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

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

San Diego County

Transportation Costs per household per year

$15,000

$14,400

$12,800

$11,600

$10,000

$8,900

$5,000

$0

CO₂

8.4

7.0

2

5.8

4.5

Low

Low-Med.

Med.

Med.-High

High

CO₂ Emissions metrics from transportation per household per year

9.0

6.0

3.0

0.0

Opportunities for Physical Activity

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
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

Heath and Human Services Agency (HHSA)
COUNTY OF SAN DIEGO
Live Well, San Diego!
Moving Toward a Healthy Region

2006
Childhood Obesity Action Plan
Health Equity by Design Project
Public Health and Built Envrnmt. 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!

2010
National Prevention Strategy
Formal partnership with SANDAG begins
Regional Workshops
Active Design
Complete Streets
HIA

2011
Community Transformati on Grant (CTG) Award

2012

2020
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
Poway
Escondido
San Marcos
Vista
San Diego

PACIFIC OCEAN

Riverside County
Orange County
Imperial County
San Diego County
MEXICO
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
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 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
Health Atlas

Demographics
- Population Density
- Low-Income Areas
- Minority Areas
- Low Mobility Areas
- Low Community Engagement

Vacant and Underutilized Parcels
Arterial Density
Traffic Volume Density
Complete Neighborhoods

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
Health Benefits and Impacts Analysis

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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- Moving Toward a Healthy Region

2006-2012
- County of San Diego
- Affordable Care Act
- National Prevention Strategy
- Regional Workshops
  - Active Design
  - Complete Streets HIA

2020
- Community Transformati on Grant (CTG) Award