Planning For Healthy Communities

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Emi Randall, AICP, RLA
Senior Planner, Land Use

Stacy Wegley, MS, ACSM
Director Health Promotion & Education
Presentation Outline

- The Public Health Crisis
- What Can Be Done
- Where Does My Community Stand
- Incorporating Health in Local Plans
- Healthy Community Programs & Funding Opportunities
Objectives

Understand:

- The magnitude of the obesity epidemic from a global, national, state, and local perspective.
- The causes of the epidemic
- The role of a well planned environments in reversing the epidemic
[epi•dem•ic]

An outbreak of a disease that spreads rapidly and widely.
Obesity – A Global Phenomenon

- 1 billion adults are overweight (BMI 26-29)
- Over 300 million adults are clinically obese (BMI ≥ 30)
- 22 million children under the age of 5 are overweight or obese
## Obesity – A Global Comparison

### Obesity Prevalence Among Adult Population

**OECD Countries, 2007**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>8.1</td>
</tr>
<tr>
<td>Norway</td>
<td>9</td>
</tr>
<tr>
<td>Italy</td>
<td>9.9</td>
</tr>
<tr>
<td>Sweden</td>
<td>10.2</td>
</tr>
<tr>
<td>France*</td>
<td>10.5</td>
</tr>
<tr>
<td>Netherlands</td>
<td>11.2</td>
</tr>
<tr>
<td>Germany**</td>
<td>13.6</td>
</tr>
<tr>
<td>Canada</td>
<td>15.4</td>
</tr>
<tr>
<td>England</td>
<td>24</td>
</tr>
<tr>
<td>New Zealand</td>
<td>26.5</td>
</tr>
<tr>
<td>United States *</td>
<td>34.3</td>
</tr>
</tbody>
</table>

* 2006
** 2005

Note: BMI = body mass index. For most countries, BMI estimates are based on national health interview surveys (self-reported data). However, the estimates for the US, UK, and New Zealand are based on actual measurements of weight and height, and estimates based on actual measurements are usually significantly higher than those based on self-report.

Source: OECD (Organization for Economic Co-Operation and Development) Health Data 2009 (June 2009).
Obesity in the United States

1990

1999

2009

Legend:
- No Data
- <10%
- 10%–14%
- 15%–19%
- 20%–24%
- 25%–29%
- ≥30%

Ohio - Kentucky - Indiana
Regional Council of Governments

Hamilton County
Public Health
Obesity in the United States

More than 72 million adults are obese.

From 2007 to 2009 the number of obese adults increased by 2.4 million.

By 2020, it is estimated that 3 out of 4 American adults will be overweight or obese. (Organization for Economic Cooperation and Development)
US Health Care Costs Related to Obesity

Current costs = $147 billion
Projected costs by 2018 = $344 billion

Source: Centers for Disease Control and Prevention, national Center for Chronic Disease Prevention and Health Promotion, Division of Nutrition, Physical Activity and Obesity. August 2010
Adult obesity trends: Kentucky, US, and Colorado
2010 Kentucky Rankings

- 7th in the nation for the number of obese adults (30.4%).
- 67.7% of the adult population is overweight or obese.
- 80% of males fall into the unhealthy weight category.
- 6th in the nation for the number of adults with diabetes.
- 7th in the nation for adults with hypertension.
Obesity in Kentucky Children

- 3rd in the nation for the number of obese 10-17 year olds (21%).

- 1 in 3 Kentucky children is seriously overweight or at risk of becoming overweight.

- 80% of overweight children become overweight adults.
Overweight* among Kentucky Children Age 2 to <5 years, by County

Percentage
Overweight

- 5.3 - 12.2
- 12.3 - 19.2
- 19.3 - 26.1
- 26.2 - 33.0
- Insufficient Data

Kentucky: 18.1%
United States: 14.8%

*Overweight: > 95th percentile BMI-for-age.

Source: 2005 KY PedNSS, except US, which is 2004
Obesity and Health

- Being overweight or obese increases the risk of developing chronic disease.

- Obesity is now surpassing smoking as the biggest preventable health threat.
Medical Complications of Childhood Obesity

- Depression
- Low self-esteem
- Asthma
- Sleep apnea
- Digestive problems
- Hip disorders
- Joint problems
- Flat feet
- High cholesterol
- High blood pressure
- Insulin resistance
- Type 2 diabetes
- High cholesterol
Medical Complications of Adult Obesity

Circulation
- venous stasis

Coronary heart disease

Sleep apnea

Gall bladder disease

Nonalcoholic fatty liver disease

Cancer
- breast, uterus, cervix, prostate, kidney
- colon, esophagus, pancreas, liver

Gout

Pancreatitis

Diabetes

Reproductive Disorders
- abnormal menses
- infertility
- polycystic ovarian syndrome

Osteoarthritis

Cataracts

High Cholesterol

Hypertension

Stroke
Impact of Obesity on Kentucky

- More people on disability
- Fewer years in the work force
- Earlier admission to nursing home
- Increased demand for health care services ($3B+)
- Increased demand on Medicaid and Medicare
- Increased demand for public support of medical care
- Increased cost of employee health insurance
- Less healthy work force (2/3 of state)
Where Does My Community Stand?

- Establish Trends and Major Health Issues for your community
  - Obesity
  - Leading Causes of Death
  - Chronic Disease Rates
    - Asthma – Respiratory Illness
    - Diabetes
    - Heart Disease
Data Sources

- Contact your local health department
- Kentucky Cabinet for Health and Family Services – Surveillance and Health Data
  - [http://chfs.ky.gov/dph/surv.htm](http://chfs.ky.gov/dph/surv.htm)
- Kentucky County Health Profiles
  - [http://chfs.ky.gov/dph/epi/cohealthprofiles.htm](http://chfs.ky.gov/dph/epi/cohealthprofiles.htm)
- Northern Kentucky Health Department
  - [www.nkyhealth.org](http://www.nkyhealth.org)
Data Sources

- Centers for Disease Control – State based data
  - [http://www.cdc.gov/nchs/fastats/popup_ky.htm](http://www.cdc.gov/nchs/fastats/popup_ky.htm)
- Fit Kentucky – Obesity Epidemic Report (data by county)
  - [www.fitky.org](http://www.fitky.org)
Other facts to consider:

- Rising health insurance costs are eroding the bottom line profits of Kentucky businesses.

- Kentucky is an unhealthy state, a national leader in smoking, obesity and cancer and heart disease deaths.

- Experts estimate that 25% to 70% of health care costs could be avoided by improving health and health-care consumerism.
How Did We Get Here?

“American society has become 'obesogenic,' characterized by environments that promote increased food intake, nonhealthful foods, and physical inactivity.”

Centers for Disease Control and Prevention
Causes: More Calories

Food Choices & Changes:

- Decrease in prices of unhealthy foods.
- Increase in prices of nutritious foods.
- Portion Distortion.
- Value Sizing – Supersize Me!
- **Access to fresh foods.**
- Less in-home cooking.
- Higher caloric intake & greater consumption of unhealthy foods.
Causes: Less Movement

• Most children don’t walk or bike to school

• Most adults don’t participate in active entertainment (dancing, recreational sports).

• 70% of adults are sedentary
Schools

Lack of availability of healthy food and beverage choices.

Reduced amount of physical activity.

Few safe routes for biking and walking.

School locations.

Limited health education.
Workplaces

- Desk jobs.
- Not designed for movement.
- Limited opportunities for activity during workday.
- Unhealthy food options – cafeterias, vending machines, etc.
- Lack of bike racks/showers.
Family & Home

- Electronic culture
- Commute time
- Influence of others’ habits
Community Design

- Fosters driving rather than walking/biking.
- Lack of public transportation options.
- No or poor sidewalks.
- Walking areas unsafe or inconvenient.
- Limited park and recreation space.
- Lack of affordable indoor physical activity options.
- Schools, retail & employment centers separated from housing.
- Zoning codes.
What Can Be Done?

Make healthy choices the easy choices.
CDC Evidence-Based Behaviors

- Increase breastfeeding initiation, duration, and exclusivity
- Increase physical activity
- Increase consumption of fruits and vegetables
- Decrease consumption of sugar sweetened beverages
- Reduce consumption of high energy dense foods
- Decrease television viewing
The Ecological Perspective

Social Norms and Values

Sectors of Influence

Behavioral Settings

Individual Factors

Food and Beverage Intake

Physical Activity

Energy Intake

Energy Expenditure

Energy Balance

Prevention of Overweight and Obesity Among Children, Adolescents, and Adults

Note: Adapted from “Preventing Childhood Obesity,” Institute of Medicine, 2005.
Focus on Policy

The Centers for Disease Control and Prevention recommends policy change as one of the most effective strategies for making significant changes in obesity at the population level.
How be do we begin to affect policy change?
SGEG
Form a Relationship with Public Health Community

- Introductory Meeting
  - Discuss roles of each organization in the community
  - Discuss programs & initiatives of each organization
    - Do initiatives have common activities or goals?
  - What data is collected or analyzed?
    - Can this data be shared?
Health + Planning

- Don’t assume words mean the same for everyone
  - Mixed-Use
  - Complete Streets
  - Healthy Food/Local Food
- Speaking the Same Language?
  - RWJF
  - PUD
HIJKLMNO
Incorporating Health in Local Plans

- Develop and maintain compact and mixed land use development;
- Design safe, accessible, bicycle and pedestrian-friendly streets with high connectivity, traffic calming features, landscaping, lighting, and benches;
- Complete Streets Principles;
- Improve access to parks, open spaces, and recreational facilities;
- Improve access to full-service grocery stores and fresh produce and make these destinations within walking distance;
- Improve access to transit and transit facilities
Role of Health in Comprehensive Planning

- Role in Plan Development?
  - Representatives on Steering/Advisory Committee
  - “Health” working group?
- Role in Plan Document?
  - “Health” Element or Chapter
  - Incorporate health aspects into other elements (housing, transportation, environment)
Bicycle and Pedestrian Accessibility

Goals & Objectives

- Goal that emphasizes ped & bike facilities
  - Enhance safety & comfort
  - Increase connections to/from neighborhoods, schools, parks, shopping
  - Increase infrastructure
  - Recommend Ped/Bike Plan or Study
Bicycle and Pedestrian Accessibility

Implementation Tools & Programs

- Bike/Ped Master Plan
  - Prioritize needed connections
- Safe Routes to School
- Walking School Buses
- Identify & Eliminate Barriers
  - “Walk-shops” or “walk audits”
Bicycle and Pedestrian Accessibility

Performance Measures

- Pedestrian/Bike Facility Miles
- Bike/Ped counts (volunteer groups)
- Track accident and/or death data
Complete Streets

“Designed and operated to enable safe access for all users - Pedestrians, bicyclists, motorists and transit riders of all ages and abilities”
Complete Streets

Goals & Objectives

- Goal that emphasizes use of alternative modes
  - Reduce/Slow automobile traffic where ped/bike connections are needed
  - Development regulations that require sidewalks or other appropriate ped/bike facilities
  - Development regulations to calm traffic on local streets
  - Support multi-modal infrastructure for transit
    - Identify service gaps in mobility for people of all ages and those with disabilities
Complete Streets
Implementation Tools & Programs

- Adopt a Complete Streets Policy
- Adjust development regulations to follow policy

http://www.completestreets.org/

http://www.planning.org/research/streets/index.htm
Parks, Green Space, Open Space

Goals & Objectives

- Goal that emphasizes parks & recreation facilities
  - Recommendations for open space policies
  - Conservation oriented land use policies
  - Encourage shared use of facilities
    - Schools
    - Churches
    - Vacant land
Parks, Green Space, Open Space
Implementation Tools & Programs

- Parks & Greenspace Master Plan
- Identify vacant lots for potential shared use or acquisition
- Facilitate shared use agreements for current facilities
Parks, Green Space, Open Space

Performance Measures

- Acreage of parks/greenspace per resident
- Homes within walking distance to park/greenspace
- Park utilization
Compact/Mixed-Use Development

Goals & Objectives

- Goal that emphasizes walkable, dense neighborhoods with a variety of amenities
  - Encourage “traditional neighborhood” development
  - Encourage “compact development”
  - Encourage mixed land uses with one building, project or in close proximity
Compact/Mixed-Use Development

Implementation Tools & Programs

- PUD is a good thing – right?
- “Traditional Neighborhood Development Ordinance”
- Form-based Codes
- Re-assess “permitted” and “conditional” uses in current zones
  - Where can new uses be encouraged in current single use zones
Compact/Mixed-Use Development

- Performance Measures
  - Employee/Housing Ratio
  - Density Measure
Access to Healthy Foods

Goals & Objectives

- Goal to locate shopping facilities near housing
- Goal to emphasize public health, access to healthy food
Access to Healthy Foods

Implementation Tools & Programs

- Study to identify food deserts
- Community Gardens
- Farmer’s Markets
- Limit unhealthy food options near schools
- Mobile “fresh food” vendors
- Incentive programs for “healthy corner stores”
- Healthy School Lunch programs
Access to Healthy Foods

Performance Measures

- # Households within ¼ mile of healthy food
- Food Deserts
Local Programs

- Safe Routes to School
- Walking School Buses
Local Programs

- Licking River Greenway and Trails

http://lickingrivertrail.org/web/Master_Plan.html
Local Programs

- Reforest Northern Kentucky Project
Local Programs

- Farmers Markets
- Community Gardens
Healthy Community Programs

5 Fruits and Vegetables
2 Hours Or Less of Screen Time
1 Hour of Physical Activity
0 Sweetened Beverages
Conclusion

What is your role?
It can make a difference!
Funding Opportunities

- Safe Routes to School Grants
  http://transportation.ky.gov/Local-Programs/Pages/Safe-Routes-to-School.aspx

- Recreational Trails Grants
  http://dlg.ky.gov/grants/federal/rtp.htm

- Congestion Mitigation Air Quality (CMAQ) Grants
  http://www.oki.org/
Funding Opportunities

- Foundation for a Healthy Kentucky
  http://www.healthy-ky.org/
- Healthy Communities Grants
  http://www.epa.gov/region1/eco/uep/hcgp.html
- Robert Wood Johnson Foundation (RWJF) Grants
  http://www.rwjf.org/grants/
Great Resources

http://www.healthycommunitiesbydesign.org/

www.kychamber.com

www.fitky.org

www.healthyamericans.org

www.cdc.gov/
Questions?
For more information

Stacy Wegley
Director Health Promotions & Education
Hamilton County Public Health
250 William Howard Taft Rd.
Cincinnati, OH 45219
513.946.7811
stacy.wegley@hamilton-co.org

Emi Randall
Sr. Planner
OKI Regional Council of Governments
720 E. Pete Rose Way, Suite 420
Cincinnati, OH 45202
513.621.6300
erandall@oki.org