



# Building Healthy Communities Second Decade Summit-May 31, 2012

**Sandra Witt, MPH, DrPH.**  
**Director, Healthy Communities North Region**

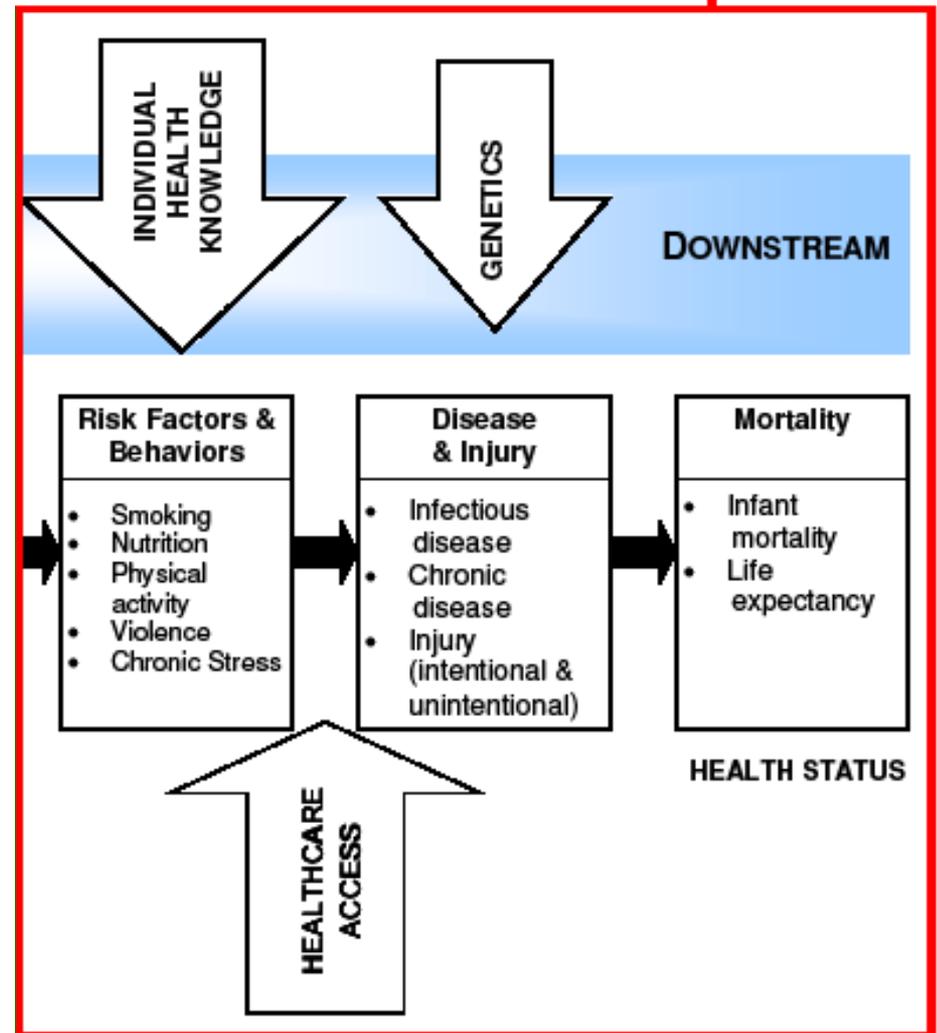


# Outline

- Why Place Matters
  - Framework for Health Equity
  - Building Healthy Communities Initiative
  - Youth engagement to organizing strategies
- 

# A Framework for Health Equity

Medical Model

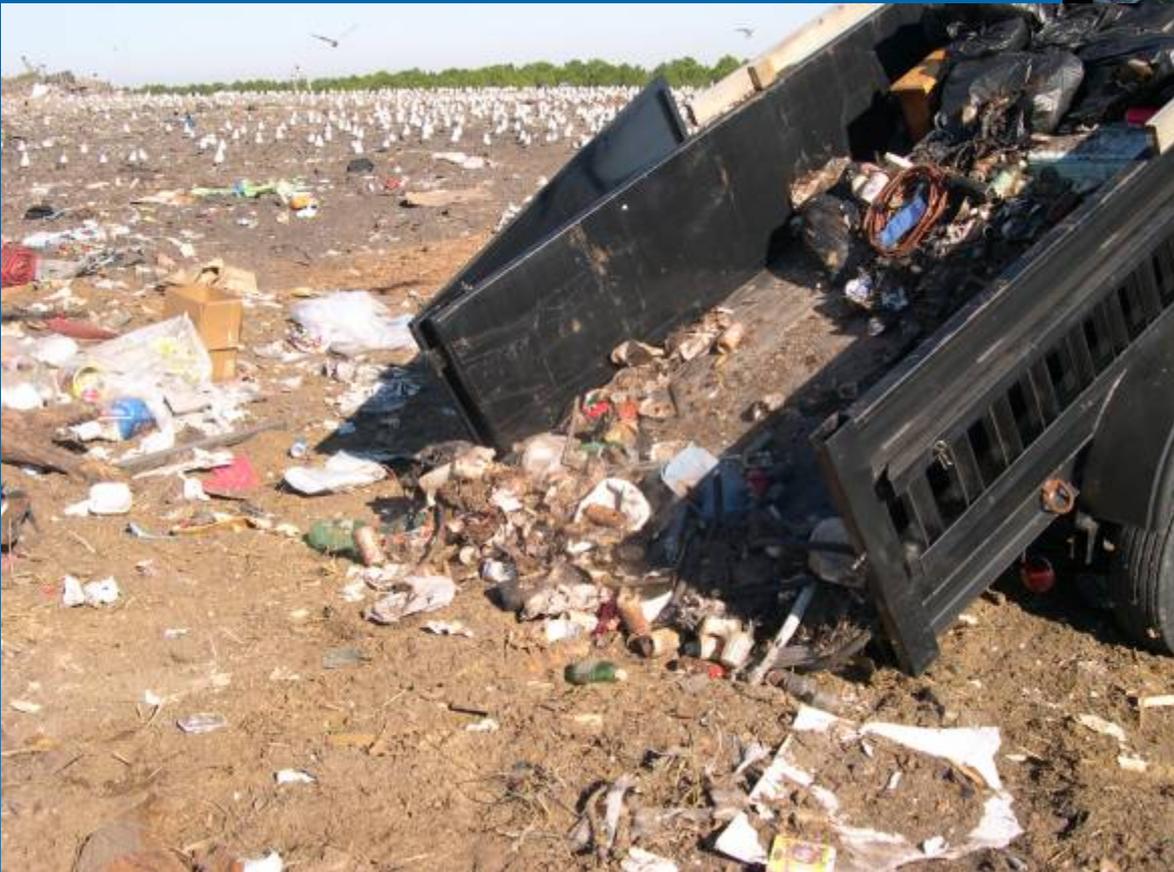


# The Neighborhood Context



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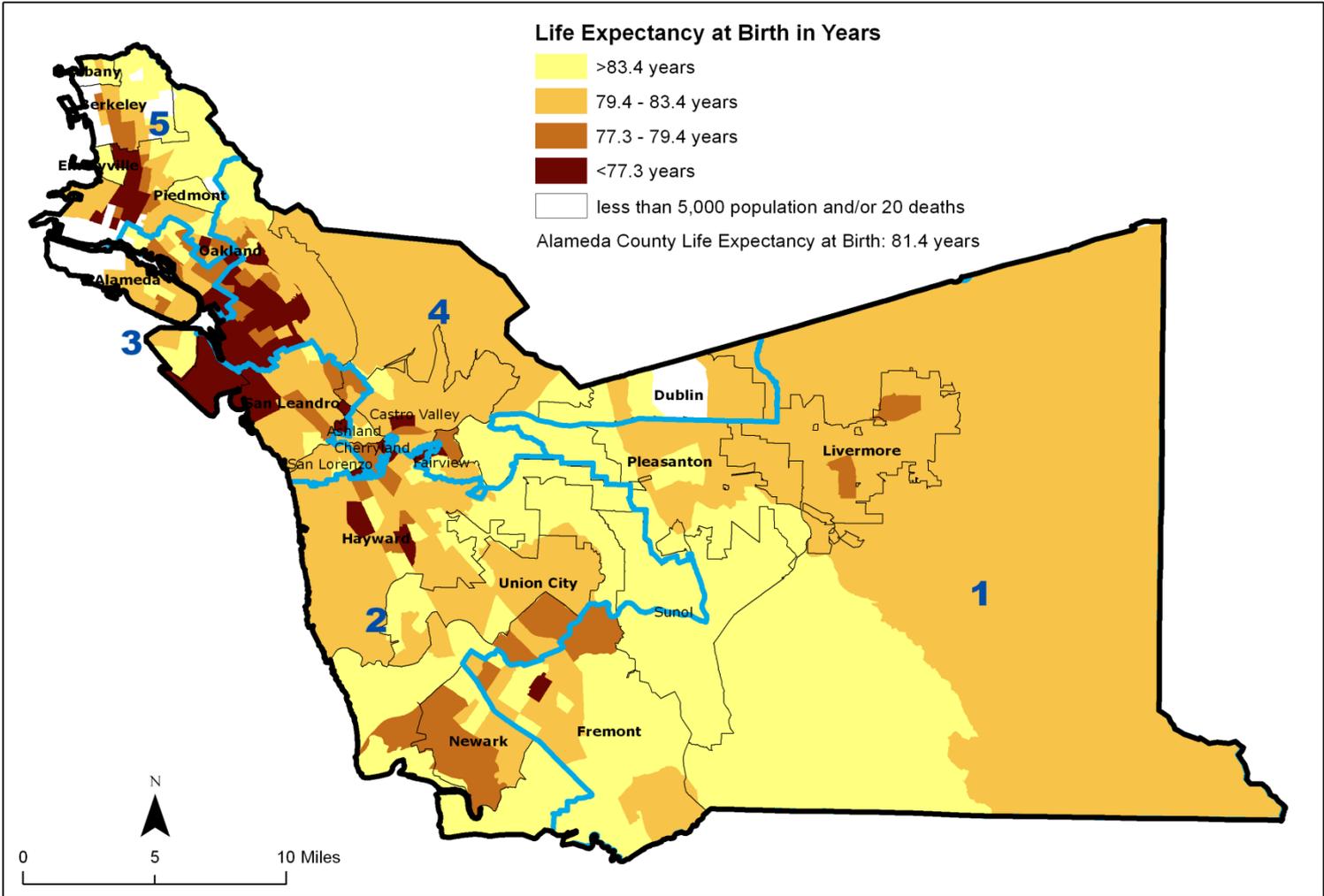






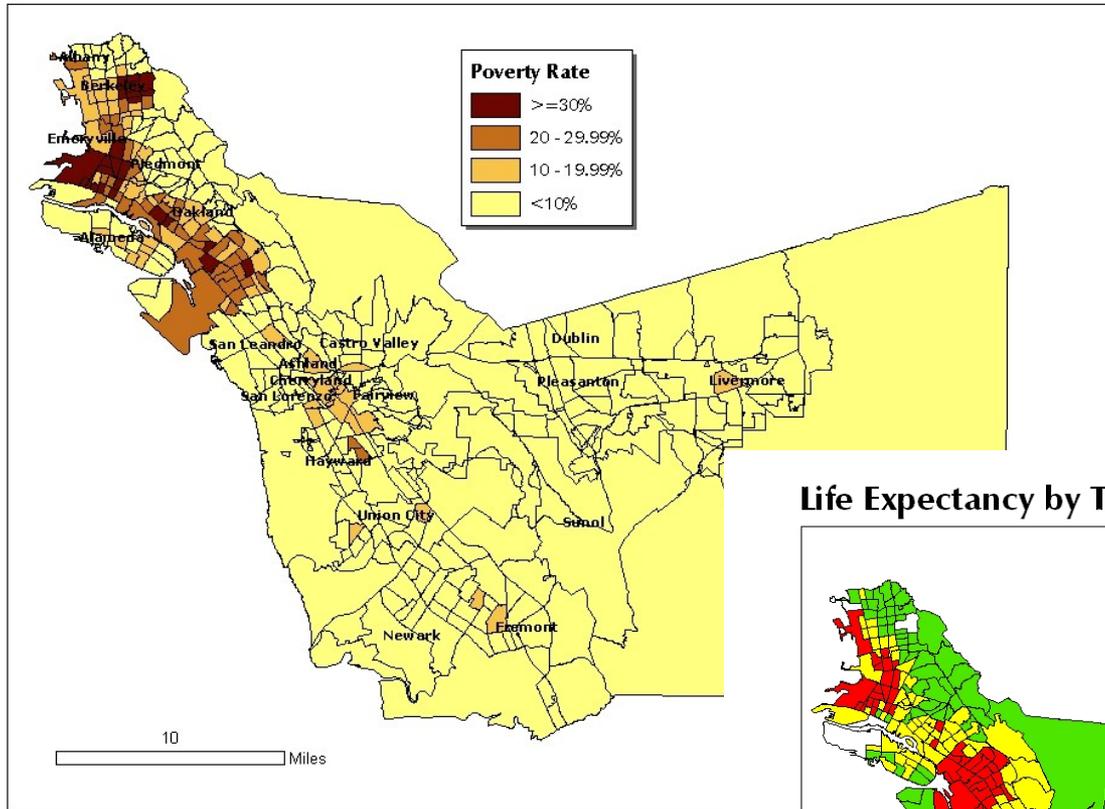
# Place Matters: Health Inequities by Where People Live

Life Expectancy at Birth, 2006-2008

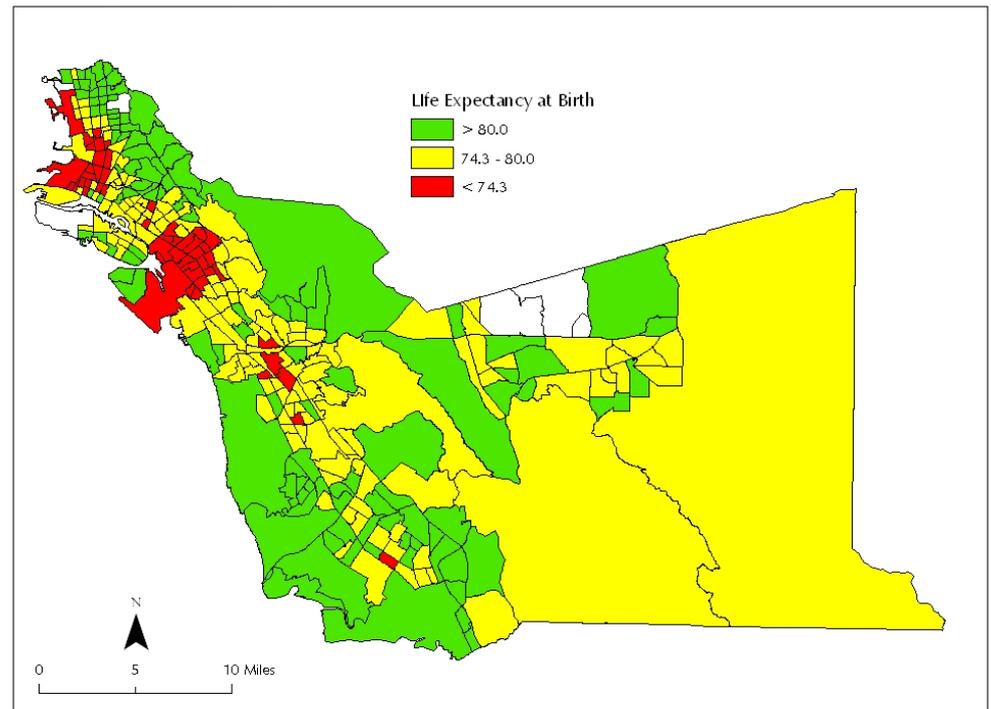


Source: CAPE, with data from Alameda County vital statistics files.

# Alameda County Poverty



## Life Expectancy by Tract



# Race-ism, Place, and Income impact health

Compared to a White child in the affluent Oakland Hills, an African American born in West Oakland is...

**1.5 times** more likely  
to be born premature  
or low birth weight

**2.5 times** more likely  
to be behind in  
vaccinations

**5 times** more likely  
to be hospitalized  
for diabetes

**7 times** more likely  
to be born into  
poverty

**4 times** less likely  
to read at grade  
level

**2 times** more likely  
to die of heart  
disease

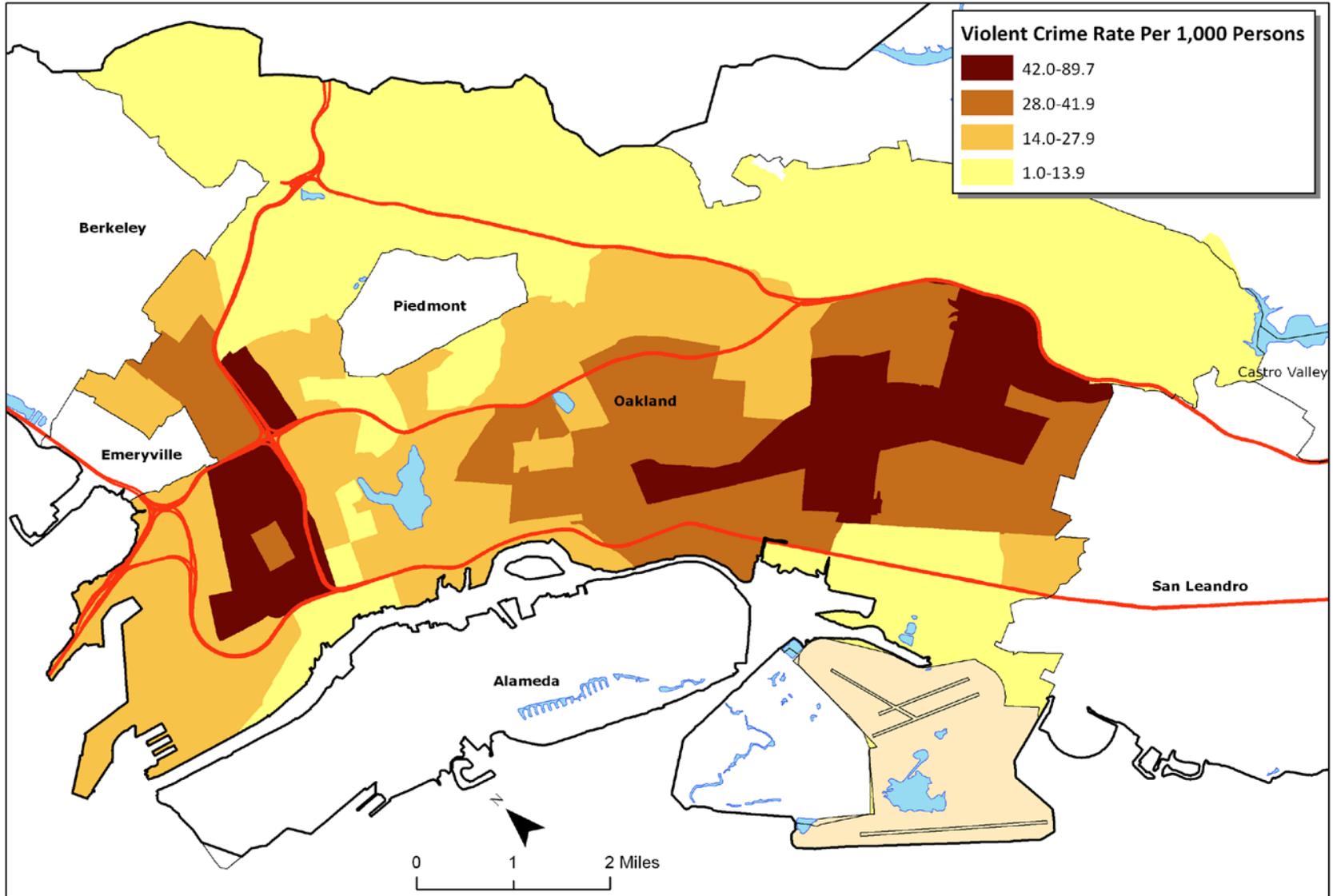
INFANT

CHILD

ADULT

**Cumulative impact:**  
15 year difference in life expectancy

# Oakland Violent Crime Rate

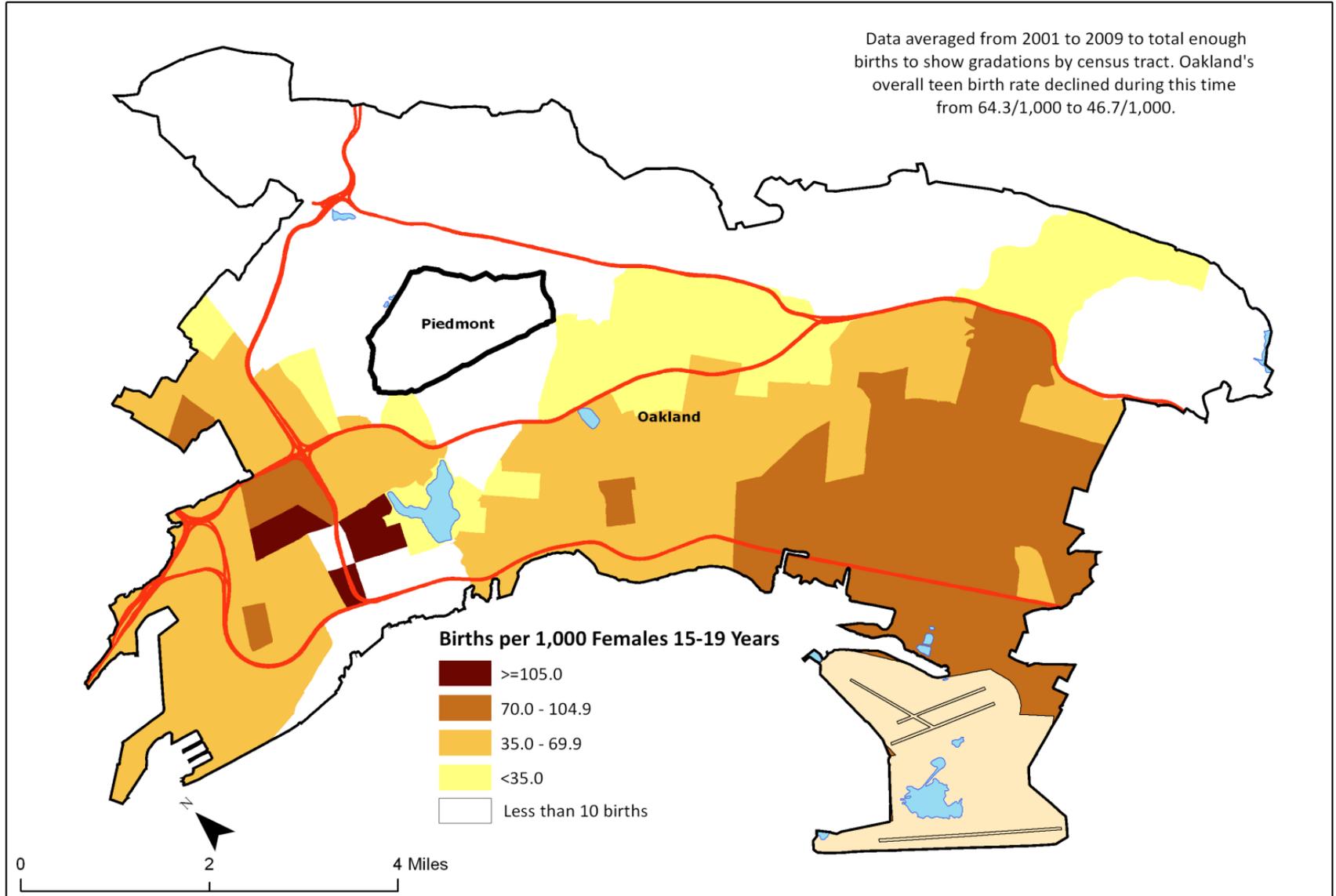


Source: CAPE, with data from Urban Strategies Council, 2007-2009.

Note: Rate uses both number of residents and number of jobs, so as to include the daytime population.

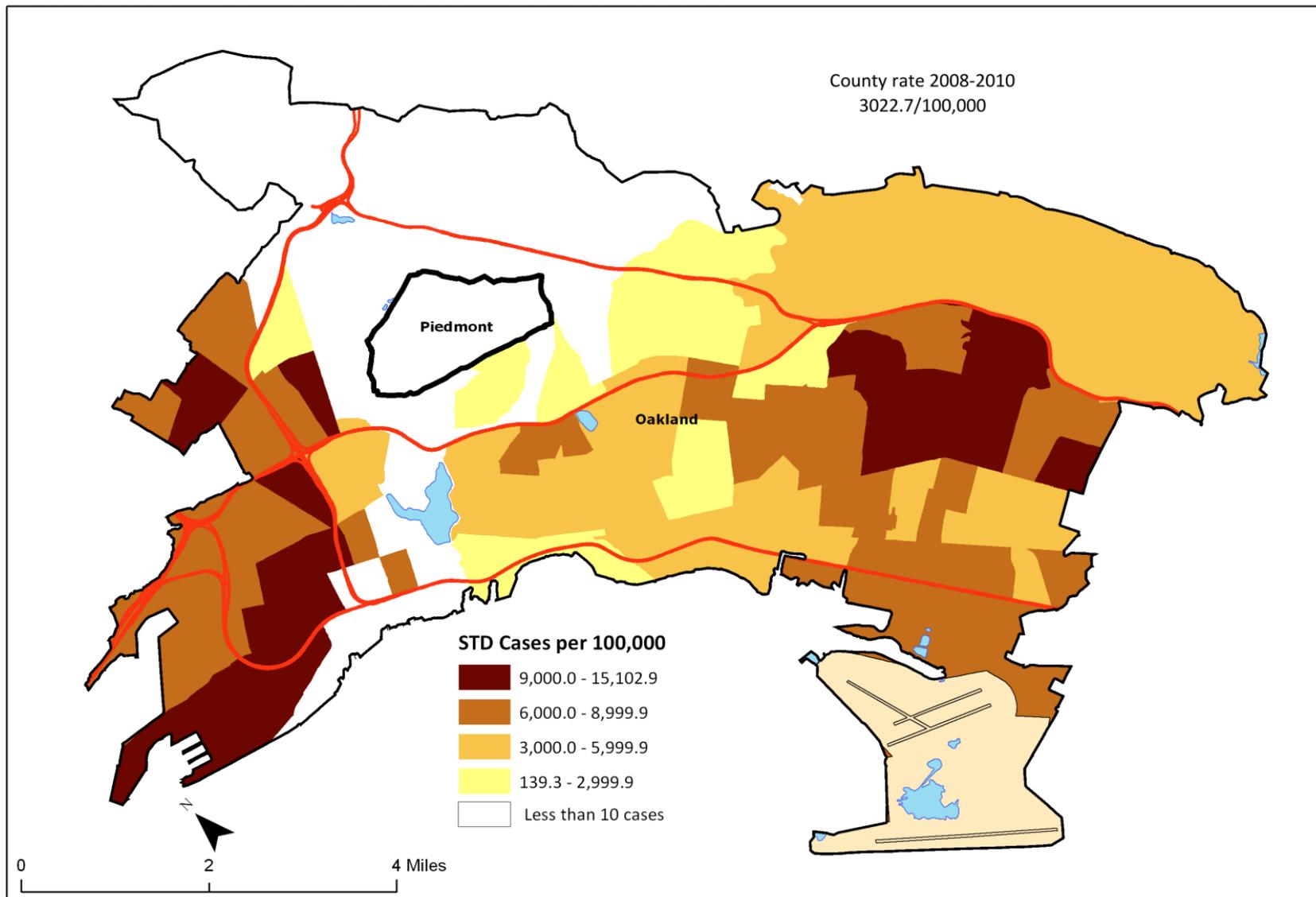
# Oakland Teen Birth Rate - 15-19 Years

Data averaged from 2001 to 2009 to total enough births to show gradations by census tract. Oakland's overall teen birth rate declined during this time from 64.3/1,000 to 46.7/1,000.



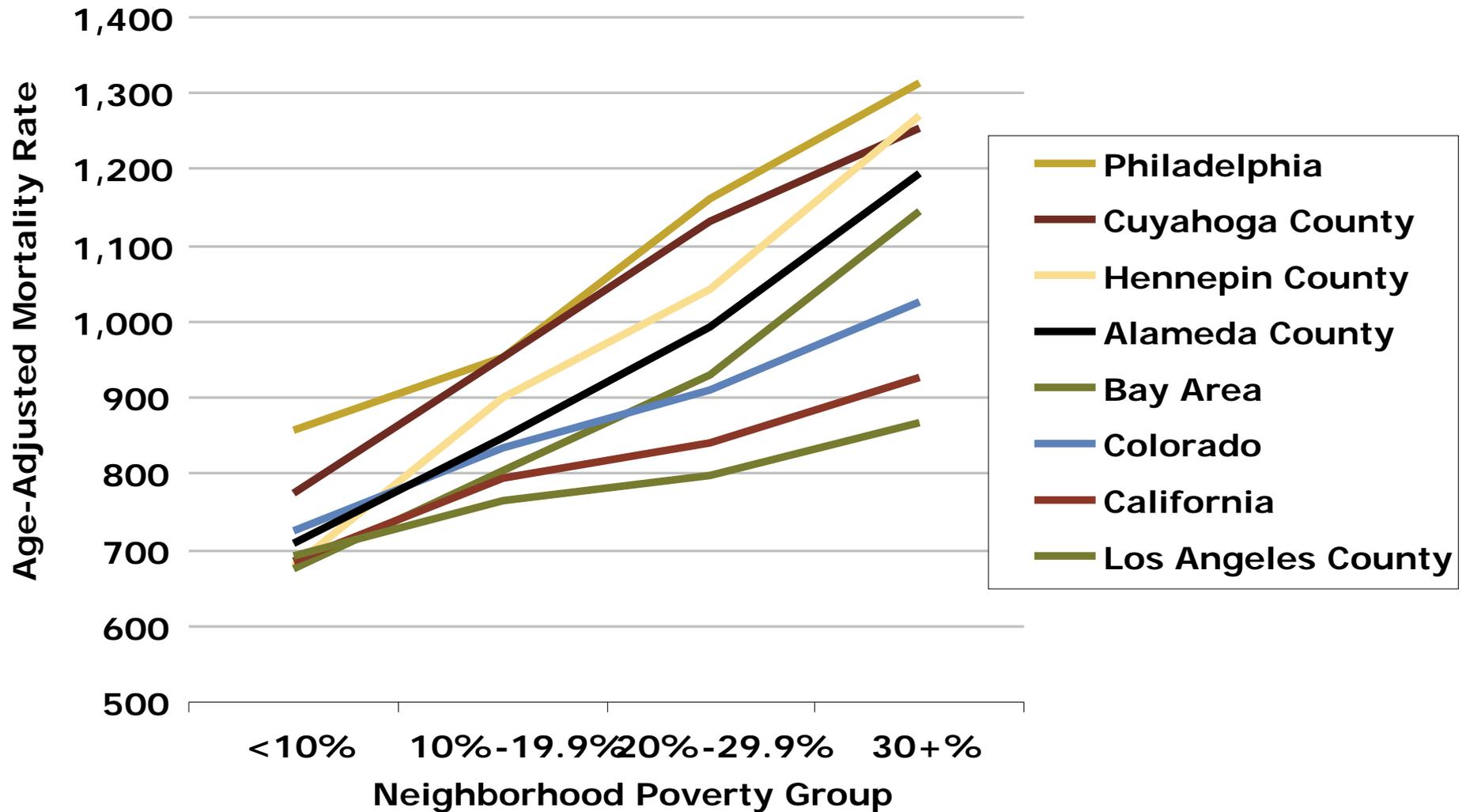
Source: CAPE, with data from Alameda County Vital Statistics Files 2001-2009.

# Oakland Teen STD Rate - 15-19 Years



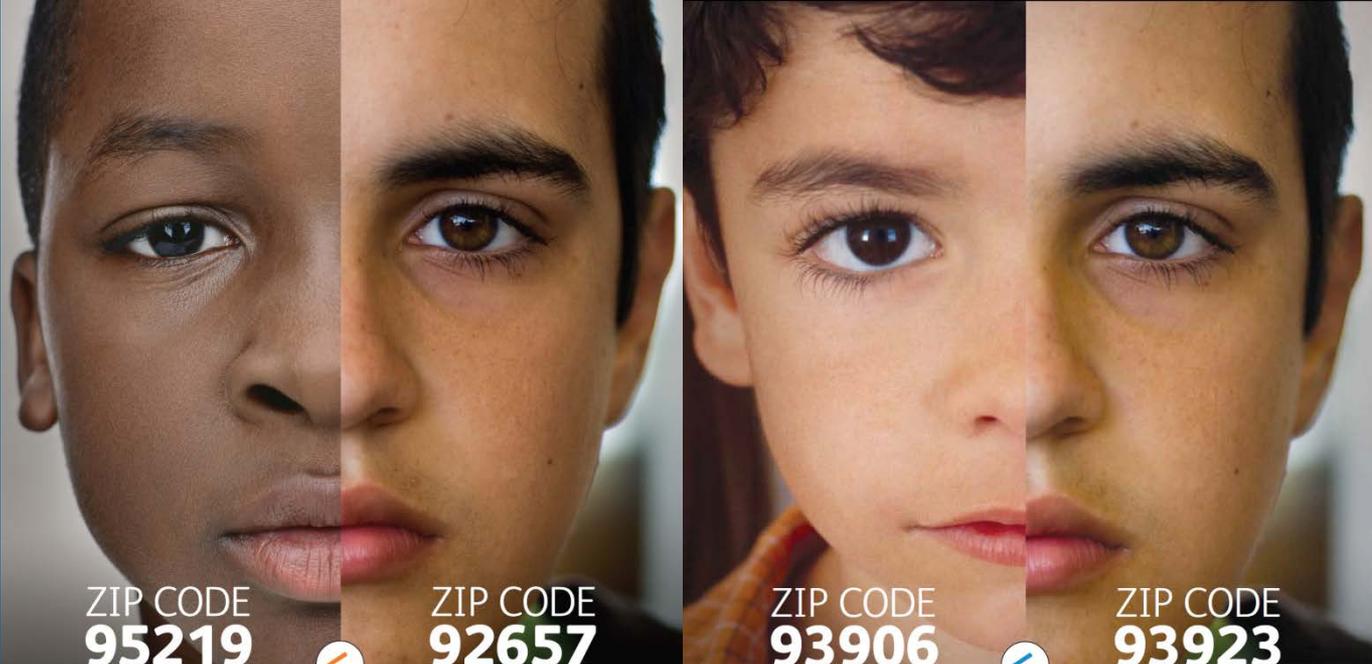
Source: CAPE, with data from Alameda County STD Control Branch.

# Social Gradients Various Jurisdictions



# Cost of Poverty in Bay Area

- *Every additional \$12,500 in household income buys one year of life expectancy*
- *Benefit appears to plateau at household incomes above \$150,000*
- *Similar gradients in Baltimore, NYC, Philadelphia, Hennepin County (Minneapolis-St. Paul), Colorado, California, AND Cuyahoga County (\$6304/year of life)*



ZIP CODE  
**95219**

Life Expectancy

**73**

ZIP CODE  
**92657**

Life Expectancy

**88**

ZIP CODE  
**93906**

Chance of Graduating  
From High School

**55%**

ZIP CODE  
**93923**

Chance of Graduating  
From High School

**98%**



Your **zip code** should not determine the length of your life. This year, California legislators and Governor Jerry Brown recognized that **health happens in neighborhoods**. The California Endowment would like to thank California's leaders for taking steps to make our communities and our state stronger.

**AB 581 (Perez)** : Brings grocery stores to neighborhoods where they are needed.

**AB 6 (Fuentes)** : Eliminates bureaucratic red tape for families who need access to healthy food.

**SB 20 (Padilla)** : Gives Californians the facts about restaurant food.

**SB 244 (Walk)** : Requires local land use planning to include improvement of disadvantaged communities.

To learn more visit  
[www.calendow.org](http://www.calendow.org)



"Blueprint for Great Schools"  
(State Superintendent of Public Instruction Tom Torlakson) : Connects health and fitness to academic success.

Your **ZIP code** shouldn't predict whether you'll graduate from high school or how long you'll live – but it does.

**AB 9 "Seth's Law" (Ammiano) AB 1156 (Eng)** : Prevents bullying.

**SB 429 (DeSaulnier)** : Makes schools with After School Education and Safety Programs eligible to receive a supplemental operations grant.

**AB 1330 and AB 790 (Furutani)** : Establish the Linked Learning Pilot Program and adds career technical education to high school graduation requirements.

**AB 1221 (Alejo)** : Helps disadvantaged communities receive more access to clean water services.

**AB 402 (Skinner)** : Uses information from school lunch programs to determine CalFresh eligibility for low-income families.

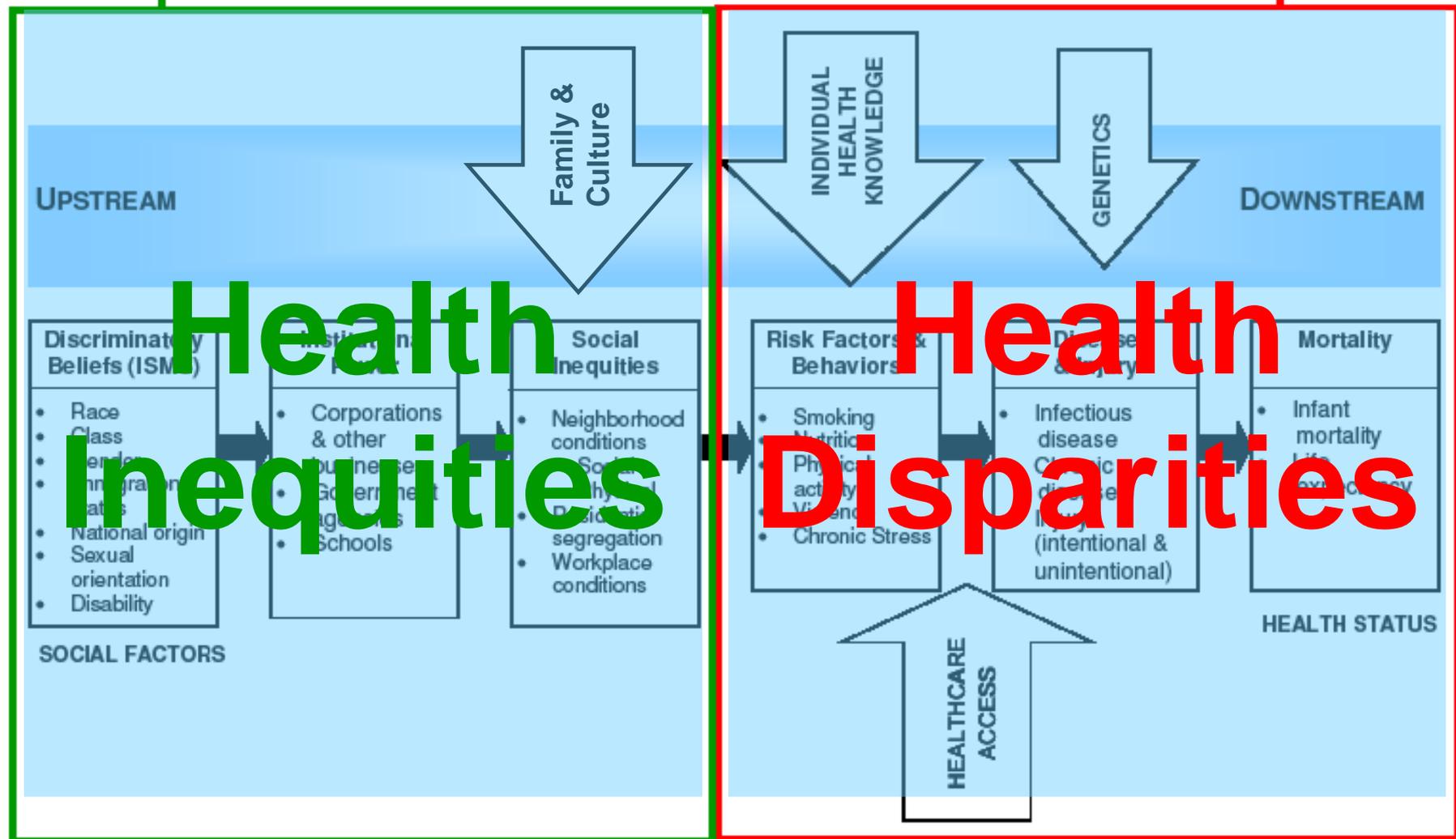
**AB 131 "Dream Act" (Cedillo)** : Allows undocumented California students to apply for college financial aid.

To learn more visit  
[www.calendow.org](http://www.calendow.org)

# A Framework for Health Equity

Socio-Ecological

Medical Model



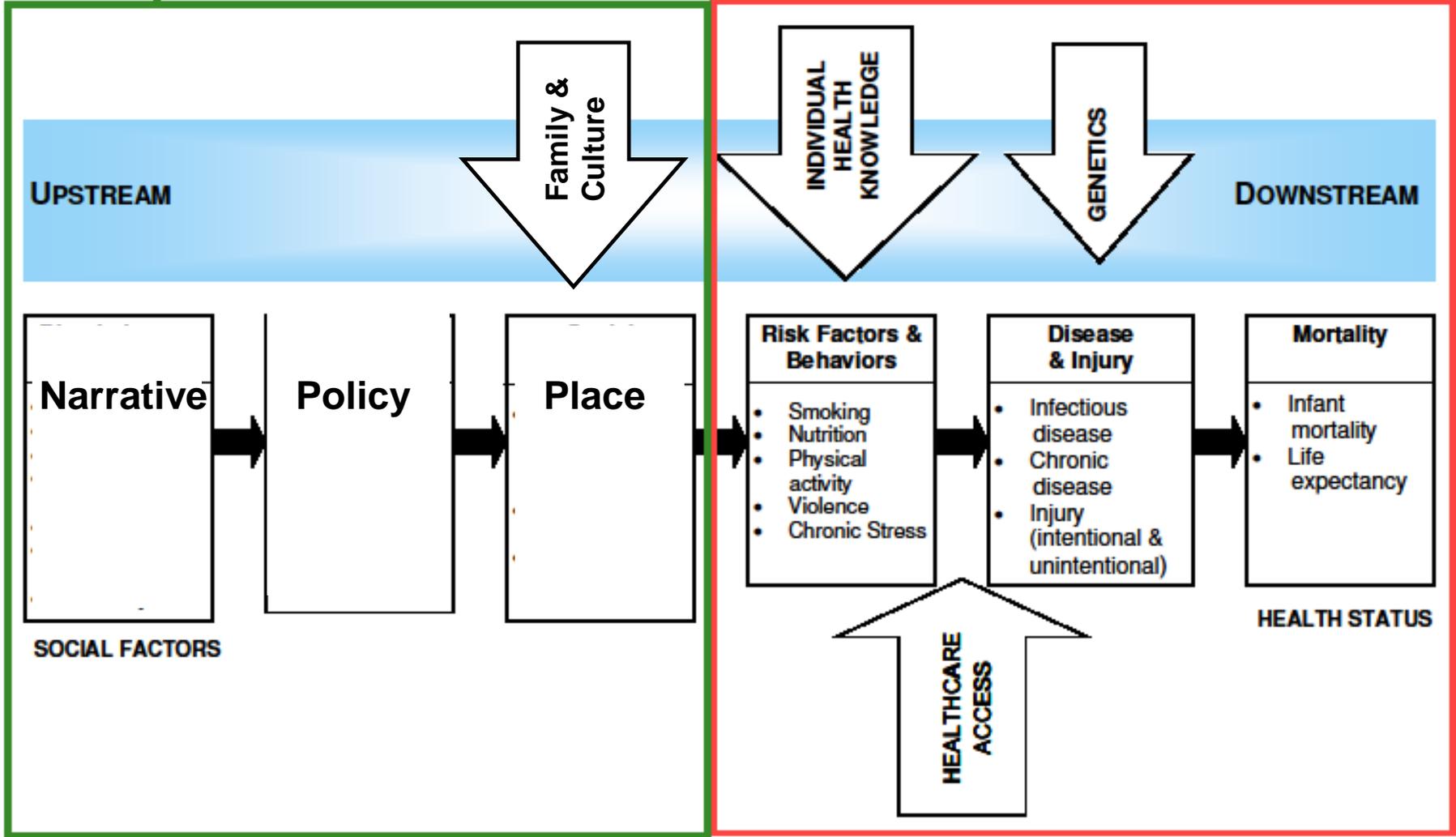
Health Inequities

Health Disparities

# A Framework for Health Equity

Socio-Ecological

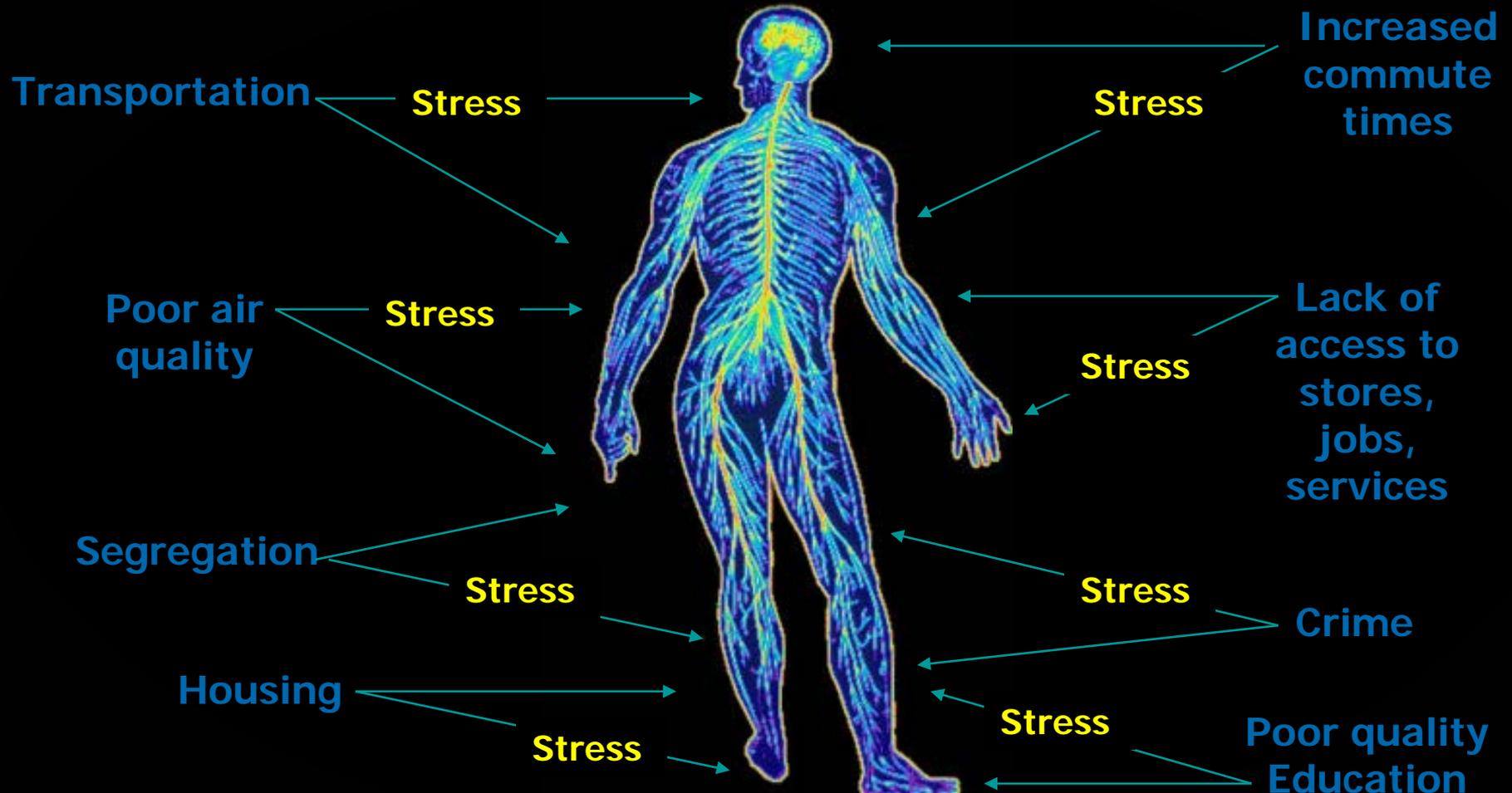
Medical Model



- Adapted by ACPHD from the Bay Area Regional Health Inequities Initiative, Summer 2008

# When the External Becomes Internal How Health Inequities Get Inside the Body

## Physical and Mental Health Impacts



It is not simply that poor material circumstances are harmful to health; the social meaning of being poor, unemployed, socially excluded, or otherwise stigmatized also matters. As social beings, we need not only good material conditions but, from early childhood onwards, we need to feel valued and appreciated. We need friends, we need more sociable societies, we need to feel useful, and we need to exercise a significant degree of control over meaningful work. Without these we become more prone to depression, drug use, anxiety, hostility and feelings of hopelessness, which all rebound on physical health.

**Health ≠ Health care**

**Where You Live Matters**

**It Matters A LOT!**

# What it takes

*What questions are we asking?*

*How do these questions define the problem?*

*How does the definition of the problem define the solution?*

# Flipping the Question

- How can we create more green space, bike paths, and farmers' markets in vulnerable neighborhoods?
- What policies and practices by government and commerce discourage access to transportation, recreational resources, and nutritious food in neighborhoods where health is poorest?

# Flipping the Question

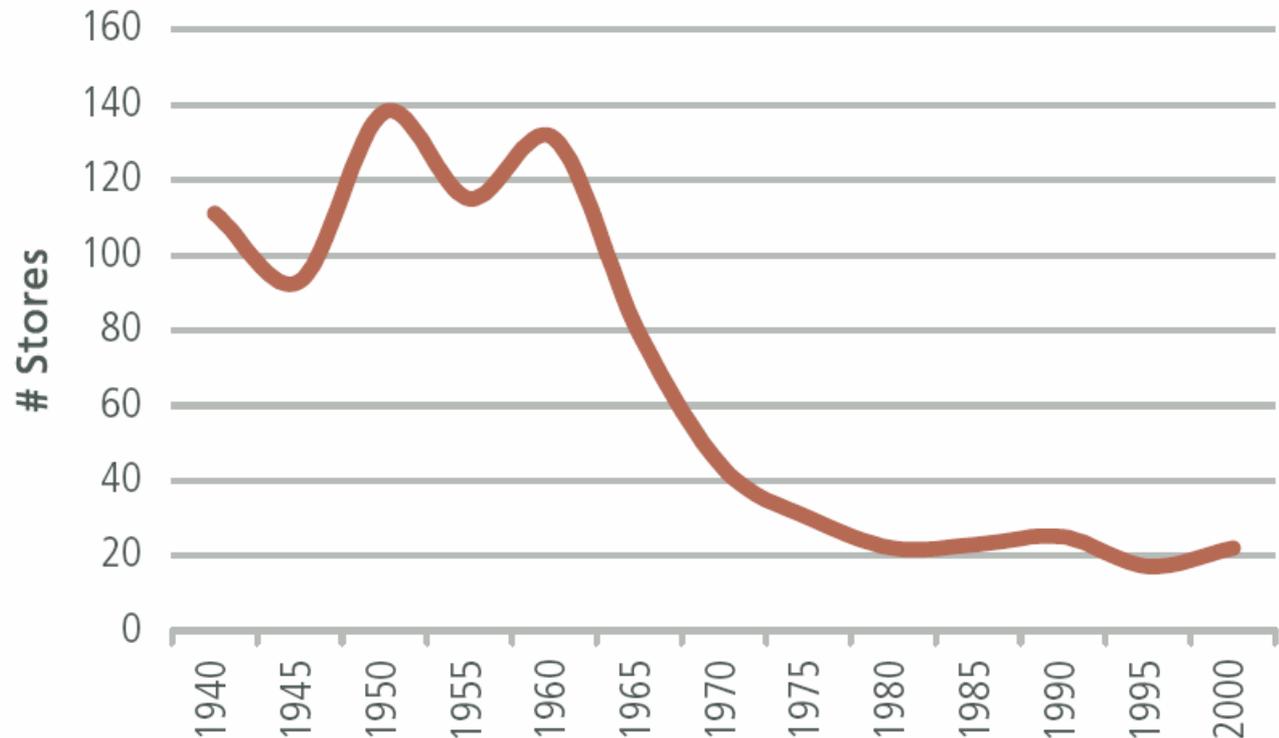
- Why do people smoke?
- What social conditions and economic policies predispose people to the stress that encourages smoking?

# Flipping the Question/Solution

- We need to create a healthier market

What policies and practices by government, commerce, and corporations led to the decline of food stores in West Oakland?

Figure 47: Number of Food Stores, West Oakland

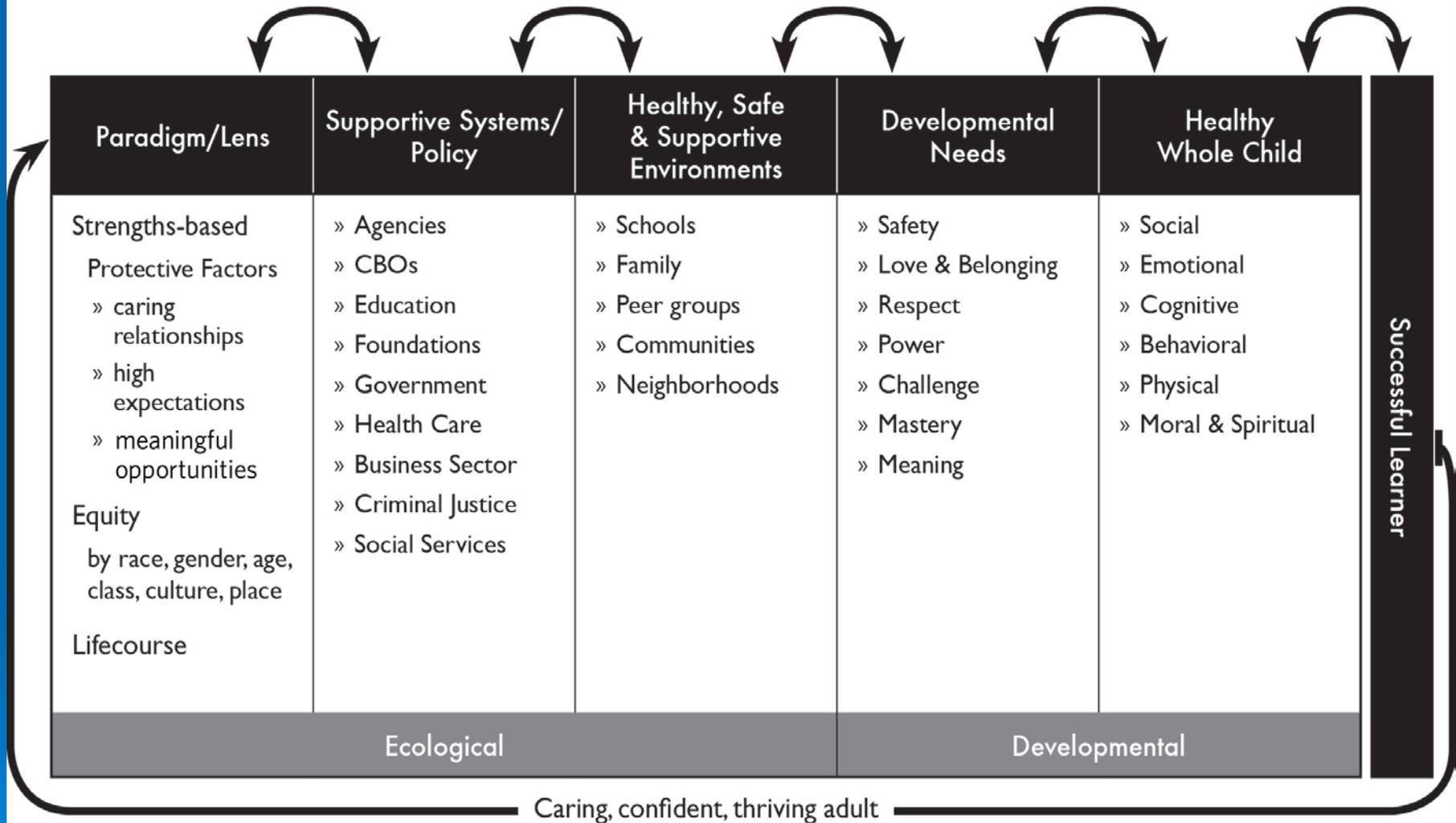


Source: Fuller A, 2006.

# Flipping the Question for Youth Health and wellbeing

- What services are needed to improve youth health and wellbeing?
- How can current systems be realigned to integrate youth voice and more effectively meet the needs of youth ?
- What social, political, economic and environmental factors that lead to poor health among youth of color can this collaborative address?

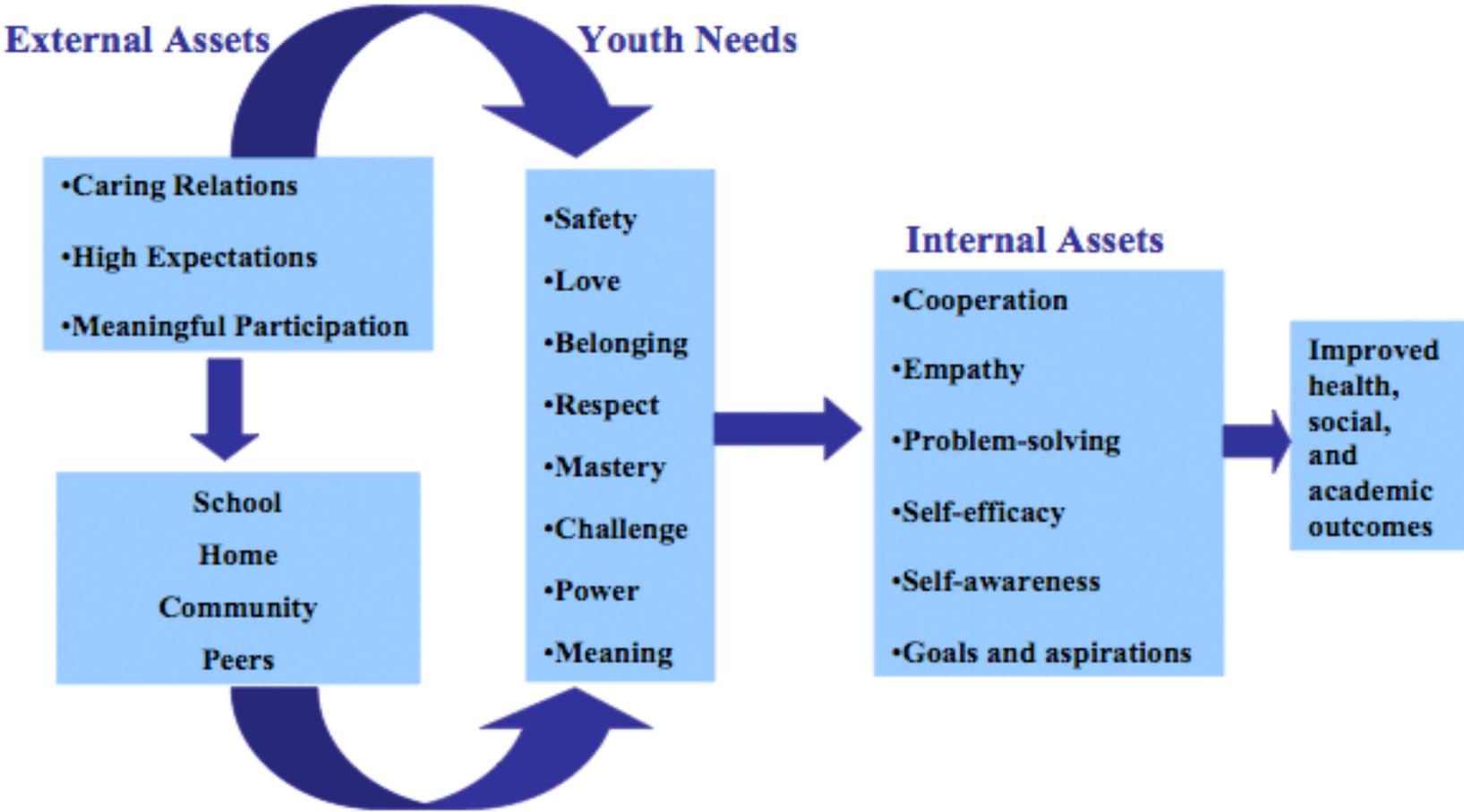
**Alameda County School Health Services Coalition**  
**Guiding Framework: linking health and education to support equity**



\* Adapted from *Resiliency and Youth Development Framework* (B. Benard, 1999) and BARHII  
 Prepared by: WestEd, Health and Human Development

# The RYDM Theoretical Framework

## The Youth Development Process: Resiliency In Action



\*adopted from Bonnie Benard, West-ed

# Building Healthy Communities

Creating places where children are healthy, safe and ready to learn.

14 communities taking action to make where they live healthier

Policy and systems change\*

\* Making changes in the way major parts of community service system (education, health care, law enforcement) linked together & how they function – Johnson & Twiss 2001

Our Community Partners



March 2009



# 10 Outcomes

1. All children have health coverage
2. Families have improved access to a “health home” that supports healthy behaviors
3. Health and family-focused human services shift resources toward prevention
4. Residents live in communities with health-promoting land-use, transportation and community development
5. Children and their families are safe from violence in their homes and neighborhoods
6. Communities support healthy youth development
7. Neighborhood and school environments support improved health and healthy behaviors
8. Community health improvements are linked to economic development
9. Health gaps for boys and young men of color are narrowed
10. California has a shared vision of community health

# BHC Planning Process



# 4 Systems/Institutional Targets

**Health systems** are family-centered and prioritize prevention opportunities for children, young adults, and families

**Human services systems** are family centered, prioritize prevention, and promote healthy opportunities for children, young adults, and families

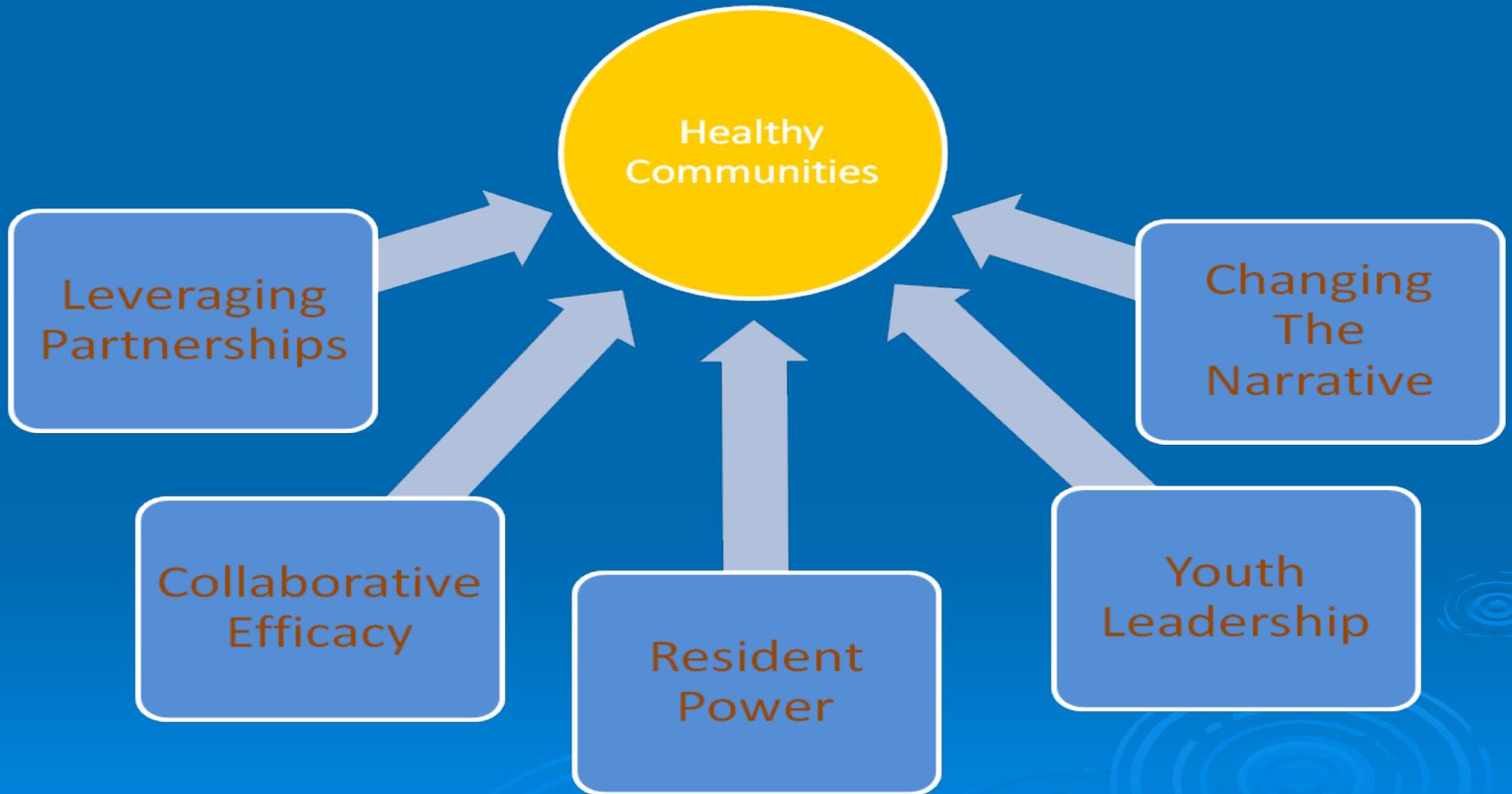
**BHC  
HUB**

**Schools** promote healthy behaviors and are a gateway for resources and services for families

**Physical, social, & economic environments** in local communities support health

Outcome	BOYLE HEIGHTS	CENTRAL/WEST FRESNO	CENTRAL LONG BEACH	CENTRAL SANTA ANA	CITY HEIGHTS	COACHELLA	DEL NORTE	EAST OAKLAND	EAST SALINAS	SOUTH FIGUEROA CORRIDOR	SOUTH KERN	SOUTH SACRAMENTO	SOUTHWEST EAST MERCED	RICHMOND	Count	Rank
1	Yellow	Yellow							Yellow	Yellow					4	6
2				<b>Affordable Care Act</b>										7	5	
3				<b>Act</b>										3	7	
4	Yellow	Yellow	Yellow	<b>4. Land use</b>										9	3	
5	Yellow	Yellow	Yellow	<b>5. Neighborhood safety</b>										11	1	
6															8	4
7	Yellow	Yellow													7	5
8	Yellow		Yellow	<b>8. Economic development</b>										10	2	
9		Grid						Grid		Grid					3	7
10					Yellow							Yellow			2	8

# The 5 Drivers of Change – The How

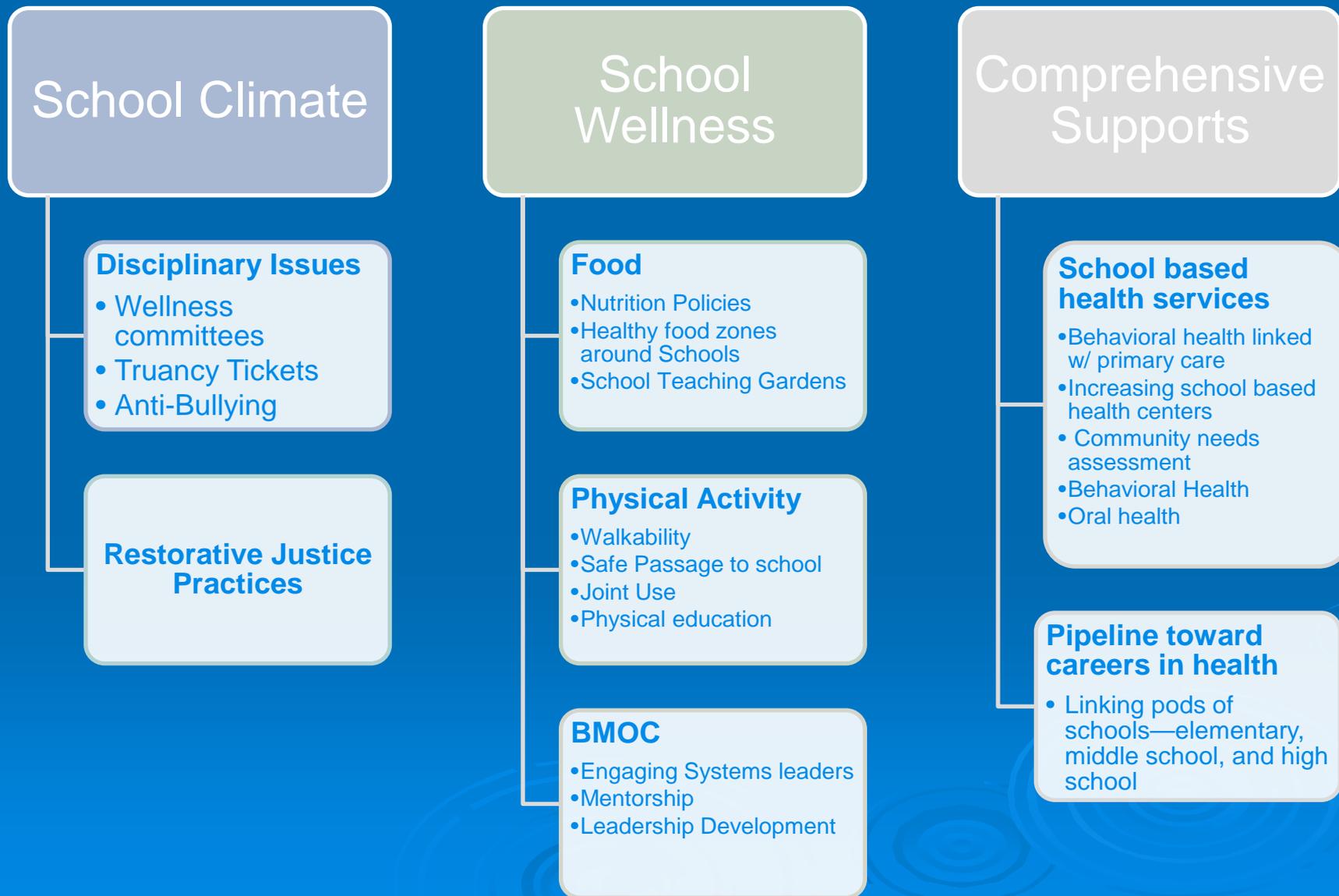


# Youth Power

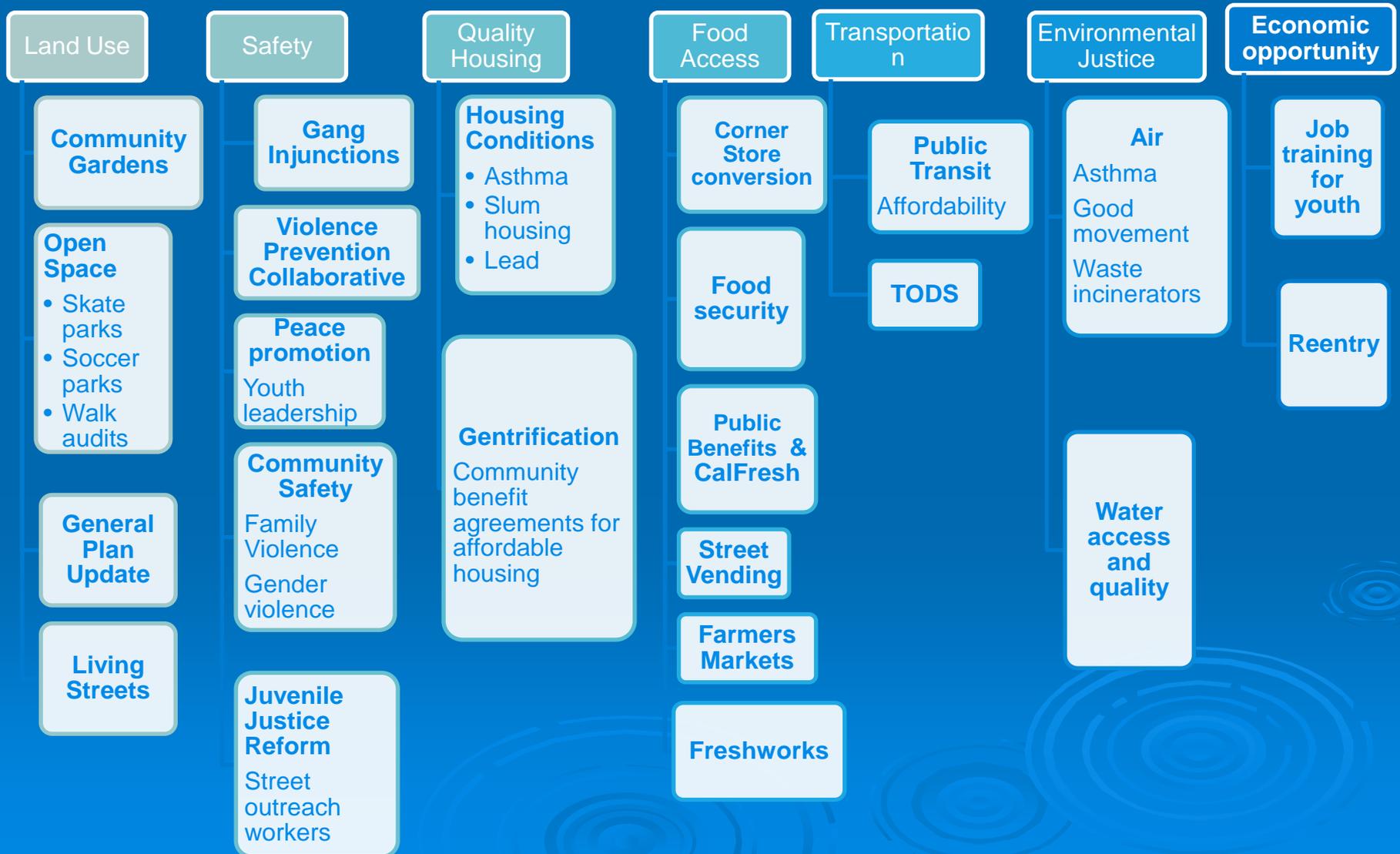
Leadership of young people critical for achieving BHC goals and changing conditions, systems and policies in communities, region and state-level.



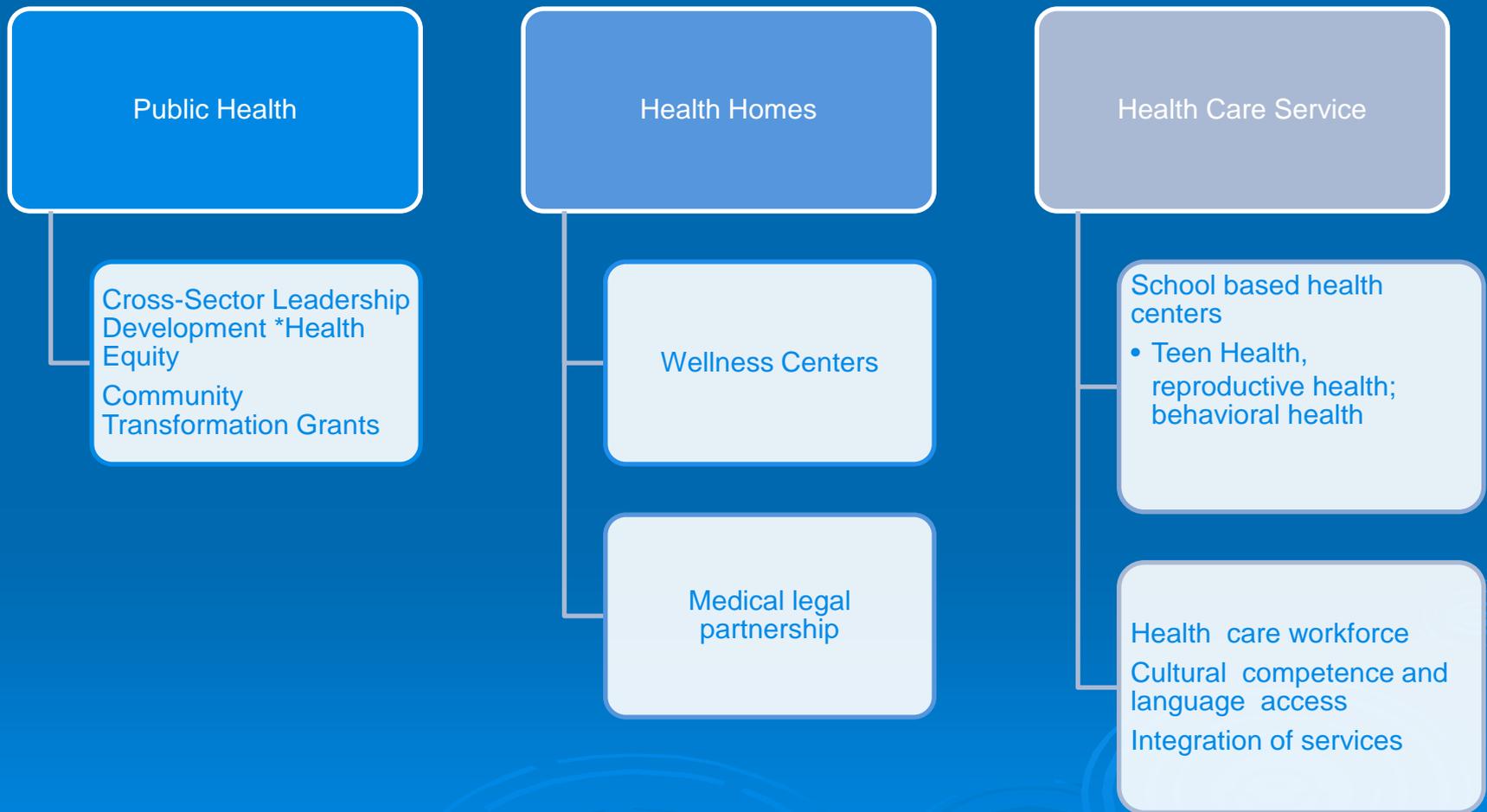
# HEALTH HAPPENS IN SCHOOLS



# HEALTH HAPPENS IN NEIGHBORHOODS



# HEALTH HAPPENS WITH PREVENTION



# Building Power - Youth leadership

- Research analysis: assessments and data collection, mapping assets
- Trainings on root causes of health inequities
- Youth voice – youth led media
- Advocacy and organizing
- Healing from trauma
- Pathways

Programs (jobs,  
Higher Ed,  
Businesses)



# Youth –healthy food options



**BEFORE**



**AFTER**

# School Climate

Discipline policies

- Truancy Tickets
- Zero Tolerance/Push Out Alternatives
- Anti-Bullying
- Taking Action School Clubs

Restorative Justice



# Youth-led media



FREE

# Richmond

*pulse*

"Taking the temperature of the community"

ISSUE #1

WWW.RICHMONDPULSE.ORG



anti-cacruil

## Misunderstanding a Mural

—JESUS HERNANDEZ  
—JESUS HERNANDEZ



# Stories for a Healthy Long Beach

# VOICEWAVES

[ABOUT](#) [TEAM](#) [STORIES](#) [CALENDAR](#) [LINKS](#) [GALLERY](#) [RESOURCES](#) [TELL YOUR STORY](#) [CONTACT US](#)

Is graffiti art? This question was recently discussed when a group of community artists, civil rights advocates, educators and young people assembled at a Richmond City Council meeting to weigh in on the issue of freedom of expression.

The debate started more than a year ago, on October 10, 2010 when people across the globe took part in a day of action against climate change. In Richmond, officials declared a citywide "garden workday." On the same day, a group of about 11 youth artists from Richmond and Gompers High School began painting a mural on 9th Street, to beautify the area near the Richmond Greenway. Raising their own money for the project, the students created a vibrant, colorful 8-piece mural. Within a week however their work would be removed, deemed illegal by Richmond officials who claimed the mural was a violation of city code.

Adding insult to injury for the artists, only 8 days after the first brush had been dipped in color, the very youth who had painted the wall were buffing off their own art, forced to paint over the wall to avoid a fine being levied against the owner of the property. According to Richmond city code, the mural was considered

## Driving While Mexican

JESUS HERNANDEZ, OPINION — BY ADMINPRUM ON NOVEMBER 16, 2011 10:45 PM

Written by Jesus Hernandez, VoiceWaves Youth Journalist.



### RELATED POSTS

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[Images of Occupy Oakland Clash with Police](#)

[A Growing Freeconomy](#)

[VoiceWaves Lunch Party](#)

# Alisal Health Professions Workforce Pathway Partnership: Health and Healing

- Summer program in health, sciences and mathematics
- College credit/enrollment local college and stipend
- Partnerships: Hartnell College, Mission Trails Regional Occupation program, El Sausal MS., Alisal HS, Evette Alvarez HS, K-16 Bridge program, Summer Math and Health Sciences Bridge, and La Cultura Cura Jerry Tello.



# Healing from Trauma: La Cultura Cura-Joven Noble\*

- El Joven Noble – youth leadership development supporting and guiding young men through their manhood "rites of passage" process while focusing on the prevention of substance abuse, teen pregnancy, relationship violence, gang violence and school failure.
- La Cultura Cura – indigenous based mental health and healing curriculum
- Integrating into Educational and probation systems

\*Jerry Tello



# YO HUB: Youth Organizing

## Goal:

- Young people are stakeholders & decision-makers on issues/policies impacting their individual and collective well-being
  - Enable structures, functions policies & programs to make Richmond a youth-friendly city
- 
- A decorative graphic consisting of several sets of concentric circles, resembling ripples in water, is positioned in the bottom right corner of the slide. The circles are light blue and vary in size and opacity, creating a subtle background element.

# YO Hub leadership pipeline

- Multiple entry and engagement points
- Opportunities for civic engagement, culture-building, political education, leadership and organizing
- Focus on holistic health and wellbeing
- Coordinated and seamless services
- Network of programs/agencies
- Richmond Youth Platform



# Impact of Youth Organizing\*

When compared to randomly selected youth from similar backgrounds youth organizing alumni are:

- Postsecondary Education:
  - over 2.5 times more likely to pursue a postsecondary education
  - over 3 times more likely to enroll in a 4 year university.
- Pathways to Employment:
  - 1/3 as likely to be both out of school and out of work

\*Terriquez, Veronica and John Rogers. Social Justice Organizing and the Educational, Employment, and Civic Trajectories of Low-Income Youth: Preliminary Findings. Los Angeles: UCLA Institute for Democracy, Education, and Access.

# Impact of Youth Organizing\*

## Civic Engagement:

- over 2.5 times more likely to have volunteered in last yr.
- over 5 times more likely to have worked on an issue that affects their community
- over 3 times more likely to have expressed their view on a social and political issue online.
- over 6 times more likely to have attended a protest, action, or rally.
- Those eligible to vote are 2 times more likely to be registered to vote and 1.8 times as likely to have voted.

\*Terriquez, Veronica and John Rogers. Social Justice Organizing and the Educational, Employment, and Civic Trajectories of Low-Income Youth: Preliminary Findings. Los Angeles: UCLA Institute for Democracy, Education, and Access.

# State-wide Youth Initiative

- Establish a vision for youth leadership at state-wide level
- Develop common understanding of youth power and potential for youth voice
- Understanding youth-adult partnerships and what makes them work

# State Vision Highlights\*

- Powerful state youth organizing network
- Increase access to affordable community resources and opportunities including multicultural safe places, healing circles
- Avenues for success
- Youth social enterprise



\* draft

# Bridging Strategies: People and Place

Moving From 14 “sites” to  
transformative change statewide





# Healthy Equity means fighting for Social Justice

- Demands an equitable distribution of collective goods, institutional resources (e.g. social wealth), and life course opportunities.
- Calls for democracy—the empowerment of all social members along with democratic and transparent structures to forward social goals.

*National Association of County and City Health Officials*

- “...Is what love looks like in public” -Cornell West
- Youth critical participants in this struggle



Policy Makers



Childcare



Medical Care



Jobs



Healthy Food



We each have a role



Clean Air



Parks and Activities

We each have a role



Housing



Education



Economic Justice



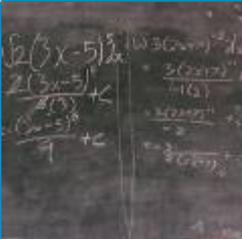
Preschool



Safe Neighborhoods



Residents



Transportation



# Contact Information

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