Improving Community Health through Regional, County and Local Efforts

OKI Conference, Oct. 3rd 2014

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Planning Manager

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Health Promotion Manager
Presentation Outline

- The Public Health Crisis
- What Can Be Done
- Incorporating Health in Planning
- Healthy Community Programs & Examples
An outbreak of a disease that spreads rapidly and widely.
More Obese Over Time

Rural NKY School Obesity Rate

<table>
<thead>
<tr>
<th>% obese entering K</th>
<th>US average</th>
<th>% obese entering 10th grade</th>
<th>US average</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>15</td>
<td>23</td>
<td>18</td>
</tr>
</tbody>
</table>
Obesity & Overweight on the State Level

NKY HS Students vs. KY HS Students

% Obese & Overweight KY HS Students

% Obese & Overweight NKY School

36

5
Kentucky high school students have the worst obesity rate in United States, and rank # 5 for adults.
Adult Obesity Rank in top 10 in the Nation, Indiana and Ohio Not Far Behind KY(5th), IN (9th), OH 16th
What Is Killing Us?

Then
- Pneumonia
- Tuberculosis
- Diarrhea & Enteritis

Now
- Heart Disease
- Cancer
- Stroke
What is Actually Killing Us?

Inactivity, diets high in fats and sugars, and smoking


DATA SYNTHESIS:
The two highest prominent contributors to mortality in the United States were tobacco, diet and activity patterns.
Not Rocket Science

- More calories
- Less movement
Strong Links Between the Built Environment and Health

- Having a variety of destinations (shopping, education, work, and recreation) close by has been positively associated with walking and bicycling for transportation.\(^1-^5\)
- Proximity to parks and commercial areas is associated with higher active transportation.\(^6^7\)
- Active commuters to school (walkers) have significantly lower body mass index than nonactive commuters.\(^8\)
- NY city dwellers living in areas evenly balanced between residences and commercial use had significantly lower BMIs compared to New Yorkers who lived in mostly residential or commercial areas.\(^9\)
Show of Hands - Emi
Components of public health in planning
Components of public health

Improving bicycle and pedestrian accessibility
Components of public health

Improving access to parks and open spaces

- Licking River Greenway & Trails
- Wolsing Woods
Components of public health

Encouraging access to compact and mixed-use development

www.building-cincinnati.com
Components of public health

Improving access to healthy food

www.ocfrealty.com
Components of public health

Improving air and water quality

Cincinnati Enquirer
Components of public health

Developing Health Impact Assessments

✓ Helps communities make informed choices about improving public health through community design.

- Screening
- Scoping
- Assessing risks and benefits
- Developing recommendations
- Reporting
- Monitoring

Source: CDC
Community health in regional, county & local planning Efforts
OKI’s How Do We Grow From Here?
HDWG – Developing the SRIs

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>62.2%</td>
</tr>
<tr>
<td>Agree</td>
<td>26.3%</td>
</tr>
<tr>
<td>Neutral</td>
<td>5%</td>
</tr>
<tr>
<td>Disagree</td>
<td>3.2%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>3%</td>
</tr>
<tr>
<td>Does Not Apply</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Strongly Agree - 1,539
Agree - 650
Neutral - 124
Disagree - 78
Strongly Disagree - 73
Does Not Apply - 10
Total Answered Question – 2,474
Strategic Issue # 31
The impacts of the built environment and mobility options on public health have implications for where and how we choose to live, work and play, and are not always considered when communities make land use decisions.
HDWG – Developing Policies
Rank the following community health factors from most important to least important by dragging and dropping the choices.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total</th>
<th>Average Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to parks and spaces for physical activity</td>
<td>27.14%</td>
<td>29.29%</td>
<td>16.79%</td>
<td>17.86%</td>
<td>7.86%</td>
<td>0.36%</td>
<td>0.71%</td>
<td>280</td>
<td>5.46</td>
</tr>
<tr>
<td></td>
<td>76.00</td>
<td>82.00</td>
<td>47.00</td>
<td>50.00</td>
<td>22.00</td>
<td>1.00</td>
<td>2.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sidewalks and walking paths for residents and businesses</td>
<td>25.00%</td>
<td>26.43%</td>
<td>18.57%</td>
<td>12.86%</td>
<td>10.71%</td>
<td>5.36%</td>
<td>1.07%</td>
<td>280</td>
<td>5.22</td>
</tr>
<tr>
<td></td>
<td>70.00</td>
<td>74.00</td>
<td>52.00</td>
<td>36.00</td>
<td>30.00</td>
<td>15.00</td>
<td>3.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to healthy foods within the community</td>
<td>24.29%</td>
<td>15.00%</td>
<td>21.79%</td>
<td>12.50%</td>
<td>7.86%</td>
<td>8.93%</td>
<td>9.64%</td>
<td>280</td>
<td>4.70</td>
</tr>
<tr>
<td></td>
<td>68.00</td>
<td>42.00</td>
<td>61.00</td>
<td>35.00</td>
<td>22.00</td>
<td>25.00</td>
<td>27.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Making sure that children can safely walk to schools</td>
<td>14.29%</td>
<td>15.36%</td>
<td>20.71%</td>
<td>18.57%</td>
<td>17.86%</td>
<td>10.36%</td>
<td>2.86%</td>
<td>280</td>
<td>4.47</td>
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<tr>
<td></td>
<td>40.00</td>
<td>43.00</td>
<td>58.00</td>
<td>52.00</td>
<td>50.00</td>
<td>29.00</td>
<td>8.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation options to hospitals and clinics</td>
<td>6.43%</td>
<td>10.36%</td>
<td>13.21%</td>
<td>18.21%</td>
<td>20.36%</td>
<td>18.93%</td>
<td>12.50%</td>
<td>280</td>
<td>3.58</td>
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<tr>
<td></td>
<td>18.00</td>
<td>29.00</td>
<td>37.00</td>
<td>51.00</td>
<td>57.00</td>
<td>53.00</td>
<td>35.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A community activity center</td>
<td>1.43%</td>
<td>1.79%</td>
<td>5.36%</td>
<td>10.71%</td>
<td>22.86%</td>
<td>38.21%</td>
<td>19.64%</td>
<td>280</td>
<td>2.55</td>
</tr>
<tr>
<td></td>
<td>4.00</td>
<td>5.00</td>
<td>15.00</td>
<td>30.00</td>
<td>64.00</td>
<td>107.00</td>
<td>55.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to athletic fields for sports</td>
<td>1.43%</td>
<td>1.79%</td>
<td>3.57%</td>
<td>9.29%</td>
<td>12.50%</td>
<td>17.86%</td>
<td>53.57%</td>
<td>280</td>
<td>2.02</td>
</tr>
<tr>
<td></td>
<td>4.00</td>
<td>5.00</td>
<td>10.00</td>
<td>26.00</td>
<td>35.00</td>
<td>50.00</td>
<td>150.00</td>
<td></td>
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</table>
Objective 31.EE

Local governments should consider public health in the land use and development decision making process.

Policy Recommendations

31.EE.1. OKI will convene local planning agencies and public health organizations to identify strategies for considering public health in the land use and development decision making process.

31.EE.2. OKI will develop model guidelines and technical assistance for communities to enable considering the impacts of the built environment and mobility options on public health in local planning processes. Impacts of the built environment and mobility options on public health can include potential health hazards, access to healthcare, healthy foods, and spaces for physical activity.
What does this mean?

- OKI will convene and educate
- Provide best practice information and keep the conversation alive
- Will provide tech assistance to communities
- Develop guidelines and tools
Direction 2030

Kenton County Comprehensive Plan

- Included research on public health
- Developed a health goal category
Direction 2030

Kenton County Comprehensive Plan

• Goals and objectives
  - Preserve and enhance the viability of the rural heritage of southern Kenton County by encouraging the preservation of elements of the landscape which contribute to the rural character and removing barriers to support local agricultural operations.
  - Increase the convenience and efficiency of using multiple modes of transportation including driving, transit, walking or biking.
  - Promote viable transportation options for all demographics.
3 keys for Williamstown for next 3-5 years:

Be real
- Make downtown succeed
- Diversify economic development
- Protect the environment
- Improve health
- Work with Grant County neighbors
- Budget for capital improvements
- Shorten feedback loops
MUNICIPAL ORDER NO. 2013-13

A MUNICIPAL ORDER OF THE CITY OF WILLIAMSTOWN, IN GRANT COUNTY, KENTUCKY, ADOPTING THE "WILLIAMSTOWN COMPLETE STREETS POLICY"

WHEREAS, It is the responsibility of the City Council to preserve and enhance the quality of life in our City; and,

WHEREAS, In order to enhance the quality of life in our City, it is necessary to promote healthy living and to assist in providing infrastructure and ways of promoting a healthy community; and,

WHEREAS, Fitness for Life Around Grant County (FFLAG) promotes exercise and healthy living in our City and County and has developed a "Williamstown Complete Streets Policy" that encourages walking, bicycling, and other non-motorized forms of transit while creating an interconnected network of complete streets that would allow everyone to utilize the streets, whether for transportation and mobility or for physical fitness and healthy living;

NOW, THEREFORE, be it ordered by the City Council of the City of Williamstown, Kentucky, that the foregoing "Williamstown Complete Streets Policy" is established:

Section 1- Title
This policy shall be known as the “Williamstown Complete Streets Policy.”
Planning sets the stage: $632,000

Fitness For Life Around Grant County - Starting With Children
Grant County, Kentucky

**Description**
Fitness For Life Around Grant County (FFLAG) is a nonprofit, 501(c)(3) organization, spearheading a multifaceted health action plan for children in Grant County, Ky. The “FFLAG – Starting With Children” initiative will increase the amount of physical activity Grant County children get every day and improve the food they eat in order to reduce childhood obesity. “FFLAG – Starting With Children” will increase play spaces and walking routes; improve student food selections at schools; and address food fundraisers so that children in our community have the ability to make the healthy choice, the easy choice.

**Investment Opportunity**
FFLAG is seeking **$267,260** in private support over the next three years. This money will:
- Create and improve playgrounds and parks
- Build sidewalks to connect neighborhoods with schools
- Pave walking paths around schools
- Increase physical activity during the school day
- Improve the consumption of fruits and vegetables offered during school
- Develop healthier school fundraising efforts
- Implement school gardens
Examples: Improving Bike & Pedestrian Accessibility
Local Examples

Safe Routes to School - Snapshot one community

5 “Es” – Engineering, Education, Enforcement, Encouragement, Evaluation

- Engineering – Community with support from PDS. Where are the children, what are the routes? Master sidewalk (pedestrian) plan
- Grant making – City and Health Department
- Building infrastructure – City. Enforcement - City
- Program & Evaluation – Schools and Health Dept
Children Walking/Biking to School Change in Baseline Rates

Baseline walking/biking in 2005: 12%
Baseline walking/biking in 2013: 62%

% of students walking to school over one year of Safe Routes to School (Miles and Tichenor)

Percent of Tichenor Students Walking or Biking to School during the "Walking and Wheeling Wednesday Challenge" January 2013

Baseline walking/biking: 12%
Week 1: 63%
Week 2: 64%
Week 3: 63%
Week 4: 68%
Week 5: 74%
Better Infrastructure, Better Walking Rates

Pedestrian Count by Year and % of MSP Completion

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Ped. Count</th>
<th>% MSP completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>782</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td></td>
<td>20.0</td>
</tr>
<tr>
<td>2013</td>
<td>1037</td>
<td></td>
</tr>
</tbody>
</table>
More Ped
Friendly Destinations, More Pedestrians
Higher Gas Prices, More Pedestrians

Pedestrian Count and Gas Prices
For May and September

- Higher Gas Prices, More Pedestrians


$0.00 $0.50 $1.00 $1.50 $2.00 $2.50 $3.00 $3.50 $4.00 $4.50

Pedestrian Count
Gas Price

Pedestrian Count
Gas Price

0 200 400 600 800 1000 1200 1400

Pedestrian Count
Gas Price

OKI REGIONAL COUNCIL OF GOVERNMENTS
PDS
NORTHERN KENTUCKY INDEPENDENT DISTRICT Health Department
Cincinnati’s Bike Share Program
Cincinnati’s Bike Share Program

New bike-sharing service rolls into Queen City

BY: WCPO Staff
POSTED: 4:50 AM, Sep 15, 2014
UPDATED: 6:42 PM, Sep 15, 2014

New bike-sharing service rolls into Queen City

ON YOUR SIDE
NEW BIKE SHARING PROGRAM BEGINS TODAY
THREE YEARS, $1 MILLION DOLLARS INVESTED

OKI REGIONAL COUNCIL OF GOVERNMENTS
PDS
NORTHERN KENTUCKY INDEPENDENT DISTRICT HEALTH DEPARTMENT
Cincinnati's Bike Share

- [http://www.cincyredbike.org/](http://www.cincyredbike.org/)
- 30 Stations
- 60 minutes of ride time for each check out, $4 each additional 30 minutes
- Passes for $8/Day or $80/Year
Bike Friendly Destinations
Examples: Improving Access to Parks & Open Space
Licking River Greenway & Trails

- Green way and Blueway in NKY Region
Other Initiatives
Examples: Encouraging Access to Compact & Mixed-Use Development
The Banks
12th and Vine Streets, pre-renovations, circa 2005

12th and Vine Streets, post-renovations, circa 2009
Examples: Improving Access to Healthy Food
Southern Kenton County

Southern Kenton County Efforts

Kenton County Harvest Tour

Community planning efforts
Southern Kenton County

- Incorporation of supports to local farms (Southern Kenton County)
Community Gardens

Mainstrasse village community garden
Use of an HIA to Preserve Greenspace, Grow Food and Recreate
Mobile Produce Zones
Examples: Improving Air & Water Quality
Banklick Watershed Efforts

- Land Conservation
- Septic system repairs
- Detention basin retrofits
- Agriculture runoff
Taking Root Campaign
Resources and Information

- [http://www.oki.org/rpf/](http://www.oki.org/rpf/)
  - Regional Planning Forum Library
    - Planning Guidance and Tools
    - Community Health in Planning

- County Health Rankings - [http://www.countyhealthrankings.org/](http://www.countyhealthrankings.org/)

- Center for Disease Control - [http://www.cdc.gov/obesity/strategies/community.html](http://www.cdc.gov/obesity/strategies/community.html)

Additional Resources

- HealthyAmericans.org
- Stateofobesity.org
- HealthierGeneration.org
- ActiveLivingByDesign.org
- PedBikeImages.org
It takes a everybody...
If health is identified.....

- It helps community coalitions to take the next step
- It helps funders to support the project
- It sets the stage for a more livable community
- It makes sense to leaders and policy makers (usually)
- Other benefits

...it begins the conversation