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
SIWALKS 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 LINES
After the installation of a new bike lane in New Orleans, the number of cyclists increased by 225%.

RECREATIONAL FACILITIES
People who used outdoor fitness equipment in Los Angeles parks exercised 46% more frequently than those who did not.

CHANGING Communities GETS PEOPLE MOVING
Communities across the country are making improvements to encourage walking, biking, and other forms of physical activity.
Livable Communities

Access to Outdoor Spaces for Social Participation

Access to Housing

Access to Walking and Transportation
Areas of Focus

- **Land Use**
  - Pedestrian-Scale
  - Housing
  - Park Access

- **Transportation**
  - Walking
  - Bicycling
  - Traffic Safety

- **Food**
  - Growing
  - Distributing
  - Access to healthy retail
• 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

Thomas Frieden’s Health Impact Pyramid

Counseling & Education

Clinical Interventions

Long-Lasting Protective Interventions

Changes to Context
To Make Individuals’ Default Decision Healthy

Socioeconomic Factors

Increasing Individual Effort

Increasing Population Impact

Age Friendly Outdoor Spaces

Increase shade and benches in recreational settings including streets
Age Friendly Streets
HEAL Work in Colorado

Colorado Chronic Disease State Plan

A Coordinated Approach to Chronic Disease Prevention & Control

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
We are pretty healthy overall
- Chronic diseases are most common causes of death
- Obesity rate up 59%
- Diabetes rate up 89%
- Increasing diversity
- Aging population & large number of children
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

Healthy Community Design Workshop by ChangeLab Solutions

Healthy Places, Healthy People: Childhood Obesity in Colorado

Wednesday - June 20th, 2013
8:30am - 3:00pm

Registration/Workshop Fee

PURPOSE

- This training is designed to give participants an understanding of how local land use and urban design strategies can improve community health.

LEARNING OBJECTIVES:

- 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 increase food access and physical activity;
- Learning lessons from practitioners in the field;
- And how to frame economic messages to support healthy community priorities.

WORKSHOP FACULTY

Robert S. Ogilvie, PhD
Senior Planner + Program Director

Heather Wooten, MCP
Senior Planner + Program Director

WORKSHOP QUESTIONS:

Please contact Kelly Hanson, Health Policy Analyst, Jefferson County Public Health, dhanson@jeffco.us or (303) 460-6379

PURPOSE

Please review the attached registration form.

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.

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.

Additional support provided by AARP Colorado

Jefferson County Public Health, Denver Public Health, & Denver Environmental Health Present:
FREE by Invitation Only

The Built Environment & Health: Here's the Connection

A Roadmap for Healthier Transit-Oriented Development

Robert Ogilvie
Vice President for Strategic Engagement

ChangeLab Solutions

Essential Elements of Healthy Transit-Oriented Development

ChangeLab Solutions

A Roadmap for Healthier Transit-Oriented Development

Heather Wooten, MCP
Senior Planner + Program Director

Robert Ogilvie
Vice President for Strategic Engagement

Additional support provided by AARP Colorado
Capacity Building
Data Collection
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
  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:

- Station area master plans have been completed and adopted and are helping guide development around the station areas.
- The adoption of the Coffman Mixed Use Zone District, the Transit Mixed Use 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.

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

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

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
- 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 38<sup>th</sup> Avenue renewal projects
Next Steps
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!

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Health Promotion and Lifestyle Management Division
http://jeffco.us/health/
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
Policy, Environments & Systems Changes

at a variety of scales