

# Sonoma County: Healthy By Design

Beyond Silos: Strategies For Local Health Departments to Partner and Improve Health Through The Built Environment

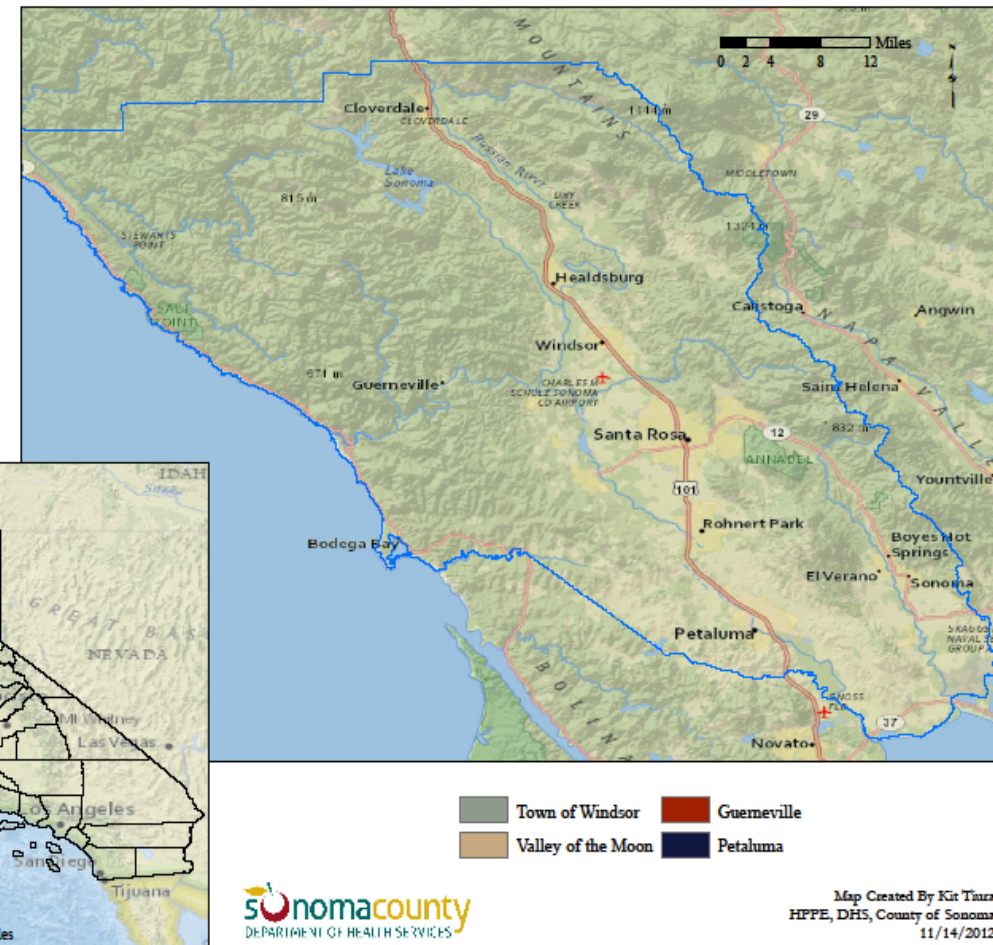
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Sonoma County Department of Health Services

New Partners for Smart Growth Conference  
February 13, 2014  
Denver, CO



# Sonoma County Snapshot



- *Population 491,829 (2012)*
- *9 Cities; 150,000 in unincorporated County*
- *25% Latino; 43% births*
- *Increasing Senior and low-income populations*
- *High per-capita rate of volunteerism*
- *More non-profits per population than re*
- *Progressive policies*

# What Influences Our Health



## **Social & Economic Opportunities and Resources**

- Economic development
- Job opportunities
- Educational attainment
- Reducing poverty
- Child and youth development
- Civic and community engagement

## **Living & Working Conditions in Homes and Communities**

- Built environment
- Natural environment
- Healthy schools
- Healthy worksites
- Healthy neighborhoods
- Healthy systems: food, transportation, housing

## **Medical & Social Services/ Personal Behavior**

- Access to prevention-focused medical and social services
- Health literacy
- Healthy lifestyles

# Organizational Guiding Principles

Health in all policies

Community engagement and Collective Impact

Health equity/disparities lens

Healthy By Design

# Healthy By Design Principles

Increase walking, biking and public transit options

Increase neighborhood, city and regional connectivity

Encourage land use decision-making that promotes public health

Reduce dependency on automobiles

# Sonoma County Health Action

*Residents graduate from high school on time.*

*Families have the economic resources to make ends meet.*

*Residents are connected to their communities and participate in community life.*

*Residents eat healthy food.*

*Residents are physically active.*

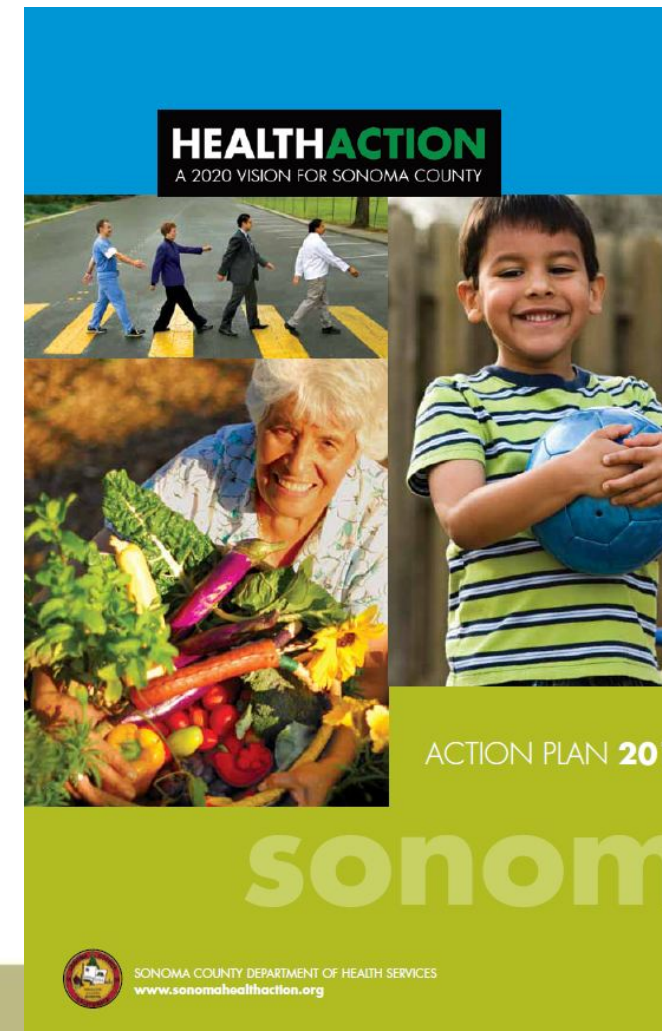
*Residents do not abuse alcohol or prescription drugs and do not use tobacco or illicit drugs.*

*Residents enjoy good mental health.*

*Residents take steps to prevent injury.*

*Residents have health care coverage.*

*Residents are connected with a trusted source of prevention-focused primary care.*



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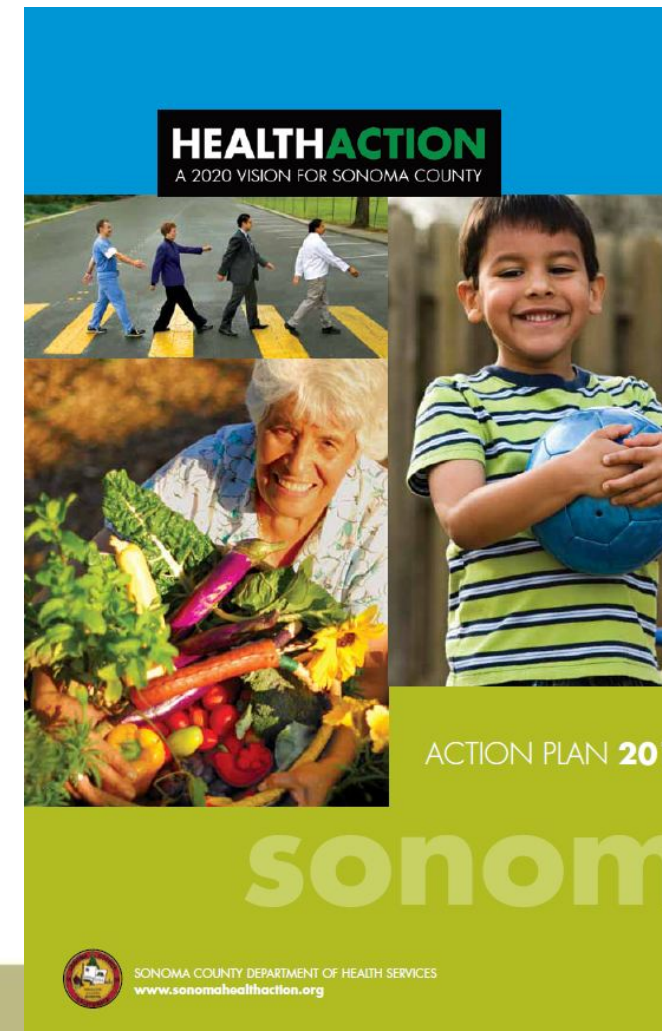
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# Healthy By Design In Action

Permit and Resource Management Department  
Transportation and Public Works Departments  
Agricultural Preservation and Open Space District  
City general plans  
Data and mapping  
Community Partners



# Healthy By Design In Action

## **Permit and Resource Management Department**

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# Permit & Resource Management Department

## Role:

County planners  
Oversee county permitting and code enforcement

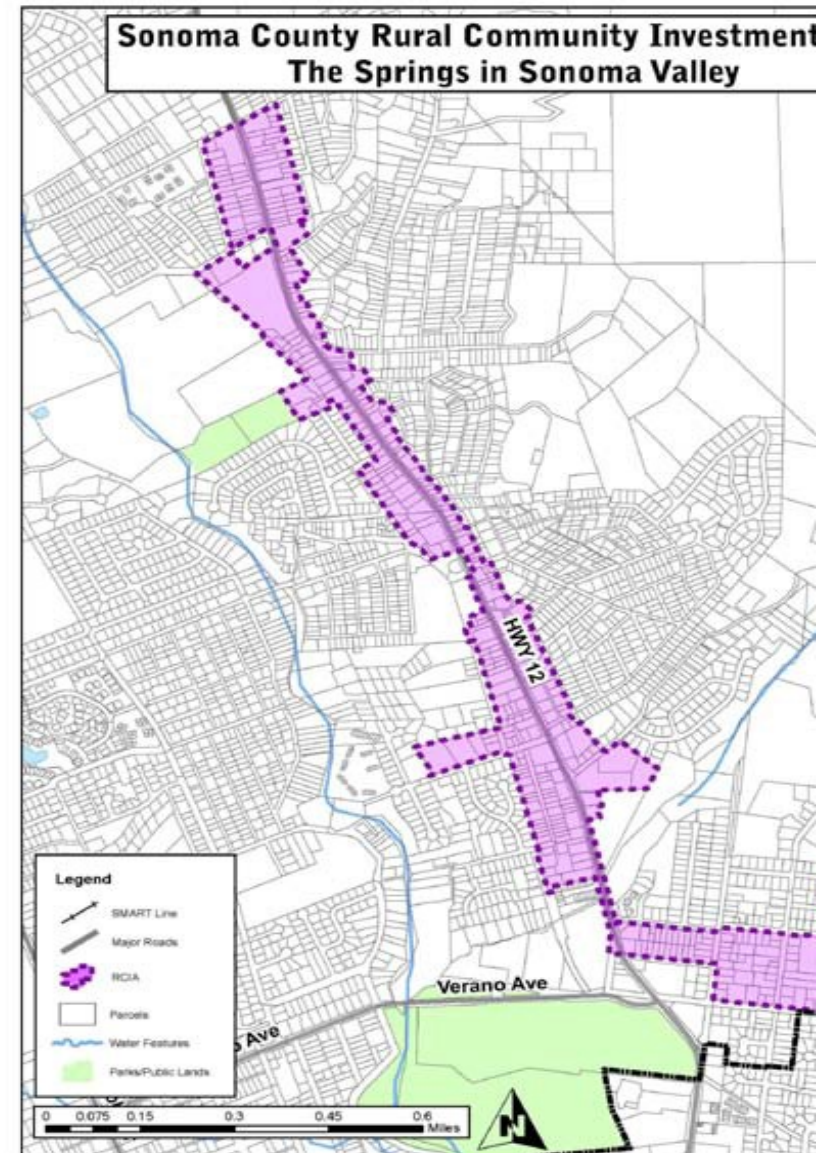
## How we Partner:

Fund planner to educate and implement HBD principles in department  
Developed “Planning for Healthy Communities” curriculum at SSU as part of Center for Sustainable Communities  
Smoking regulation and enforcement



# Sonoma Springs Development Area

- Incorporated larger health scope
- Connecting health and human service providers
- Walking audits, traffic data, and road assessments
- Connecting Schools to resources
- Dialogue with community



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# Safe Routes to School

Partnership with Transportation and Public Works (TPW) department to increase active and alternative transportation to and from schools

Based on 5 E's:

- Education
- Encouragement
- Engineering
- Enforcement
- Evaluation



Health Services oversees non-infrastructure program planning and implements

TPW uses plans to invest in infrastructure development, including sidewalks, paths, crosswalks and signage

# Bellevue Before & After



# After-Tokay/Amethyst at Kawana, 2013



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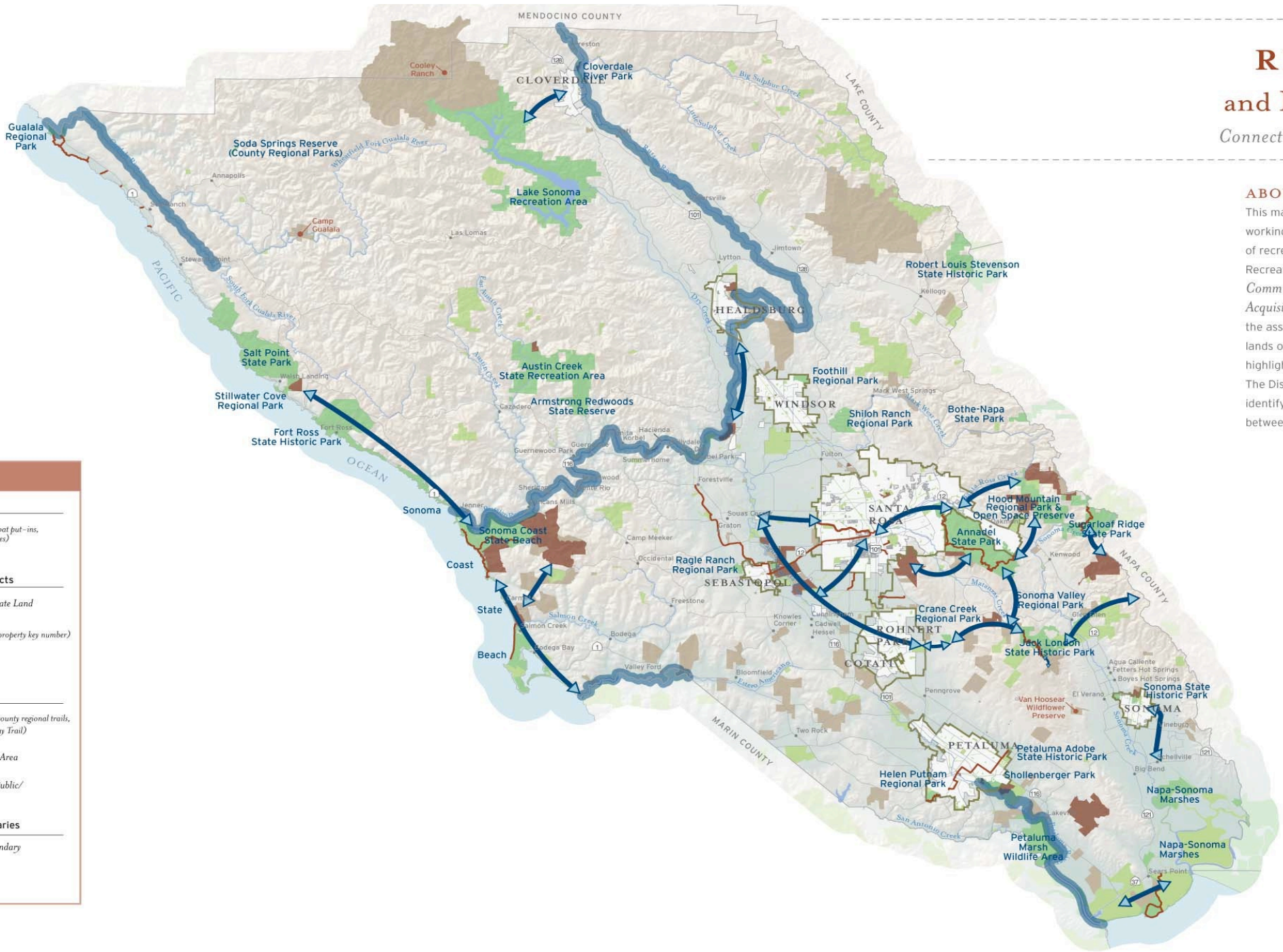


# RECREATION and EDUCATION

Connecting Communities

## ABOUT THIS MAP

This map illustrates the District working with partners to create a network of recreational lands and trails. Recreation and Education Services' *Communities and the Land: Acquisition Plan*. It is not intended to represent the associated objectives and lands owned or protected by other agencies. Other public lands are highlighted, as are other public lands. The District will focus future efforts on identifying potential recreation and education opportunities between parks, trails and



Examples: boat put-ins, public beaches)
Connection
Acquisition Projects
Projects on Private Land
Project (with property key number)
Project
Land
Local Trail (county regional trails, San Francisco Bay Trail)
Wildlife Area
Local Public/
Boundaries
South Boundary

# Food Systems Plan

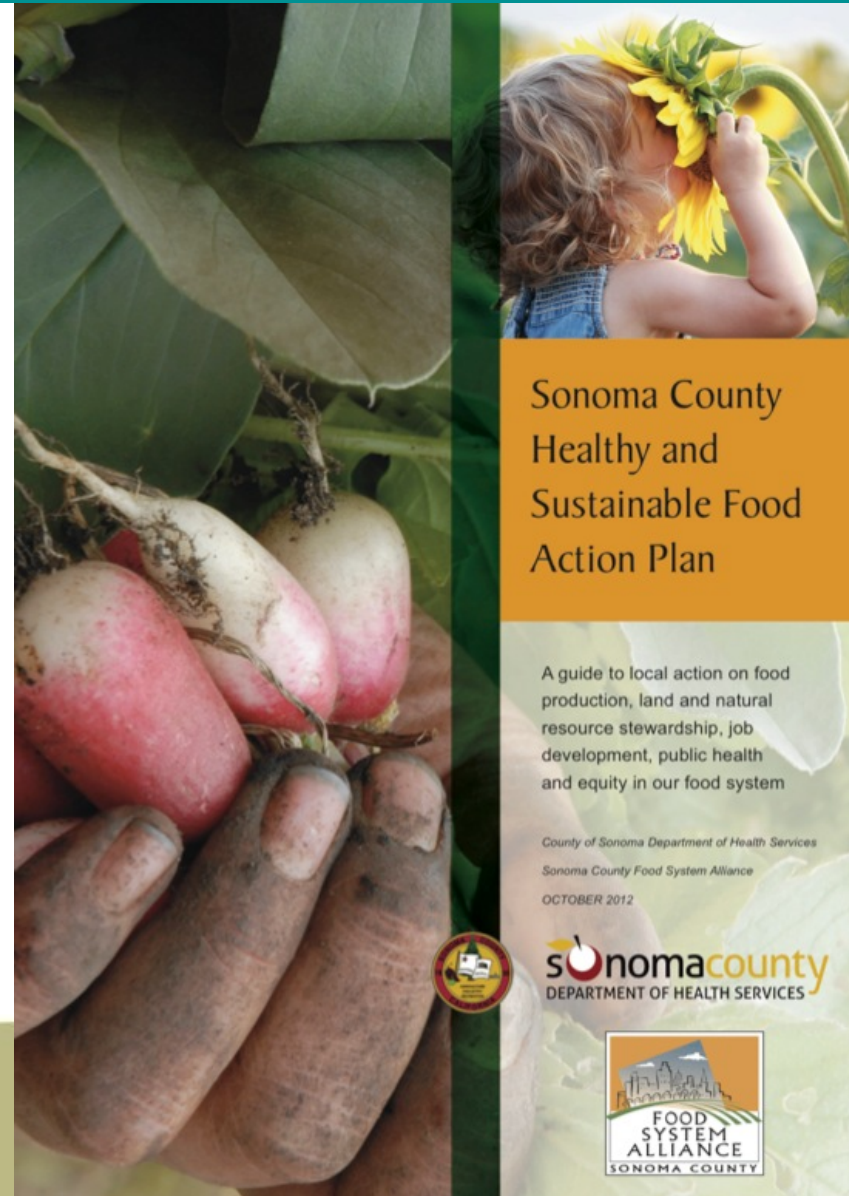
Collaboration with Ag and Open Space district

Includes planning around use of open spaces, protected areas, and public lands in recreational use and local farming

Farm to school program

Public use of protected lands

Neighborhood mapping and retail environment assessment



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**City general plans**

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# Local City General Plans

## Health Impact Assessments

- Working with local City governments to incorporate HIA into general plan updates
- City of Cotati
- Working with additional cities



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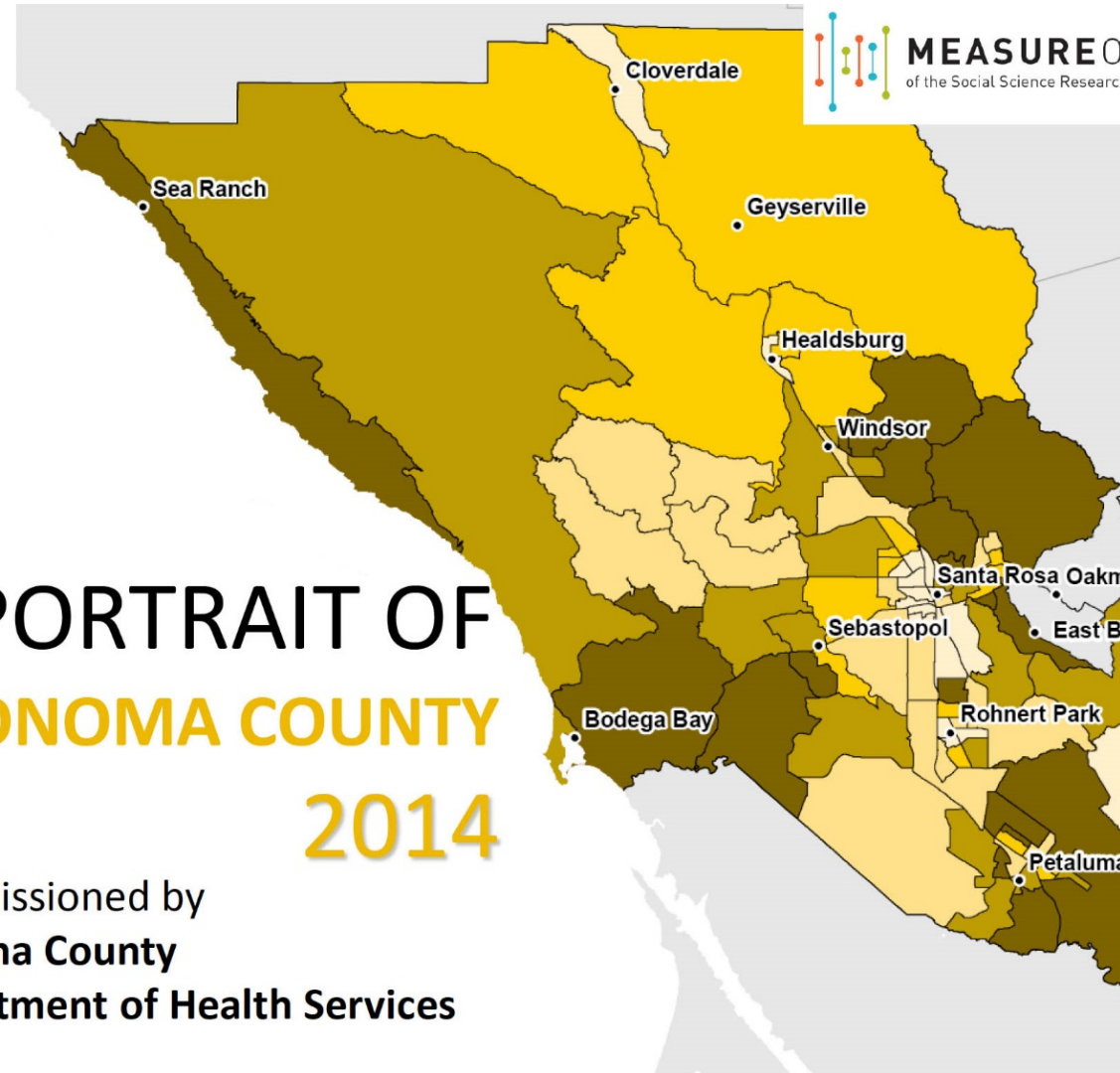
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# Data and Planning

Data driven programming  
Local data collection  
GIS mapping  
Portrait of Sonoma disparities  
mapping project  
Cost Benefit Analysis

## A PORTRAIT OF SONOMA COUNTY 2014

Commissioned by  
**Sonoma County**  
Department of Health Services



# Utilizing Data for Planning

Focus on areas with high-rates of disparities

Place-based interventions

- Regional parks and neighborhood development

Evidence informed programming

Consideration of built environment solutions along with services and programming as part of any potential initiative

Monitoring and evaluation

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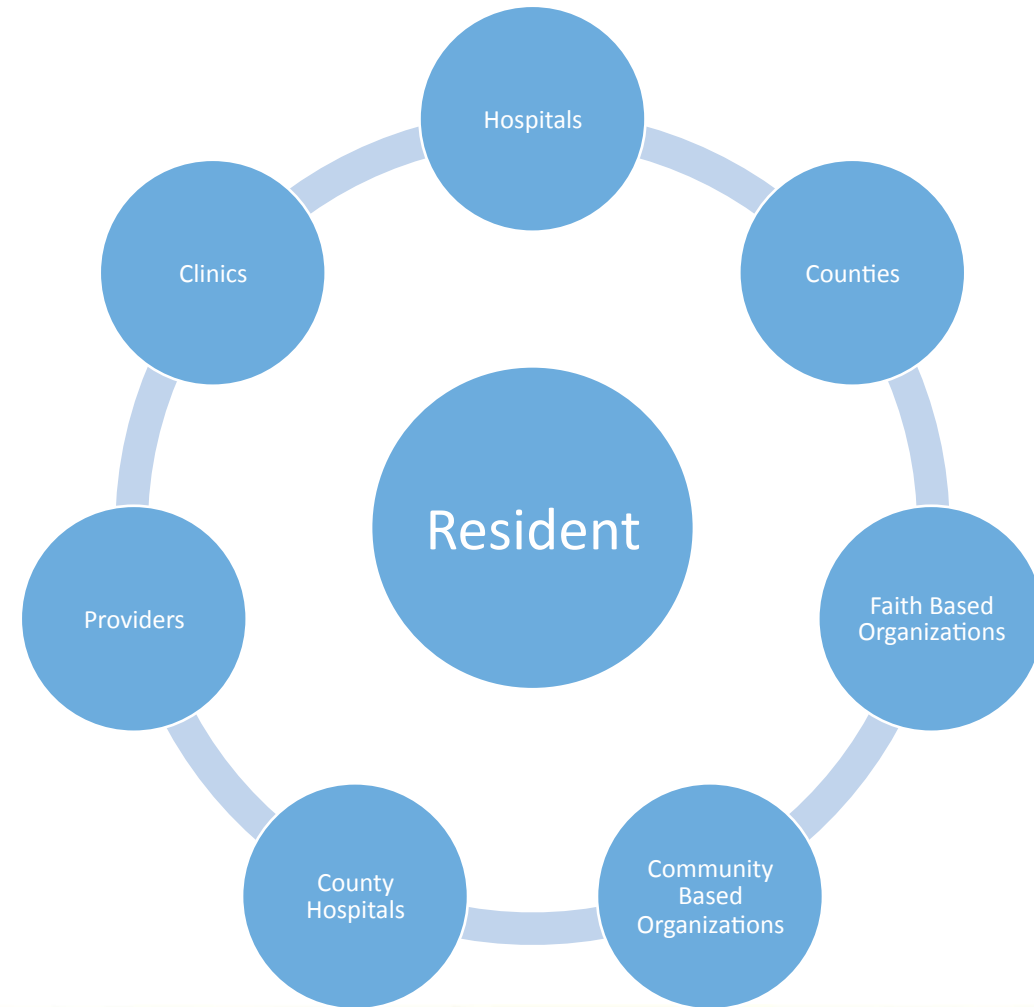


# Authentic Community Engagement

Community dialogue

Investment in strategy and  
planning

Share data collection and results



# Developing Partnerships

Regional Climate Protection Authority – Climate change

Regional Parks – Community Parks

Economic Development Board – Homelessness

City Councils – General plan development

# Questions

