



Planning for Health and Equity
City of Bayfield Action Planning Workshop

Welcome!

City Comprehensive Plan and Guiding Principles



- Vision
- Sustainability, education and health equity
- Structure and key concepts

Comp Plan Overview

Introduction

Issues & Opportunities

Agriculture, Culture & Natural Resources

Utilities & Community Facilities

Transportation

Economic Development

Housing

Land Use

Intergovernmental Cooperation

Glossary

Appendix

Maps

GUIDING PRINCIPLES

Vision: Bayfield considers health, equity, and sustainability in government decision-making processes, policies, and programs, to create a vibrant, engaged, and welcoming community for all residents and visitors.

Health Goal: Bayfield supports the well-being of all with policies and programs that promote healthy food, a clean and accessible environment, and opportunities for active living in our community.

Education Goal: Bayfield builds strong relationships with the School District and other educational institutions in the area to work proactively and cooperatively on current issues and long-term community planning.

Sustainability: The Natural Step Framework (2001)

CORE VALUES AND KEY TERMS

Active Living is a way of life that integrates physical activity into your everyday routines aimed at getting the general public to encourage a healthier lifestyle; it also includes eating well and getting enough rest

Diversity means including different types and groups of people

Equity means that everyone has access to what they need to be successful; it is not the same as equality

Health means mental, physical, and social well-being

Healthy City is a term used in public health and urban design to stress the impact of policy on human health. The World Health Organization defines it as a city “that is continually creating and improving those physical and social environments and expanding those community resources which enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential.”

CORE VALUES & KEY TERMS (continued)

Quality of Life means individual or household needs are met in terms of livelihood, health, relationships, education and knowledge, social and cultural fulfillment

Resilience means that ability to bounce back from adversity and recover from challenges like severe storms and flooding

Stewardship means careful and responsible management of something entrusted to one's care

Sustainability means addressing the needs of the present without compromising the ability of future generations to meet their needs

Overview of Health in All Policies



CDC <https://www.youtube.com/watch?v=IRWAZPJ2KdA>

All Policy is Health Policy

<https://www.youtube.com/watch?v=daTeEJ7u1W0>

Health in All Policies (HiAP): *Changing how we do business*

“an approach to public policies across sectors that systematically takes into account the health and health systems implications of decisions, seeks synergies, and avoids harmful health impacts, in order to improve population health and health equity.”

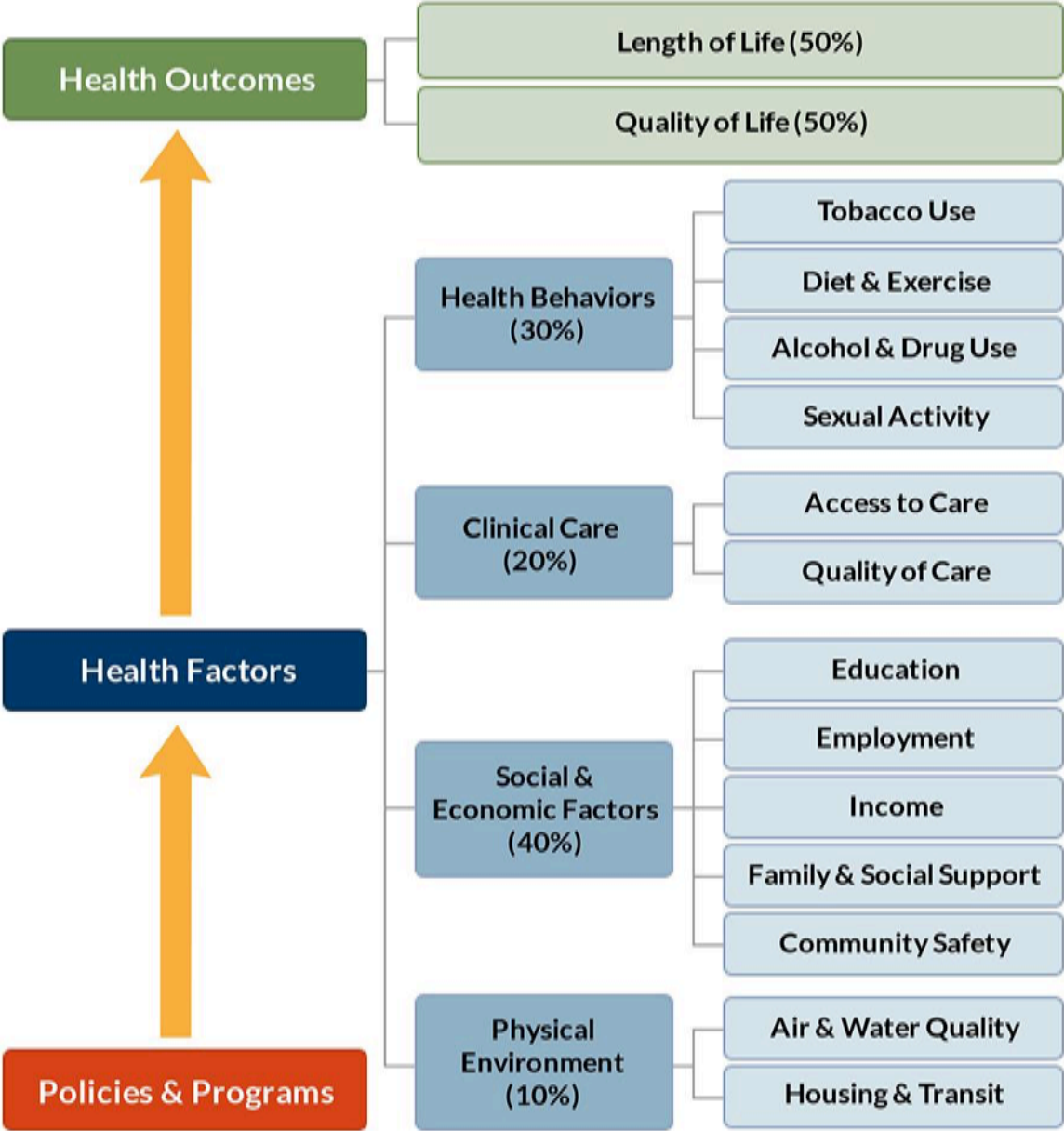
-MN Dept of Health Strategic Plan, 2015

What is health?

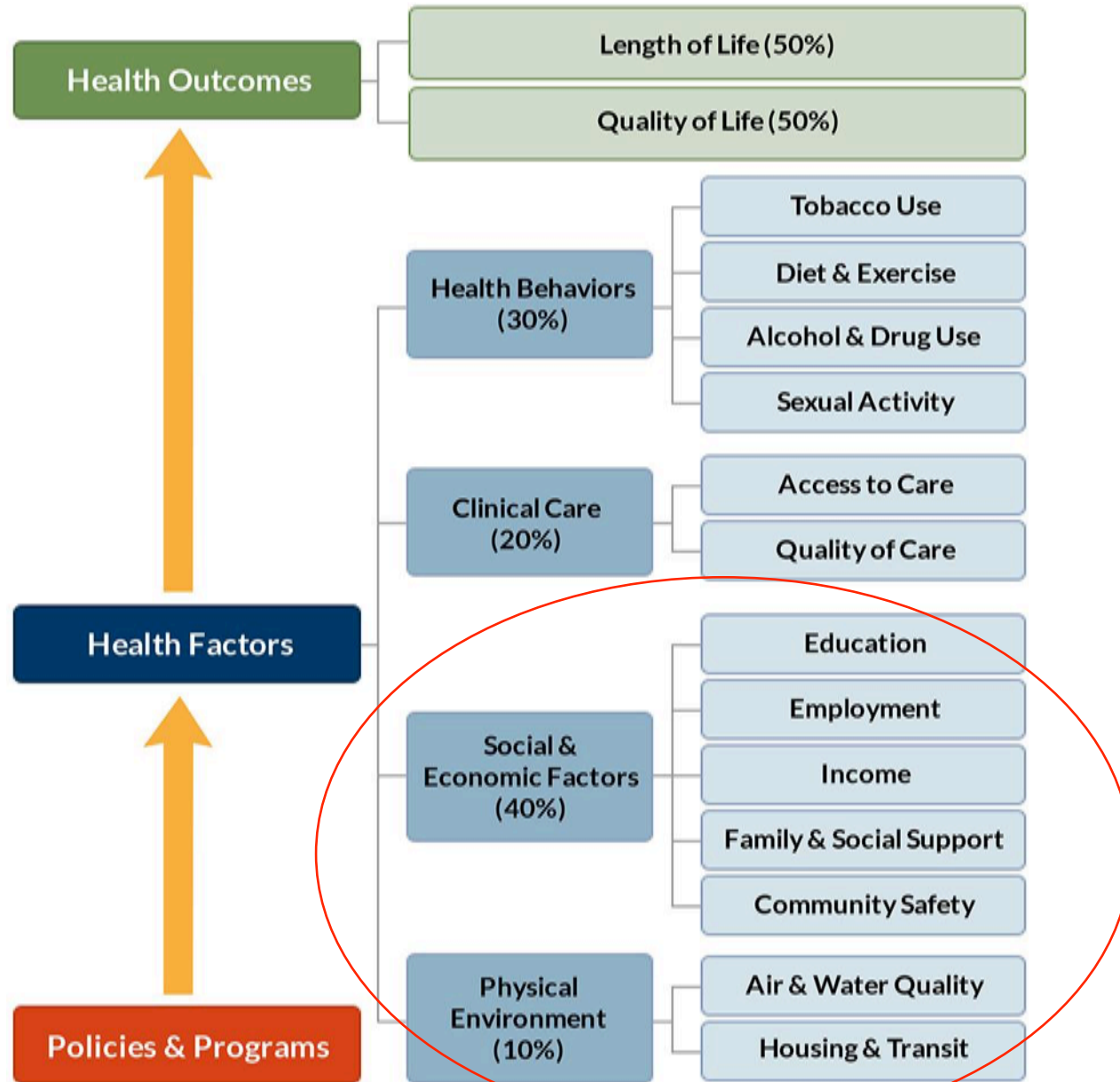
“Health is a state of complete physical, social, and mental well-being, not merely the absence of disease or infirmity.”

-World Health Organization 1948, 1986

What Shapes Health?

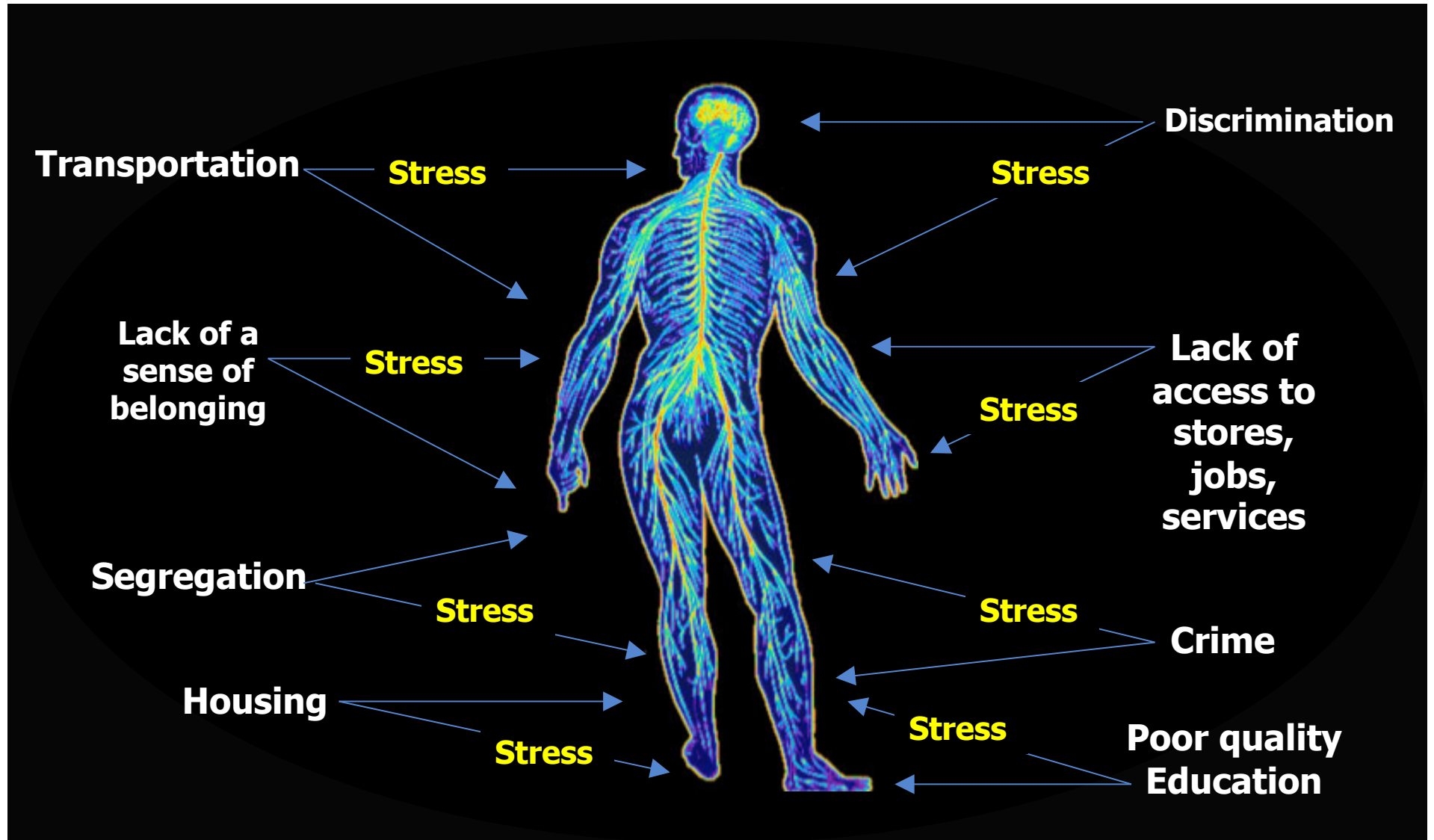


What Shapes Health?

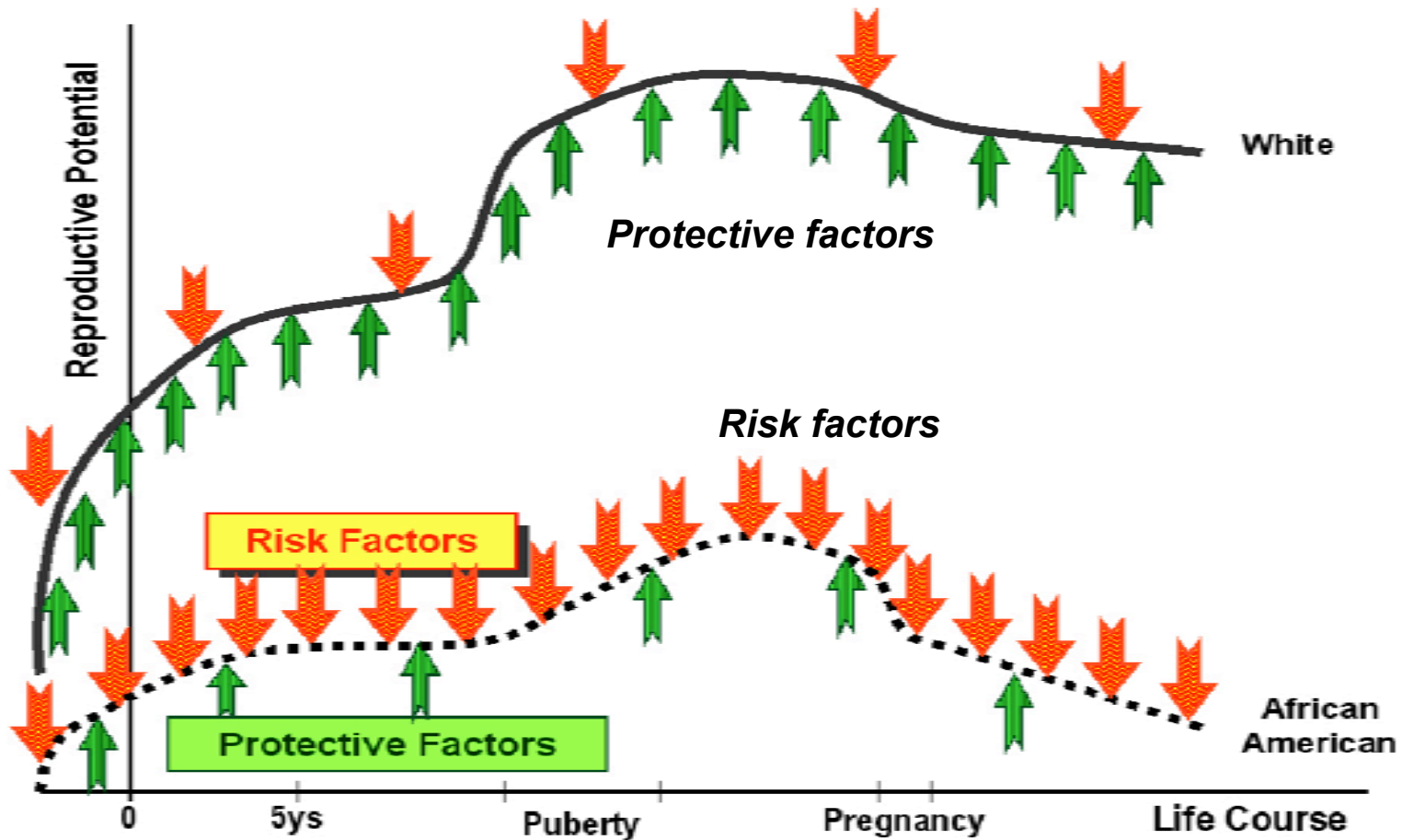


Place Matters: Inequities Get Under the Skin Through Constant Response

Modified from: Alameda County Department of Public Health and Prevention Institute



Across the Life Course and from Generation to Generation



(Lu and Halfon, 2003)

Definitions

Health Disparity

A population-based difference in health outcomes (e.g., women have more breast cancer than men).

By itself, *disparity* does not address the chain of events that produces it.

- MN Dept. of Health, 2015

Health Inequity

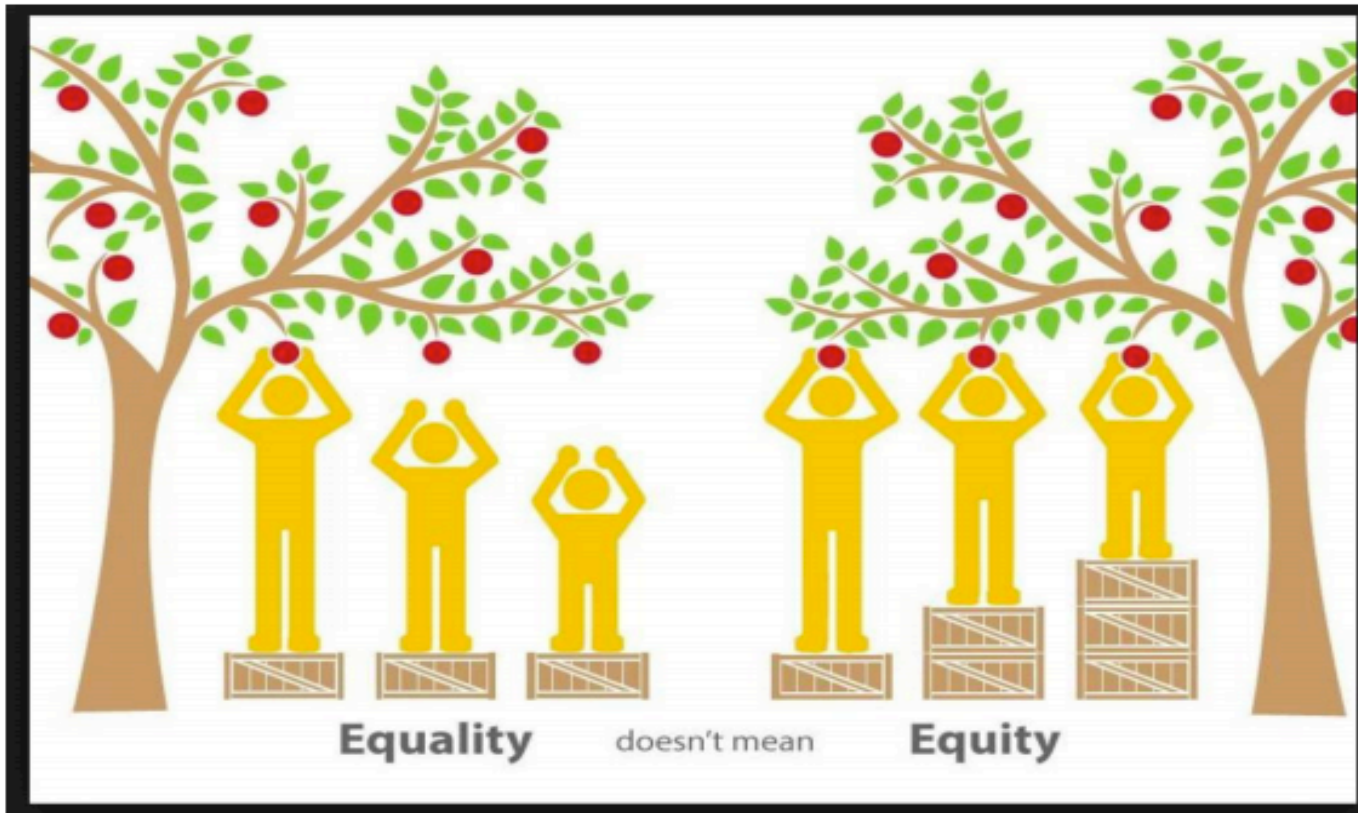
A health disparity based on unfair, socially-determined circumstances (e.g. American Indians have higher rates of diabetes due to the disruption of their way of life and replacement of traditional foods with unhealthy commodity foods).

Because health inequities are socially determined, change is possible.

- MN Dept. of Health, 2015

Health Equity

Health equity means that everyone has a fair and just opportunity to be healthier. This includes a fair, just distribution of the social resources and social opportunities and requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.



Equality is about Sameness

Equality promotes fairness and justice by giving everyone the same thing.

It can only work if everyone starts from the same place.

Equity is about Fairness

Equity gives people access to the same opportunities.

Our differences and/or history can create barriers to participation, so we must first insure equity before we can enjoy equality.



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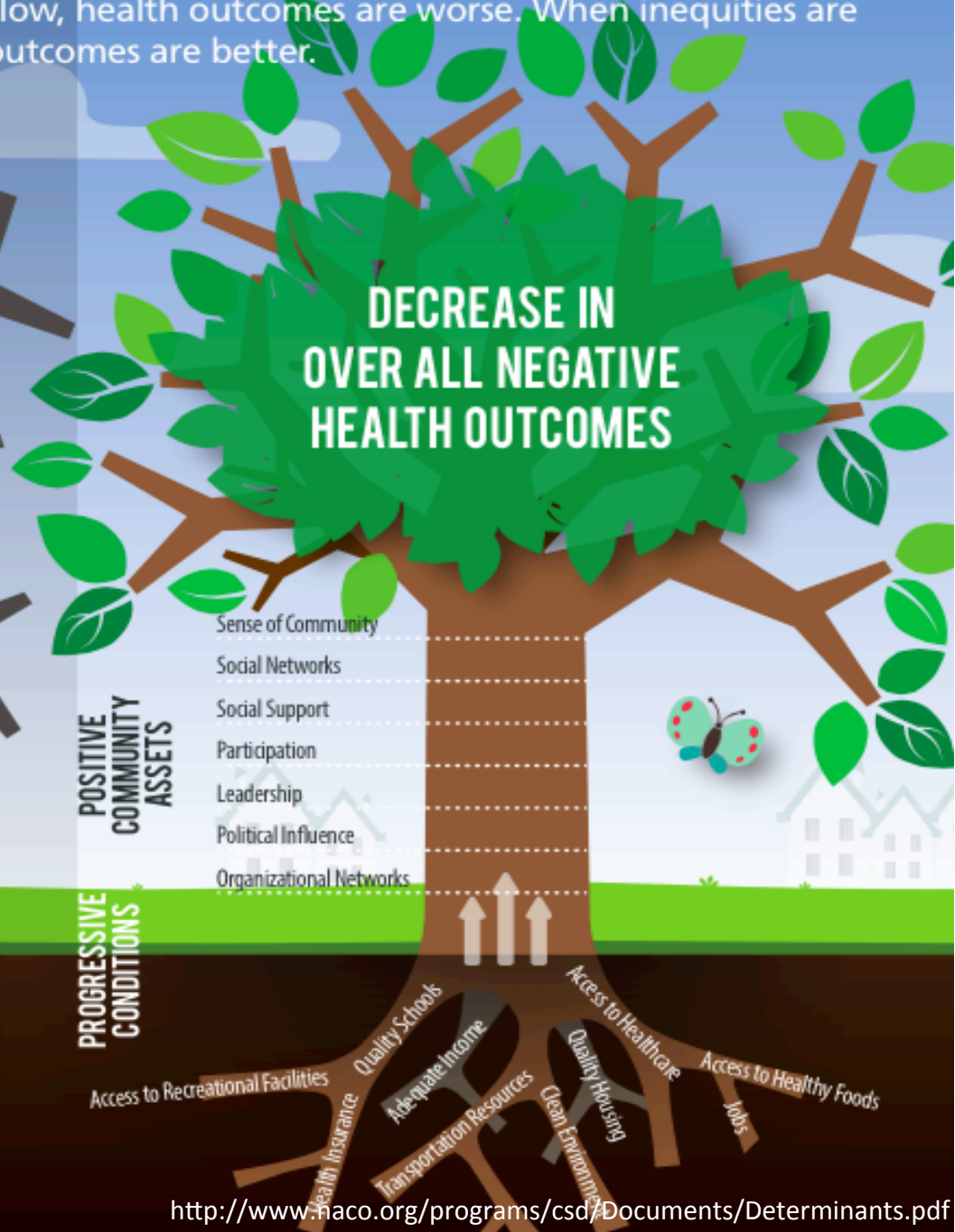
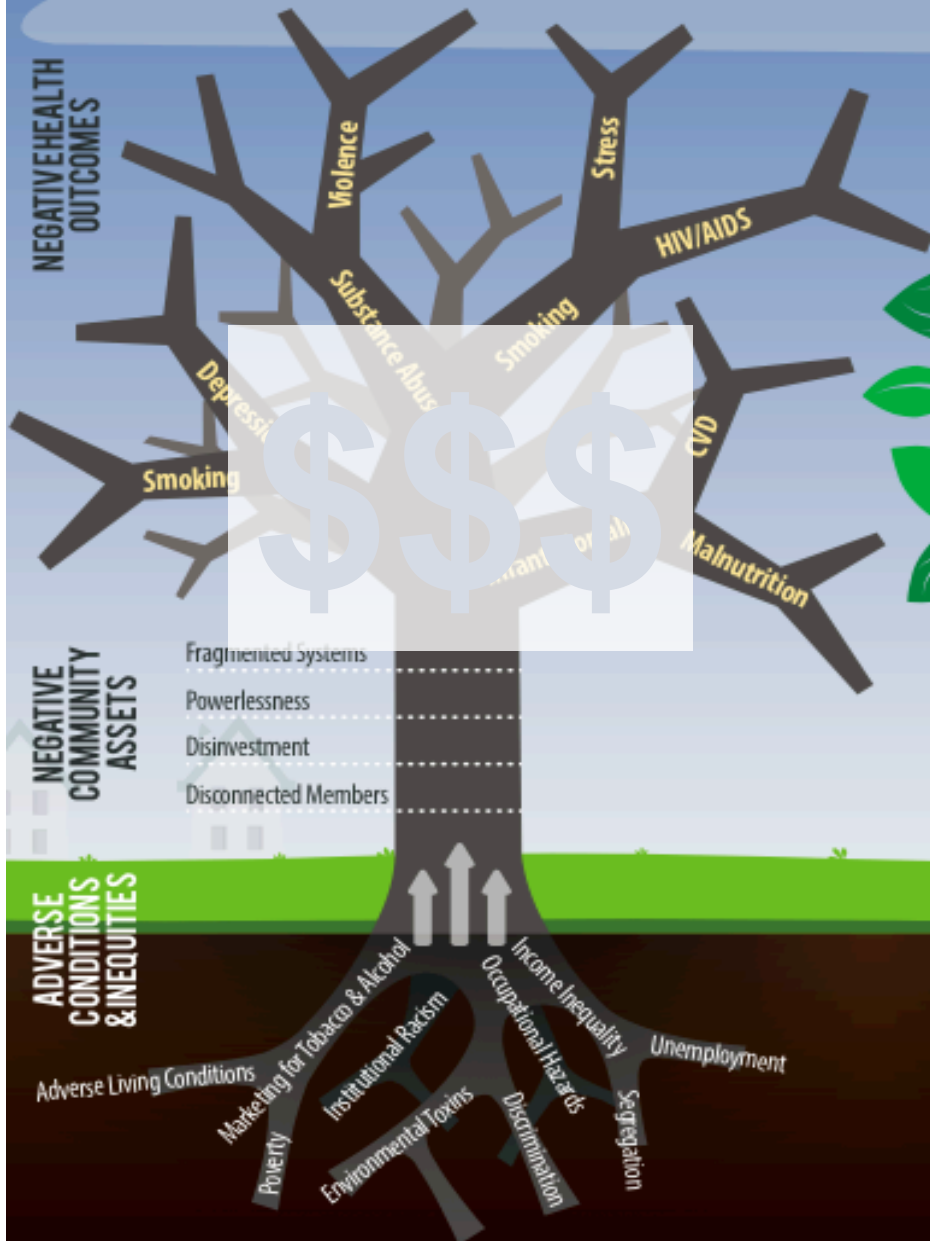
Our differences and/or history can create barriers to participation, so we must first insure equity before we can enjoy equality.

What does inequity/equity
look like in your community?

HiAP Increases Our Collective Impact



Our environments cultivate our communities, and our communities nurture our health. When inequities are high and community assets are low, health outcomes are worse. When inequities are low, and community assets are high, health outcomes are better.



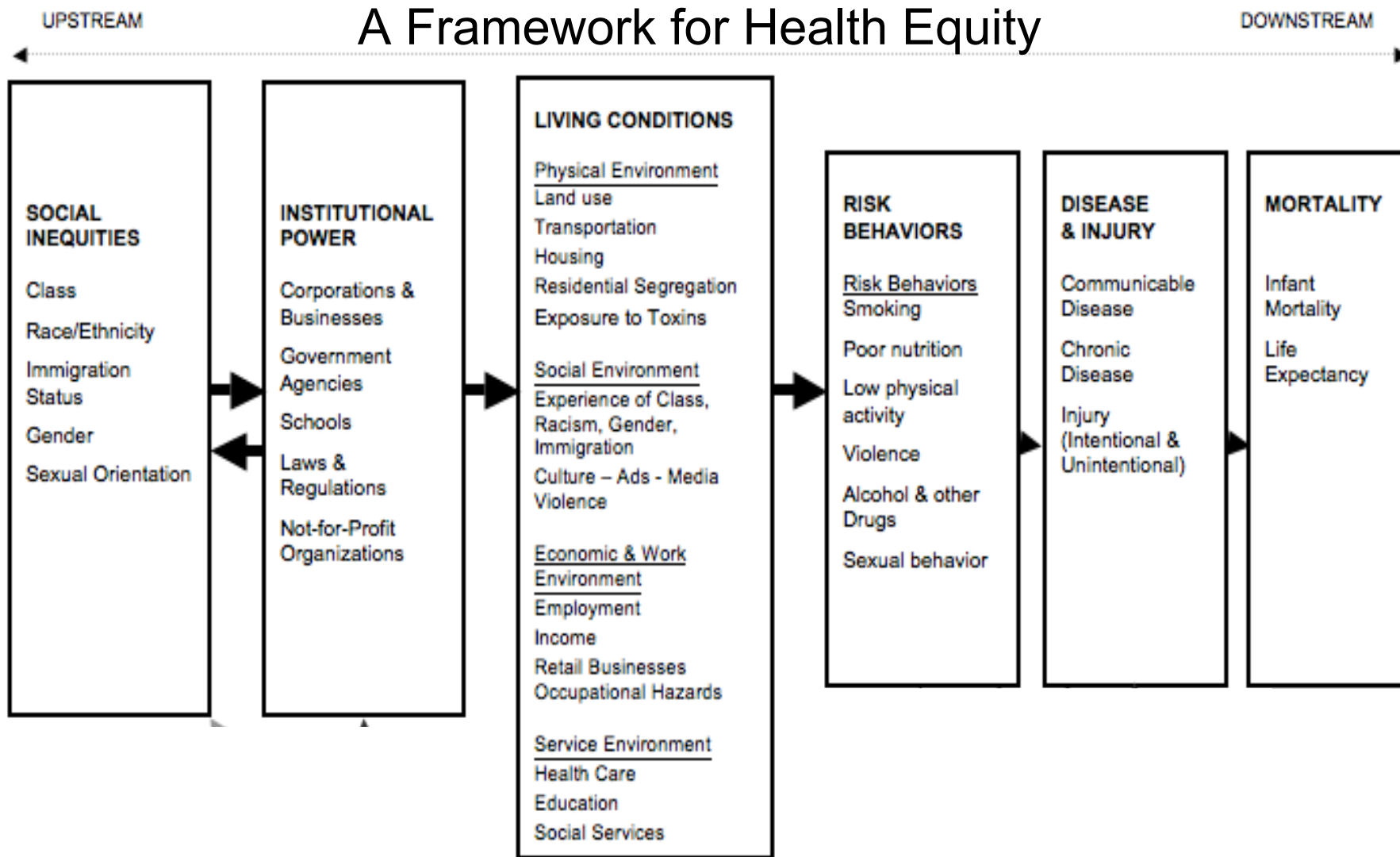
Health Equity is Good for the Economy

■ Costs between 2003-2006

- Combined costs of health inequities and premature death in the U.S.= **\$1.24 trillion**
- Eliminating health inequities for people of color would have reduced direct medical care expenditures by **\$229.4 billion**
- **30.6%** of direct medical care expenditures for people of color were **EXCESS** costs due to health inequities
- Eliminating health inequities for people of color would have reduced indirect costs associated with illness and premature death by more than **\$1 trillion**

- Raising the health of all Americans to that of college educated Americans would result in annual gains of over **\$1 trillion** worth of increased health

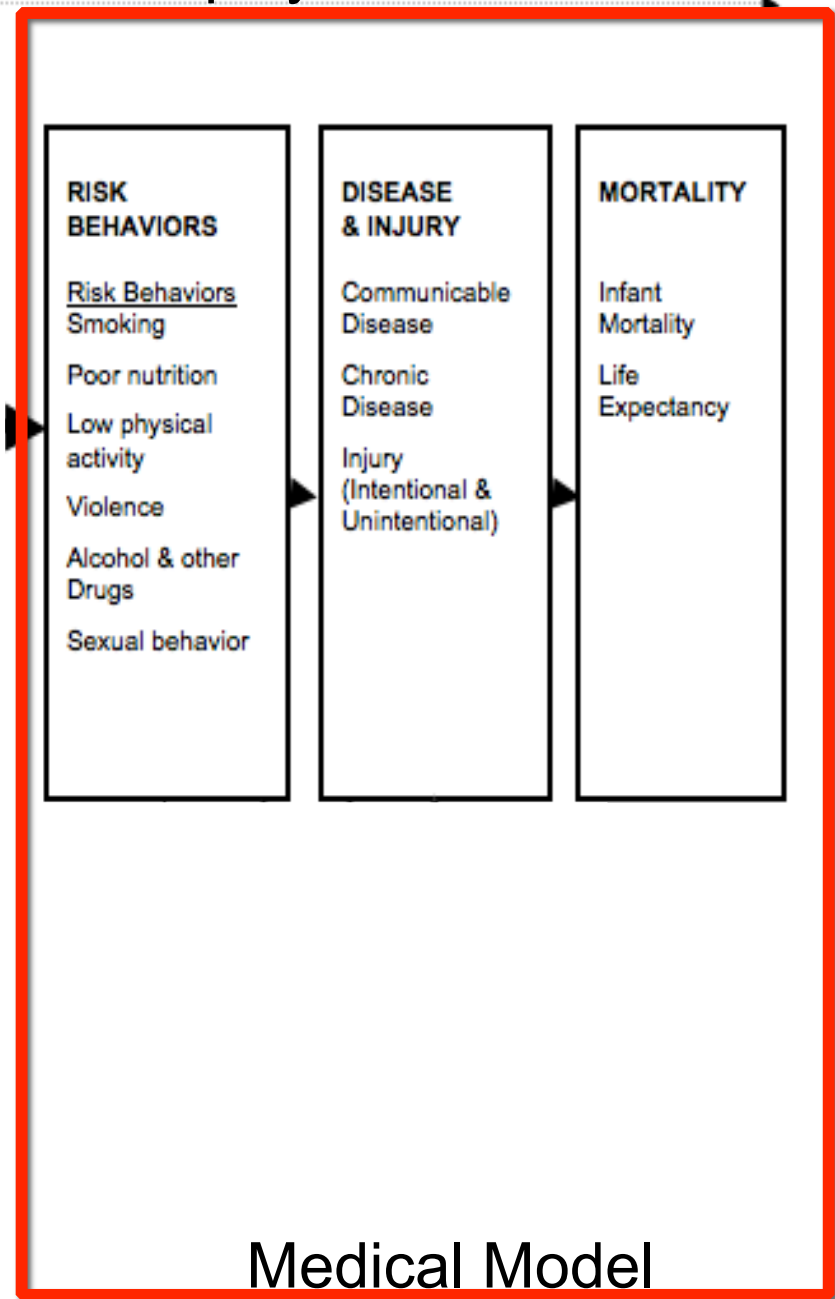
A Framework for Health Equity



A Framework for Health Equity

UPSTREAM

DOWNSTREAM



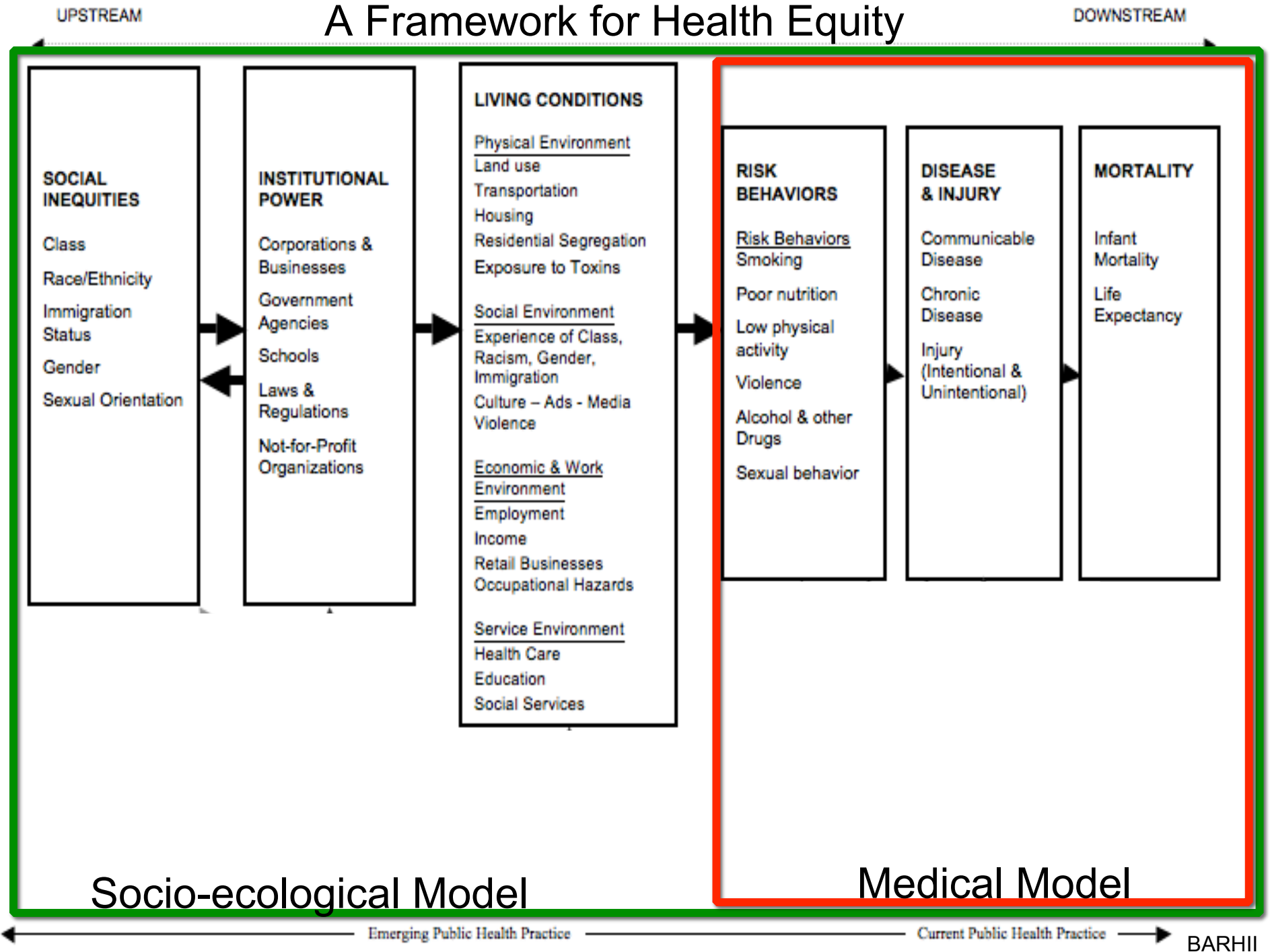
Medical Model

Emerging Public Health Practice

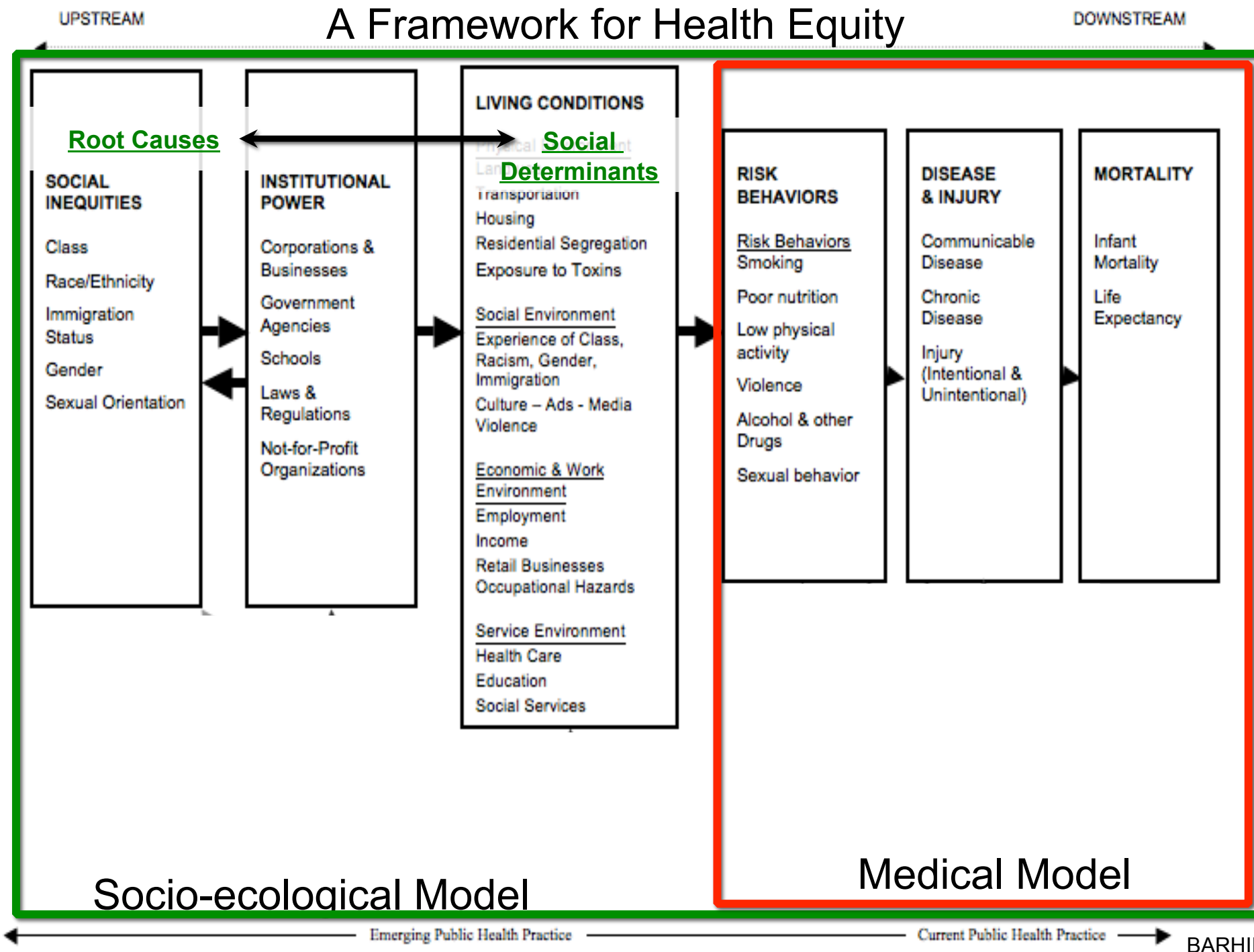
Current Public Health Practice

BARHII

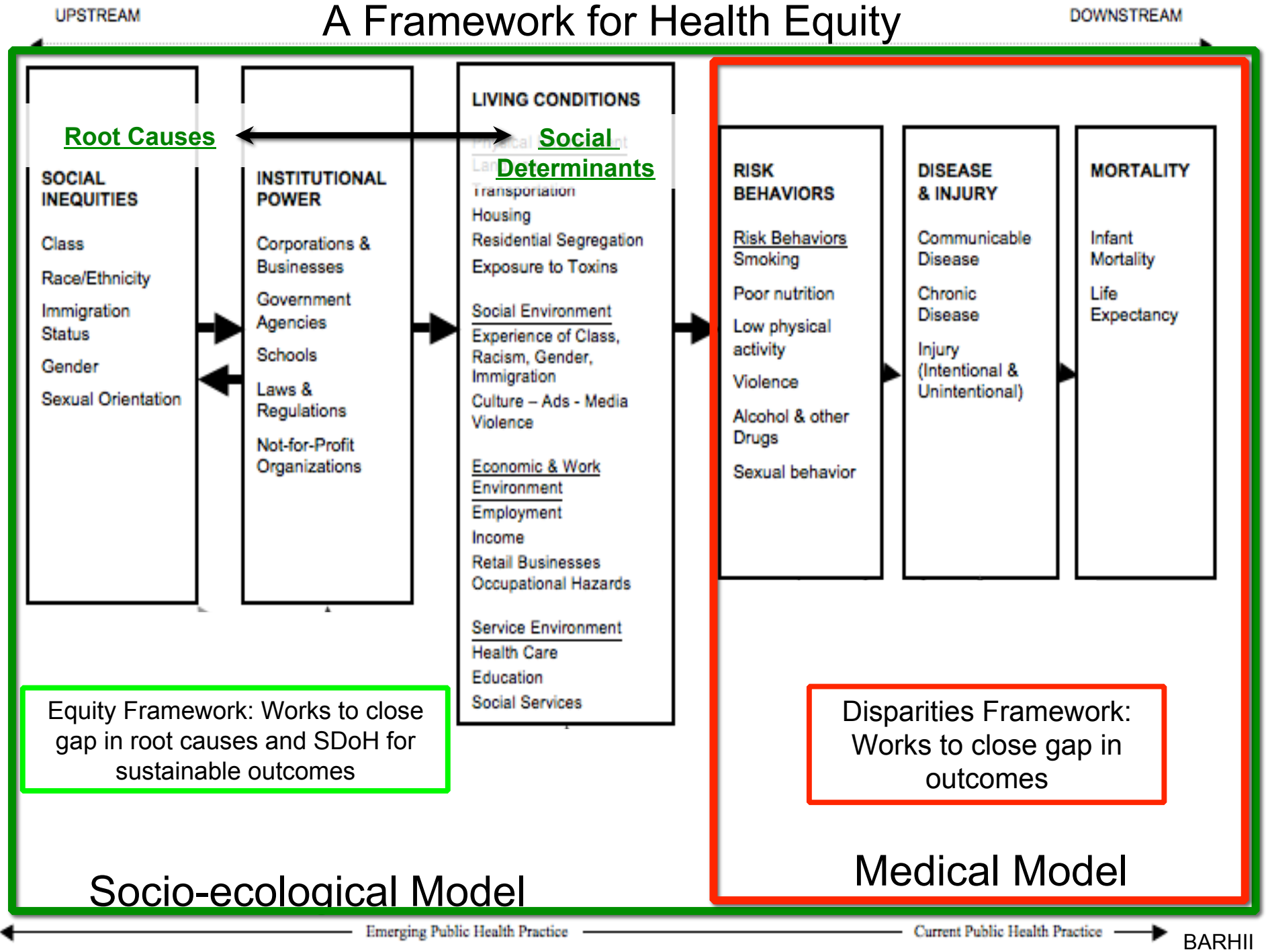
A Framework for Health Equity



A Framework for Health Equity



A Framework for Health Equity



Equity Framework: Works to close gap in root causes and SDoH for sustainable outcomes

Disparities Framework: Works to close gap in outcomes

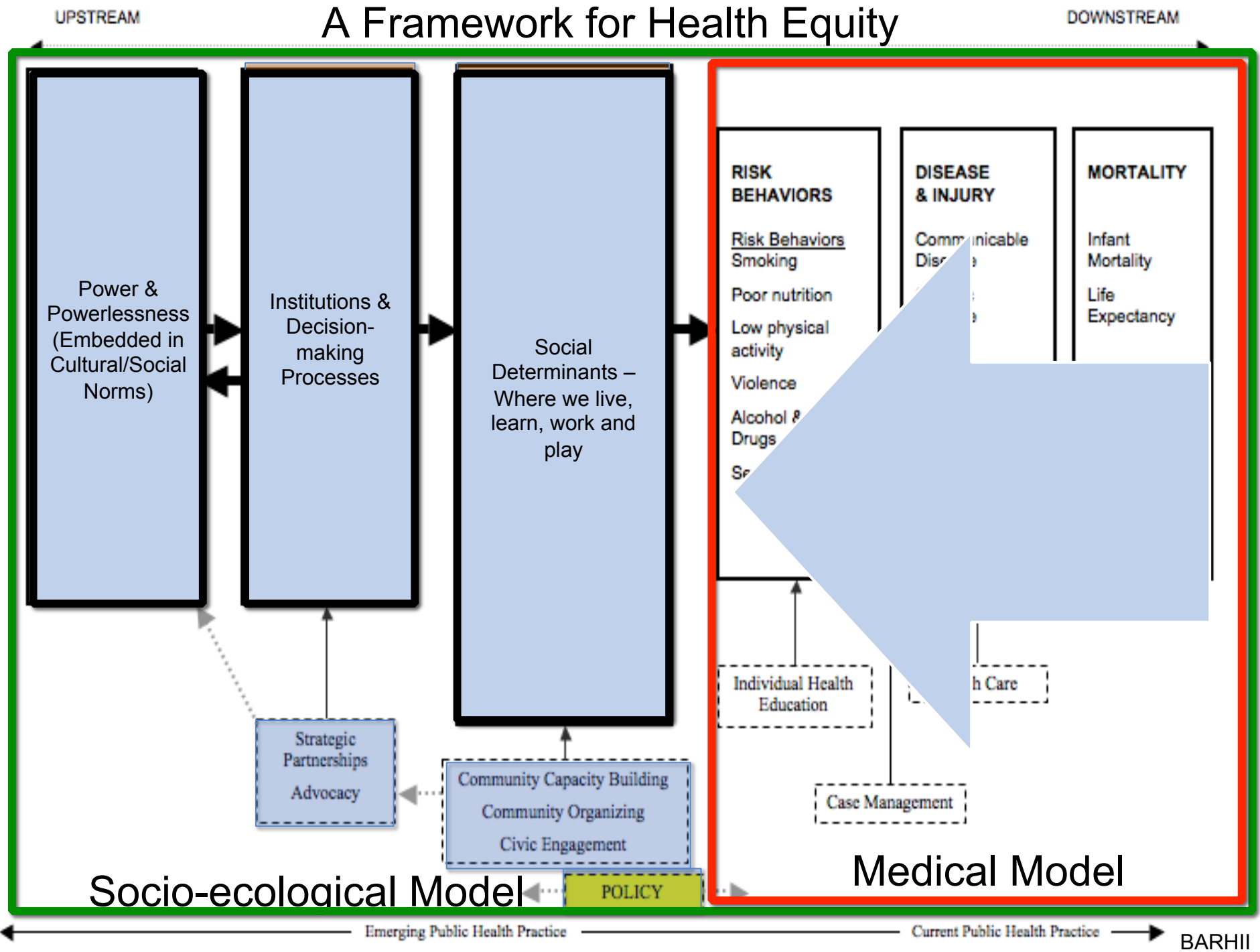
Socio-ecological Model

Medical Model

Emerging Public Health Practice

Current Public Health Practice

A Framework for Health Equity



HiAP Addresses Determinants of Health

*How do
government processes,
policies and plans*

shape



Democratic process
Housing
Air quality
Noise
Safety
Social networks
Nutrition
Parks and natural space
Private goods and services
Public services
Transportation
Social equity
Livelihood
Water quality
Education

*and lead to
health outcomes*

Ensuring conditions that support **full community participation** in the **co-creation** of opportunities and **attainment** of all that is needed for all individuals and families to be **healthy and flourish...**



*Evolving from helping communities beat the odds, to **WORKING WITH** communities to **CHANGE** the odds*



....from generation to generation.

Five Key Elements

- Promote health, equity, and sustainability
- Support intersectoral collaboration
- Benefit multiple partners (co-benefits)
- Engage communities and stakeholders
- Create structural or procedural change



10 Principles of an HiAP Approach:

- 1. Health & Sustainability:** Recognizes the value of health for the wellbeing of all citizens as a vital resource and key factor of sustainability
- 2. Broad Health Factors:** Recognizes that health is an outcome of a wide range of factors that lie outside the health sector and require an integrated and sustained policy response
- 3. Policies Impact Health:** Acknowledges that all government policies can have a positive or negative impact on the determinants of health
- 4. Distribution of Impacts:** Recognizes that the impacts of health determinants are not equally distributed among population groups and aims to close gaps
- 5. Health= Strategic planning:** Recognizes that health is central to strategic planning outcomes

10 Principles of an HiAP Approach:

- 6. Systems Change:** Acknowledges that efforts to improve the health of all will require sustainable mechanisms that support collaboration across government agencies to address policy challenges
- 7. Investment:** Acknowledges that many pressing health problems require long-term policy and budgetary commitment and innovative budgeting
- 8. Short and Long Term Measures:** Recognizes that indicators of success will be long term and that interim measures can be used for ongoing transparency
- 9. Engagement:** Recognizes the need to regularly consult with citizens to link policy changes with social and cultural changes around well-being
- 10. Cross Sector:** Recognizes the potential of cross sector partnerships for policy change and implementation

Wisconsin HiAP Resolutions

- [Supporting Collaborations to Improve Land use, Community Design and Transportation-related Health Outcomes](https://c.ymcdn.com/sites/wipha.site-ym.com/resource/resmgr/Resolutions/Supporting_Collaborations_to.pdf)
 - https://c.ymcdn.com/sites/wipha.site-ym.com/resource/resmgr/Resolutions/Supporting_Collaborations_to.pdf
- [Promoting a Health in All Policies \(HiAP\) Framework to Guide Policymaking](https://c.ymcdn.com/sites/wipha.site-ym.com/resource/resmgr/Resolutions/Promoting_a_Health_in_All_Po.pdf)
 - https://c.ymcdn.com/sites/wipha.site-ym.com/resource/resmgr/Resolutions/Promoting_a_Health_in_All_Po.pdf
- [Supporting the use of Health Impact Assessments \(HIAs\) to guide policymaking](http://c.ymcdn.com/sites/www.wpha.org/resource/resmgr/docs/hia-section-resolution---201.pdf)
 - <http://c.ymcdn.com/sites/www.wpha.org/resource/resmgr/docs/hia-section-resolution---201.pdf>

HiAP Examples in Wisconsin

- La Crosse Comprehensive Plan
- Menomonee Falls Comprehensive Plan
- City of Eau Claire Health Chapter in Comprehensive plan
- Grant County adoption of a health in all policies resolution
- Strategic links between public health and planning
- Health Impact Assessments
 - Marathon County Alcohol Outlet Density
 - Rock County Concentrated Animal Farming Operation
 - Treatment Alternatives to Prison
 - Revocation policy
 - Marquette County Ice Age Trail
 - Transitional Jobs Policy
 - Future Urban Development Areas



Building Healthy, Equitable Communities Through Comprehensive Long-Range Planning

Health and Comprehensive Planning

<https://youtu.be/Qsv5hHm4pbA>

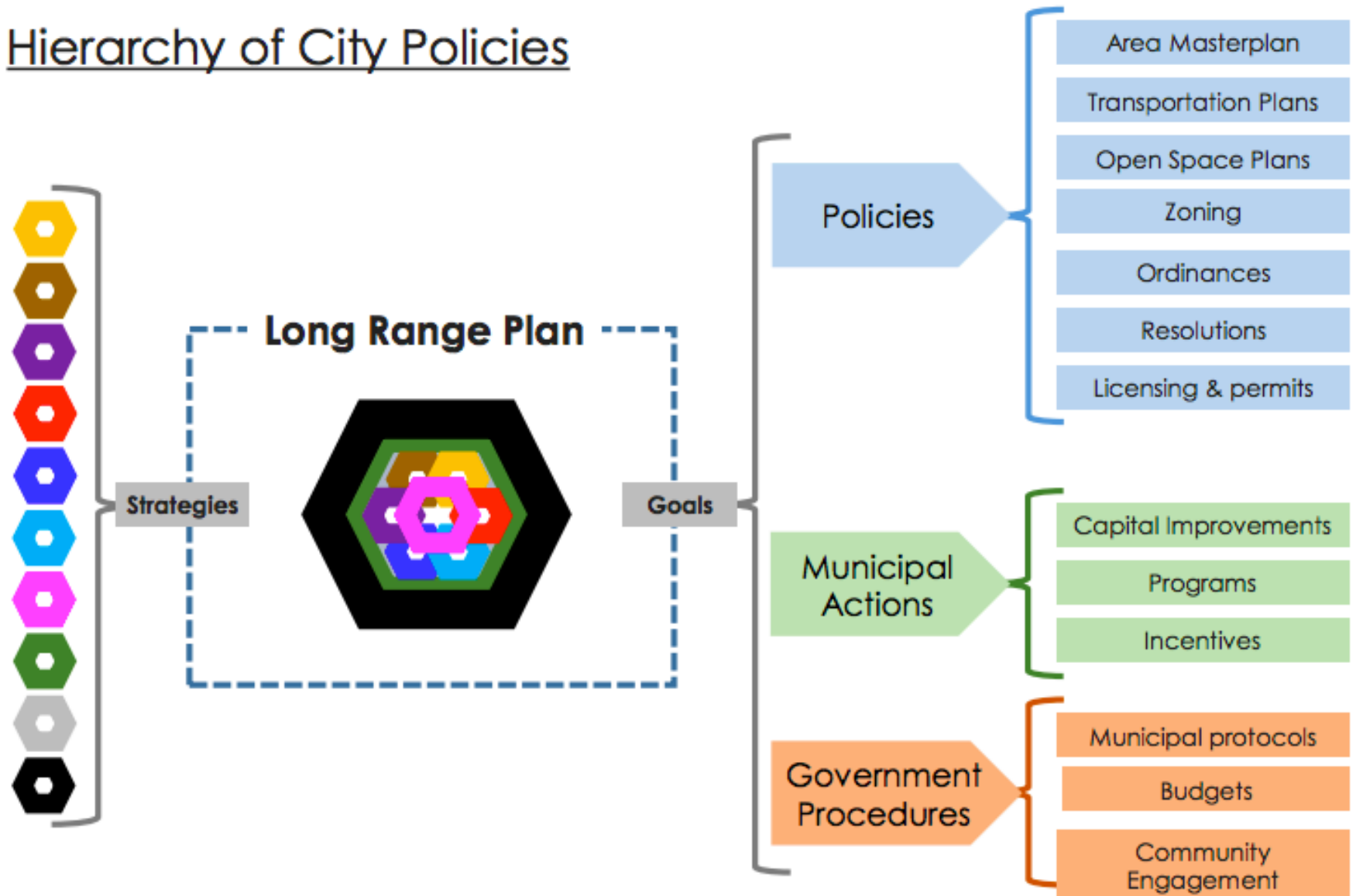
Health and Comprehensive Planning

<https://youtu.be/Qsv5hHm4pbA>



- What is the connection between place and health?
- How do policies shape places?
- How can long-range planning address health equity?
- How do we put these ideas into practice?

Hierarchy of City Policies

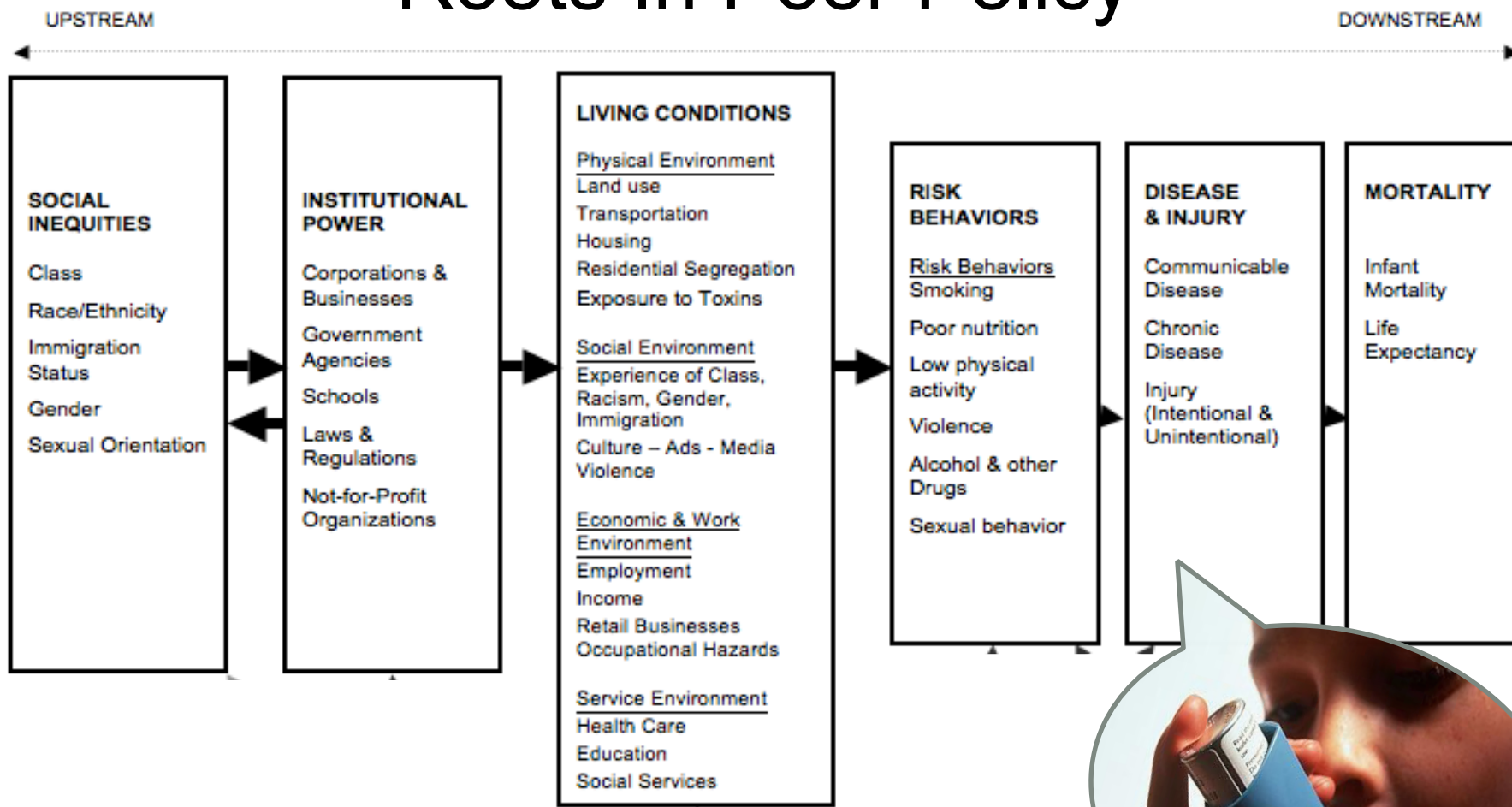


What is
Happening?

Envisioned
Future

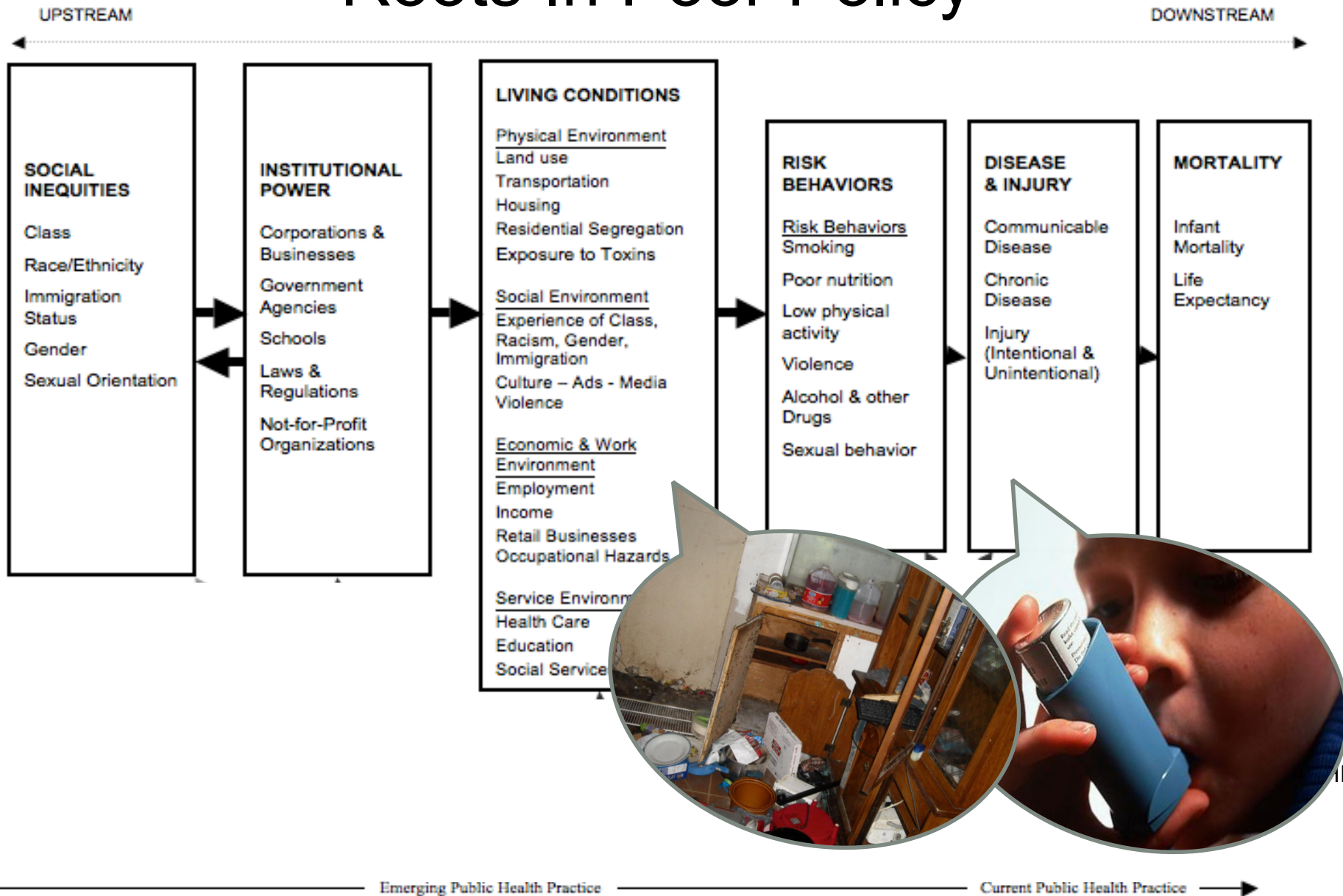
Implementation
Tools

Poor Health Outcomes Have Roots In Poor Policy

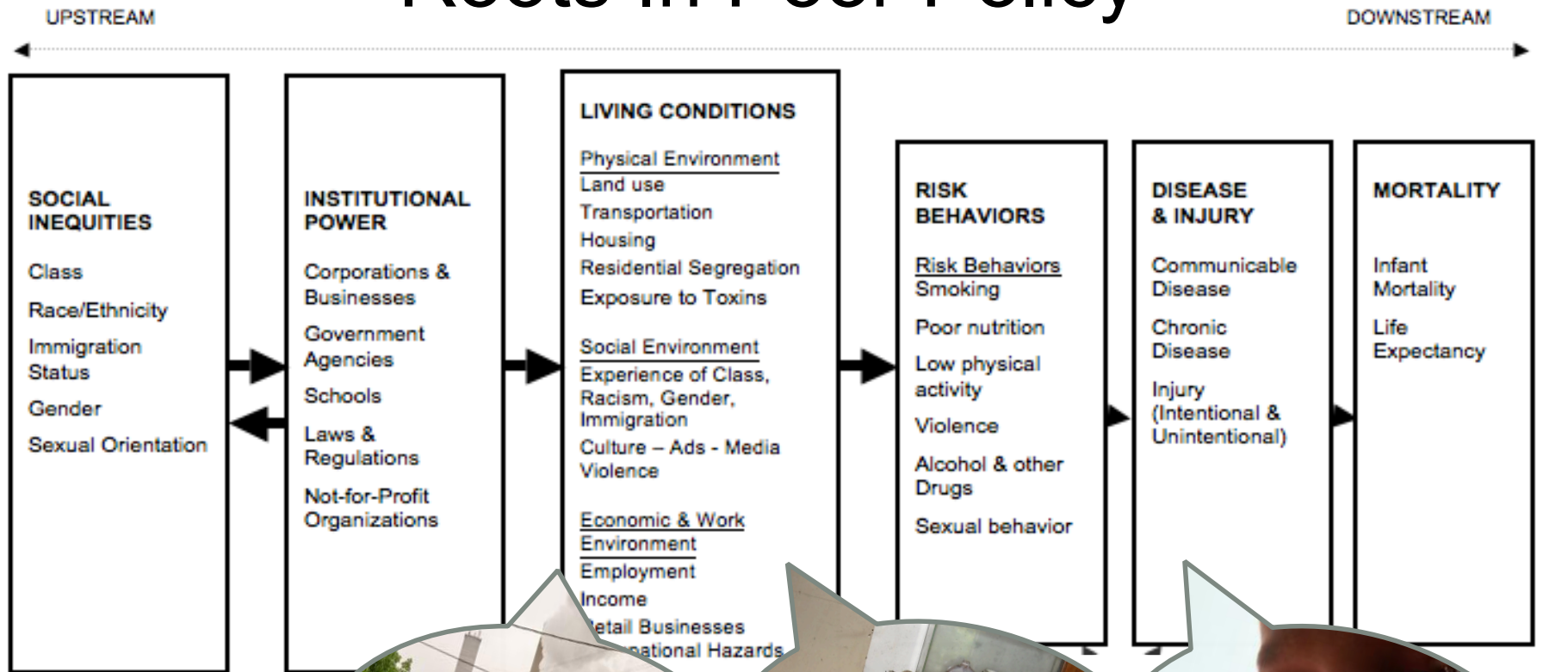


← Emerging Public Health Practice ————— Current Public Health Practice →

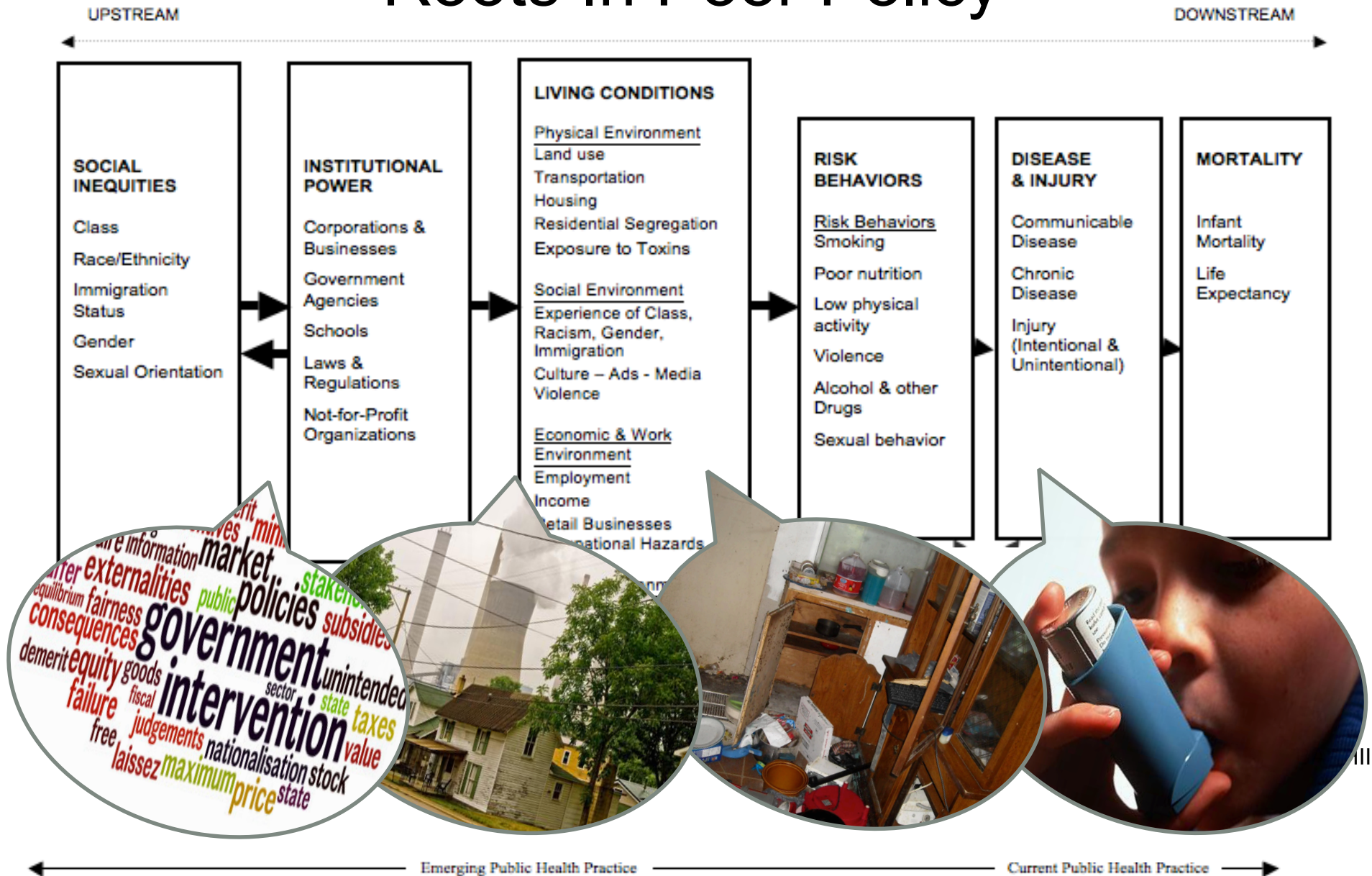
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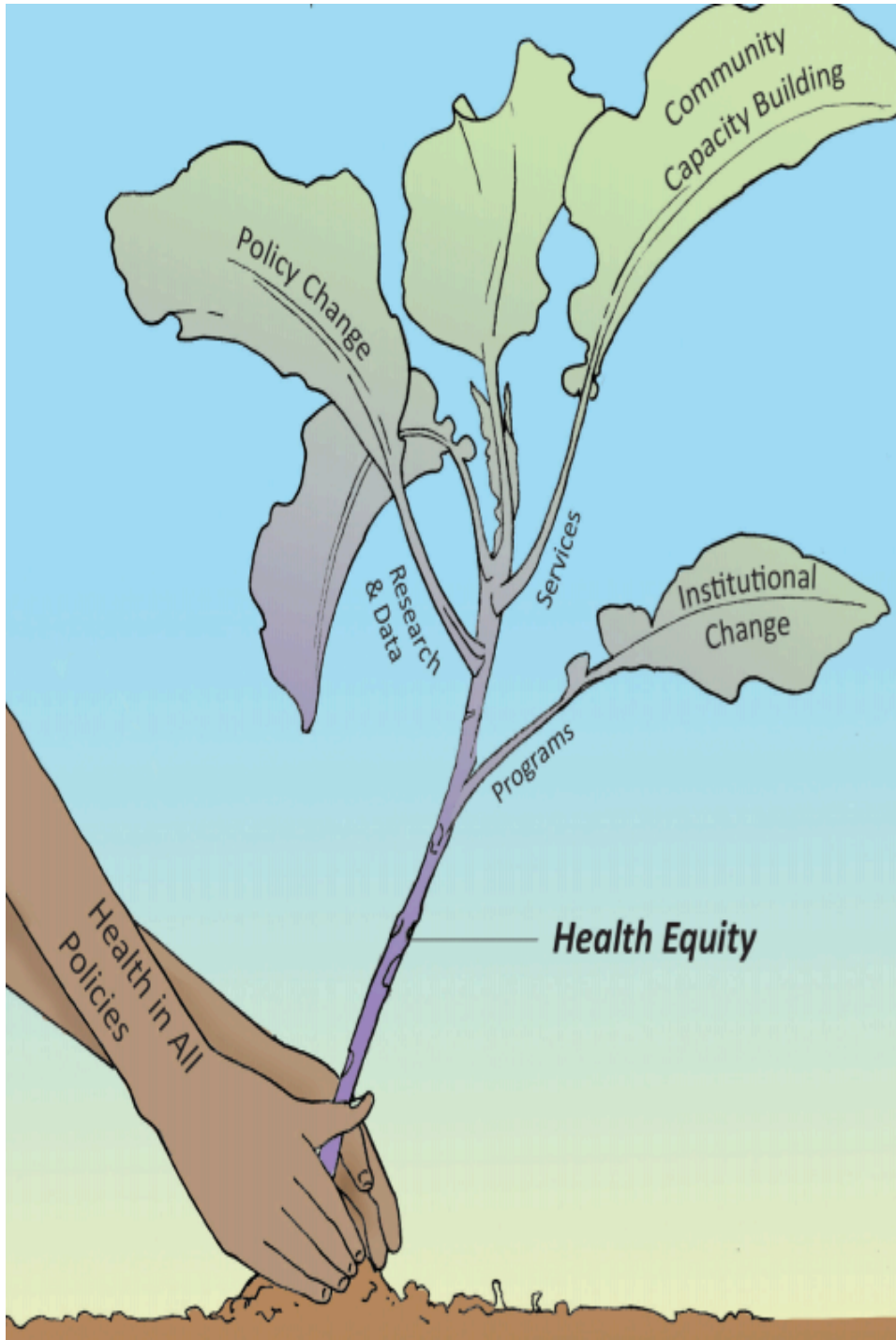


Health and Equity in Action Planning



Reflecting on Equity

- Which populations experience inequities related to our goals and objectives in the plan?
- What is the capacity of our current team to represent the needs of those experiencing inequities (either through partnerships or direct experience)?
- What ongoing decision-making processes are we using and can we structure them so community members have the opportunity to shape decisions?
- How can we emphasize cross-sector responsibility?
- What indicators and methods are we using to understand baseline conditions upon which to take action and to understand change? How can we consider health and other inequities in these data?



City of Richmond *Case Study*

<http://www.ci.richmond.ca.us/ArchiveCenter/ViewFile/Item/6999>

Health in All Policies (HiAP) Ordinance (R.M.C 9.15) and Strategy Overview

- Affirmed city's commitment to health by operationalizing the General Plan 2030, which includes a standalone Community Health and Wellness Element.
- Provided city staff and leadership the opportunity to evaluate and prioritize services that promote health equity.
- Supported work across government silos
- Increased capacity of local organizations and of local government in addressing the social determinants of health

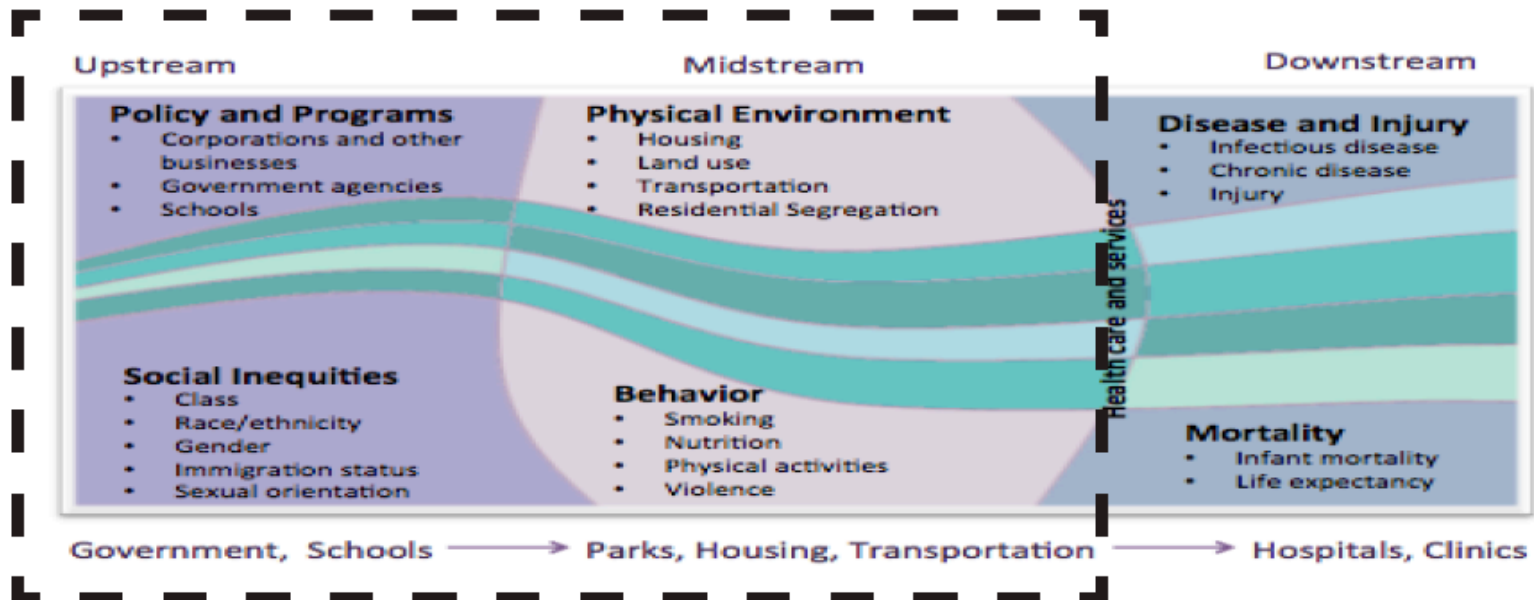
“ HiAP is a practice that enables our City’s mission. It means that our employees who maintain the Martin Luther King, Jr. baseball fields are community clinicians. So are our librarians, firefighters, planners, finance team, and all other City employees and partners. ”

Increasing Government Ability to Address Health Equity

- Speaking the language of health equity
- Seeing all services, programs, data collection and policy development as health equity work
- Build capacity of staff
- Engage stakeholders, including agencies and residents

HiAP Intervention Areas

1. Governance and leadership
2. Economic development and education
3. Full service and safe communities
4. Residential/built environment
5. Environment health and justice
6. Quality and accessible health, home and social services



Intervention Area	Plan/Policy/Program	General Plan Implementing Actions	Health Equity	Department(s) Responsible
Residential & Built Environment	Miraflores Housing Development Project	Housing, Economic Development, Land Use & Urban Design, Community Health & Wellness, Growth Management, Historic Resources Elements	Makes available affordable, secure, healthy, and accessible housing	Housing Authority
	Hope Revitalization Grant	Housing, Growth Management, Community Facilities & Infrastructure	Demolishes deteriorated public housing apartments and replaces them with new apartments	Housing Authority
	Nystrom United Revitalization Effort	Housing, Parks & Recreation, Community Facilities & Infrastructure	Comprehensive revitalization plan to strategically address challenges in the Nystrom neighborhood	City Manager's Office
	Foreclosure List	Economic Development	Foreclosures concentrate in certain neighborhoods	Police
	Richmond BART Transit Village and Metro Walk	Housing, Circulation, Economic Development, Land Use & Urban Design, Community Health & Wellness, Growth Management, Energy & Climate Change	Makes available affordable, secure, healthy, and accessible housing	Former Redevelopment Agency
	Public Housing and Housing Voucher Program	Housing, Growth Management, Community Facilities & Infrastructure	Provides public housing and housing assistance to qualifying low-income residents and administers the federal housing choice voucher program	Housing Authority
	Atchison Village Historic Structures Report and Rehabilitation Planning	Historic Resources, Housing	Affordable housing units within the Iron Triangle neighborhood	Planning
	Renovation and Resale of Foreclosed Home Program	Housing, Economic Development, Community Health & Wellness	Blight abatement and community revitalization	Housing
	Project REAL - Richmond Effort to Abate Lead	Housing, Community Health & Wellness	Children of minority populations and children from low-income families are more likely to have elevated blood lead levels	Housing Authority
	Richmond Recovery Rebate	Energy & Climate Change Element	Subsidizes home improvements for qualifying low- and moderate-income residents	City Manager's Office

Increased Opportunities for Richmond residents and organizations

1. Health in All Policies is a policy and organizing framework for communities
 1. Allows residents to hold policymakers accountable to role in advancing health equity
2. Partner with the City by being active participants in planning
3. Transparently Identify departments that support and fulfill action items
4. Leverage HiAP for funding and/or aligning resources

KEY HIGHLIGHTS

90

tons of illegal dumping are removed by Code Enforcement every month which directly impacts sanitation and quality of life.

770

individuals participated in fair housing counseling and homebuyer education classes run by Bay Area Legal Aid and the Community Housing Development Corporation of North Richmond over the past two years. These were in part supported by City funds.

\$3

million in Social Impact Bonds were approved by the City Council on June 2, 2015 to rehabilitate vacant properties in the City for future sale to low-income residents.

60

residents of the Iron Triangle were paid \$17-20/hour wages by Pogo Park over the past five years for park improvement projects. This means \$1 million in wages directed to the neighborhood.³⁶

“The Health in All Policies strategy guides the City of Richmond on how to address the social determinants of health, or the root causes of current health disparities in the development, prioritization and delivery of these services and policies.” (R.M.C. 9.15.010 I)





City of
Appleton
Case Study

Appleton HiAP Ordinance

Office of the City Clerk

15-18

AN ORDINANCE CREATING ARTICLE V OF CHAPTER 7 OF THE MUNICIPAL CODE OF THE CITY OF APPLETON, RELATING TO HEALTH IN ALL POLICIES.
(Board of Health – 12-20-2017)

The Common Council of the City of Appleton does ordain as follows:

Section 1: That Article V of Chapter 7 of the Municipal Code of the City of Appleton, relating to health in all policies, is hereby created to read as follows:

Art. V. HEALTH IN ALL POLICIES

Sec. 7-200. Findings.

(a) Health starts where we live, learn, work and play, and everyday decisions within the City of Appleton can promote greater health and equity.

(b) All Appleton residents should have the opportunity to make the choices that allow them to live a long, healthy life, regardless of their job, neighborhood of residence, level of education, immigration status, sexual orientation, ethnic background or religion.

(c) Good health enhances quality of life, improves workforce productivity, increases the capacity for learning, strengthens families and communities, supports environmental sustainability and helps reduce overall economic and social insecurity.

“The Health in All Policies strategy guides the city of Appleton on how to address the social determinants of health, or the root causes of current health disparities in the development, prioritization, and delivery of these services and policies.”

[https://
www.appleton.org/
home/showdocument?
id=19193](https://www.appleton.org/home/showdocument?id=19193)

Ordinance Implementation - Transportation

**Intervention Area: 2018 Transportation Action Plan
Health in All Policies Committee**

Document	Action/Plan/Policy/Program	Social Determinants	Performance Measure/Metric	Health Equity Component	Baseline Metric	Timeline	Partners*
C.P. 6.3	Create an environment that is safe and conducive to walking and bicycling throughout the	Community Safety	Number of new sidewalks in targeted areas where they do not exist. Continue the City's policies to require	Convenient access to safe means of non-motorized modes of	Number of new sidewalks in targeted areas where	2018	Department of Public Works, Community &
C.P. 6.3.4	Continue to support the City's Safe Routes to School program.	Community Safety	Number of schools involved, number of children walking and biking to school.	Equitable access to safe non-motorized modes of transportation.	Number of schools involved, number of children walking and biking to school.	2018	Department of Public Works, Appleton Area and private School Districts,
Inclusion Coordinator	City of Appleton Supervisor and Employee Annual Training	Employee Education	Number of employees trained	health equity and social inclusiveness	Number of employees trained	2018	Human Resources
C.P. 3.3	Support future changes to zoning and other regulatory tools which are necessary to achieve the type of urban form and development reflective of smart growth principles, including support for "complete" neighborhoods (neighborhoods where	Family and Social Support	Number of amendments to city regulations and policies (for example: zoning ordinance text amendment) Identify neighborhoods devoid of services that meet the daily needs utilizing foot or bicycle transportation (for example: healthy foods, physician offices, pharmacies, parks and schools)	Equitable access to safe non-motorized modes of transportation. Improved opportunity for employment and income.	Utilizing the 17 neighborhoods in the City of Appleton, use Walk Score as a tool to identify neighborhoods in need. BMI Study WOTFV Promote development	2018	Community & Economic Development, Fox Cities Chamber of Commerce, Valley Transit, Department of Public Works, Health
Diversity & Inclusion Coordinator's Goals	Dignity and Respect Campaign	Family and Community Social Support	Dignity and Respect Survey to City Hall employees and City residents via Facebook	Create an environment that provides safe, healthy and inviting opportunity for social connectiveness	Dignity and Respect Survey to City Hall employees and City residents via Facebook (Results)	2018	Mayor's Office, Lawrence University, Business partners including:
	Enhance health and wellness	Family and Social	County Health Rankings	Improved opportunity	County Health Rankings	2018	Health



Case study debrief

World Café Guidelines

FOCUS
on what
MATTERS

LISTEN
to understand

Connect
Ideas

Contribute your
THINKING
& experience

PLAY!
doodle
DRAW

Listen together
for **PATTERNS** insights
& **Deeper** connections



World Café: Health Equity in Action Planning

Goal: To practice using a health equity lens in comprehensive plan goals

Process:

- 3 rotations, 10 min per rotation
- 7 tabletops (one for each chapter)
- Table top facilitators: Equity questions
- Report out on priority considerations

World Café: Health Equity in Action Planning

Table 1: Agriculture, Cultural & Natural Resources

Table 2: Utilities & Community Facilities

Table 3: Transportation

Table 4: Economic Development

Table 5: Housing

Table 6: Land Use

Table 7: Intergovernmental Cooperation

World Café: Health Equity in Action

Planning Table top Questions

- Have we identified the disadvantaged groups in our community relevant to the goals in this area?
- What is our vision of a more equitable Bayfield with respect to this chapter and set of goals?
- Have we asked what issues are affecting the lives and health of those in our community who face inequities related to these goals?
- What barriers do we anticipate will inhibit our equity goals?



World Café: Considerations for next steps

- Creative cross-sector leverage points
- Use Comprehensive plan goals to focus next steps- what is missing for who, there are many assets and opportunities- how do we seize them
- For assets (e.g. BRT), figure out how assets get used/accessed fully
- Connect groups/agencies/committees → attend meetings, sharing minutes
- Lift up leadership, good communication, pull together those that are excited (e.g. “hot core”), make sure voices are represented
- Map and raise awareness around existing resources/assets- create strategies around protecting what exists and increasing access/use for all people
- Work with other local communities/regionally to build on lessons learned and existing efforts
- Build from the good foundation of the Comprehensive plan
- Incorporate ideas into sustainable change, e.g. zoning policies
- Data about what we don't know, how we can use data to make decisions to advance health equity

Overview of Action Planning

Opportunities for Action: Government Mechanisms



**CITY OF BAYFIELD
WATERFRONT PLAN
JUNE 2003**



Housing Action Planning Considerations

- Impacted groups: people of color, "non Bayfield type", low-middle income, seasonal workers, young and old, folks with disabilities
- Barriers: zoning ordinances, commercial zones, utilities and infrastructure, transportation, access
- Lack of affordable housing, especially for year round community members
- WHEDA: WI Housing and Economic Development
- Development costs, developer recruitment
- Lack of partnership with communities
- Leadership, ego, competition vs collaboration
- Scarcity mindset
- Economic silos
- Contractor hesitancy to work with low income folks
- Buyers lacking good credit
- **Solutions:** WHEDA, "hot core"-engaged citizens, city committees can be hot cores, group living/co-op models, higher density on city lots, look at other communities' successes that might work here

Applying a Health Equity Lens to Housing Action Planning

- Start with comp plan goals and objectives
- What did we learn from World Cafe?
- Table top objectives (6)
- Remember the social determinants of health
- What levers for change are relevant

NEXT *Steps*

Process for Developing Actions (Comp Plan p.29)

Process for Developing Actions (2019)

1. The Mayor, Common Council, City boards, committees, and commissions will be asked to review the Comprehensive Plan as soon as it is published and encouraged to think about Actions to support the implementation of its Goals and Objectives. (February/March)
2. Members of all committees will be invited to attend a training session in April to provide guidance and templates for developing specific actions to implement Goals and Objectives in the Comprehensive Plan. The training will provide:
 - a. Guidance on keeping sustainability, health, equity, and education values in mind when committees are developing Actions.
 - b. Key questions and templates to ensure recommended Actions are:
 - i. Specific
 - ii. Measurable
 - iii. Attainable
 - iv. Relevant
 - v. Time-based
 - c. Committees will also be asked to note issues covered by the Zoning Code (which will be updated in 2020) and any other ordinances that may need revision to facilitate implementation of the Comprehensive Plan.
3. The committees will identify and prioritize appropriate Actions with a goal of submitting lists to the Mayor in June. (May/June)
4. Action lists from all committees will be reviewed with the Plan Commission for its input and recommendation on incorporating them into the Comprehensive Plan. (July/August)
5. Mayor will request that committees develop Work Plans to indicate how their proposed Actions will be addressed, along with a timeline for implementation. (July)
6. A final list of Implementation Actions will be proposed for incorporation into the 2019 Comprehensive Plan; this should be handled as a formal Amendment to meet the statutory requirements of the Smart Growth Law and complete the comprehensive planning process. (September)
7. The Comprehensive Plan will be completed with Actions incorporated into appropriate chapters of the document by the end of the year. (December)