

**CO-PRODUCING HEALTHY  
COMMUNITIES: INTEGRATING  
FEDERAL, STATE, AND LOCAL PSE  
STRATEGIES TO IMPROVE  
COMMUNITY HEALTH**

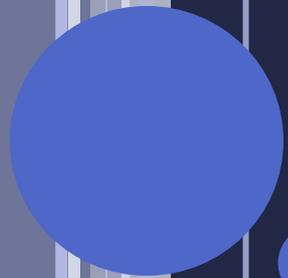
**AzNN Contractor Meeting  
May 4, 2016**

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Arizona Department of Health Services**

# FOR TODAY

- Introduction
- Why is this important?
- How can we achieve this?
- Mini Case Study





# INTRODUCTION



# *CO-PRODUCING HEALTHY COMMUNITIES*

- What does “co-producing” mean?
- How do we define healthy?
- What are communities?
- Working together, allocating shared resources, creating measurable impact
- Bio-physical state to Holistic approach
- Where we live, work, learn, and play



# *INTEGRATING FEDERAL, STATE, AND LOCAL*

- Public service, non-profit, volunteers
- Rely on various sources for resources
- Grants, awards, time
- Different than other organizations
- Prescriptive, time bound, re-apply
- Political environment
- Changes in priorities, competing interests
- Change = Normal



# *PSE STRATEGIES*

- Policy<sup>1</sup>
  - Written statement, binding, a general approach
  - Ordinances, state/federal laws, company policy
    - Breastfeeding
- Systems<sup>2</sup>
  - Changes that impact all elements of an organization, institution, or system
    - Transportation: mass transit, bike lanes, walking paths
    - Food: farm to school, community gardens
- Environment<sup>2</sup>
  - Physical or material changes to the economic, social, or physical environment
    - Walking paths, community gardens

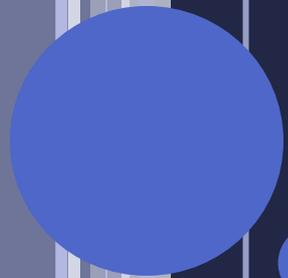
<sup>1</sup>Fry, C. & Chen, L. (2013); <sup>2</sup>Faricy, A. (2012)



## *...TO IMPROVE COMMUNITY HEALTH*

- Assess change over time
- Process Measures
  - Community Assessment Committee
  - Establishing a Coalition
- Outcome Measures
  - Decrease number of individuals hit by cars
  - Increase number of folks buying fruits and vegetables
- Indicators
  - Meetings attended, annual conference (process)
  - Mortality, BMI, blood pressure (outcome)





**WHY IS THIS IMPORTANT?**

# HEALTH = WHERE WE LIVE

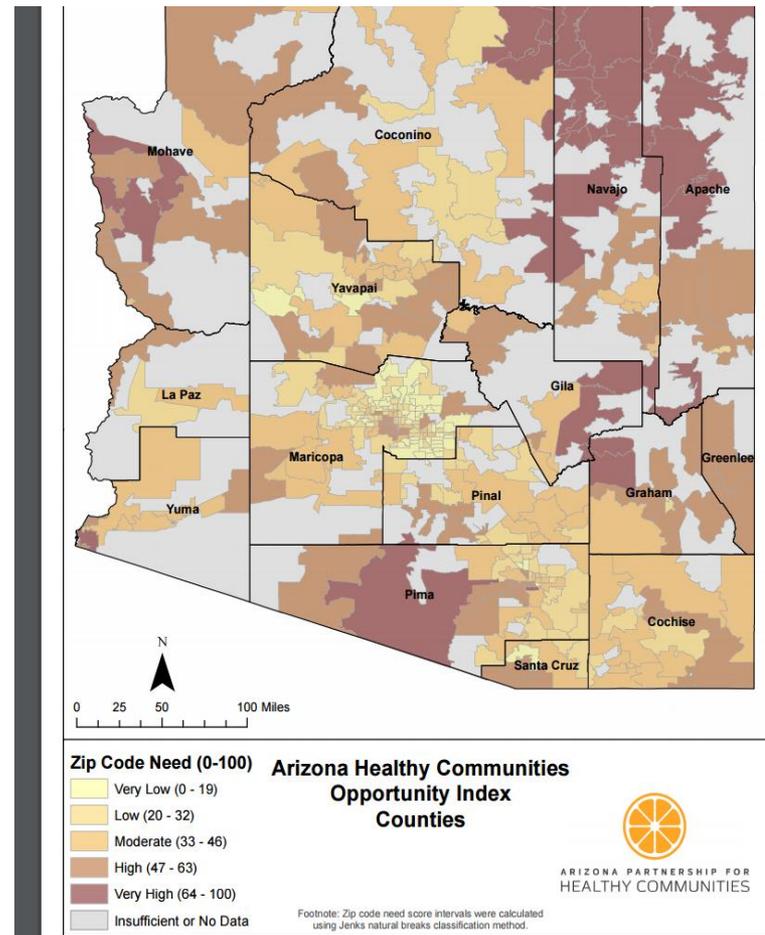
- Research shows that communities with smoke-free air laws, access to healthy foods, quality affordable housing, good schools and safe places to play are healthier than those that don't. In fact, the economic, social and physical environments that surround us can have a much greater impact on our health than how often we go to the doctor's office

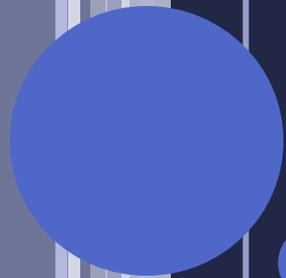
(Robert Wood Johnson Foundation, 2011)



# ARIZONA HEALTHY COMMUNITIES INDEX

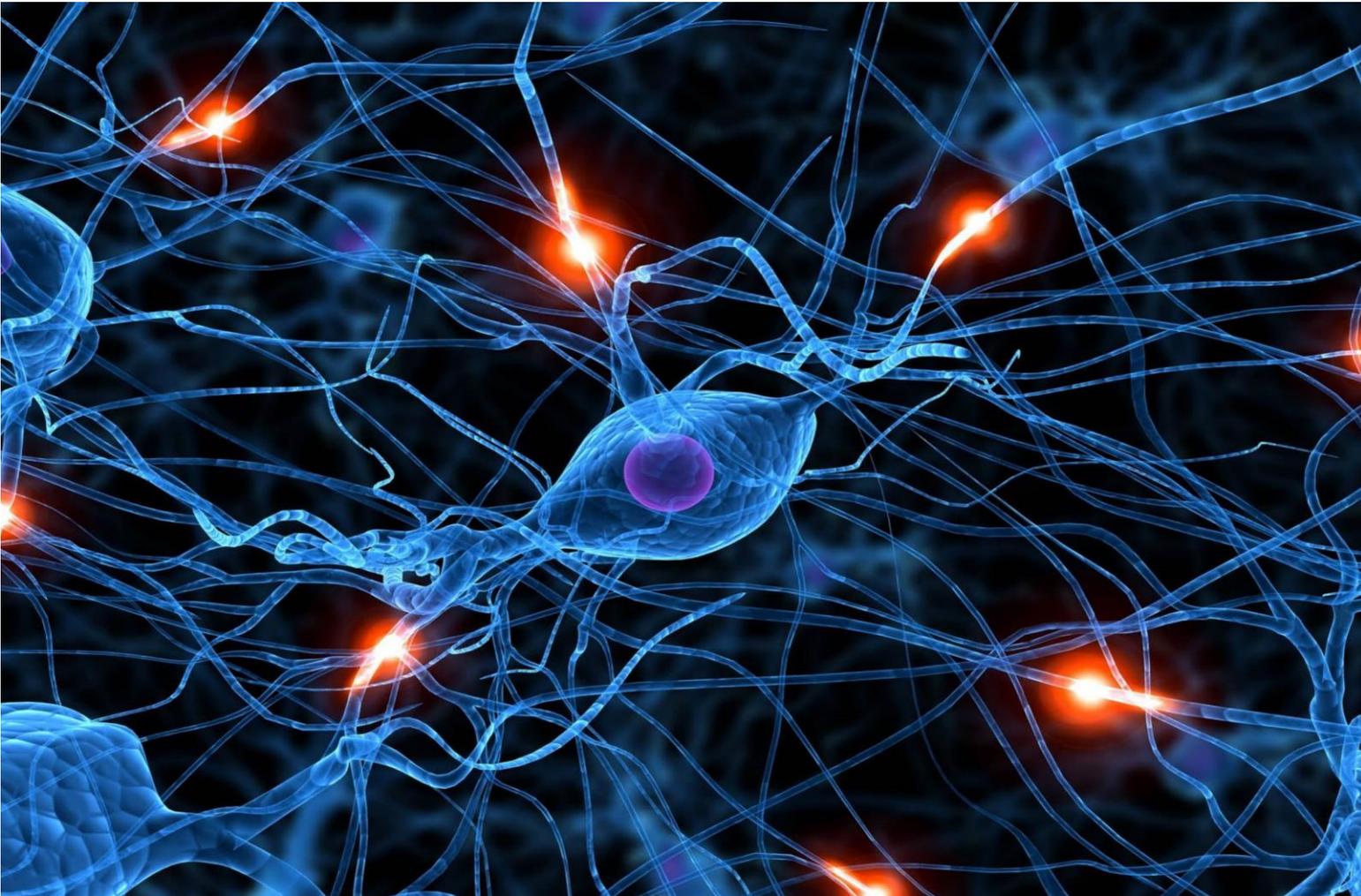
- Data for every single zip code in Arizona
- 15 cross-sector indicators
- Arizona Healthy *Community Opportunity* Index Maps
- 1-piece of information





**HOW DO WE DO THIS?**

# SYSTEMS, NETWORK APPROACH



# HEALTHY PEOPLE HEALTHY COMMUNITIES IGA

- 5 program areas
- 5 years
- \$11.5M year
- 14 Counties
- 100+ strategies
- Year 1 → Year 2
- Health in Arizona Policy Initiative (HAPI)
- Procurement
- Healthy Community Design
- School Health
- Worksite Wellness
- Clinical Care
- CYSHCN
- Chronic Disease



# ARIZONA NUTRITION NETWORK

- Food Systems
- Active Living
- School Health
- Early Childhood, Early Care & Education
- Education
- Breastfeeding
- Worksite Wellness



# HAPI + AzNN

## HAPI

- Procurement
- Community Design
- School Health

## AzNN

- Food Systems
- Active Living
- School Health
- Early Childhood,  
Early Care



# HAPI + AzNN

## HAPI

- 3.2.4 Establish sites for community gardens in institutional settings and/or underserved areas
- Create shared work plan
- Add activity on Action Plan and funding on Budget Template
- Revise/Modify over time

## AzNN

- Strategy 2: Encourage participation in community, home, school, and child care gardens



# CDC 1305

- State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health
  1. Improve environments in worksites, schools, early childhood education services, state and local government agencies, and community settings to promote healthy behaviors. Also, to expand access to healthy choices for people of all ages related to diabetes, cardiovascular health, physical activity, healthy foods and beverages, obesity, and breastfeeding.
  2. Improve the delivery and use of quality clinical and other health services aimed at preventing and managing high blood pressure and diabetes.
  3. Increase links between community and clinical organizations to support prevention, self-management and control of diabetes, high blood pressure, and obesity.



# HAPI + AzNN + CDC 1305

## HAPI

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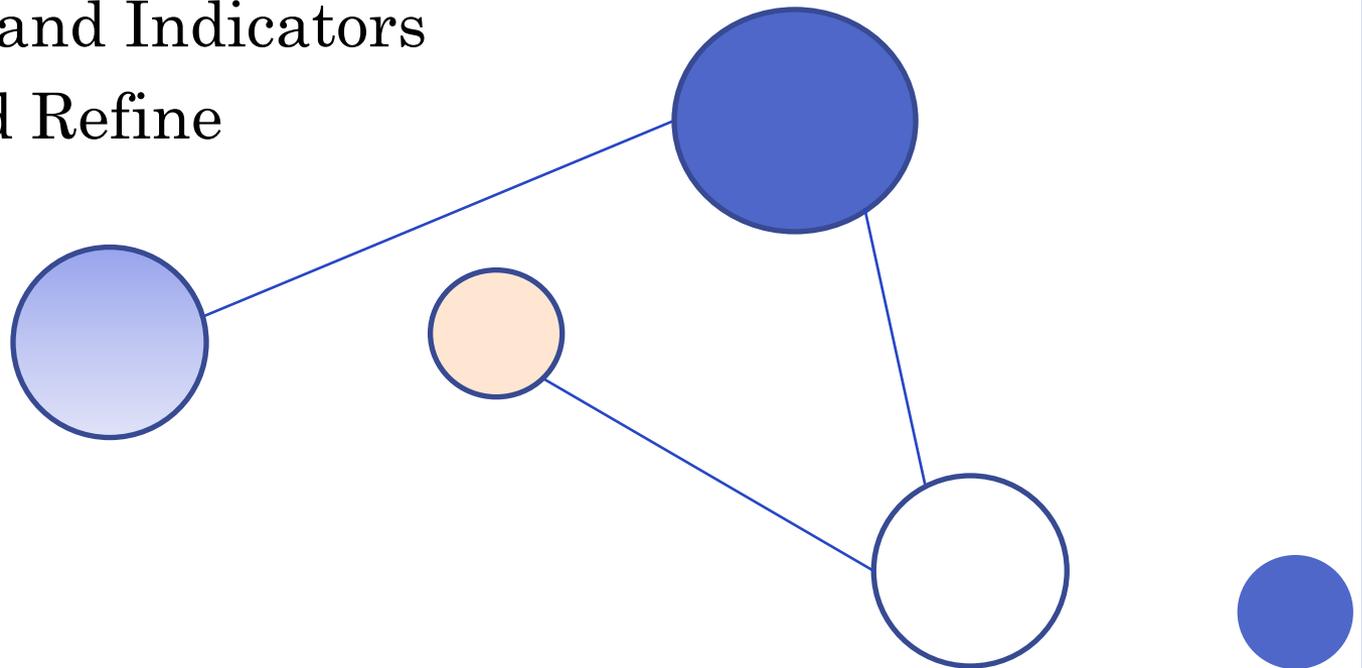
## AzNN

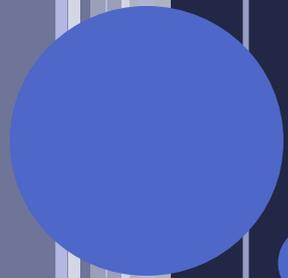
- Strategy 2: Encourage participation in community, home, school, and child care gardens
- CDC 1305  
Enhanced 1: Increase access to healthy foods and beverages-provide access to farmers markets



# THINGS TO KEEP IN MIND...

- Change takes time
- Be clear with your shared vision
- Develop work that enhances and strengthens
- Measures and Indicators
- Revise and Refine



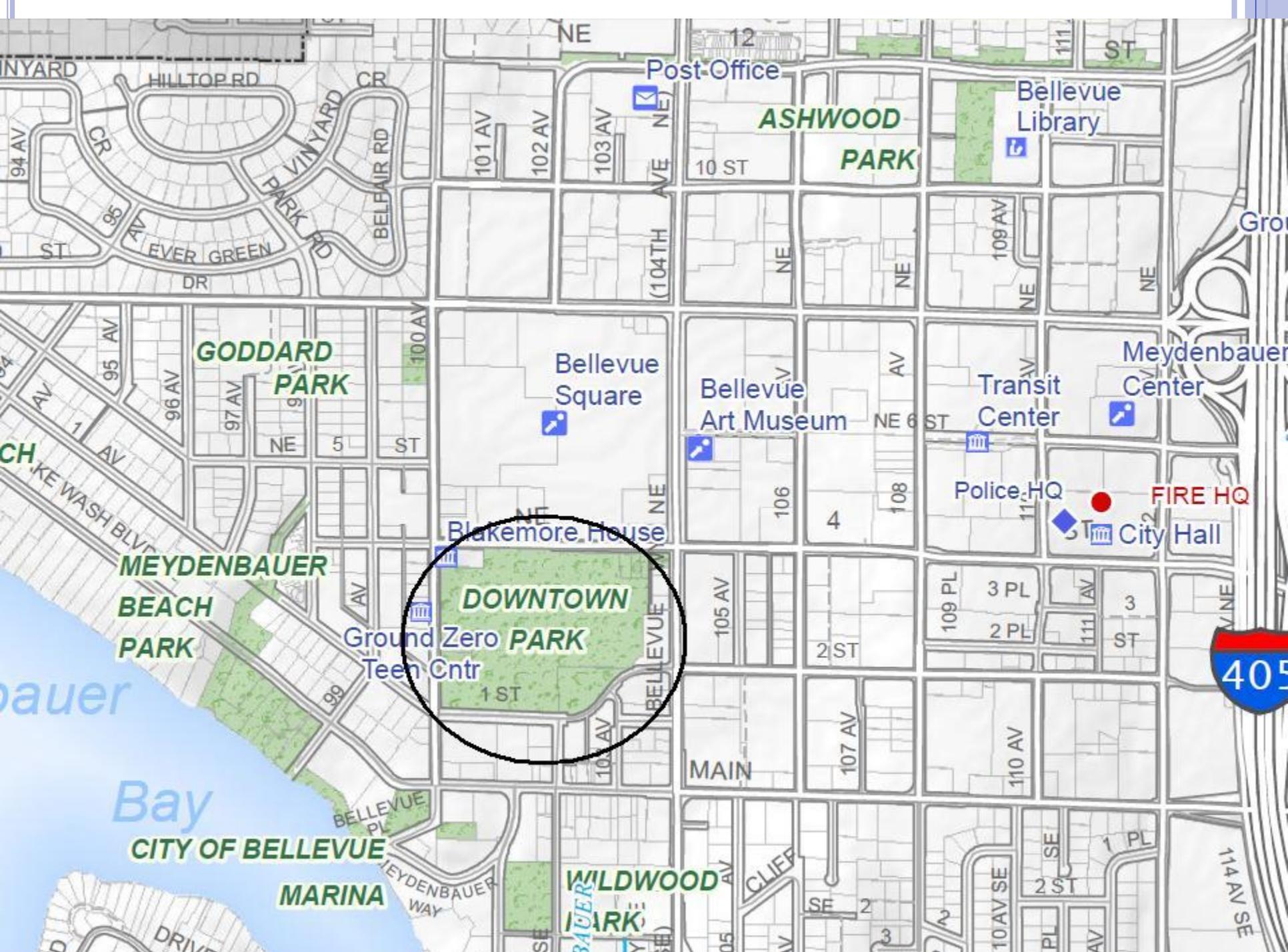


# MINI CASE STUDY

## MINI CASE STUDY

Over the past 10 years a city in Arizona has built 3 parks about 4 miles apart from each other. Two of the parks are located on opposite sides of the downtown district while the third is located next to a lake. City council and public health folks would like to connect the parks. What options are there for them to use HAPI, AzNN, CDC 1305 or other program strategies to achieve this? What might the end result look like?





Post-Office

**ASHWOOD PARK**

Bellevue Library

**GODDARD PARK**

Bellevue Square

Bellevue Art Museum

Transit Center

Meydenbauer Center

Police HQ

FIRE HQ

City Hall

**DOWNTOWN PARK**

Ground Zero Teen Cntr

405

**CITY OF BELLEVUE MARINA**

**WILDWOOD PARK**

# INTEGRATED STRATEGIES

## ○ AzNN

- Strategy 6: Build capacity to implement active living policy at the community level and by community organizations

## ○ HAPI

- 3.2.1: Establish community design standards to make streets safe for all users, including pedestrians, bicyclists, and users of public transit

## ○ CDC 1305

- Enhanced 4: Increase physical activity access and outreach, design streets and communities for physical activity



# PSE

- Policy
  - Transportation, street lights, bike and walking paths, bike-share
- Systems
  - Transportation
  - Parks and Recreation
  - Social Networks
- Environment
  - Perceived and Built
  - Environment Assessment



# ACTIVITIES

## ○ Year 1

- Plan and conduct environment assessment
- Establish coalition
- Conceptualize strategic plan (measures, indicators)
- Write annual report

## ○ Year 2

- Build coalition, identify champions
- Develop strategic plan (activities, measures, indicators)
- Update annual report

## ○ Year 3

- Expand coalition, steering committee, working groups
- Revise and modify strategic plan
- Update annual report



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# RESOURCES

- [How to Implement Policy, System, and Environment \(PSE\) Strategies: Helpful Tips, Tools, and Resources](#)
- [Understanding Policy, Systems, and Environmental Change to Improve Health](#)
- [Healthy Communities, Healthy Behaviors: Using Policy, Systems, and Environmental Change to Combat Chronic Disease](#)
- [PSE 101: A Webinar on Building Healthier Communities through Policy, Systems, and Environmental \(PSE\) Change](#)



# RESOURCES

- Arizona Partnership for Healthy Communities  
Arizona Healthy Communities Index Webinars
  - **Northern Arizona regional webinar**  
**Date:** Wednesday, May 11th  
**Time:** 10-11am Arizona time  
**Register:** [Here](#)
  - **Central Arizona regional webinar**  
**Date:** Wednesday, May 18th  
**Time:** 10-11am Arizona time  
**Register:** [Here](#)



## REFERENCES

- Faricy, A. (2012). *Understanding policy, systems, and environmental change to improve health*. Minnesota Department of Health. St. Paul, MN: Author.
- Fry, C. & Chen, L. (2013). *PSE 101: Building healthy communities through policy, systems, and environmental (PSE) change*. ChangeLab Solutions. Oakland, CA: Author.

