Welcome to

ASTHO’s Payment and Delivery Reform Technical Assistance Call Series

How State Public Health Can Invest in Healthy Communities to Improve Population Health

Presented by ASTHO and the Centers for Disease Control and Prevention
Objectives of the call:

- To increase awareness of the Federal Reserve Bank's Healthy Communities Initiative.
- To highlight case studies which identify opportunities for state public health to address health disparities within the Healthy Communities framework.
- To provide insight around how the business and health sectors can partner to improve health outcomes of a community.
Speakers

Elizabeth Sobel Blum
Senior Advisor
Community Development
Federal Reserve Bank of Dallas
Speakers

David J. Erickson, PhD
Manager, Center for Community Development Investments
Federal Reserve Bank of San Francisco
How State Public Health Can Invest in Healthy Communities to Improve Population Health

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Elizabeth Sobel Blum
Senior Advisor
Community Development
Federal Reserve Bank of Dallas
Health of our Nation, Health of our Economy

Disclaimer:

The views expressed here are the presenter’s and not necessarily those of the Federal Reserve Bank of Dallas or the Federal Reserve System. Data and facts cited in this report are compiled from public and private sources deemed reliable at the time of presentation.
The Federal Reserve, the central bank of the United States, provides the nation with a safe, flexible, and stable monetary and financial system.
Health is an Asset

Health

Education  Income
Health & CED Industries’ Common Interests: Social Determinants of Health

Health Outcomes
- Length of Life (50%)
- Quality of Life (50%)

Health Factors
- Health Behaviors (30%)
- Clinical Care (20%)
- Social & Economic Factors (40%)
- Physical Environment (10%)

Policies & Programs
- Tobacco Use
- Diet & Exercise
- Alcohol & Drug Use
- Sexual Activity
- Access to Care
- Quality of Care
- Education
- Employment
- Income
- Family & Social Support
- Community Safety
- Air & Water Quality
- Housing & Transit

County Health Rankings model © 2014 UWPHI

County Health Rankings and Roadmaps, a Robert Wood Johnson Foundation Program, www.countyhealthrankings.org/resources/county-health-rankings-model
“Across America, babies born just a few miles apart have dramatic differences in life expectancy.

To improve health we need to improve people’s opportunities to make healthy choices—in the places where they live, learn, work and play.”
## Healthy Communities Checklist

- Access to Healthy Food
- Access to Medical Care
- Aesthetics: Landscaping, Art, Culture
- Air, Soil and Water Quality
- Building Financial Capacity
- Built Environment
- Early Childhood Development
- Education
- Employment
- Entrepreneurship
- Personal/Public Safety
- Physical Activity
- Public Transportation
- Senior Needs: Accommodation, Care, Services
- Social Networks/Social Environment
- Social Services

**These components are integral to healthy, vibrant, resilient communities.**

The ZIP Code Improvement Business

The Community and Economic Development Industries:

- Build high-quality affordable housing with wraparound services
- Finance community facilities (e.g., charter schools, child care centers, community centers, grocery stores, health clinics)
- Support small businesses/microentrepreneurship
- Helping individuals build and repair their credit and access quality financial products and services
BANKS:
Meeting Community Reinvestment Act (CRA) Requirements

- Enacted to prevent redlining and encourage financial institutions to help meet the credit needs of all segments of their communities

- Each bank is evaluated on how well it serves its “assessment area”

- Community development activities (loans, investments and services)
  1. Affordable housing
  2. Community services targeting low- or moderate-income (LMI) individuals
  3. Economic development
  4. Revitalize or stabilize LMI geographies
NONPROFIT HOSPITALS: Meeting Affordable Care Act (ACA) Requirements

- Community Health Needs Assessment
- Community Health Improvement Plan
Costs of poor health

- Low morale
- Presenteeism (low productivity)
- Absenteeism
- Employee retention
- Employee turnover
- Health plan premiums
- Workers’ compensation
- Disability
Standard 1.1: Participate in or Lead a Collaborative Process Resulting in a Comprehensive Community Health Assessment

Standard 1.3: Analyze Public Health Data to Identify Trends in... Social and Economic Factors That Affect the Public’s Health

Standard 3.1: Provide Health Education and Health Promotion Policies, Programs, Processes, and Interventions to Support Prevention and Wellness

Standard 4.1: Engage with... the Community in Identifying and Addressing Health Problems through Collaborative Processes

Standard 5.2: Conduct a Comprehensive Planning Process Resulting in a Tribal/State/Community Health Improvement Plan

Standard 6.1: Review Existing Laws and Work with Governing Entities and Elected/Appointed Officials to Update as Needed

Standard 7.2 Assess Health Care Service Capacity and Access to Health Care Services

Standard 8.1: Encourage the Development of a Sufficient Number of Qualified Public Health Workers
#1: Prepare your story by putting it in a “healthy communities” perspective

a. Inextricable link between education, income, health

b. Why ZIP code matters

c. How your work is fundamental to healthy communities (e.g., list which healthy communities components are important to you and why)

d. Economic, financial, social, environmental value of your work
# Recommendations for Action

**#2: Reach out to “unusual suspects” among healthy communities experts**
*experts in building financial capacity, built environment, employment, public/personal safety, social networks, etc.*

- a. Learn their perspectives (goals, successes, challenges)
- b. Identify their community and economic development priorities (activities, geographic markets)
- c. Ask them about community collaborations that they’d recommend you joining
- d. Invite them to participate in your community collaborations
- e. Consider bringing your top staff from government relations, market research, marketing, public relations, human resources, etc.
List of Experts:
See Healthy Communities Appendix

Example: CFED

Programs
- The 1:1 Fund (*matched savings for college*)
- The Assets & Opportunity Network *(CFED’s state leader in Texas is RAISE Texas)*
- Children’s Savings Account
- Individual Development Accounts
- Innovations in Manufactured Homes
- Self-Employment Tax Initiative

Policy Agenda
- Financial Assets and Income
- Businesses and Jobs
- Housing and Homeownership
- Education
- Health Care

Healthy Communities Checklist:
- Building Financial Capacity
- Built Environment
- Entrepreneurship

Recommendations for Action

#3: As you decide how to address health and safety issues, engage community entities and residents. Residents can tell you what will work, what won’t and what kind of change is meaningful to them.

#4: Use your expertise to promote a culture of health. This could involve:

- Writing an op-ed piece in the local newspaper
- Sharing your research findings in public forums (e.g. with city council)
- Sitting on boards of local nonprofits that address nonmedical issues that affect health and safety concerns (financial capacity, built environment, employment, public transportation, social networks, etc.)
#5: Ask your employer about their strategy to cultivate a culture of health. Provide recommendations on improvement.

- Do they promote a *family-friendly* workplace culture?
- Do they consciously try to *reduce stress* in the workplace, such as by enabling employees to feel empowered to make important decisions?
- Is most of the food in the cafeteria, vending machines and at meetings *nutritious*?
- Do they *promote physical activity*, such as by making their stairwells attractive and providing exercise classes on-premises?
#6: Define success not only as learning what works but learning what doesn’t work

- Reward partners for sharing these learnings
- Incorporate these learnings into the feedback loop

This process of continual improvement is vital to creating a culture of health.
Recommended Resources

- Federal Reserve System’s community development resources: www.fedcommunities.org

- Build Healthy Places Network: www.buildhealthyplaces.org

- *Investing in What Works for America’s Communities*: www.whatworksforamerica.org

- *What Counts: Harnessing Data for America’s Communities*: www.whatcountsforamerica.org


“Healthy Communities: A Framework for Meeting CRA Obligations” is available online at www.dallasfed.org/cd/healthy/index.cfm. Select the “CRA” tab for the full report, appendix and checklist.

Elizabeth Sobel Blum
214.922.5252
elizabeth.sobel-blum@dal.frb.org

Federal Reserve Bank of Dallas Community Development
DallasFedComDev.org
@DallasFedComDev
The ReFresh Project

New Orleans, Louisiana
**Project Components:** Grocery store, “culinary medicine” teaching kitchen, youth development catering kitchen and cafe, offices, community meeting space, teaching farm, wraparound services

**Key Stakeholders:** Broad Community Connections, L&M Development Partners, Low Income Investment Fund, Whole Foods Market, Tulane University, Liberty’s Kitchen, FirstLine Schools, BoysTown, SPROUT NOLA, JP Morgan Chase, Goldman Sachs

**Financing:** New Markets Tax Credits, healthy food financing, philanthropic and city funds, market rate loans and low-interest subordinate loans

**Project Status:** Opened 2014

**Scope/Scale:** $21 million development, 60,000 sq. ft. commercial building
ADDRESSING THE SOCIAL DETERMINANTS OF HEALTH

**Economic Stability:** Grocery store anchoring a retail complex and providing jobs; youth job training and placement program; promotion of existing local small businesses

**Education:** Culinary and nutrition education for medical students, allied health students, healthcare professionals and community residents; administrative offices of a non-profit charter school management organization; youth development programs

**Public Health and Medical Care:** Community cooking and nutrition classes are linked to patients’ clinical recommendations; healthcare access through on-site screenings and nearby community health clinics

**Neighborhood and Physical Conditions:** Full-service grocery store in former food desert; well-designed new mixed use building with gardens, community meeting space, on-site water retention; streetscape improvements including bike and pedestrian infrastructure and artistic signage project; located near new greenway and new mixed-income housing

**Social and Community Context:** Community-building activities such as movie nights, live music, on-site yoga and community walking group; nutrition, healthy cooking and gardening classes; deep community involvement throughout all stages of revitalization effort
**Project Components:** Mixed-use development and mixed-income housing, community farm, major hospital revitalization, public green space, improved active, public and vehicular transportation

**Key Stakeholders:** Charter Oak Communities (COC), Stamford Hospital, City of Stamford, Stamford Community Collaborative, residents and property owners

**Financing:** U.S. Department of Housing and Urban Development, Low Income Housing Tax Credits, private equity, city grants, state capital funding, permanent debt, developer equity, hospital equity and hospital community benefit

**Project Status:** Launched in 2011, the community farm and six of seven new housing communities are complete with the hospital expansion to open in 2016

**Scale:** Neighborhood-scale redevelopment including a $186 million 390-unit mixed-income housing project in seven separate neighborhoods and a $450 million hospital expansion
ADDRESSING THE SOCIAL DETERMINANTS OF HEALTH

- **Housing**: Lower-density, mixed-income, multifamily and single-family housing (market-rate and subsidized for low- and moderate-income)
- **Economic Stability**: Career counseling, job training, youth development, healthcare career education, links to internships; household budgeting support; small business development and entrepreneurship support; new West Side Merchants Association
- **Education**: Health Sciences Institute; GED and adult education; high school healthcare career programs; nutrition education through urban farm; youth after-school programs
- **Public Health and Medical Care**: Major hospital expansion, improved access to primary, specialty and behavioral health, and dental care; two existing Federally Qualified Health Centers and new free clinic, mobile health vans; physical fitness amenities; healthy food, health, and wellness education and resources
- **Neighborhood and Physical Environment**: Urban farm, public parks, trails, streetscape enhancement; improved walkability, bike-ability and transportation connectivity; hospital campus redesigned to better integrate with neighborhood; healthy housing, green building, and “defensible space” housing design
- **Social and Community Conditions**: Deep community involvement in planning processes; volunteer-powered urban farm hosts community activities; rebranding of neighborhood to change internal and external perceptions; inclusive quarterly community planning meetings.
The Villages at Eastlake
Atlanta, Georgia
**Project Components:** Mixed-income housing, “Education Village,” indoor and outdoor recreational and community facilities, parks, grocery stores, private and public golf courses

**Key Stakeholders:** East Lake Foundation, Atlanta Housing Authority, YMCA, East Lake Meadows Residents’ Association, Atlanta Public Schools

**Financing:** HUD grant, Low Income Housing Tax Credits, New Markets Tax Credits, revenue and general obligation bonds, private debt and equity investment, foundation, corporate, and individual grants and donations

**Project Status:** Project launched 1995, now well established and showing impressive results.

**Scale:** Neighborhood, 175 acres, 542 apartments, ~2100 students in early learning center and K-12 charter school

**Affiliated With:** Purpose Built Communities
ADDRESSING THE SOCIAL DETERMINANTS OF HEALTH

- **Housing**: High quality, mixed-income housing

- **Economic Stability**: Golf course revenue helps support community programs and services; job requirement for all non-disabled, non-elderly tenants; job training, search and placement support for all residents

- **Education**: “Cradle to College” pipeline - two early learning centers, K through 12 charter schools, afterschool programming including academic and pre-college support

- **Public Health and Medical Care**: Healthy Connections program connects residents to health insurance and primary care provider, healthy food access, access to physical activity opportunities

- **Neighborhood and Physical Conditions**: Grocery store, urban farm, farmers’ market, safe walkable community, parks and recreational amenities

- **Social and Community Context**: Local high quality schools, community-building events, gardening classes, youth, senior and resident programming, and neighborhood amenities all creating positive sense of “place”
HEALTHY COMMUNITIES

David J. Erickson, PhD
415.974.3467
David.Erickson@sf.frb.org

Federal Reserve Bank of San Francisco
www.frbsf.org
Q&A

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.
Thank you for joining us!

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http://astho.az1.qualtrics.com/jfe/form/SV_1Bq35MrmzkTxtOJ

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