

Demographics Data
for Public Health
Planning

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

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Turning policy into place

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

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4/18/2017

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

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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

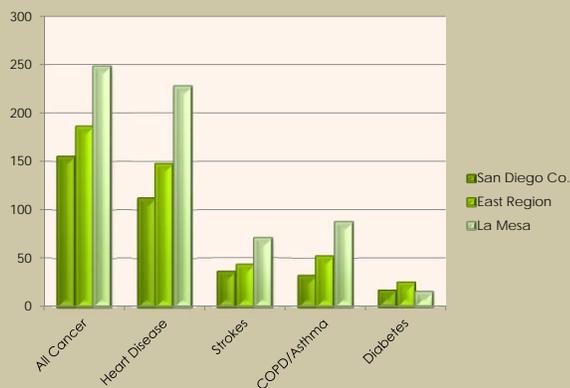
- Go to where people are, such as community events, libraries, schools, post offices
- Be creative – Healthy Tree Exercise (credit: Human Impact Partners)
- Involve kids
- Quantify responses (more data)



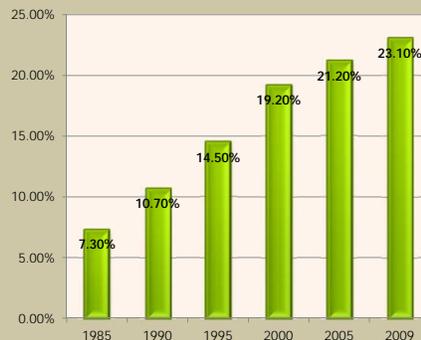
Case Study #1: La Mesa, CA

- 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)



Obesity Trend for San Diego County Adults, 1985 - 2009

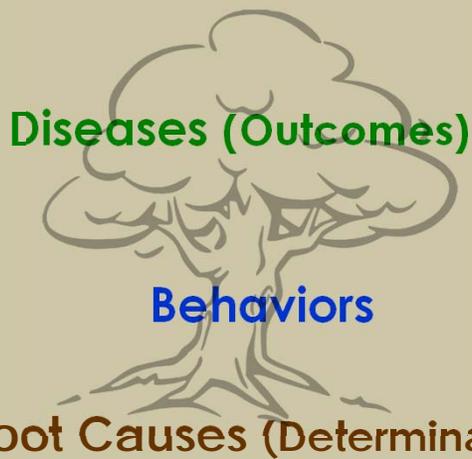


Audience Response

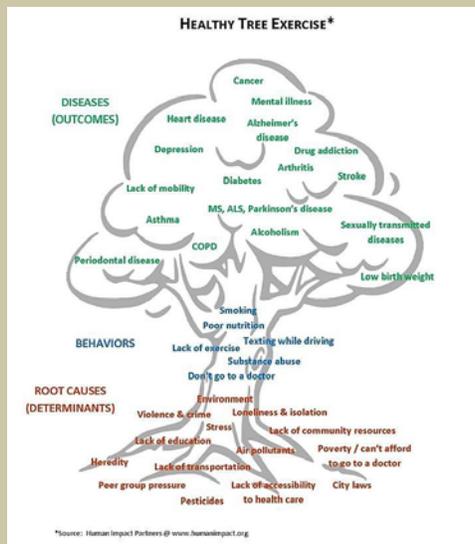
What factors to improve community design are most important to be included in the General Plan update to help support healthy behaviors? (Rank highest to lowest?)

- 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

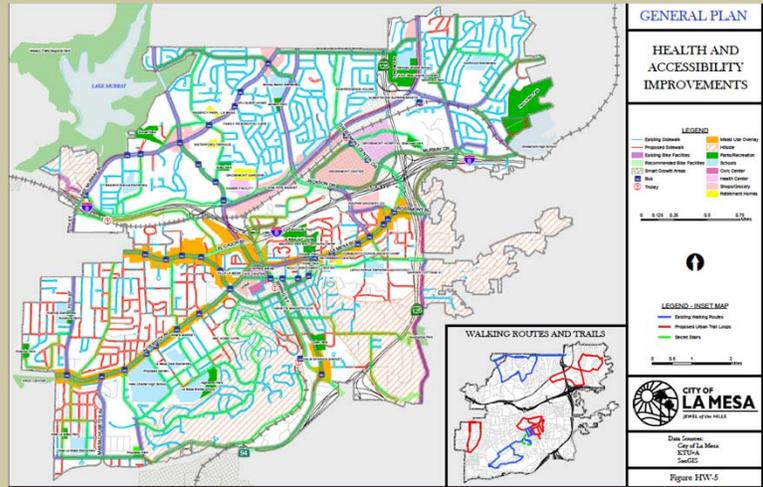
Healthy Tree Exercise



Healthy Tree Results



Composite Map



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Relationship with Other General Plan Elements

Table HW-1: Relationship with Other General Plan Elements

Health and Wellness Topic Areas	Elements								
	Noise	Conservation/Sustainability	Land Use and Urban Design	Housing	Circulation	Open Space/Recreation	Historic Preservation	Public Services and Facilities	Safety
Community Gardening and Food Security		x	x	x		x			
Active Living/Healthy Eating		x	x	x	x	x	x		x
Children's Physical Activity and Nutrition	x	x	x	x	x	x		x	x
Community Safety	x		x	x	x	x		x	x
Community-based Collaborations			x	x		x		x	
Evidence-based Strategies and Outcomes			x	x	x	x		x	x

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Benchmarks and Indicators – Measuring Progress

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

DOMAIN	OBJECTIVE / POLICY • INDICATOR	PERFORMANCE MEASURES	DATA SOURCE	OTHERS WHO TRACK IT
Objective HW-1.1: Ensure that public & private development and infrastructure is designed, constructed, and maintained to maximize safety and security and reduce opportunities for criminal activity.				
Policy HW-1.1.1: Encourage developers to incorporate building and site design techniques that reduce crime.				
Public Safety & Crime	• Percentage of new discretionary projects that incorporate CPTED design strategies.	• Track progress annually	• Police Department	•
Policy HW-1.1.2: Increase safety and security in public places.				
Public Safety & Crime	• Presence of graffiti in parks, recreation facilities, transit/bus stops and facilities, and other public places.	• <i>Example of Benchmark:</i> 100% of graffiti removed within 48 hours of being reported. • <i>Example of Progress:</i> Percent of graffiti removed within 48 hours of reporting.	• Police Department, Graffiti Tracker	• Regional database
Public Safety & Crime	• Adequate lighting in parks.	• 100% of burned out lights replaced within ___ hours of being reported.	• Public Works	•
Public Safety & Crime	• Percentage of parks that have volunteer crime watch patrols.	• <i>Example:</i> 100% by 2015 • <i>Example:</i> In 2011, 16 active Adopt-a-Park volunteers were serving in 7 City parks. • <i>Example:</i> Journey Community Church has adopted Collier Park.	• Community Services Department	•
Policy HW-1.1.3: Design for seniors, children, and those with disabilities.				
Injury Prevention	• Percentage of street corners that are wheelchair accessible.	• <i>Example:</i> 100% by 2015 • Number of Pedestrian Facilities Goals, Objectives, and Policies implemented (near La Mesa Ricardo Facilities and	• Public Works Department	•

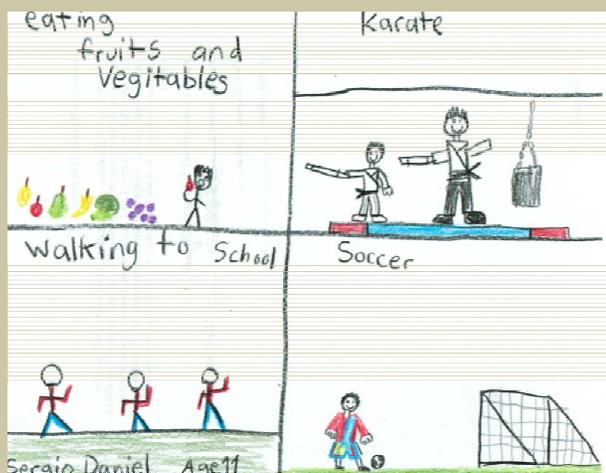
Case Study #2: City of Lemon Grove

- 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

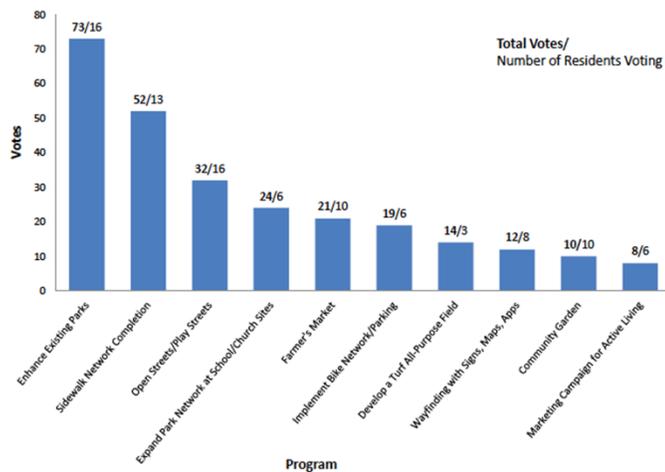
Coloring Contest – Runners Up



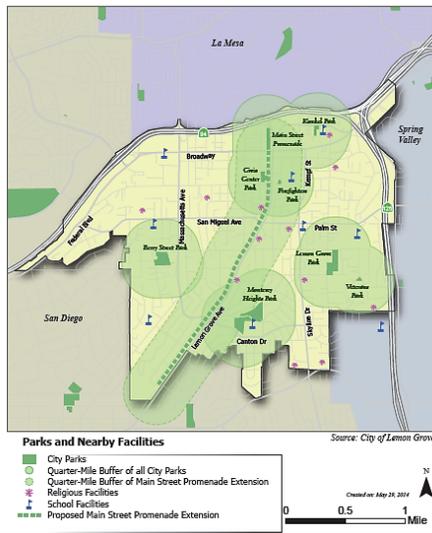
Coloring Contest – Winner!



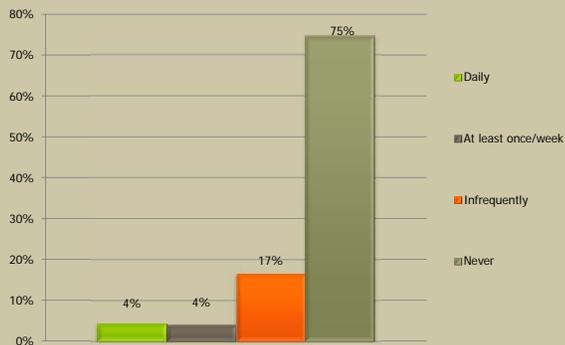
Results: Lemon Grove "Dollars and Sense" Activity



Map 2: Quarter-Mile Park Access



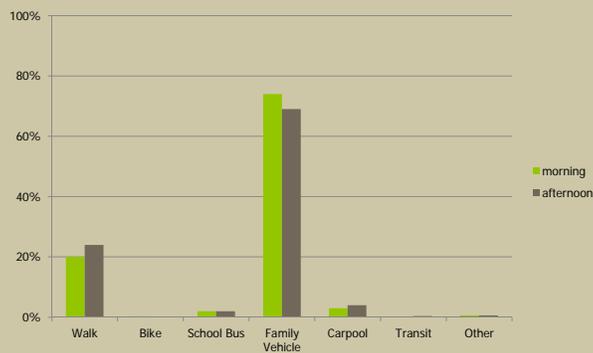
Transit Use by Residents



Source: 2013 Kaiser Permanente Survey of Lemon Grove residents



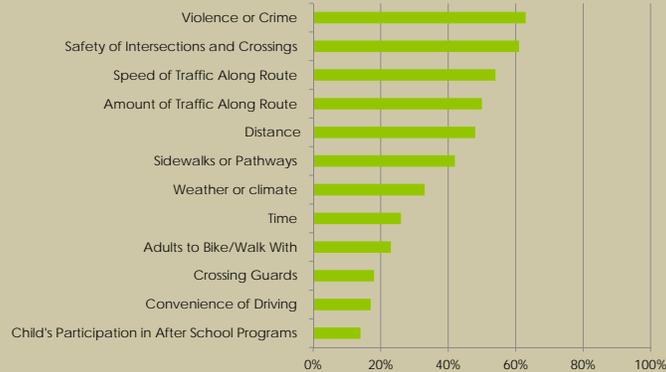
Student typical travel mode to and from school



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



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

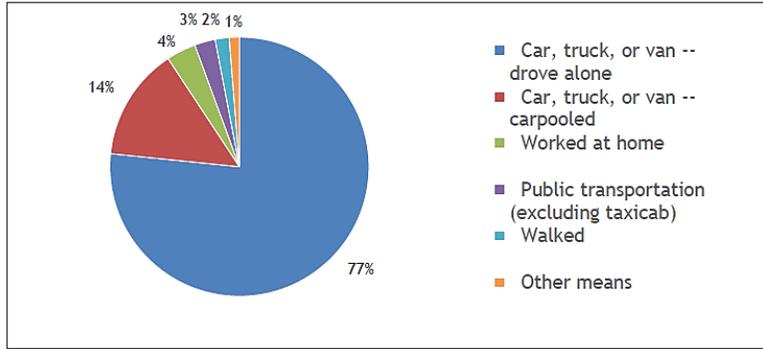
- Created a new Arts and Culture District, Art Walk
- Enhancements to Buena Vista Creek planned to create a linear park and pedestrian access/trails
- Carried forward GP theme of "Connections" by including guidelines for projects to incorporate walking and biking facilities to better integrate the downtown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



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



Bicycle/Pedestrian Counts

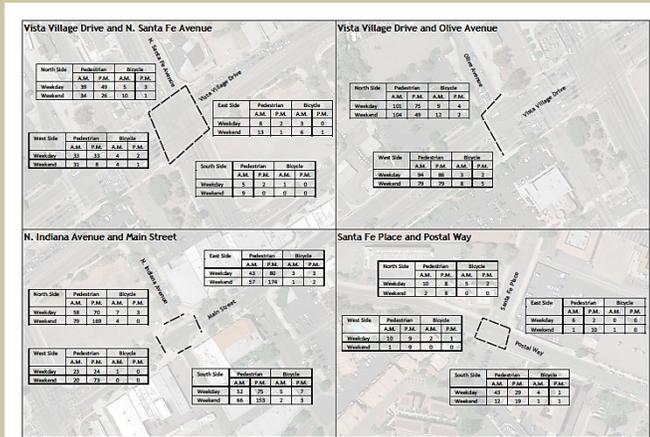


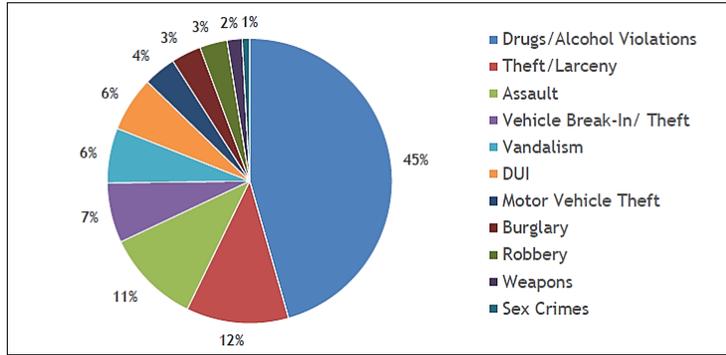
Figure 17

Downtown Bicycle and Pedestrian Volumes
DOWNTOWN VISTA SPECIFIC PLAN



Crime Statistics

Figure 20 - Crime Type Summary



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

Questions?

