



Blueprint for Developing Healthy Communities: Alignment of Community Engagement

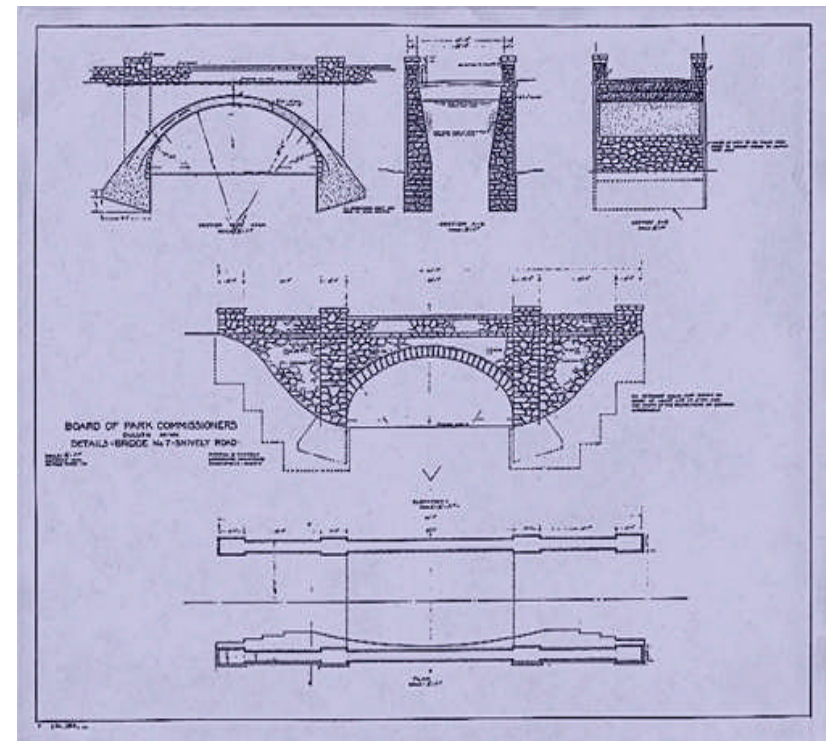
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What is a blueprint?

- A detailed plan of action
- Provides instruction and definitions of terms
- Identifies how different pieces fit together



Objectives



Provide an overview on:

- The association between the built environment and health (physical, mental and social)
- Community engagement and how to leverage both professional and citizen efforts

To share examples, tools and resources.

What is the Built Environment?

- We can touch it;
- It can be reorganized, rebuilt, replaced or dismantled;
- Encompasses buildings, spaces and products that are created and modified by people.

Examples of built environment features:

Homes Workplaces Schools Transportation Systems

It is the physical aspects of a community made by people for the activities of people.

(Hodge & Gordon, 2008)

Land Use and the Built Environment

3 basic and interrelated components:

- 1) **physical** facilities that requires space
- 2) **activities** of people that use space; and
- 3) the **functions** that the land serves

Mediated by:

- Location
- Intensity
- Amount



(Hodge & Gordon, 2008)

Built Environment Features

- **Recreational Resources** (trails, parks and open spaces)
- **Land use Characteristics** (# and proximity of destinations; density of residential and employment; street connectivity)
- **Neighbourhood Form Characteristics** (availability of sidewalks and presence of streetlights)
- **Community Environment Characteristics** (aesthetics, community support, social capital, presence of traffic & crime)

The Built Environment can:

- Affect the health of the population.
- Hinder or enhance physical activity opportunities.
- Create inequalities in the availability of physical activity opportunities, particularly in lower socioeconomic status neighborhoods (Health Canada, 2007)

Dominant affect of the private automobile as the primary mode of transportation

The Determinants of Health

- Income and social status
- Social support networks
- Education
- Employment
- Social and physical environments
- Personal health practices
- Healthy child development
- Biology
- Health services
- Gender
- Culture
- Language

Activity-friendly Spaces

- Creating **built environments** (e.g. sidewalks, recreation centres, playgrounds) and **natural environments** (e.g. open spaces, trails) that provide opportunities for residents to engage in physical activity in a safe, aesthetically pleasing environment.



Physical Activity

- Associated with positive health outcomes, improved fitness, and with physical, mental and social health;
- Promoted to be included in daily activities;



Williams (2007)

- Policy Brief
- Published April 2007
- Relatively new field of study

Year	# of references
1994 & 1997	2
2000	7
2001	1
2002	10
2003	14
2004	11
2005	24
2006	12

Different Approaches

	Public Health Literature	Planning Literature
Settings of Interest	Recreation facilities, schools and worksites	Design of communities
PA Behaviours of Interest	Recreation or leisure time physical activity	Walking or cycling for transportation
Key Concepts	PA in specific settings, social environment, access to recreation facilities, neighbourhood attributes	Walkability (3-Ds: residential density, land-use diversity and pedestrian-oriented design)
Measurement Approach & Outcome Measures	Direct observation, self-report Walking measures, overall activity measures	Integration of data within GIS, self-report Transportation choice measures
Descriptive Measures	Availability of parks, presence of sidewalks, streetlights, and hills. Proximity to destinations; social support and cohesion	Residential or commercial density Street connectivity; land-use mix; proximity of destinations; presence of sidewalks and transit
Key Contributions	Measures: of numerous social and BE attributes; several types of settings	GIS methods; walkability and other land-use concepts

About the association between the built environment and activity?

Recreational Resources:

There is reasonably strong evidence of an association between parks and open spaces and walking;

Land Use:

Proximity to destinations is associated with walking;

About the association between the built environment and activity?

Neighborhood Form:

The availability of sidewalks is strongly associated with walking but not with overall physical activity;

Community Environment:

An aesthetically pleasing environment is associated with walking but crime and high traffic are not;

Social and community support are also associated with activity:

About the association between the built environment and activity?

The current body of evidence is relatively weak in showing that changes to the built environment will *promote* activity;

Many communities are undertaking efforts to improve the built environment.

A multi-faceted approach may be needed to change activity in communities

What does this mean?

“If you build it, promote it and maintain it,
people will have the opportunity to use it”

Kim Bergeron

There is a need to develop **collaborative partnerships** across community sectors (e.g. local government; public health; non-government organizations; and citizen networks) to increase the health and well-being of residents.

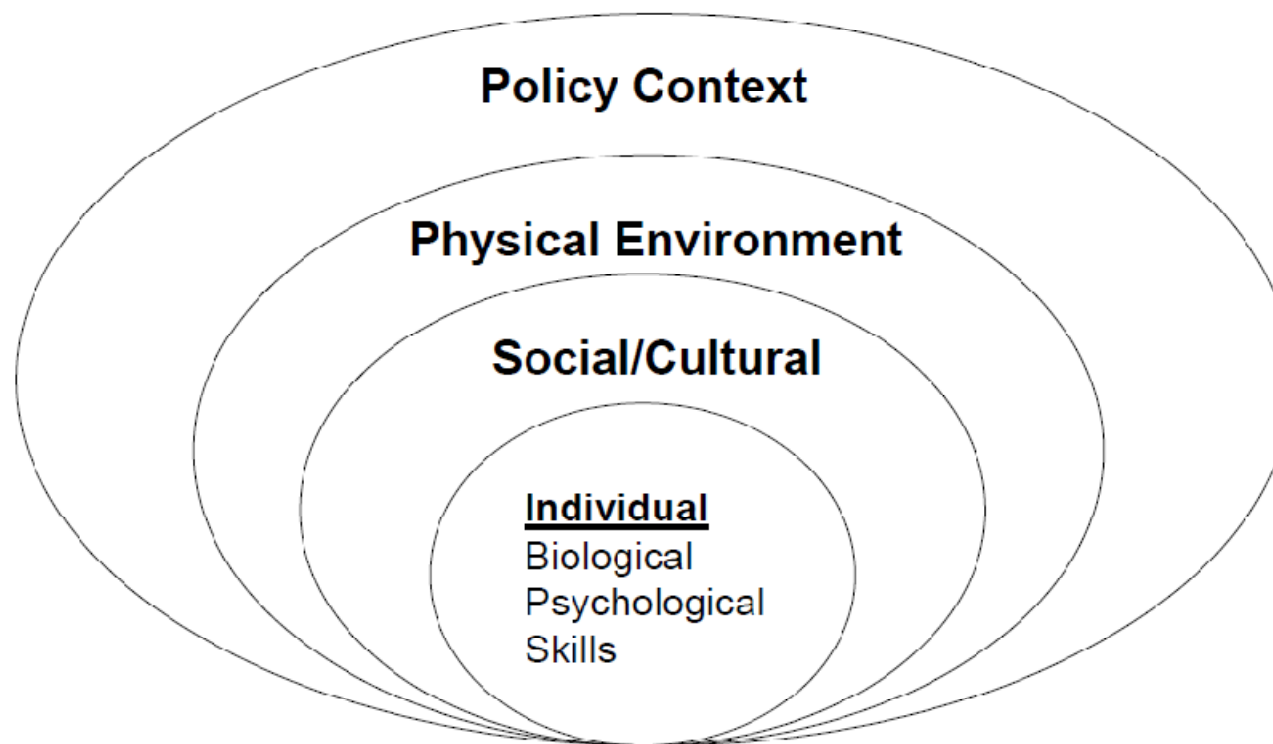
What can we learn from history?

Work in collaboration to ensure:

- Affordable housing;
- Affordable public transit;
- Access to medical services;
- Access to healthy, nutritious, affordable foods;
- Recreation opportunities that are safe;
- A vibrant economy.

Ecological Approach

Health
Promotion
Strategies



Policy

Environmental
Support

Knowledge
Building

Education

Awareness

Community Collaboration

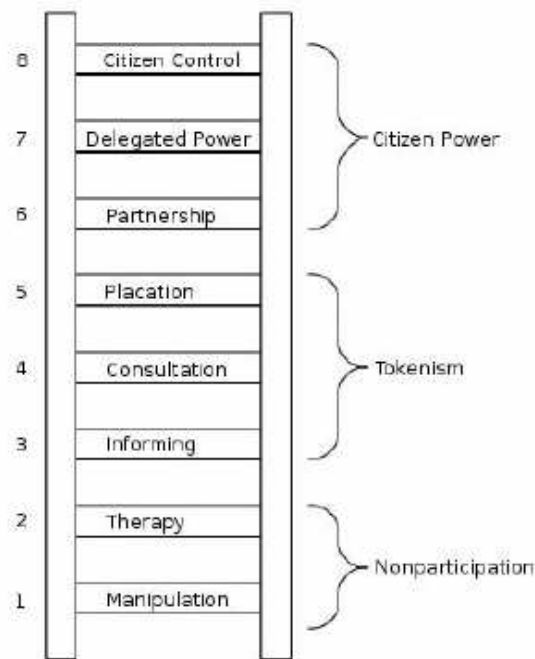
Community collaboration is the act of working together to support a common goal through partnership.

It is not about “merging” but finding **common ground** to build awareness, education, environmental supports and healthy public policy.

Working towards SUSTAINABILITY is key!

Citizen Engagement

Figure 1: Arnstein's (1969) Eight Rungs on a Ladder of Citizen Participation. *Source: Journal of the American Institute of Planners (35)3, p. 217.*



“Citizen participation plays a critical role in building healthy communities by creating more empowered constituencies who can leverage greater and more equal access to available resources”

(Foster-Fisherman, Pierce & Van Egeren, 2009).

Citizen Engagement

- **Community Conditions Matter**
 - When residents feel connected to their neighbours and believe that by working together change is feasible, they are more likely to be active, engaging citizens
- **Provides an opportunity to foster partnerships between and among neighbourhood residents and local organizations**

The Concept of Alignment

- Creates an environment that allows the **shared responsibility** of decision-making.
- **Eliminates** the **duplication** of local program delivery &
- Is **responsive to the needs and issues** raised by the community by **linking broad provincial strategies** with creative alignments and programs at the local level.

Leads to Strategic Synergy

Bergeron, 2010

Everyone working towards a common vision of a local healthy community



Community Engagement Principles to Consider

Planning Matters

- Engage community members at the beginning of the process; not as an “add-on”
- Model an integrated, strategic approach

Collaborative Planning is Essential

- Collaboration across sectors, including non-traditional sectors
- Engage both professionals and citizens in the process
- Opportunity to draw on new knowledge and different perspectives

Seize “window’s of opportunities”

- Value in having a Champion: someone willing to invest considerable time networking among stakeholders

Community Engagement Principles to Consider

Equity vs. equality

- Communities are not equal and do not require equal efforts
- Consider the triple bottom line: economic, social and environmental outcomes

Focusing on a small number of priorities

- Build small gains and successful action
- That there is a learning curve when working in a collaborative process

In an ideal world.....

- Non-motorized transportation modes would be considered equally with motorized transportation modes, including infrastructure efforts and maintenance plans
- Transportation choices would be ensured for people of all ages and abilities, especially children
- Community design would go beyond the minimum design standard



**Government of Ontario
Policies and Programs
that support the development
of Healthy Communities.....**

Provincial Policies and Programs

Ontario Ministry of Energy and Infrastructure

- Places to Grow: Growth Plan for the Greater Golden Horseshoe.

Ontario Ministry of Transportation

- Highway Traffic Act, 2008
- Sustainable Transform forum held in 2007

Provincial Policies and Programs

Ontario Ministry of Municipal Affairs and Housing

- Ontario Planning Act, 2006
- Provincial Policy Statement, 2005
- Greenbelt Act, 2005
- Oak Ridges Moraine Conservation Act, 2001
- Municipal Performance Measurement Program

Specific Planning Sections

- **Ontario Planning Act**
 - Specifically sections 2. h), o), q) and 51.(24) (25)
- **Ontario Provincial Policy Statement (2005)**
 - Part V – 1.0 Building strong communities
 - 1.5.1 Healthy, active communities should be promoted
- **Places to Grow**
 - “Building complete and strong communities”
 - “Growth Plans”
- **Municipal Official Plans**

Provincial Policies and Programs

Ontario Ministry of the Environment

- Ontario's Action Plan on Climate Change **Go Green** is outlined in Ontario's Action Plan on Climate Change and includes a five-point action Plan.

Provincial Policies and Programs

Ontario Ministry of Health Promotion



- Ontario Public Health Standards
- Ontario Trails Strategy
- Healthy Communities Ontario

New strategic direction includes:

1. Influencing Healthy Public Policy
2. Supporting Strategic Partnerships
3. Leading the Government's Health Promotion Directions
4. Influencing and Oversight of Public Health
5. Valuing Sport and Recreation

What if we could plan communities that....

- Increase access to healthy food;
- Have services and facilities within walking and cycling distances;
- Have streets and sidewalks to increase safety;
- Have more smoke-free spaces;
- Offer youth more social and recreational opportunities;
- Make people feel more connected to their neighbours and community.



Community examples, tools & resources.....

Towards Evidence Informed Practice

Evidence Tool

- The TEIP Program Evidence Tool is a set of guidelines and worksheets that provide step-by-step support to identify and apply relevant sources of evidence to strengthen local programs.
- The Tool walks users through five steps:
 1. define evidence question;
 2. develop search strategy;
 3. collect & synthesize evidence;
 4. interpret & adapt evidence; and
 5. implement & evaluate.



OHHN Collaborative Policy Scan Project

Scanned for policies in five areas:

1. Access to nutritious foods
2. Access to recreation and physical activity
3. Active transportation and the built environment
4. Prevention of alcohol misuse
5. Prevention of tobacco use and exposure

Across three sectors:

- a) Local government: district/region; county; municipality
- b) Education: school boards
- c) Health care: hospitals as a worksite

OHHN Collaborative Policy Scan Project

Findings from the study:

- Created a baseline inventory of policies that exist at the provincial level based on local data;
- Provides an *opportunity* to learn more about the types of policies that exist in Ontario;
- Provides local data to support and/or inform local community opportunities to engage in policy work and develop comprehensive community action plans.

Development of a Joint Glossary of Terms

- To guide the collaborative practice of land-use planners and public health professionals related to designing, promoting and supporting active communities.
- Reviewed Government documents.
- Identified 136 terms and their sources.

PhD Focus

- Development of a joint land-use planning and public health framework to increase the design of active communities;
- Mixed methods research

This framework will support collaboration/engagement, knowledge exchange and research to guide land-use planning within the context of health promotion to increase the health of the population.

Develop a Blueprint (but be prepared to have it modified)

- Internal development required.
- Conduct e-scans.
- Identify “who” and “what” to influence for EACH aspect of your objectives.
- There is no “right way” but there is a “thoughtful way”.

Develop a Blueprint (but be prepared to have it modified)

- Policy statements & governing documents.
- Identify “WIFT” (What’s in it for them?)
- Ensure everyone is speaking the same language.
- Learn from “Others”.
- Know the evidence (if you build it, they will come is not supported by the evidence).

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