Creating a Culture of Health in Rural Appalachia

New Partners for Smart Growth Conference
February 4, 2017
It started with place
Connellsville
PENNSYLVANIA

Revitalization
Workshop generates five goals for Connellsville

By Nicole Brubaker
nreutelum@comcast.net

CONNELLSVILLE — Community members gathered at a webinar on Wednesday to discuss how they can work together to achieve goals for revitalizing their city.

The group, which included representatives from local businesses, government agencies, and non-profits, discussed strategies for increasing economic development, improving public spaces, and enhancing the overall quality of life in Connellsville.

One of the main goals identified was to create a more connected community through improved transportation options and increased accessibility.

Another goal was to attract new businesses and residents to the area, which would help to stimulate the economy and create more job opportunities.

Participants also suggested the need for better communication among city officials and community members, as well as ways to increase engagement and participation in local decision-making processes.

Overall, the workshop was seen as a positive step towards fostering a sense of collaboration and unity among Connellsville residents.

"It's really important that we all work together," said one attendee. "We need to be focused on the long-term vision for our city and work towards achieving those goals."
Evolved to place + food
Different voices come to the table
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
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).
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

**Assess & Reframe**
- Set context – what are the issues and opportunities?
- What are our goals?
- Who needs to be at the table?
- What are our local assets (people + place)
- How might we reframe the problem?

**Convene & Rethink**
- How have these issues been dealt with in other communities?
- What are our most pressing opportunities to address health + place-based issues?
- Let’s prioritize and build on our local capacity
- What other partners can be engaged?

**Act & Realize**
- Write action plan
- Mobilize resources
- Align funding and people power
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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