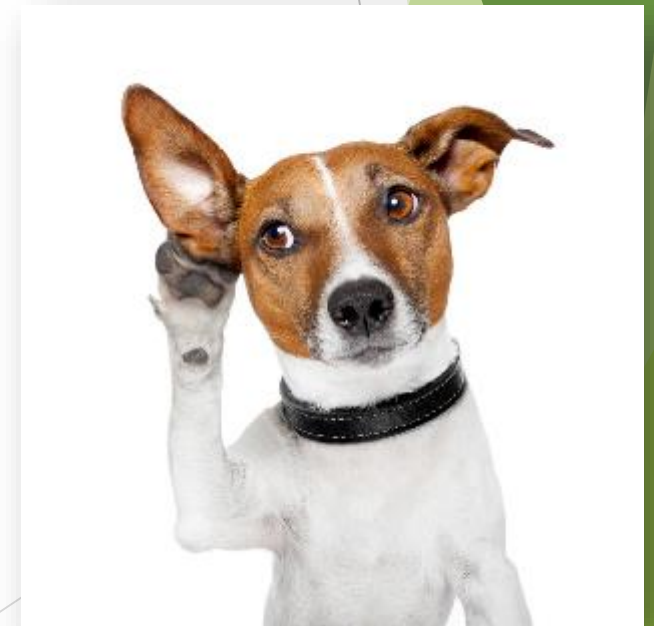
# What We've Heard So Far- Additions

## ► Organizational:

- Inclusion of racial and social equity in goals/mission/values
- Fellowships for planning or public health students working in the opposite field
- Funding sources

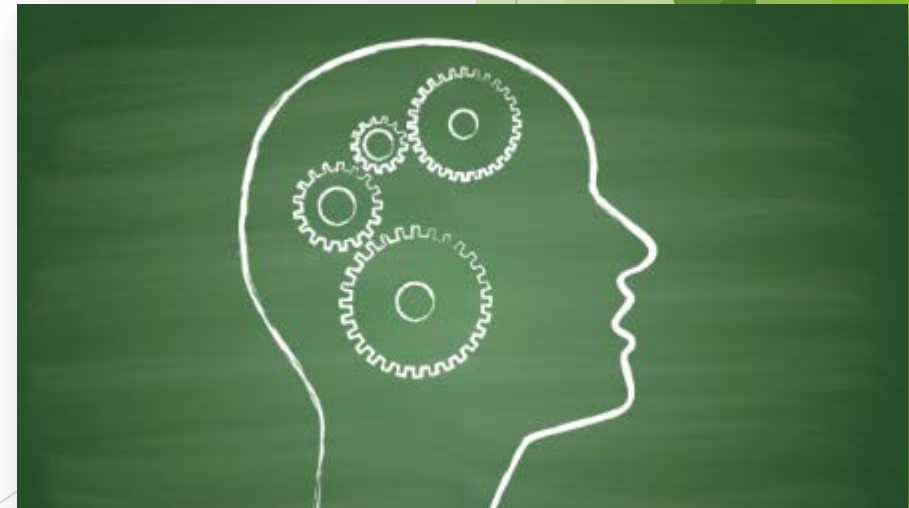
## ► Communications:

- Infographics and case studies
- Call for action
- Resources for communicating with local and state elected officials



# What We've Heard So Far- Additions

- ▶ Resources/Education:
  - ▶ In the field workshops/learning opportunities
  - ▶ Webinars
  - ▶ Lessons learned from failure
  - ▶ Health impact assessments as part of NEPA documents
  - ▶ Partner with universities



# Next Steps for Plan4Health NC

- ▶ Wading through all the input
- ▶ Strategic Planning with Steering Committee
- ▶ Learning from other fields
- ▶ Highlighting work across state and available resources
- ▶ Funding for additional work and resource development



# Contact Information

Katherine Hebert

[khebert@centralina.org](mailto:khebert@centralina.org)

(704) 348-2708

9815 David Taylor Dr.

Charlotte, NC 28262

<http://www.centralina.org/regional-planning/healthy-communities/>



# Physical Activity Break

Let's Get Active  
North Carolina!!!

