Welcome to
ASTHO’s Payment and Delivery Reform Technical Assistance Call Series

Community Development as a Partner for Health Equity

June 28, 2016
Presented by ASTHO and the Centers for Disease Control and Prevention

Participant call-in number: (855) 506-1335; Required conference ID: 24887533
Objectives of the call:

• Highlight alignment between community development and public health on health equity.

• Describe emerging partnership opportunities between community development organizations and public health agencies as a result of the Affordable Care Act and new private investment vehicles.

• Discuss with audience members about the role of community development in future public health research and practice.
Speakers

Daniel Lau, MPH
Manager of Strategic Engagement
Build Healthy Places Network
Speakers

Renee Roy Elias, PhD
Manager of Strategic Programs & Research
Build Healthy Places Network
COMMUNITY DEVELOPMENT AS A PARTNER FOR HEALTH EQUITY

Renee Roy Elias, PhD
Manager of Strategic Programs & Research

Daniel Lau, MPH
Manager of Strategic Engagement

June 28, 2016, Association of State and Territorial Health Officials
PRESENTATION OUTLINE

1. Health Happens in Neighborhoods
2. What is Community Development?
3. Community Development’s Scope and Scale
4. Momentum for Cross-Sector Collaboration
5. Opportunities for Public Health
6. The Network as the Connector
HEALTH HAPPENS IN NEIGHBORHOODS
IN DETERMINING YOUR HEALTH...

94102 >
In Chicago, for example, babies born just a few train stops apart can have a 16-year difference in life expectancy.

In New Orleans, life expectancy can vary by **25 years** across neighborhoods.

Health care ≠ health

THE SCALE OF HEALTHCARE SPENDING

$3.2 trillion in healthcare expenditures in 2015

Less than 3% of this amount ($75.4 billion) was invested in public health in 2013

Sources: Centers for Medicare & Medicaid Services, Trust for America’s Health
HEALTHY COMMUNITIES INITIATIVE

• 24 meetings to date

Robert Wood Johnson Foundation
Fundamentally change how we revitalize neighborhoods, fully integrating health into community development.

WHAT IS COMMUNITY DEVELOPMENT?
COMMUNITY DEVELOPMENT IS IN THE NEIGHBORHOOD IMPROVEMENT BUSINESS
COMMUNITY DEVELOPMENT IS A SECTOR

DEVELOPMENT

FINANCING

AFFORDABLE HOUSING
COMMUNITY BUILDING PROGRAMS
BUSINESSES
SOCIAL SERVICES
JOB TRAINING
COMMUNITY CENTERS
HEALTH CLINICS
CHARTER SCHOOLS
COMMUNITY DEVELOPMENT IS A SECTOR

COMMUNITY DEVELOPMENT CORPORATIONS (CDCs)

COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS (CDFIs)

DEVELOPMENT

FINANCING

AFFORDABLE HOUSING
BUSINESSES
JOB TRAINING
HEALTH CLINICS

COMMUNITY BUILDING PROGRAMS
SOCIAL SERVICES
COMMUNITY CENTERS
CHARTER SCHOOLS
COMMUNITY DEVELOPMENT IS A SECTOR

- AFFORDABLE HOUSING DEVELOPERS
- NEIGHBORHOOD PLANNERS

COMMUNITY DEVELOPMENT CORPORATIONS (CDCs)

COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS (CDFIs)

- FOUNDATIONS
- PRIVATE BANKS
- IMPACT INVESTORS

DEVELOPMENT

FINANCING

AFFORDABLE HOUSING

COMMUNITY BUILDING PROGRAMS

BUSINESSES

SOCIAL SERVICES

JOB TRAINING

COMMUNITY CENTERS

HEALTH CLINICS

CHARTER SCHOOLS
COMMUNITY DEVELOPMENT: AN ACTION ARM FOR HEALTH EQUITY

See The Network’s Jargon Buster and blog posts on the community development sector and its connections to health.
EAST LAKE MEADOWS
ATLANTA, GEORGIA
VILLAGES OF EAST LAKE
ATLANTA, GEORGIA

PURPOSE BUILT COMMUNITIES

See the Network’s Community Close Up case study on East Lake
VILLAGES OF EAST LAKE
ATLANTA, GEORGIA
MODEL FOR NEIGHBORHOOD TRANSFORMATION

- Mixed Income Housing
- Cradle-to-College Education Pipeline
- Community Wellness

A Defined Neighborhood
COMMUNITY DEVELOPMENT’S SCOPE AND SCALE
COMMUNITY DEVELOPMENT PAST: URBAN RENEWAL

Pruitt-Igoe, St. Louis, MO
1956 to 1972
COMMUNITY DEVELOPMENT OVER THE DECADES

1960’s

1970’s

1980’s

1990’s

2000’s

2010+

Source: Investing in What Works For America’s Communities
COMMUNITY DEVELOPMENT CORPORATIONS & AFFILIATES

46,000
# of CDCs nationwide (2006)

75,000
Jobs created by CDC activities (2010)

Source: Democracy Collaborative
COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS

958
# government-certified CDFIs (2015)

1.56 Million
Square feet of healthy food retail financed (2015)

Source: CDFI Fund Annual Report FY 2015
HOW MUCH?
WHERE DOES THE MONEY COME FROM?

$200 Billion Annually

Federal Tax Credits/Grants
Impact Investing
PRIs/ MRIs

CRA INVESTMENTS
ENSURING EQUITABLE INVESTMENTS: COMMUNITY REINVESTMENT ACT OF 1977
HOW MUCH?
WHERE DOES THE MONEY COME FROM?

- Low-Income Housing Tax Credits
- New Markets Tax Credits
- Community Development Block Grants
- CDFI Loan Funds

CRA INVESTMENTS

Federal Tax Credits/Grants
Impact Investing
PRIs/ MRIs

$200 Billion Annually
COMMUNITY DEVELOPMENT IS IN THE LEVERAGING BUSINESS

$15 MILLION RAISED IN CAPITAL CAMPAIGN

$15 MILLION INVESTED IN AFFORDABLE HOUSING

$15 MILLION AFFORDABLE HOUSING
COMMUNITY DEVELOPMENT IS IN THE LEVERAGING BUSINESS

$15 MILLION RAISED IN CAPITAL CAMPAIGN

$15 MILLION INVESTED IN AFFORDABLE HOUSING

$15 MILLION RAISED IN CAPITAL CAMPAIGN

$5 MILLION INVESTED IN AFFORDABLE HOUSING

$15 MILLION LEVERAGE FROM CDFIS AND BANKS

$15 MILLION AFFORDABLE HOUSING
COMMUNITY DEVELOPMENT IS IN THE LEVERAGING BUSINESS

$15 MILLION RAISED IN CAPITAL CAMPAIGN

$15 MILLION INVESTED IN AFFORDABLE HOUSING

$15 MILLION AFFORDABLE HOUSING

$15 MILLION LEVERAGED FROM CDFIS AND BANKS

$5 MILLION INVESTED IN AFFORDABLE HOUSING

$15 MILLION AFFORDABLE HOUSING

$20 MILLION AFFORDABLE HOUSING

$10 MILLION EARLY CHILDHOOD CENTER
MOMENTUM FOR CROSS-SECTOR COLLABORATION
SHARED AIMS

COMMUNITY DEVELOPMENT

Physical development and neighborhood-focused services

PUBLIC HEALTH

Education, public services, policies/regulations

POPULATION HEALTH
SHARED AIMS, CONVERGING PATHS

COMMUNITY DEVELOPMENT & PUBLIC HEALTH

DETERMINANTS OF ECONOMIC OPPORTUNITY = DETERMINANTS OF HEALTH

POPULATION HEALTH
WHAT WE’VE LEARNED ABOUT BOTH SECTOR’S ASSETS

PUBLIC HEALTH
- Data/research capabilities
- Expertise in social determinants of health/health
- Policy expertise/connections to government

COMMUNITY DEVELOPMENT
- Community engagement/deep connection to neighborhoods
- Technical expertise in land use, real estate, etc.
- Financial resources
Opportunities for Health Collaboration: Leveraging Community Development Investments to Improve Health in Low-Income Neighborhoods

Abstract

Evidence for the role of place in health outcomes has been growing. Significant disparities in health outcomes between neighborhoods reflect place-based inequities in the physical, social, and economic assets needed by residents to live productive and healthy lives. The community development industry is a multibillion-dollar sector of the economy investing in low-income neighborhoods, yet to date there has been limited collaboration between the health and community development sectors. With 77 million people in the United States living in high-poverty neighborhoods, there is an ethical imperative to advance such collaboration. Integration of these sectors is needed to ensure that (1) significant public and private investments in neighborhood revitalization maximize opportunities for health improvement, (2) health expertise informs the development of tools and techniques to guide health-related project decision-making and measure health outcomes, and (3) the increasing efforts of the health care sector to address prevention and population health, in light of the Patient Protection and Affordable Care Act, are coordinated and leveraged with community development sector investments. Innovative cross-sector collaborations by the community development sector show promise in mitigating place-based disadvantage and improving the social determinants of health.

Read more at: www.apha.org
Calls upon public health agencies to solicit input and involvement from the community development sector and collaborate on research, implementation and measurement.

Adapted From: APHA Policy Statement 2015, Opportunities for Health Collaboration: Leveraging Community Development Investments to Improve Health in Low-Income Neighborhoods.
As part of this Annual Message we are issuing a challenge to individuals and organizations across America to forge new and unconventional partnerships with the goal of building a Culture of Health that benefits all.

– Risa Lavizzo-Mourey, MD, MBA, President/CEO, Robert Wood Johnson Foundation

Read more at www.rwjf.org
STATEWIDE PRACTICE: HIAs INFORMING COMM DEV'T, GEORGIA

Read more on the Georgia Health Policy Center’s website and the Network’s Fast Facts blog series.
LOCAL PRACTICE:
HIAs INFORMING COMM DEV, DENVER

Read more on the Mariposa Denver website.
NEW INVESTMENT VEHICLES:
HEALTHY NEIGHBORHOODS EQUITY FUND

A $30 million private equity fund investing in the building blocks of healthy communities in Massachusetts

Read more in the Network’s Crosswalk Magazine and www.hnefund.org
NEW INVESTMENT VEHICLES: HEALTHY FUTURES FUND

Read more in the Network’s Crosswalk Magazine and Expert Insights blog series

Source: www.healthyfuturesfund.org
OPPORTUNITIES FOR PUBLIC HEALTH
POLICY LEVER: AFFORDABLE CARE ACT

Source: http://www.surgeongeneral.gov/priorities/prevention/strategy/
A collaborative approach to improving the health of all people by incorporating health consideration into decision-making across sectors and policy areas.
PUBLIC HEALTH PARTNERSHIPS: WEST OAKLAND, CA

Learn more by visiting the Network’s Community Close Up series
PUBLIC HEALTH PARTNERSHIPS: SEATTLE/KING COUNTY, WA

KING COUNTY HEALTH AND WELL-BEING MEASURES

Life Expectancy

Tobacco Use

Frequent Mental Distress

Adverse Childhood Experiences

Lack of Physical Activity

Obesity

Diabetes

Preventable Hospitalization

Read more about Communities of Opportunity in: What Counts: Harnessing Data for America’s Communities
STATEWIDE INITIATIVES:
ACA & MEDICAID

Completed, Creston Ave, Bronx, NY

Underway, Boston Rd, Bronx, NY
STATEWIDE INITIATIVES: FUNDING FOR PREVENTATIVE HEALTH

The Massachusetts Prevention and Wellness Trust

An Innovative Approach to Prevention as a Component of Health Care Reform

State Innovation Model (SIM) Initiative

Massachusetts Prevention & Wellness Trust
THE NETWORK AS THE CONNECTOR
MISSION:
To catalyze and support collaboration across the health and community development sectors, together working to improve low-income communities and the lives of people living in them.
C Connects Leaders
Builds the Knowledge Base for Collaboration
Curates Resources and Examples of What Works
BUILDHEALTHYPLACES.ORG

By joining forces, community developers and health professionals can have a more powerful impact.

Learn More About the Network
Crosswalk

Whose City Is it? The Promise and Peril of Gentrification

A Financial Remedy on the Reservation

Read our other articles on the Network’s Crosswalk Magazine
TOOLS FOR COLLABORATION: MEASUREUP

Welcome to MeasureUp, a microsite of resources and tools to help you measure and describe your program's impact on families and communities and on factors related to health. MeasureUp provides examples, tools, and resources to help you make your case, without having to become an economist.

You can dip your toe into the topic or dive deep. You can learn about how to map issues in your community or see how other groups are measuring impact and the tools they use. Read stories about communities that have used health metrics in community development work. And if you want to design your own study, you can do that too. If you need to make your case to a funder or policymaker, read about the evidence for a link between health and community.

Here's what's available:

- **Mapping Tools**
  Learn how to map your community's strengths and target areas.

- **Measurement Tools**
  See how others are measuring health-related impact and find resources to help you get started.

- **Evidence Base**
  Learn more about the effects of neighborhood on health.

- **Measurement Stories**
  Read and watch stories from the field about measurement in action.

- **Deeper Dive**
  Want more? Go deeper with these ideas and innovations.

WWW.BUILDHEALTHYPLACES.ORG/MEASUREUP
TOOLS FOR COLLABORATION: JARGON BUSTER

Jargon Buster

Working across sectors begins with speaking the same language. If you’re lost in a sea of acronyms, this tool can help. Below we aim to demystify common industry jargon.

CDC (Centers for Disease Control and Prevention)

CDC (Community Development Corporation)

Community Benefits (Agreements)

Community Benefits (Hospital)

Community Development

Related Terms: CDC (Community Development Corporation), Community Development Financial Institutions (CDFIs), Social Determinants of Health, Health Equity

Tags
#NetworkCommons
#ZIPmatters
Affordable Care Act
Affordable Housing
collaboration
Community Close Up
Community Development
Community Health Needs
Assessment
Community Quarterback
County Health

WWW.BUILDHEALTHYPLACES.ORG/JARGON-BUSTER
RENEE ROY ELIAS, PhD
MANAGER OF STRATEGIC PROGRAMS & RESEARCH
relias@buildhealthyplaces.org

DANIEL LAU, MPH
MANAGER OF STRATEGIC ENGAGEMENT
dlau@buildhealthyplaces.org

Build Healthy Places Network

MAIN OFFICE:
870 MARKET STREET, SUITE 1255
SAN FRANCISCO, CA 94102
415.590.3034
If you have a question, you may type it into the chat box now or press the phone commands to have the operator unmute your line.

Renee Roy Elias, PhD
Manager of Strategic Programs & Research

Daniel Lau, MPH
Manager of Strategic Programs
Thank you for joining us!

Please complete our webinar evaluation survey:
http://astho.az1.qualtrics.com/jfe/form/SV_02EwFfYLY8mxsDZz

Visit ASTHO’s website for additional resources and to access a recording of today’s presentation:
http://www.astho.org/Programs/Health-Systems-Transformation/Delivery-and-Payment-Reform-TA-Call-Series/

ASTHO contacts:
Kristen Rego krego@astho.org
Megan Miller mmiller@astho.org