Health in All Policies: The New Economic Imperative
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change”

Institute of Medicine
What is Policy Change?

Policy interventions may be a law, ordinance, resolution, mandate, regulation, or rule (both formal and informal).

Example: Organizational policies that provide time off during work hours for physical activity
What is Systems Change?

Systems interventions are changes that impact all elements of an organization, institution, or system.

Types of systems include: schools, transportation plans, parks and recreation, economic development, etc.
Environmental interventions involve physical or material changes to the economic, social, or physical environment.

Example: Incorporating sidewalks, paths, and recreation areas into community design.
What is a Healthy Community?

Meets Basic Needs of All

- Safe, sustainable, accessible, & affordable transportation options
- Affordable, accessible and nutritious foods, & safe drinkable water
- Affordable, high quality, socially integrated, & location-efficient housing
- Affordable, accessible and high quality health care
- Complete and livable communities including quality schools, parks and recreational facilities, child care, libraries, financial services & other daily needs
- Access to affordable and safe opportunities for physical activity
- Opportunities for engagement with arts, music and culture
What is a Healthy Community?

Quality and Sustainability of Environment

- Clean air, soil, water, & environments free of excessive noise
- Tobacco- and smoke-free
- Green and open spaces, including healthy tree canopy & agricultural lands
- Minimized toxics, green house gas emissions, and waste
- Affordable and sustainable energy use
- Aesthetically pleasing
What is a Healthy Community?

Adequate Levels of Economic and Social Development

- Living wage, safe and healthy job opportunities for all
- A thriving economy
- Support for healthy development of children and adolescents
- Opportunities for high quality and accessible education
What is a Healthy Community?

Health and Social Equity

• Robust **social and civic engagements**
• **Social relationships** that are supportive and respectful
• **Socially cohesive** and supportive relationships, families, homes and neighborhoods
• **Safe communities**, free of crime and violence
Regions & Cities are Complex Systems, Critically Interconnected

- Commerce/Economy
- Food
- Education
- Ecology
- Housing
- Recreation
- Infrastructure
Decision Making Influences

- Housing
- Food
- Education
- Infrastructure
- Commerce/Economy
- Recreation
- Ecology

Values:
- Social Value
- Economic Value
- Cultural Value
- Aesthetic Value
- Functional Value
- Ecological Value
- Healthy Value
Decision Making Outcomes
Health Status
The Ranking Model

Health Outcomes
- Mortality (length of life) 50%
- Morbidity (quality of life) 50%

Health Factors
- Health behaviors (30%)
- Clinical care (20%)
- Social and economic factors (40%)
- Physical environment (10%)

Policies and Programs
- Tobacco use
- Diet & exercise
- Alcohol use
- Sexual activity
- Access to care
- Quality of care
- Education
- Employment
- Income
- Family & social support
- Community safety
- Environmental quality
- Built environment

County Health Rankings & Roadmaps
A Healthier Nation, County by County

County Health Rankings model ©2012 UWPHI
Zero in on Jacksonville
Health Zone 2
Health Zone 4
Median Household Income by Zipcode, Duval County 2007-2011

Median Household Income
- DSU
- $15,279 - $34,095
- $34,096 - $49,003
- $49,004 - $57,168
- $57,169 - $65,542
- $65,543 - $79,049

Prepared by: FDOH DC, Public Health Statistics, Assessment and Research, July 2013

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Percent of Residents with a Bachelor’s Degree or higher by Zip Code Duval County, Florida 2007-2011

Bachelor’s Degree or Higher
- DSU
- 3.1% - 11.0%
- 11.1% - 16.8%
- 16.9% - 28.4%
- 28.5% - 37.0%
- 37.1% - 46.8%

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Life Expectancy of Infants Born in Duval County
By Race and Health Zone, 2010

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<th>Health Zone</th>
<th>Black</th>
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<td>HZ1</td>
<td>70.88</td>
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<tr>
<td>HZ6</td>
<td>76.57</td>
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Life Expectancy of Infants Born in Duval County
By Gender and Health Zone, 2010

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<th>Health Zone</th>
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<td>HZ1</td>
<td>67.75</td>
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<td>HZ6</td>
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A New Paradigm Is Here

Health In All Policies
Affordable Care Act

Unprecedented paradigm shift from:

Sickness and Disease

- Over-Utilization of ER
- 1% ER visits, hospitalizations account for 30% of the costs
- Primary Care Physician Shortage
- Prescription use and costs
- Disease Management
- Financial burden of uncompensated care

Wellness and Prevention

- Free prevention screening benefits
- Elimination of reimbursement to hospitals for readmissions
- Cross-sector integrated national strategy
- Worksite Wellness
- Building Healthy and Safe Communities
2012 Northeast Florida Community Health Needs Assessment
Collaborative...

- 9 non-profit hospitals (7 acute care, 1 pediatric, 1 comprehensive rehabilitation)
- 4 public health departments (Duval, Clay, Putnam, and Nassau)
- 5 counties assessed using both rigorous and CBPR methodologies
- Each Hospital selected 2-5 priority issues on which to focus
- Each County Health Department's Community Health Improvement Plan was integrated (no competing strategies or implementation)
- Saved over $500,000 in total shared expenses as a result of economies of scale
Aligned...

Local
- Northeast FL Assessment & Plan
- County Health Improvement Plans
- Organizational Strategic Plans

State
- State Health Improvement Plan
- Florida Department of Health Strategic Plan

National
- National Prevention Strategy
- Healthy People 2020
<table>
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<tr>
<th>Location</th>
<th>Focus Areas</th>
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<tr>
<td>Baptist Downtown</td>
<td>Heart disease/Stroke, Diabetes, Nutrition, Mammograms, Infant Mortality, Smoking Cessation, Behavioral Health Access to healthy food and physician activity...</td>
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<tr>
<td>Baptist Beaches</td>
<td>Stroke, Head and Spinal Cord Injury, Depression and Behavioral Health, Physical Activity Access...</td>
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<td>Baptist Nassau</td>
<td>Adult Obesity</td>
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<tr>
<td>Baptist South</td>
<td>Infant Mortality, Heart Disease, Diabetes, Obesity, Access to Healthy Food, Immunizations, KidCare, Mammograms...</td>
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<tr>
<td>Brooks Rehab</td>
<td>Infant Mortality, Unintentional Injuries, Smoking Cessation, Mammogram and Pap Screens, Childhood Obesity, Access to Healthy Food...</td>
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<tr>
<td>Mayo</td>
<td>Childhood Obesity, Asthma, Infant Mortality, Head Injury/Concussion, Immunizations, Eye Exams and Glasses, Access to Food, Physical Activity, Crime, Unintentional Injuries...</td>
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<tr>
<td>St. Vincent’s Riverside</td>
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<tr>
<td>St. Vincent’s Southside</td>
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<tr>
<td>UF Health</td>
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<td>Wolfson</td>
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Health in All Policies and the Economic Imperative
Health in All Policies

- 30 million Americans are seeking health insurance.

- Trends revealing decrease in emergency room use and people seeking care in a variety of venues.

- Healthcare delivery is moving in two different directions: Acute care is being consolidated to achieve economies of scale, while outpatient care is being distributed throughout communities i.e. CVS, Walgreens, Walmart, YMCA’s etc…

- Specialty centers are becoming obsolete.
Health in All Policies

- America is Aging
- Healthcare providers are addressing population health more than ever
- ACA is slashing reimbursements for re-admissions.
- Hospitals are developing full-service onsite fitness centers with classes, nutrition counseling, and other wellness services
- Hospitals are “Community Health Anchors” and are being positioned as economic catalysts
- Depending on the property type, a 10 percent increase in walkability increases property values by between 5 percent and 8 percent
Health in All Policies

- Millennials are defining health as employing good habits over visiting the doctor. They relying on access to nutritious foods and staying active rather than utilizing the healthcare system.
- People with a higher WalkScore weigh 6-10 lbs. less on average than people in less walkable locations.
- People living within a 1/3 mile walk to a supermarket are 11% less likely to be obese.
- Transit users are 300% more likely to get the daily standards of activity.
Health in All Policies

- People living in walkable neighborhoods with parks, shops, and grocery stores are 35% less likely to be obese.

- Targeted transportation investment promotes economic opportunity and reduces health disparities by improving transportation linkages between housing and employment hubs and between residential neighborhoods and clinics, pharmacies, and grocery stores.

- The costs are borne first by individuals unfairly saddled with serious, avoidable diseases, and second by taxpayers who foot the bill for strapped safety net systems trying to cope with new waves of illness.
Health in All Policies

- When communities start asking questions before development occurs, and when politicians listen, we all have a shot at avoiding paying that price.

- Open spaces such as parks and recreation areas can have a positive effect on nearby residential property values, and can lead to proportionately higher property tax revenues for local governments.
OKLAHOMA CITY, OKLAHOMA

• “This City is Going On A Diet”
• Mayor Mick Cornett challenged the citizens of Oklahoma City to lose One Million Pounds
• Losing their Millennials / next generation of workforce
• Invested in miles and miles of sidewalks, bicycle lanes
• Mayor makes an economic case for investing in Healthy and Safe Communities
Building Healthy & Happy Places

ATLANTA, GEORGIA

- A prospective and comprehensive HIA on redevelopment plans for the site of the former Hapeville Ford Assembly Plant
- Redevelopment projects all represent opportunity for economic revitalization, environmental reclamation, mobility enhancement and health improvement.
- The development of Aerotropolis Atlanta will add more than 10,000 jobs to Hapeville through build-out. Beyond Hapeville, the vision and visibility of the project have begun to reposition Atlanta’s south side as an area of economic opportunity.
- Since 1996, Atlanta has used $40M EPA Brownfield funding to leverage $75B of development
Losing population and gaining vacant land; Vast swaths of neighborhoods located far from grocery stores.

43% predominantly black neighborhoods little access to healthy foods
  • Compared to 4% in white neighborhoods.

More than 2/3 of adults are overweight or obese
  • Almost 40% of high school students are overweight or obese.

Established Baltimore Food Policy Initiative
  • Created a “Place-based“ culture
  • Committed to stronger and healthier designed neighborhoods
  • Vibrant places
Worse health outcomes in terms of obesity, heart disease, and homicide more than other Marylanders.

Vast disparities in health status between different groups within the City.

20-yr difference in life expectancy between neighborhoods

TransForm Baltimore evaluated the health effects of City’s comprehensive zoning code
Health Enterprise Zones

- HEZs are designed to reduce health disparities among Maryland’s racial and ethnic groups and between geographic areas, improve health care access and health outcomes, and reduce health care costs by providing a variety of incentives to defined geographic areas with high rates of disparities.

- The HEZ’s work similar to economic enterprise zones, where businesses receive subsidies to create jobs and activity in certain areas.
NASHVILLE, TENNESSEE

- Nashville’s Mayor Eyes Economic Benefits of Healthy Communities
- Transforming food options in schools and child care centers
- Losing their Millennials / next generation of workforce
- Investing in sidewalks, parks, greenways, and a bike share program.
- A workplace wellness challenge
- Expanding efforts to get healthy, fresh foods into neighborhood corner stores in Nashville’s food deserts.

“We want our residents and Nashville’s workforce to be healthy, but this is not only about health care and controlling blood pressure. It’s about weaving opportunities for healthy living into the fabric of the city. The vision is that a healthy city is a more livable city where employers want to locate and where employees can stay healthy,”
Healthy Living Assessment Tool:

- Planning neighborhoods with the people who use them
- Direct regulations and construction to strengthen the people and communities who live there.
- The tool incorporated into planning processes to help planners take health elements into account.
- The HLA can be used by planners seeking to identify areas where infrastructure improvements, community initiatives, or city incentives can improve the health of the community,
- Health-promoting assets of a community can be identified for preservation or strengthening
BUFFALO, NEW YORK

- The Buffalo Niagara Medical Campus
  - housing boom along the Metro Rail line,
  - Building lofts and apartments for 17,500 workers expected to be employed.
- At least $91 million worth of real estate investment in hundreds of new housing units around subway stations like Utica, Amherst and LaSalle.
- A projected surge in rail ridership as thousands of Medical Campus workers commute to a facility deliberately designed without employee parking.
- Plans for a “coatless” Medical Campus connected by tunnels and skywalks, anchored by a new $350 million UB Medical School incorporated into the Allen/Medical Campus Station.
Building a Happy & Healthy Northeast Florida

- The Institute for Preventive Medicine and Urban Health- Civic Council
- Environmental Protection Board- COJ
- Green Building and Healthy Communities- USGBC
- Healthy Community Design Committee- AIA
Building a Happy & Healthy Northeast Florida

- Context Sensitive Streets Ordinance- COJ
- San Marco by Design Community Redevelopment Plan- Health Planning Council
- Safe Routes to School- Health Planning Council
- Strategic Regional Policy Plan- Northeast Florida Regional Council
- Dedicated Bike and Pedestrian Coordinator- COJ
- Healthy Living Centers- YMCA
- Food Policy Council – Duval County Health Department
- Readmissions Predictive Modeling w/ Environmental Attributes- Health Planning Council
Who is Northeast Florida?

WHAT DO WE STAND FOR?
WHAT DOES OUR ECONOMIC DEVELOPMENT AND LAND DEVELOPMENT STRATEGY SAY ABOUT OUR VALUES?
WHO REALLY BENEFITS FROM OUR DECISIONS?
WHAT AMOUNT OF LEVERAGED DOLLARS ARE WE LEAVING ON THE TABLE?
WHAT IS OUR ECONOMIC IMPERATIVE?