HEALTH & HEALTH CARE SECTORS AS PARTNERS FOR SOCIAL JUSTICE

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Managing Director

September 22, 2016, Federal Reserve Bank of Philadelphia
PRESENTATION OUTLINE

1. Platform for Partnership: The Network
2. Community Development and Health Working Together
   1. Shared Aims and Opportunities for Cross-Sector Collaboration
PLATFORM FOR PARTNERSHIP
THE NETWORK
MISSION:
To catalyze and support collaboration across the health and community development sectors, together working to improve low-income communities and the lives of people living in them.
PROGRAM OF

PUBLIC HEALTH INSTITUTE

SUPPORTED BY

Robert Wood Johnson Foundation

BUILDS UPON

Build Healthy Places Network
CONNECTS LEADERS
BUILDS THE KNOWLEDGE BASE FOR COLLABORATION
CURATES RESOURCES AND EXAMPLES OF WHAT WORKS
COMMUNITY DEVELOPMENT + HEALTH WORKING TOGETHER
IN DETERMINING YOUR HEALTH...
HEALTH HAPPENS IN NEIGHBORHOODS

PHILADELPHIA, PENNSYLVANIA

Short Distances to Large Gaps in Health

FAIRMOUNT PARK
ZIP 19132
68 YRS

TEMPLE UNIVERSITY
ZIP 19112
74 YRS

I-76
ZIP 19130
78 YRS

LIBERTY BELL
ZIP 19106
88 YRS

CENTER CITY

Life expectancy at birth (years)

Shorter
Longer

1 mile

#CloseHealthGaps
COMMUNITY DEVELOPMENT IS IN THE ZIP CODE IMPROVEMENT BUSINESS
PEOPLE GET SICK BECAUSE OF THEIR SOCIAL AND PHYSICAL ENVIRONMENTS

- Schools
- Grocery Stores
- Housing
- Transportatio
- Parks and Playgrounds
- Jobs
PLACE-BASED SOCIAL DETERMINANTS OF HEALTH

- Poor Nutrition
- Limited Transportation
- Teenage Pregnancy
- Challenged Mental Health
- Single Parent Home
- Lack of Money
- Inadequate Social Network
- No Recreation
- Bad Health
- Homelessness
- Underemployment
- Discrimination
- Death of a Loved One
- Poor Parenting
- Family Violence
- Lack of Health Care
- Education Deficit

Source: www.smartcitymemphis.com/cartoon/toxic-stress/
SHARED AIMS
DIFFERENT PATHS
COMMUNITY DEVELOPMENT'S MAIN ACTORS

COMMUNITY DEVELOPMENT CORPORATIONS (CDCs)

COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS (CDFIs)

DEVELOPMENT

FINANCING

AFFORDABLE HOUSING DEVELOPERS
- NEIGHBORHOOD PLANNERS

COMMUNITY BUILDING PROGRAMS

BUSINESSES

JOB TRAINING

COMMUNITY CENTERS

HEALTH CLINICS

CHARTER SCHOOLS

AFFORDABLE HOUSING

FINANCING

FOUNDATIONS
- CRA-MOTIVATED BANKS
- IMPACT INVESTORS
SHARED AIMS BUT DIFFERENT PATHS

COMMUNITY DEVELOPMENT

PUBLIC HEALTH

Physical development and neighborhood-focused services

Education, public services, policies/regulations

POPULATION HEALTH
SHARED AIMS BUT DIFFERENT PATHS

COMMUNITY DEVELOPMENT & PUBLIC HEALTH

DETERMINANTS OF ECONOMIC OPPORTUNITY = DETERMINANTS OF HEALTH

POPULATION HEALTH
HOW PUBLIC HEALTH CAN CONTRIBUTE TO COMMUNITY DEVELOPMENT

Data collection/analysis expertise

Interpretation of health outcomes from community development projects

Understanding of target populations and neighborhoods

BUILDS EVIDENCE BASE ON HEALTH/SOCIAL COST SAVINGS

BUILDS KNOWLEDGE BASE FOR IMPACT

INFORMS INVESTMENTS TO HIGHEST NEED COMMUNITIES

WHAT WE’VE LEARNED ABOUT BOTH SECTOR’S ASSETS

**HEALTH SECTOR**
- Anchor institutions in communities/neighborhood connections
- Data/research capabilities
- Financial resources (e.g., Community Benefits)
- Expertise in social determinants of health/health
- Policy expertise/connections to government

**COMMUNITY DEVELOPMENT**
- Community engagement/deep connection to neighborhoods
- Technical expertise in land use, real estate, etc.
- Financial resources
- Connection to government agencies
- Attuned to neighborhood/behavioral changes
- Problem-solving abilities

*In ranking order*
EXAMPLES OF SUCCESSFUL PARTNERSHIPS

CHILDRENS HOSPITAL OF PHILADELPHIA

VITA WELLNESS DISTRICT: STAMFORD, CT

UNIVERSITY CIRCLE: CLEVELAND, OH

Learn more by visiting the Network’s Community Close Up series
OPPORTUNITIES FOR CROSS-SECTOR COLLABORATION

POLICY LEVERS

- CHNAs

NEW INVESTMENT VEHICLES

- HEALTHY FUTURES FUND
- PAY FOR SUCCESS

SHARED MEASUREMENT

HEALTH IMPACT ASSESSMENTS

- Active Transport
- Affordable Housing
- Access to Healthy Food
QUESTIONS
BUILDHEALTHYPLACES.ORG

By joining forces, community developers and health professionals can have a more powerful impact.

Learn More About the Network

The Pulse
A monthly roundup of what we’re reading and where we’ve been at the intersection of community development and health.

<table>
<thead>
<tr>
<th>APRIL</th>
<th>MARCH</th>
<th>FEBRUARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>There’s a SIB for that</td>
<td>Place matters to children’s health</td>
<td>Tackling the social inequities that shape health</td>
</tr>
</tbody>
</table>

View Past Issues | Sign Up
TOOLS FOR COLLABORATION: MEASUREUP

Welcome to MeasureUp, a microsite of resources and tools to help you measure and describe your programs’ impact on families and communities and on factors related to health. MeasureUp provides examples, tools, and resources to help you make your case, without having to become an economist.

You can dip your toe into the topic or dive deep. You can learn about how to map issues in your community or see how other groups are measuring impact and the tools they use. Read stories about communities that have used health metrics in community development work. And if you want to design your own study, you can do that too. If you need to make your case to a funder or policymaker, read about the evidence for a link between health and community.

Here’s what’s available:

- **Mapping Tools**: Learn how to map your community’s strengths and target areas.
- **Measurement Tools**: See how others are measuring health-related impact and find resources to help you get started.
- **Evidence Base**: Learn more about the effects of neighborhood on health.
- **Measurement Stories**: Read and watch stories from the field about measurement in action.
- **Deeper Dive**: Want more? Go deeper with these ideas and innovations.

WWW.BUILDHEALTHYPLACES.ORG/MEASUREUP
## Jargon Buster

Working across sectors begins with speaking the same language. If you’re lost in a sea of acronyms, this tool can help. Below we aim to demystify common industry jargon.

<table>
<thead>
<tr>
<th>Term</th>
<th>Tags</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDC (Centers for Disease Control and Prevention)</td>
<td>#NetworkCommons, #ZIPmatters, Affordable Care Act, Affordable, Housing, collaboration, Community Close Up, Community Development, Community Health Needs, Assessment, Community, Quarterback, County Health</td>
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<tr>
<td>Community Benefits (Agreements)</td>
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<tr>
<td>Community Benefits (Hospital)</td>
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<tr>
<td>Community Development</td>
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</table>

**Related Terms:** CDC (Community Development Corporation), Community Development, Financial Institutions (CDFIs), Social Determinants of Health, Health Equity

Community development is a multi-billion-dollar sector of the American economy that invests in low- and moderate-income communities through the development and financing of affordable housing, businesses, community centers, health clinics, job training programs, and services to support children, youth, and families. The sector has its roots in the urban revitalization efforts of the late 19th century but expanded as a result of the War on Poverty programs of the 1960s. Today, the
Whose City Is it? The Promise and Peril of Gentrification

Neighborhood Change for a City’s Youngest

Read our other articles on the Network’s Crosswalk Magazine
LEADERSHIP OPPORTUNITIES

2017 RWJF Culture of Health Prize

Call for Applications from Communities

Application Deadline:
November 3, 2016 at 3 p.m. ET

CULTURE OF HEALTH LEADERS

Be a Change Leader.
Build a Culture of Health.
APPLICATIONS OPEN JANUARY 2017

Leadership development and funding opportunity for leaders from all fields and professions that influence health—including education, transportation, technology, public health, government, faith/spiritual, business, health care, social service, economic development, urban planning, and others.

WWW.CULTUREOFHEALTH-LEADERS.ORG

WWW.RWJF.ORG/PRIZE
Build Healthy Places Network

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