


# Healthy Cities

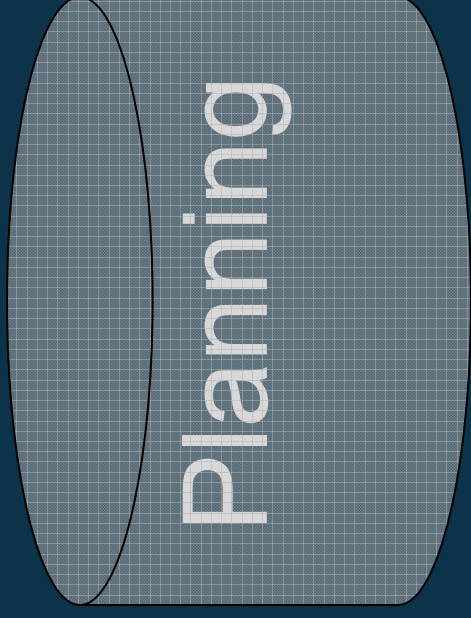
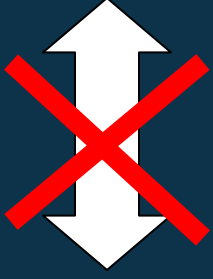
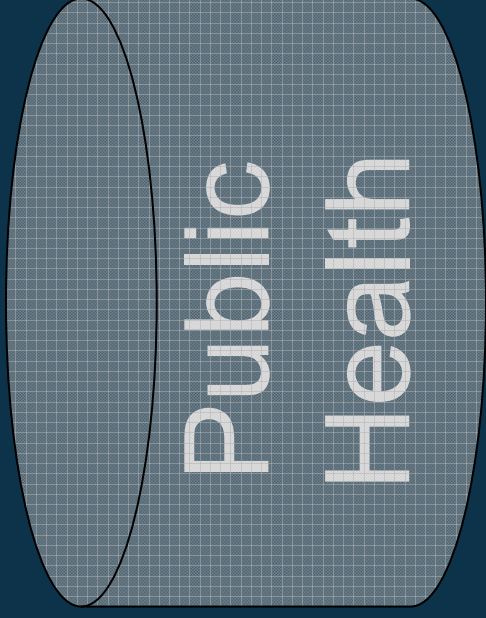
*A New Vision of Health Promotion*

# Topics

- Shared Ancestry
  - 3-4-50 Principle
  - Healthy Cities Movement
  - Healthy City Indicators/Public Health Evidence
  - Integration of Health into General Plans
  - Transportation: Social Determinant of Health
  - CDC Communities Putting Prevention to Work
  - Encinitas Vision for Transportation
- 
- A dark blue silhouette of a city skyline is visible in the background on the right side of the slide, featuring various building shapes and a prominent tower.

# Shared Ancestry

- 19<sup>th</sup> Industrialization
  - Connection made between public health and built environment
  - Established dominant view that pop concentration and proximity between business – residence unhealthy
- Early 20<sup>th</sup>
  - Zoning ordinances take hold
- Mid 20<sup>th</sup>
  - Connection diminishes



- Ensure housing/business clean and free from disease
- Monitor industrial for environmental exposure
- Focus on individual human behavior and specific diseases
- Absent from discussions on major planning decisions

- Focus on aesthetics, economics
- Growing middle-class suburban society sprawling, low-rise and auto-dependant

# Top 10 Causes of Mortality in San Diego County

 = Chronic Diseases

Rank 2004	Rank 2005	Cause of Death	Rate	
			2004	2005
1	1	<b>Heart Disease</b>	183.7	172.6
2	2	<b>Cancer (any)</b>	166.3	163.1
3	3	<b>Stroke</b>	49.8	41.3
4	5	<b>COPD/Chronic lower respiratory diseases</b>	38.3	39.1
5	4	Alzheimer's Disease	38.1	36
6	6	Unintentional injuries	28.6	28.5
7	7	<b>Diabetes mellitus</b>	19.1	21.1
8	8	Influenza & pneumonia	16.6	14.3
9	9	Suicide	10.4	9.9
10	10	<b>Essential (primary) hypertension and hypertensive renal disease</b>	9.1	9.4

Rates are per 100,000 population.

Source: State of California, Department of Public Health, Center for Health Statistics, Vital Statistics Section, Death Statistical Master Files

# “3 – 4 – 50” Principle

**3 RISK FACTORS**



**4 CHRONIC DISEASES**

(Heart Disease/Stroke, Type 2 Diabetes, Respiratory Disease, Cancer)



**50% of DEATH**

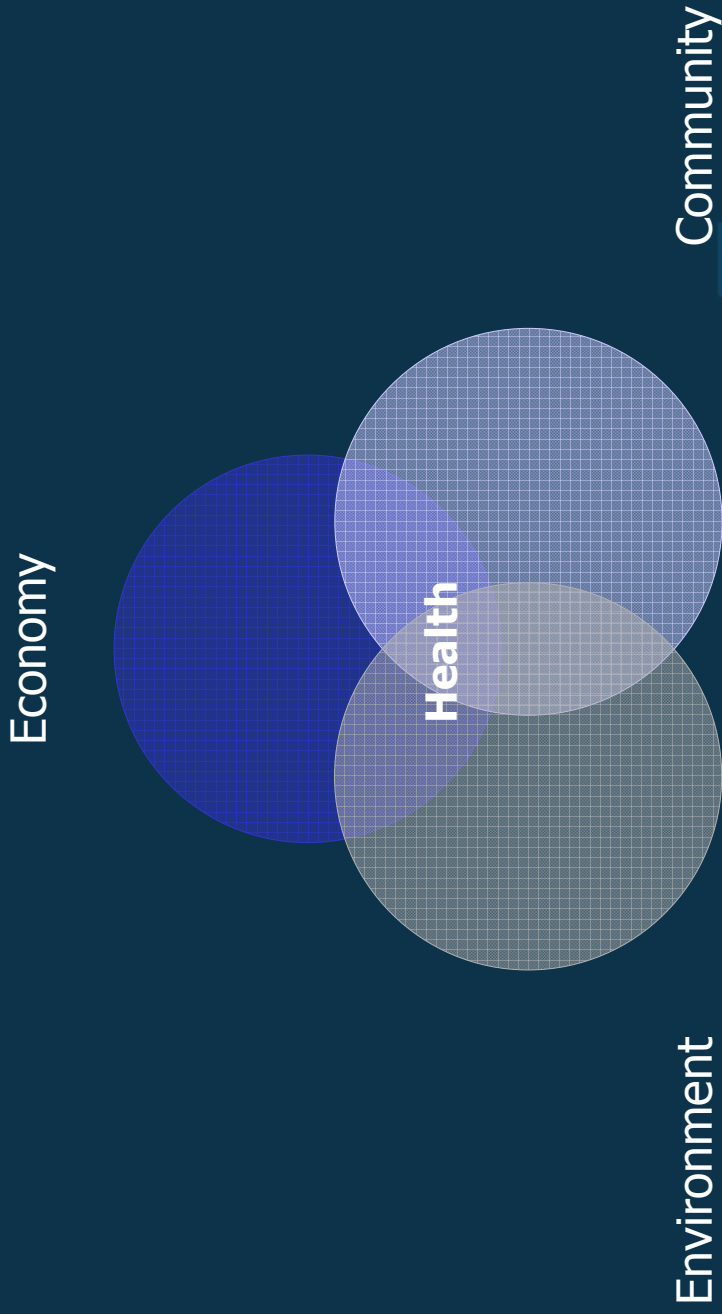
# Global Healthy Cities Movement

- **January 1986:** WHO Europe Healthy Cities Project
- **November 1986:** Ottawa Charter for Health Promotion
- **1998, 2003:** Social Determinants of Health
  - Addresses 10 determinants including **transportation!**

# Strengthening Healthy Cities in U.S.

- National
  - CDC, RWJF, NACCCCHO, IOM, EPA, HUD, DOT
- State
  - DPH, TCE, Caltrans
- Local
  - LDPH, SANDAG, Cities, CBOs, Universities,  
Schools

# Original Healthy Cities Framework



# Healthy City Qualities

- High Health Status
- Mutually supportive and non-exploitive community
- High degree of participation in and control by citizens over the decisions affecting their lives, health and well-being
- Meeting basic needs for all community
- Access to a wide variety of experiences and resources
- Diverse, vital, innovative economy
- Encouragement of connectedness
- A form that is compatible with and enhances all qualities listed
- Access to optimum level of appropriate public health and sickness care services
- Clean, safe, physical environment of high quality
- Ecosystem stable now sustainable in the long term.

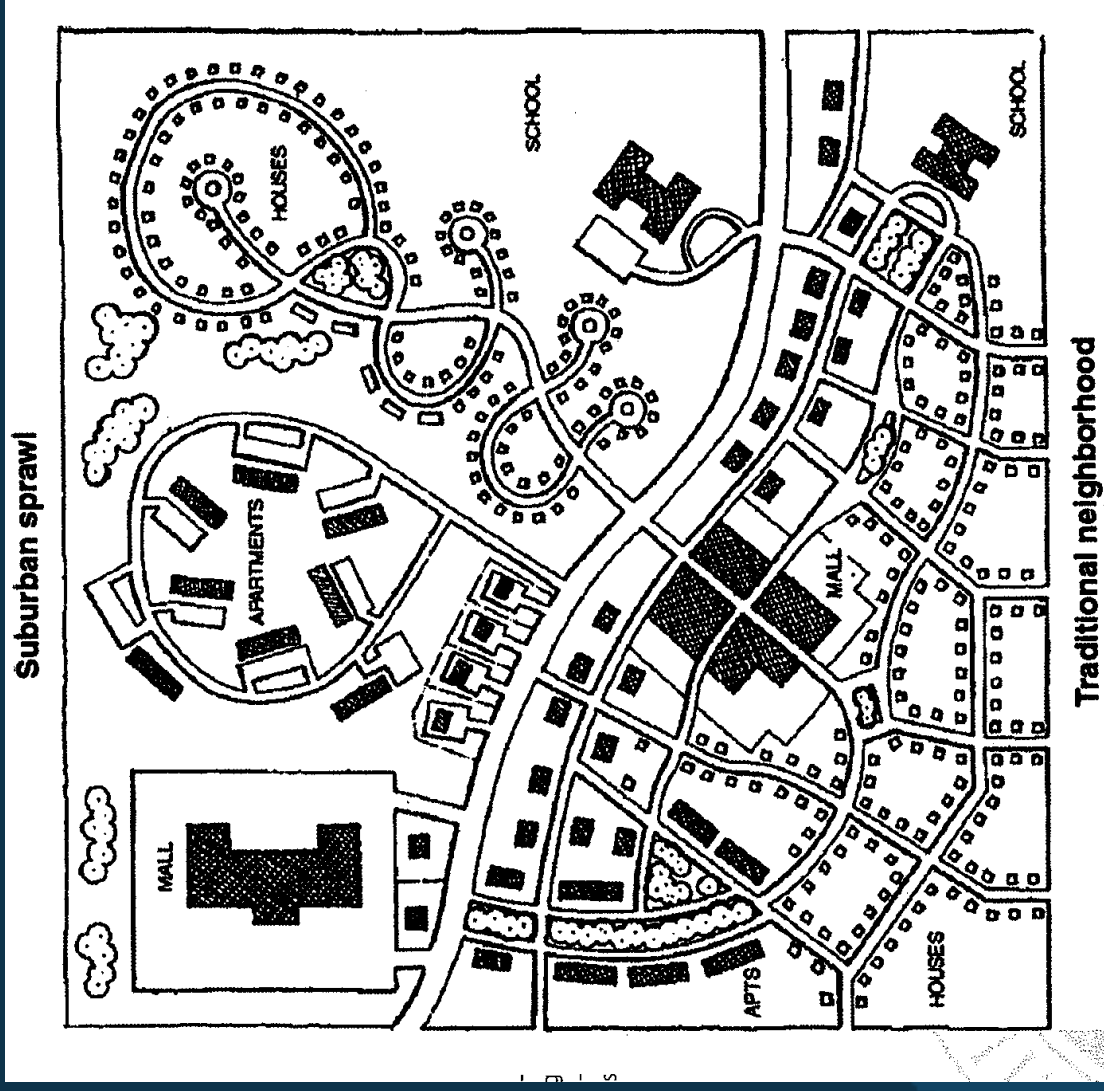
# Healthy City Indicators/Evidence

- Healthy Development Measurement Tool
  - Six elements = Healthy City
  - Community Health Objectives
  - Measurable Indicators/baseline data
  - Development targets
  - Health-based rationale
- Sustainable and Safe Transportation
  - Decrease private motor vehicle trips and miles traveled
  - Provide affordable and accessible public transportation options
    - Proportion of commute trips made by public transit
  - Create, safe, quality environments for walking and biking

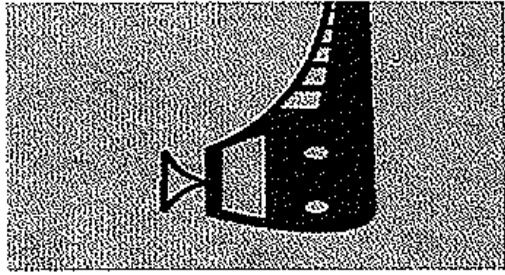
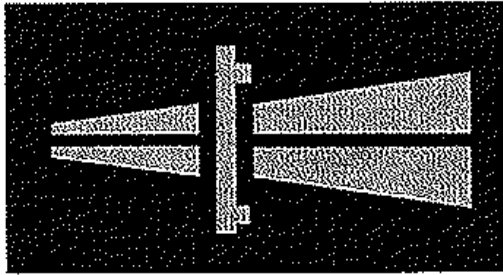
# Ways to Integrate Health into General Plans

- Develop a health “guiding principle” for the entire General Plan
- Create a separate Public Health Element
- Include health rationale to support specific policies
- Include health indicators to monitor performance

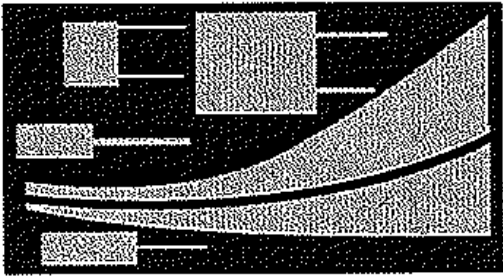
# Traditional Neighborhood vs. Suburban Sprawl



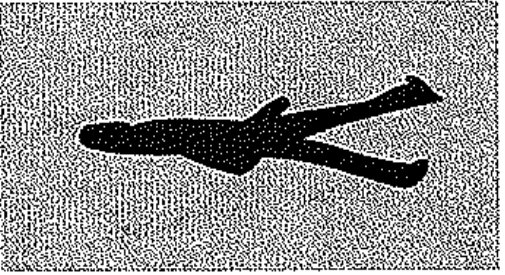
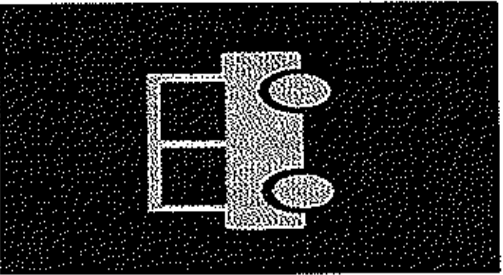
TRANSPORTATION  
INVESTMENTS



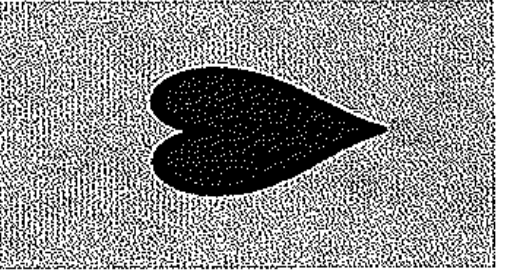
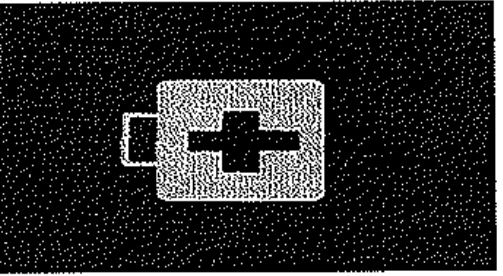
LAND USE  
PATTERNS



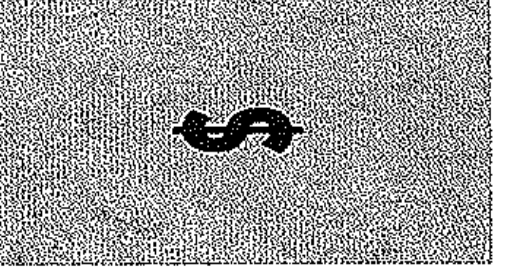
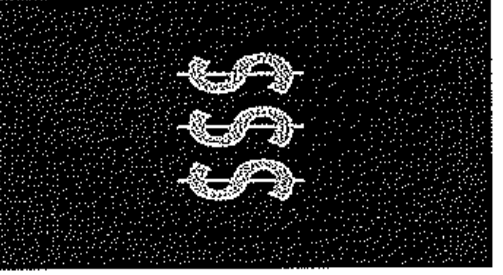
TRAVEL  
BEHAVIOR



HEALTH



COSTS



**Building a freeway to reduce traffic  
congestion is like loosening your  
belt to prevent obesity.**

*- Walter Kulash*



# Healthy Transportation

- Increases exercise
- Reduces fatal accidents
- Increases social contact
- Reduces stress and anxiety
- Reduces air/noise pollution
- Increases affordable access to health promoting services
- Decreases social and economic costs due to high transportation costs

# Transportation Options

Modal Split									
Mode	Seattle 2000	Seattle 2005	Portland 2000	Portland 2005	United States 2000	United States 2005	Copenhagen		
Car	67.7%	67.6%	75.5%	72.8%	87.9%	87.7%	27%		
Public Transit	17.6%	17.0%	12.3%	13.3%	4.7%	4.7%	33%		
Bicycle	1.9%	2.3%	1.8%	3.5%	0.4%	0.4%	36%		
Walk	7.4%	6.9%	5.2%	4.3%	2.9%	2.5%	5%		
Data source	Census 2000, SF 3 QT-P23	American Community Survey, 2005	Census 2000, SF 3 QT-P23	American Community Survey, 2005	Census 2000, SF 3 QT-P23	American Community Survey, 2005	Bicycle Account, 2004		

# According to the American Public Transportation Association...

**\$9,499 in 2008 =**

- Buy food for a family for a year
- Pay for 75 percent of a health care policy
- Pay for community college tuition for two kids
- Pay for child care for one year
- Buy 1,652 Moonlight Mochas at E Street Café
- Buy 2,923 Rosie Red Velvet Cupcakes at ED
- Buy 7 years of unlimited yoga classes at Soul of Yoga

# Hidden Health Costs of Transportation

- \$142 billion/yr in medical expenses, lost wages, future earnings due to premature death assoc with **obesity/overweight**
- \$50-80 billion/yr in health care costs and premature death assoc with **poor air quality** from transportation
- \$180 billion/yr in health care costs, lost productivity and wages, property damage, travel delays, admin/legal costs, costs due to pain, suffering and lost quality of life due to **traffic crashes**

# CDC Recommendations for Improving Health through Transportation Policy

- Reduce injuries assoc with motor vehicle crashes
- Expand public transit
- Encourage healthy community design
- Promote active transportation
- Improve air quality
- Design to minimize adverse health and safety consequences
- Require research and surveillance on impact of transportation systems on health

# CDC Communities Putting Prevention to Work

To create healthier communities through sustainable, proven, population-based approaches such as broad-based policy systems and organizational changes in communities and schools.

# Public Health/SANDAG Partnership

## Healthy Communities



### Active Transportation Promotion

- Regional Bikeway Signage and Promotion
- Active Commuters Transportation Promotion - i Commute Website

### Regional Planning

- Regional Transportation Plan
- Regional Comprehensive Plan
- Countywide Safe Routes to School Plan

### Regional Transportation Model Enhancements

- Assessment to support health & health equity in development
- Enhance regional visioning and forecasting efforts

### Healthy Communities

- Healthy Communities Campaign -grants and resources to municipalities
- SRTS Implementation Grants

# Encinitas Visioning Goals: Transportation

- Create more **walkable** environment and pedestrian friendly landscapes (95%)
- Improve safety, **connectivity** and quality of the bicycle and pedestrian networks and related facilities
- **Limit the negative impacts** of traffic on residents and neighborhoods
- **Improve public transit** throughout the City and better connect the City to the region
- Create a complete and **multi-modal** transportation system
- **Improve rail service** while decreasing negative impacts of the rail corridor on connectivity and quality of life

**If we can build a successful city  
for children we will have a  
successful city for all people.**

*Enrique Peñalosa,  
former mayor of Bogotá, Colombia*



# Healthy City Defined

Healthy places are 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.

