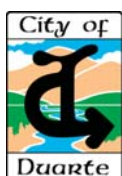




## Where Are They Now? - Part Two

*Editor's note: This is the second in a two-part series profiling several early participants in the California Healthy Cities and Communities Program (CHCC). For the first article, see the Fall 2008 issue of Connections on our website at [www.civicpartnerships.org](http://www.civicpartnerships.org). To learn more about the CHCC Program, see our 20th anniversary publication, "Celebrating 20 Years - Laying the Foundation, Leading the Way" which can also be found on our website.*

As we continue to celebrate the 20th anniversary of the California Healthy Cities and Communities (CHCC) Program, we congratulate the 70 plus communities that have participated in the program. They have worked tirelessly creating more livable and healthier places for all and their collective accomplishments are impressive. In this article we look back at three of the early CHCC participants to see, "Where are they now?"



### Duarte – The City of Health

With its motto, "The City of Health," Duarte felt a natural fit with the California Healthy Cities Project and became one of the program's original ten participants. Over the years the city has engaged in a wide variety of healthy cities activities, including, bicycle and pedestrian safety, intergenerational mentoring, improving nutrition and increasing physical activity.

The Mentor Mom program is one that Councilmember Margaret Finlay points to as having made a difference in the lives of Duarte's youth. The program aims to reduce teen pregnancies by pairing teen parents with adult mothers and fathers. "You really see this program works when kids who were involved as teens have gone on to graduate and now are coming back to volunteer. They've told me it transformed their future and now they want to give back to their community!"

**"Every decision we make we keep in mind, what is the "healthiest" way to pursue whatever path we're on?"**

**– Margaret Finlay,  
Councilmember  
City of Duarte**

According to Donna Georgino, Director of Parks and Recreation, one of the greatest benefits of Duarte's participation has been the ability to leverage additional grant funding to continue programs started with small amounts of seed money from the statewide program. In addition to program continuation, Duarte's healthy cities collaborative has taken on a life of its own, continuing to meet on a regular basis to review needs, identify resources and develop programs to meet community priorities.

Healthy Cities has been much more than a program to the City of Duarte. "What we've always had with Healthy Cities is an overriding philosophy,"

commented Councilmember Margaret Finlay; "We've stuck with it for 19 years because it works!"



### Oceanside – Classic California

The City of Oceanside's 14-year participation in the CHCC Program has produced a wide range of benefits for residents, neighborhoods and the community at large. Taking Healthy Cities principles to heart, Oceanside has emphasized civic engagement and resident empowerment in its neighborhood revitalization efforts. Starting with its initial Community Begins with Me! graffiti abatement program, Oceanside took its message of community responsibility, along with a broad definition of health, to multiple distressed neighborhoods throughout the city.

In the Calle Montecito neighborhood, a comprehensive revitalization effort guided by Healthy Cities principles brought in a new health clinic on

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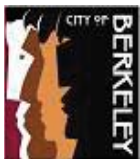
city-owned land, a Boys & Girls Club, 20 homes constructed by Habitat for Humanity, a career center and park improvements, such as lighting and public art. Reflecting the importance of residents' perceptions, "one of the key measures of our success, is that pizza companies are now willing to deliver to this neighborhood!" stated Margery Pierce, Neighborhood Services Director.

**"I've learned to think in a much broader way about the meaning of health – physical, of course, but also educational, economic, mental and environmental."**

**– Margery Pierce,  
Neighborhood Services Director  
City of Oceanside**

Another early CHCC project has had long-term policy impacts in Oceanside. Tobacco – I'm Not Buying It, focused on reducing youth tobacco use and countering pro-tobacco influences in the community. Oceanside extended this initial focus on youth to a citywide smoking ban in all city parks and beaches. In addition, Oceanside was the first California city to build an outdoor and indoor smoke-free mixed use project with affordable housing and commercial space. Ms. Pierce stated, "this was my recommendation based on my healthy cities involvement and the Housing Commission and City Council agreed."

"Healthy Cities has become part of Oceanside's culture. It's a philosophy that is reflected in whatever we do," remarked Pierce.



### **Berkeley –**

Fifteen years after its designation as a California Healthy City, Berkeley is finding that the broad, institutional, policy and environmental approach of their Healthy Cities work in several key areas continues to positively influence the community.

As the first California city to adopt a citywide "Food and Nutrition Policy," Berkeley has recently revived the policy developed as part of their healthy cities initiative and is applying it to climate change efforts. They are discovering how to use the food policy's guiding principles to promote locally and sustainably grown food, as well as urban agriculture practices such as public spaces for orchards and roof-top and backyard gardens.

According to Kate Clayton, Chief of the Health Promotion Section of Berkeley's Public Health Division, participation in CHCC created opportunities to form partnerships with others in the community who were working on food access and community organizing. "Without Healthy Cities it would have taken us much longer to establish relationships with folks in the community doing this broad, system-based work," stated Clayton.

Clayton is especially appreciative of the flexibility afforded by the Healthy Cities funding, which allowed Berkeley to broadly interpret the scope of nutrition and physical activity efforts. "Bureaucracies are hard to move, so if you start with a broad vision it makes it so much easier than if you start narrow and want to expand," she commented. According to Clayton, this same principle applies to the City's commitment of General Funds to community health improvement, "Membership in Healthy Cities raised awareness of the role of the City and once that institutional commitment was established, it has continued."

*For further information on the cities profiled in this article contact:*

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- *Duarte: Donna Georgino, Director of Parks and Recreation; 626.357.7931 x204, dgeorgino@accessduarte.com*
- *Oceanside: Margery Pierce, Neighborhood Services Director; 760.435.3377, mpierce@ci.oceanside.ca.us*

## **Mark Your Calendars!**



The California Healthy Cities and

Communities Annual

Conference will be held on April 23, 2009, in Los Angeles at The California Endowment, Center for Healthy Communities.

Keynote and Plenary Speakers have been announced!

- Marion Standish, Program Director for The California Endowment will be the Keynote Speaker.

Addressing the critical environmental issues facing all communities, there will be an informative and engaging plenary that will include:

- Rick Cole, City Manager, City of Ventura
- Hasan Ikhrata, M.I.E., Executive Director, Southern California Association of Governments
- Eric Frykman, M.D., M.P.H., Public Health Officer, Riverside County.

Additional information on the conference will be available soon. Visit our website for continuous



**California Healthy Cities  
and Communities**

## **The Healthy Places Coalition**

The Healthy Places Coalition (HPC) was formed to promote significant policy and organizational changes to ensure that health concerns are considered and addressed in land use and transportation planning decisions. The Center for Civic Partnerships is proud to be part of the HPC and leads the collaboration subgroup. The Coalition is led by The Prevention Institute. Other subgroup leads include Human Impact Partners, California Pan-Ethnic Health Network and Public Health Law and Policy. More information on the Coalition will be coming soon!



## ~ Housing ~

### Aging in Place...Housing and So Much More

*This article is part of an on-going series highlighting innovative and promising practices that promote healthy aging. To learn more about how to make your community more aging-friendly, please see our publication, "A Healthy Community Perspective on Aging Well," available at [www.civicpartnerships.org](http://www.civicpartnerships.org).*

The Unity Council, a non-profit community development organization based in Oakland, California, "made a decision many years ago to focus services in Fruitvale and to look comprehensively at creating a healthier and safer community for all," according to Marsha Murrington, Executive Vice President.

The Unity Council's three housing facilities in the Fruitvale neighborhood provide a total of 187 units for low-income seniors. Residents at Las Bougainvilleas, as well as Posada de Colores and Casa Velasco, participate in a variety of recreational and social activities on site. Courtyards and community rooms create space for parties, exercise classes, informal chats and movie nights. Residents also receive transportation and assistance accessing benefits and community resources to continue to live independently. The affordable housing and support services have allowed one 107 year old resident at Posada de Colores to live there for 30 years!

Las Bougainvilleas is one of the three senior housing facilities owned and operated by the Unity Council in the Fruitvale neighborhood. Its 68 one-bedroom apartments for seniors aged 62 and older are HUD-subsidized, so residents pay only 30 percent of their adjusted income in rent. Las Bougainvilleas is an award winning, high density development designed to encourage resident interaction and a pedestrian lifestyle. Located on the corner of the Fruitvale Transit Village, residents can easily access shopping,

health care, the library, a multi-service senior center, and public transit via walking paths and pedestrian-friendly streets.



Valuable as the affordable housing and on-site support are, it was the development of the Fruitvale Transit Village that allowed older adults in this neighborhood to not only age in place, but age in their community. The mixed use complex includes a transit hub, retail plaza, senior center, library, health center and housing units. Fruitvale Village grew out of the community's protest to BART's (Bay Area Rapid Transit) plans to build a parking garage at the site. Not only would the parking structure have isolated the Fruitvale station from the neighborhood's commercial center, residents feared it would increase problems in an already crime-ridden and deteriorating area.

The community protest led by The Unity Council resulted in a partnership with BART and the City of Oakland to design and develop a 257,000 square foot transit village in which the needs and voices of community residents played a major role. Of particular importance for older adults was the decision to locate the San Antonio Senior Center, the Cesar Chavez Library and La Clinica de La Raza in

the Fruitvale Village.


Tracy Jensen, Senior Services Administrator for the City of Oakland wasn't surprised by that decision. "The City has historically taken responsibility for programs for seniors and children. Fruitvale is just another manifestation of that commitment," commented Jensen. "It is so important to have this external site for the senior center so residents get out and have different experiences than they can have at a housing facility," observed Murrington.

Another enhancement to the Fruitvale neighborhood that has benefited senior residents has been the establishment of a weekly farmer's market. The market, located in the plaza areas in and around the transit village, provides high quality, locally grown fresh fruits and vegetables at affordable prices and accepts food stamps.

In addition to enriching the community with important services, the human service tenants/owners of Fruitvale Village also draw people to the retail stores in the village and contribute valuable revenue to the project. As part of the project's complex capitalization, the City of Oakland pre-paid 20 years rent for the senior center and library.

"It's not just good for older adults, but good for the city and community to have these services so seniors can age in place," stated Jensen. The co-location of senior housing and Fruitvale Village takes that one more step and allows seniors to "age in community."

*For more information contact:*

- *The Unity Council*  
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California Healthy Cities and Communities (CHCC) 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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California Healthy Cities and Communities  
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A Center of the Public Health Institute

## Events & Resources

### Events

#### California Healthy Cities and Communities Annual Conference

April 23, 2009

The California Endowment

Los Angeles, CA

<http://www.civicpartnerships.org>

#### 61st Annual California & Pacific Southwest Recreation & Park Training Conference

March 4-5, 2009

Santa Clara, CA

<http://www.cprs.org/conference-general.htm>

#### Network for a Healthy California Conference, "Inspiring Healthy Change Together"

March 4-5, 2009

Sacramento, CA

<http://networkforahealthycalifornia.net/2009Conference/?jmid=748&j=202573847>

#### Association for Community Health Improvement 2009 Spring Training for Health Champions

March 11-13, 2009

Los Angeles, CA

[http://www.communityhlth.org/communityhlth\\_app/conf2009/annual09.jsp](http://www.communityhlth.org/communityhlth_app/conf2009/annual09.jsp)

### Publications

#### The 2008 Report to the Secretary: Rural Health and Human Services Issues

- This report commemorates the 20th anniversary of the National Advisory Committee on Rural Health and Human Services (NACRHHS) by looking back at key health and human services issues over the past two decades, looking ahead at key challenges that will face rural America in the future, and discussing how HHS and other Federal Departments can help address those challenges. To view the full report, please visit <http://ruralcommittee.hrsa.gov/nac08.asp>

#### A Decade of Broken Promises: The 1998 State Tobacco Settlement Ten Years Later

- This report, funded by the Robert Wood Johnson Foundation, calls on Congress and the states to follow the recommendations of recent landmark reports by the Institute of Medicine and the President's Cancer Panel. To read the executive summary, full report or see state rankings, please visit <http://www.rwjf.org/publichealth/product.jsp?id=36269&c=EMC-CA141>

#### Active Transportation for America: A Case for Increased Federal Investment in Bicycling and Walking

- The Rails-to-Trails Conservancy has released its "Active Transportation for America" report. The report, for the first time, quantifies national benefits expected with increased funding for bicycling and walking infrastructure. To read the full report, please visit [http://www.railstotrails.org/resources/documents/whatwedo/atfa/ATFA\\_20081020.pdf](http://www.railstotrails.org/resources/documents/whatwedo/atfa/ATFA_20081020.pdf)

### Websites

#### The California Transportation Plan (CTP) 2035 Web Portal

- Caltrans has developed this web portal to connect with transportation users throughout the State. The web portal is an educational tool that highlights California's critical transportation issues and gives you the chance to tell Caltrans what you think about transportation in our great State. <http://www.californiatrnsportationplan2035.org/>

#### Preparing for a flu pandemic

<http://www.pandemicflu.gov/> is your one-stop access to U.S. Government avian and pandemic flu information.