



# Building Health in Suburban Counties: Two Case Studies in Shaping Local Plans



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**New Partners for Smart Growth**  
**Charlotte, South Carolina**  
**February 3, 2011**

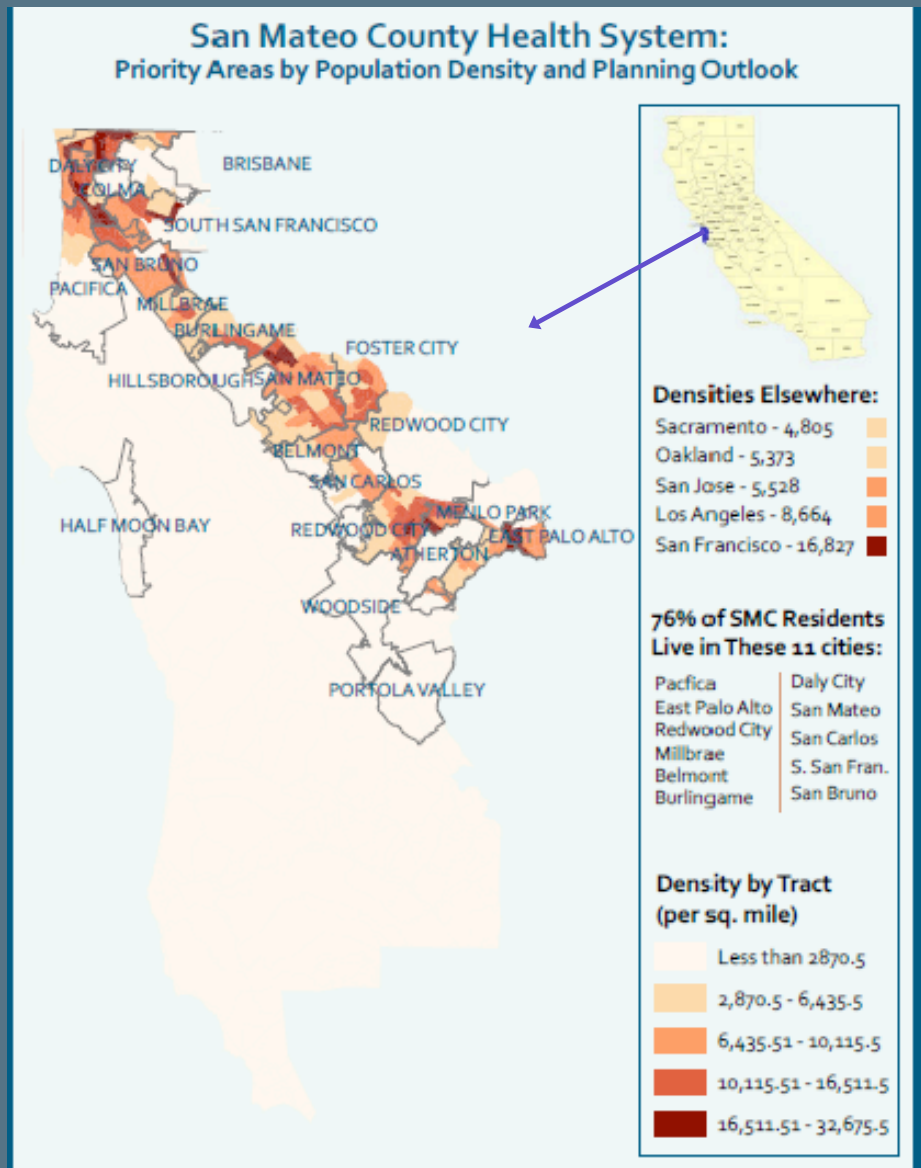


# Objectives

- Identify a prevention framework that establishes the importance of equity.
- Identify land use and transportation policies health outcomes impacted.
- Understand strategies for integrating health equity in local planning processes.

# San Mateo County Context

- Population of 725,000
  - 21 cities plus unincorporated County
  - Diverse environments, populations, languages
- Overall wealthy county
  - In-commuting, jobs
  - 83% solo commuters
- Significant health disparities



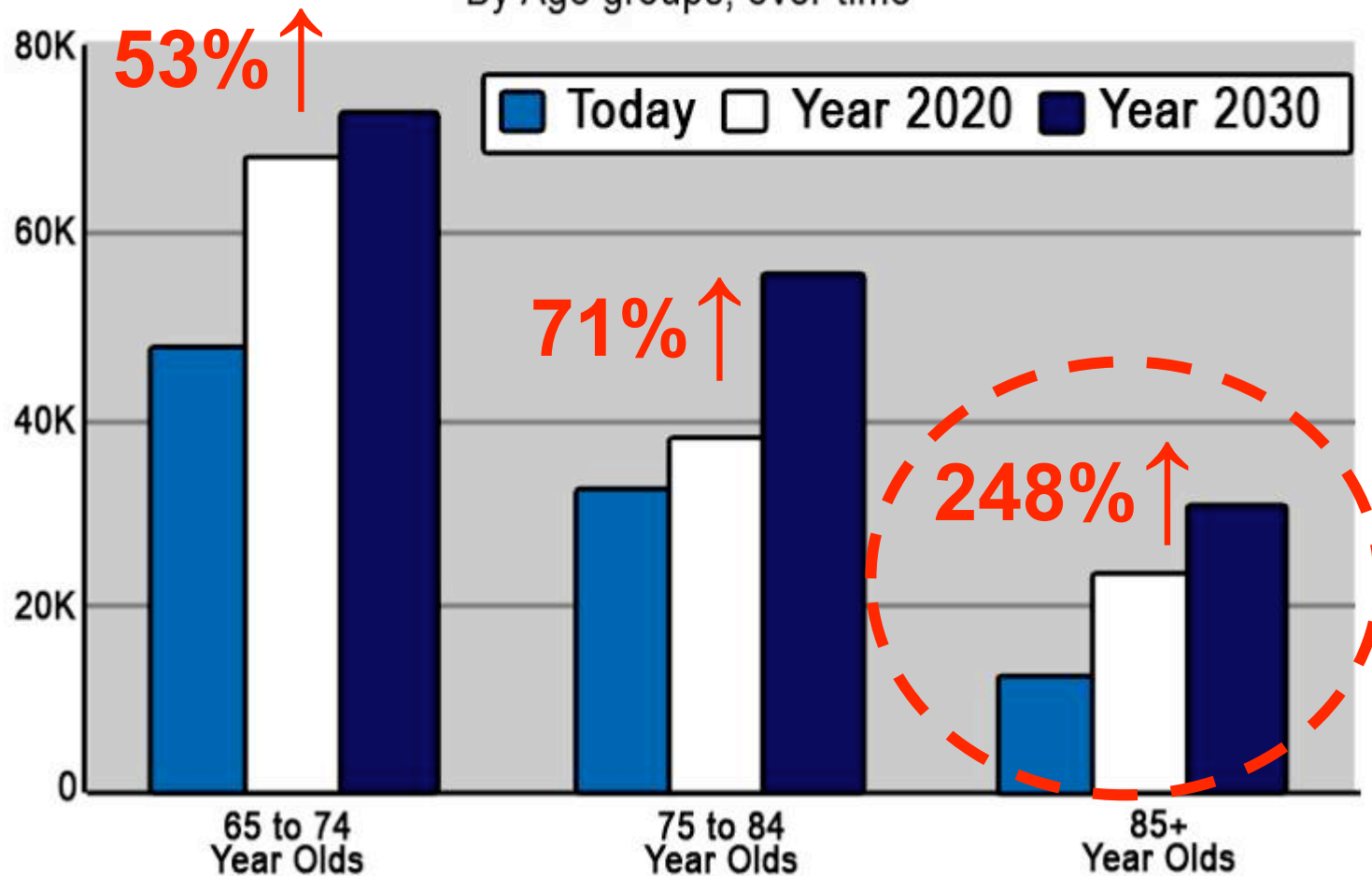
## Leading Health Issues Are All Preventable

- #1 Cause of death in San Mateo County is heart disease -- 25% of all deaths
- In 10 years the # of adults with diabetes in San Mateo County has doubled
- 25% of San Mateo County children are overweight or obese
- 1/3 of SMC 7<sup>th</sup> graders meet physical fitness standards

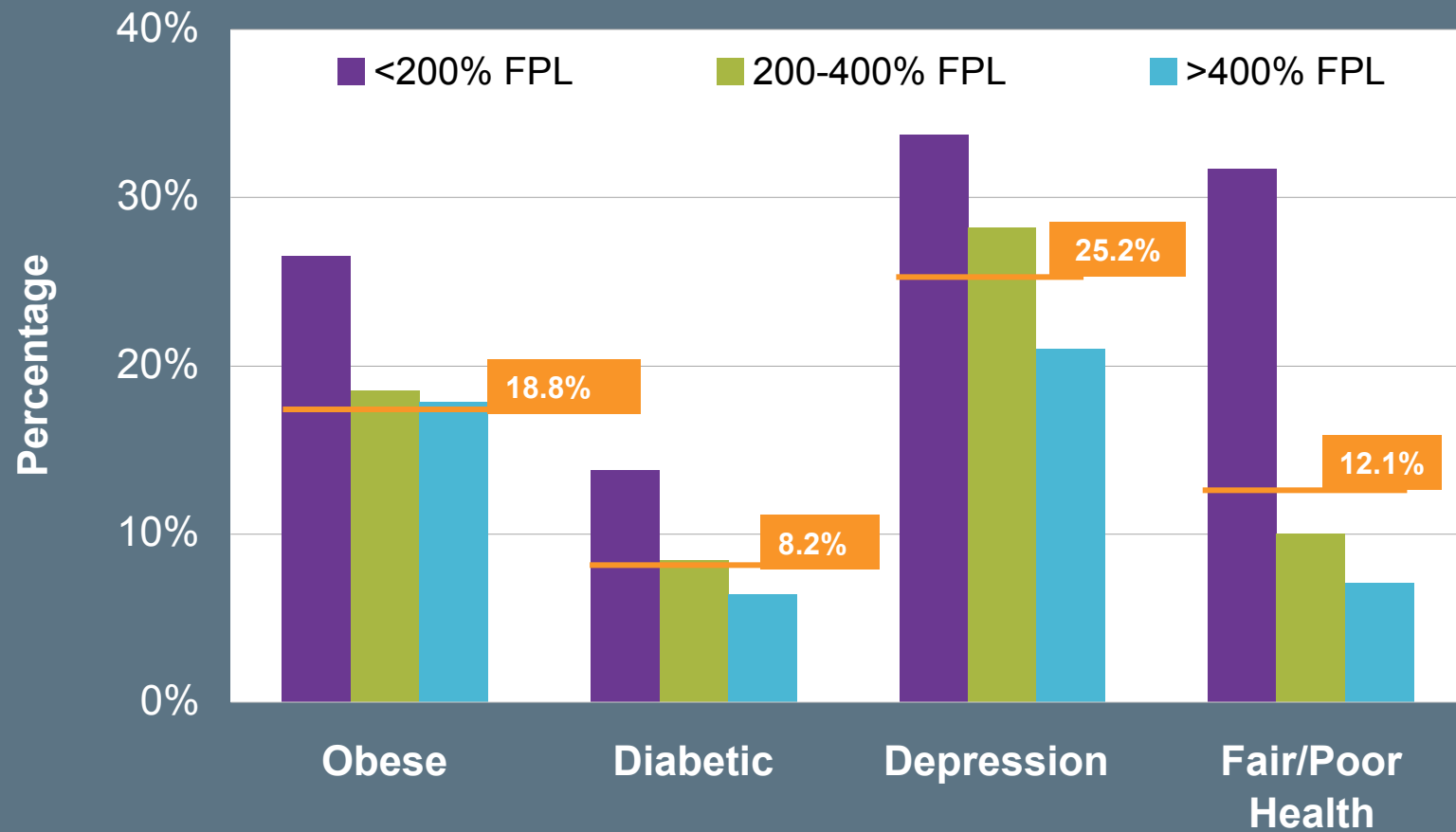
# Increased Number of Older Adults

## OLDER ADULTS IN SAN MATEO COUNTY

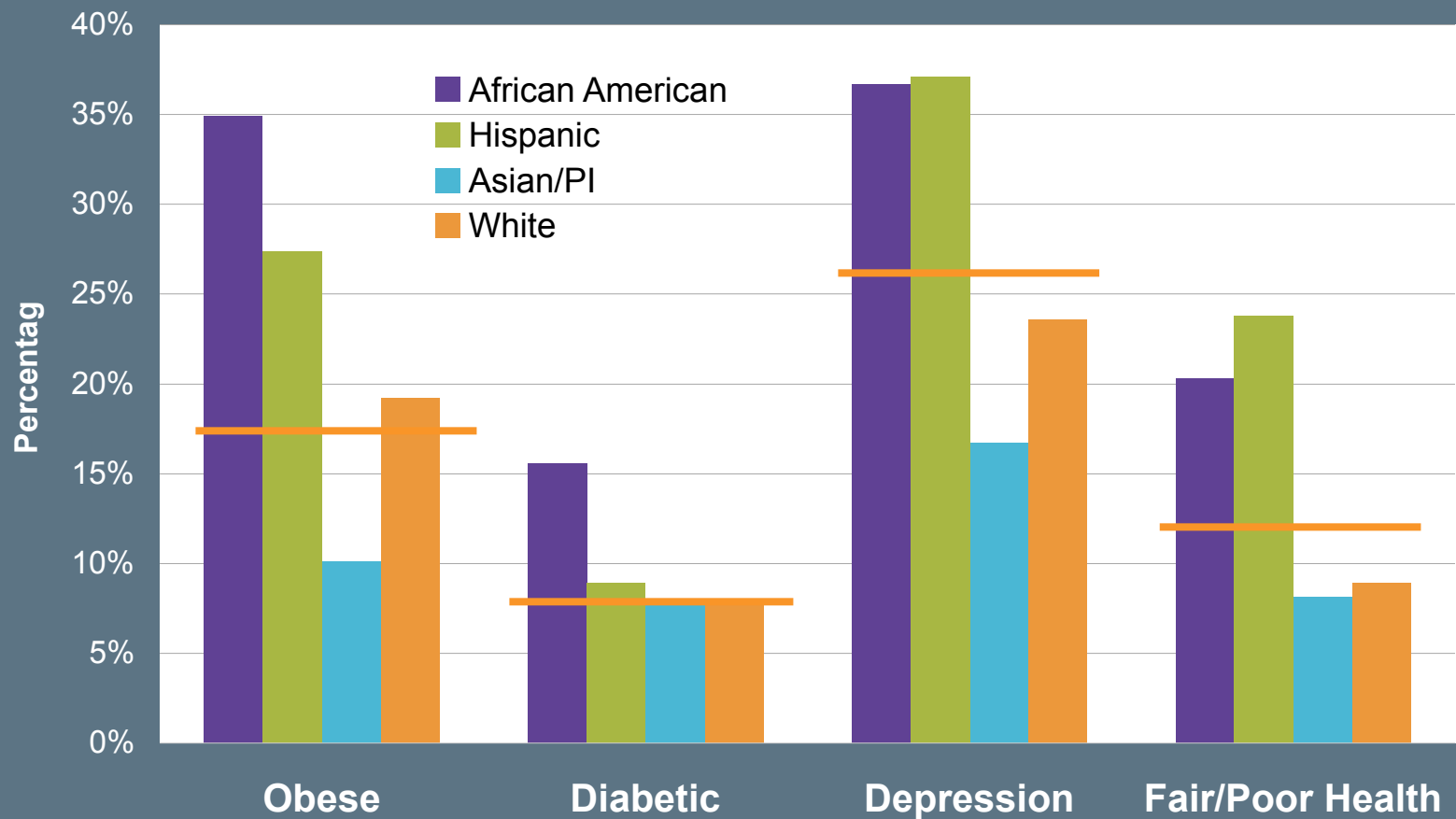
By Age groups, over time



# Key Health Outcomes: Patterns by Income



# Key Health Outcomes: Patterns by Race

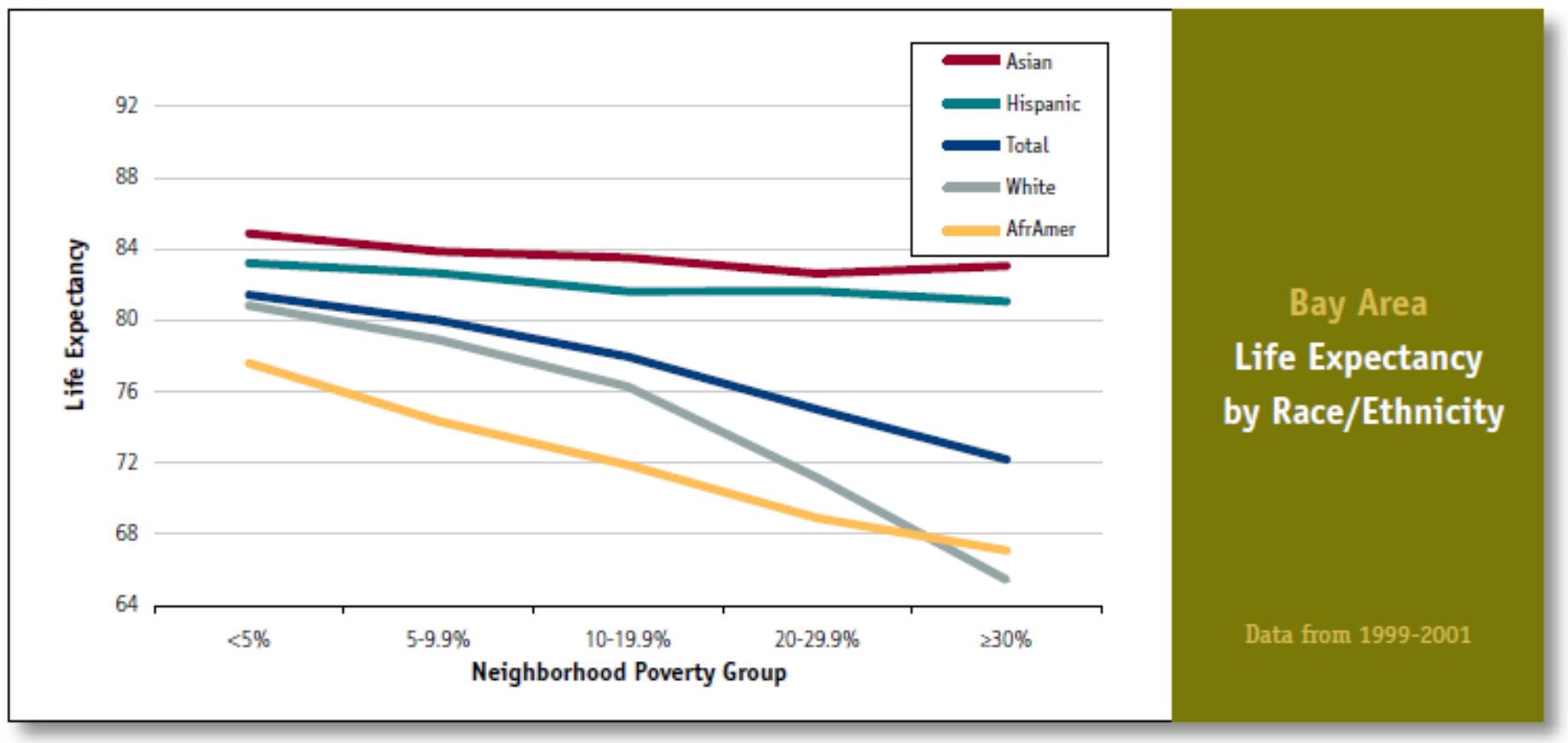


# Place Matters





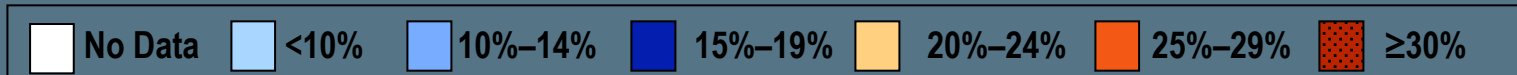
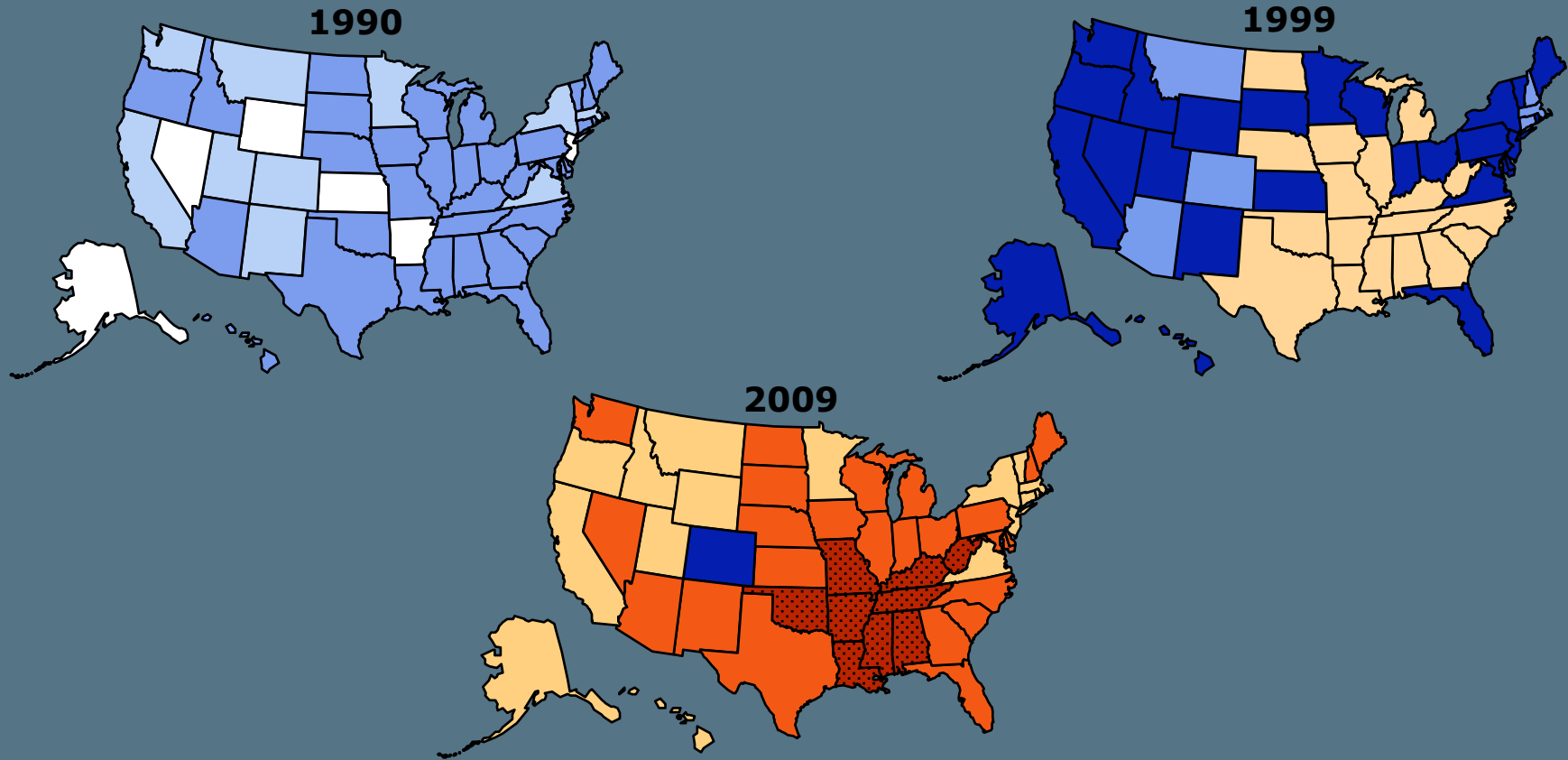
# Life Expectancy by Place and Race



# Obesity Trends\* Among U.S. Adults

## BRFSS, 1990, 1999, 2009

(\*BMI  $\geq 30$ , or about 30 lbs. overweight for 5'4" person)





**Poor striping for pedestrian crossing**



**Person with walker stuck in median**

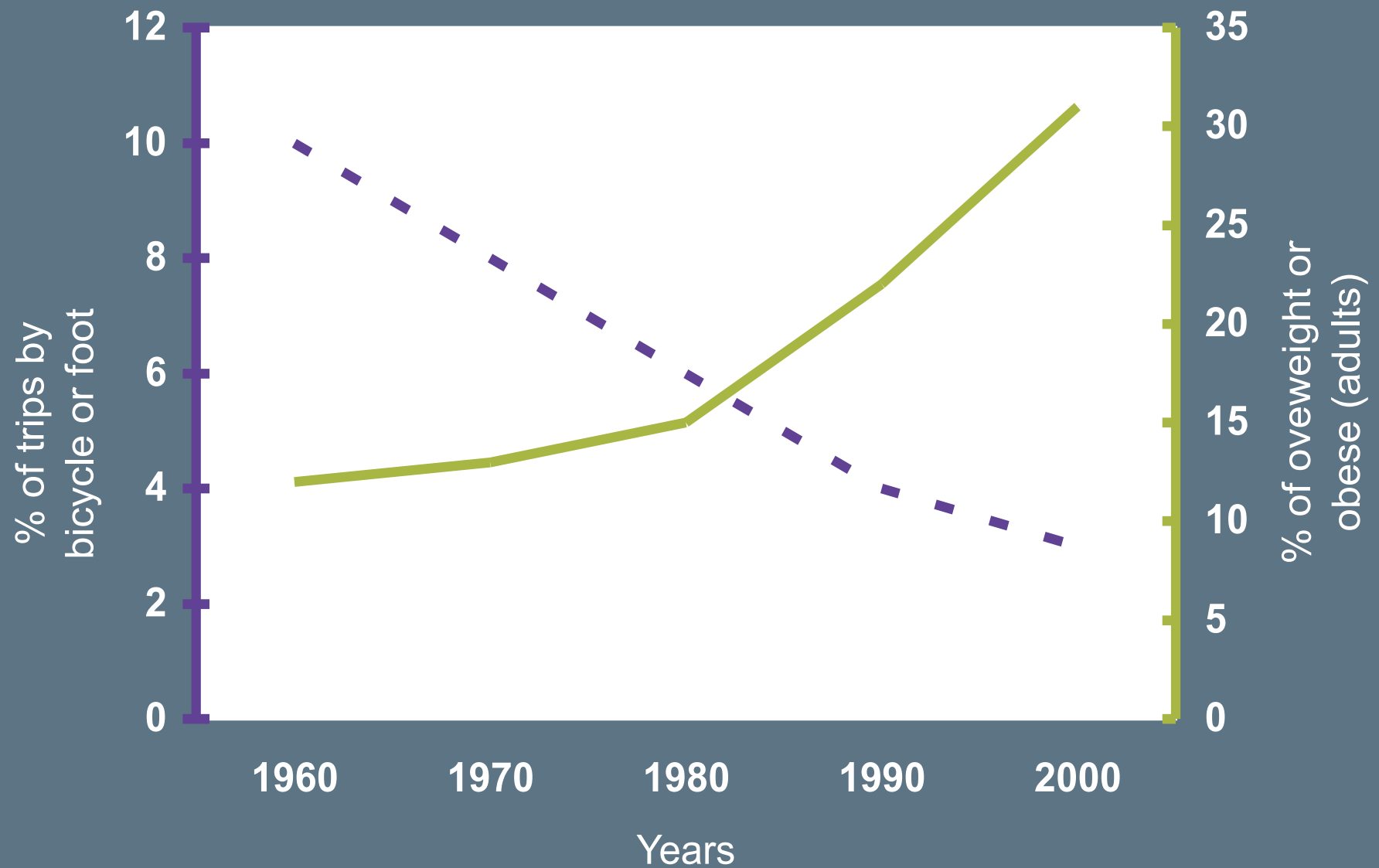


**Rolled Curbs with Cars Parked on Sidewalks**

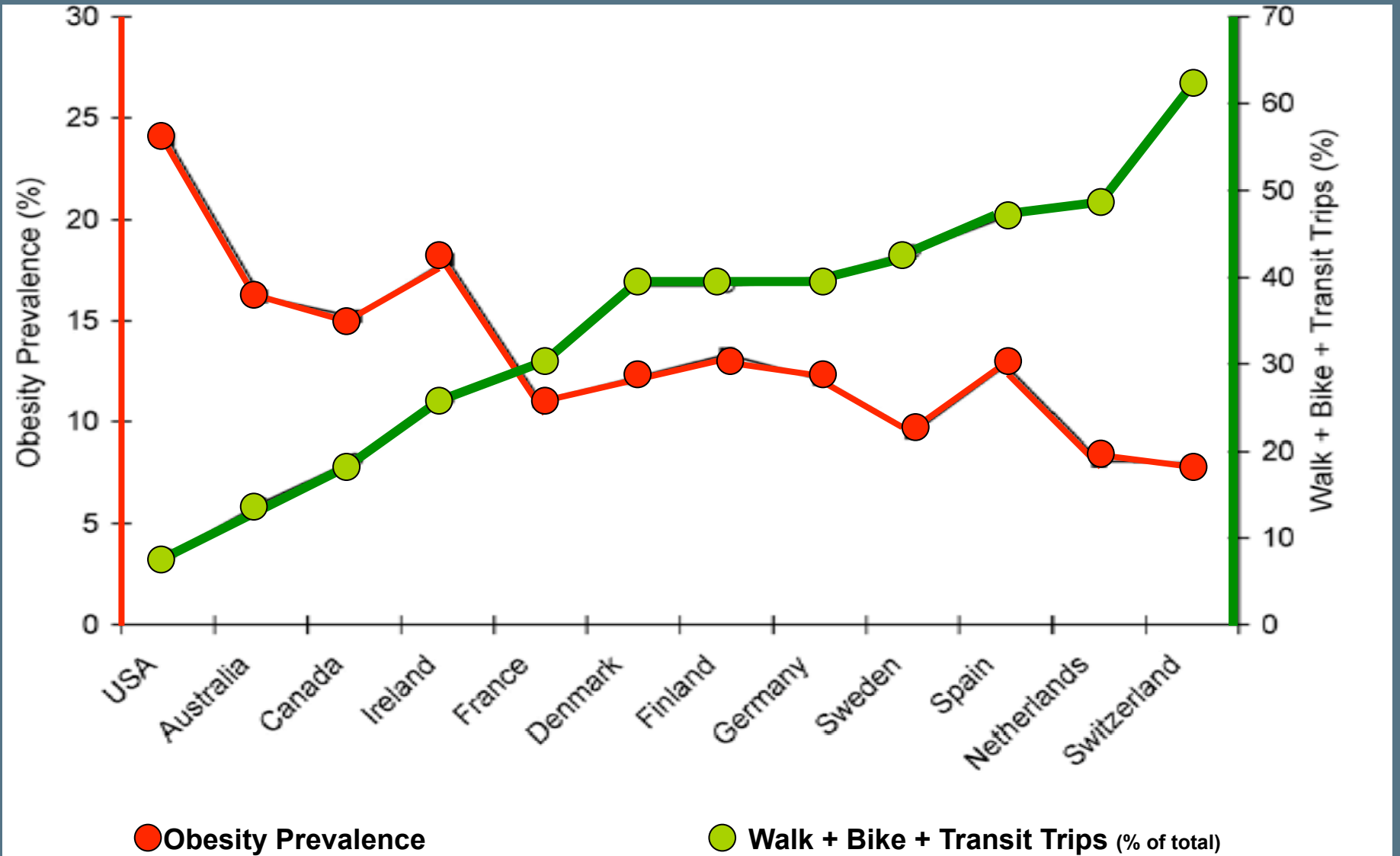


**No Sidewalks**

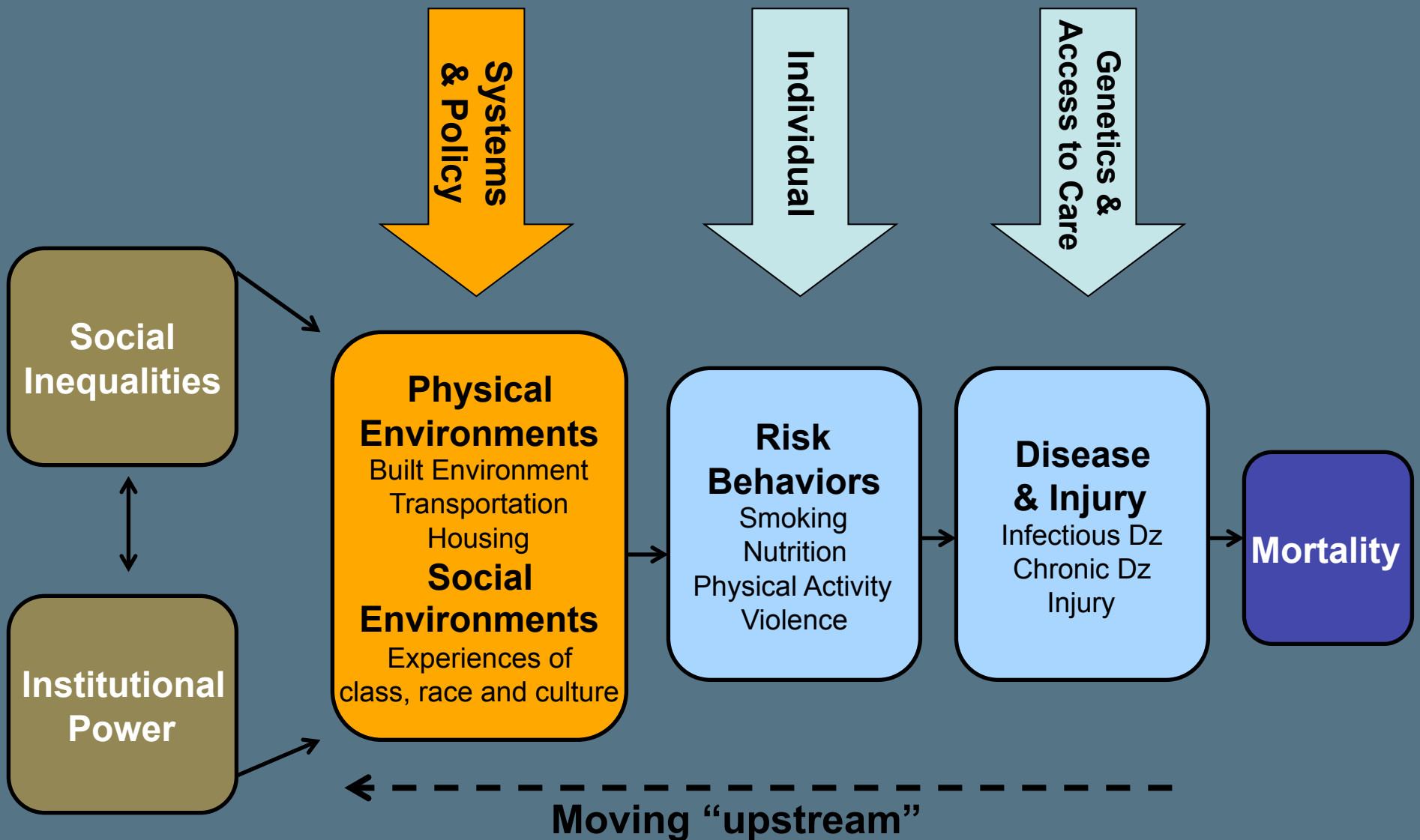
## Changes in Bicycling and Walking Rates vs. Obesity and Overweight Rates in U.S.



# We can create health by changing place



# BARHII SDoH Model



# Increasing Health System Involvement in Place

- 2004 – Prevention of Childhood Obesity Blueprint
- 2006 - BOS Adopts Healthy Communities Ordinance, Community Convenings
- 2008 – Grand Boulevard Initiative, Housing Elements, General Plan, North Fair Oaks Assessment
- 2009 – 3 General Plans, East Palo Alto Redevelopment, Station Area Plans
- 2010 – Practical resources and publications, Countywide Transportation Plan, Community-Based Transportation Plans, regional planning agency engagement
- 2011 – Rapid Health Impact Assessment, Sustainable Communities and Public Health



## **8-80 Rule**



***“Neighborhoods are where poverty, race/ethnicity, and other social factors converge with the physical environment to produce the overall conditions that affect health.”***

***“Policies that govern land use, transportation, economic development and redevelopment are health policies.”***

**- BARHII**



# Overview of North Fair Oaks

- Community Plan Update for Unincorporated Area
  - Plan last updated in 1979 and community has experienced significant change
  - Infrastructure, parking, safety, and circulation issues
- Community- and Partnership-driven
  - Community Council
  - County Planning, Housing, Public Health, and Sheriff, Sheriff
  - Redwood City
  - MTC grant support

# Approach in North Fair Oaks

- Partnering
  - Leadership and Health Officer support
  - BARHII report, community needs assessment
  - Relationships with non-traditional partners
- Navigating the Political
  - Unincorporated versus cities
  - Meaningful Geographies
- Capacity-building Challenges
  - Cost constraints, staff resources
  - Ability to participate

# Elements in North Fair Oaks Community Plan

- Land Use and Urban Design
- Circulation
- Parks, Recreation, and Open Space
- Community Facilities and Infrastructure
- Housing
- Economic Development
- Public Health and Safety

# Nagging won't work if the healthy choice is the hardest choice

## Fresh Food Access in Redwood City and North Fair Oaks

Markets carrying fruits and vegetables as of March 2009.

Buffer = 1/4 mile radius

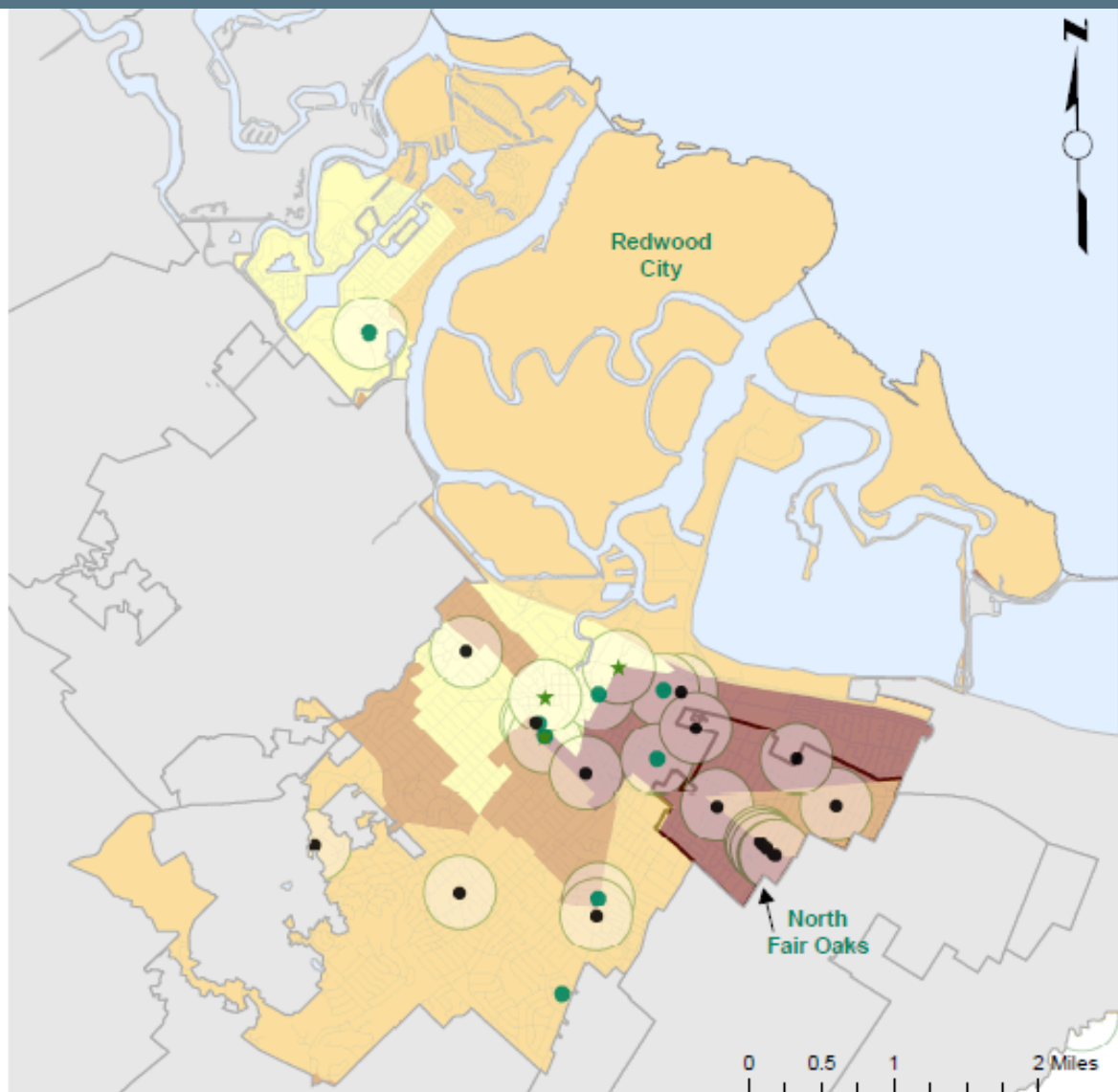
## Fruit & Vegetable Retailers

- ★ Farmers Market
- Market <2,000 SQ FT
- Market 2,001-6,000 SQ FT
- Market 6,001-10,000 SQ FT
- Market > 10,001 SQ FT

## Youth as % of Pop. (2000)

- 0 - 17.5
- 17.6 - 22.4
- 22.5 - 28.3
- 28.31 - 37

San Mateo County Health System  
Health Policy and Planning  
October 2009





# Nagging won't work if the healthy choice is the hardest choice



Source: MIG





# Existing Health Conditions in North Fair Oaks

- 44% overweight; higher than county and state averages
- 25% obese; similar to county and state averages
- 26% of students tested (5<sup>th</sup>, 7<sup>th</sup>, 9<sup>th</sup> graders) overweight
- **All rates have been increasing over the last 12 years**

# Existing Health Conditions in North Fair Oaks

- Chronic conditions leading causes of death
  - Heart disease, cancers, and hypertension
- Much higher than average rate of homicide\*
  - Among the top ten causes of death in North Fair Oaks
  - 53<sup>rd</sup> cause of death Countywide

# Emerging Policy Framework

- GOAL HW1: Support access for families and children to healthy affordable foods.
- GOAL HW2: Encourage and provide space for public amenities and retail daily goods and services within walking distance of a majority of residents while reducing physical barriers that limit access to these uses.
- GOAL HW3: Enhance access for all residents and employees, especially the most vulnerable in North Fair Oaks to local public transit, and establish access to regional public transit opportunities.

# Emerging Policy Framework

- GOAL HW4: Improve medical facility options and capacity of existing clinics, which currently have a strong presence for families and children, to serve the extensive needs of residents.
- GOAL HW5: Support programs run by the Sheriff's Office and other community groups, to create new strategies for deterring both violent and property crimes which are significant concerns affecting quality of life in the neighborhood.
- GOAL HW6: Improve conditions for residents in North Fair Oaks by reducing potential environmental impacts such as the incompatibility residential units along rail corridors and in close proximity to industrial uses.

# Comparison of Community Issues & Processes

North Fair Oaks	East Palo Alto
County, single process	City, parallel efforts
Technical Advisory, Steering Committee roles	Workshop participant, subject matter input; T.A. to YUCA
B.E. Health Measures, Health and Wellness Element in plan	Multiple, broad community health efforts; active community
Relationships and tensions	Relationships and tensions
Multiple issues, agreement on definition	Multiple issues, some defined differently
Transit, safety, connectivity	Transit, complete streets, infrastructure
Seeing health differently; quantifying impacts	Seeing health differently; economic development



# **BUILDING HEALTH IN SUBURBAN COUNTIES:**

## **Two Case Studies in Shaping Local Plans**

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