Executive Summary

It is increasingly recognized that the places where we live, work, learn, play and pray impact the health of communities. However, does designing for health also make business sense? Recent research has demonstrated that the answer is yes, there is a strong economic case for both nonprofit and private developers to explicitly consider health

hazards such as fires that crossed all sectors of society (5,7,9). The development and adoption of building and sanitary codes, as well as early zoning laws that aimed to separate housing from the nuisances of industry, were nascent examples of planning efforts that aimed to prevent disease and injury and promote health. At this time, early public health practitioners, urban planners, and developers worked toward similar aims.

Divergence of development and public health

Yet, by the early 20th century, the fields of development and health diverged (8). The health sector primarily focused upon medical care and changing personal health behaviors to prevent disease, while private and community development focused upon shaping the physical and economic environments of communities. Through this field divergence, it has become increasingly recognized that the two fields are inextricably linked.

As time progressed, scientific knowledge brought about prevention and cures, such as immunizations and antibiotics, for common fatal diseases. These innovations dramatically increased the U.S. life expectancy and survival rate by addressing the then leading cause of death, infectious disease. As infectious disease mortality declined throughout the 20th century, chronic disease became the leading cause of preventable disability and death in the nation (10,11). Chronic diseases include heart disease, stroke, diabetes, obesity, and asthma, and as of 2012, almost half of all adults have one or more chronic health conditions (11). In 2010, one third of all adults and one in five youth were identified as obese, and health care costs associated with obesity alone were estimated to be $190.2 billion, ' " V U ¨ ' ˆ – Š ‡   ä ä ï • annual medical spending (12).

As healthcare grappled with rising costs and increasing chronic disease rates, zoning laws and land use trends in the 20th century led to the proliferation of large lot and single-use commercial developments and communities designed with increased accommodation of cars at the expense of other travel modes. Such regulations made it difficult to develop vibrant, mixed

Developers Investing in Communities

The physical design of communities, and particularly land-use development, is influenced by a wide spectrum of players, including non-profit community development corporations and private for-profit developers. While motivated by different aims, all parties have the opportunity and unique strengths to promote the health and productivity of communities through development efforts.

Community development corporations

Community development corporations (CDC) are not-for-profit organizations whose mission is to support the social, economic, and physical development of the communities they serve in order to expand opportunities for their residents and enhance their quality of life. CDCs accomplish this by engaging local residents, businesses, and leaders to work together to undertake programs and activities that help promote sustainable community growth, particularly for low-and-moderate income people. Primary activities of CDCs include

- x physical development (e.g. commercial real estate and affordable housing development, transit-oriented development, and open space preservation);

- x economic development (e.g. small business development and job creation);

- x asset development (e.g. building individual skills that increase the independence, stability of housing, employability, and financial abilities of individuals and families); and

- x community organizing, building, and empowerment (e.g. leadership and youth development and community events and meetings). (17)

In a Local Initiatives Support Corporation (LISC) report on Joint Ventures with For-Profit Developers, CDCs often bring the following skills and experience to development projects:

- x the deal concept and predevelopment work;

- x knowledge of the community and community support;

- x knowledge about what the market needs are for housing, commercial space, retail services, and community spaces;

- x political support, where relationships with local officials can increase buy-in for projects; and

- x attractive public and private funding sources. (18)

Private developers

Private developers include, but are not limited to, commercial and retail developers, planning and site development firms, homebuilders, and architects. These developers engage in many of the same activities of CDCs, including real estate and commercial development and architectural design. While private developers are not necessarily mission-driven or focused on vulnerable communities, a growing segment recognizes the importance and profitability of sustainable and healthy development

In the aforementioned LISC report, private developers bring the following skills, experience, and relationships to development projects:

- x specialized technical experience and expertise;

- x staff size to dedicate to a project;

- x financial strength, having access to funds (including company funds)

> "... about health in community design, not just because it is the right thing to do but because we are wasting so much money as a society on health care costs that could be avoided or reduced through investments in the built environment that promote better health." (19)

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Designing for health facilitates cross-sector and community buy-in

Building with health in mind has great potential to build community and decision-maker buy-in and support for projects. While studies have not yet documented the economic value of such buy-in, building with the broad lens of health (i.e. considering the social, political, and economic factors that influence health) provides opportunities to bring community members and diverse sectors to the table for multi-sector collaboration and partnerships. Doing so fosters ' ' ' ' " – — • ‹ – ‹ ‡ • ˆ ' " … ' Ž Ž ‡ … – ‹ ˜ ‡ ‹ • ' ƒ … – á ' " ò – Š ‡ commitment of a group of important actors from different sectors to a common agenda for solving a specific social prob Ž ‡ • ó (42).

Early case studies have documented the relationship between considering a comprehensive vision for health in development, and greater stakeholder buy-in to proposed policies and proposals. These examples are described in the section focused on Health Impact Assessments.

Overall, a study of professionals in the diverse fields of health care, public health, housing, transportation, education, human services, early child care, and community development finance yielded the following findings: (43)

Community engagement can influence the success of projects.

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Dominique Williams, Program Officer
Local Initiatives Support Corporation Chicago in Chicago, IL

ò — " ' – private partnerships have been crucial to our success. We can think we know ™ Š ƒ – ï • ‰ ' ' † ˆ ' " – Š ‡ … ' • • — • ‹ – › á „ — — ‹ ˆ – Š ‡ … ' • • — • ‹ – › Š ƒ • • ï – „ ' — ‰ Š – in and there is no [community] ownership, then • ' – Š ‹ • ‰ ‹ • ‰ ' ‹ • ‰ – ' … Š ƒ • ‰ ‡ ‹ • – Š ‡ Ž ' • ‰ – ‡ " • ä ó

Ruben Brambila, Project Manager
City of Rancho Cucamonga, CA

Cross-sector collaboration and community engagement can create new opportunities to leverage and pool funding sources, and spread financial risk.

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Dr. Doriane Miller, Director
Center for Community Health and Vitality
Urban Health Initiative
University of Chicago, Chicago, IL

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health in development initiatives and policies, it is important to link development goals with data and best practices on the social determinants of health. This collaborative, intersectoral methodology is known as a Health in All Policies (HiAP) approach, which aims to incorporate health into decision-making across sectors and policy areas for community health improvement (44).

One effective tool to intentionally incorporate the health lens into development and planning proposals is Health Impact Assessment (HIA).

One tool in the toolbox: Health Impact Assessment

Health Impact Assessment is a combination of procedures, methods, and tools that systematically judges the potential effects of a policy, plan, program, or project on the health of a population, and the distribution of those effects within the population, and identifies appropriate actions to manage those effects.

IMPACT 2006

"Doctors routinely advise their patients on ways they can stay healthy. An HIA provides similar advice to communities,

process would be valuable for lending institutions to provide relevant information to a bank about potential projects. Of specific

An In-Depth Look at Benefits of HIA in
Two Development Initiatives

Value of the HIA process and findings

"HIA gave us a framework for what we hoped would be a transparent and legible system of measuring a whole range of health impacts… †'•ï– think we could have assembled that kind of data or analysis on our own. And even if we could have, it was important that the findings came from a third party source and not from us in order to tell the •–'"› –' ''–‡•–‹ƒŽ ‹•˜‡•–'"•ä ó

Interview with Maggie Super Church
Consultant to the Conservation Law Foundation (CLF)

In an interview with Maggie Super Church, a consultant to the Conservation Law Foundation, she highlighted the following benefits of conducting a HIA in their planning for the HNEF:

- x Provided a neutral, third party analysis of health impacts: Because the HIA was conducted by a third party, the data collection and analysis were thought to be more credible and objective to attract new investors. In her words: ò Š‹• ™ƒ••ï– Œ—•– ƒ ™ƒ› –' †"‡•• —' ™Šƒ– were are doing. This was something that people who had a lot of expertise in health impacts looked at, and they were able to really characterize those impacts in very measurable ways. Both the HIA report and the fact that it was done through a third party, independent '"'…‡•• ™ƒ• ˜ƒŽ—ƒ„Ž‡ä ó

- x Quantified impacts to bring health to the forefront of the conversation: In development, developers and investors often want quantitative data to provide evidence of the value and impact of different projects. The HIA process provided quantitative evidence that demonstrated that development initiatives could be screened for health impacts. As Super Church pointed out, ò ˆ ›'— Ž''• ƒ– –Š‡ ™'"Ž† 'ˆ finance and real estate investment, people are really quantitative… health can seem distant and a little squishy. We needed to move from anecdote and values to take the analysis to the next step. That pushed us to make the HIA as quantitative as possible so we could mak

- x For potential funders: Community engagement was identified as the most valuable part of the HIA because it ensured that funding was targeted to resources that would most directly ‹•'ƒ…– '‡''Ž‡ï• Ž‹˜‡•ä

- x For residents: Residents expressed that it was empowering to participate in the HIA and have their concerns heard and translated into recommendations. Also, the HIA brought the community together to raise awareness about ‡ƒ…Š '–Š‡"ï• …'•…‡"•• ƒ•† ˆ'•–‡" ƒ•‡••‡ 'ˆ community cohesion.

HIA as a tool for collaborative planning

The Coffelt HIA brought together multi-sector partners from sectors including planning, public health, environmental assessment, and community outreach. As the HIA progressed, additional partners were brought on to address identified issues, such as street engineers and landscape architects. The collaboration between city and county departments was unprecedented in this area, and the HIA catalyzed these partnerships.

HIA as a catalyst for community development and investment

If the redevelopment of Coffelt, based on the HIA recommendations, were to improve conditions on the site and surrounding streets, the likelihood is that a larger grocery store would want to come into this neighborhood, further enhancing the health of the community.

Brian Swanton
Arizona Market President, Gorman & Company in
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The HIA not only revealed the impact of the redevelopment plan on the community, but it also exposed other community conditions impacting the overall health of residents. As a result, a phased plan was developed to improve the community comprehensively, addressing the food environment, transportation, and the other aforementioned recommendations. Community improvements could improve community health and livability, which could attract new businesses and investments to stimulate more development and overall economic vitality.

Next steps

Gorman & Company found the HIA process and findings, and particularly the community engagement component, to be so impressive that they have incorporated HIA into the redevelopment of Madison Heights, Norton Circle, and HM Watson Homes affordable housing projects in Avondale and Buckeye, Arizona (50).

Conclusion

"It is now the responsibility of clinicians and health care delivery organizations to help maintain the health of the community and the responsibility of the community to help maintain the health of the ‹•†‹˜‹†—ƒ‹ (56) Žä ó

Stephen Shortell
Dean, School of Public Health
University of California, Berkeley

Doctors and developers alike have critical roles to play in building a healthy nation. Hospitals, health care providers, and health care systems have new pressures on them to keep costs down and promote better population health. Developers must show that their projects are financially viable in order to obtain financing. By shaping the environments in which people live, developers, city planners, architects and health practitioners can not only promote individual and population health an important goal unto itself, but they can also curb ballooning healthcare costs, and boost the local and national economy overall. Moreover, healthy community design can reap financial savings and generate good will with policy makers and community residents for both sectors. By promoting a Health in All Policies approach, and by utilizing tools such as HIA in planning and decision-making, development and health practitioners can build together –'™ƒ"† ƒ ò…—Ž−—(57).‡ '^ Š‡ƒŽ–Š ƒ•† ™‡ŽŽ•‡••äó Now is the time to devise innovative solutions that favor healthy community design to promote healthy, vibrant, and sustainable communities. It makes business sense!

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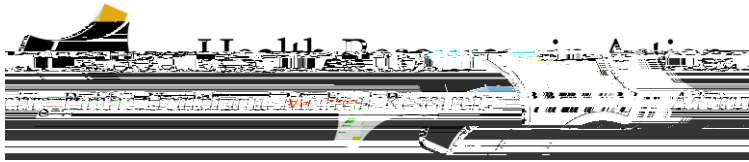
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Our Vision:
A world where social conditions and equitable resources foster healthy people in healthy communities.

Our Mission:
To help people live healthier lives and create healthy communities through prevention, health promotion, policy, and research.

Our Values:
x   Commitment to social justice in our work.
x   Excellence and innovation in our approach
x   Leadership where there is need
x   Collaboration where there are opportunities
x   Passion and thoughtfulness in our endeavors
x   Diversity in our organizational practices
x   Responsive, respectful, and flexible with our clients