

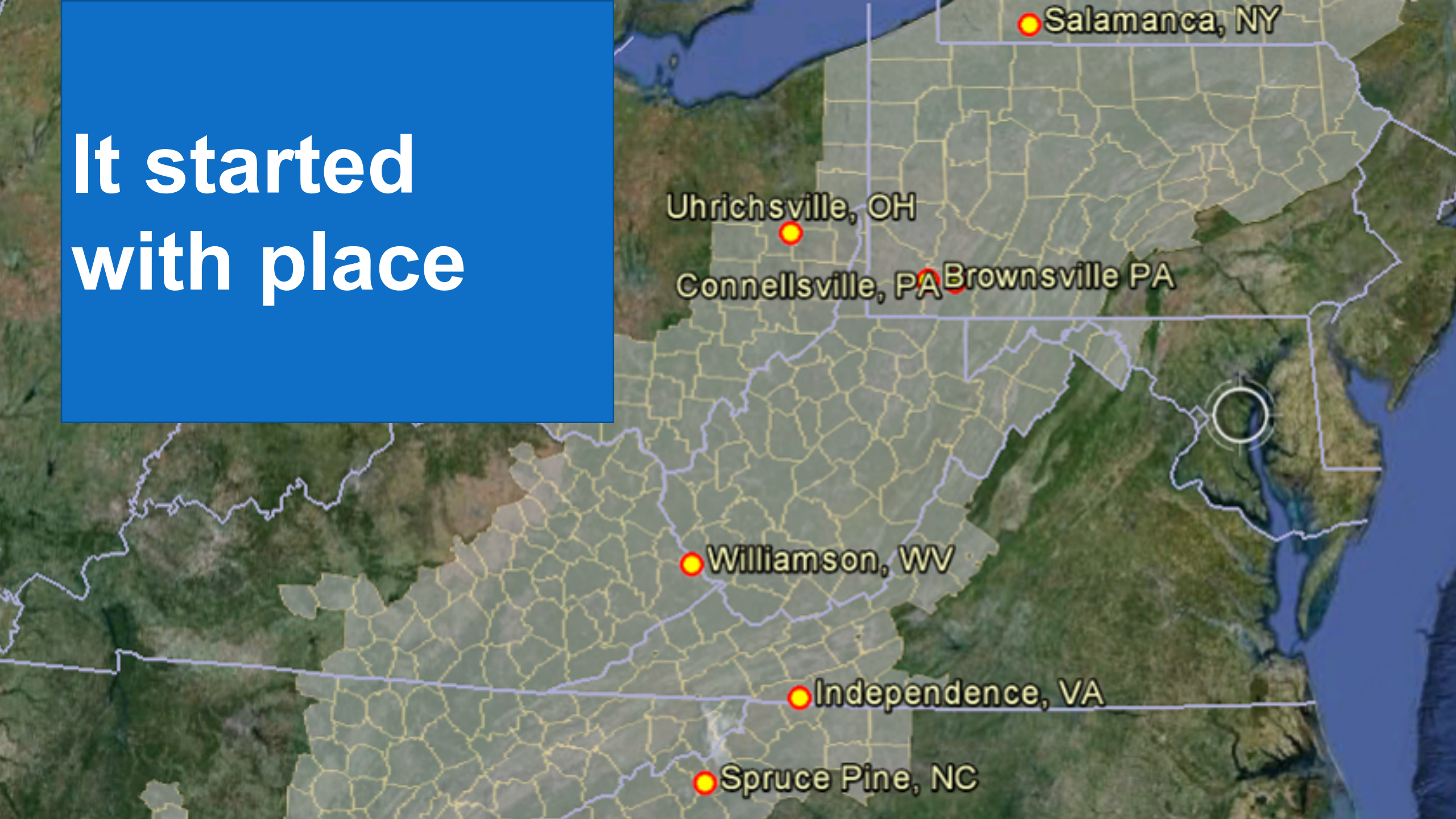
Creating a Culture of Health in Rural Appalachia

**New Partners for Smart Growth Conference
February 4, 2017**



RENAISSANCE
PLANNING

**It started
with place**



Revitalize

Catalyze

Strengthen

Leverage

Transition

Connect

Unify

OurTown

Reimagine

funding

manage

Catalyst

improve

walkability

position

change

Repurpose

Reverse

workforce

places

civic

transition

plan

parks

comfortable

existing

training

breathing-life-into

vitality

cohesive

wayfinding

strategy

opportunities

unifying

space

diverse

Reinvent

join

projects

small

connections

reposition

improvement

leverage

trails vibrant

decline

towns

resources

stages

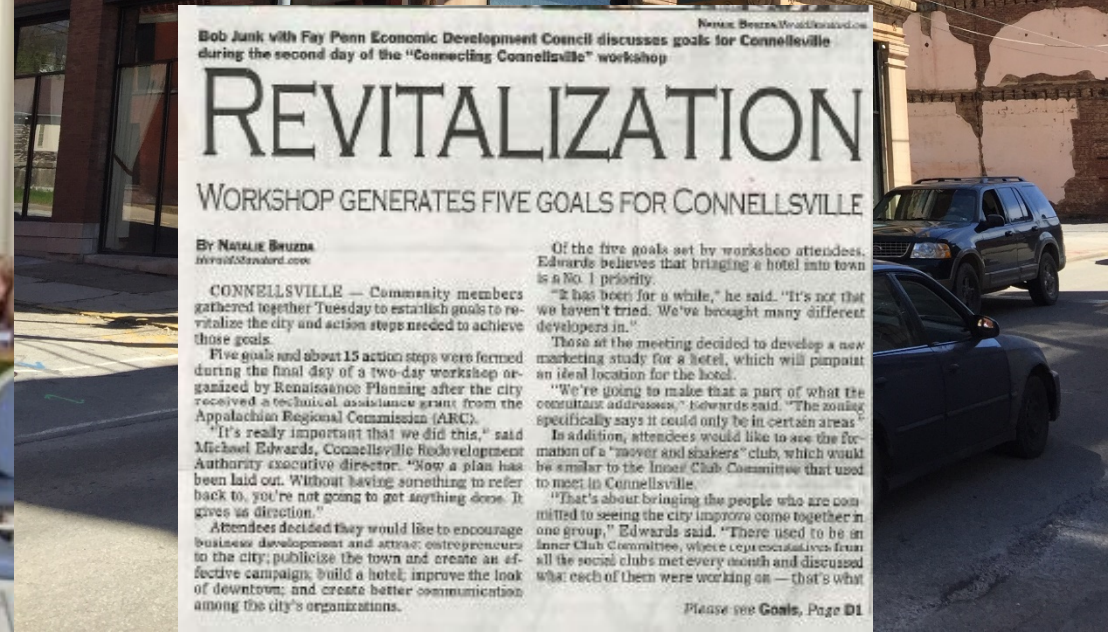
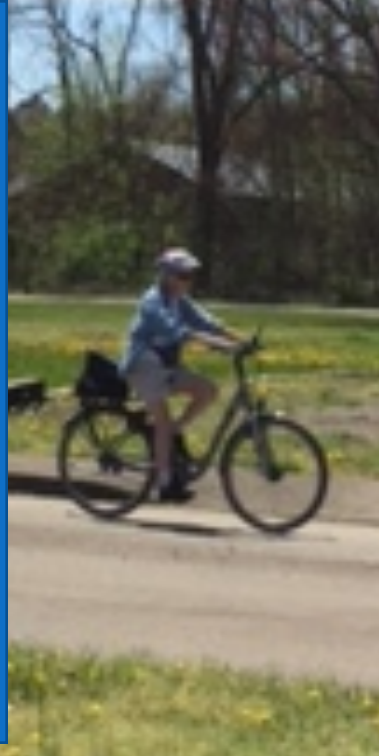
people

jobs

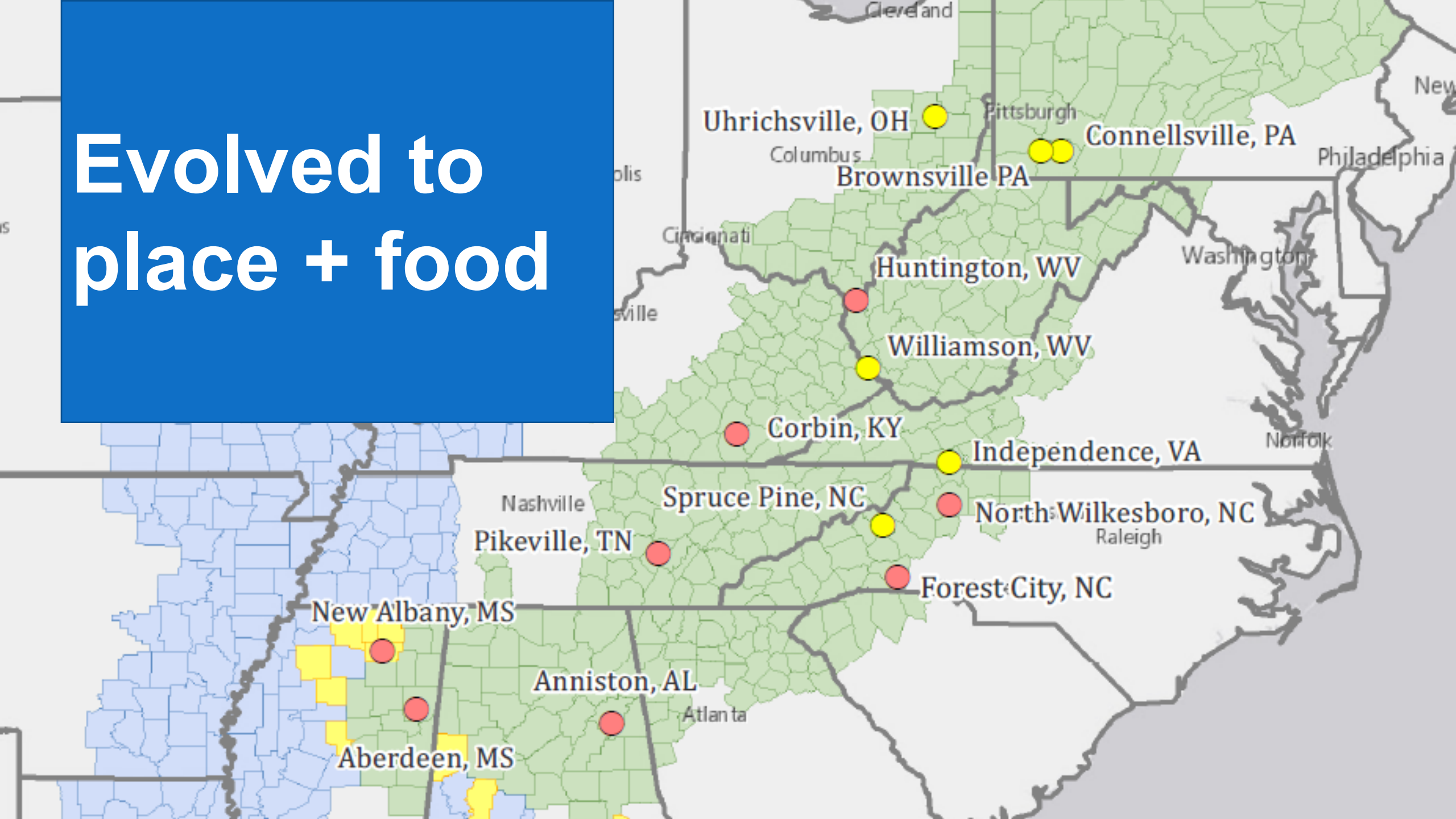
future

Connellsville

PENNSYLVANIA



Evolved to place + food



Corbin KENTUCKY



Different voices come to the table



Health partners emerge as agents of change

Having a seat at the table and reframing the conversation...

- Reduce poverty through economic development
- Improve diet through access to fresh foods
- Promote active living through place-making improvements that encourage walking and biking
- Catalyze revitalization with thoughtful location of healthcare facilities

Evolved to
place +
health



*A Program of the
U.S. Environmental Protection Agency and
Appalachian Regional Commission*



HEALTHY PLACES

for

HEALTHY PEOPLE



What is a healthy place?

“Those designed and built to improve the quality of life for all people who live, work, worship, learn and play within their borders—where every person is free to make choices amid a variety of healthy, available, accessible, and affordable options”

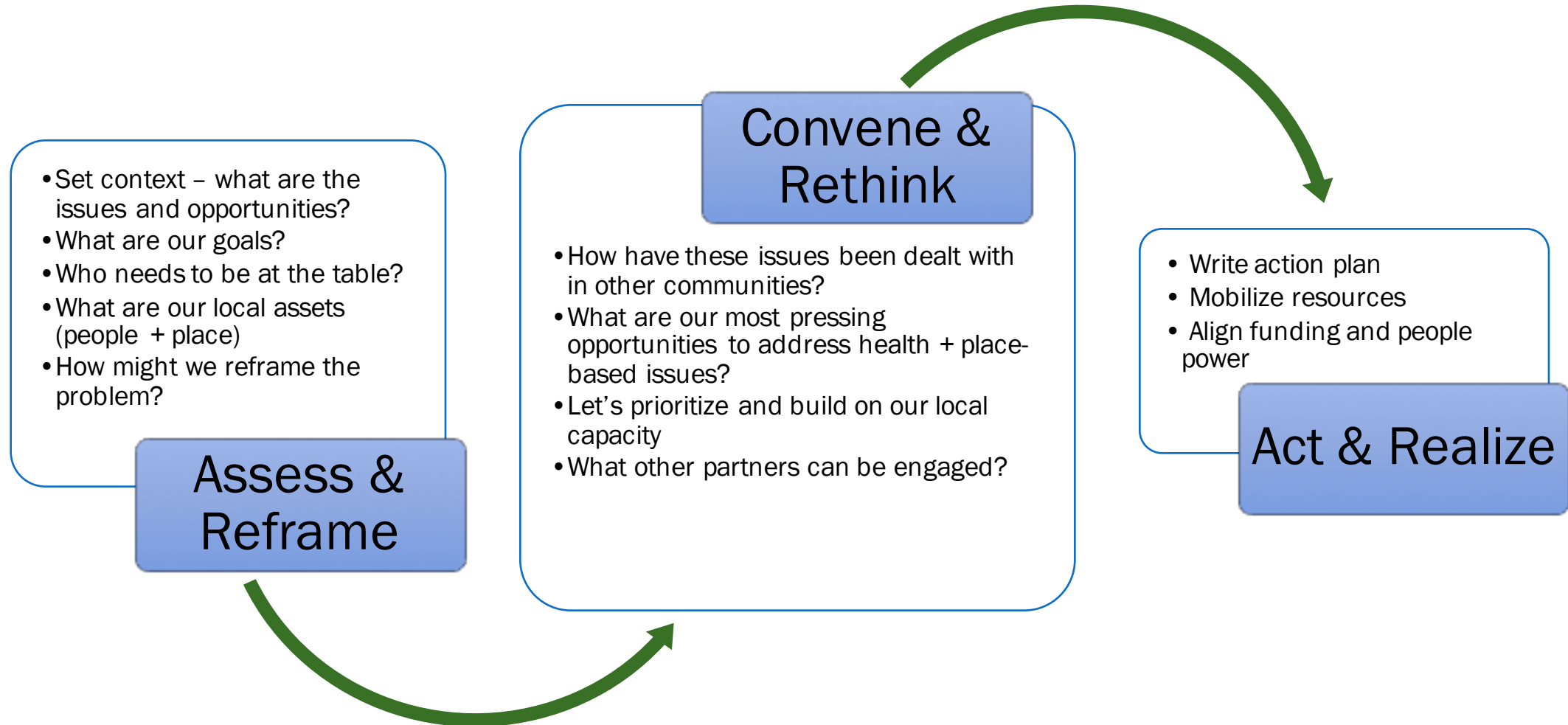
Source: Centers for Disease Control and Prevention, Health and Healthy Places (2014).

Pilot program

How do we create healthy places?

- Using health as an economic driver
- Leveraging health partners for economic revitalization
- Increasing access to primary care and preventive services
- Promoting healthy behaviors and lifestyles
- Fostering collaboration between health sector and economic development

Proven model of quick-hit technical assistance



Desired results

- Integrating health considerations into all community development initiatives
- Leveraging health partners to bring added capacity to the table address key challenges
- Align place & programmatic investments and initiatives to create healthy places that foster better health outcomes
- Expand body of knowledge and promote information exchange on lessons learned and success stories

Contacts:

Margot Brown, ScD, MSPH

U.S. EPA Office of Sustainable Communities
202-566-0874

brown.margot@epa.gov

Stephanie Bertaina

Senior Policy Analyst
U.S. EPA Office of Sustainable Communities
202-566-0157

bertaina.stephanie@epa.gov

Kate Ange, AICP

Vice President
Renaissance Planning
703.776.9922 x500

kange@ciesthatwork.com

Alana Brasier, AICP

Project Manager
Renaissance Planning
813.254.7741 x207

abrasier@ciesthatwork.com

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