Designing Healthy Communities: Uniting the Missions and Perspectives of Public Health and Urban Planning
Webinar October 12, 2011

Richard J Jackson MD
MPH FAAP
dickjackson@ph.ucla.edu
Intro: Big points

• Built environment has always been essential for good public health: its effects are powerful.
• Positive changes are happening.
• Smart energetic people are making a difference.
• “Hardware” (physical changes) and Software (social changes) are necessary, and diversity works.
APHA National Meeting 2002-2003
Abstracts with “land use” - 0
U.S. “Health” Care Expenditures as Percent of GDP

Keehan et al: *Health Affairs*  
March/April 2008 27: 145-155
Male Life Expectancy

US Life Expectancy is #49 Worldwide – CIA Chartbook
• “Even under the most optimistic estimates, of the 30 years of increased life expectancy achieved between the 1890s and 1990s, only 5 years can be attributed to medical care.”

Bunker cited in *Prescription for a Healthy Nation* Farley
REality Sucks

Luckily the GM college discount doesn’t.

In fact, it’s the best college discount from any car company, and can save you hundreds — even thousands — on an eligible, new Chevrolet, Buick or GMC. If you’re in college, a grad program or even a recent grad...take advantage today and get a great deal on a new ride to call your own!

2012 Chevrolet Sonic
(Discount example)

Sonic 5-Door LS MSRP starting at $15,995.00
MSRP of Sonic 5-Door SLT as shown* $16,995.00
Preferred Pricing† $16,202.07
Your Discount $792.93

2012 GMC Sierra 1500
(Discount example)

Sierra 1500 Regular Cab WT 2WD MSRP starting at $22,940.00
MSRP of Sierra 1500 Extended Cab SLT 2WD with optional equipment as shown* $32,840.00
Preferred Pricing† $31,024.26
Your Discount $1,815.74

To save even more, combine your discount with most current incentives.
A Day in LA
Traffic Fatalities Vs. Annual Vehicle Mileage (OECD data)
The US has rendered 60,000 square miles of our impermeable.
The Heat Island

Sketch of an Urban Heat-Island Profile

Late Afternoon Temperature

- Rural
- Commercial
- Urban Residential
- Suburban Residential
- Downtown
- Park
- Rural Farmland

°F
°C

92
33
91
32
90
31
89
30
88
87
86
85
Most Air Polluted Cities in the US
American Lung Association 2011
### Most Air Polluted Cities

Ozone, “Year Round Particle”, “Short-term Particle”

<table>
<thead>
<tr>
<th>BY OZONE</th>
<th>BY YEAR ROUND PARTICLE POLLUTION</th>
<th>BY SHORT-TERM PARTICLE POLLUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1: Los Angeles-Long Beach-Riverside, CA</td>
<td>#1: Bakersfield-Delano, CA</td>
<td>#1: Bakersfield-Delano, CA</td>
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<tr>
<td>#2: Bakersfield-Delano, CA</td>
<td>#2: Visalia-Porterville, CA</td>
<td>#2: Fresno-Madera, CA</td>
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<td>#2: Phoenix-Mesa- Glendale, AZ</td>
<td>#3: Pittsburgh-New Castle, PA</td>
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<tr>
<td>#4: Fresno-Madera, CA</td>
<td>#2: Los Angeles-Long Beach-Riverside, CA</td>
<td>#4: Los Angeles-Long Beach-Riverside, CA</td>
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<td>#5: Sacramento—Arden-Arcade—Yuba City, CA</td>
<td>#5: Hanford-Corcoran, CA</td>
<td>#5: Salt Lake City-Ogden-Clearfield, UT</td>
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<td>#6: Hanford-Corcoran, CA</td>
<td>#6: Fresno-Madera, CA</td>
<td>#6: Provo-Orem, UT</td>
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<td>#7: San Diego-Carlsbad-San Marcos, CA</td>
<td>#7: Pittsburgh-New Castle, PA</td>
<td>#7: Visalia-Porterville, CA</td>
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<tr>
<td>#8: Houston-Baytown-Huntsville, TX</td>
<td>#8: Birmingham-Hoover-Cullman, AL</td>
<td>#8: Birmingham-Hoover-Cullman, AL</td>
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<td>#9: Merced, CA</td>
<td>#9: Cincinnati-Middletown-Wilmington, OH-KY-IN</td>
<td>#9: Logan, UT-ID</td>
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<tr>
<td>#10: Charlotte-Gastonia-Salisbury, NC-SC</td>
<td>#10: Modesto, CA</td>
<td>#9: Hanford-Corcoran, CA</td>
</tr>
<tr>
<td>#11: San Luis Obispo-Paso Robles, CA</td>
<td>#10: Louisville-Jefferson County-Elizabethtown-Scottsburg, KY-IN</td>
<td>#9: Sacramento—Arden-Arcade—Yuba City, CA</td>
</tr>
<tr>
<td>#12: Dallas-Fort Worth, TX</td>
<td>#12: Charleston, WV</td>
<td>#12: Modesto, CA</td>
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<td>#13: El Centro, CA</td>
<td>#12: Steubenville-Weirton, OH-WV</td>
<td>#13: Merced, CA</td>
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<td>#14: Modesto, CA</td>
<td>#12: Cleveland-Akron-Elyria, OH</td>
<td>#14: Eugene-Springfield, OR</td>
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<td></td>
<td>#15: Huntington-Ashland, WV-KY-OH</td>
<td>#15: San Diego-Carlsbad-San Marcos, CA</td>
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<td></td>
<td>#15: Indianapolis-Anderson-Columbus</td>
<td>#16: Stockton, CA</td>
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</tbody>
</table>

American Lung Association 2011 “Share the Air”
“Keeling Curve”

Mauna Loa Monthly Mean Carbon Dioxide
NOAA ESRL GMD Carbon Cycle

1958-1974 Scripps Institution of Oceanography
1974-2006 National Oceanic and Atmospheric Administration

CO₂ (ppm)

YEAR

Mauna Loa Observatory
July 2011 Was Hot! Warmest Month on Record for Washington DC, Oklahoma City, Philadelphia and Austin

• But what made this month unusual wasn't only the hot days, but rather the hot nights.
July, 2011 Record High Temperatures

2,100 Daytime records, 6,700 Nighttime Records
How about the environment?

Water?
The More We Pave the Poorer the Water Quality

Chamblee, GA   Runoff to North Peachtree Creek
Food and Built Environment
• Shelter
Estimated U.S. Energy Use in 2009: ~94.6 Quads

Source: LLNL. 2010. Data is based on DOE/EIA-0384(2009). August 2010. If this information or a reproduction of it is used, credit must be given to the Lawrence Livermore National Laboratory and the Department of Energy, under whose auspices the work was performed. Distributed electricity represents only retail electricity sales and does not include self-generation. EIA reports flows for non-thermal resources (i.e., hydro, wind and solar) in BTU-equivalent values by assuming a typical fossil fuel plant “heat rate.” The efficiency of electricity production is calculated as the total retail electricity delivered divided by the primary energy input into electricity generation. End use efficiency is estimated as 80% for the residential, commercial and industrial sectors, and as 75% for the transportation sector. Totals may not equal sum of components due to independent rounding. LLNL-MI-410527
19% of Global Electricity Goes to Lighting

Carbon Dioxide Emissions from Lighting and the Global Light-duty Vehicle Fleet, 2005

Source: EPI from IEA
Without “net metering”, owners are discouraged from building the largest system the site will accommodate.
Obesity Trends* Among U.S. Adults

BRFSS, 1991

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Obesity Trends* Among U.S. Adults

BRFSS, 2009

(*BMI ≥30, or ~ 30 lbs. overweight for 5’ 4” person)
Weight Gain

• Rates of overweight and obesity have **tripled** among 12-19 year olds and **quadrupled** among 6-11 year olds in the last three decades

• Percent of children who walk or bike to school:
  • 1974 → 66%
  • 2000 → 13% 
  
  (CDC, 2000)
Fitness of California’s Children

Annual California Fitnessgram

- Conducted in Grades 5, 7, and 9
- Measures 6 major fitness areas
  (e.g. aerobic capacity, body composition, flexibility)
- 2004 Results: Who passed all standards?
  Grade 5 ➔ 25%
  Grade 7 ➔ 29%
  Grade 9 ➔ 26%
Percentage of US Adults with Diagnosed Diabetes - 1994

[Map showing percentage distribution across US states]

- Missing data
- 4.5 - 5.9%
- 6.0 - 7.4%
- 7.5 - 8.9%
- =9.0%
Percentage of US Adults with Diagnosed Diabetes - 2007

[Map showing the percentage of US adults with diagnosed diabetes by state, with color coding for different percentage ranges.]
By the year 2050—
21% of the US population will have diabetes
--33% if everyone receives good treatment
LUCKILY THE GM COLLEGE DISCOUNT DOESN'T.

In fact, it's the best college discount from any car company, and can save you hundreds — even thousands — on an eligible, new Chevrolet, Buick or GMC. If you're in college, a grad program or even a recent grad...take advantage today and get a great deal on a new ride to call your own!

<table>
<thead>
<tr>
<th>Model</th>
<th>2012 Chevrolet Sonic (discount example)</th>
<th>2012 GMC Sierra 1500 (discount example)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Sonic 5-Door LS</strong> MSRP starting at $15,995.00</td>
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</tr>
<tr>
<td></td>
<td><strong>Your Discount</strong> $292.93</td>
<td><strong>Your Discount</strong> $1,813.74</td>
</tr>
</tbody>
</table>

To save even more, combine your discount with most current incentives.

Stop pedaling...start driving.
Visit gmcollegediscount.com/save
Change in US Median Household Income
2000-2011  Adjusted for Inflation

New York Times  October 10, 2011
“The Built Environment is Social Policy in Concrete”

Will 23 lanes be enough?

 Proposal would put I-75 among country’s biggest

It’s wider than an aircraft carrier. Far wider than the carving on Stone Mountain. Wider than the White House stretched end to end, twice. It’s the planned I-75, all 23 lanes, coming soon to Cobb County. As currently conceived it’s 388 feet across, wider than a football field is long.

23 LANES: The state Department of Transportation is planning to expand I-75 (below) and I-575 in Cobb and Cherokee counties. The 23-lane stretch would be between Delk and Windy Hill roads on I-75.

<table>
<thead>
<tr>
<th>Truck lanes</th>
<th>General purpose lanes</th>
<th>HOV lanes</th>
<th>General purpose lanes</th>
<th>Truck lanes</th>
</tr>
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<tbody>
<tr>
<td>Southbound</td>
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<tr>
<td>Northbound</td>
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</table>

Traffic heads north on I-75, just north of I-285, on Thursday. A proposal for the interstate is enough to make a road builder weep with joy, and make others wonder whether it’s overkill.
Mother convicted of vehicular homicide after her child was struck and killed by a partially blind driver who consumed alcohol prior to the crash

The driver was only charged with hit-and-run.
Support for a Wide Range of Specific Policies

A majority (53%) believe that it is “very” important for businesses and government to take steps to improve the environment in order to address the problem. Strong and broad support exists for a variety of specific policies, including keeping parks, playgrounds, walking paths and bike paths crime-free (96%); cleaning up and improving parks and open spaces (97%); funding of improvements to make walking and biking easier (89%); and requiring school facilities to be open to the whole community (joint use) (86%). There is also support for urban redesign efforts that would reduce the need for auto use (83%); public investment in farmers’ markets (76%), community gardens (79%), and supermarkets in low-income neighborhoods (72%); and a soda tax with funds earmarked to fight childhood obesity (69%).
Support for Specific Policies

Support for a Wide Range of Specific Policies

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Leadership matters: Strategies for local health department leaders to promote healthy built environments

Tuesday, November 1, 2011

Heather Kuiper, DrPH MPH, Global Health Access Program, Oakland, CA
Richard J. Jackson, MD MPH, Environmental Health Sciences, University of California, Los Angeles
School of Public Health, Los Angeles, CA
Stefi Barna, MPH, School of Medicine, Univ of East Anglia, Norwich, United Kingdom
William Satariano, PhD, School of Public Health, University of California, Berkeley, Berkeley, CA

The built environment is increasingly recognized as an important determinant of chronic disease, health inequities, and degraded environmental conditions, yet local health departments need more guidance on how to effectively influence it. In such important but ambiguous situations, leadership is particularly relevant. This study determined whether, and how, local public and environmental health leaders increase their departments' effectiveness creating health-promoting built environments, and what pitfalls they should avoid. It used mixed methods including a comparative case study and a survey of 159 (89% participation) health officers, health directors, and environmental health directors from 100% of California's local jurisdictions. The case-study encompassed 3 departments, 12 interviews, and 2 focus groups. The survey included 25 leadership, 27 environment, 17 built environment, and 5 health questions. Content analysis and regression were used. The study found that leadership matters. The following themes emerged: 1) Vision and Commitment: leaders should identify their purpose, set goals, and communicate their goals to staff and stakeholders; 2) Capacity Building: leaders should build capacity through training, education, and collaboration; 3) Policy Development: leaders should develop policies that promote health-promoting built environments; 4) Community Engagement: leaders should engage communities in the development and implementation of health-promoting built environments; 5) Partnering: leaders should partner with other organizations to increase the impact of their efforts; 6) Evaluation: leaders should evaluate their efforts to determine their effectiveness. The study also identified several pitfalls that local health department leaders should avoid, including lack of vision and commitment, insufficient capacity building, lack of policy development, and lack of community engagement. The study concluded that leadership matters: it is essential for creating health-promoting built environments. The study's findings can be used by local health department leaders to increase their departments' effectiveness in creating health-promoting built environments.
Charlotte, NC, Light Rail Opened November, 2007
People at 839 Locations were interviewed in the years before and after Charlotte Light Rail Service Began.
The Effect of Light Rail Transit on Body Mass Index and Physical Activity

John M. MacDonald, PhD, Robert J. Stokes, PhD, Deborah A. Cohen, MD, MPH, Aaron Kofner, MS, Greg K. Ridgeway, PhD

Background: The built environment can constrain or facilitate physical activity. Most studies of the health consequences of the built environment face problems of selection bias associated with confounding effects of residential choice and transportation decisions.

Purpose: To examine the cross-sectional associations between objective and perceived measures of the built environment; BMI; obesity (BMI > 30 kg/m²); and meeting weekly recommended physical activity (RPA) levels through walking and vigorous exercise. To assess the effect of using light rail transit (LRT) system on BMI, obesity, and weekly RPA levels.

Methods: Data were collected on individuals before (July 2006–February 2007) and after (March 2008–July 2008) completion of an LRT system in Charlotte NC. BMI, obesity, and physical activity levels were calculated for a comparison of these factors pre- and post-LRT construction. A propensity score weighting approach adjusted for differences in baseline characteristics among LRT and non-LRT users. Data were analyzed in 2009.

Results: More-positive perceptions of one’s neighborhood at baseline were associated with a −0.36 (p<0.05) lower BMI; 15% lower odds (95% CI = 0.77, 0.94) of obesity; 9% higher odds (95% CI = 0.99, 1.20) of meeting weekly RPA through walking; and 11% higher odds (95% CI = 1.01, 1.22) of meeting RPA levels of vigorous exercise. The use of LRT to commute to work was associated with an average −1.18 reduction in BMI (p<0.05) and an 81% reduced odds (95% CI = 0.04, 0.92) of becoming obese over time.

Conclusions: The results of this study suggest that improving neighborhood environments and increasing the public’s use of LRT systems could provide improvements in health outcomes for millions of individuals.

Light Rail Users Had

A significant increase in meeting the weekly Recommended Physical Activity Guidelines

… through walking (OR1.09)

…and through vigorous exercise (OR1.11)
Light Rail Transit Users Had

...an average reduction of 1.18 BMI points \((p<0.05)\) and

...an 81\% reduced odds of becoming obese over time.

For a person who is 5’5” --equivalent to a weight loss of 6.45 lbs.
10,000 steps

- 3234 people with “Pre-Diabetes”
- Walked or exercised five times a week for 30 minutes
- Lost 5% to 7% of their body weight over 6 months
- Reduced their risk of diabetes by 58%
Walk Score

Type an Address: 827 Levering Ave 90024

Walk Score
86
Out of 100

Very Walkable
827 Levering Ave Los Angeles

Overview
More Amenities
Your Commute
Westwood

Restaurants
In-N-Out Burger 0.06mi

Coffee
Starbucks 0.12mi

Groceries
Whole Foods Market 0.17mi

Shopping
Chevron 0.02mi

Schools
Marymount High Scho 0.83mi

Parks
Mathias Botanical G 0.13mi

Books
Mystery Bookstore 0.18mi

Bars
Whiskey Blue 0.45mi

Entertainment
ACTIVE DESIGN GUIDELINES
PROMOTING PHYSICAL ACTIVITY AND HEALTH IN DESIGN
Complete streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street. Instituting a complete streets policy ensures that transportation agencies routinely design and operate the entire right of way to enable safe access for all users.
Los Angeles Region

Clearer Roads, Clearer Skies, And a Brighter Future For Los Angeles

Objectives

Equity (People)
- Seeks to ensure the combined cost of housing and transportation is no greater than 40 percent of Average Median Income (AMI);
- Reduce the number of missed days of work and school associated with air-pollution related health impacts to below the national average;
- Increase by five times from today's levels, walking and bicycling as a means of access;
- Increase access to jobs throughout the region with safe, reliable and efficient transportation opportunities (see Table V-6).

Environment (Planet)
- Seeks to ensure that Los Angeles has one of the lowest carbon footprints as a region, ranking in the lowest 10 percent of world regional economics for GHG as measured by annual metric tons of Carbon Dioxide and per capita emissions;
- Rank the region's air quality among the best 10 percent of world regional economies, measured by the World Health Organization (WHO);
- Rank Los Angeles among the top 50 cities in the world, as measured annually by Mercer's Quality of Living ranking.

Economy (Prosperity)
- Seek to ensure the regional economy is consistently ranked in the top 10 regional economies in the world, as measured by GDP;
- Rank Los Angeles among the top 50 cities in the world, as measured annually by Mercer's Quality of Living ranking.

Regional agencies and countless civic leaders have worked diligently over the past two decades to plan and implement a system of access alternatives in the form of rail transit, Bus Rapid Transit (BRT), express bus service, local circulator service and shuttles. This increase in the variety of mass transit, especially in key urban areas, is both significant and noticed by the general public.

Transportation accounts for more than two-thirds of the region's air pollution, and about 40 percent of its greenhouse gas emissions.

Yet, while a lot of people use these systems daily, three fundamental conclusions still persist: These significant investments in transit have not resulted in meaningful congestion reductions; transit systems are not viewed as time competitive with the car; and the service is not "people friendly" enough to attract new customers.

A better operating system—one that integrates new elements and makes the existing infrastructure work better—will improve overall transportation performance. It will make travel times more reliable, improve mobility, and help reduce smog, greenhouse gas emissions and other pollution levels.

"In comparing U.S. and European cities, Los Angeles' freeway system is more congested than that of any other city in the U.S., U.K., France, Germany, Belgium and the Netherlands."

A walk on the risky side

Three sisters headed to school were hit by a car in a crosswalk, but it's a risk L.A. traffic policies accept in certain neighborhoods.

A student walks across West Temple Street at Laveta Terrace where three sisters were struck while walking to school. An incline and the rising sun make it hard for eastbound drivers to see pedestrians there. (Al Seib / Los Angeles Times / October 6, 2011)
Sonoma county: General Plan Policies that Address Public Health
The Need for Health Impact Assessment (HIA)

• Big decisions are made without examining potential health impacts (both positive and negative) over the life cycle
Improving Health in the United States: The Role of Health Impact Assessment

This prepublication version has been provided to the public to facilitate timely access to the committee’s findings. Although the substance of the report is final, editorial changes will be made throughout the text, and citations will be checked prior to publication.

NATIONAL RESEARCH COUNCIL
OF THE NATIONAL ACADEMIES

September 2011
Sprawl: Unwalkable suburbs have health pros concerned

Drs. Richard Jackson (from left) and Andrew Dannenberg of the Centers for Disease Control and Prevention and Dr. Howard Frumkin, a professor of public health at Emory University, have seen a connection between community design and public health.
2011 APHA Annual Meeting

“land use” 102 matches

“built environment” 182 matches
Making Healthy Places
Designing and Building for Health, Well-being, and Sustainability
Edited by Andrew L. Dannenberg, Howard Frumkin, and Richard J. Jackson

Published: 08/04/2011
Publisher: Island Press
456 p. 8 x 11
ISBN: 9781597267274
Paperback: $40.00

Also Available: Hardcover

Biographies | Table of Contents

The environment that we construct affects both humans and our natural world in myriad ways. There is a pressing need to create healthy places and to reduce the health threats inherent in places already built. However, there has been little awareness of the adverse effects of what we have constructed - or the positive benefits of well designed built environments.
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Designing Healthy Communities, with host and narrator Richard Jackson, MD, MPH, is a public television multiple-media project providing a provocative and challenging view of the impact the built environment has on our public health – how we live, where we live, and what we must change to improve the quality of life for individuals and communities.

"Dr. Jackson has written a thought-provoking text that illustrates how and why building healthy communities is the right prescription for America."
-- Georges C. Benjamin, MD
Executive Director, American Public Health Association

"Jackson inhabits the frontier between public health and urban planning, and offers us hopeful examples of innovative transformations."
-- Will Rogers
President/CEO, The Trust for Public Land

DESIGNING HEALTHY COMMUNITIES
with Richard Jackson, MD, MPH

APPROX. 219 MINUTES (4-DISCS) • WIDESCREEN • COLOR • ENGLISH:STEREO •

Designing Healthy Communities is based on the writings, research & teachings of Richard Jackson, MD, MPH, Professor and Chair, Environmental Health Sciences, Professor, Institute of the Environment & Sustainability, Urban Planning, University of California, Los Angeles, School of Public Health (UCLA). © 2011 The Media & Policy Foundation. All Rights Reserved. Photo Credit: MPC

Companion book published by Wiley Press and co-published by APHA

MAGMA FOUNDATION CAL ENDEAVOR KELLOGG FOUNDATION AMERICAN INSTITUTE OF ARCHITECTS GIFFORD FOUNDATION RAND FOUNDATION RAILROAD FOUNDATION ROBERT WOOD JOHNSON FOUNDATION

American Public Health Association
Designing Healthy Communities
Richard J. Jackson
with Stacy Sinclair
ISBN: 978-1-118-03366-1
Hardcover
304 pages
October 2011
US $50.00

Description
Designing Healthy Communities, the companion book to the acclaimed public television documentary addressing and preventing many of the nation's devastating childhood and adult health concerns, highlights healthy community designs achieved by planners, designers, and community leaders who have made positive changes highlighted in this book.

"In this book Dr. Jackson inhabits the frontier between public health and urban planning, offering a prescription for individual action. This book is a must read for anyone who cares about how we shape our environments."

"While debates continue over how to design cities to promote public health, this book highlights the need for action in which certain aspects of the built environment are implicated in their etiology. Jackson then offers solutions to fight obesity, limit pollution exposure, reduce auto-dependence, rebuild economies, and promote health. All communities should read these cases and use them to inform their everyday practice."

—Jennifer Wolch, dean, Regional Planning, UC Berkeley

Other Available Formats: E-Book
Designing Healthy Communities
Prologue and Introductory Chapters

• “Why I Care About the Built Environment”
• 1 - What Does Love, or Caritas, Have to Do with the Built Environment?
• 2 - What Is Health, and How Do We Measure It?
• 3 - Can the Built Environment Build Community?
Chapters 4-10

- 4 - The Belmar district of Lakewood, Colorado
- 5 - Using New Urbanism Principles to Build Community: Prairie Crossing, Illinois
- 6 - Saving America’s Downtowns and Local History Through the Political Process: Charleston, South Carolina
- 7 - Reinventing a Healthy City Through Community Leadership for Sustainability: Elgin, Illinois
- 8 - Ending Car Captivity: Boulder, Colorado
- 9 - Ports as Partners in Health: Oakland, California
- 10 - The City That Won’t Give Up: Detroit, Michigan
BE THE CHANGE YOU WANT TO SEE IN THE WORLD
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• 11 - What’s Happening in Your Community?
• 12 - Who Are the Players?
• 13 - Create an Action Plan
  – Protect Through Prevention
• Epilogue: Now It’s Your Turn
Big Changes in Washington, DC
GM tells college students: Stop pedaling…start driving,
And buy a $30,000 truck
Designing Healthy Communities: Uniting the Missions and Perspectives of Public Health and Urban Planning

Webinar October 12, 2011

Richard J Jackson MD MPH FAAP
dickjackson@ph.ucla.edu
Which is it?
(thanks to the corporate world)