



CHANGES

COMMUNITY HEALTH ACTION NETWORK FOR
GROWTH THROUGH EQUITY AND SUSTAINABILITY

OC Healthy Communities Forum

Building a Healthier Orange County by Connecting Planning and Health

February 5, 2014 • UC Irvine



Opening Plenary:

Planning for Healthy Places

During the Industrial Revolution, health professionals and planners worked together to promote healthy places. Over time, people were separated from environmental factors that could harm health. Similarly, planners and health professionals began to work separately. As we plan our neighborhoods and cities, a multidiscipline approach is once again needed. After all, planners want to plan desirable places and health professionals know individuals are most likely to be healthy in healthy environments. Through an Executive Order in 2010, Governor Schwarzenegger brought together 18 State agencies, departments, and offices to form the Health in All Places Task Force. What was their vision? What similar steps can be taken locally? This session will provide the overview and inspiration to reunite health and planning.

Speaker:

Linda Rudolph, MD, MPH | Public Health Institute

Session 1:

Using & Interpreting Data in Planning for Healthy Communities

Public health and urban planning data can be important tools in informing efficient and effective planning processes and decision making—used to identify problems and the groups and geographic areas disproportionately affected by these problems, while vigilantly monitoring the conditions planning decisions are meant to positively impact. This session provides a general overview of data, how data can be used, public health and built environment indicators across a variety of healthy community domains, and the data available for quantifying these indicators to make decisions locally, here in Orange County. The session will also allow participants to interact with each other, discuss their current uses of data to inform public health and urban planning decisions, communicate their data needs, and brainstorm solutions to resolve informational gaps.

Moderator/Speaker:

Travers Yoshio Ichinose, MS, MA | Epidemiologist | Orange County Health Care Agency

Session 2:

Community Engagement and Health

Community engagement is an important tool for building communities that promote health and value residents. Many times, garnering community input is an afterthought, merely asking residents to react to a plan or product after it has been developed. A deeper level of community engagement involves the community from the ground up. Residents provide input at multiple levels: at outreach meetings, on City Commissions, or on Resident Advisory Committees, for example. This session will provide a framework for meaningfully engaging communities in healthy planning processes, and also, the benefits for doing so. This session will also highlight specific strategies and tools for engaging communities in planning opportunities, as well as successful examples from the field.

Moderator:

Kelly Broberg, MPH | Program Supervisor | Orange County Health Care Agency

Speakers:

Dana Richardson | Senior Director, Community Health and Engagement | Community Health Improvement Partners
Janice Luna Reynoso | Graduate | National City Resident Leadership Academy

Session 3:

Building a Healthy Community Through Active Transportation

There is a clear and obvious relationship between active transportation and a healthy community. But what can a community do to create an environment that supports and facilitates an active lifestyle? Join this session to explore the variety and types of transportation policies, programs and projects that contribute to a healthier community. The session will also address how to foster community support for biking and walking projects through the experiences of Newport Beach and Long Beach. A significant amount of time will allow participants to pose questions to the session panel.

Moderator:

Eric Widstrand, PE, PTOE | Active Transportation Manager | RBF Consulting

Speakers:

Tony Petros | Council Member | City of Newport Beach
Steve Tweed | Transportation Planner | City of Long Beach
Steve Gerhardt, AICP | Senior Planner | City of Long Beach

Session 4:

Healthy Communities as an Economic Development Tool

The call for new models of development emphasizing health and sustainability offers new ideas and approaches to economic development that leverages local assets and connects them to regional opportunities to create a dynamic business environment which equitably benefits local residents and investors. This session will demonstrate how strategies such as expanding multi-modal transportation choices, investing in complete streets, and stabilizing unsafe neighborhoods, are helping to spawn economic growth – which in turn supports multiple forms of well-being (physical, personal, community, etc.) and leverages the understanding of community history and character to modernize, attract newcomers, and build for the future.

Moderator:

Victor Becerra, MA-Urban Planning | Director | UC Irvine Community Outreach Partnership Center

Speaker:

Bob Johnson, PhD | Planning & Development Consultant

Session 5:

Integrating Health into the Planner's Toolbox

Learn how health can be integrated into traditional planning tools, from General Plans to environmental assessments to zoning codes. This session will explore how virtually any planning document can incorporate healthy community principles. Participants will be introduced to the Healthy Communities Toolkit recently released by Friends of Harbors, Beaches and Parks. The Healthy Communities Toolkit provides many thoughtful examples of tools, policies, and funding mechanisms that help create healthy communities. This session will also feature the County of Riverside General Plan Healthy Communities Element as an example of integrating health into a local agency's critical planning documents. Participants will have time to ask questions and discuss opportunities for further integrating health into the planner's toolbox.

Moderator:

Michelle Kou Lieberman, AIA, AICP, LEED AP | Senior Associate & Community Planner | RBF Consulting

Speakers:

Melanie Schlotterbeck, CMP | Outreach Coordinator | Friends of Harbors, Beaches and Parks

Michael Osur, MBA | Deputy Director | Riverside County Department of Public Health

Session 6:

Healthy Community Funding in Action

Here in Orange County, both The California Endowment and Kaiser Foundation Hospitals have committed funding to create healthier places. In this session, you will hear the perspective of a funder, a program manager, and an evaluator. What do funders consider as they make financial commitments to this work? How do place-based strategies get implemented? How can impact be shown?

Moderator:

Amy Buch, MA | Health Promotion Division Manager | Orange County Health Care Agency

Speakers:

Virginia Mosqueda | Program Manager | The California Endowment

John Guastaferrero | Vice President of Marketing & Development | Anaheim Family YMCA

Leah Ersoylu, PhD | President | Ersoylu Consulting

Closing Session

Join this engaging session to summarize the day, find answers to burning questions, and explore opportunities for next steps. End your day with an action plan!

Facilitators:

Susan Harden, AICP, LEED AP, CMSM, CNU-A | Director of Planning & Design | RBF Consulting

Amy Buch, MA | Health Promotion Division Manager | Orange County Health Care Agency



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Schedule at a Glance

		Plenaries and Concurrent Sessions (Pacific Ballroom AB and Doheny Beach B)	Express Clinics and HEAL Cities Session (Doheny Beach C and D)
8:00 – 8:30 am Registration and Light Breakfast			
8:30 – 9:40 am	Light Breakfast	<p>Welcome</p> <p>Opening Plenary: Planning for Healthy Places</p> <p>Speaker: Linda Rudolph, MD, MPH Public Health Institute</p>	
9:40 – 9:50 am BREAK			
9:50 – 10:50 am		<p>Session 1: Using & Interpreting Data in Planning for Healthy Communities</p> <p>Moderator/Speaker: Travers Yoshio Ichinose, MS, MA Epidemiologist Orange County Health Care Agency</p> <p>Session 2: Community Engagement & Health</p> <p>Moderator: Kelly Broberg, MPH Program Supervisor Orange County Health Care Agency</p> <p>Speakers: Dana Richardson Senior Director, Community Health and Engagement Community Health Improvement Partners Janice Luna Reynoso Graduate National City Resident Leadership Academy</p>	<p>HEAL Cities Action Meeting</p> <p>Facilitators: Michele Martinez Executive Director Alliance for a Healthy Orange County Kanat Tibet, MA Director California Center for Public Advocacy, HEAL Cities Campaign</p>
10:50 – 11:00 am BREAK			
11:00 am – noon		<p>Session 3: Building a Healthy Community Through Active Transportation</p> <p>Moderator: Eric Widstrand, PE, PTOE Active Transportation Manager RBF Consulting</p> <p>Speakers: Tony Petros Council Member Newport Beach City Council Steve Gerhardt, AICP Senior Planner City of Long Beach Steve Tweed Transportation Planner City of Long Beach</p>	<p>11-11:30 Health in All Policies: Building a Healthier Santa Ana</p> <p>Melanie McCann Associate Planner City of Santa Ana</p> <p>11-11:30 Tools to Engage Residents and Build Capacity</p> <p>Speaker: Dana Richardson Senior Director, Community Health and Engagement Community Health Improvement Partners</p>

		Plenaries and Concurrent Session (Pacific Ballroom AB and Doheny Beach B)	Express Clinics and HEAL Cities Session (Doheny Beach C and D)
		<p>Session 4: Healthy Communities as an Economic Development Tool Moderator: Victor Becerra, MA-Urban Planning Director UC Irvine Community Outreach Partnership Center</p> <p>Speakers: Bob Johnson, PhD Planning & Development Consultant</p>	<p>11:30 – 12:00 CX³ Tools to Assess the Food Environment Dawn Robinson, RD Orange County Health Care Agency</p> <p>11:30 – 12:00 Health Impact Checklists Bill Jacobs, AICP CEP, CGBP, LEED Green Associate Principal Planner City of Irvine</p>
Noon – 12:10 pm		BREAK	
12:10 – 1:50 pm	LUNCH	<p>Lunch Plenary: Message Framing for Healthy Communities Berkeley Media Studies Group</p>	
1:50 – 2:00 pm		BREAK	
2:00 – 3:00 pm		<p>Session 5: Integrating Health into the Planner's Toolbox Moderator: Michelle Kou Lieberman, AIA, AICP, LEED AP Senior Associate & Community Planner RBF Consulting</p> <p>Speakers: Melanie Schlotterbeck, CMP Outreach Coordinator Friends of Harbors, Beaches and Parks Michael Osur, MBA Deputy Director Riverside County Department of Public Health</p> <p>Session 6: Healthy Community Funding in Action Moderator: Amy Buch, MA Health Promotion Division Manager Orange County Health Care Agency</p> <p>Speakers: Virginia Mosqueda Program Manager The California Endowment John Guastaferrro Vice President of Marketing & Development Anaheim Family YMCA Leah Ersoylu, PhD President Ersoylu Consulting</p>	<p>2:00 – 2:30 NACTO Urban Bikeway Design Guide Paul Martin, PE, TE Senior Associate & Mobility Planner Alta Planning + Design</p> <p>2:00 – 2:30 Walk Audits Matt Benjamin Associate Fehr and Peers</p> <p>2:30 – 3:00 Bike Friendly Districts April Economides Business Services Associate Alta Planning + Design</p> <p>2:30 – 3:00 Healthy Rental Homes: Enforcement Tools Linda Tang Project Manager The Kennedy Commission Daisy Gonzalez Community Outreach Coordinator The Kennedy Commission</p>
3:00 – 4:00 pm	Afternoon Refreshments	<p>Closing Session Facilitators: Susan Harden, AICP, LEED AP, CMSM, CNU-A Director of Planning & Design RBF Consulting Amy Buch, MA Health Promotion Division Manager Orange County Health Care Agency</p>	



9:50 – 10:50

HEAL Cities Action Meeting

This is a special session for representatives of places that have passed Healthy Eating Active Living (HEAL) resolutions. Now that you have passed your resolution, what comes next? How will you know if your efforts have resulted in better health? What have other cities done after they passed their HEAL resolutions? This session will provide a forum for staff and elected officials to explore next steps for carrying out HEAL resolutions.

Facilitators:

Michele Martinez | Executive Director | Alliance for a Healthy Orange County

Kanat Tibet, MA | Director | California Center for Public Advocacy, Healthy Eating & Active Living Cities Campaign

11-11:30

Health in All Policies: Building a Healthier Santa Ana

How can a “Health in All Policies” framework be applied to everyday jurisdictional planning? The City of Santa Ana has taken a Health in All Policies approach, working closely with their elected officials, community residents and local health organizations to build a healthier Santa Ana. This session will explore Santa Ana’s approach as a case study.

Speaker:

Melanie McCann | Associate Planner | City of Santa Ana

11-11:30

Tools to Engage Residents and Build Capacity

How do residents become engaged to build a safer and healthier community? Learn about specific tools featured in the Resident Leadership Academy Training Curriculum for engaging residents and building capacity.

Speaker:

Dana Richardson | Senior Director, Community Health and Engagement | Community Health Improvement Partners

11:30 – 12:00

CX³ Tools to Assess the Food Environment

Help create a healthier food retail environment. Do the grocery stores and fast food outlets in your community provide healthy food options? How do you know? Learn to use the Communities of Excellence (CX³) survey tools to objectively assess grocery stores and fast food outlets. Sharing the localized data with partners can help improve the food choices in neighborhoods.

Speaker:

Dawn Robinson, RD | Orange County Health Care Agency

11:30 – 12:00

Health Impact Checklists

When new development is proposed, city decision makers can use a checklist to consider potential health impacts. The City of Irvine developed a health impact checklist to evaluate infill development in the Irvine Business Complex—an area that is evolving from solely office, industrial, and commercial uses into a fully mixed-use business and residential community. Learn how a checklist fits into the decision-making process and influences the design of development to promote health.

Speaker:

Bill Jacobs, AICP CEP, CGBP, LEED Green Associate | Principal Planner | City of Irvine

2:00 – 2:30

NACTO Urban Bikeway Design Guide

Learn about the NACTO Urban Bikeway Design Guide, the go-to guide for cutting edge on-street bikeway design. It provides state-of-the-practice solutions for on-street bikeways, based on lessons learned from the world's best bicycling cities, both in the U.S. and beyond.

Speaker:

Paul Martin, PE, TE | Senior Associate & Mobility Planner | Alta Planning + Design

2:00 – 2:30

Walk Audits

Learn how to assess the walking environment in your community by conducting a walk audit. Hear how this powerful tool can be used to engage planners, traffic engineers, residents and decision makers in evaluating deficiencies and identifying improvements for pedestrians.

Speaker:

Matt Benjamin | Associate | Fehr and Peers

2:30 – 3:00

Bike Friendly Districts

What is a Bike-Friendly Business District (BFBD)? A BFBD is where merchants actively encourage people to bike to area shops and restaurants – and where merchants and employees ride, too. BFBDs integrate bikes into a district's operations, events and promotions. Hear from one of the nation's experts on how BFBDs work and how you can take steps in your own community to establish one.

Speaker:

April Economides | Business Services Associate | Alta Planning + Design

2:30 – 3:00

Healthy Rental Homes: Enforcement Tools

Substandard and unhealthy housing conditions negatively impact how people live safely in their homes. The City of Santa Ana's Proactive Rental Enforcement Program and the recently adopted Senate Bill 488 are mechanisms that can be used to improve existing rental housing conditions for lower income families. Learn about enforcement programs that contribute to a healthier neighborhood.

Speakers:

Linda Tang | Project Manager | The Kennedy Commission

Daisy Gonzalez | Community Outreach Coordinator | The Kennedy Commission

Thank You

Conference Host



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OC Healthy Communities Forum 2014 is hosted by CHANGES, a multi-sectoral, regional network of advocates, scholars and practitioners working to address persistent health disparities in underserved communities across the five-county Southern California area.

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