



Plan4Health Initiative

EHHD C.H.A.R.T. Coalition

First things first...

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**THANK YOU!**

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## At-a-glance

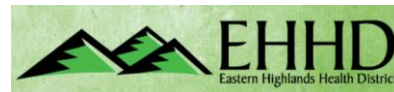
### ▶ WHO:

- ▶ EHHD CHART coalition in partnership with Connecticut Chapter of American Planning Association (CCAPA) and the Connecticut Public Health Association (CPHA)



**Connecticut  
Public Health  
Association**

Promoting Public Health in Connecticut Since 1916



## At-a-glance

### ▶ WHAT:

- ▶ The development and dissemination of a **toolkit for local town planning and zoning commissions and other influential local governing and advisory bodies** to impact policies and the environment in ways that positively affect the health and wellbeing all town residents.
- ▶ Additionally, as part of the dissemination efforts, the **project will engage local consumer and resident groups to promote a greater level of ownership of their local built and social environment, and of their power to advocate and influence local planning decisions.**



## At-a-glance

### ▶ WHY:

- ▶ There is currently no single source where all PSE information relevant to small rural communities is available in a format that is readily useable by lay community members.
- ▶ Anecdotal evidence suggests that “Some Planning and Zoning Commission members feel that their primary role is regulatory and underestimate the value of their planning function.”
- ▶ The built environment has been shown to have a direct correlation with how healthy communities can be...



## At-a-glance

### ▶ WHEN:

- ▶ 15-month project
  - ▶ February 2015-April 2016
- ▶ National public announcement at the end of February
  - ▶ Release of news beyond coalition is “embargoed” until then
- ▶ Kick-off meeting in Dallas, TX in mid-March
- ▶ Community Action Plan (CAP) due by March 31
- ▶ Implementation period starting in April 2015



## At-a-glance

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### ▶ HOW:

#### ▶ PHASE I: DEVELOPMENT

- ▶ Convene coalition and orient on new project
  - ▶ Host and/or attend conferences, meetings, and webinars to gather information and become informed on the challenges and opportunities for PZCs in Connecticut
  - ▶ Conduct key informant interviews (local PZC commission members and others) to refine content and context of toolkit information for the greatest impact in rural communities
  - ▶ Continue meeting with coalition and utilize expertise of state chapters of the APA and the APHA to develop components of the toolkit and specific items to include.
  - ▶ Develop toolkit. Incorporate tools and resources that have been proven to be effective including the APA Healthy Community Design Checklist, the Community Healthy Living Index, and the Rural Active Living Assessment (RALA) Tools.
  - ▶ Develop marketing and advocacy plan in collaboration with CPHA
  - ▶ Compile toolkit; distribute in a beta testing mode; refine and adapt as needed.
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## At-a-glance

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### ▶ HOW:

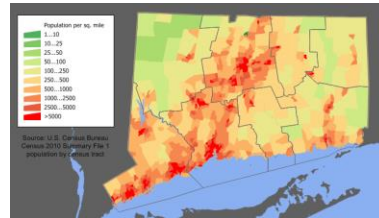
#### ▶ PHASE II: DISSEMINATION

- ▶ Publish finalized toolkit (print and electronic)
  - ▶ Host conference/seminars to launch toolkit and expose audience to policy, systems, and environmental (PSE) best practices and resources
  - ▶ Promote content of toolkit in local communities
  - ▶ Hold workshops and presentations on advocacy for local resident groups and coalition partner members, to promote citizen engagement when it comes to influencing PSE changes at the local PZC level
  - ▶ Promote CHART's efforts to eliminate health disparities through community design through public media outreach
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## At-a-glance

### ▶ HOW:

- ▶ PHASE III: SCALE-UP
  - ▶ Monitor impact across communities within the 10-town district covered by EHHD
  - ▶ Expand use of toolkit to other rural CT communities

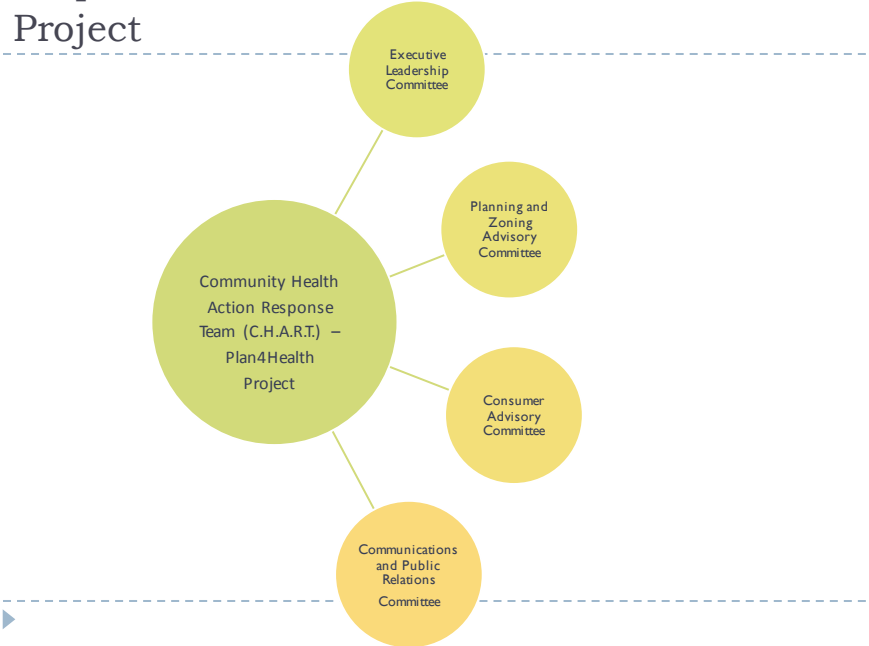


## Bringing it all together

Logic Model

PURPOSE: To partner with local rural planning and zoning commissions and other advisory boards to promote policy, systems, and environmental change in an effort to reduce the incidence of preventable chronic diseases and improve community health.				
RESOURCES/ INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
Leadership Team	Convene coalition and orient on new project direction and requirements (EHHD taking the lead)	Regular coalition meetings with active participation from planning branches of initiative, in addition to other key sectors.	Resolutions to adopt "health in all policies" perspective when planning for smart growth in local rural communities	<p>More equitable access to built and social environments that promote healthy eating and active living</p> <p>↓</p> <p>Reduced incidence of preventable chronic diseases</p>
Advisory Committees	Attend professional development and technical assistance meetings, conferences, and trainings.	Toolkit for rural planning and zoning commissions	Local rural planning and zoning commissions are equipped with the information, tools, and resources needed to protect and promote the health of local residents through community design	
Coalition Members-at-Large	Convene and engage local planning and zoning commission advisory committee throughout project life (EHHD and CCAPA taking the lead)	Presentations to planning and zoning commissions	Local advisory board leaders understand their role in influencing local planning decisions affecting residents' health equity status	
Grant Award Funding	Conduct research and gather resources to be included in toolkit (EHHD, CCAPA and CPHA)	Presentations to local partner collaboratives	Local residents have greater knowledge and self-efficacy regarding effective engagement with local authorities to advocate for healthier built and social environments	
Technical Assistance	Develop toolkit (EHHD taking lead role)	Trainings/workshops for residents	Community investments that improve walkability, bike-ability, parks/trails connectivity, equitable access to fresh produce and healthy foods, community connectness, etc.	
	Develop and implement communication and advocacy plan (CPHA taking lead role)	Presentations to other leaders filling an advisory capacity		
	Monitor and evaluate project implementation and outcomes	Media outreach efforts targeting the local resident population		
	Share toolkit with other comparable municipalities to increase reach and impact			

# Proposed Administrative Structure for the Project



Any questions, comments, or thoughts so far?

## Next Steps

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- ▶ Identify primary focus (healthy eating/active living)
  - ▶ Finalize revised budget
    - ▶ Submission deadline to funder: this Friday, February 27<sup>th</sup>, 2015
  - ▶ Collect Memorandum of Understanding (MOU) signatures from active members
    - ▶ A copy is available at today's meeting if you would like to sign it
    - ▶ Submission deadline to funder: this Friday, February 27<sup>th</sup>, 2015
  - ▶ Develop an MOU between EHHD and CCAPA (fiduciary)
  - ▶ Develop Community Action Plan (CAP)
    - ▶ We will be working on a draft for you to review and provide feedback on during the month of March
    - ▶ Submission deadline to funder: March 31, 2015
  - ▶ Engage various project committees on immediate issues (i.e. identifying key informants, developing key informant interview questions, etc.)
    - ▶ March/April
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### Community Health Action Response Team (C.H.A.R.T.)



VISION: Building Healthy Communities

MISSION: Build a healthy community through policy, systems, and environmental change & health promotion programming; making the healthy choice the easy choice.

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**We Thrive!**

**Webpage:**

<http://www.watchusthrive.org/default.aspx>

**YouTube Channel:**

<https://www.youtube.com/watchusthrive>

- The WeTHRIVE! Initiative began with funding from three national grants held by HCPH:
- Strategic Alliance for Health, a \$2 million grant from the Centers for Disease Control and Prevention (CDC).
  - Healthy Kids Healthy Communities, a \$360,000 grant from the Robert Wood Johnson Foundation.
  - Communities Putting Prevention to Work, a \$6.7 million grant from the CDC.