How to use Data to Bolster Long-Range Planning for Health

Claudia Tedford, AICP
CityPlace Planning, Inc.

What is a General Plan?

- Every city in California must have a General Plan, a blueprint for growth and development.
- General Plan reflects community values and directs policy decisions and planning for the future.
- The General Plan informs residents, developers and decision makers of the City’s policies that guide future development of the City.
General Plan Elements (Chapters)

General Plan currently has 7 Elements required by State law:

- Land Use
- Circulation
- Noise
- Open Space
- Conservation
- Housing
- Safety

Common Optional Elements

- Air Quality Element
- Climate Change
- Health & Wellness Element
- Historic Preservation
- Economic Development
- Water Management
Healthy Communities Guidance from OPR

- On-line data mapping tool for State
- Strategies, considerations, and potential partnerships
- Expanded discussion on healthy food systems
- Relationship to other elements
- Analysis of health and its relationship to planning and equity
- Links to resources and models

Approach to Health Element

- Determine what communities’ goals are for health
- What are the problems?
- Where do they occur?
- Why are things the way they are?
- What changes are needed and who will make them happen?
Why Data?

- Need support and justification
- Demonstrate severity of problem
- Tell the story
- Base from which to benchmark progress
- Sets up future grant awards for implementation

Sources of Data

- CHIS, County Public Health Departments, CDC, AARP, Public Health Alliance of Southern California, Census, 500 Cities
- Health Impact Project (database of HIA’s)
- Existing data (i.e. Bicycle Master Plan, sidewalk deficiency map, parks needs assessment)
- Community Outreach
- Quantitative and Qualitative
Community Outreach

- Go to where people are, such as community events, libraries, schools, post offices
- Be creative – Healthy Tree Exercise (credit: Human Impact Partners)
- Involve kids
- Quantify responses (more data)
Case Study #1: La Mesa, CA

- Prepared Health & Wellness Element at the same time as staff was updating the General Plan
- Built on work City was doing
- Set the stage for implementation
- Enabled the H&W Element to be woven into the fabric of the General Plan

Deaths Due to Selected Chronic Disease (rates per 100,000)

Source: County of San Diego HHSA, Community Health Statistics, 4/12/2010
Obesity Trend for San Diego County Adults, 1985 - 2009

Source: Behavioral Risk Factor Surveillance System, Obesity Trends Among U.S. Adults, by State, CDC

Audience Response

What factors to improve community design are most important to be included in the General Plan update to help support healthy behaviors? (Rank highest to lowest?)

- 8% Parks within walking distance of my neighborhood
- 29% Grocery stores within walking distance of my neighborhood
- 16% Community gardens, school gardens and urban farms
- 14% Safe Routes to School and Transit
- 20% Increased access to transit
- 12% More bicycle and pedestrian facilities
Healthy Tree Exercise

Diseases (Outcomes)

Behaviors

Root Causes (Determinants)

Healthy Tree Results

*Diseases (Outcomes)*
- Cancer
- Mental illness
- Alcoholism
- Diabetes
- Heart disease
- Depression
- Asthma
- AIDS/ HIV
- Pneumonia
- Stroke
- COPD
- Lymphoma
- Prostate cancer

*Behaviors*
- Smoking
- Healthy eating
- Healthy weight
- Physical activity
- Use of alcohol

*Root Causes (Determinants)*
- Affordable housing
- Access to food
- Access to health care
- Income, education
- Stress management
- Support system
- Access to health care
Composite Map

Relationship with Other General Plan Elements

<table>
<thead>
<tr>
<th>Health and Wellness Topic Areas</th>
<th>Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Land Use and Design</td>
</tr>
<tr>
<td>Community Gardening and Food Security</td>
<td>x</td>
</tr>
<tr>
<td>Active Living/Healthy Eating</td>
<td>x</td>
</tr>
<tr>
<td>Physical Education</td>
<td>x</td>
</tr>
<tr>
<td>Community Safety</td>
<td>x</td>
</tr>
<tr>
<td>Community-based Collaborations</td>
<td>x</td>
</tr>
<tr>
<td>Evidence-based Strategies and Outcomes</td>
<td>x</td>
</tr>
</tbody>
</table>
Benchmarks and Indicators – Measuring Progress

Goal HW-1: A community where residents are healthy and feel safe and secure.

<table>
<thead>
<tr>
<th>DOMAIN</th>
<th>OBJECTIVE / POLICY INDICATOR</th>
<th>PERFORMANCE MEASURES</th>
<th>DATA SOURCE</th>
<th>OTHERS WHO TRAJECT IT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Safety &amp; Crime</td>
<td>Policy HW-1.1: Encourage developers to incorporate building and site design techniques that reduce crime.</td>
<td>Track property crimes</td>
<td>Police Department</td>
<td>*</td>
</tr>
<tr>
<td>Public Safety &amp; Crime</td>
<td>Policy HW-1.2: Increase safety and security in public places.</td>
<td>Adequate lighting in public areas.</td>
<td>Regional database</td>
<td>*</td>
</tr>
<tr>
<td>Public Safety &amp; Crime</td>
<td>Policy HW-1.3: Design for seniors, children, and those with disabilities.</td>
<td>Percentage of senior center members who participate in exercise programs.</td>
<td>Community Services Department</td>
<td>*</td>
</tr>
</tbody>
</table>

Case Study #2: City of Lemon Grove

- Prepared Health & Wellness Element as part of a HEAL Zone program (Healthy Eating Active Living)
- Support for effort established by a collaboration of Community Health Improvement Partners
- High level of interest from City
Coloring Contest - Runners Up

Coloring Contest - Winner!
Results: Lemon Grove “Dollars and Sense” Activity

<table>
<thead>
<tr>
<th>Program</th>
<th>Total Votes</th>
<th>Number of Residents Voting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lemon Grove Medical Outreach</td>
<td>74/16</td>
<td></td>
</tr>
<tr>
<td>Senior Nutrition Council</td>
<td>52/19</td>
<td></td>
</tr>
<tr>
<td>Senior Nutrition Council</td>
<td>51/18</td>
<td></td>
</tr>
<tr>
<td>Nursing Home</td>
<td>46/16</td>
<td></td>
</tr>
<tr>
<td>Community College</td>
<td>21/9</td>
<td></td>
</tr>
<tr>
<td>Community College</td>
<td>14/4</td>
<td></td>
</tr>
<tr>
<td>Community College</td>
<td>12/8</td>
<td></td>
</tr>
<tr>
<td>Community College</td>
<td>8/6</td>
<td></td>
</tr>
</tbody>
</table>

Map 2: Quarter Mile Park Access
Transit Use by Residents

Source: 2013 Kaiser Permanente Survey of Lemon Grove residents

Student typical travel mode to and from school

Source: Circulate San Diego Lemon Grove Elementary and Middle School Parent Survey, 2012
Parent reason(s) not to allow a child to walk or bike to and from school

Violence or Crime
Safety of Intersections and Crossings
Speed of Traffic Along Route
Amount of Traffic Along Route
Distance
Sidewalks or Pathways
Weather or climate
Time
Adults to Bike/Walk With
Crossing Guards
Convenience of Driving
Child’s Participation in After School Programs

Source: Circulate San Diego Lemon Grove Elementary and Middle School Parent Survey, 2012

Case Study #3: Downtown Vista Specific Plan

- Implementation of the General Plan
- Builds from Healthy Vista General Plan Element
- Outreach included Mayor and community leaders
- Health-related policies incorporated throughout the Specific Plan
Community Health Highlights

- Created a new Arts and Culture District, Art Walk
- Enhancements to Buena Vista Creek planned to create a linear park and pedestrian access/trails
- Carried forward GP theme of “Connections” by including guidelines for projects to incorporate walking and biking facilities to better integrate the downtown and promote health

Health Highlights, cont.

- Conducted a Health Impact Assessment (HIA) to evaluate how the plan can impact health in the community and avoid adverse health impacts where possible.
- Developed a Health Impact Checklist to allow staff and project applicants to evaluate individual projects from a health perspective and ensure health is considered in the project approval process.
Commuting Habits

Figure 11 - Resident Travel to Work

- Car, truck, or van -- drove alone: 77%
- Car, truck, or van -- carpooled: 4%
- Worked at home: 3%
- Public transportation (excluding taxicab): 2%
- Walked: 1%
- Other means: 1%

Source: 2008-2012 American Community Survey 5-Year Estimates

Bicycle/Pedestrian Counts
Crime Statistics

Figure 20 - Crime Type Summary

- Drugs/Alcohol Violations: 43%
- Theft/Larceny: 6%
- Assault: 6%
- Vehicle Break-In/ Theft: 5%
- Vandalism: 4%
- DUI: 3%
- Motor Vehicle Theft: 3%
- Burglary: 3%
- Robbery: 2%
- Weapons: 3%
- Sex Crimes: 1%

Source: Data from www.crimemapping.com, 3/25/14 - 9/21/14

Questions?