Transforming the City of San Bernardino to a Model Healthy Community

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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.

Or a Culture of Convenience?

We have engineered out the need for physical activity in our daily lives!
## Consequences in San Bernardino

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

Target Upstream Determinants

- Community Design
- Food Environment
- Public Safety
- Clean Environment
- Health Care Facilities
- School Environment
- Recreation
- Economic opportunity
### Program Focus Areas

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Nutrition</td>
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<tr>
<td>Health care Facilities &amp; Services</td>
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<tr>
<td>Active Transportation (walk, bike)</td>
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<tr>
<td>Safety from Violence</td>
</tr>
<tr>
<td>Facilities, Parks, &amp; Open Space</td>
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<tr>
<td>Mental Health</td>
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<tr>
<td>Clean Environment</td>
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</tbody>
</table>
### Institutionalizing Health

#### Local Government Policy

<table>
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<th>Policy</th>
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<tbody>
<tr>
<td>General Plan Update</td>
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<tr>
<td>Healthy Vending Policies</td>
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<tr>
<td>Joint Use Agreements</td>
</tr>
<tr>
<td>Safe Routes to School</td>
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<tr>
<td>Community Gardens &amp; Farmers Markets</td>
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<tr>
<td>Non-motorized Transportation Plans</td>
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</tbody>
</table>
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

- Social Norms and Education
- Parks and Recreation
- Food Environment
- Air & Water Quality

Economic

Opportunity
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
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
Lack of Grocery Stores

Grocery Store Access
- Grocery Store
- Driving Distances to Healthy Food Store:
  - Less than 1/2 Mile
  - 1/2 to 1 Mile
  - 1 to 2 Mile
  - 2 to 5 Miles
  - 5 or More Miles
- City Limits
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

- Hospitals and Clinics
- Health Services
- Affordability

- Parks/Open Space
- Air/Water Quality
- Food Environment

- Education
- Employment
- Public Safety

- Land Uses
- Infrastructure
- Transportation

HEALTHY SAN BERNARDINO
How Do We Frame Our Choices?

- Regulations/Plans to Guide Implementation
- Services Provided to Individuals/Families
- Site-Based Capital Investment
- Neighborhood-Based Improvements
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

Coalition Meeting

Access

Policy

Garden

Eductn

Comm

Leadership Team Meeting

Coalition Meeting

Monthly Work Program
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