Regional Collaboration for Healthy Communities

San Diego County Health and Human Services Agency
San Diego Association of Governments

Dialogue for Health
Thursday, July 11, 2013
Determinants of Health Status

- Medical Care: 60%
- Genetics: 30%
- Social, Environment, Behavior: 10%

Source: Journal of Health Affairs 2002
Transportation Costs, the Environment and our Health

San Diego County

Transportation Costs per Household per Year

- Low: $14,400, CO₂ 8.4
- Low-Med.: $12,800, CO₂ 7.0
- Med.: $11,600, CO₂ 6.2
- Med.-High: $10,000, CO₂ 5.8
- High: $8,900, CO₂ 4.5

Opportunities for Physical Activity

CO₂ Emissions per Household per Year

Public Transportation Access
measured by the Transit Connectivity Index

Annual transportation Costs per Household, by Census Block in San Diego County
Today’s Session

• Learn about the CPPW project in San Diego that implemented a regional approach; and

• Discuss potential approaches to launch and sustain similar efforts in your community.
US National Prevention Strategy

Increase the number of Americans who are healthy at every stage of life.

Healthy & Safe Community Environments
Clinical & Community Preventive Services
Tobacco Free Living
Preventing Drug Abuse and Excessive Alcohol Use
Empowered People
Elimination of Health Disparities
Reproductive and Sexual Health
Mental and Emotional Well-being
Active Living
Healthy Eating
Injury and Violence Free Living
Enabling Statewide Initiatives

- Health in All Policies
- Complete Streets Act 2008
- Safe Routes to School Programs
- SB 375 and AB 32
The Epidemic in San Diego

3 BEHAVIORS
- TOBACCO USE
- POOR DIET
- NO EXERCISE

4 DISEASES
- HEART DISEASE
- TYPE 2 DIABETES
- LUNG DISEASE
- CANCER

50 PERCENT
PERCENT OF DEATHS
Moving Toward a Healthy Region

2006
- Childhood Obesity Action Plan
- Health Equity by Design Project
- Public Health and Built Environment Grant

2007
- SB 375 California Complete Streets Act
- Growing Green, Growing Healthy Symposium
- Healthy General Plans Workshop

2008
- County of San Diego Chronic Disease Agenda: 3-4-50
- CPPW Grant Award

2009
- Affordable Care Act
- County of San Diego, LiveWell, San Diego!
- Formal partnership with SANDAG begins

2010
- National Prevention Strategy
- Regional Workshops: Active Design Complete Streets HIA

2011
- Community Transformation Grant (CTG) Award

2012

2020

2006-2020
- Moving Toward a Healthy Region
- Childhood Obesity Action Plan
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San Diego CPPW Focus Areas

- **Healthy Nutrition:** increase availability of fresh produce in communities and improve workplace policies
- **Healthy Schools:** improve nutrition and increase physical activity in schools
- **Healthy Places:** change the built environment to increase physical activity
San Diego Association of Governments

Oceanside
Carlsbad
Encinitas
Solana Beach
Del Mar
San Diego
Coronado
Imperial Beach
Chula Vista
National City
Lemon Grove
La Mesa
El Cajon
San Diego
Santee
La Mesa
Lemon Grove
National City
Chula Vista
San Diego

County of San Diego

Riverside County

Orange County

PACIFIC OCEAN

MEXICO

Imperial County
Built Environment Strategies

- Physical activity
- Access to daily goods and services
- Air quality
- Injury prevention and safety

. . . Healthy Communities!
SANDAG’s Healthy Works Projects

- Stakeholder Engagement
- Pass-Through Grant Programs and Incentives
- Regional Policies and Programs
- Tools and Technical Assistance
Stakeholder Engagement

Public Health Stakeholder Group (PHSG)

- City / County Planning, Redevelopment & Public Works
- County Health
- Health Care Providers
- Professional Organizations (APA, ASLA & AIA)
- Community-Based Organizations
- Advocacy Groups (Active Transportation, Seniors, Food Security, Sustainability, Equity & Health)

Safe Routes to School (SRTS) Coalition

- City / County Planning & Traffic Engineering
- State and County Health
- School Administration
- Parent Groups
- Community-Based Organizations
- Advocacy Groups
Grant Programs and Incentives

Over $1 million in pass-through grants to:

- Integrate health considerations in planning
- Promote active transportation and walkable neighborhoods
- Support SRTS planning and programs
Regional Policies

- Regional Health and Wellness Policy Framework and Performance Measures
- Regional Safe Routes to School Strategic Plan
Active Transportation Promotion

Bike to Work Month – May 2011
- Bike Safety and Education Programs – 1,500+ participants
- Bike to Work Day – 75 pit stops and 6,000+ participants

SchoolPool Program
- Walking SchoolBus and Bike Buddy Programs

Walk Ride and Roll Campaign
- 4,500 kids from 22 schools walked or biked to school
Demographics
- Population Density
- Low-Income Areas
- Minority Areas
- Low Mobility Areas
- Low Community Engagement

Physical Activity and Active Transportation
- Walkability
- Transit Accessibility
- Park Access
- Non-Motorized Trail Access
- Daycare, Library, Elementary School and Health Care Access
- Crime and Physical Disorder
- Violent Crimes

Injury Prevention
- Pedestrian and Cyclist Traffic Crashes
- Youth Traffic Safety

Food and Nutrition
- Access to Healthy Food
- Fast Food Residential Density

Air Quality
Activity Based Model (ABM) Health Module

- More accurately account for active transportation trips
- Analysis of health for proposed policies / projects
- Monitoring and evaluation of health-related targets
I-805 Bus Rapid Transit / 47th Street Trolley Station Area Planning

- Provide transit service in an underserved community
- Provide safe routes to transit

US-Mexico San Ysidro Border Health Equity Transportation Study

- Improve active transportation and public transit access to community facilities and amenities
- Evaluate health impacts on neighboring residents, commuters and employees
- Promote active modes of travel
Training Workshops

- Build capacity in the region to conduct health analysis
- Promote health consideration in local policies, projects and programs
Active Design Guidelines

National Best Practices

SANDAG’s Existing Guidelines
Complete Streets Training Workshops

- Compliance with the 2008 California Complete Streets Act (AB 1358)
- In partnership with the National Complete Streets Coalition and WalkSanDiego
- Phase 1 participants:
  - City of Chula Vista
  - City of San Diego
  - City of Encinitas
  - City of La Mesa
Let’s Hear From You

Which of the following statements best describes the existence of Complete Streets policy in your community?

A. My community is actively implementing a Complete Streets policy
B. A policy exists on paper only
C. My community has started thinking about creating a Complete Streets policy
D. I am not aware of any discussion or existence of a Complete Streets policy in my community
Community Transformation Grant (CTG)

Program Objectives:
- Community-level efforts to reduce chronic diseases
- Improve public health, reduce health disparities, and control health care spending

Funding:
- $103 million to 61 communities serving 120 million Americans
- $15 million to HHSA for five years
- $2.5 million to SANDAG for five years
Community Transformation Grant (CTG)

- Stakeholder Engagement
- SRTS Strategic Plan Implementation
- Health and Wellness Policies
- Regional Complete Streets Policy
- Health Benefits and Impacts Analysis
www.sandag.org/healthyworks

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Which of the following statements best describes the status of active transportation initiatives at your organization?

A. My organization/community is implementing active transportation initiatives in partnership with other sectors including health and planning

B. My organization/community has an active transportation initiative but not a partner in other sectors (health or planning)

C. My organization/community is interested in pursuing a program but there are no resources or partnerships in place currently

D. There is no interest at this point in my organization/community to start a program right now
Incremental Path to Success

- Bring together key stakeholders / identify champions

- Start by working on smaller projects to build working relationships and partnerships / understand language

- Seek external funds to expand work / think big

- Demonstrate value-added / expand partnership

- Work towards sustainability / institutionalization
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- 2011

2012-2020
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020