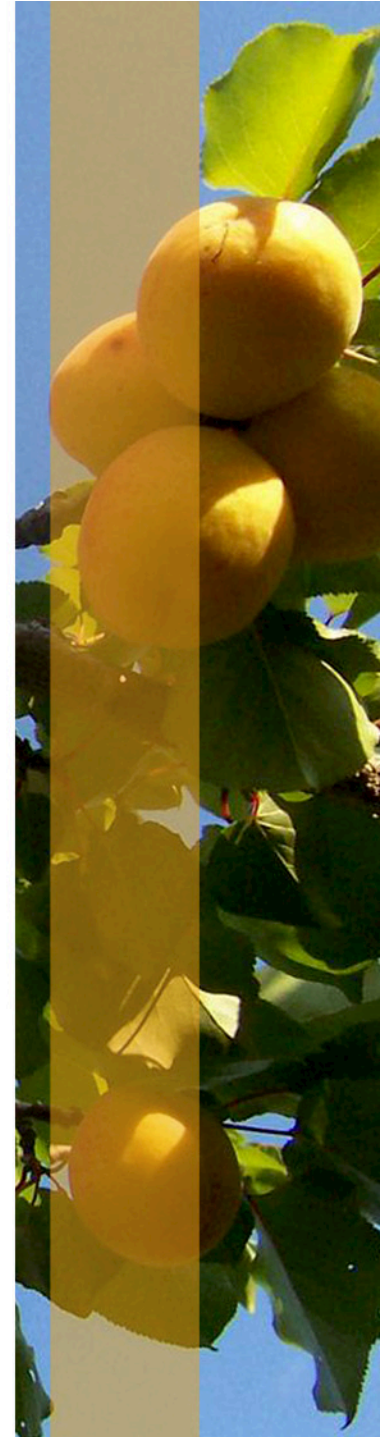


Transforming the City of San Bernardino to a Model Healthy Community

Presented by:

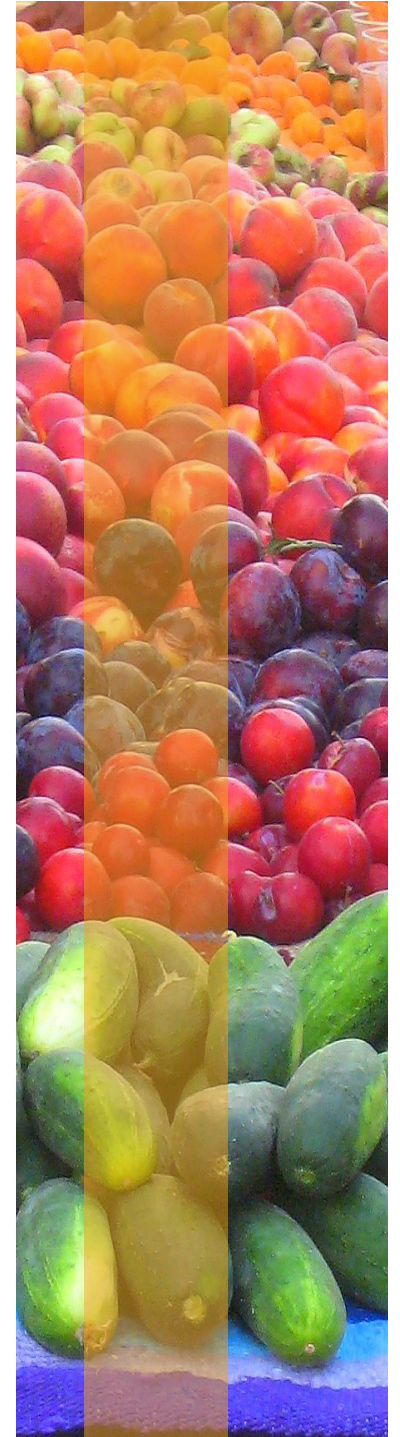
- Evelyn Trevino, San Bernardino County, DPH
- Mark Hoffman, The Planning Center|DC&E
- Evette De Luca, Latino Health Collaborative
- Peggi Hazlett, City of San Bernardino, Mayor's Office

**2012|NEW PARTNERS FOR SMART
GROWTH**



Introductions and Objectives

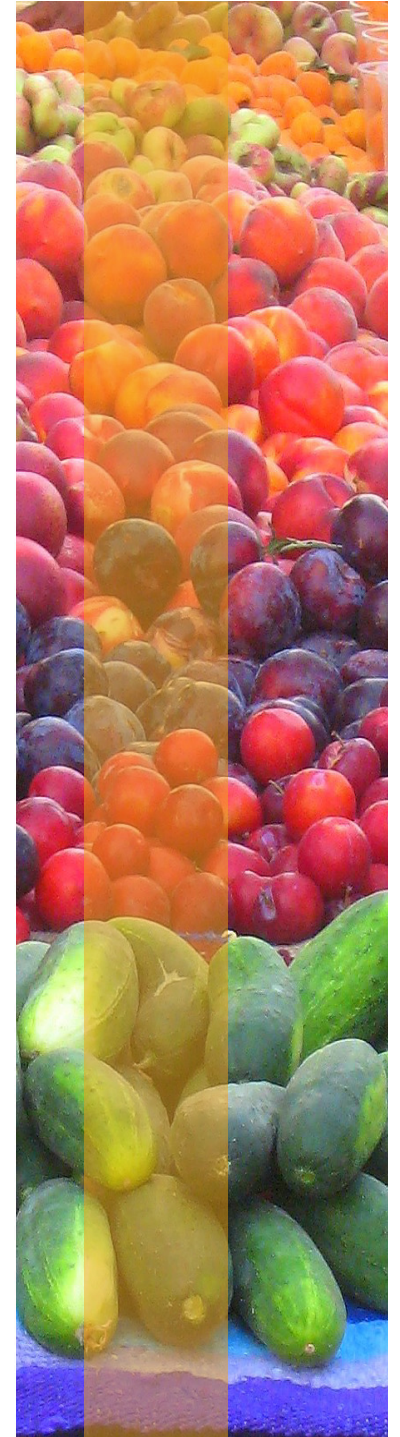
- ▶ San Bernardino County Healthy Communities Program
- ▶ Informing the Process: Environmental Scan of the City of San Bernardino
- ▶ Healthy San Bernardino Coalition



Public Health Crisis Today

- ▶ Obesity
- ▶ Asthma
- ▶ Poor Health
- ▶ Our Built Environment

- ▶ What is the relationship?



Symptoms or Causes?



... Is it the choices we make?



Is it How We Design Our Cities?



Sprawl is Alive and Well



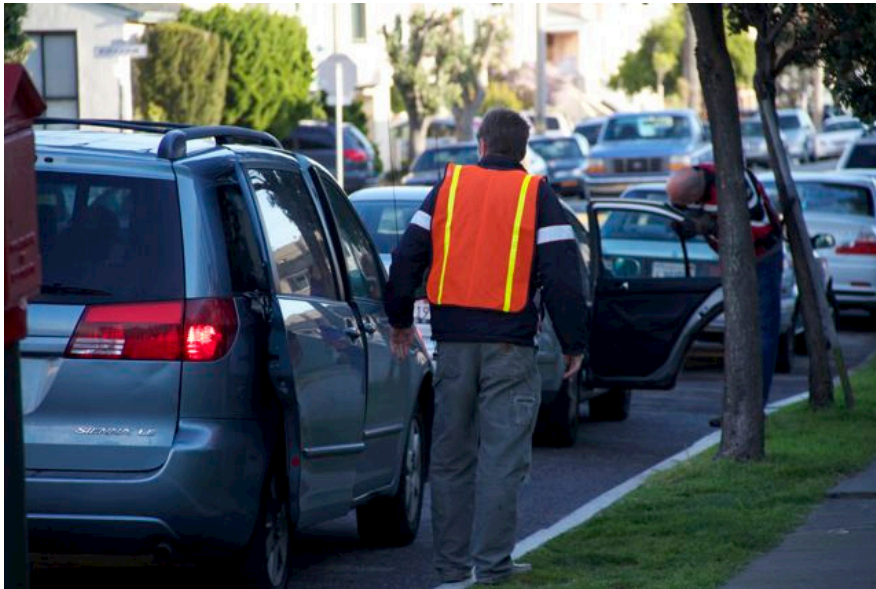
Is it the Land Uses We Permit?

San Bernardino County has the worst food environment in California – 6X more unhealthy outlets than healthy ones



Source: Searching for Healthy Food: The Food Landscape in California Cities and Counties, California Center for Public Health Advocacy, January 2007.

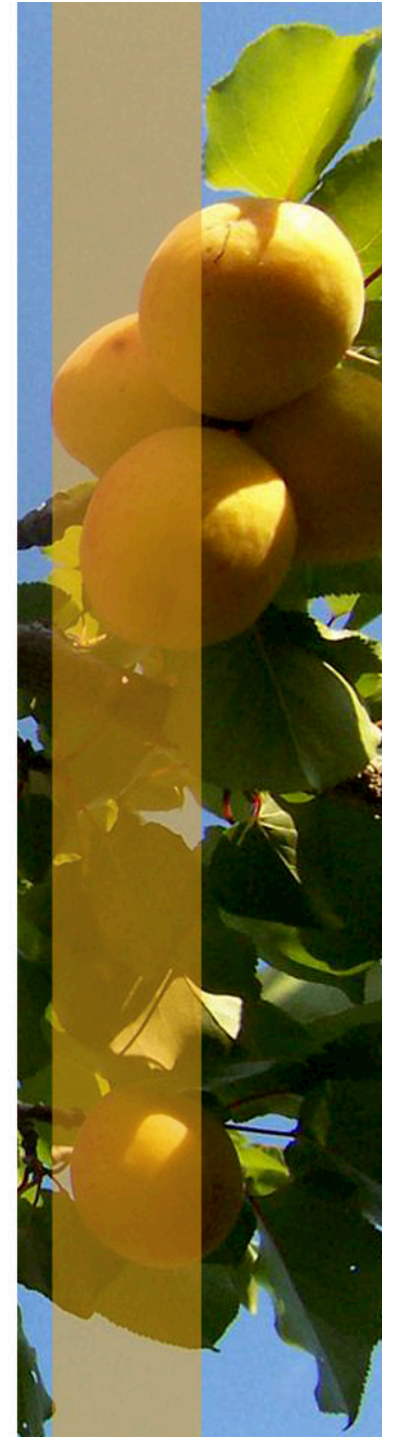
Or a Culture of Convenience?



We have engineered out the need for physical activity in our daily lives!



Bernardino



Consequences in San Bernardino

Factors	Measures	Rank (1=best)
Health Factors	Smoking, Obesity, Excessive Drinking, Vehicle crash rate	50 of 56
Clinical Care	No Insurance, Doctors/Capita, Preventable Hospitalizations	56 of 56 (worst)
Physical Environment	Air Pollution, Access to Healthy Foods, Park Access, etc.	55 of 56
Social & Economic	Education, Poverty, unemployment, violent crime, etc.	40 of 56
Health Outcomes	Mortality and Morbidity	44

Source: California County Health Rankings: San Bernardino County, 2011. Robert Woods Johnson Foundation. <http://www.countyhealthrankings.org/california>



Reversing the Trend

“It is unreasonable to expect that people will change their behavior so easily when so many forces in the social, cultural, and physical environment conspire against change.”

- Institute of Medicine of the National Academies





Healthy Communities

San Bernardino County Department of Public Health



 **HEALTHY**
San Bernardino



San Bernardino County Healthy Communities Program

- ▶ Countywide effort
- ▶ 16 of 24 cities participate
- ▶ Create healthy environments
- ▶ Promote healthful lifestyles



Principles for Change

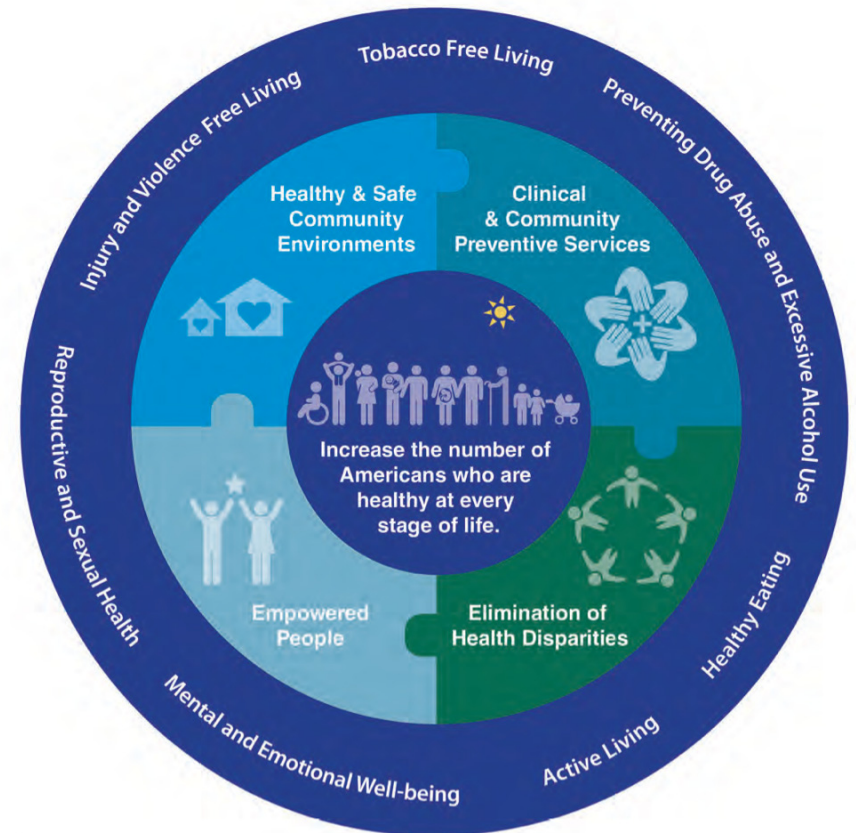
- ▶ Focusing on Prevention
- ▶ Addressing Upstream Determinants
- ▶ Creating a Shift In Culture

~POLICY~ENVIRONMENT~SYSTEMS



Focus on Prevention

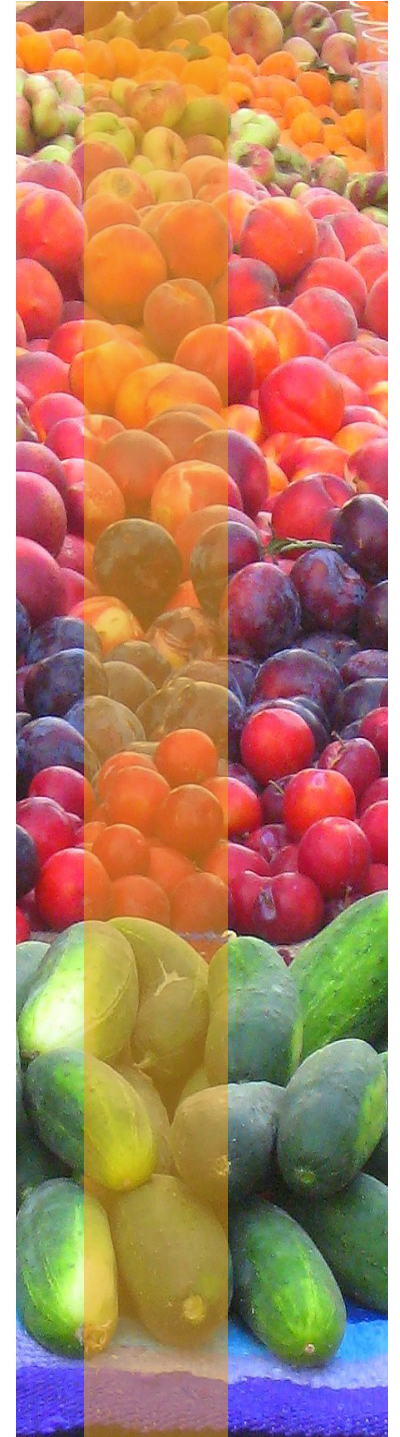
- ▶ Foster healthy & safe community environments
- ▶ Provide clinical & community preventive services
- ▶ Eliminate health disparities (improve equity) for residents
- ▶ Empower people to change



Source: National Prevention Council, National Prevention Strategy. U.S. Department of Health and Human Services, 2011.

Target Upstream Determinants

- ▶ Community Design
- ▶ Food Environment
- ▶ Public Safety
- ▶ Clean Environment
- ▶ Health Care Facilities
- ▶ School Environment
- ▶ Recreation
- ▶ Economic opportunity



Program Focus Areas

Focus Areas

Nutrition

Health care Facilities & Services

Active Transportation (walk, bike)

Safety from Violence

Facilities, Parks, & Open Space

Mental Health

Clean Environment



Institutionalizing Health

Local Government Policy

General Plan Update

Healthy Vending Policies

Joint Use Agreements

Safe Routes to School

Community Gardens & Farmers Markets

Non-motorized Transportation Plans



Changing the Culture

Eventually, it is all about creating an environment where the **healthy** choice is the **easy** choice.





Informing the Agenda: San Bernardino Environmental Scan



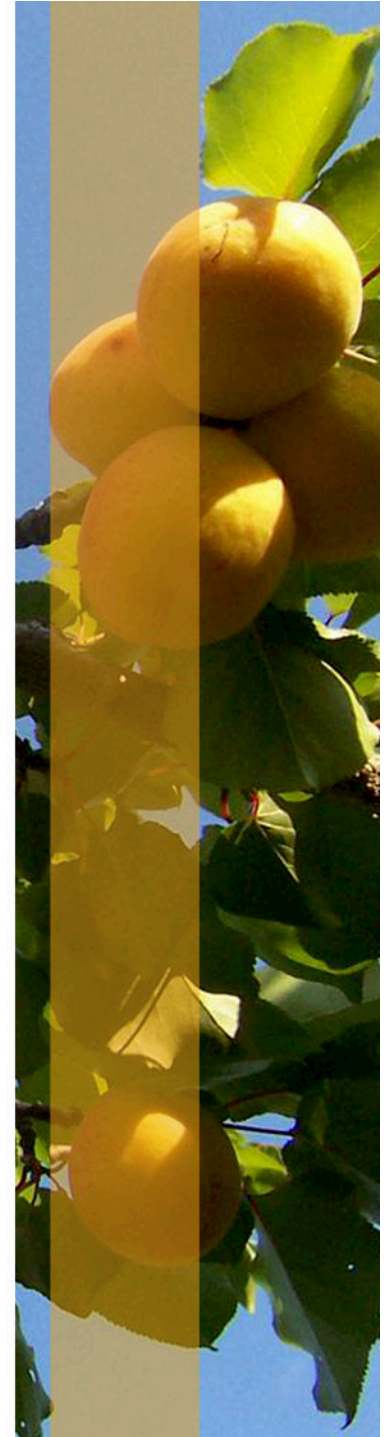
Leading Health Indicators

The statistics are stark

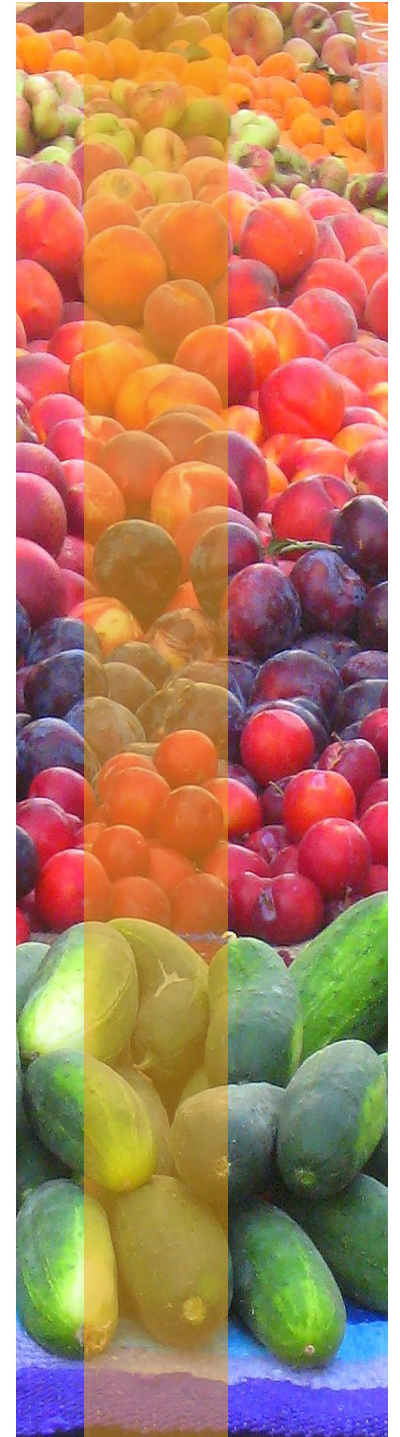
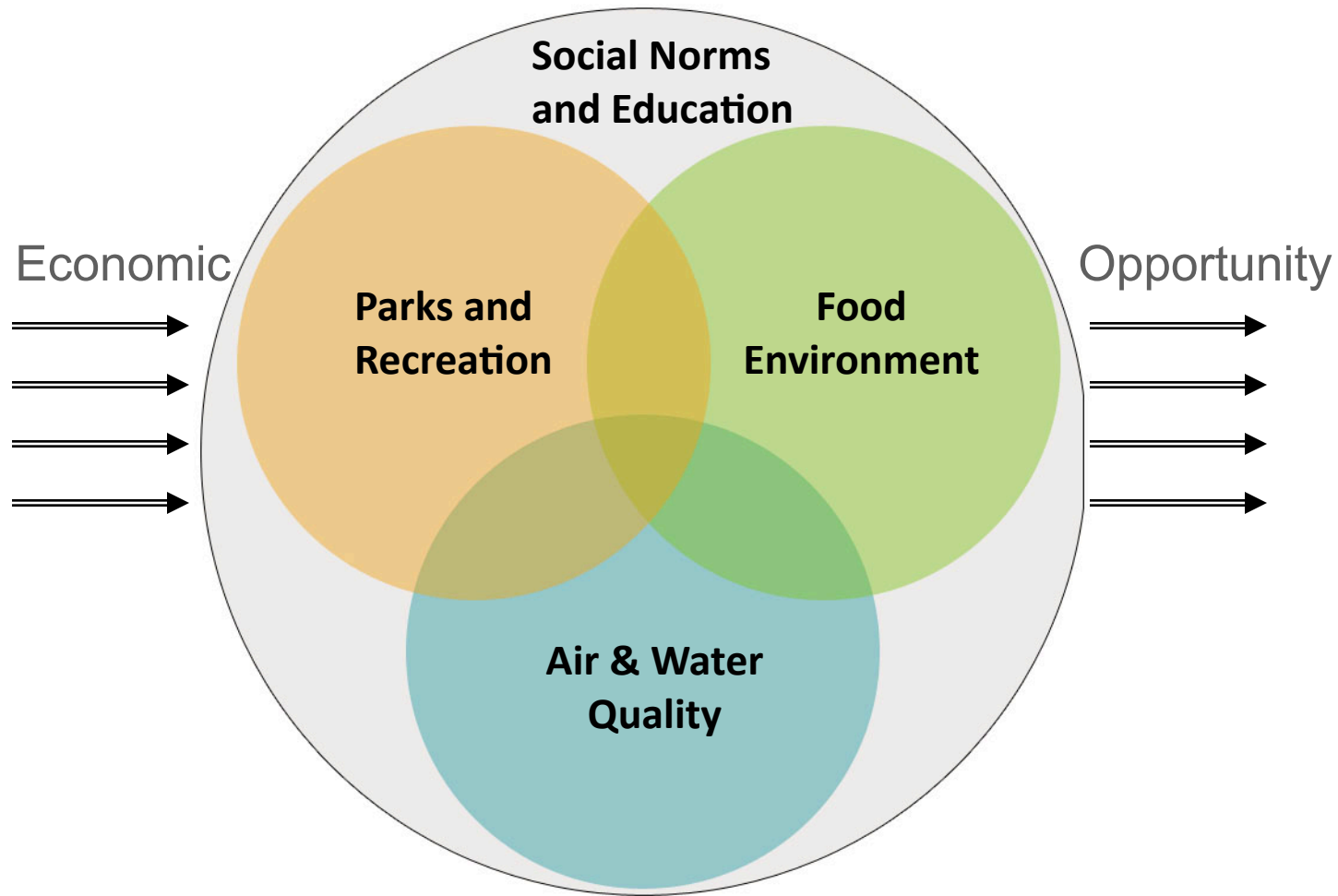
- ▶ **Average life span**
 - **San Bernardino:** 65 years
 - **California:** 73 years
- ▶ **What is causing premature death?**
 - **Heart Disease:** 70% above State average
 - **Liver Disease:** 95% above State average
 - **Diabetes:** 100% above State average
 - **Homicide:** 150% above State average



What is the connection?



Healthy San Bernardino Model



Parks and Recreation

❖ Park Availability

City has a 400 acre deficit of parks; 2/3rds of residents have less than 1 acre of parks within a mile of their home.¹

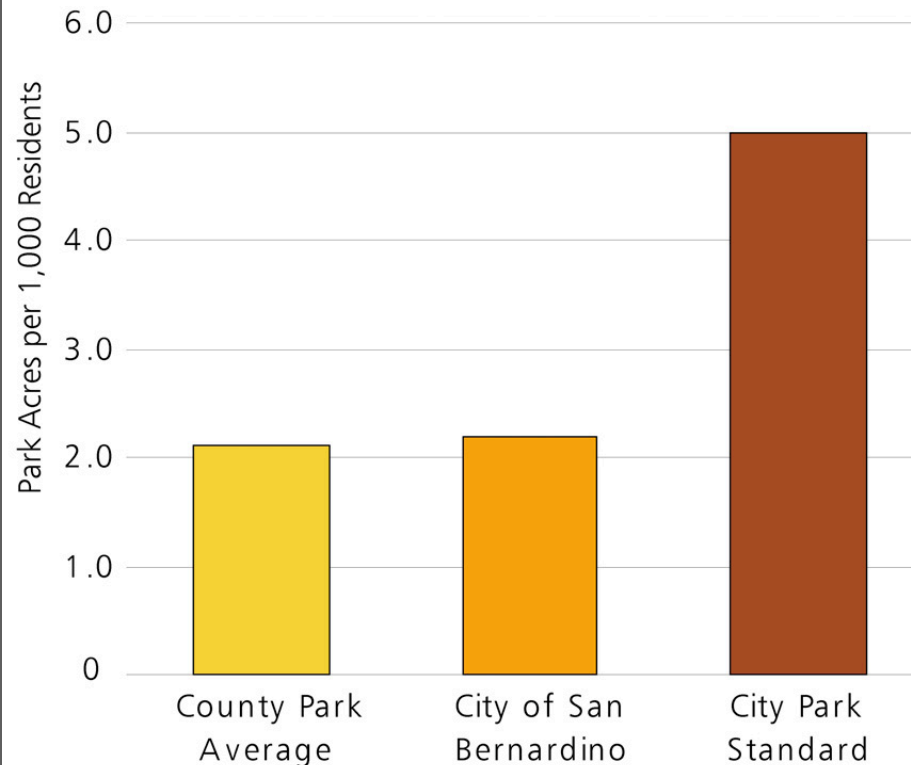
❖ Bicycle Routes

80 miles of planned routes- only 17 miles are built. Half of the miles are being phased out for transit lines.²

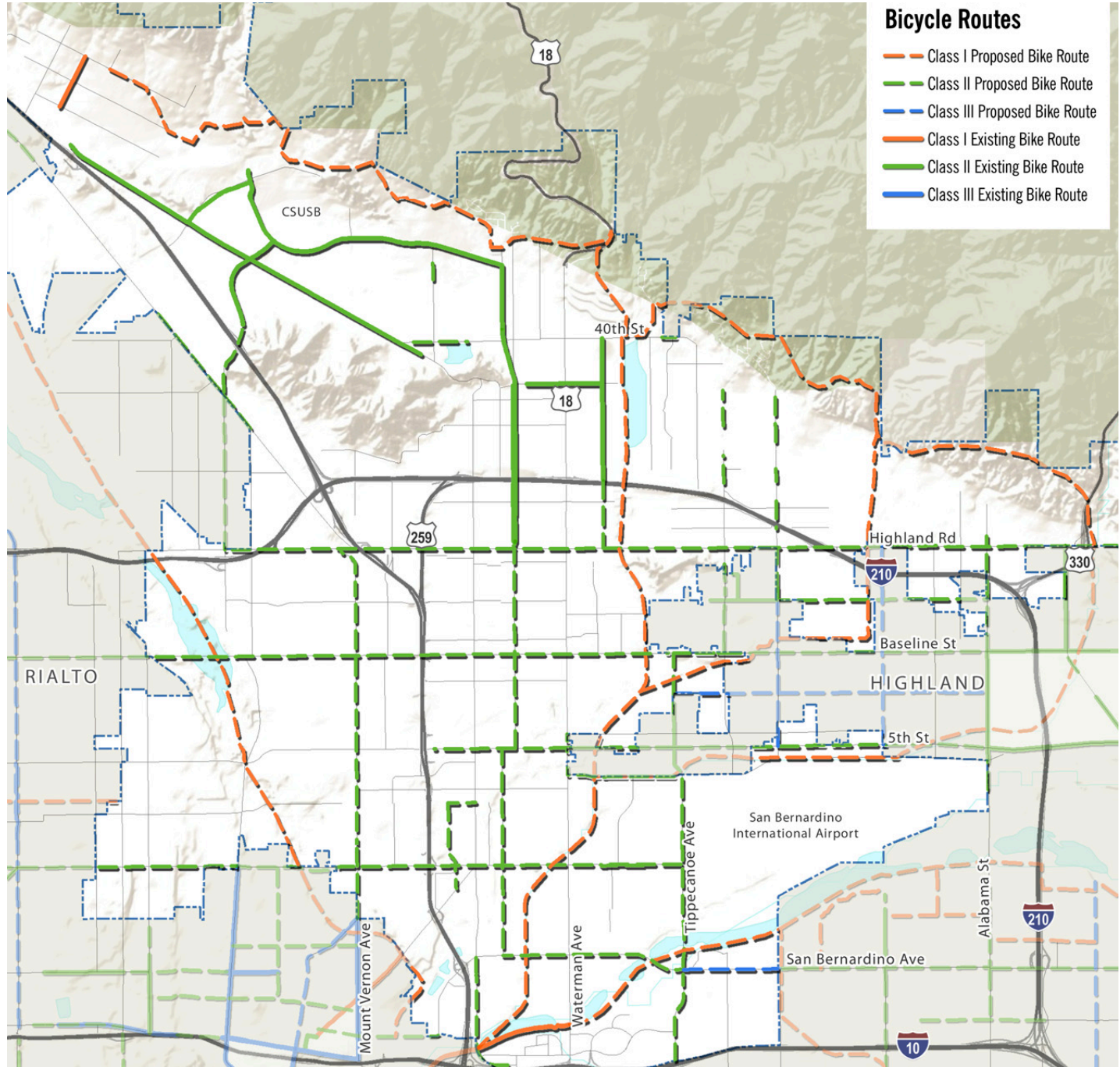
Sources:

1. San Bernardino General Plan
2. SANBAG Nonmotorized Transportation Plan
3. Parks, Recreation, and Open Space Master Plan

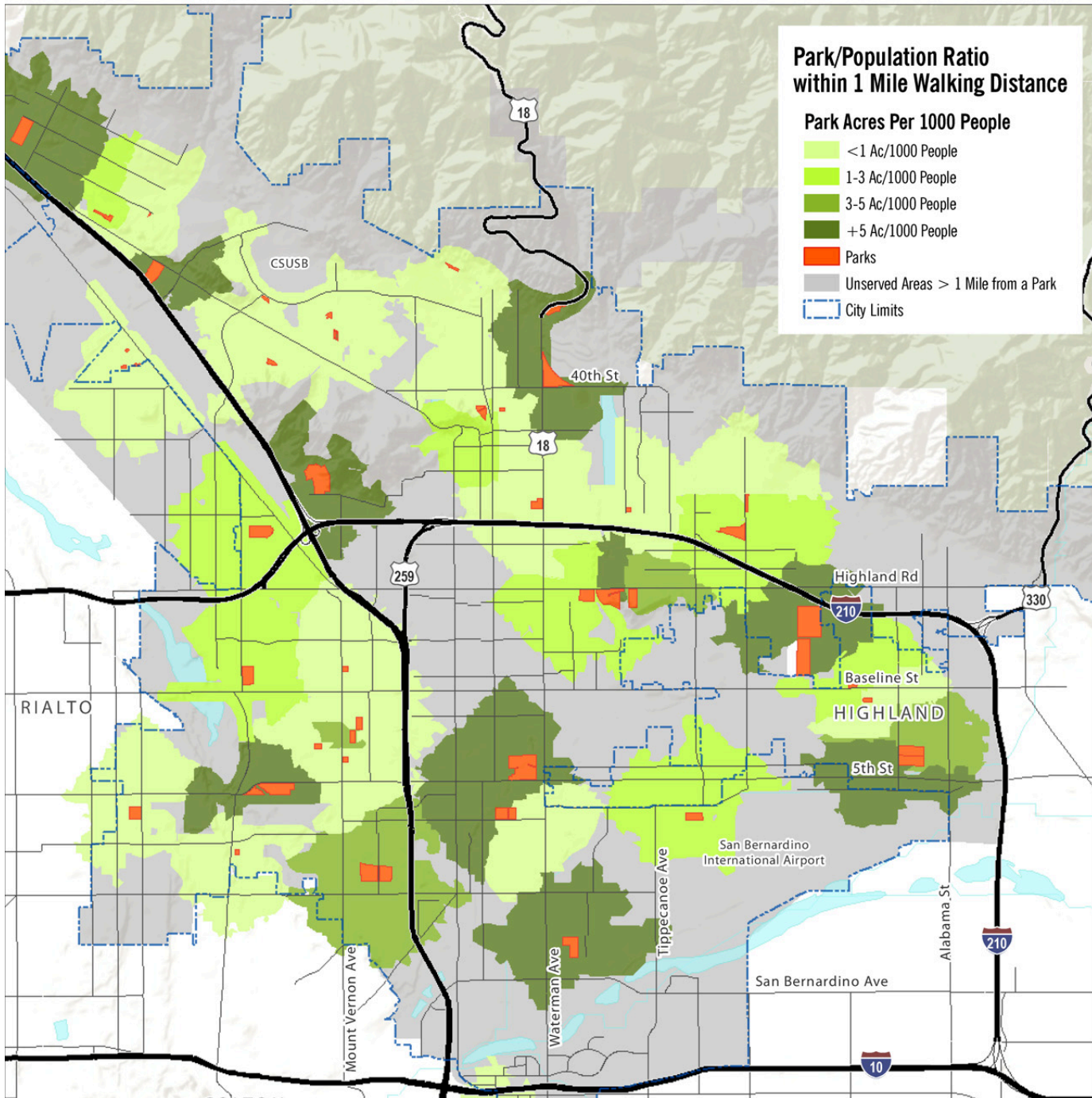
Park Acreage Comparison



Lack of Bicycle Trails



Lack of Park Amenities



Food Environment

❖ Food Insecurity

1 of every 3 households in the City depend on food stamps¹

❖ Unhealthy Food Environment

8 fast food & convenience stores for every grocery store outlet - the highest rate in CA²

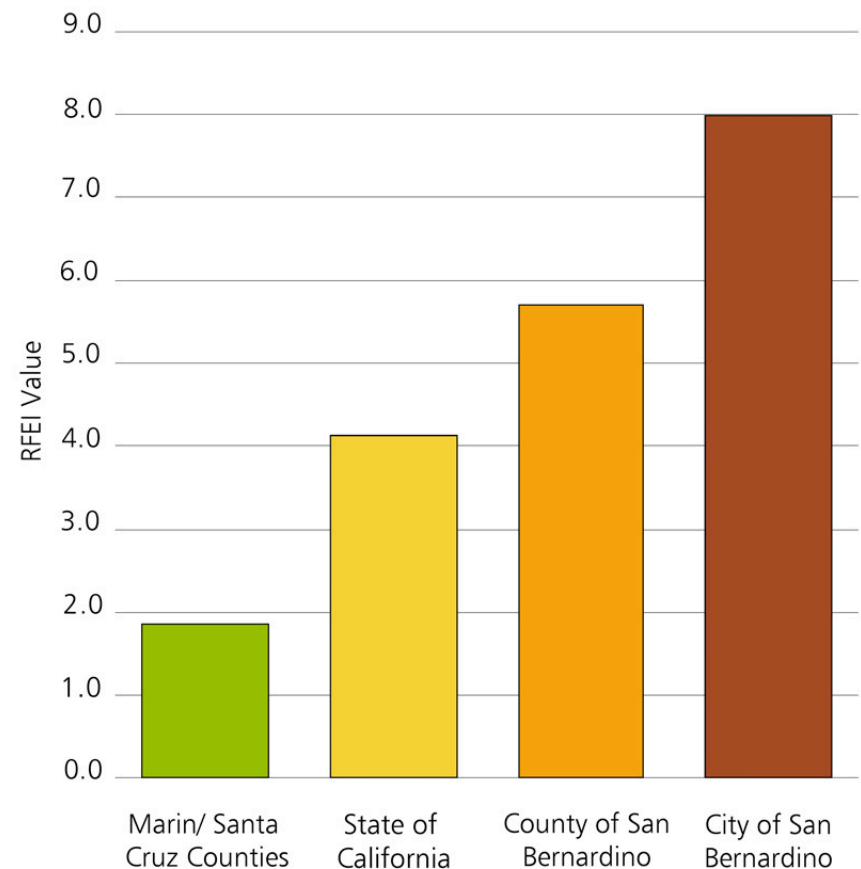
❖ Limited Grocery Coverage

31% of City residents do not live within 1 mile from a grocery³

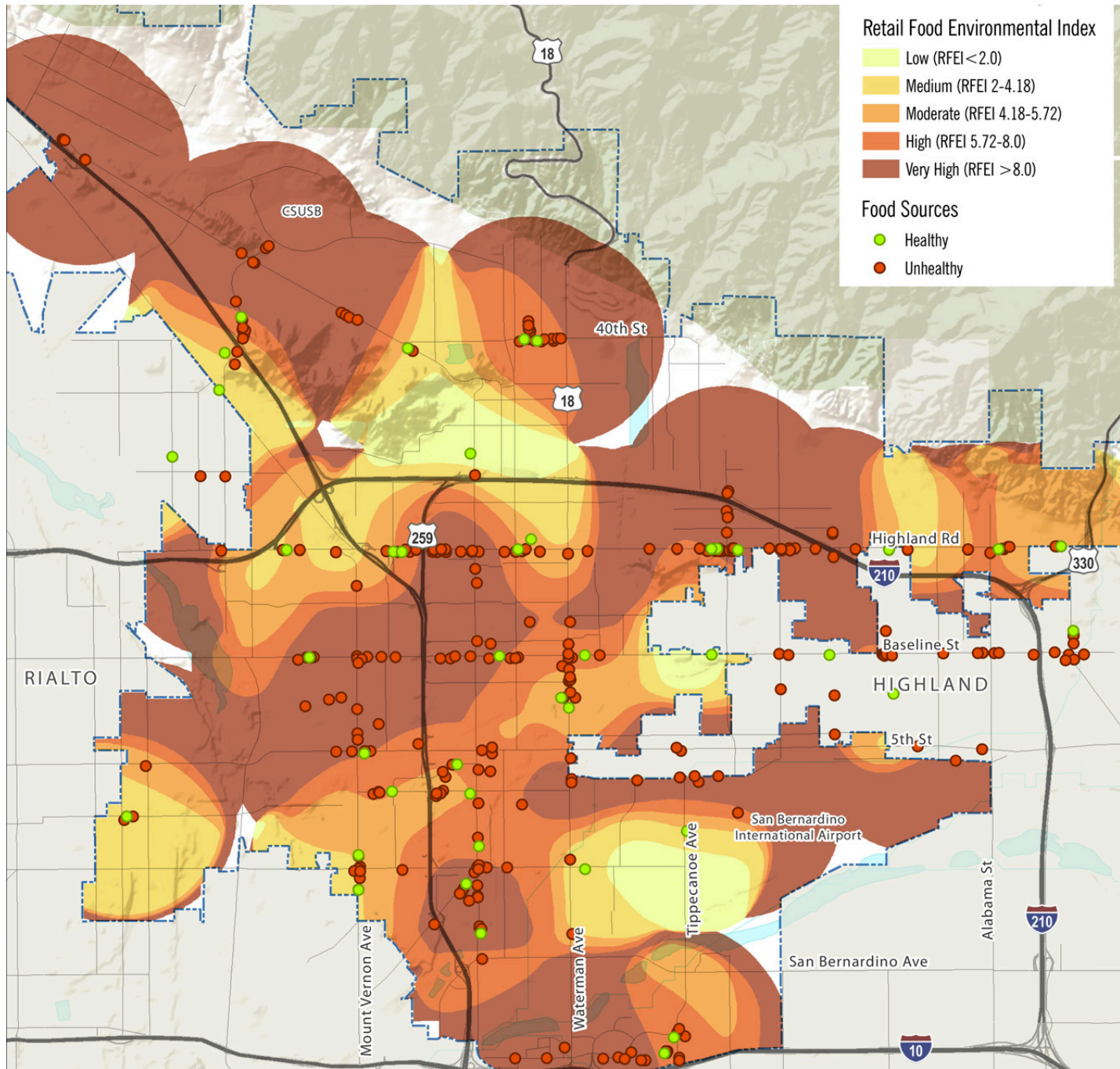
Sources:

1. SBC Public and Social Services, 2010
2. SBC Public Health Permit Database, 2010
3. The Planning Center, 2010

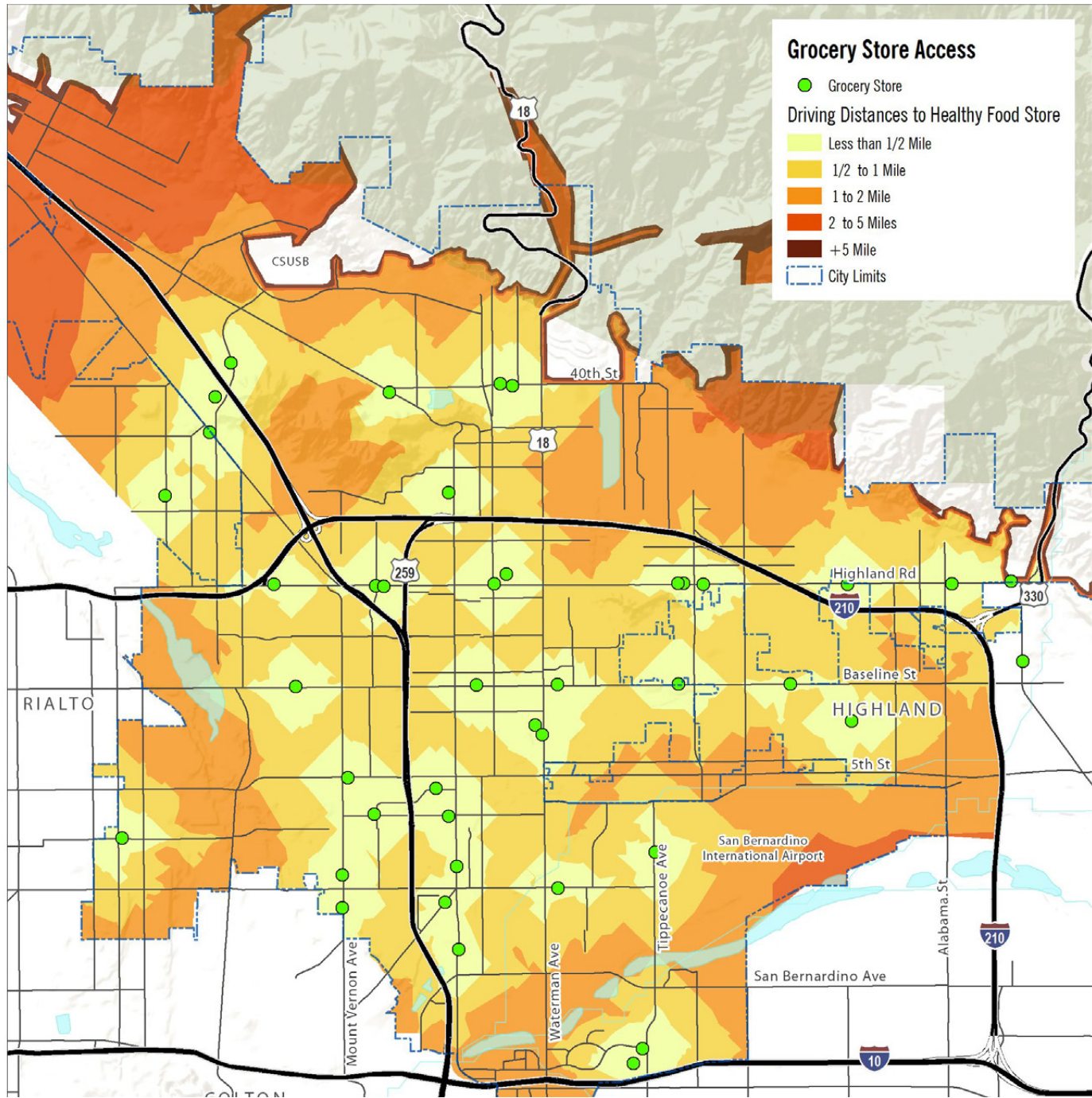
Retail Food Environment Index Comparison



Unhealthy Foods Access



Lack of Grocery Stores



Public Safety Environment

❖ Violent Crime

San Bernardino still has the 4th highest violent crime rate in the state of California¹

❖ Neighborhood Safety

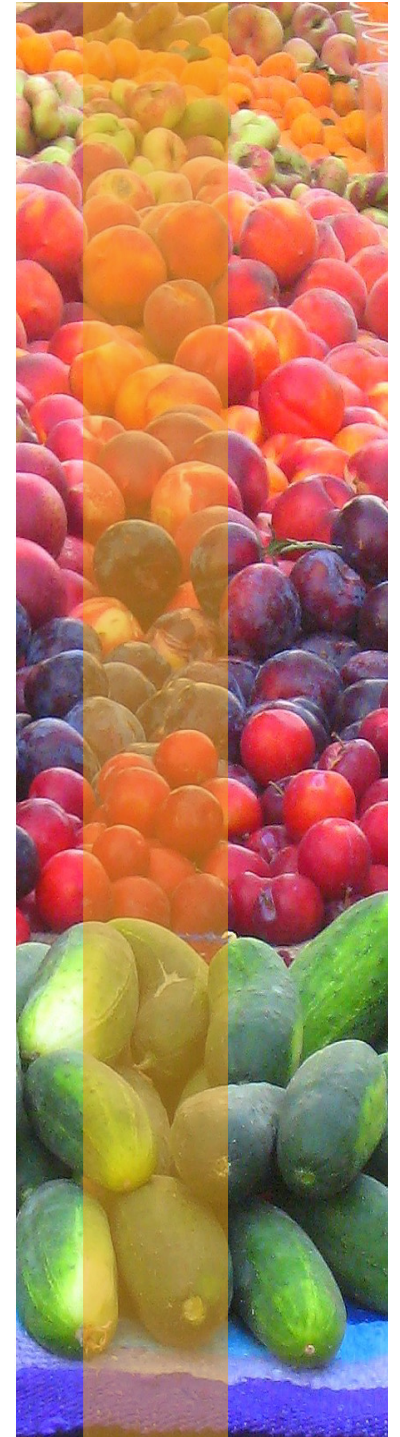
25% of 9th graders get into a fight each year and 33% report their neighborhood is unsafe²

❖ Crime Correlates w/Alcohol Outlet Density

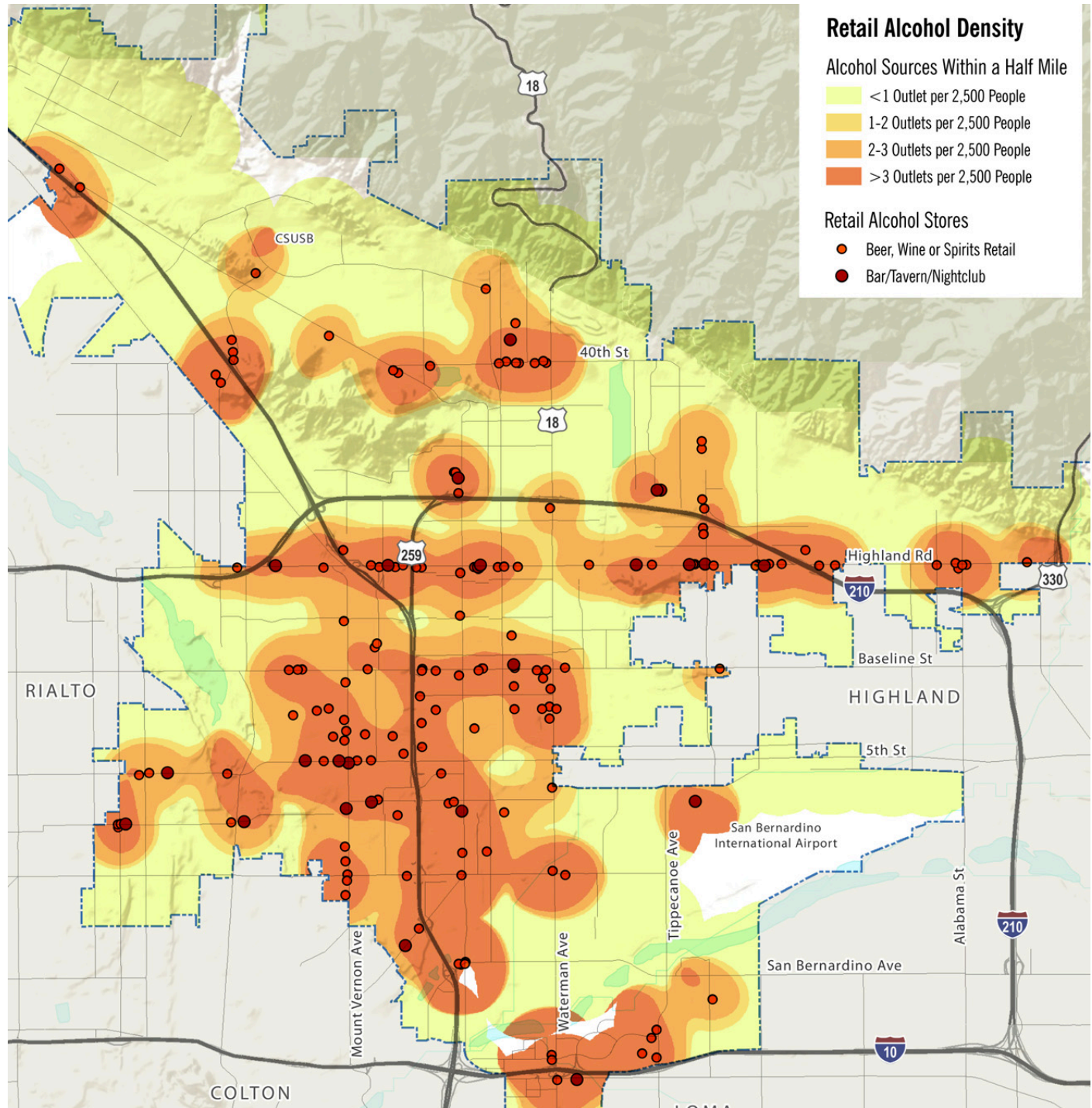
San Bernardino has 2nd highest concentration of alcohol outlets in urban San Bernardino County³

Sources:

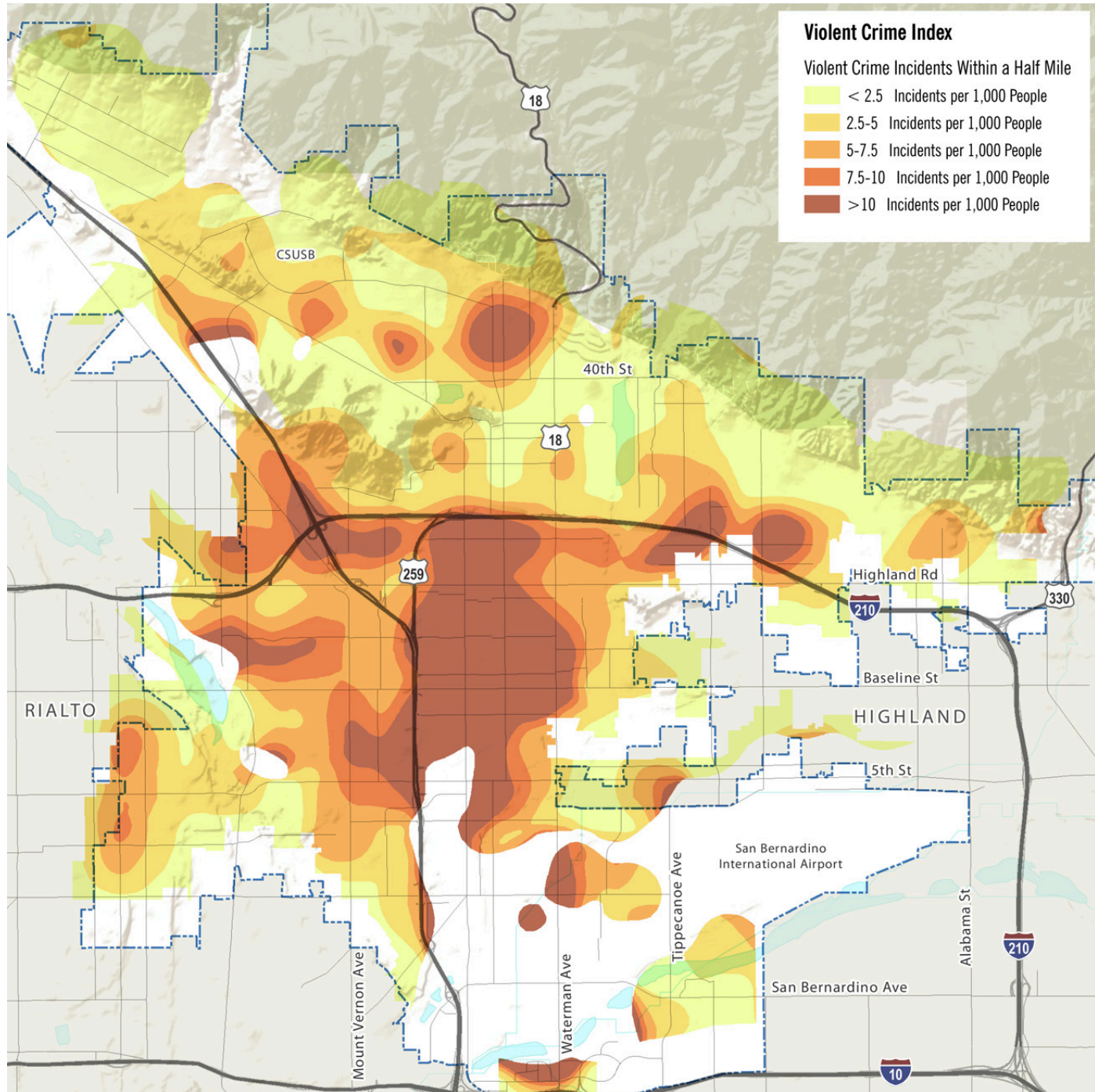
1. Uniform Crime Reports, 2009
2. California Healthy Kids Survey, SBCUSD 2009/10
3. Alcohol Beverage Control Board, 2010



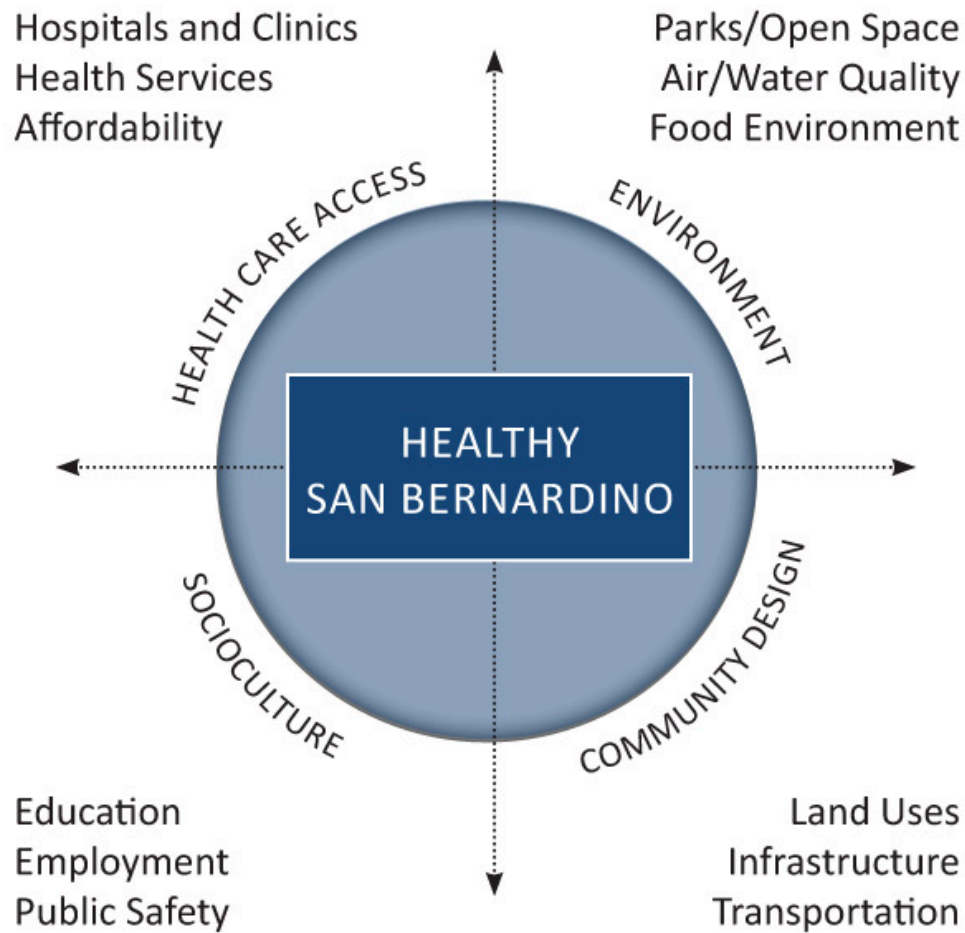
Retail Alcohol Density is High



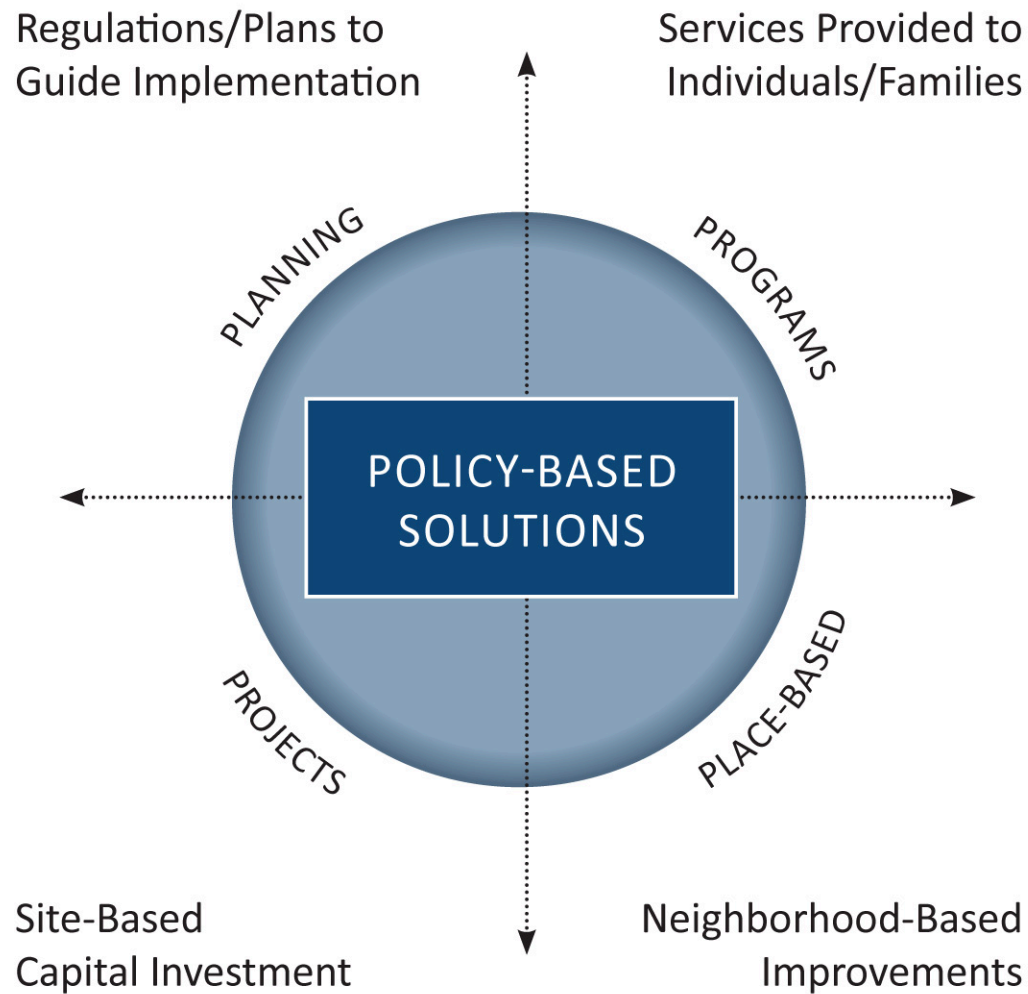
Violent Crime Still An Issue



Framing A Healthy City



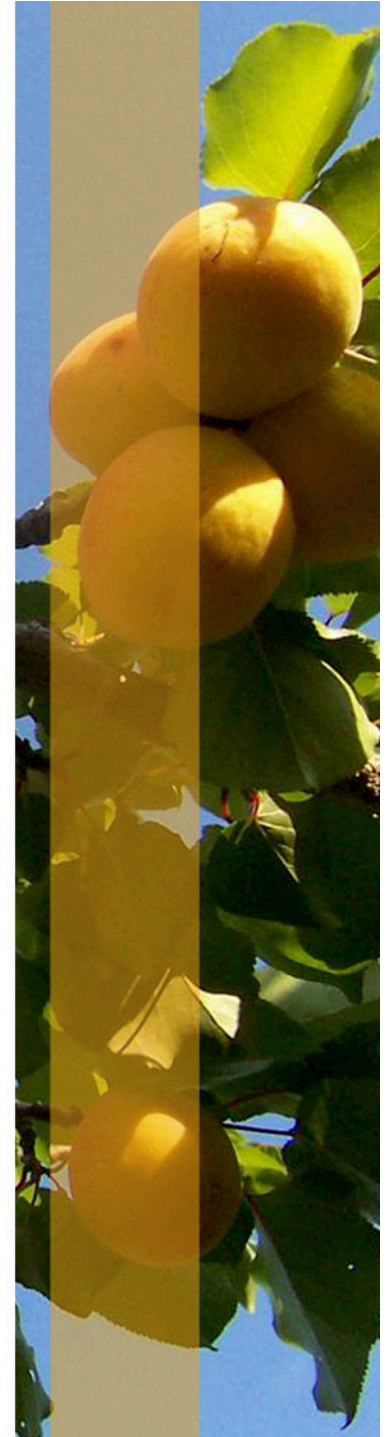
How Do We Frame Our Choices?





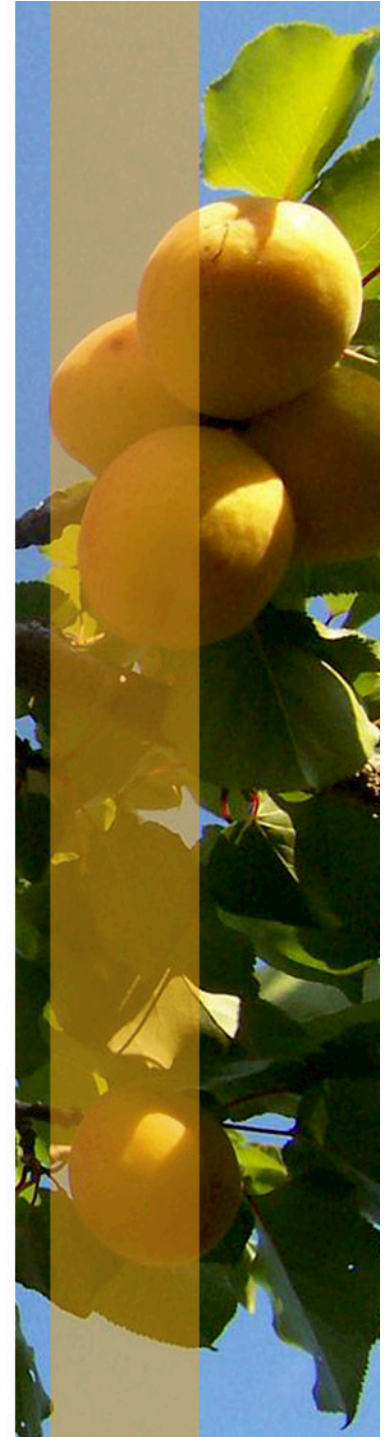
The Healthy San Bernardino Coalition (HSBC)

**ORGANIZATION
+ INFORMATION
+ POLITICAL WILL
= RESULTS**



What didn't work,

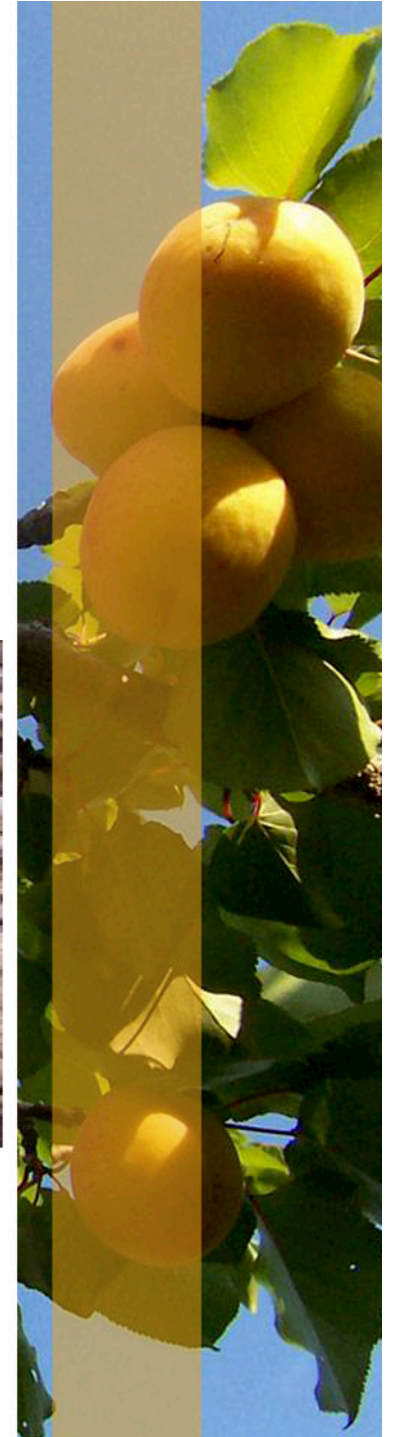
A little bit of history...



**So...how do we
make change
happen?**

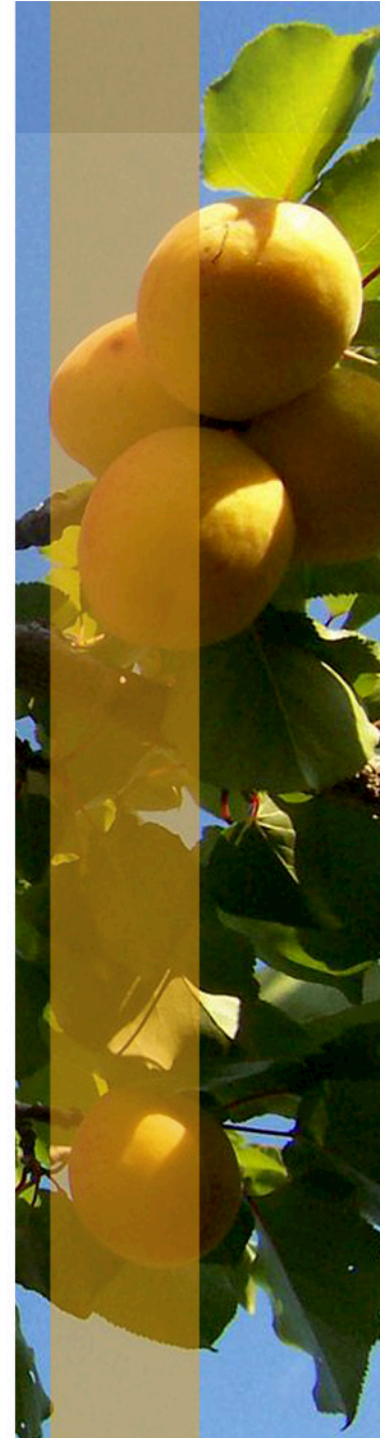


What has worked for you...



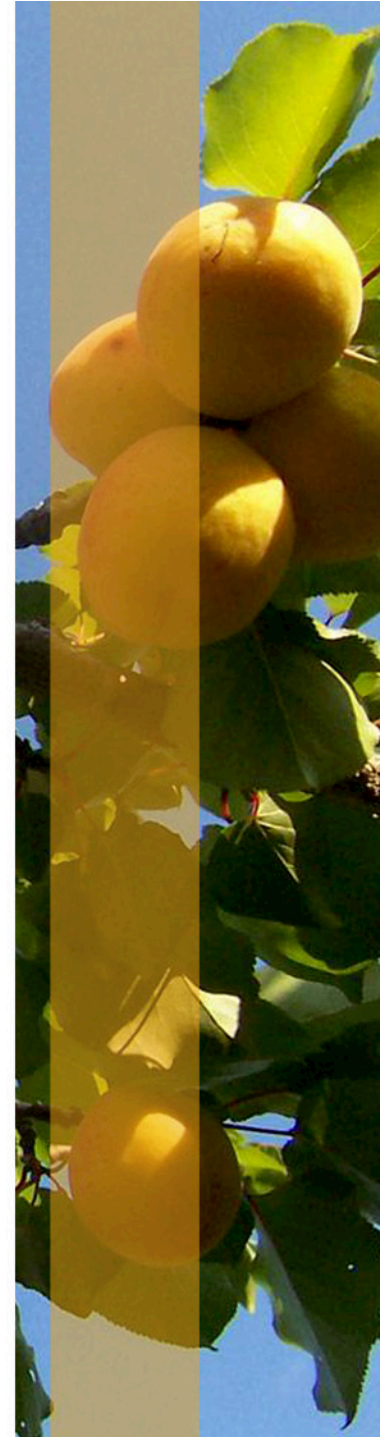
Our Accomplishments (in last 18 months)

- ▶ Environmental Scan
- ▶ Walkability Assessment
- ▶ Photo Voice Project
- ▶ Community Garden
- ▶ Supporting Ordinances
- ▶ 2012 Public Health Award
- ▶ National Exposure



Our Keys to Success

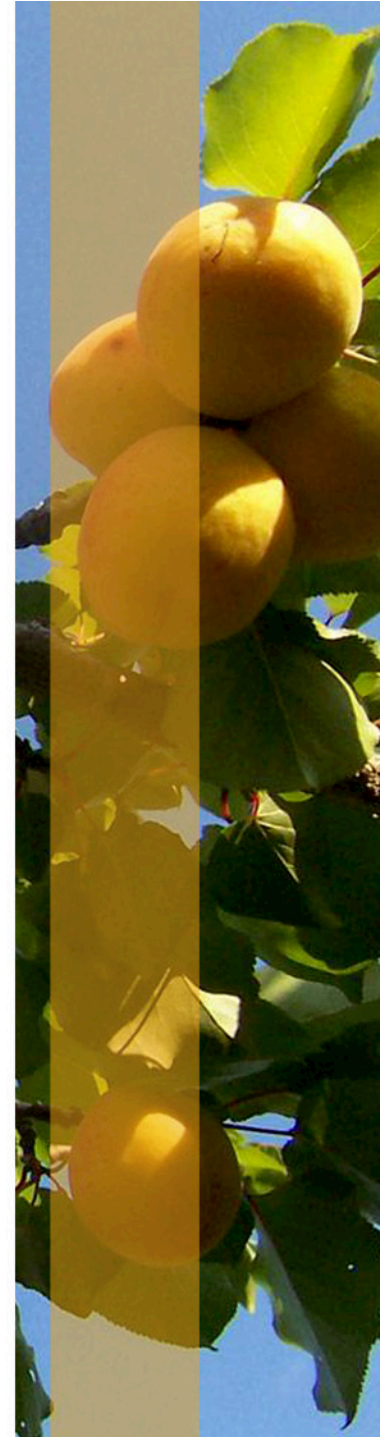
- ▶ Key partners involved
- ▶ Facilitated shared vision
- ▶ Conscious and neutral process
- ▶ Data/Information that drives policy
- ▶ Solution based actioning
- ▶ Branding for a healthy community
- ▶ Political will from leaders
- ▶ Appetite for public health agenda from stakeholders, community & leaders
- ▶ Coordinated resources: capital and human



Healthy San Bernardino Vision

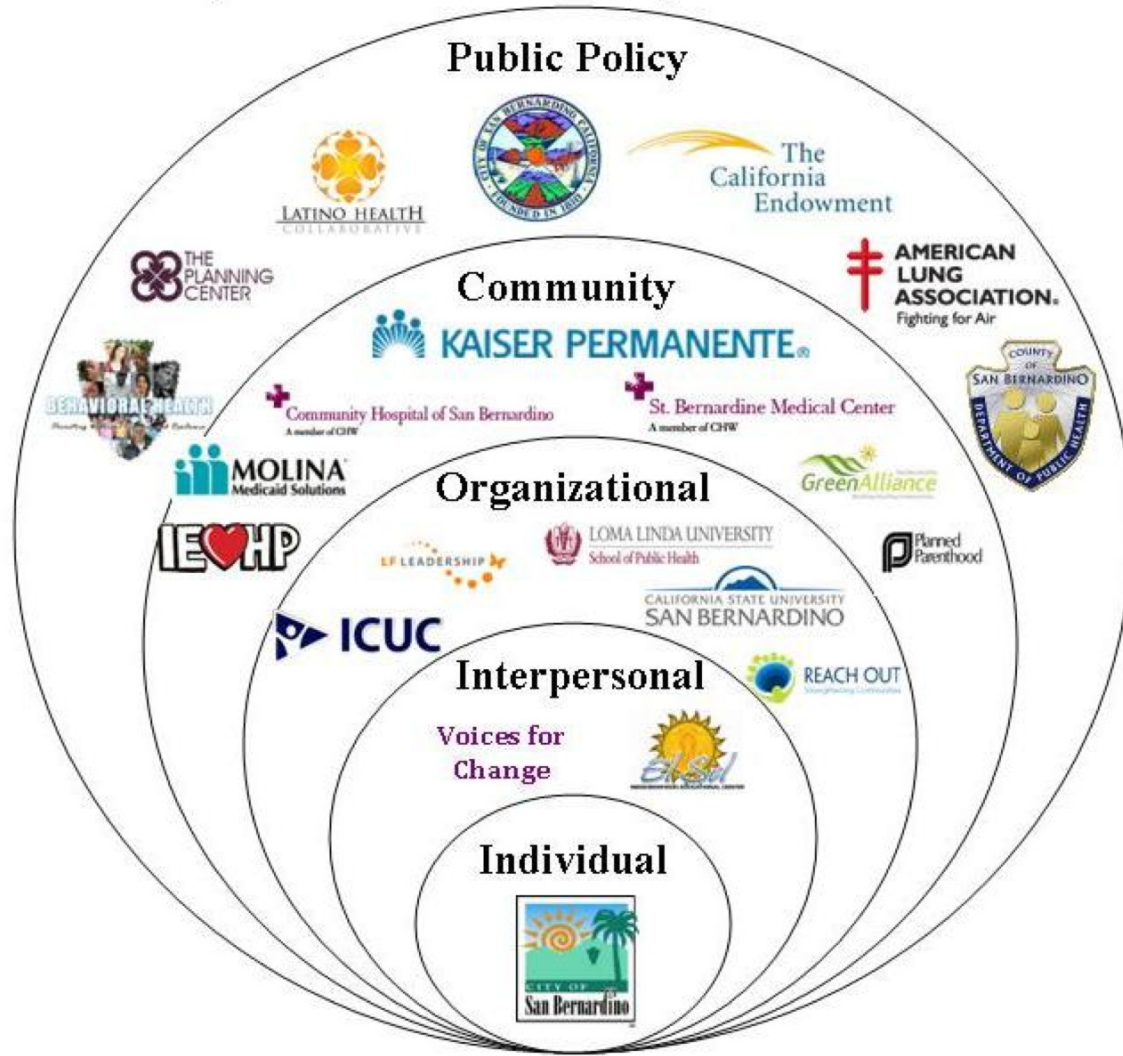
An active, engaged, and prosperous city with green and safe public spaces supporting healthy diets & lifestyles.

- ▶ Access to healthy food
- ▶ Safe streets and public spaces, schools, parks and open spaces
- ▶ Clean and healthful environment for residents of all neighborhoods
- ▶ Access to appropriate healthcare, wellness, and prevention programs
- ▶ Economic stability and quality educational and employment opportunities

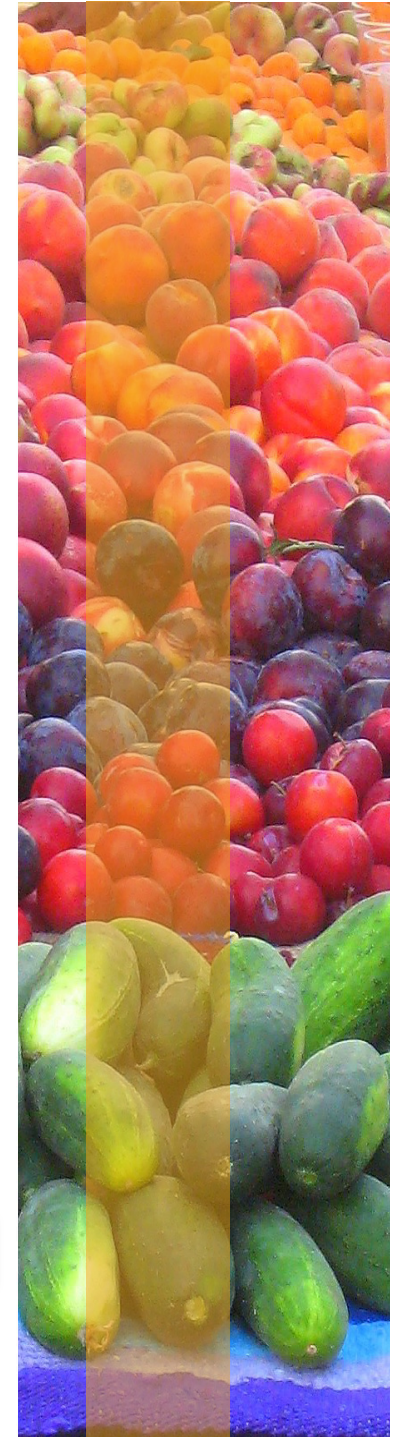
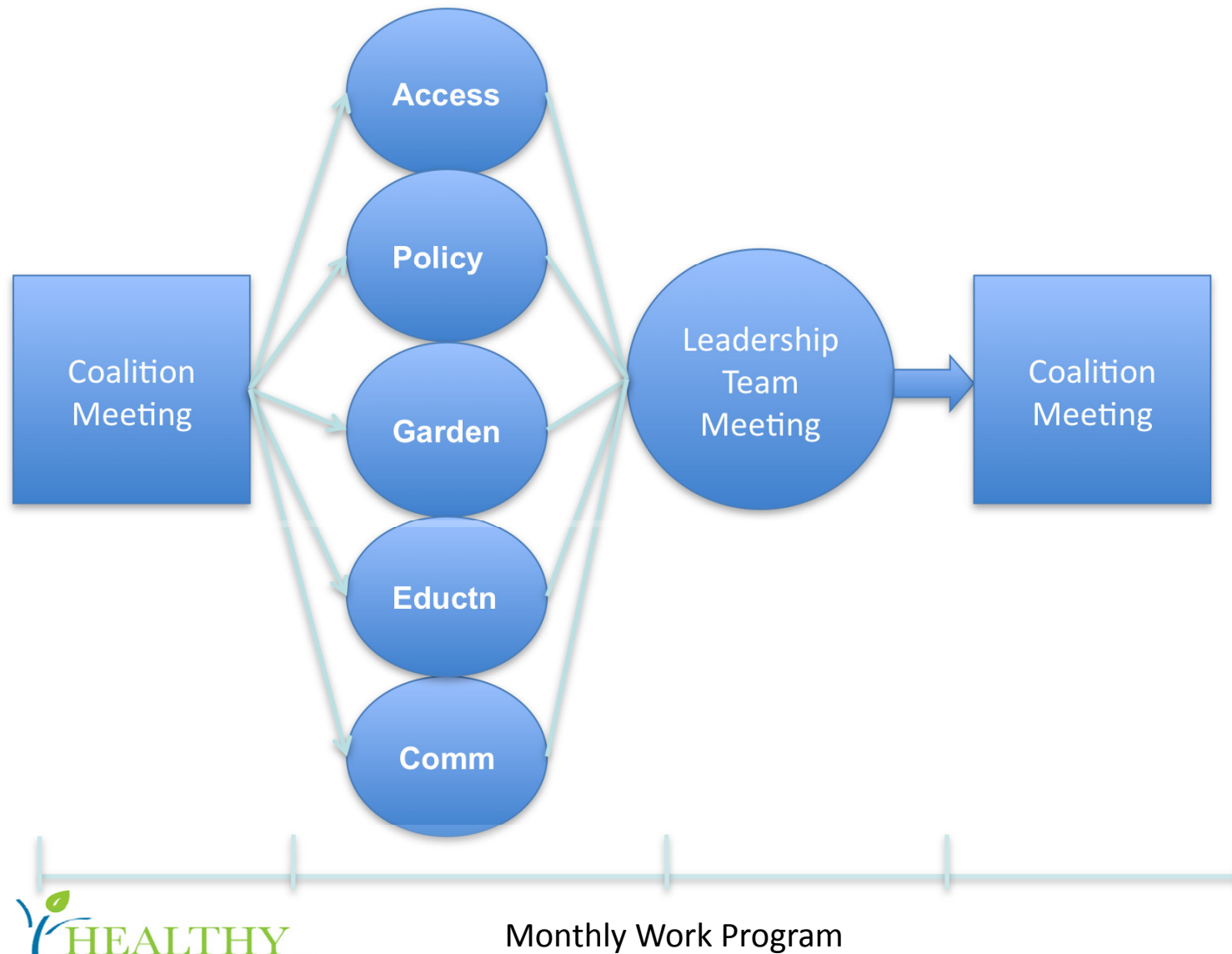


Collaborative Structure

Social Ecological Model for the Healthy San Bernardino Coalition



Ongoing Work Structure





909.989.4449

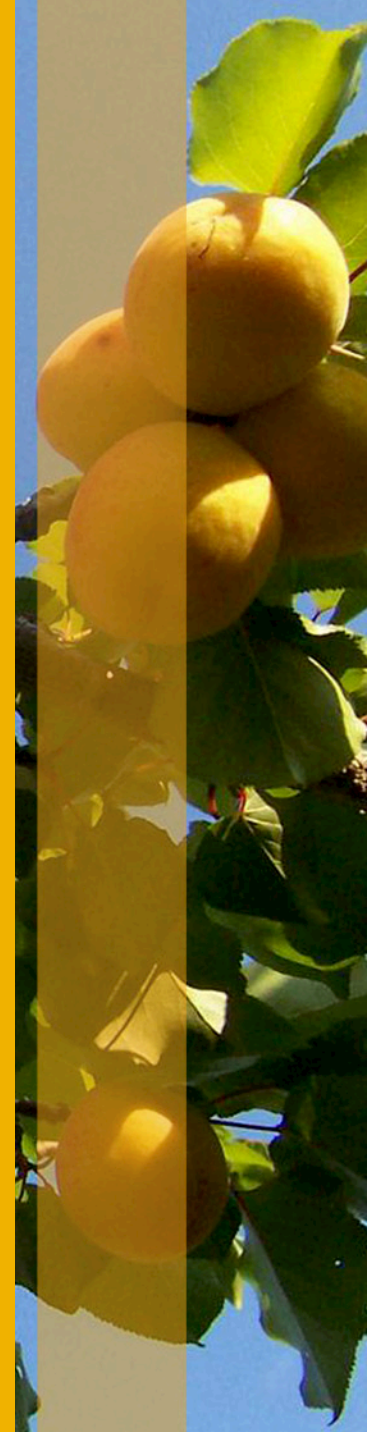


DESIGN,
COMMUNITY &
ENVIRONMENT

www.planningcenter.com

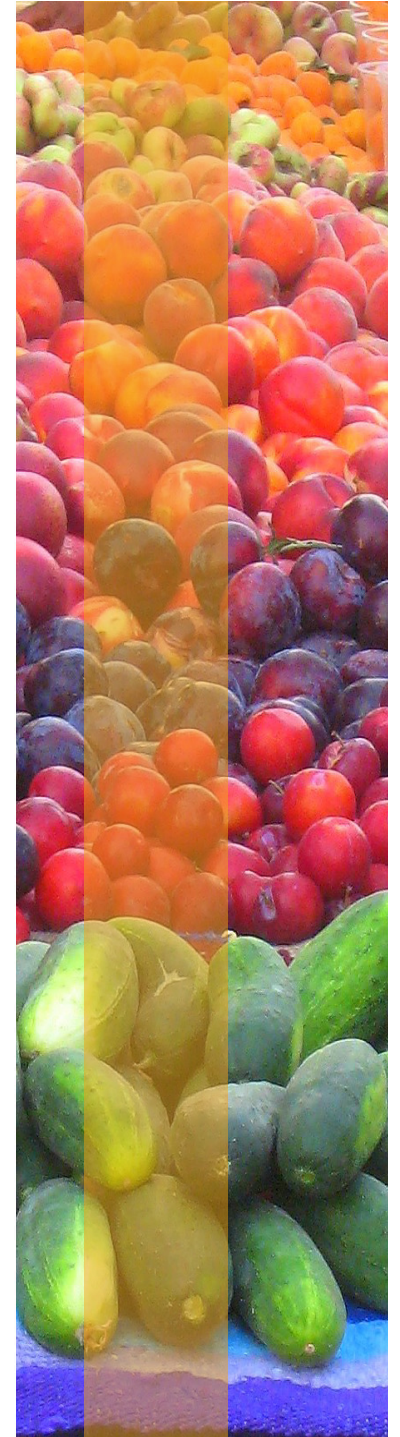
Sustainability Planning
Healthy Community Design
Health Risk Assessments
Complete Streets Planning
School Reuse and Adaptation
Strategic Planning and Partnerships

Planning the Next Generation of Healthy
Communities



HSBC Approach: Prevention

- ▶ Influence Policy & Legislation
- ▶ Change Organizational Practices
- ▶ Foster Coalitions & Networks
- ▶ Educate Providers
- ▶ Promote Community Education
- ▶ Strengthen Individual Knowledge & Skills



The Coalition (HSBC)

- ▶ Community collaborative working to improve the health of San Bernardino residents and the community
- ▶ 50+ partners, including: Mayor's office, universities, hospitals, residents, CBOs, business, elected officials, policy makers, etc.
- ▶ Began in _____.



Inherent Risks/Pitfalls

- ▶ Agency agendas may compete and conflict
- ▶ Alignment with elected officials' agendas
- ▶ Alignment with CBOs viewed as “militant”
- ▶ “Facilitated” or shared leadership can be expensive and/or time consuming
- ▶ Historical boundary disputes
- ▶ Balancing influence between lead agencies



Shared Leadership Structure

Shared leadership structure that provides direction, alignment & shared decision-making.

- ▶ Five strategic committees in place
- ▶ Multi-sector partners co-chair each committee
- ▶ Co-chairs share the leadership of the coalition
- ▶ Co-chaired by LHC & the Mayor's Office
- ▶ Committee work aligned to Coalition objectives



The Key: Bridging Silos

- ▶ Share the vision, share the work, share the resources and share the credit
- ▶ Find the currency that crosses sectors
- ▶ Foster an environment that is comfortable with respectful disagreement
- ▶ Teach and adopt communication skills and consensus-building decision making
- ▶ Create a process that gives different stakeholders their platform & voice
- ▶ Highlight individual agency missions as they pertain to the HSBC Vision



Success Factors

- ▶ Shared leadership structure and decision making– cuts through bureaucracy
- ▶ Leadership of the Mayor’ s Office ensures upstream action = policy
- ▶ Facilitators provide process structure & mediation, minimize singular agendas & ensure transparency
- ▶ Professionals are brought in to provide expertise on research and measures.
- ▶ Community-driven: promotes, youth, parent leadership – brings energy and action

