

HEALTH

ion. IN ALL PLANNING POLICIES



American Planning Association

Making Great Communities Happen

PLAN4Health

An American Planning Association Product

What is Plan4Health?

Plan4Health is a national movement connecting communities across the country to link planning and public health. Plan4Health is anchored by American Planning Association Chapters and American Public Health Association Affiliates with funding from the Centers for Disease Control and Prevention (CDC). Launched in September 2014, Plan4Health supports creative partnerships to build sustainable, cross-sector coalitions in 35 communities. Coalitions work with communities to increase access to healthy food or increase opportunities for active living where residents live, work, and play.

At the national level, the American Planning Association and the American Public Health Association partner with the American Heart Association, the National WIC Association, the Society for Public Health Education, and the Directors of Health Promotion and Education. These organizations pursue a shared CDC platform to prevent chronic disease, help Americans live healthier lives, and support communities to make healthy living easier where people live, learn, work, and play.

Plan4Health reconnects planning and public health, fields that grew out of the same movement to create healthy communities. By reinvigorating the links between public health and the built environment, Plan4Health combats chronic disease by increasing access to nutritious foods and increasing opportunities for physical activity. Plan4Health aims to improve health outcomes through improvements to the built environment by building collaboration, community capacity, and civic engagement. The project will potentially impact more than three million people across the country through policy, systems, and environmental change strategies.

What is Health in All Planning Policies?

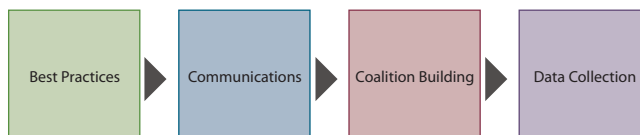
Health in All Planning Policies derives from Health in All Policies, a concept that explains how health is connected to many, if not all, other sectors and should therefore always be a consideration when making decisions. It is an effective strategy for addressing complex factors that influence health and is a collaborative approach to improving population health.

What does Health in All Planning Policies mean in the context of Plan4Health?

Plan4Health coalitions approach Health in All Planning Policies by considering the health implications of the field of planning. Do zoning regulations impact residents' physical, social, and emotional health? Is the health impact of new infrastructure part of the conversation? Plan4Health coalitions have worked in many different ways to improve the systems for health holding an important role in planning decisions.

How can this toolkit be used?

This toolkit offers a snapshot of reports, webinars, toolkits, community examples, videos, podcasts, and more about health in all planning policies in Plan4Health. It can be read cover to cover or looked at in pieces—each page can be a stand-alone document, to be used to inform and educate about active living strategies. Additional information about the Plan4Health coalitions, including [mini-webinars](#), [videos](#), and [podcasts](#), is available on the [Plan4Health Peer Learning Network](#).



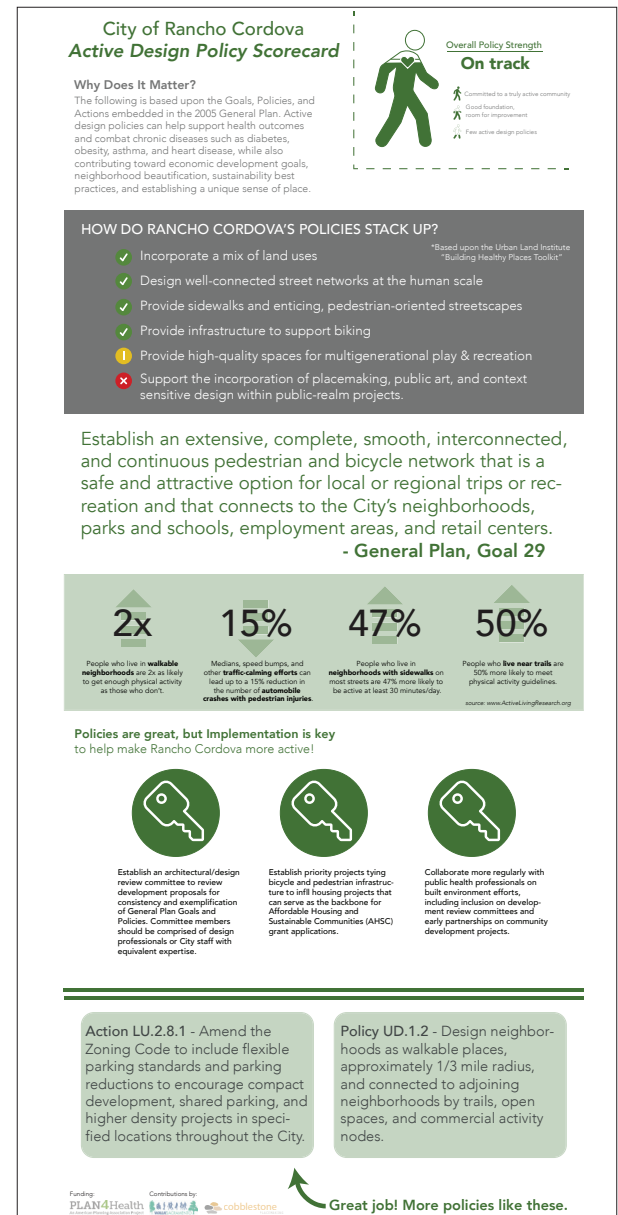
Family gathering for a bike ride at Active Transportation Community of Interest event.



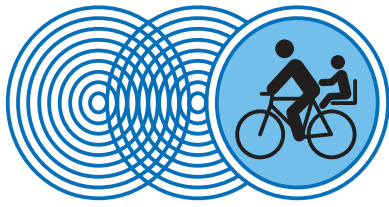
Policy Scans

Best practices

- **The Healthy Communities Coalition** (Eagle County, Colorado) conducted a policy scan of local comprehensive and strategic plans, and policy documents to: 1) increase understanding of existing healthy eating and active living policies; and 2) inform future recommendations supporting healthy community design. The results of the [policy scan](#) were compiled in to a report specific to each municipality, and presented during in-person meetings. The scans will help inform future policy language for each municipality in context of healthy living.
- **Critical to advancing new policies related to active design, Design 4 Active Sacramento** (Sacramento, California) conducted an initial scan of policies and guidelines already present at the local level. The scans became the backbone of successful technical assistance around policies to encourage healthy living. Summaries of the scans were created as easy-to-read infographics, focusing on the communities' current assets and offering immediate next steps.



Policy scan scorecard featuring results of city of Rancho Cordova.



Puyallup Watershed Initiative

Active Transportation

www.pwi.org/activetransportation

Puyallup Watershed Initiative: Active Transportation Policy Scan

About the Policy Scan

The Puyallup Watershed Initiative Active Transportation Community of Interest developed the Active Transportation Policy Scan to assess existing policies and programs in the communities that we worked with as part of the Plan-4Health grant.

Benefits of this Approach

The Policy Scan was developed to better understand the active transportation landscape in each community, and was an important first step to support policy and program change at the local level. Some benefits of using this type of tool include:

- Demonstrates a commitment to understanding local context
- Recognizes the unique assets and challenges for each community and works with communities to build from their existing capacity and context
- Builds strong relationships with partners in each community
- Provides a framework to discuss best practices related to active transportation
- Charts a vision for short- and long- term success in support of active transportation beyond the scope of this grant

Implementation of the Policy Scan

The Policy Scan guided the work with partner jurisdictions as we partnered to identify opportunities to increase access to safe, healthy and affordable active transportation options.

1. **Kick-off Meeting:** We held an initial meeting with each jurisdiction, using the Policy Scan form as a framework to learn about their principle planning documents related to active transportation and other elements (programs, partnerships, etc.) that support walking, biking, and skateboarding in their community.
2. **In-depth Review:** After the meeting, we conducted an in-depth review of the jurisdiction's planning documents and highlighted policy language that guides local active transportation implementation. We included strengths and areas for improvement within each policy.
3. **Recommendations & Implementation:** After completing the Policy Scan, we generated a list of recommendations, and met again with our partners in each jurisdiction to present our findings. Based on local capacity and momentum, we selected one or two recommendations to focus on under the Plan-4Health grant. In addition to guiding our Plan4Health approach, the list of recommendations can continue to provide a long-term vision for supportive policy change regarding active transportation in each priority jurisdiction.

A complete street and parklet in Indianapolis



Plans

Best practices

- **Health and Food Systems Master Plan Element:** In Trenton, New Jersey, the Plan4Health coalition developed a [Health and Food System Element](#) as one component of the city's new master plan. The Health and Food System Element is composed of seven sections outlining the goals for the plan, and includes examples of successful implementation and site-specific recommendations to be incorporated into district plans.
- **Master Pedestrian Plan:** In Indianapolis, the Plan4Health coalition developed the city's first [Master Pedestrian Plan](#). The plan covers the entire county of nearly one million people. It is complemented by a comprehensive pedestrian program and communications campaign that are moving the community toward a greater awareness of and desire to walk.
- **Accessible, user-friendly tools:** In Eastern Highlands, Connecticut, the Plan4Health coalition worked across 10 towns in rural Eastern Connecticut to create a [Healthy Communities Toolkit](#) specifically designed for rural communities. The toolkit has an easy, simple interface that is a living document and one that reflects the needs of community members for today and the vision for the future.
- **Neighborhood plans:** In Austin, Texas, the Plan4Health coalition developed active transportation toolkits and food plans specific to target neighborhoods. The [customized transportation toolkit](#) included resources to help people navigate their neighborhood by foot, bike transit, and shared car. The neighborhood food plan includes a toolkit supporting community gardens, healthy food access, and food waste recovery.

From our partners

- [Health in All Policies](#)
- [Implementing Health in All Policies at the Local Level](#)
- [CDC's Health in All Policies Resource Center](#)

From the field



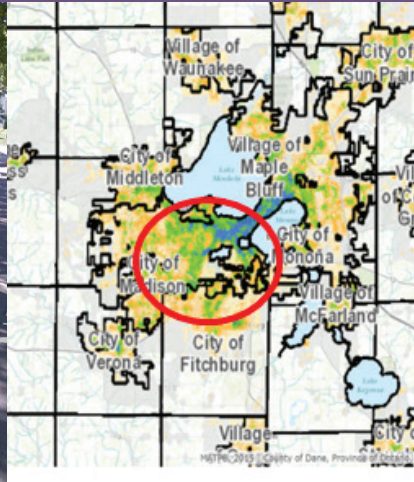
[Interview with Dr. Melissa Oden, Austin, Texas](#)



[Interview with Jennifer Senick, Trenton, New Jersey](#)



[Podcast with Emily Hultquist, Eastern Highlands Health District](#)



An urban community—the Park Edge neighborhood—in Madison, Wisconsin, and its associated data map.

Innovation in Health in All Planning Policies: Active Living Index in Dane County, Wisconsin

What?

The Dane County Plan4Health coalition developed a comprehensive, locally specific index to evaluate the extent to which a place is conducive to active living. Through an increased understanding of physical activity opportunities and healthy food access, the **Active Living Index** empowers target communities to identify and pursue changes to their environments. The index represents a combination of planning and public health expertise by incorporating demographic and built environment data that were found to be correlated to certain diseases.

How?

The Active Living Index is applicable across the county as it was designed with rural, urban, and suburban considerations. The coalition piloted the index in three diverse communities with different levels of population density. The dataset constituting the index is a key component of another tool for scenario planning which will forecast for decision makers the economic, health, and emissions impacts of changes to the built environment.

The Active Living Index was created through multi-stakeholder collaboration and has been successful as a web-based interactive data tool that serves and empowers decision makers, planning and public health professionals, and residents. Through an increased understanding of physical activity opportunities and healthy food options, the data index empowers target communities in Dane County to change their environments and provides a roadmap for the index to be replicated across the state.

From the field



[Interview with Milena Bernardinello, Dane County, Wisconsin](#)



[Video about a Wisconsin family's experience with walking and biking to school](#)

WALKWAYS

moving INDY forward

The Indianapolis communications campaign and website logo.

Communications

Tips from the field

- In Indianapolis, the coalition developed a website—[Walkways: Moving INDY Forward](#)—to support the communitywide communications campaign around walking and the Master Pedestrian Plan.
- In Trenton, New Jersey, the Plan4Health coalition developed a [healthy home literacy toolkit](#) to share information about the best green cleaning solutions.
- In Umatilla County, Oregon, the Plan4Health coalition developed a [project website](#) and an active social media presence, creating a new Twitter handle (@UCoPlan4Health) and [Facebook page](#).
- The *Delaware Journal of Public Health*, December 2016, [Volume 2, Issue 5](#) published two articles related to the Delaware Plan4Health initiative. The first article, “The A’s of Influencing Health Eating and Active Living,” was authored by Michelle Eichinger, MS, MPA. The second article, [“When Planning Meets Health: Delaware’s Plan4Health Grant Fosters a Healthy Delaware,”](#) was coauthored by Michelle Eichinger; Kristen Vales; David Edgell, AICP; Tim Gibbs; Bill Swiatek, AICP; Patti Miller, and Mary Ellen Gray, AICP.

Engaging the community



[Indianapolis Appendix B: Prioritization Methodology](#)

From our partners



[CDC Gateway to Health Communication and Social Marketing Audience Profiles](#)



[Making Memorable Messages—Plan4Health Communications Webinar](#)



[Media 101: Interviews—Plan4Health Communications Webinar](#)

From the field



[Interview with Kim Irwin, Indianapolis](#)



Plan4Health North Carolina coalition building session.

Coalition Building

Tips from the field

- The Plan4Health coalition in Eastern Highlands, Connecticut, maintained strong partnerships that helped them develop and disseminate their rural communities toolkit. Because the coalition worked across 10 towns, [cultivating relationships](#) was a key to building a coalition capable of producing results.
- In Kingston, New York, the coalition developed a [website](#) with an interactive blog and a designated space for each focus area team, fostering collaboration and community building.

Engaging the community



[Eastern Highlands Health District: Plan4Health Introductory Video](#)

From our partners



[Developing Effective Coalitions: An Eight Step Guide](#)



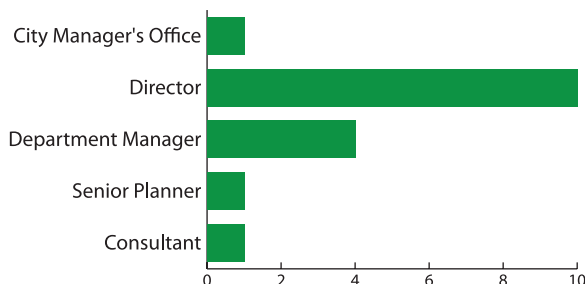
[Collaboration Assessment Tool](#)



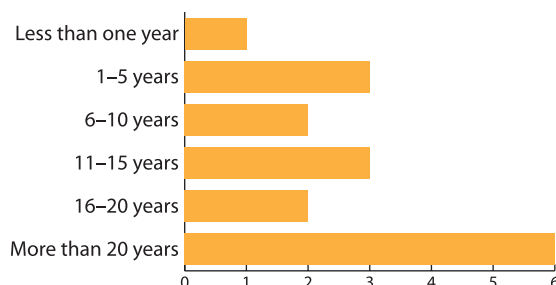
[Community Partnerships Part I: Innovative Partnerships to Improve Health](#)

Innovation in Coalition Building: Design 4 Active Sacramento

What is your position?



How long have you worked in the planning department?



Catalyzing Regional Collaboration around Health and the Built Environment *Embedding health in all planning policies through cross-sector partnerships*

Through Plan4Health, [Design 4 Active Sacramento's](#) (D4AS) primary goal has been to embed health into the Sacramento planning process through cross-sector collaboration at the local level. We believe that collaboration at this level starts when planners and public health professionals are able to establish a relationship through identifying shared objectives, barriers, and opportunities for working together.

Hearing that cross-sector collaboration is a [priority](#) from our regional public health officers and executives, especially in Sacramento County, Design 4 Active Sacramento worked to hold the State's [first convening of public health officers and planning directors](#) geared toward building relationships and moving toward collaboration. The following information is intended to share our story and to inspire others facing comparable situations to take similar first steps toward creating a culture of collaboration and health.

Building the Right Team:

In an effort to both walk the talk and deliver the most effective convening, D4AS spent time compiling a truly multi-disciplinary, cross-sector team of planners, health professionals, philanthropy organizations, community members, professional organizations, and non-profit partners. As a result, not only were we able to plan a compelling and relevant event for all attendees, but also mirror the collaborative approach that we are encouraging of our planning and health partners.

Each partner was responsible for specific tasks best suited to their organization's mission. For example, the California Public Health Association – North and the APA Sacramento Valley Section worked together to develop messaging that would resonate with their respective professional affiliates and to invite those partners to the event. Without this partnership, D4AS would have been unable to successfully convince over 80 high-level decision makers to take an entire day off to attend a first of its kind convening of this nature.

Additionally, by bringing in philanthropy organizations such as the Federal Reserve Bank and the California Endowment as content creators rather than simply funders, we were able to add the legitimacy of these major, mission-aligned organizations to the convening and spread information about our work through their statewide and even national outreach platforms. Doing so has also created follow-up opportunities to work together to advance this work more collaboratively.

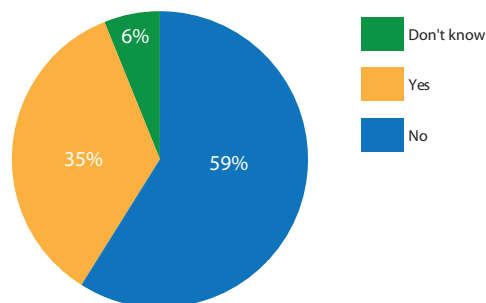
Finally, by including relevant advocacy organizations and non-profit partners, we were able to pair event attendees up with immediate technical assistance opportunities in real-time, helping the convening to be more action oriented than simply aspirational.

Other things to consider: D4AS made sure to offer both APA and APHA continuing education credits. We partnered with local restaurants with a community improvement mission to cater the event. We held the meeting in a familiar, shared space – the Sacramento Area Council of Government Board Room. This also helped make our regional planning organizing more of a champion of this work. Our theme became: "intentionality at every step."

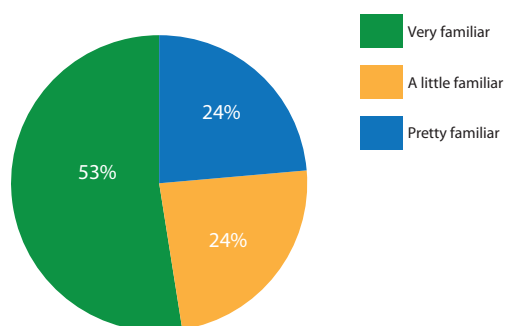
Identifying the Need

Although we know that collaboration was rarely occurring, we did not know what the actual barriers to collaboration were, where opportunities for partnering existed, or how much either sector knew about one another. D4AS worked closely with the Sacramento Valley Section of APA to develop and deliver a comprehensive survey of both planning directors and public health officers to establish a baseline understanding for this work to build upon. The survey was also pivotal in informing the content and speakers for the day. For example, without this initial survey, we would have not spent more time laying the groundwork around how health and the built environment were linked, assuming that this was more common knowledge than it actually was.

Are you or your planning department colleagues involved in any statewide or regional efforts to bring local health and planning departments together?



How familiar are you with the relationship between the built environment and health?



A portion of our full [survey](#) is above.

(Event) Planning 4 Collaboration

A major goal of this convening at the outset was to limit the amount of time D4AS spent presenting to our health and planning partners and instead schedule large portions of the day for relationship building and exploring opportunities for collaboration. That being said, it was critically important to establish the importance of this work, identify how collaboration was currently proceeding, and provide several examples of where health and planning could be working together at the regional and local levels. This approach helped set the tone for the day and spur constructive dialogue during the collaborative sessions.

D4AS partnered with [Paul Zykofofsky](#), a well-respected and inspiring smart growth advocate to stress the importance of working together. The [APA Sacramento Valley Section](#) presented their survey results to help attendees visualize the gaps in collaboration that needed filling. Finally, healthy communities leaders from the [San Francisco Federal Reserve Bank](#) and the [Governor's Office of Planning and Research](#) shared examples and best practices at the local, regional, and statewide level where this approach to planning had resulted in significant equity, sustainability, economic development, and health improvements. [Speaker Bios](#)

World Café

The first of the two networking sessions was intended to group planners and health professionals from different communities together to answer the following [questions](#):

- What are the opportunities for public health and planning departments to collaborate?
- What are shared outcomes that public health and planning have in common, even if their more immediate goals are different?
- What follow-up activities would help you build your capacity to work together?

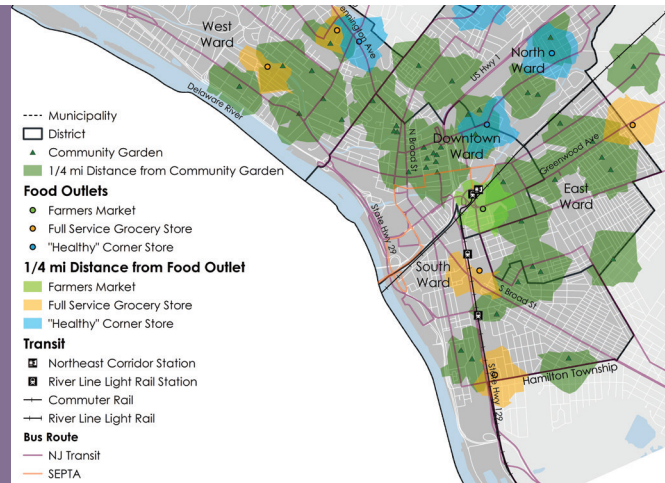
The intention of the world café activity was to simply share ideas and allow participants to discuss their local examples with one another. The final question was of particular importance to D4AS as it helped identify specific areas where we needed to be targeting our technical assistance work. Each world café group was facilitated by a different health or planning professional within Design 4 Active Sacramento. Responses from each group were shared back with the entire to group to create a repository of ideas.

Working lunch

We ended the day by facilitating conversations with public health professionals and planners from each of the eight represented counties in an effort to help participants share what they had learned, meet one another, and most importantly, identify where they could be working together well into the future. Where the world café event was a less-structured effort to share ideas from around the region, the working lunch was a much more facilitated discussion about how this work could be applied within each community and on what timeline. Participants were guided in identifying short, medium, and longer term efforts for collaboration and sharing more information about how they were currently working toward advancing health through the built environment.

Follow Up

D4AS requested [feedback](#) from all participants and followed up with individuals in each county to [explore ways that our TA could help](#) further strengthen the relationships formed at the convening.



Data Collection

Tips from the field

- The Nashua, New Hampshire, Plan4Health coalition used both qualitative and quantitative data to assess biking and walking conditions. This included data on all of the roads in the city to quantify bikeability and walkability, map potential origins and destinations, and identify stressful or broken connections.
- In Columbus, Ohio, the Plan4Health coalition conducted health impact assessment on the Connect Columbus multimodal transportation plan. Health goals, metrics, and measures were built into the plan, the implementation of which is the responsibility of several city departments.

Engaging with the Planning and Community Health Center



[Health Impact Assessment's Role in Planning](#)



[Metrics for Healthy Planning](#)

From our partners



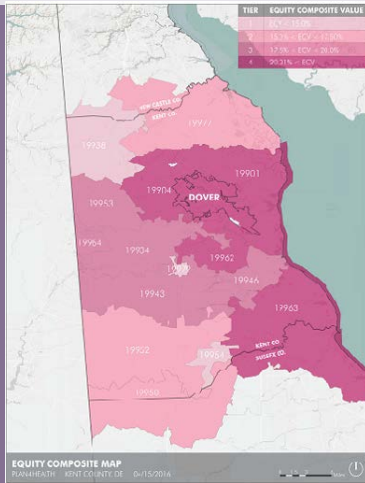
[Active Living Research—Tools and Resources](#)



[U.S. Department of Transportation—Transportation and Health Tool](#)



[Community Commons](#)



Map of Plan4Health Delaware's Equity Composite Index.

Innovation in Data Collection: Delaware Plan4Health

Delaware's Plan4Health Team undertook a process to analyze geospatial considerations to their health and equity work. The steps below summarize a process that draws on their work and includes recommendations for others.

- 1. Clarify goals and process.** Before embarking on a data collection and assessment process, clarify the goals and anticipated outcomes of the process. Clarity at the outset facilitates smooth data collection and assessment processes. It will be important to ask: What gaps in current knowledge can geospatial data fill? How can geospatial data inform decision-making?
- 2. Define equity metrics and gather data.** Once goals and anticipated outcomes are clarified, the health-related data to support them must be identified and gathered. Initial work will require selecting equity metrics of interest and delineating the study area, and identifying existing data sources (like the U.S. Census Bureau's American Community Survey or the local park department's maps) to gather, and primary data to collect. Once obtained, the data will need to be pre-processed, and methodology and plans for working with the data should be developed.
- 3. Analyze data and generate findings.** Analysts now execute their data analysis process. They will utilize geographic information systems such as ArcGIS for the geospatial analyses. Their deliverables will include key maps and related findings.

- 4. Contextualize findings.** Maps and related findings should be shared and discussed with decision-makers and key stakeholders. Their perspectives will help to enrich and explain findings. Maps and related findings should also be contextualized in light of community surveys and other available sources of data.
- 5. Reporting and using findings.** Once maps and related findings are thoroughly vetted, contextualized and revised they are ready for dissemination and use by decision-makers. Maps and related findings can be integrated into comprehensive plan updates and other planning processes. It may also be useful to publish maps and data stories online or in other outlets.

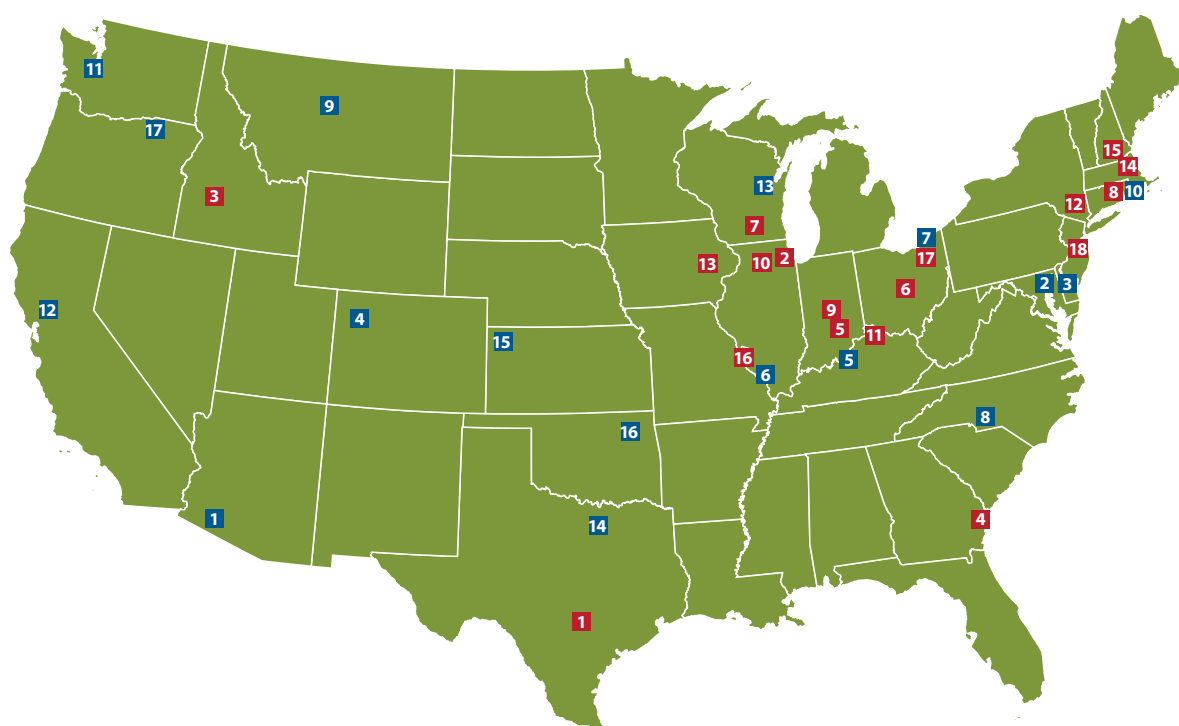
From the Field

DEPlan4Health partners sought to improve access to healthy foods and facilities that promote physical activity for Dover and Kent County communities. Partners worked with consultants, identifying the following equity metrics to support ongoing work to address health and equity.

- **Equity Composite Score:** identifies areas with demographics associated with health disparities
- **Retail Food Environment Index:** measures the ratio of unhealthy to healthy food retailer for a geographic area
- **Park Density:** measures the ratio of park and open space land to neighborhood land for a given population size
- **Sidewalk Density:** scores geographic areas in terms of sidewalks connectivity for a given population size.
- **Bikability Density:** scores geographic areas in terms of bike lanes and transit shelters available for a given population size.

The **PLAN4HEALTH** community
envisions the full integration of
PLANNING and **PUBLIC HEALTH**
 where we *live, work, and play*.

Plan4Health Grantees



Cohort One		Cohort Two	
1 Austin, TX	10 Kane County, IL	1 Ajo, AZ	10 Mount Hope, RI
2 Bensenville, IL	11 Kenton County, KY	2 Baltimore, MD	11 Pierce County, WA
3 Boise, ID	12 Kingston, NY	3 Dover / Kent County, DE	12 Sacramento County, CA
4 Chatham County, GA	13 Linn County, IA	4 Eagle County, CO	13 Shawano and Menominee Counties, WI
5 Columbus, IN	14 Metro Boston, MA	5 Exurban Louisville, KY	14 Tarrant County, TX
6 Columbus, OH	15 Nashua, NH	6 Jackson County, IL	15 Thomas County, KS
7 Dane County, WI	16 St. Louis, MO	7 Lake County, OH	16 Tulsa County, OK
8 Eastern CT	17 Summit County, OH	8 Mecklenburg County, NC	17 Umatilla County, OR
9 Indianapolis, IN	18 Trenton, NJ	9 Greater Helena Area in Lewis & Clark County, MT	