

Creating a Culture of Health and Wellness in Jefferson County Through Policy

Aging Well Summit
June 4, 2015



Presentation Overview

- ▶ The Connection Between Health and the Built Environment
- ▶ Background on Jefferson County Public Health
- ▶ Cancer, Cardiovascular, & Pulmonary Disease Prevention Grant
- ▶ Next Steps in Jefferson County



Health & The Built Environment



SIDEWALKS AND CROSSWALKS

In five states (Fla., Miss., Texas, Wash., Wis.), walking and biking to school increased by

37% after sidewalks and crosswalks were improved.



WALKING SCHOOL BUS
In Houston, the number of children walking or biking to school increased by

125%

after schools began participating in a Walking School Bus program.



BIKE LANES

After the installation of a new bike lane in New Orleans, the number of cyclists increased by

225%.

CHANGING Communities GETS PEOPLE MOVING

Communities across the country are making improvements to encourage walking, biking, and other forms of physical activity.

RECREATIONAL FACILITIES

People who used outdoor fitness equipment in Los Angeles parks exercised

46%

more frequently than those who did not.



Livable Communities



Access to Outdoor
Spaces for Social
Participation

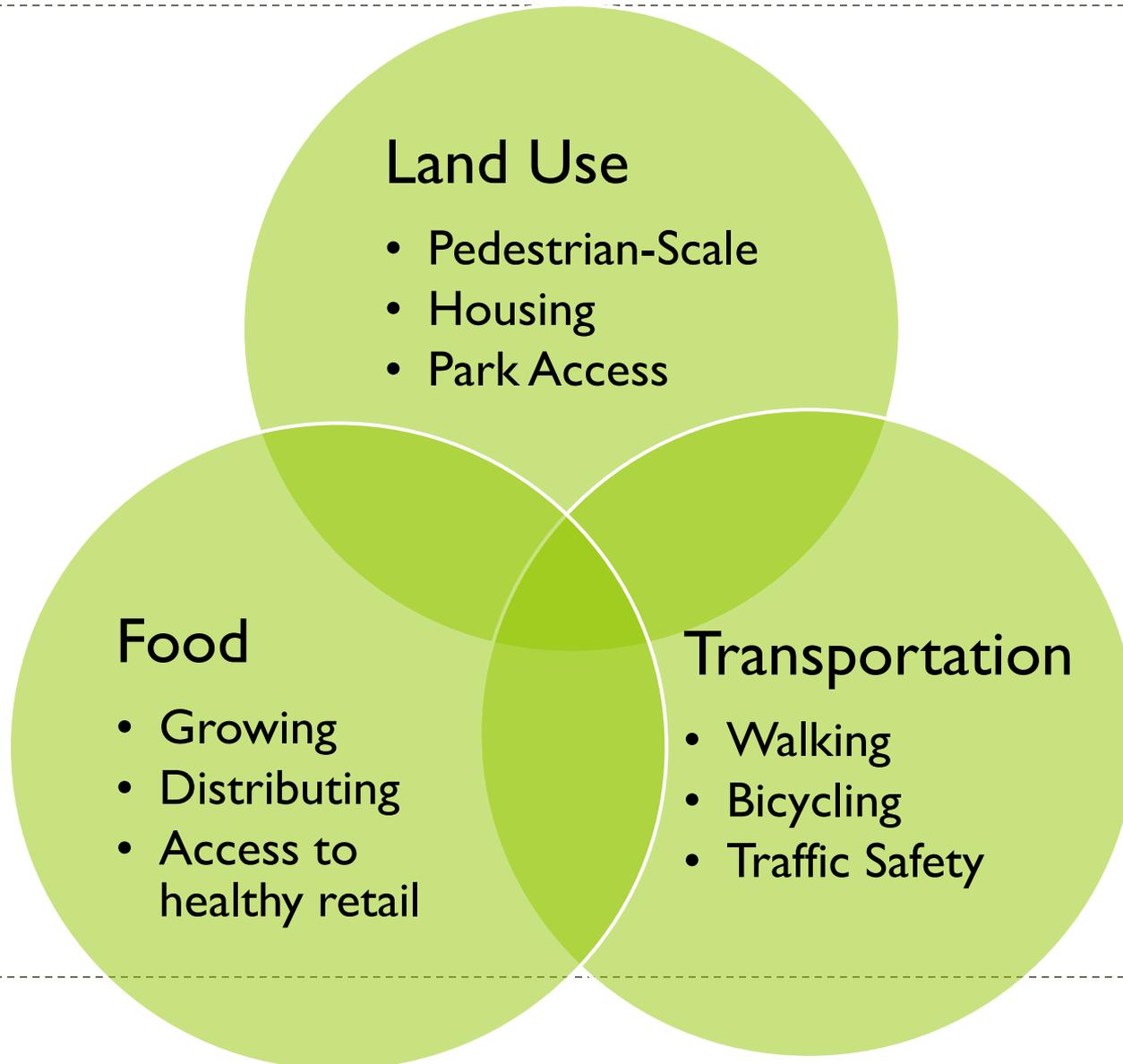
Access to Housing



Access to Walking
and Transportation



Areas of Focus



“Making the Healthy Choice the Easy Choice”

- Obesity risk increases 6% with every mile spent in the car, and decreases 5% with every .62 miles walked.¹
- People living near trails are 50% more likely to meet physical activity guidelines.²
- People living in walkable neighborhoods are twice as likely to get enough physical activity as those who do not.³
- Teens in low-income or racial/ethnic minority neighborhoods are 50% less likely to have a recreational facility near home.⁴



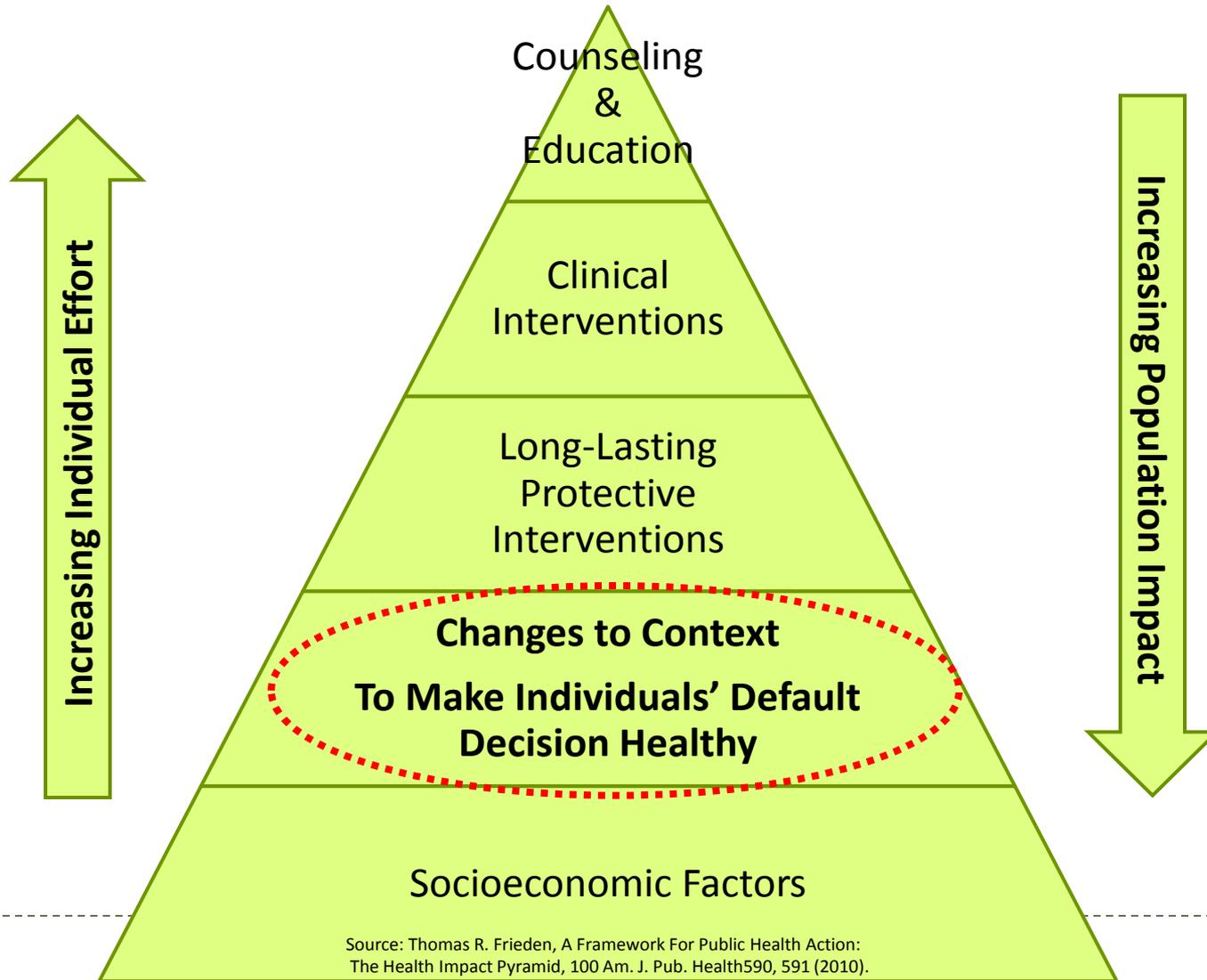
1. Trust for America's Health and The Robert Wood Johnson Foundation. 2013. F is in Fat: How Obesity Threatens America's Future. Retrieved from <http://healthyamericans.org/health-issues/wp-content/uploads/2013/08/TEAH2013FasInFatReport29.pdf>.

2. Institute of Medicine (IOM). 2012. Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. Washington, DC: The National Academies Press.

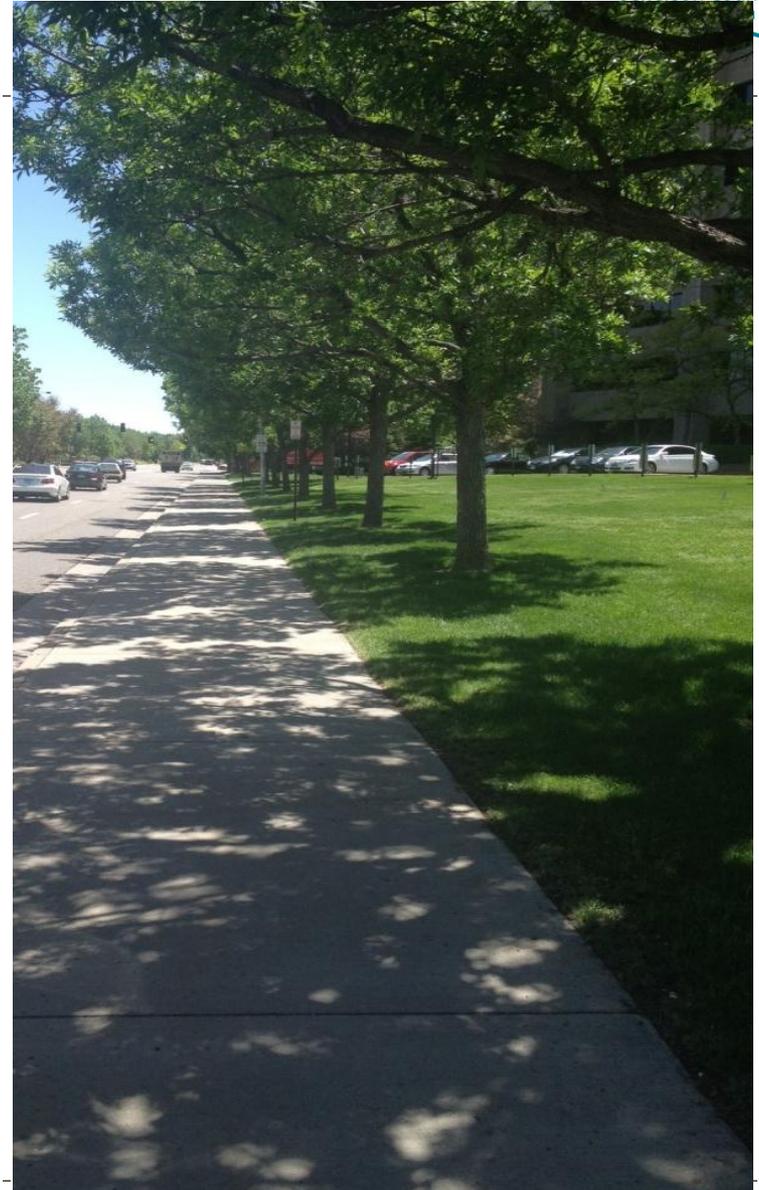
3. Active Living Research. 2013. Better Transportation Options = Healthier Lives. Retrieved from <http://activelivingresearch.org/blog/2013/05/better-transportation-options-healthier-lives>

4. Active Living Research. 2012. The Role of Communities in Promoting Physical Activity. Retrieved from http://activelivingresearch.org/files/ALR_Infographic_Communities_June2012.jpg

Thomas Frieden's Health Impact Pyramid



Age Friendly Outdoor Spaces



▶ Increase shade and benches in recreational settings including streets

Age Friendly Streets



HEAL Work in Colorado

Colorado Department of Public Health and Environment

Colorado Chronic Disease State Plan

*A Coordinated Approach to Chronic Disease
Prevention & Control*



Colorado Department
of Public Health
and Environment

February 2014

Healthy Colorado:

Shaping a State of Health

Colorado's Plan for Improving
Public Health and the Environment

2015-2019



Jefferson County Public Health



Community Health Improvement Plan

- ▶ Increase access to healthy food
- ▶ Increase opportunities for physical activity
- ▶ Implement collective impact approach in Jeffco to support HEAL
- ▶ Ensure transparent communication across partners and with the public

Healthy People
Healthy Places



Cancer, Cardiovascular, & Pulmonary Disease Prevention Grant (CCPD)



Supporting a Culture of Health through Policy



- ▶ Awarded by the Colorado Department of Public Health And Environment
- ▶ Amendment 35 funds
- ▶ October 2012 - June 2015
- ▶ Provides **coalition building capacity building**, and **data collection** and for the Community Health Improvement Plan



Coalition Building

Jefferson County HEAL Policy Team

- ▶ Jeffco Public Health
- ▶ Jeffco Open Space
- ▶ Jeffco Planning & Zoning
- ▶ LiveWell Colorado
- ▶ Community Residents
- ▶ CSU Extension
- ▶ City of Golden
- ▶ City of Arvada
- ▶ City of Lakewood
- ▶ City of Wheat Ridge
- ▶ City of Edgewater
- ▶ etc.



Capacity Building



ChangeLab Solutions

The Built Environment & Health: Here's the Connection



A Roadmap for Healthier Comprehensive Plans

Heather Wooten, MCP
Senior Planner + Program Director

ChangeLab Solutions

Essential Elements of Healthy Transit-Oriented Development

Robert Ogilvie
Vice President for Strategic Engagement



Jefferson County Public Health, Denver Public Health, & Denver Environmental Health Present:
FREE by Invitation Only
Healthy Community Design Workshop by ChangeLab Solutions

Healthy Places, Healthy People: Childhood Obesity in Colorado
"Colorado ranks 23rd in the nation in the proportion of children who are obese. Between 2003 and 2007, the number of children between the ages of 10 and 17 years who were obese rose from 48,000 to 72,000 in Colorado. If Colorado were ranked first instead of 23rd on this indicator, 24,500 fewer children would be obese." (The Colorado Health Foundation 2011 Report Card)

Wednesday, June 26th, 2013
8:30am - 9:00am REGISTRATION
9:00am - 4pm WORKSHOP
Red Rocks Amphitheatre Rock Room
16300 W Alameda Pkwy, Golden, CO 80401
<http://www.changeabsolutions.org/HealthyCommDesignWorkshop>

WORKSHOP QUESTIONS:
Please contact Molly Hanson, Health Policy Analyst, with Jefferson County Public Health, at mhanson@jefco.us or (720) 345-8547

PLEASE SEE THE ATTACHED REGISTRATION FORM
Audience: planners, public health staff, elected officials, economic development, community-based organizations and advocacy groups and others interested in exploring strategies to integrate health into community planning

"ChangeLab Solutions provide community-based solutions for America's most common and preventable diseases like cancer, heart disease, diabetes, obesity, and asthma. These solutions promote the common good by making healthier choices easier for everyone."
<http://changeabsolutions.org>



WORKSHOP FACULTY	PURPOSE
<p>Robert S. Ogilvie, PhD is the vice president for strategic engagement at ChangeLab Solutions. Over the past 15 years, he has worked extensively in community development and planning to help improve low and middle-income neighborhoods.</p>	<ul style="list-style-type: none"> This training is designed to give participants an understanding of how local land use and urban design strategies can improve community health. Participants will learn about tools, best practices and key topics through interactive activities and discussions.
<p>Heather Wooten, MCP is a senior planner and program director at ChangeLab Solutions, where she researches best practices, develops tools, and works with communities to connect land use, economic development, and health.</p>	<p>LEARNING OBJECTIVES:</p> <ul style="list-style-type: none"> How land use and urban design can achieve multiple goals for sustainable, vibrant and healthy communities; Building relationships between public health, planners, community-based organizations, developers, and community residents; How to effectively use and present health data in planning processes, including collecting baseline health data, performing environmental audits, and Health Impact Assessments; Crafting strong and effective land use plans that address a diverse range of health issues, with a special focus on healthy food access and physical activity; Learning lessons from practitioners in the field; And how to frame economic messages to support healthy community priorities.
<p>Don't Forget: Bike To Work Day! For more information on RTD Rail and Shuttle Service to Red Rocks, and info on cycling to the workshop, please contact Rose Chavez: (303) 239-7018 rchavez@jefco.us http://www.rtd-denver.com/</p>	
<p><i>Individuals using an alternative mode of transportation to the training will be eligible to enter a raffle for a gift bag worth over \$50</i></p>	
<p>Additional support provided by AARP Colorado</p>	



Capacity Building



Activities Handout: Healthy Places 101

Activity A: Healthy Community and You

Before you begin the webinar, please picture the built environment – the physical structures and infrastructure of where you live, work, play, and learn – and answer the following questions:

1. Does the built environment affect your behavior?

Question	Answer	Is that good, bad, or neutral for health?
How do you get to work? (e.g., drive alone, transit, bike)		
Do you regularly engage in outdoor physical activity?		
Is there housing that is affordable near where you work?		
Do you generally feel safe on your way to work, school, or the park or do you avoid certain		



2. Does the built environment affect your health?

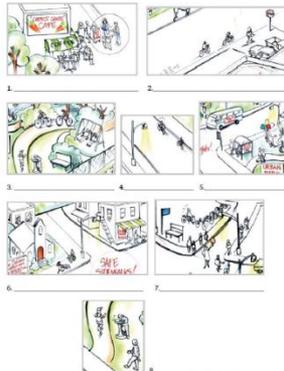
Question	Answer	Is that good, bad, or neutral for health?
Are there enough parks and/or open space near where you live?		
Do you have opportunities to engage in physical activity on a daily basis?		
Do you have sufficient choices to eat and/or shop for food?		
Is the air safe to breathe?		
Do noise levels affect your ability to sleep or work?		
Are you exposed to second-hand smoke?		



Jeff

Activity B: Find the Signs of a Healthy Community!

After you've finished the webinar, please do this exercise. For each picture, find the characteristics that make it easy for people to be healthy. List as many as you can! Are there features that address the needs of people of different ages and with different needs? What is missing?



Jefferson County Healthy Places 101

ChangeLab Solutions



Healthy Places 101



Presented by

Benjamin D. Winig, JD, MPA
Sara Zimmerman, JD

ChangeLab Solutions



PSE 101: Building Healthy Communities Through Policy, Systems & Environmental (PSE) Change

Christine Fry, MPP
Senior Policy Analyst & Program Director

Becky Johnson, MPH
Policy Analyst



Data Collection



Jefferson County Public Health HEAL Opinion Leader Survey Report

Jefferson County Public Health "Healthy Eating Active Living" (HEAL) Opinion Leader Survey Report

INTRODUCTION

As communities face unprecedented obesity and chronic disease rates, public health partners are engaging a variety of policy, environment and system change approaches to support healthier people and places. Currently, Jefferson County Public Health is engaged in a five-year Community Health Improvement Plan (CHIP) called Healthy People Healthy Places (HPHP).

In order to select our Public Health complex 2013, The Jefferson County measures activities he will support the select:

METHODOLOGY

Jefferson County Public Health Health administered online survey for government city or political district (2) a brief version of Jefferson County who economic development.

The online survey were sent out by email invitation were HEAL policy issues, sampling lead to participants or did not have a total of 174 respondents:

- Brief HEAL of County in an health or HE County. A health surveying the
- Policymaker type of (1)

Prepared by Spark Policy

Jefferson County Public Health HEAL Opinion Leader Survey Report

RESULTS OF THE COMMUNITY HEAL OPINION LEADER SURVEY

RESPONDENT DEMOGRAPHICS

A total of 73 people met the criteria to take the Brief HEAL Survey. People eligible for this survey either worked in Jefferson County in a non-policymaker/government/school position or health organization and/or lived in Jefferson County.

Table 1. Location of work and home of respondents who started the Brief HEAL Survey (n=73)

Work in Jefferson County?	Live in Jefferson County	
	Yes	No
Yes	29	1
No	0	43

Table 2. Professional or community resident

Work in a business or nonprofit organization	Community resident
Yes	1
No	72

Other:

- SAC-Y Evergreen A
- Environmental Trust
- Exposure Scientist
- Federal scientist
- Higher education
- Oscar Isaac
- Parish nurse
- Retired teacher
- Self-employed
- Volunteer

Most community respondents, there were 13 clearly respondents' geographical location.

Prepared by Spark Policy Institute

Jefferson County Public Health HEAL Opinion Leader Survey Report

Importance of Policy Issues to Jeffco Community Respondents

Figure 2. Ratings of policy issues by JeffCO Brief HEAL Opinion Leader Survey respondents (n=60)

Figure 4. Community respondents' rating of physical activity opportunities and community design (n=60)

Physical Activity Opportunities & Community Design: Community Respondents

Today's community design encourages physical activity (N)

Physical activity opportunities CURRENTLY considered in community design (N)

Physical activity opportunities SHOULD BE considered in community design (N)

	1	2	3	4	5
Physical activity opportunities SHOULD BE considered in community design (N)	46.3	34.4	15.2	3.9	0.0
Physical activity opportunities CURRENTLY considered in community design (N)	0.0	16.7	33.3	48.3	1.7
Today's community design encourages physical activity (N)	0.0	16.7	33.3	48.3	1.7

The most important and an in addition to but were also asked to residents in your Figure 3 below:

Prepared by Spark Policy Institute


Jefferson County Public Health
HEAL Opinion Leader Survey Report
June 2013

SPARK POLICY INSTITUTE
Igniting public policy and community change

A Research Report



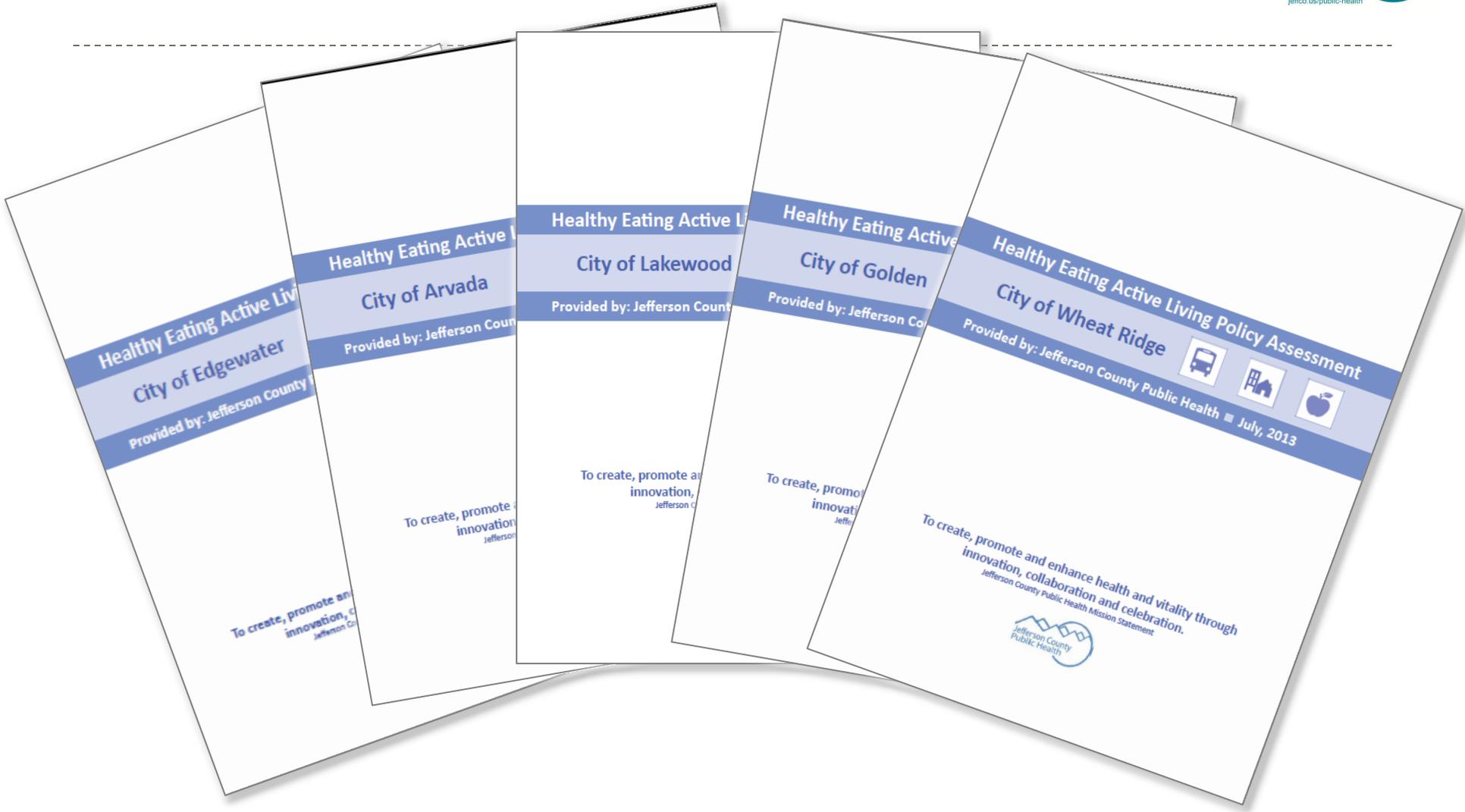
Prepared by Spark Policy Institute on behalf of Jefferson County Public Health

Dr. Lyn Kathlene, Research Director
Rachael Moore, Project Staff



* Each question used a 5-point Likert scale: "not at all," "very little," "somewhat," "a lot," and "completely."

Data Collection



Data Collection

Healthy Eating Active Living Policy Assessment ■ City of Lakewood Method



Jefferson County Public Health (JCPH) hired a professional urban planner to develop the initial assessment of adopted Healthy Eating Active Living policies for the majority of its member jurisdictions.

The primary method was a broad review of existing policies within comprehensive plans, transportation plans, zoning regulations, and any other relevant HEAL-related community plans. This review was centered around identifying and documenting existing policies that provide community benefits within the three HEAL-supportive focus areas below:



Healthy Food Access

Routine access to healthy foods, such as fresh fruits and vegetables by grocery stores, urban agriculture, community gardens, and farmers markets.



Active and Public Transportation

Walking, bicycling, and utilizing public transit throughout a community in a safe, comfortable, and convenient manner. Providing community connectivity for all users and abilities through sidewalks, trails, complete street strategies, and bicycle routes.



Community Design and Land Use

A cohesive mix of land uses within neighborhoods that supports walkability. Architectural design features throughout the community that include human scaled building facades, landscaping, streetscapes, lighting, benches, street trees, and shade structures.

As part of this assessment, specific HEAL-supportive criteria were developed to help identify key language, whether it be, goals, policies or definitions and document their source. The criteria were included under each focus area within the HEAL Scorecard (page 13), which is a compilation of the number of adopted goals or policies within the community.

JCPH recognizes that an additional assessment may be necessary to have a more thorough understanding of all HEAL-related activities within its member jurisdictions. This assessment serves as a baseline, to provide a better understanding and become more informed of the numerous and successful HEAL-related planning efforts that are underway within our member jurisdictions throughout Jefferson County. Strategies are provided at the end of the report on how this information can be utilized to move forward with HEAL policies and practices.

Healthy Eating Active Living Policy Assessment ■ City of Lakewood Active and Public Transportation Policies

- Document: Lakewood Comprehensive Plan - Urban Centers
Section/page: Urban Centers, page 24
Location / Link: <http://www.lakewood.org/ComprehensivePlan/>
Criteria: 3.a.

Text from document:

Goal: Encourage high quality infill and redevelopment projects.

- Encourage projects that incorporate a mix of uses, pedestrian orientation, and access to mass transit.

- Document: Lakewood Comprehensive Plan - Transportation
Section/page: Transportation, page 29
Location / Link: <http://www.lakewood.org/ComprehensivePlan/>
Criteria: 3.a.; 2.c

Text from document:

Goal: Promote an integrated land use and transportation system.

- Support mixed-use, pedestrian-oriented development.
- Support mass transit-oriented development.

- Document: Lakewood Comprehensive Plan - Transportation
Section/page: Transportation, page 30
Location / Link: <http://www.lakewood.org/ComprehensivePlan/>
Criteria: 2.b.; 2.c.; 2.d.

Text from document:

Goal: Promote transportation alternative to the automobile.

- Promote transportation options including mass transit, car- and van-pooling, bicycle, and pedestrian trail systems as transportation alternatives.
- Support programs that provide transportation options within the community.
- Use the existing infrastructures in developing alternative transportation systems.

Data Collection

Healthy Eating Active Living Policy Assessment ■ City of Lakewood Exemplary Practices in Lakewood

The City of Lakewood has made significant strides to improve the health of its residents through various land use and transportation plans and infrastructure improvements. Many of these efforts were not executed primarily for healthy eating active living (HEAL) goals in mind, but nonetheless, have helped improve the livability and health of the community.



Below are some exemplary examples that demonstrate this commitment to health, well-being, and fostering a strong sense of community.

Lakewood West Rail Line Planning Efforts

The City of Lakewood has demonstrated a thoughtful and proactive approach to planning for the development of the West Light Rail Line and through these efforts has emerged as a metro area leader with regard to transit and TOD planning. Below are examples of notable successes that have been adopted as part of this major planning process:

- 6 Station Area Master Plans have been completed and adopted and are helping guide development around the station areas.
- The adoption of the Colfax Mixed Use Zone District, the Transit Mixed Use Zone District and development manual.
- The adoption of the 40 West Arts District Plan will help transform the neighborhood around the Lamar Light Rail stop into a walkable and vibrant arts district.
- The Wadsworth Boulevard Light Rail Station is an architecturally impressive structure that will become a signature community landmark and enhance the experience of riding the West Rail Line.

Downtown Lakewood Connectivity and Urban Design Plan

The City of Lakewood has initiated a planning process to improve the multi-modal connectivity within the downtown area. This process will focus on the development of safe and attractive pedestrian and bicycle connections as well as possible routes to the West Rail Line.

Healthy Eating Active Living Policy Assessment ■ City of Lakewood Looking Across Selected Jefferson County Communities

Community	Arvada	Edgewater	Golden	Lakewood	Wheat Ridge
1. Healthy Food Access					
1.a. Community goals that support access to healthy and locally-grown food, such as, community gardens, farmers markets, and urban agriculture.	9	1	4	3	2
1.b. Adopted zoning regulations to allow for the production and selling of locally grown food.	4			2	1
1.c. Community goals that regulate the location of fast food establishments	1				
2. Active and Public Transportation					
2.a. Community goals or regulations that support the development of quality sidewalks with design features, such as appropriate widths and landscaped buffers.	3		1	1	2
2.b. Community goals that support safe and reliable transportation options, e.g. Safe Routes to School programs and ride share programs..	1	2	4	1	4
2.c. Community goals that support (walking and bicycling) and utilizing public transit in a safe, comfortable, and convenient manner.	6	2	8	5	4
2.d. Providing community connectivity for all users and abilities through sidewalks, trails, and bicycle routes.	9	3	6	1	9
3. Community Design and Land Use					
3.a. Community goals that encourage a mix of land uses and short block lengths within neighborhoods to support walkability.	4	2	1	7	6
3.b. Community goals that encourage shade strategies, such as the incorporation of shade structures and shade trees in parks and pedestrian areas.		1	1		
3.c. Specific plans that focus on community design, such as architectural guidelines or regs. and streetscape enhancements.	1	3	3		2
3.d. Community goals that encourage pedestrian-scaled amenities, such as street trees, plazas, seating areas, and lighting.	4	3	6	3	1

HEAL Cities & Towns Campaign



LiveWell Colorado
HEAL
CITIES & TOWNS
C A M P A I G N



The Voice of Colorado's Cities and Towns

Engaging municipal officials in promoting HEAL through policy and environmental change

Campaign Policy Areas:

- ▶ Active Community
- ▶ Access to Healthy Food
- ▶ Healthy Workplace



HEAL Cities & Towns Campaign



LiveWell Colorado
HEAL
CITIES & TOWNS
C A M P A I G N



The Voice of Colorado's Cities and Towns

Resolutions have already been passed in:

- ▶ Arvada
- ▶ Golden
- ▶ Lakewood
- ▶ Wheat Ridge
- ▶ Edgewater



How JCPH Has Helped with HEAL Cities & Towns Resolutions

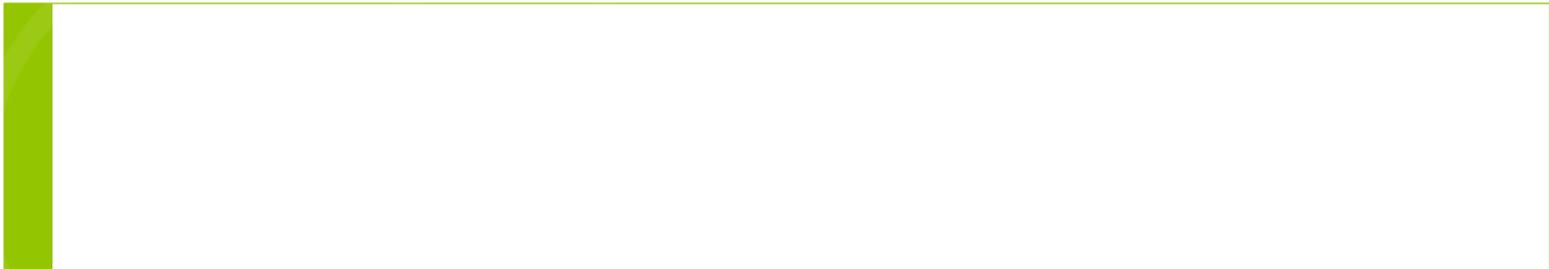
- ▶ HEAL Policy Assessment shows policy strengths and topics needing improvement
- ▶ Drafted model policy language for resolution
- ▶ Provide guidance on aligning on regional issues
- ▶ Letters & comments of support from JCPH and citizen partners to City Council, local newspapers, etc



Other Projects We've Been Involved In

- ▶ Jefferson County Open Space's *Open Space Master Plan* update
- ▶ Jefferson County Planning & Zoning's *Roadway Design & Construction Manual* update
- ▶ Arvada's Healthy Places Initiative
- ▶ Arvada's *Comprehensive Plan* Update
- ▶ Lakewood's 20-Minute Neighborhood Project
- ▶ Lakewood's *Comprehensive Plan & Sustainability Plan*
- ▶ Wheat Ridge's 38th Avenue renewal projects





Next Steps



CCPD Program for 2015-2018

- ▶ 3x increase in funding!
 - ▶ Expanding our coalition to include funding for an Active Living Coalition, a Food Policy Council and one local coalition
 - ▶ Assessing barriers to healthy living
 - ▶ Developing a strategic and coordinated approach by developing multi-year policy plans (food access and active living)
 - ▶ We will also expand our healthy beverage work to include partnering with local governments, public venues, etc. to increase water availability and decrease....
-



How to Get Involved

- ▶ Join the Jeffco HEAL Policy Team
- ▶ Join the Jeffco Food Policy Council
- ▶ Sign up for the Built Environment Strategic Collaborative
- ▶ Check out the LiveWell Colorado HEAL Cities & Towns Campaign
- ▶ Check out the Urban Land Institute's Building Healthy Places Initiative

Thank you!

Molly Hanson

Health Policy Analyst

720-345-8547

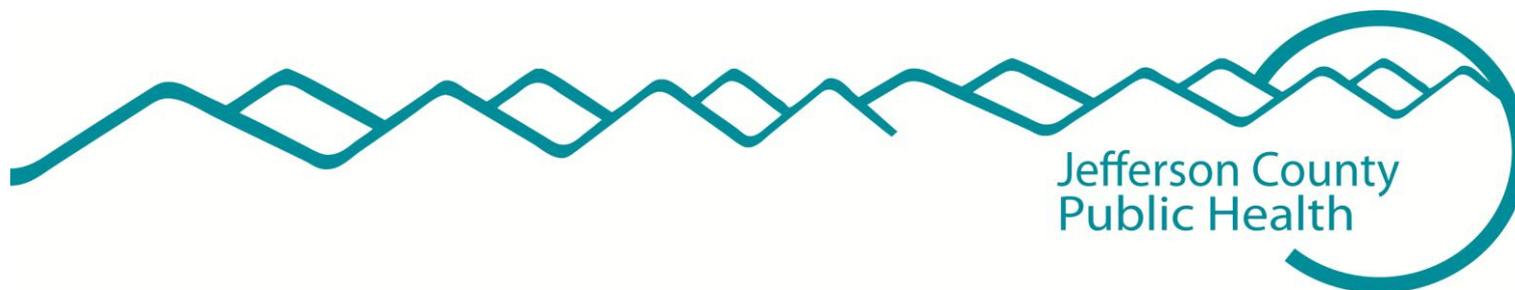
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Health Promotion and Lifestyle Management Division

<http://jeffco.us/health/>



Supplemental Slides



Evidence-Base for Policy, Systems & Environment Changes to Improve Health

Centers for Disease Control and Prevention

[Community Guide](#)

[Recommended Community Strategies and Measurements to Prevent Obesity in the United States](#)

Surgeon General

[National Prevention Strategy](#)

Institute of Medicine

[Local Government Actions to Prevent Childhood Obesity](#)

Robert Wood Johnson Foundation:

[Leadership for Healthy Communities](#)

Convergence Partnership

[Theory of Change](#)



History of Public Health and Planning



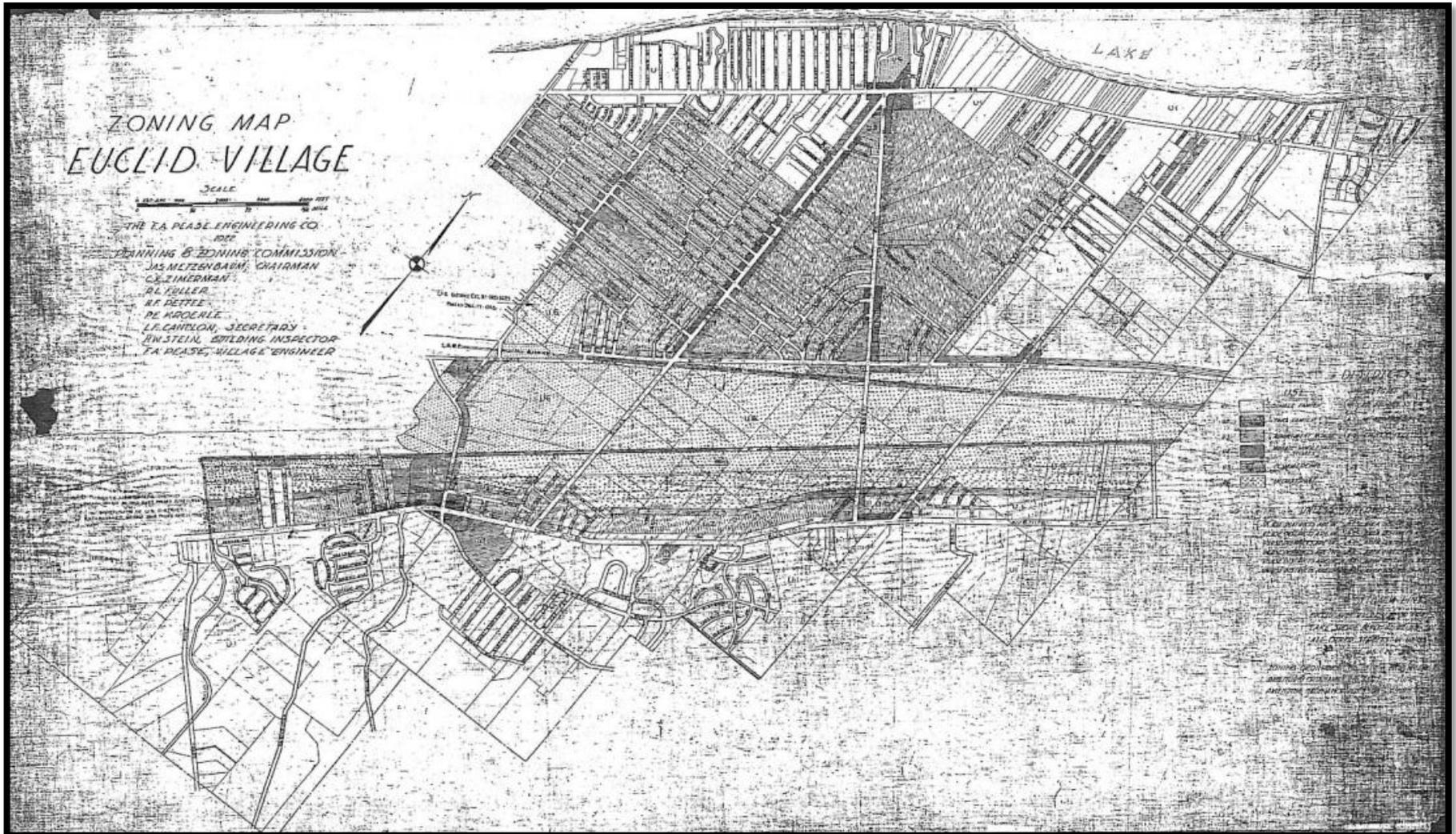
History

1860- 1920: Sanitation & Infectious Disease Control



History

1920- 1950: Nuisance Abatement

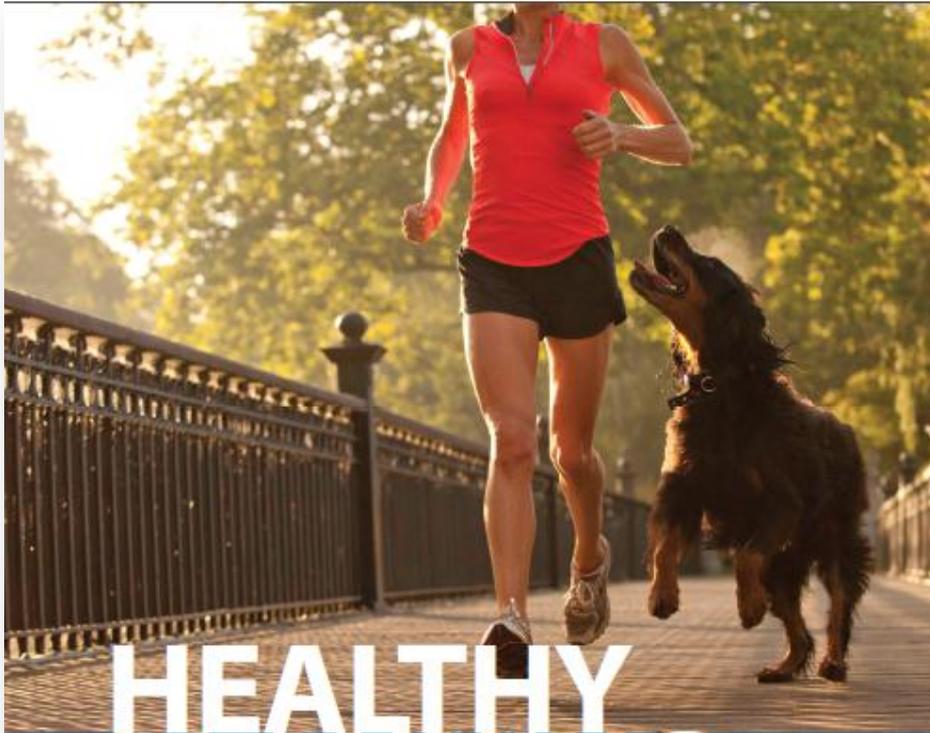


History

1950-2000: Minimal connection



2000-2014: Reconnection



HEALTHY PLANNING

An evaluation of comprehensive and sustainability plans addressing public health



American Planning Association
Making Great Communities Happen



NEW ULI CONFERENCE
BUILDING HEALTHY PLACES
Unlocking the Value

February 20-21, 2014
Los Angeles, California
www.uli.org/healthyplacesconference



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HC
HEALTHY COMMUNITIES

Policy, Environments & Systems Changes *at a variety of scales*

