



California Healthy Cities and Communities

Planning for Better Health

The Healthy Cities and Communities movement is built on the concept of place. Place identity refers to a cluster of ideas about “place” in the fields of geography, urban planning, urban design, landscape architecture and environmental psychology. Today, the need for collaboration among cities, counties and regions in relation to place identity and its value to health is getting well-deserved attention. The following examples illustrate this trend.

San Bernardino

The San Bernardino County Health Department has long been a supporter of Healthy City efforts, having been a partner in *Healthy Chino*. In 2006, the County of San Bernardino Public Health Department initiated a countywide campaign, called “Healthy Communities”. The Healthy Communities program was provided with \$100,000 (in addition to their operating budget) to provide grant monies to cities promoting a healthier community. Seven cities were awarded grants in April 2007: Loma Linda, Colton, Ontario, Fontana, Apple Valley, Big Bear Lake and Chino Hills. The grants address nutrition, physical activity, access to health/mental health, transportation and work wellness. For the next grant cycle, the Public Health Department is partnering with the private sector to provide

seed money to cities that are driving their own “Healthy City” initiatives so that they may be able to fund dedicated staff at the city level.

Los Angeles

The Policies for Livable, Active Communities and Environments Program (PLACE) of the County of Los Angeles Department of Public Health (DPH), is dedicated to building communities in the county that promote good health for all residents by fostering policy change and supporting the development of healthier environments. To further promote collaboration on built environment projects, the PLACE Program recently conducted a request for proposals from cities, non-profits, schools, and for-profit organizations in Los Angeles County that would help people to incorporate physical activity into their daily lives. The DPH will select up to five applicants at approximately \$100,000 per year for three years and five months beginning on or about February 1, 2008. For more information on the PLACE Program visit: <http://www.lapublichealth.org/place/>

Also see story on page 2 regarding Metro Denver. If you are involved in a livability effort involving city-county or regional collaboration, please email us at chcc@civicpartnerships.org



Tina Sray, Community Services Director and Patrick Glover, City Manager, at the Healthy Chino booth at the 2007 LCC Annual Conference and Exposition

Congratulations Healthy Chino

The City of Chino recently won a League of California Cities 2007 Helen Putnam Award and a Cities Counties Schools Partnership Award. The *Healthy Chino* Coalition and the City organized events where participants walked a cumulative total of 25,616 miles, the equivalent of a trip around the world. In addition, the city will be including a *Healthy Chino* element in their updated General Plan next year. Congratulations again!

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Denver Region Adopts Healthy Community Agenda

The Metro Denver Health & Wellness Commission (MDHWC) is a coalition of nearly 80 community leaders from the non-profit community, government (including several mayors), business, and education, with the vision of making the Metro Denver area America's healthiest community – and capturing the economic benefits of achieving that vision. The geographic scope of the MDHWC includes seven counties with a population of 2.6 million. The overall mission of the MDHWC is to increase healthy eating and active living by creating a culture and infrastructure that support healthy lifestyle choices. In addition to striving to be America's healthiest community, MDHWC is setting additional goals aimed at flattening the obesity and overweight curve by 2012 and turning it around by 2017.

As a state, Colorado still boasts the lowest obesity rates in the nation. However, despite relatively low rates, obesity trends in Colorado and the Metro Denver area are moving in the wrong direction. A newly released 2007 report on failing obesity policies in America by *Trust for America's Health* noted that even in the leanest state, Colorado's adult obesity rate increased slightly over the past year from 16.9 percent to 17.6 percent. Obesity alone is estimated to cost Colorado \$874 million in related medical expenses.

To make Metro Denver America's Healthiest Community, the commission will focus its efforts on the following three initiatives: Healthiest Schools and Early Childhood Programs; Healthiest Worksites; and Healthiest Communities. These initiatives are based upon MDHWC research and evaluation of evidence-based policies and programs, and input from hundreds of people across the Metro Denver area. The *MDHWC Strategic Plan: 2007 - 2012* released

in May 2007 incorporates objectives under each initiative with aggressive targets and outlines strategies to achieve them, and most importantly identifies potential partners who will be key to their success. Examples of aggressive targets include adoption of complete streets design standards and transportation infrastructure improvements within five years. Progress on implementation will be monitored and shared annually with the public and key stakeholders.

The MDHWC was created by the Denver Metro Mayors Caucus; Metro Denver Economic Development Corporation; Metro Denver Sports Commission; and Center for Human Nutrition – University of Colorado at Denver and Health Sciences Center. Staff is provided by Civic Results a Denver based non-profit corporation.

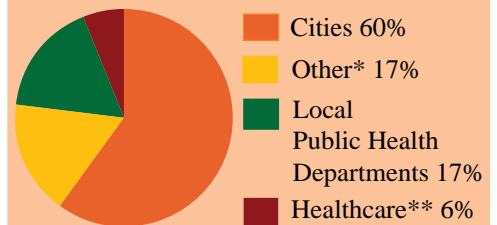
For more information contact John Parr, Coordinator, MDHWC at john@civicresults.org or visit <http://www.mdhwc.org/index.htm>



CHCC Network Demographics

This year the California Healthy Cities and Communities *Network* has topped 50 members. Local health departments have shown significant increase in their membership. The growth trend points to the growing interest in livability among multiple disciplines and sectors. See the pie chart for a breakout of *Network* members.

For more information on joining the *Network*, contact Nicole Hara at the Center for Civic Partnerships at (916) 646-8699 or at nhara@civicpartnerships.org.



* Other denotes departments of education, parks and recreation districts, and rural services.

** Healthcare denotes health systems and healthcare districts.

CHCC Staff Updates



Nicole Hara

Nicole Hara has joined the Center as the new California Healthy Cities and Communities (CHCC) Program Coordinator. Nicole has experience in both the public sector and in not-for-profit settings. Most recently, she served as project manager for a national not-for-profit organization in Sacramento that focused on improving population health and encouraging healthy behaviors. Previously, she held positions at the federal, state and regional level. Nicole has a B.A. in

Political Science from California Polytechnic State University at San Luis Obispo and a Master's degree in Public Policy and Administration from CSU, Sacramento. Join us in welcoming Nicole to CHCC!

Thea Perrino, who served as the CHCC Program Coordinator for the last two years, has accepted a position with the Tobacco Control Section within the California Department of Public Health. We applaud all the contributions Thea has made to the program. Good Luck, Thea!



~ Employment ~

Life Options South Bay - Chula Vista

This article is the fourth in a series on innovative and promising practices that expand upon six domains featured in our recent publication, "A Healthy Community Perspective on Aging Well." The domains are: Varied Housing Options, Transportation, Community Involvement, Employment, Lifelong Learning, and Supportive Services.

Forget the gold watch and the retirement party at age 65. Today, most baby boomers—a whopping 69 percent—plan to work into their late 60s or beyond, according to AARP.¹ In 2006, about one-quarter of Californians ages 65 to 69 were still employed, up from 19.6 in 1995, according to the California Budget Project.² Among California residents ages 55 to 65, 61.6 percent were still employed, compared with 54.2 percent in 1995.³

Why stay in the work force? Money, mostly. But also personal satisfaction. 72 percent of employees ages 55 to 59, and 60 percent ages 60 to 65 say money is their main reason for working.⁴ But for people in their late 60s, money is only part of the drive. More than half of these workers cite "staying active" and "meaningful work" as their primary motivation.⁵ As a result, many older workers are looking for second careers in more meaningful fields, or part-time work using their skills on their own terms.

To help this growing group of older job seekers and career changers, the Norman Park Center in Chula Vista, near San Diego, created Life Options South Bay. Under the umbrella of the recreation department and housed in the senior center, the program is aimed at people 50 and over who want to explore a second career, seek paid work or find volunteer opportunities.

"The overall idea for Life Options is to learn how to cultivate your

undiscovered talents and share them with others," says Kathy Wigginton, the Chula Vista recreation supervisor in charge of Life Options South Bay. That includes retirement counseling, where program staff and volunteers talk with older adults about their personal vision of retirement, and the new balance they'd like to strike between work, volunteering and leisure.

The program was created in 2002 with a grant from San Diego County's Aging and Independent Services division. A staff member and volunteers spend time researching job resources and training options, scouting and screening job openings that might work well for seniors, and sharing information on volunteering, recreation and fitness.

"We do interviews with people who come in to find out what they've done in the past, whether they're still working, and if they've ever volunteered before," says Sue Wright, a volunteer with Life Options South Bay. The program maintains a notebook and website (www.lifeoptionssouthbay.com) of current job leads. They also maintain a list of "senior-friendly" temp agencies and employers, like Wal-Mart and Borders.

The job openings list also includes volunteer jobs that pay a stipend, like working as a senior mentor for school kids or meeting with older people at senior residences to talk about health. "Many seniors don't have a lot of assets and they want a job to bring in some extra money," says Wright. "They don't always need a lot, just a little something more." For those people, the \$200 stipend for 20 hours a week of senior mentoring could make a big difference, she says.


Life Options South Bay also serves



Life Options South Bay, Chula Vista

as a clearinghouse for volunteer opportunities, where counselors help people find positions that fit their interests and skills.

Life Options South Bay doesn't just wait for seniors to walk in the door (although about 700 people a year do). The program holds monthly outreach sessions at the public library, bringing guest speakers to talk about exhibitions at local museums or cultural institutions. "Those have been very popular," says Wigginton. "So someone can come learn about the Dead Sea Scrolls, but also learn about what docents do." The library location, she says, attracts people who might not visit the Life Options center at Norman Park. "We realized that baby boomers will go to a program at the library, but not the senior center."

For more information on Life Options South Bay, visit <http://www.lifeoptionssouthbay.com/> 

¹ MSNBC, "Baby Boomers Will Spend Golden Years at Work" by Eve Tahmincioğlu, Aug. 8, 2007. Quoting Deborah Russell, Director of Workplace Issues, AARP.

² California Budget Project, "More Californians Are Working Later in Life." *Policy Points*, April 2007.

³ Ibid.

⁴ Ibid.

⁵ Ibid.

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California Healthy Cities and Communities assists cities and communities with developing, implementing and evaluating inclusionary, community-driven programs, policies and plans, which address environmental, social and economic determinants of health. CHCC advocates a broad definition of health: a shared vision; widespread community participation; system reform; collaborative partnerships engaging local assets; and a means to measure progress and base improvements upon results.

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Connections

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A Center of the Public Health Institute

Events & Resources

Events

2007 International Council on Active Aging (ICAA) Conference

November 29-December 1, 2007
Orlando, FL
<http://www.icaa.cc/convention/2007seminargrid.htm>

60th Annual California & Pacific Southwest Recreation & Park Training Conference

February 26-29, 2008
Long Beach, CA
<http://www.cprs.org/conference-general.htm>

18th Annual Art & Science of Health Promotion Conference

March 5-8, 2008
San Diego, CA
<http://www.healthpromotionconference.org/index.html>

Publications

A Blueprint for Action: Developing a Livable Community for All Ages

The purpose of this guide is to provide local leaders with tools to build the collaborations needed

to create livable communities for people of all ages. Every area of local government has a role to play in this effort. Read the report at: http://www.aginginplaceinitiative.org/index.php?option=com_content&task=view&id=18&Itemid=47

Final Report: Assessment of Local Models and Tools for Analyzing Smart Growth Strategies

The California Department of Transportation has released a report that explores models and tools available for use by cities and counties in California for assessing the potential effects of smart-growth land-use and transportation strategies designed to provide mobility options and reduce demand on automobile-oriented facilities. Read the report at: http://www.dot.ca.gov/hq/research/researchreports/reports/2007/local_models_tools.pdf

Survey on Mayoral Leadership on Climate Protection

Released by The United States Conference of Mayors, this survey indicates that cities throughout the country are taking steps to reduce carbon emissions. To view

survey results visit: <http://www.usmayors.org/climateprotection/climatesurvey07.pdf>

Web Sites

The Governor's Office of Planning and Research (OPR) provides legislative and policy research support for the Governor's office. OPR also assists the Governor and the Administration in land-use planning and manages the Office of the Small Business Advocate. For more information, visit: <http://www.opr.ca.gov>

Smart Growth Online is a web-based catalogue of Smart Growth related news, events, information and resources. Visit: <http://www.smartgrowth.org>

Healthy Chino is a movement initiated by the City to improve community health for the benefit of Chino residents. For more information, visit: <http://www.healthychino.com>