



# Planning For Health & Active Communities

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# Objectives

Why health?

Define connection between planning and public health

Key Elements for Active Communities

Resources & Tools






# Public Health Connects us all.

Public health is the science of protecting and improving the health of families and communities through the promotion of healthy lifestyles, research for disease and injury prevention and detection and control of infectious diseases.





# Physical Activity Access



**CCCPH supports access to physical activity by partnering with community organizations and local governments to promote interventions in community design that connect activity-friendly routes with everyday destinations to increase access to places for physical activity for people of all ages and abilities.**

# Why plan for health?

## Prevalence<sup>†</sup> of Self-Reported Obesity Among U.S. Adults by State and Territory

<sup>†</sup> Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.

2011 2012 2013 2014 2015 2016 2017

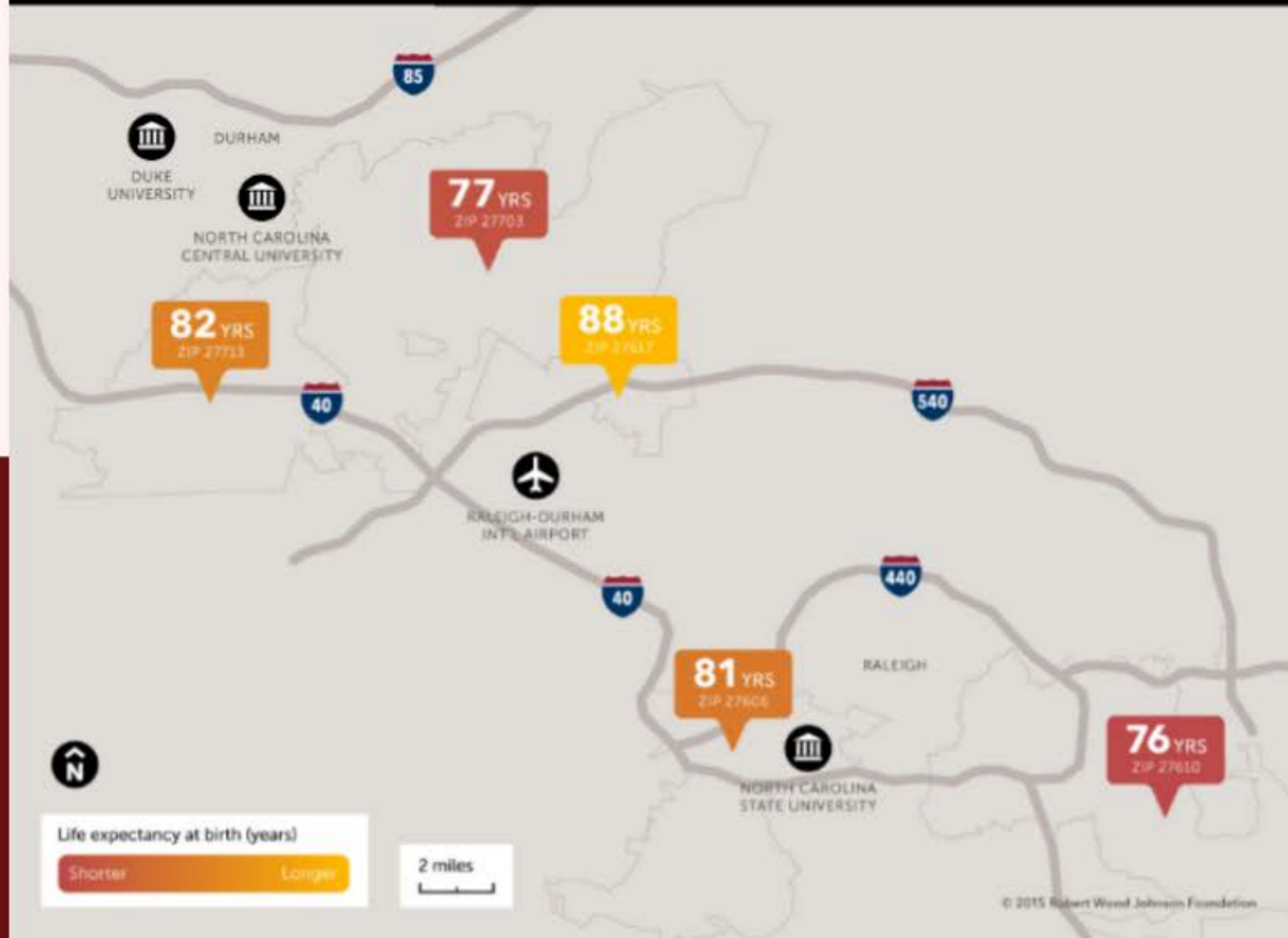


\*Sample size <50 or the relative standard error (dividing the standard error by the prevalence) ≥ 30%.



## Short Distances to Large Gaps in Health

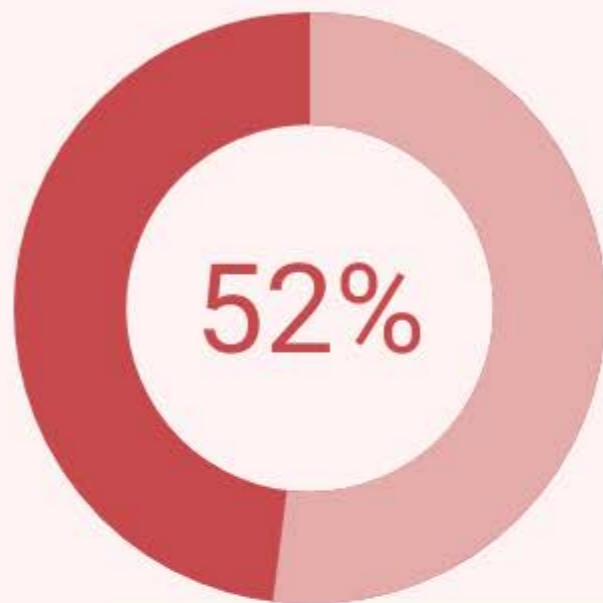
# Zipcode & Life Expectancy





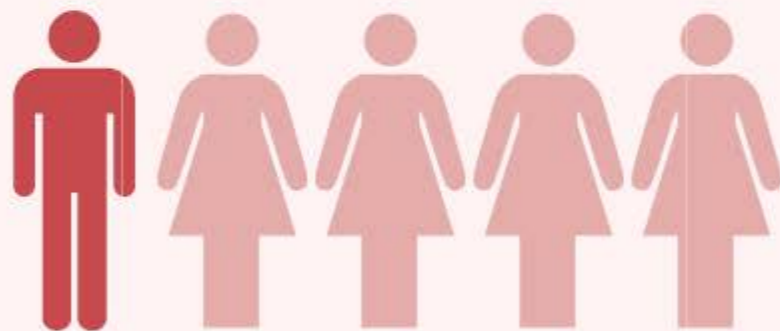
# Too few Americans get the recommended amount of physical activity

% Adults in NC Not Meeting PA Guidelines



**1 in 10**

Inactivity contributes to premature deaths



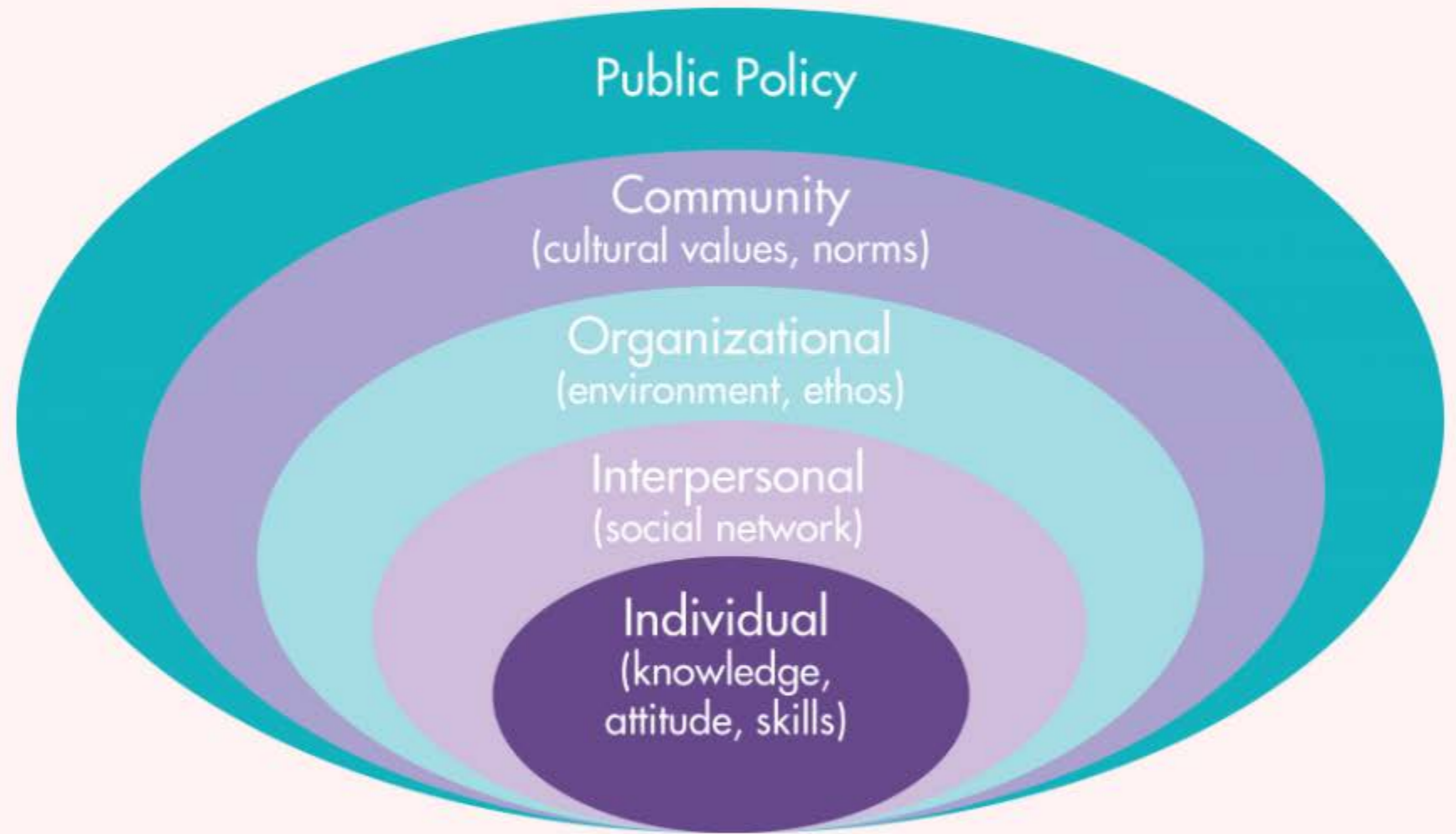
Only 1 in 5 adults and 1 in 5 high school students fully meet physical activity guidelines for aerobic and muscle-strengthening activities

**2017**

## \$117 Billion

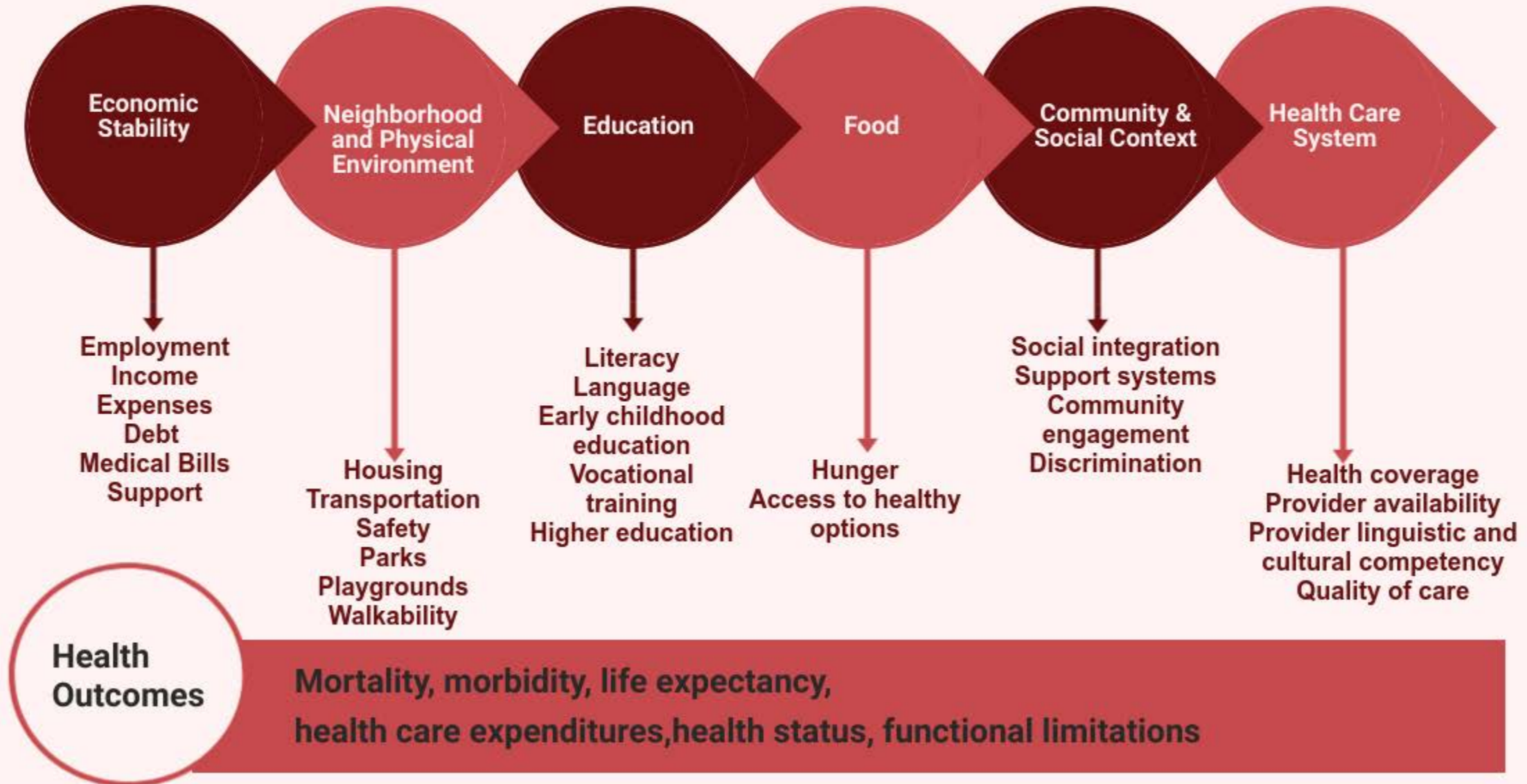
Inadequate levels of physical activity are associated with \$117 billion in annual health care costs

# Framing Solutions: Social-Ecologic Models





# Social Determinants of Health

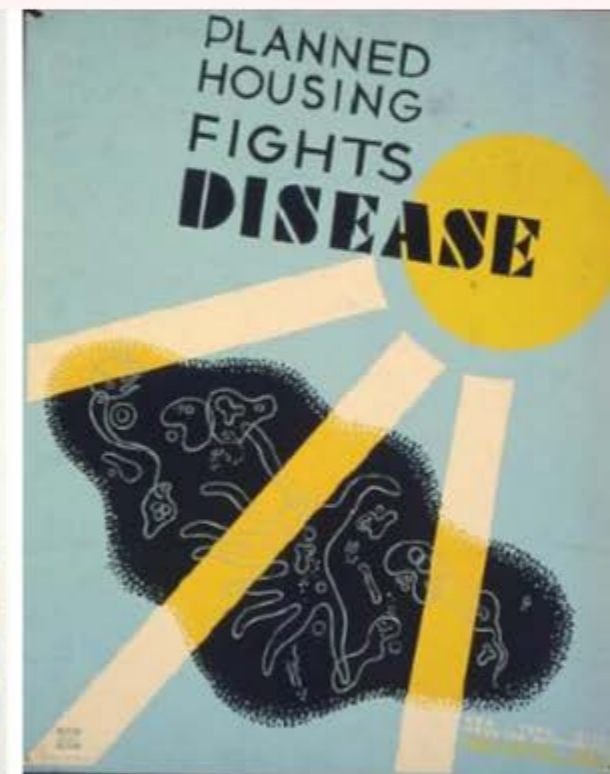
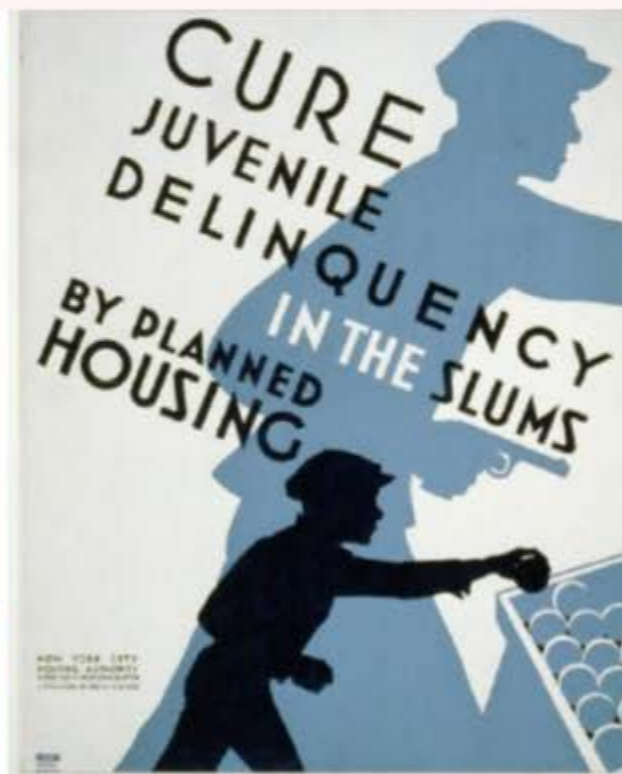
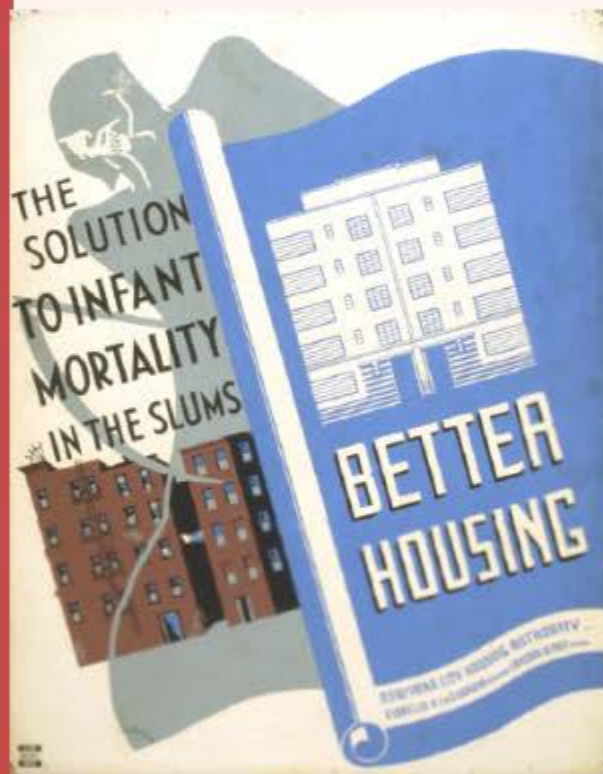


# Public Health 101

Planning and Public Health were once joined around common goals stemming from rapid urbanization

**Dr. John Snow: London 1854 cholera outbreak**

- Mapped location of cholera deaths
- Removed pump handle from suspected contaminated water source
- ***Socio-ecological approach***





# Public Health and Planning

-the opportunity



## **Common goal:**

Create thriving and desirable communities

## **Strategic Partnership:**

Data Collection and measurement

Policy influence

Funding opportunities

Public engagement

# Barriers to Physical Activity



Physical Disabilities



Safety Concerns



Not enough time



Community Design

\*Conventional development with low densities and single uses is associated with less walking and cycling and more car travel than compact communities





## Activity-Friendly Routes

A direct and convenient connection with everyday destinations, offering physical protection from cars, making it easy to cross the street.

Connecting Activity-Friendly Routes with Everyday Destinations: Combined Approaches to Increase Physical Activity



## Everyday Destinations

Places people can get to from where they live by walking, bicycling or public transit (grocery stores, schools, worksites, parks, restaurants, etc).

# Community Preventative Services Task Force:

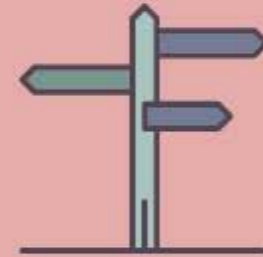
Built Environment Approaches to increase physical activity

## Pedestrian or Bicycle Transportation Systems



- Street pattern and connectivity
- Pedestrian Infrastructure
- Bicycle Infrastructure
- Public transit infrastructure and access

## Land Use and Environmental Design



- Proximity to Destinations
- Mixed land use
- Residential Density
- Parks and Recreational Facilities





# Key Elements for Planning Active Communities



**Land Use**



**Active Transportation Networks**



**Site Design**



**Safety and Accessibility**

# Land Use

## Mixed Use

A mix of uses in new projects-  
Live, work, shop,  
play, pray, learn

## Density

Intensity of both origins and destinations, particularly residential

## Zoning

A key policy lever that communities can use to create environments that provide both transportation and land use supports for physical activity is through changes to their zoning code to be more activity friendly by design.

## Distance

Short distance from both origins and destinations to transit





# Active Transportation Networks

## Network of Facilities

Prioritize Sidewalks, bike lanes and non-motorized pathways projects

## Transit

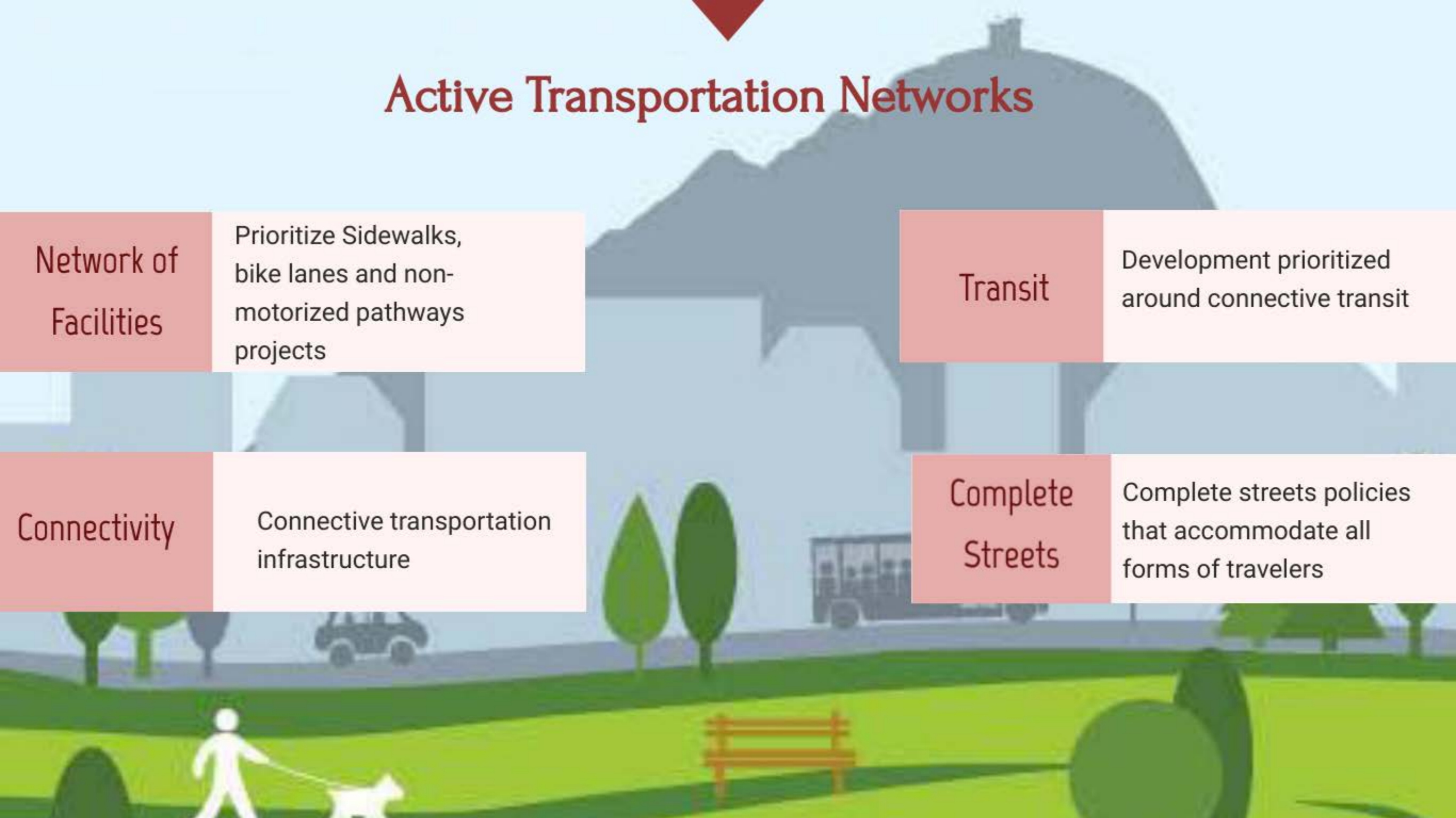
Development prioritized around connective transit

## Connectivity

Connective transportation infrastructure

## Complete Streets

Complete streets policies that accommodate all forms of travelers



# Site Design

## Place-making

**Creative place-making incorporated into transportation design, attractive and safe neighborhoods and transit**

## Incentivizing

**Decrease share parking, mixed-use multi-story with residential density bonus, expedite permits**

## Details

**Bike parking, open space, plants, art, etc.**

## Human Scale

**Design for all ages and abilities; consider benches, lighting, awnings, etc.**



# Safety & Accessibility

Accessibility

1

Increasing pedestrian and bike trips decreases all accident and fatality rates

Lane re-alignments

2

5 or 4 lanes reduced to 3, "road diets", reduces collision & severity; Improves performance for cars, pedestrians and bikes

Safety

3

Engineering can markedly improve safety- median islands, roundabouts, curb extensions



# National Tools & Resources



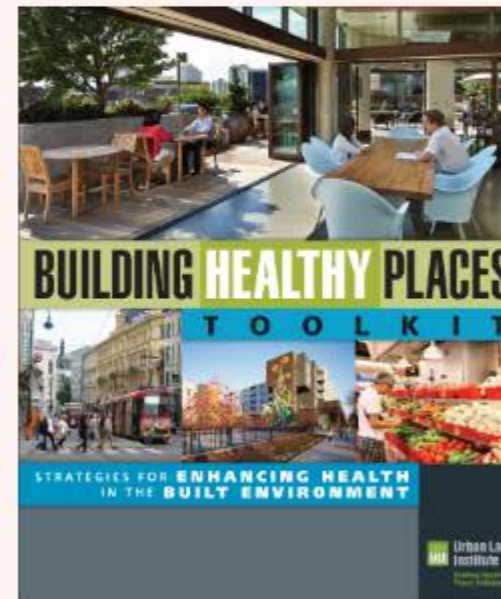
## AN ANALYSIS OF SEVEN CASE STUDIES AND RECOMMENDATIONS FOR CHANGE

This study is the first to provide an in-depth, qualitative analysis of how public health became a part of the planning process. It provides context and background on collaboration between and public health departments, strong policy making, and successful implementation.

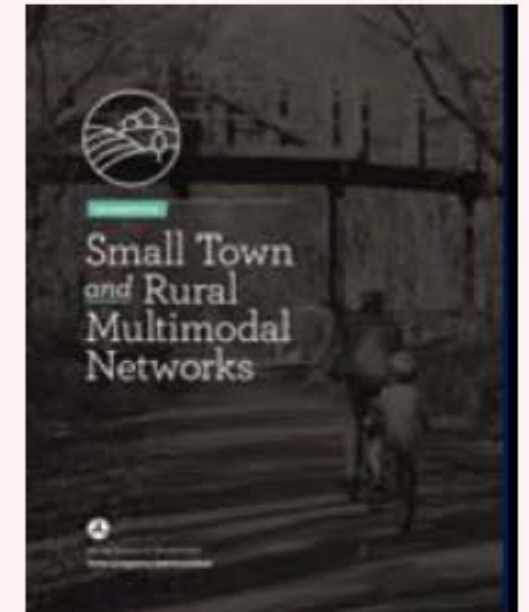
American Planning Association's  
Healthy Plan Making Analysis



US Department of  
Transportation- Statewide  
Transportation Planning for  
Healthy Communities



Urban Land Institute-  
Building Healthy Places  
Toolkit

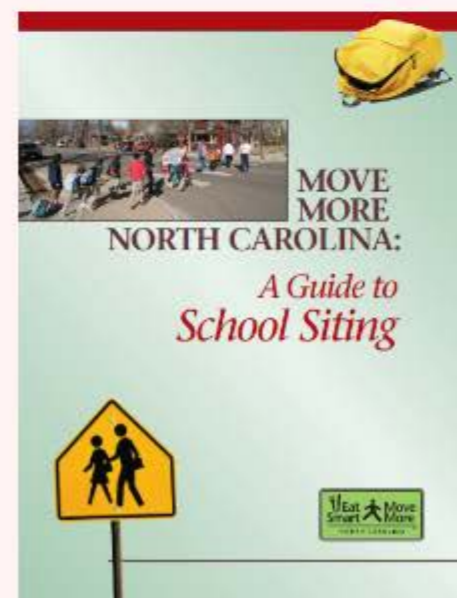
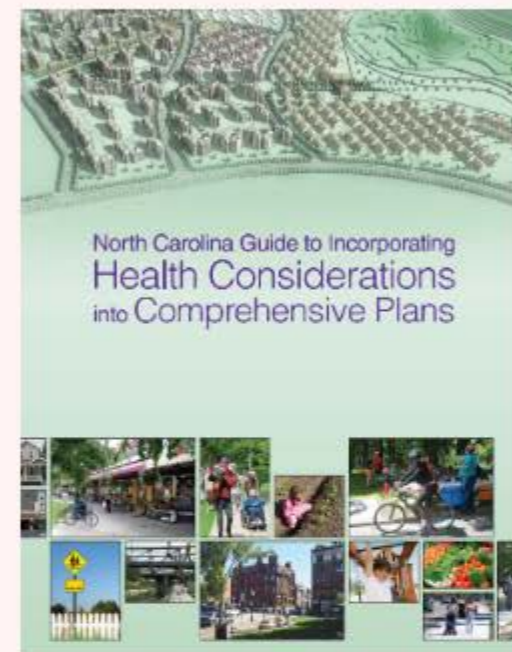
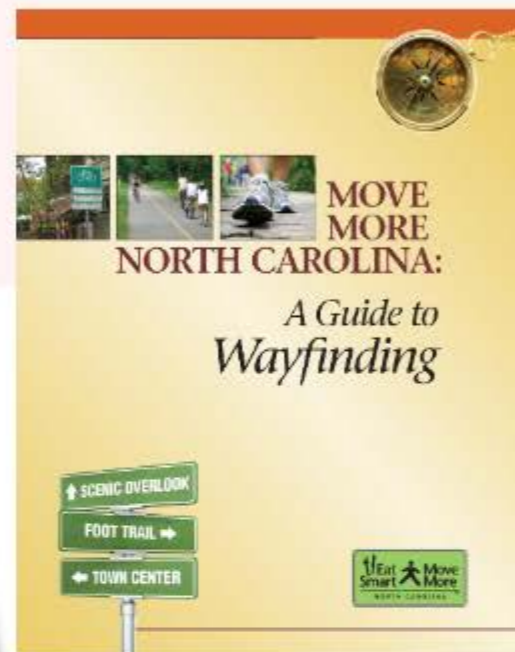
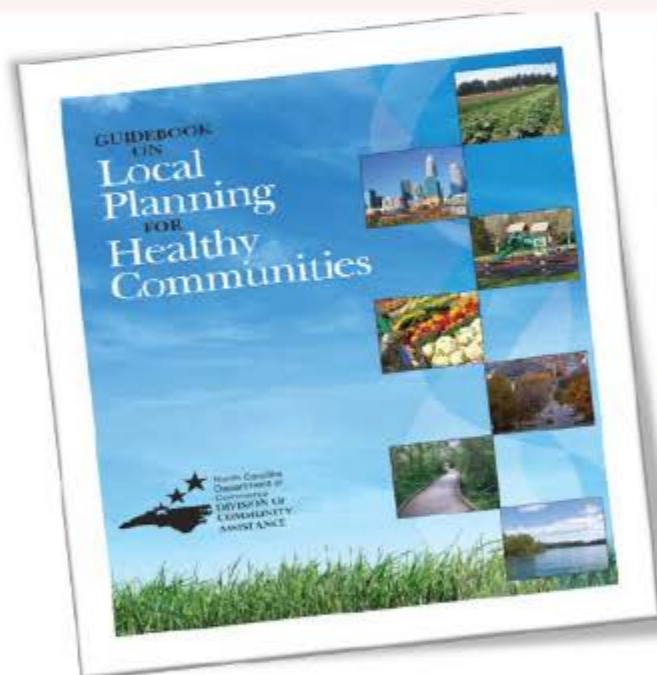


Federal Highway  
Administration's Small Town and  
Rural Multimodal Networks



# North Carolina Tools and Resources

- **Guidebook on Local Planning for Healthy Communities, North Carolina Department of Commerce Division of Community Assistance**
- **North Carolina Guide to Incorporating Health Considerations into Comprehensive Plans**
- **A Guide to Wayfinding**
- **A Guide to School Siting**



# Collaboration Opportunities



Partner with your local health department or public health agency in planning and community engagement.



Assess your existing plans for how they influence health and physical activity.



Participate in the NC Plan4Health Coalition.



T H A N K Y O U

Contact Information:

Melissa Rockett

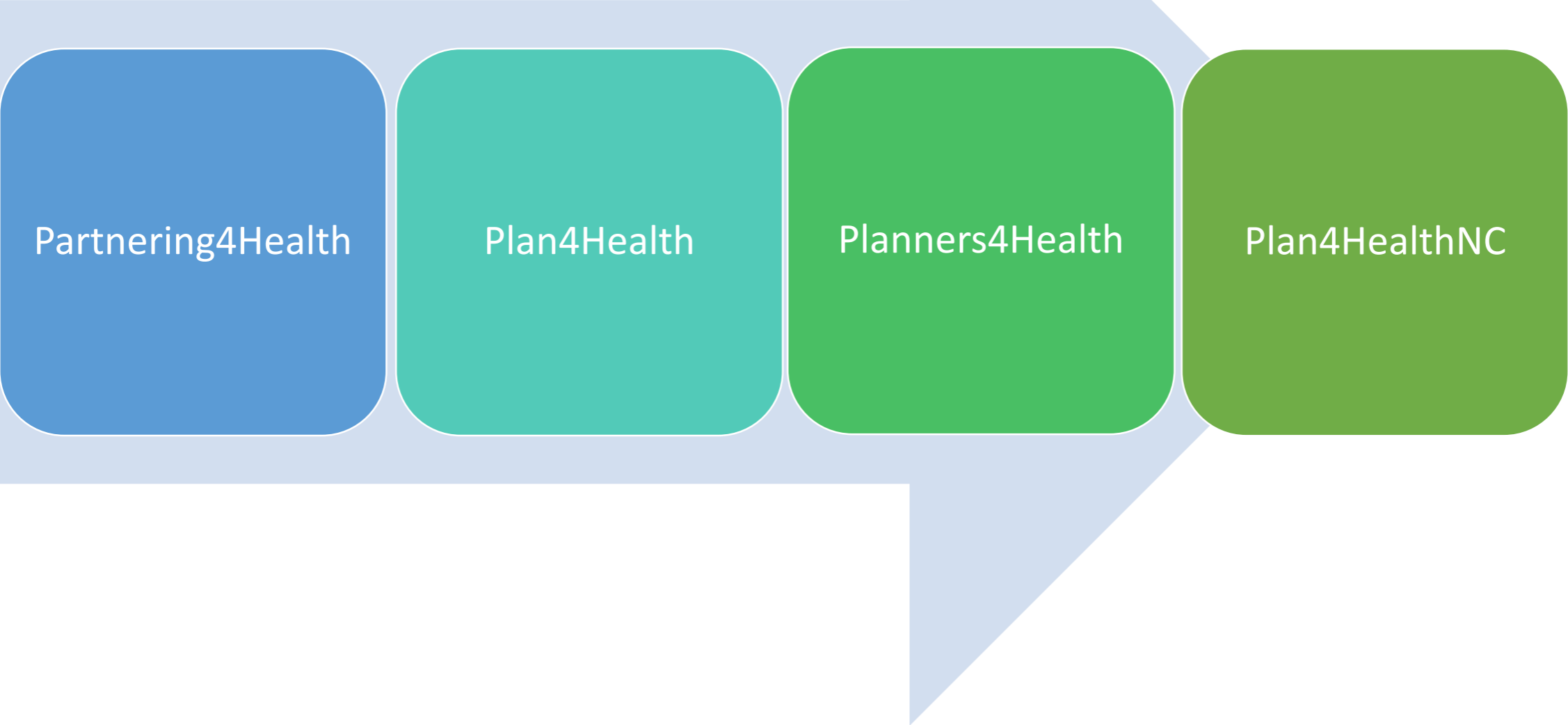
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919-707-5223

[communityclinicalconnections.com/pan](http://communityclinicalconnections.com/pan)

# Overview of Plan4Health NC





# Partnering4Health



Division of Community Health

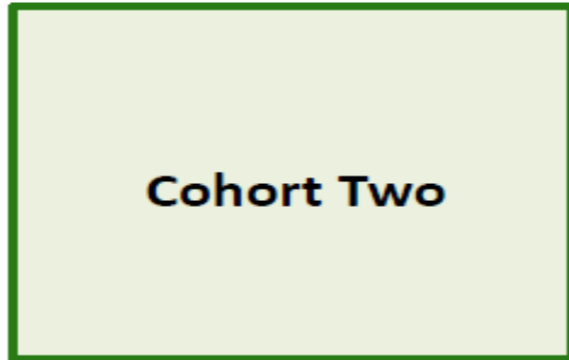


97 coalitions across the country

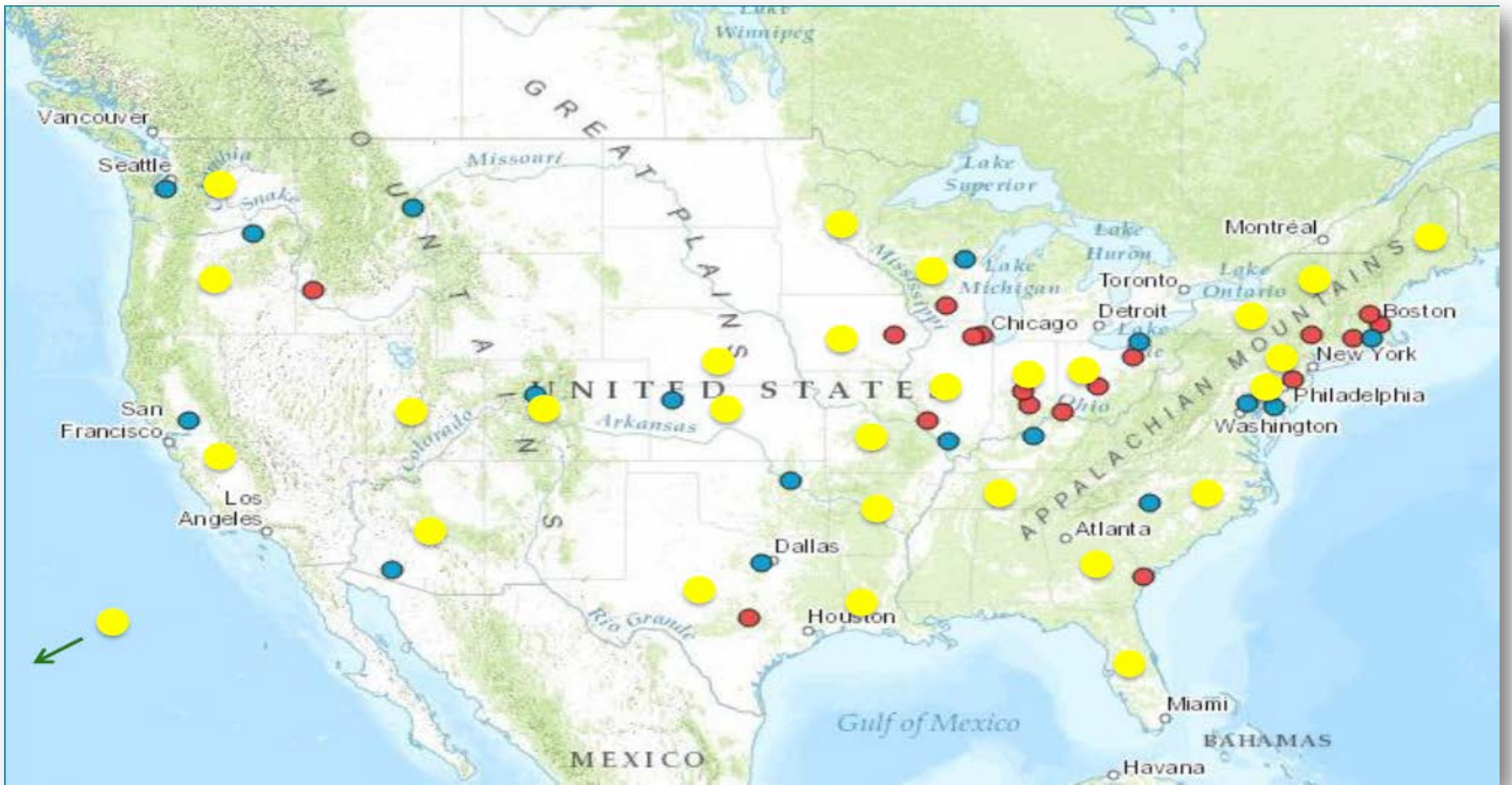


# Plan4Health

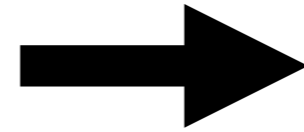
Division of Community Health







Planners4Health





# Plan4Health NC Goals and Current Efforts

APA-NC Presence/  
Framework



Statewide  
Partnerships/  
Collaboration



Resource  
Development



Marketing Efforts



Conferences/  
Stakeholder  
Roundtable



## What We Are Hoping to Accomplish in NC

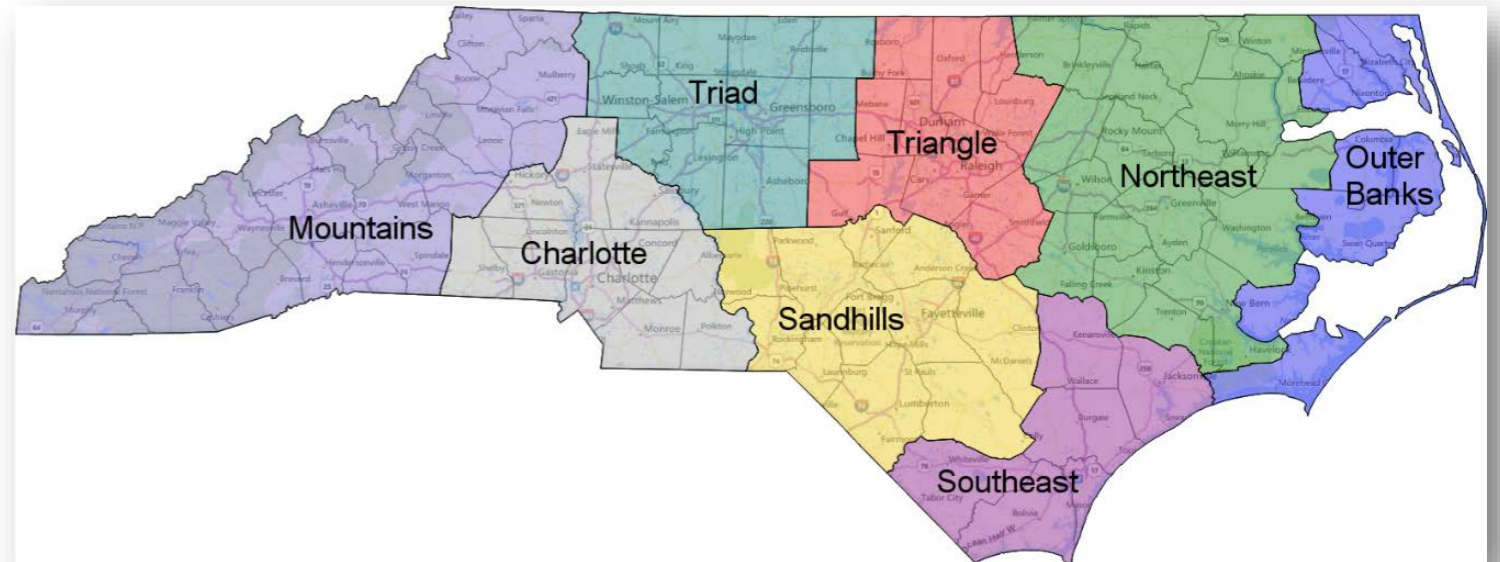
- APA-NC Presence/Framework
  - ✓ Standing Steering Committee
  - ✓ [Session at the APA-NC Conference](#)
  - ✓ Active Participation in the Healthy Communities Collaborative
  - ✓ [Website Content](#)
  - ✓ Newsletter Articles & Blogposts
  - ✓ [Bring Back Great Places- Healthy Community Category](#)
  - New Planner or Public Health Professional Recognition
  - Develop an evaluation metrics for committee work





# What We Are Hoping to Accomplish in NC

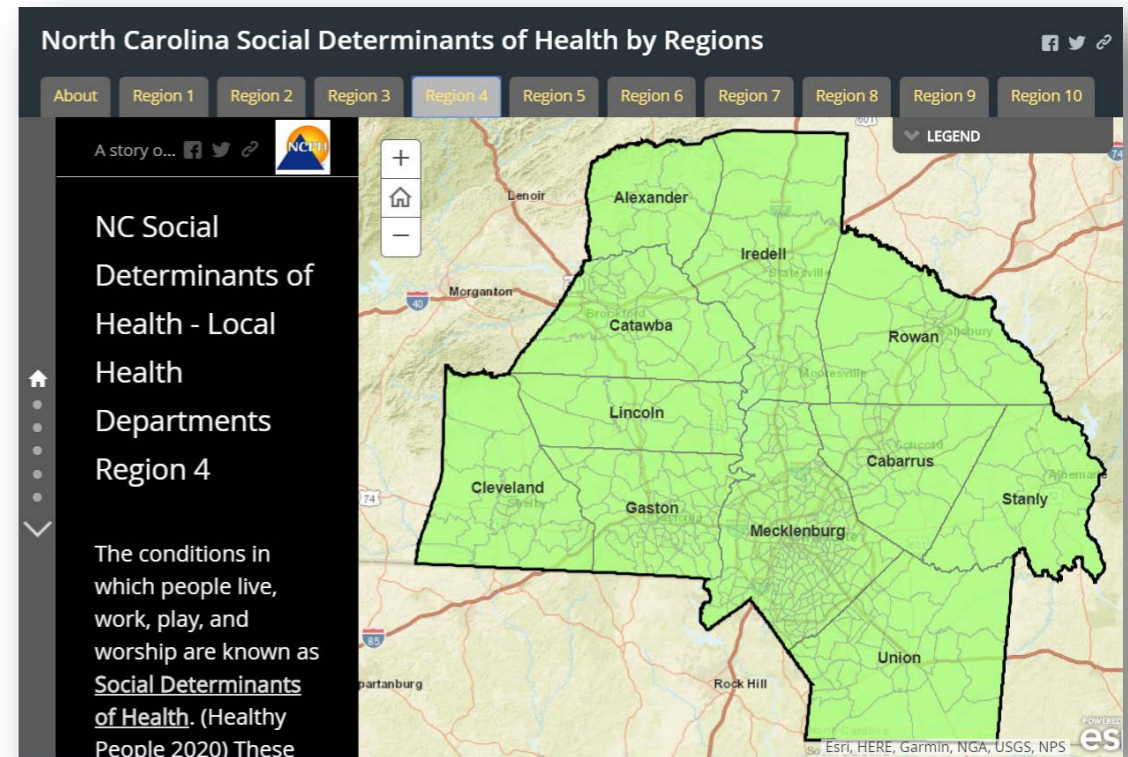
- Statewide Partnerships/Collaboration
  - ✓ Identification/Tracking of Local Leaders & Actions
  - ✓ Development of a Common Language & Goals
  - ✓ Regional Workshops & Technical Assistance
  - Statewide Collaborative
  - APA-NC and APHA Joint Activities & Chapter Dues



# What We Are Hoping to Accomplish in NC

- Resource Development
  - ✓ Topic Based Toolkits
  - ✓ Presentation Slide Decks
  - ✓ Statewide Health and Social Determinants of Health Mapping
  - Tale of Two Zip Codes Video
  - One Pagers
  - Scan of Comprehensive Plans
  - HiAP/Health Lens Toolkit
  - Built Environment Metrics

<http://nc.maps.arcgis.com/apps/MapSeries/index.html?appid=def612b7025b44eaa1e0d7af43f4702b>



## What We Are Hoping to Accomplish in NC

- Marketing Efforts
  - ✓ Name & Logo
  - ✓ Newsletter Articles & Blogposts
  - ✓ Carolina Planning Journal
  - ✓ Presentations/Conferences
  - Website
  - Social Media

<http://www.centralina.org/regional-planning/healthy-communities/>





## What We Are Hoping to Accomplish in NC

- Conference/Stakeholder Roundtable
  - ✓ Two Regional Roundtables in Raleigh and Greenville
  - ✓ Survey/Online Presence
  - ☐ More Roundtables to be Planned for Charlotte and Western Region



## Contact Information

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