

COMPLETE STREETS 301

PUTTING PEOPLE FIRST

*Complete Streets for
healthy living*

Webinar begins at 1:00 p.m. ET



Smart Growth America
Improving lives by improving communities



National Complete
Streets Coalition



**Trust for
America's Health**



Smart Growth America
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National Complete
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Complete Streets for healthy living

December 5, 2019

1:00 PM ET



Smart Growth America
Improving lives by improving communities



**National Complete
Streets Coalition**



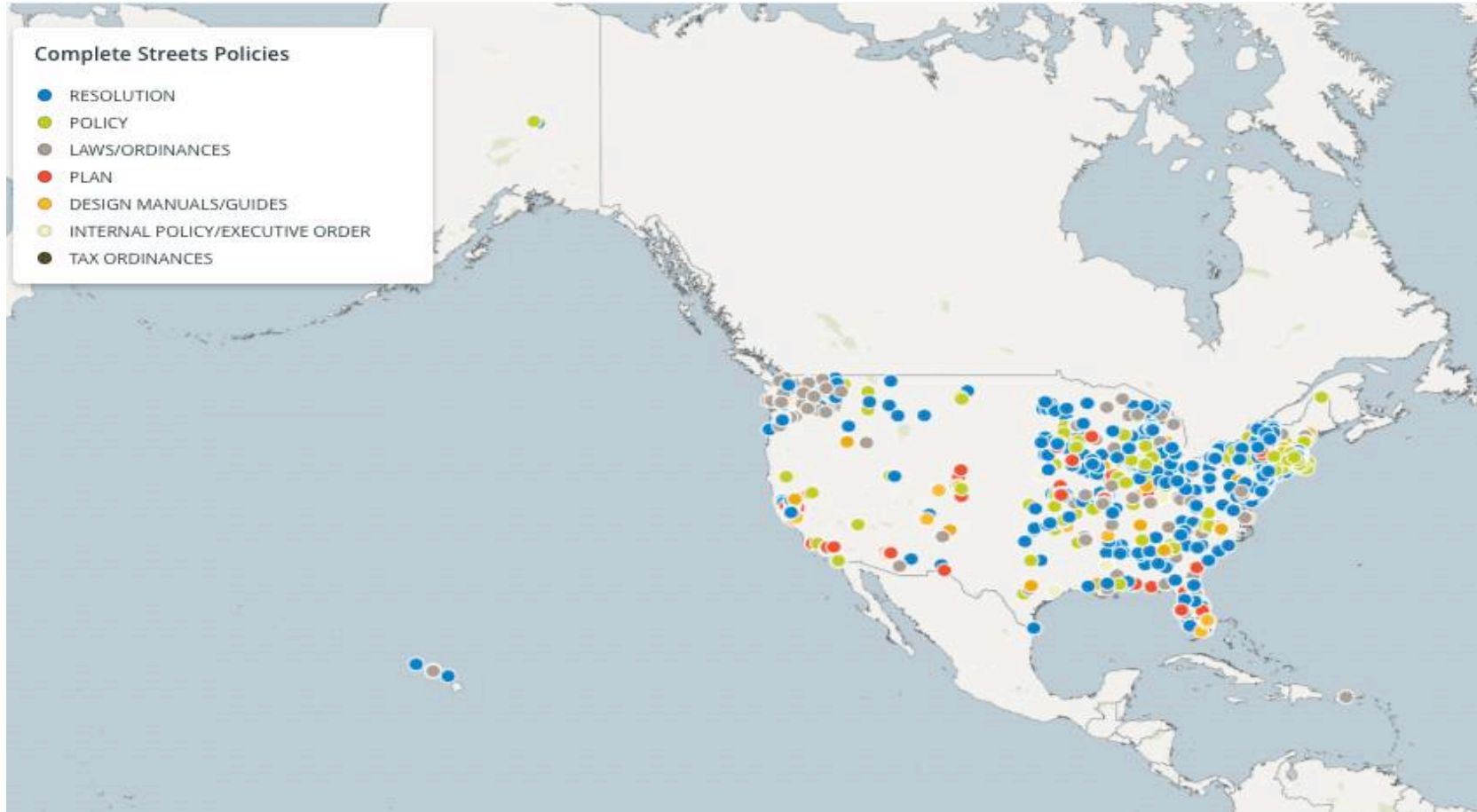
Emily Schweningen, MPH
Deputy Director of Thriving Communities

@CompleteStreets

Coalition members



1,500+ policies passed nation-wide



Complete Streets build healthy communities

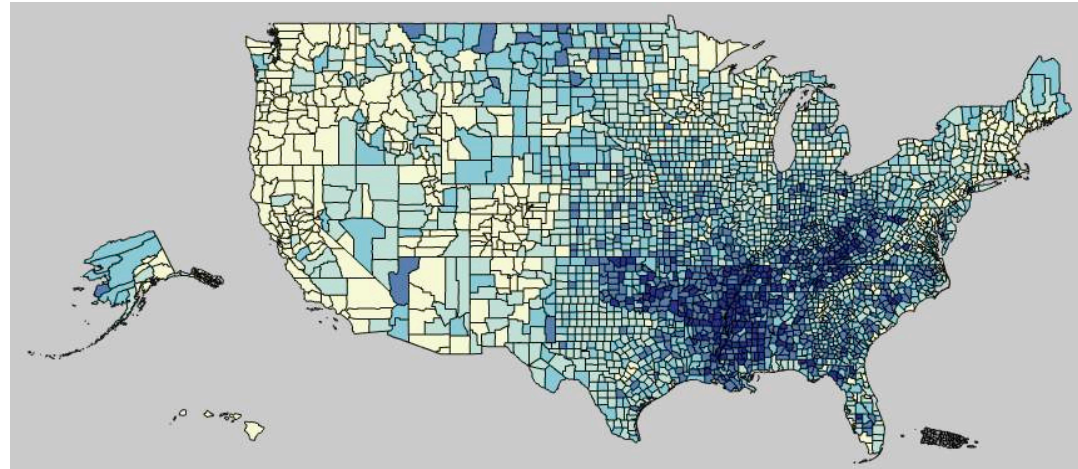


Health benefits of Complete Streets

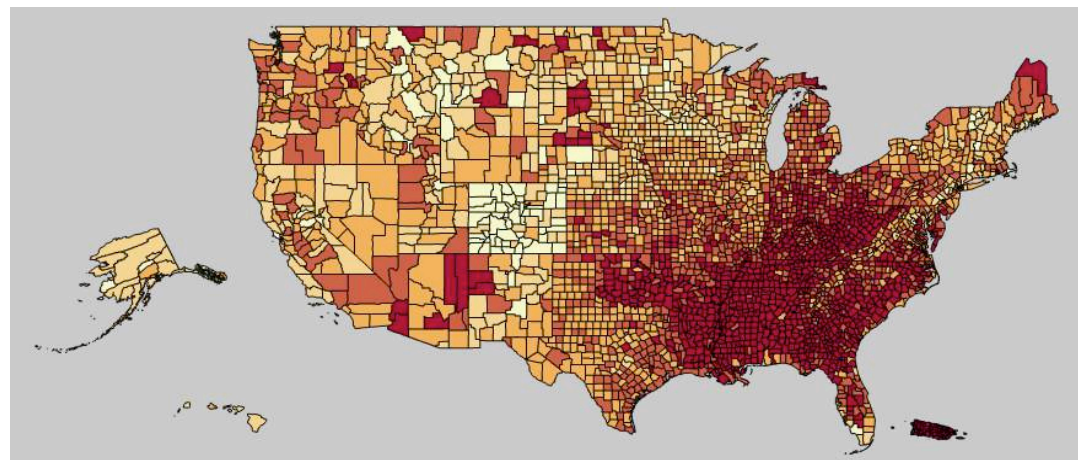


Connecting physical inactivity and chronic disease

Leisure time
physical inactivity



Age-adjusted
diabetes prevalence



Opportunity for physical activity

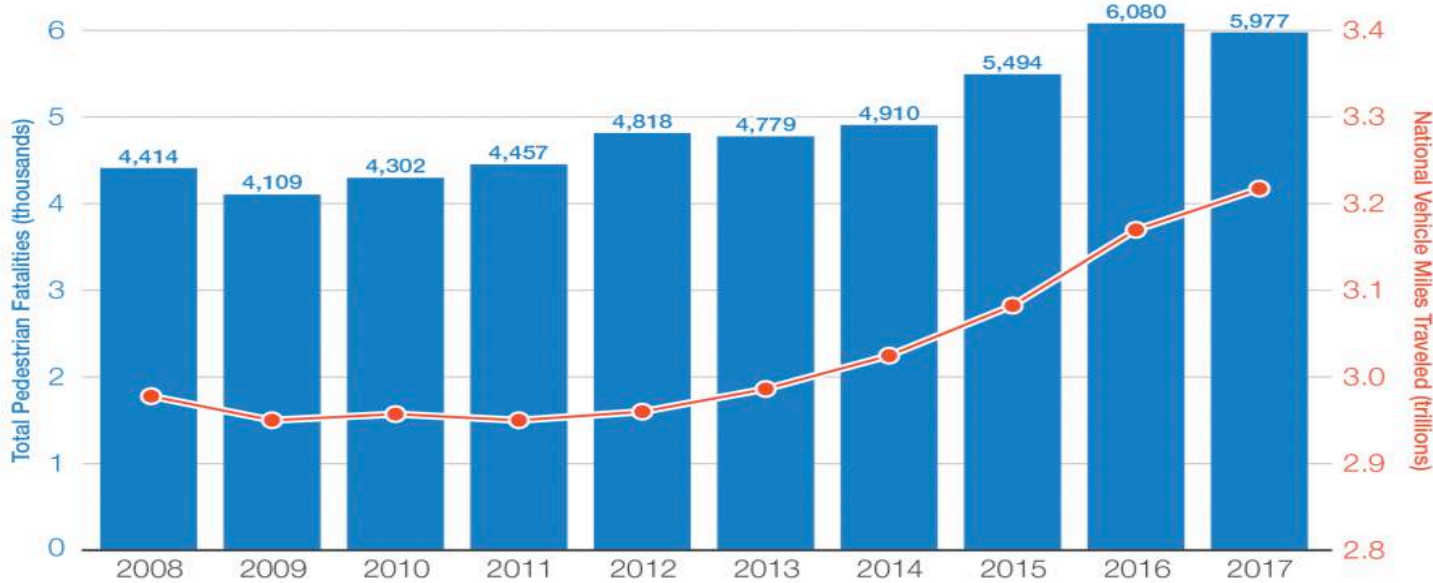


We need safer streets for people



Pedestrian fatalities have been steadily increasing.

2016 and 2017 were the most deadly years since 1990.



2019 **DANGEROUS BY DESIGN**



Smart Growth America
Improving lives by improving communities

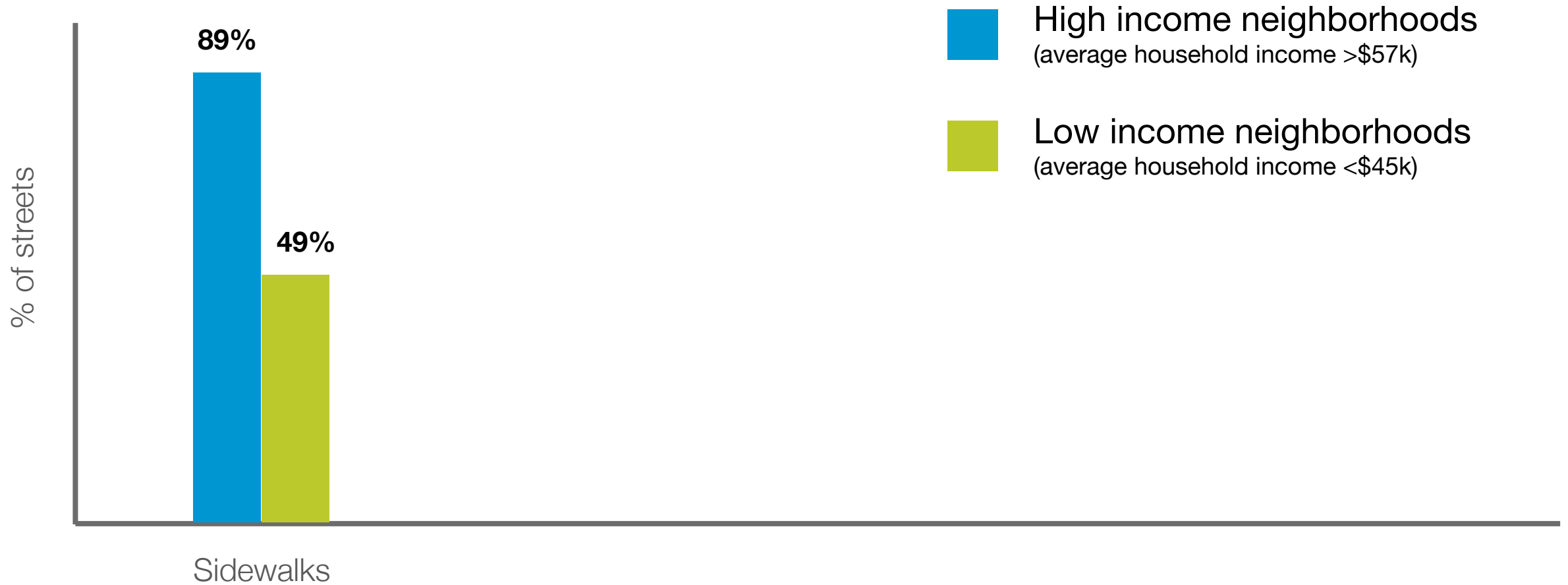


National Complete Streets Coalition

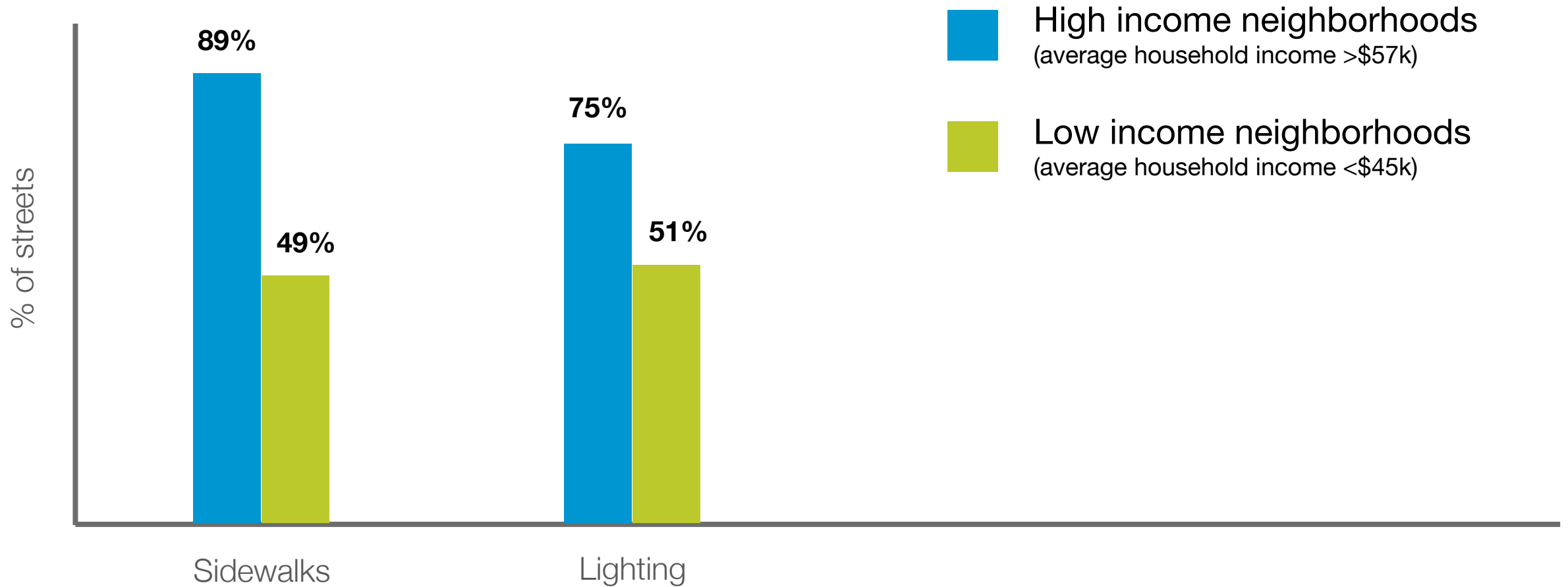
We need safer streets



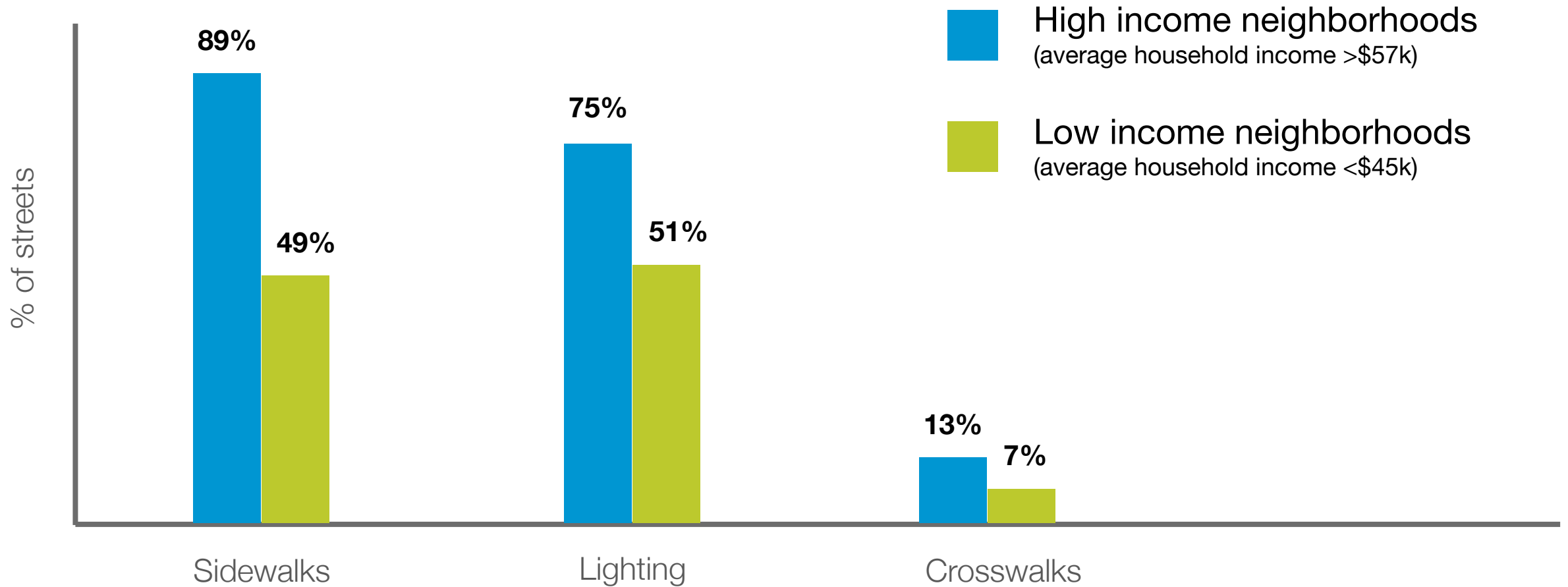
Systemic disparities



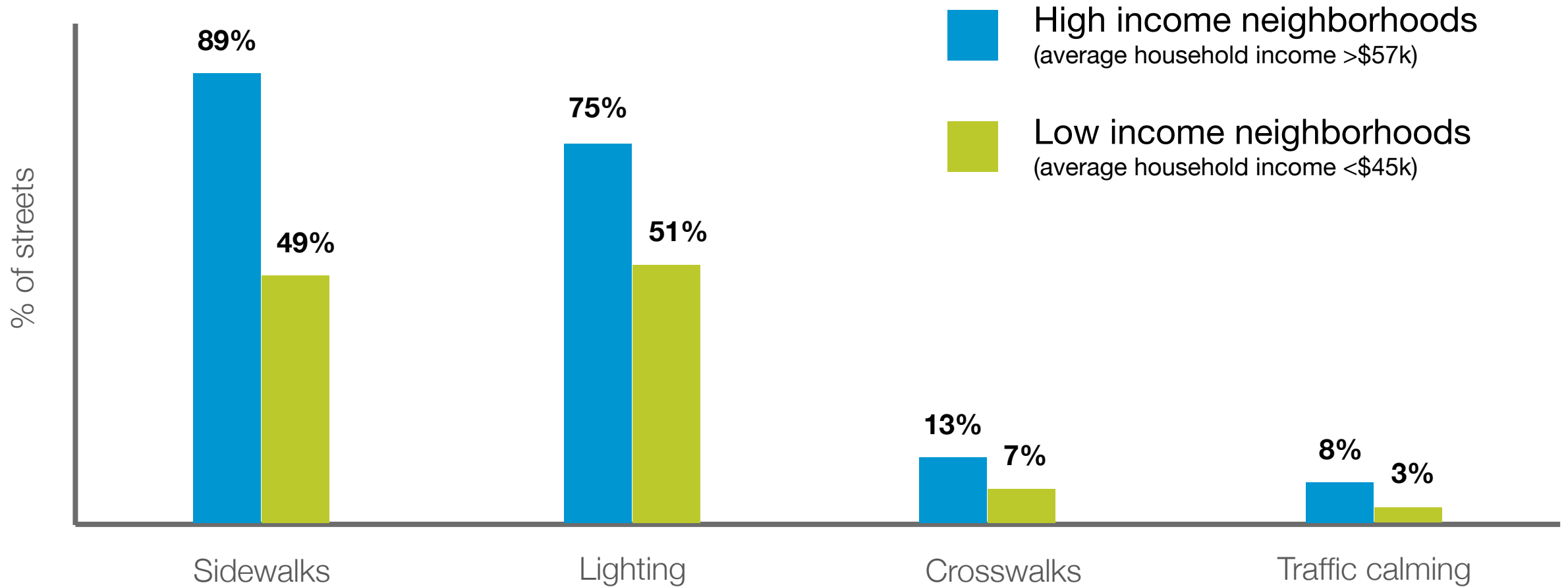
Systemic disparities



Systemic disparities

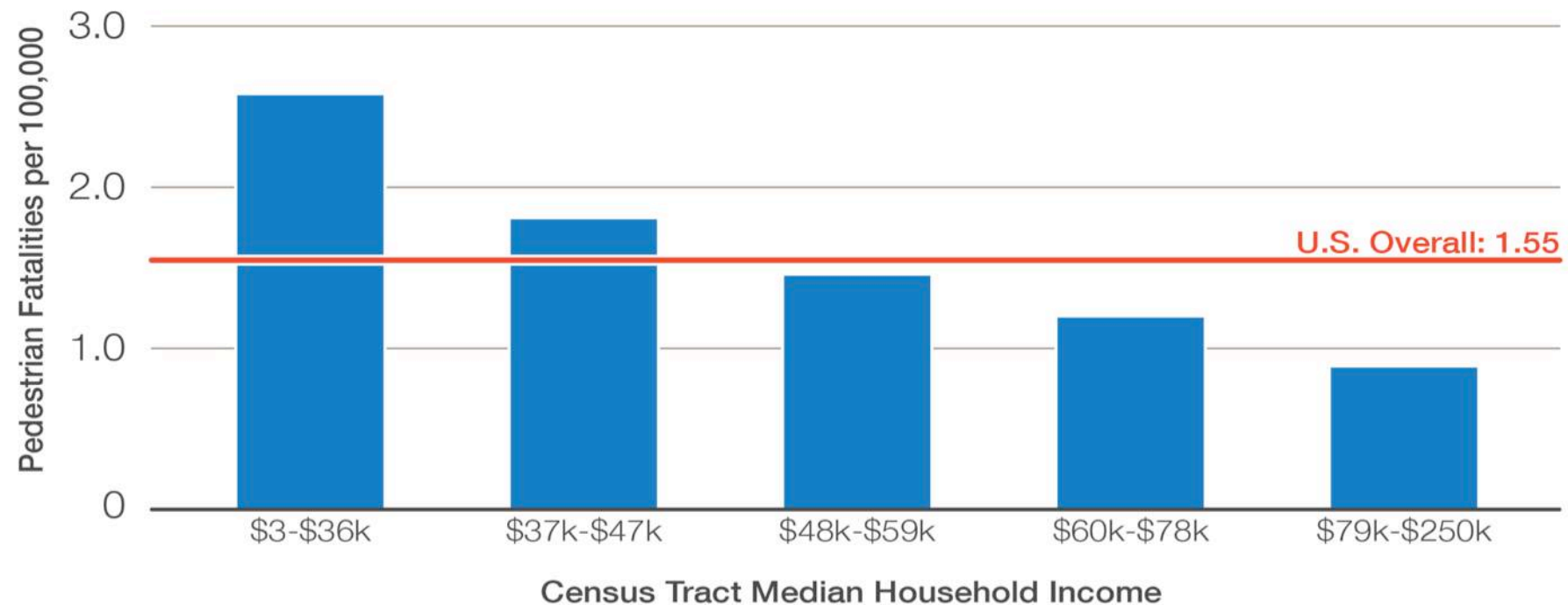


Systemic disparities






People die while walking at much higher rates in lower-income communities.

Based on income of census tracts where fatalities occur.



The State of Obesity

SUBSCRIBE  CONNECT  



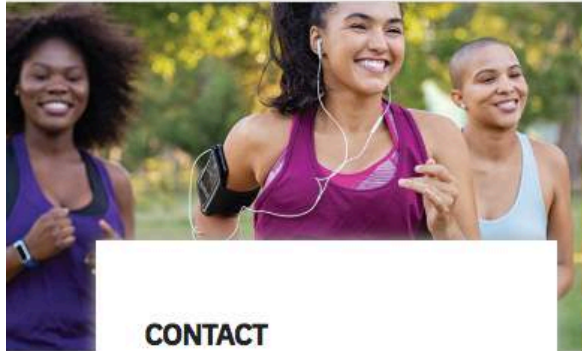
REPORTS

STATES

ISSUES

INITIATIVES

ABOUT 



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RESOURCES



U.S. Obesity Rates Reach Historic Highs – Racial, Ethnic, Gender and Geographic Disparities Continue to Persist

Report calls for sugary drink taxes, expanded SNAP and WIC Nutrition support programs and a built environment that encourages physical activity



Daphne Delgado, MPH
Senior Government Relations Manager

@HealthyAmerica1



Adam Lustig, MS
Manager, Promoting Health and Cost
Control on States

@HealthyAmerica1

Complete Streets for Better Health

Daphne Delgado

Senior Manager
Government Relations

Adam Lustig

Manager
Promoting Health and Cost Control in States
(PHACCS)

Trust for America's Health

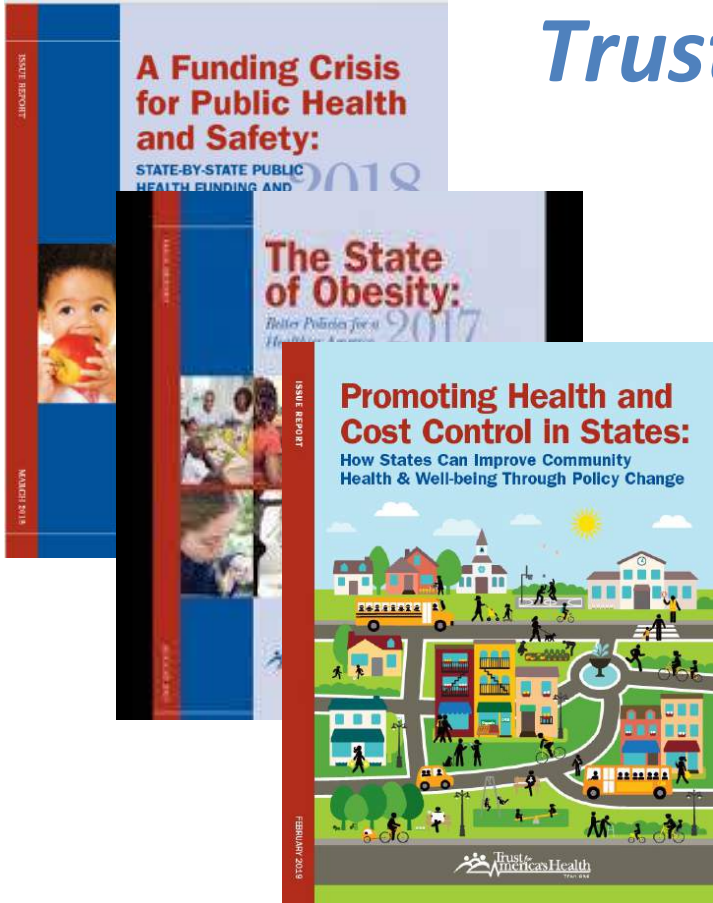


@HealthyAmerica1

Trust for America's Health (TFAH)

Independent, non-partisan, public health & prevention focus, including:

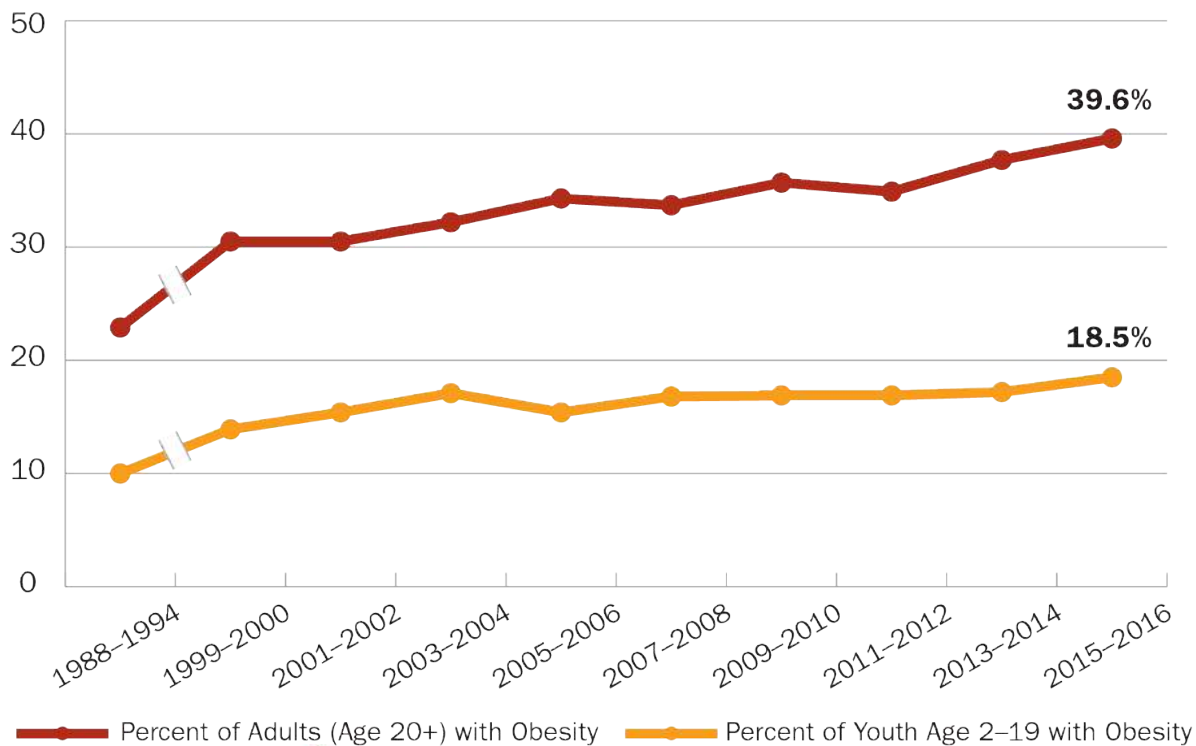
- Data/research for action
- Health-promoting policies
- Strong public health system
- Informed policymakers



THE STATE OF OBESITY IN 2019

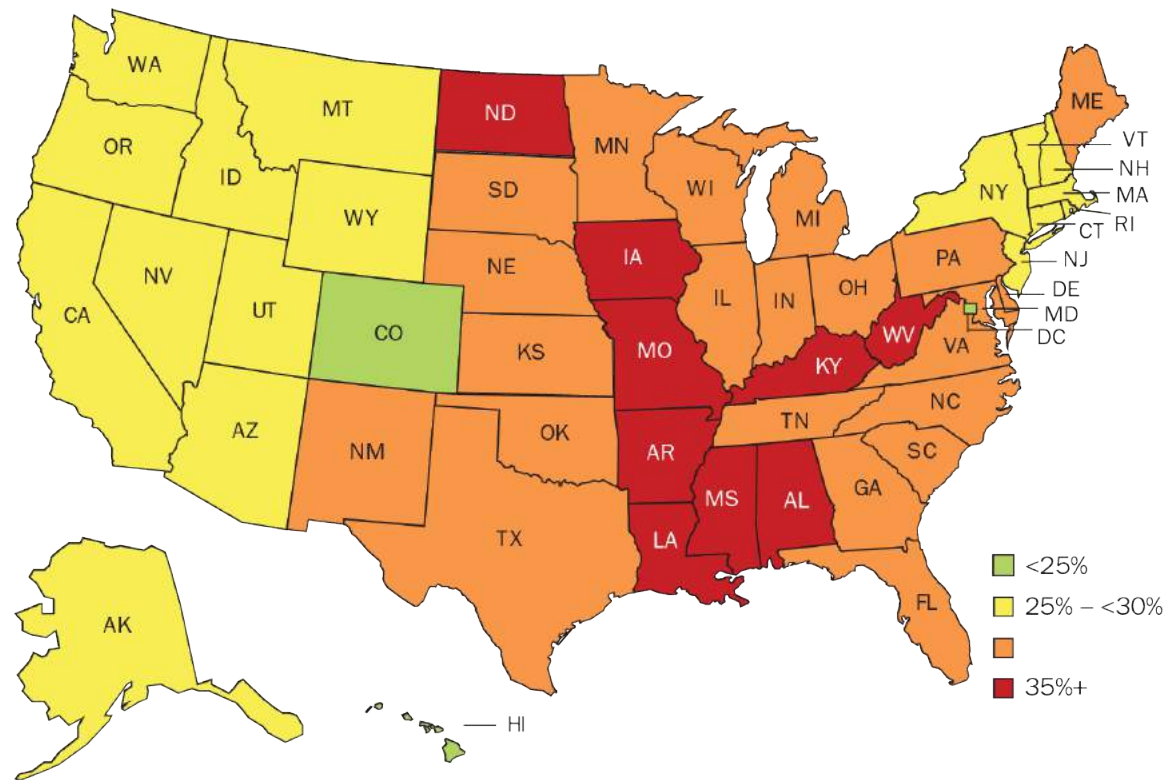
Adult Obesity Still Increasing

Percent of Adults and Youth with Obesity, 1988–2016



Source: NHANES

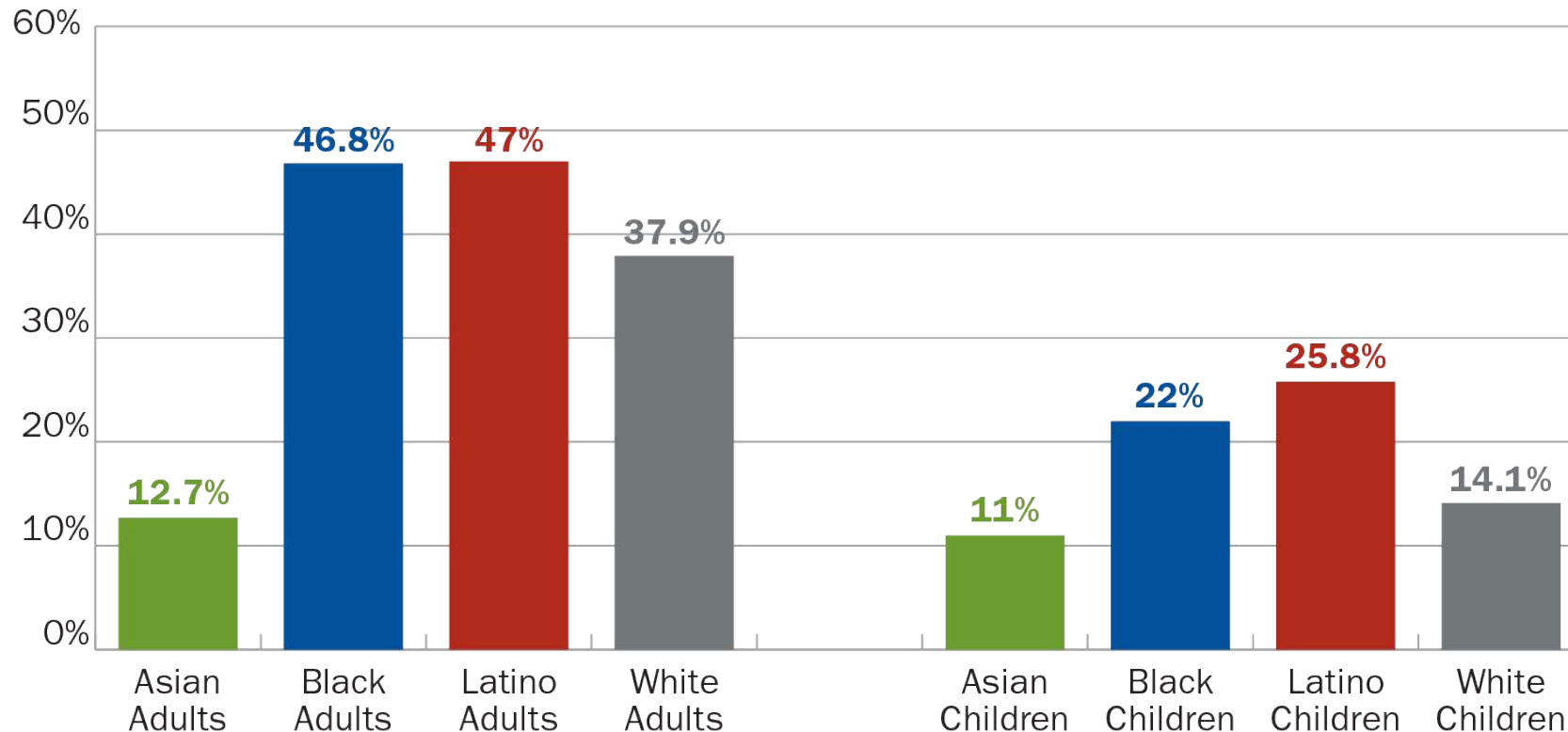
Adult Obesity Rates by State, 2018



Source: TFAH analysis of BRFSS data

Racial and Ethnic Disparities in Obesity

Percent of Adults and Youth with Obesity by Race/Ethnicity, 2015–2016

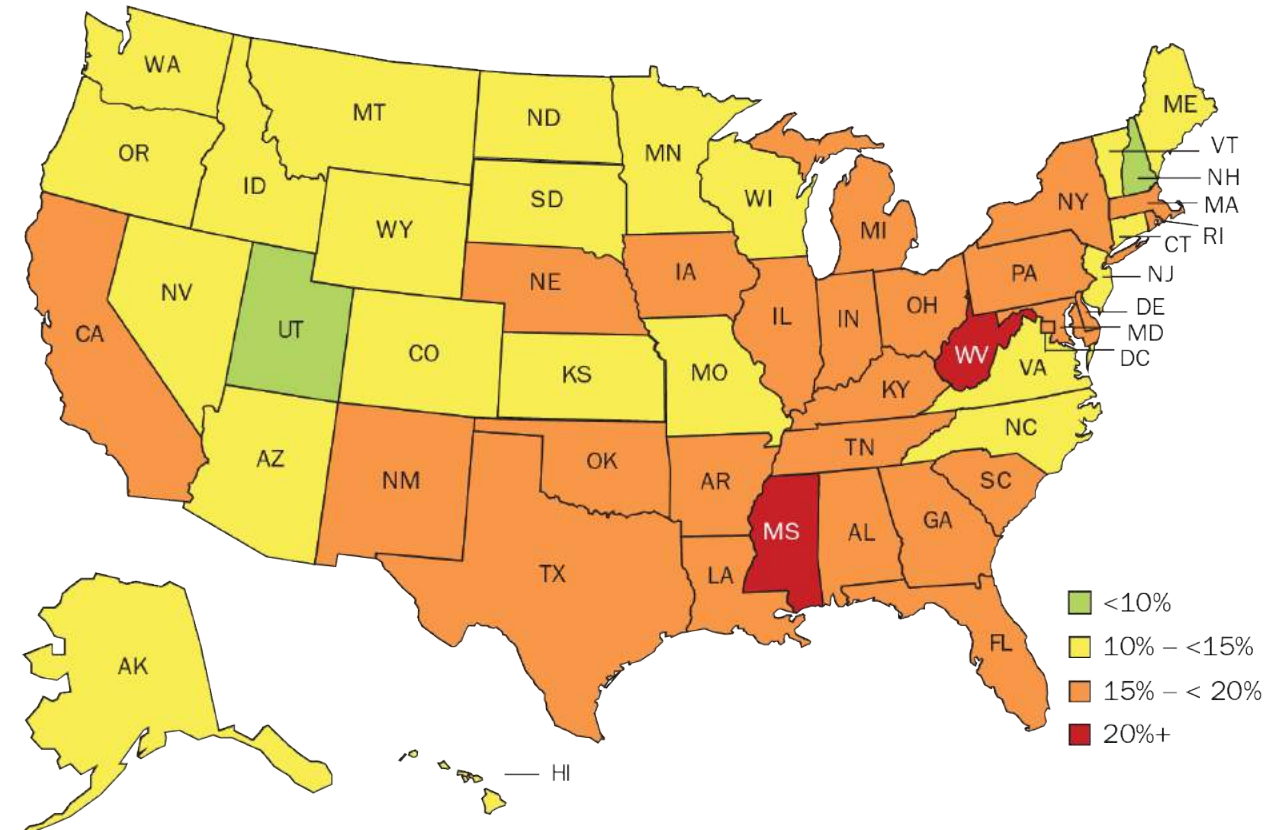


Source: NHANES

Trends in Childhood Obesity

- Obesity rate in children more than tripled between 1976 and 2016
- Children who are overweight or have obesity are more likely to have obesity as adults
- Increasing our focus on the first 1,000 days of life is critical to encouraging healthy nutrition habits

Percent of Children Ages 10–17 with Obesity by State, 2016–2017



Source: NSCH

Multiple Consequences

- **Health**

- 100 M adults (40% of US) have prediabetes or diabetes
- 80,000 new cancer cases in 2015 from poor diet & obesity

- **Economic**

- \$215 B in annual medical expenses & reduced economic productivity

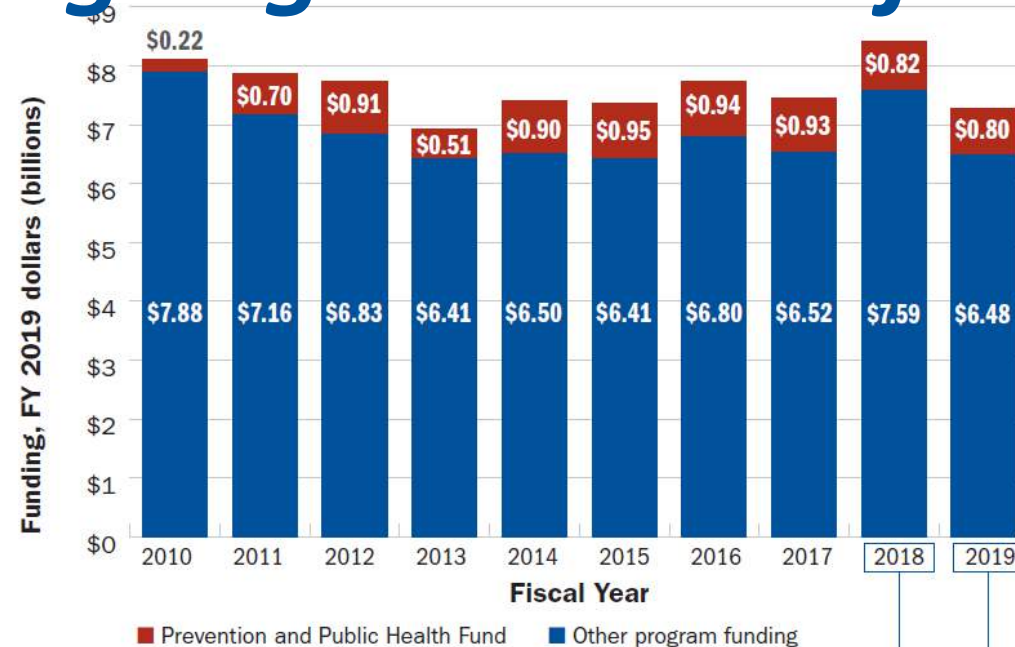
- **National Defense**

- 1 in 3 adults ineligible to serve in the military
- \$1 B spent on obesity related issues each year

Despite Increased Need,

National Funding Lags For ALL of Public Health

CDC Program Funding
Adjusted for inflation, FY 2010-19



↓ 10%
over past
decade

Note: Appropriately comparing funding levels in FY 2018 and FY 2019 requires accounting for the transfer of funding for the Strategic National Stockpile from the CDC to the Assistant Secretary for Preparedness and Response in FY 2019, and excluding one-time lab funding in FY 2018. Data were adjusted for inflation using the Bureau of Economic Analysis's implicit price deflators for gross domestic product
Source: CDC annual operating plans

31¢
per person



Source: Petersen R, Pan L, Blanck HM. **Racial and Ethnic Disparities in Adult Obesity in the United States: CDC's Tracking to Inform State and Local Action.** Prev Chronic Dis. 2019 Apr 11;16:E46.

\$9 billion
per year



Source: Rudd Center for Food Policy & Obesity Report. **Increasing Disparities in Unhealthy Food Advertising Targeted to Black and Hispanic Youth.** January 2019.

Adapted from an October 2019 CDC presentation

HOW SHOULD WE RESPOND?

More Needs To Be Done

- **Major recommendations themes:**
 - Prevention is key
 - Funding is important
 - Focus on long-term meaningful partnerships involving multiple sectors
 - Focus on communities bearing brunt of the epidemic with resident leadership

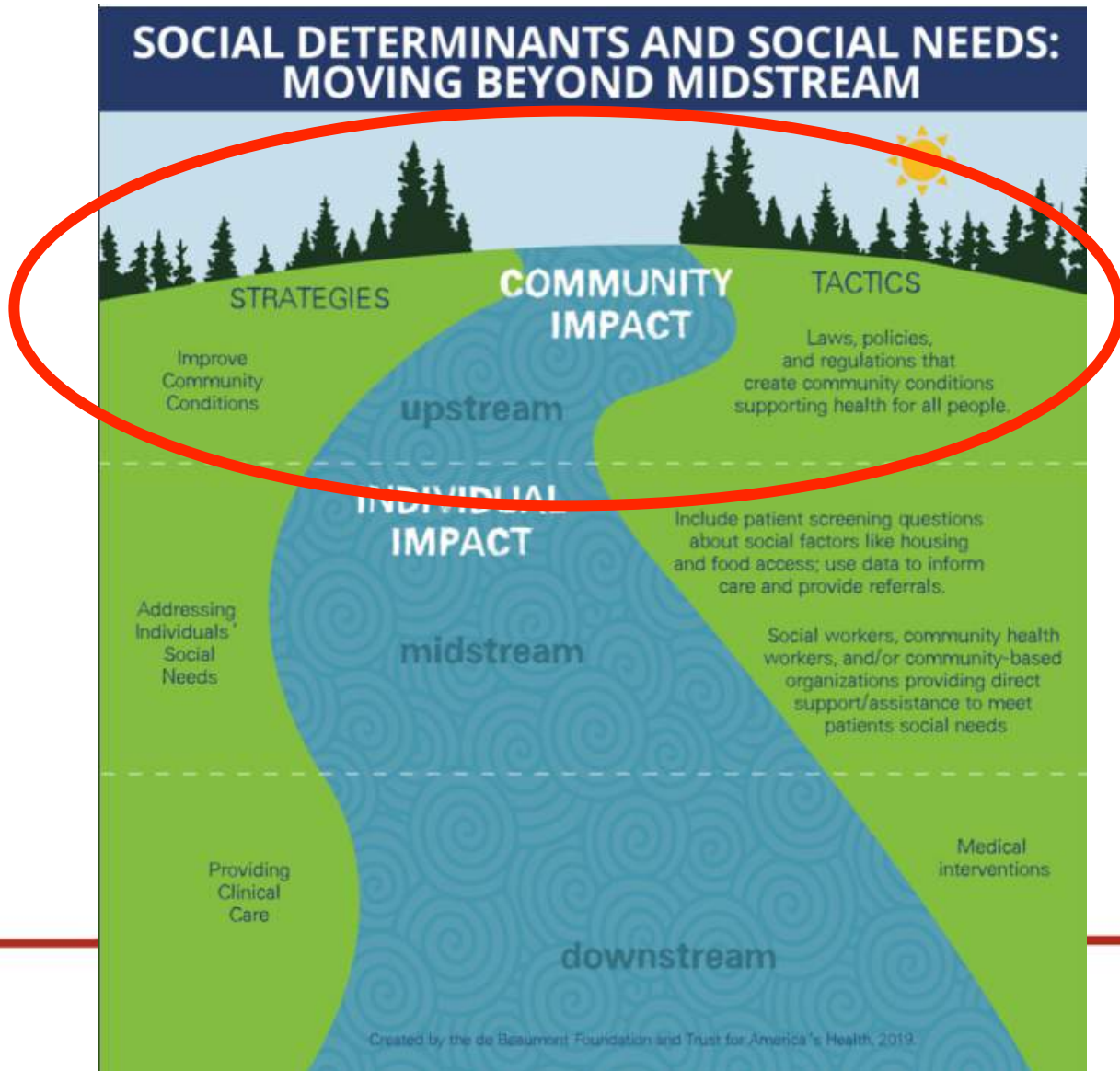


More Needs To Be Done – Strategically



Adapted from Dr. Shiriki Kumanyika's equity obesity prevention framework developed for the National Academies of Sciences, Engineering, and Medicine

Focus on Social Determinants (vs. social needs)



Address Social Determinants

- Policy-level intervention
- Change underlying social & economic conditions of a community
- Adopt laws, policies, and regulations to create healthy living conditions

Address Social Needs

- Individual-level intervention
- Address the need of individual people or patients
- Screen for social factors and connect to direct support or services

Federal Policy Recommendations

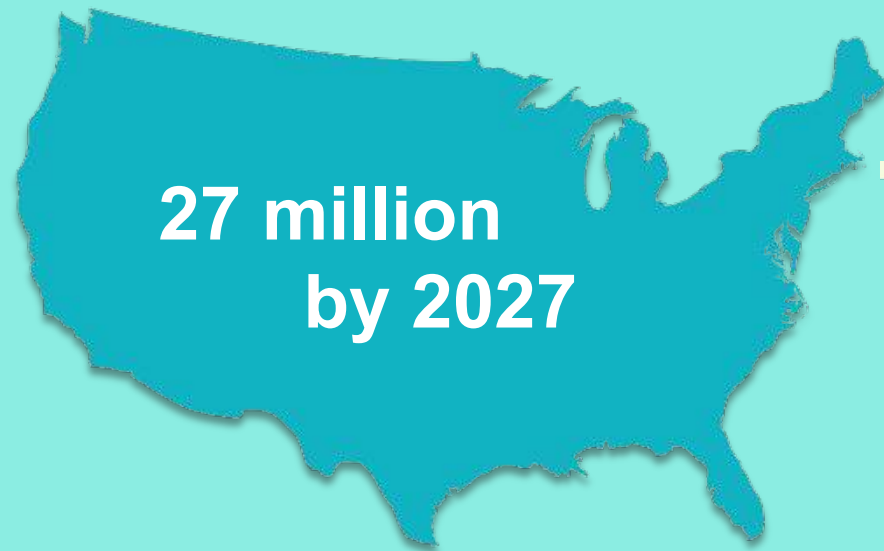
- Expand CDC's State Physical Activity & Nutrition (SPAN) program to all states
- Increase CDC's REACH and other programs that target disparities
- Strengthen and expand SNAP & WIC - support for low-income families/ individuals
- Prioritize safe active transportation options in all transportation reauthorization efforts, like TAP.
- Add active transportation options to Highway Safety Improvement Program

RECENT FEDERAL EFFORTS

A national initiative led by CDC to help

27 million Americans

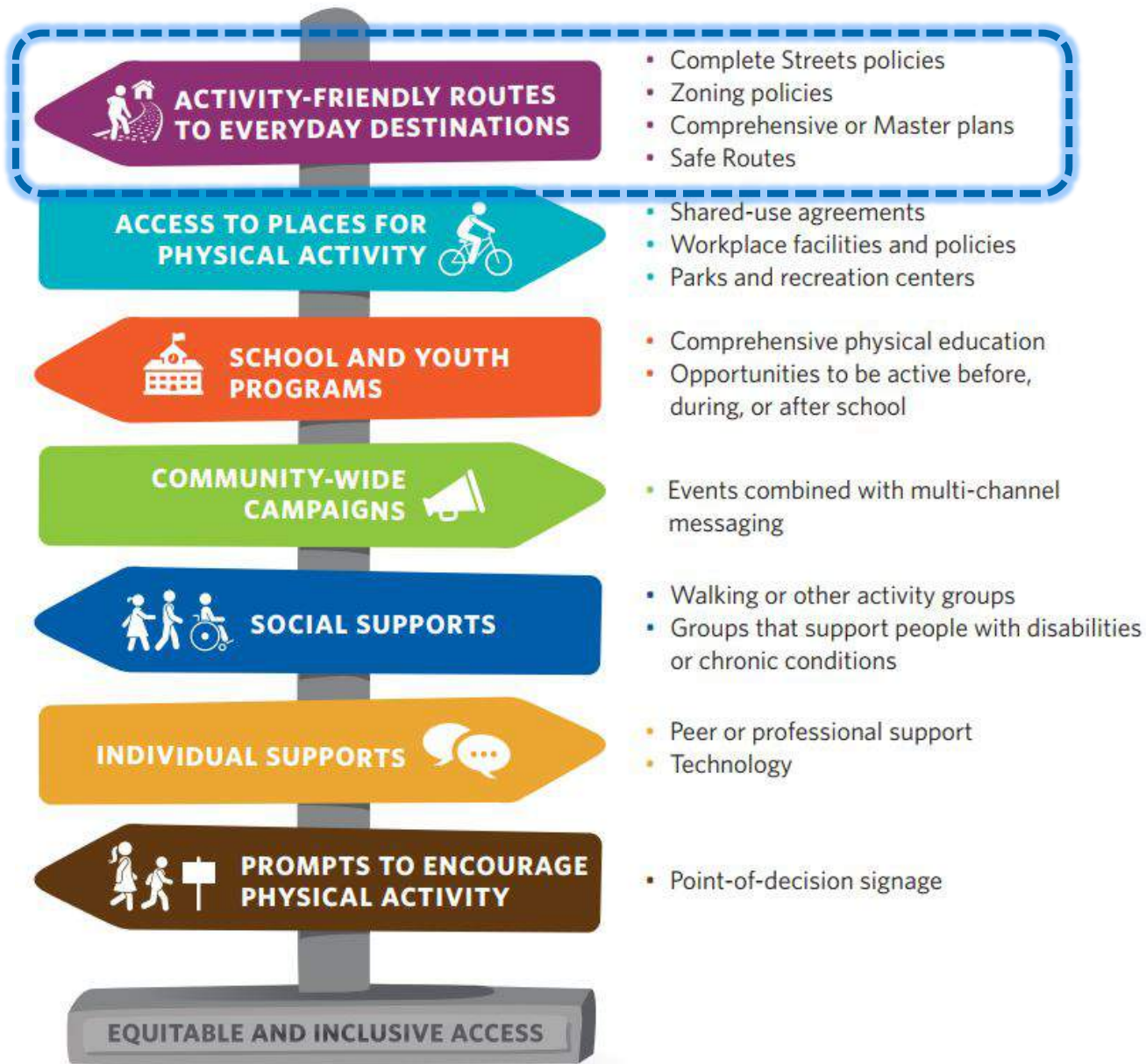
become more physically active by 2027



**27 million
by 2027**



**INCREASED PHYSICAL ACTIVITY CAN IMPROVE HEALTH,
QUALITY OF LIFE, AND REDUCE HEALTHCARE COSTS**



ROLE OF PUBLIC HEALTH

Active People, Healthy Nation is a national initiative led by CDC to help 27 million Americans become more physically active by 2027. Increased physical activity can improve health, quality of life, and reduce healthcare costs.

HOW CAN WE ACHIEVE OUR GOAL?

We can create an active America by working together and coordinating our actions using five steps.

1 DELIVER PROGRAMS THAT WORK

GOAL: Use proven programs to promote physical activity at national, state, and local levels.

Potential Activities:

- Support the priorities of the National Physical Activity Plan: data collection systems, state and local activities, and policy development.
- Provide technical assistance to states and communities as they put strategies in place to increase physical activity.

2 MOBILIZE PARTNERS

GOAL: Support partners to create and sustain national, state, and local efforts to increase physical activity.

Potential Activities:

- Support physical activity initiatives through national, state, and local networks.
- Develop leadership coalitions at the local level to improve physical activity.
- Coordinate national efforts to increase physical activity across different settings.

3 SHARE MESSAGES THAT PROMOTE ACTIVE LIFESTYLES

GOAL: Connect and communicate the benefits of adopting an active lifestyle.

Potential Activities:

- Develop and communicate branded messages to connect a larger audience with the benefits of active lifestyles, using multiple channels.
- Launch a robust national media campaign to promote active lifestyles.

4 TRAIN LEADERS FOR ACTION

GOAL: Prepare local and state leaders to promote and support physical activity.

Potential Activities:

- Train state and local leaders about effective strategies that support active lifestyles.
- Support successful training model to equip community leaders with the skills to improve conditions for active lifestyles.

5 DEVELOP TECHNOLOGIES, TOOLS, AND DATA THAT MATTER

GOAL: Address gaps in monitoring and evaluating physical activity, walking, and walkable communities.

Potential Activities:

- Enhance national, state, and local data collection systems on physical activity.
- Evaluate walking and walkability interventions at state and local levels.
- Explore using data from alternative sources such as mobile and wearable devices to gauge levels of activity.



For More Information on CDC's Initiative



www.cdc.gov/ActivePeopleHealthyNation



Facebook.com/CDCEatWellBeActive



[@CDCObesity](https://twitter.com/CDCObesity)
[#ActivePeople](https://twitter.com/ActivePeople)



ActivePeople@cdc.gov

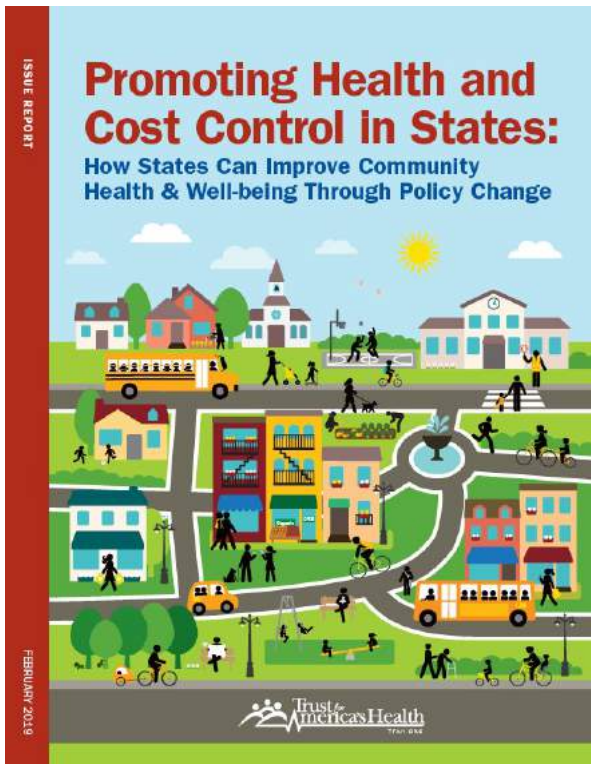
ADAM LUSTIG

What is the Promoting Health and Cost Control in States (PHACCS) Initiative?

- Focuses on state-level policies that promote health and control cost growth
- Looks beyond health care in an effort to foster cross-sector collaboration, recognizing impacts in other sectors can improve health



Goals & Related Policies



Goal 1: Support the Connections Between Health & Learning

1. Universal Pre-Kindergarten
2. School Nutrition Programs

Goal 2: Employ Harm-Reduction Strategies to Prevent Substance Misuse Deaths and Related Diseases

3. Syringe Access Programs

Goal 3: Promote Healthy Behaviors

4. Smoke-Free Environments
5. Tobacco Pricing
6. Alcohol Pricing

Goal 4: Promote Active Living & Connectedness

7. Complete Streets

Goal 5: Ensure Safe, Healthy, and Affordable Housing for All

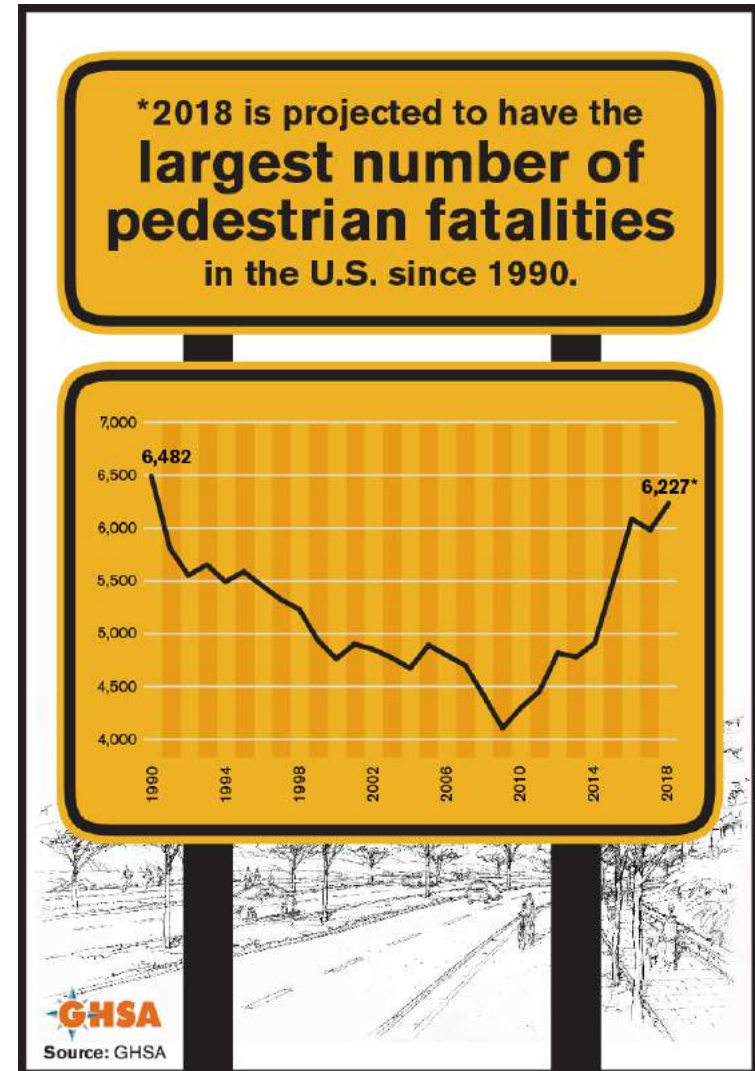
8. Housing Rehabilitation Loan & Grant Programs
9. Rapid Re-Housing

Goal 6: Create Opportunities for Economic Well-Being

10. Earned Income Tax Credit
11. Paid Family Leave
12. Earned Sick Leave
13. Ban the Box (Fair Hiring Protections)

Complete Streets

Complete streets are a transportation network that addresses the needs of all road users including pedestrians, bicyclists, motorists and transit riders, regardless of age or ability.



Complete Streets Benefits

Health Benefits

- Increase activity and make being active easier
- Lower rates of overweight and obesity
- Reduced vehicle collisions
- Increased accessibility

Economic Benefits

- Avoid healthcare costs associated with hypokinetic diseases
- Have the potential to benefit a community economically
- Usually not additive costs



29 states and D.C. have adopted Complete Streets policies with mandatory requirements.

Wide-Spread Recognition and Requirements Don't Necessarily Lead to Wide-Spread Adoption

- Survey data from 2015 indicates that policy diffusion has been limited to less than 3% of all relevant MPOs despite the adoption of formal policies
- Lack of political will & costs (real or perceived) are cited as the most common barriers
- Only 20% cited public health as an explicit goal of the policy



Source: Fields B, Tolford and Longoria T. Evaluation of Complete Streets Policy Implementation by Metropolitan Planning Organizations: From Policy to Implementation

https://activelivingresearch.org/sites/activelivingresearch.org/files/2015_PolicyEnvironStrategies_Fields.pdf

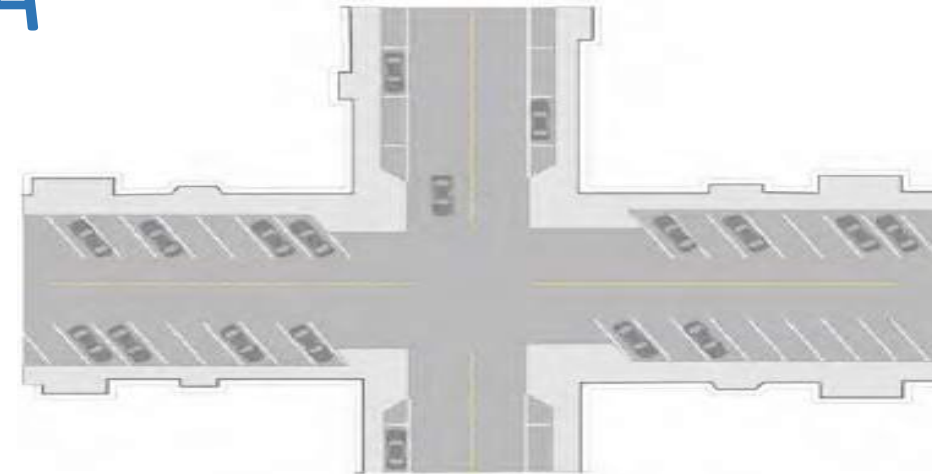


State-level Action Can Lead to Local Improvements

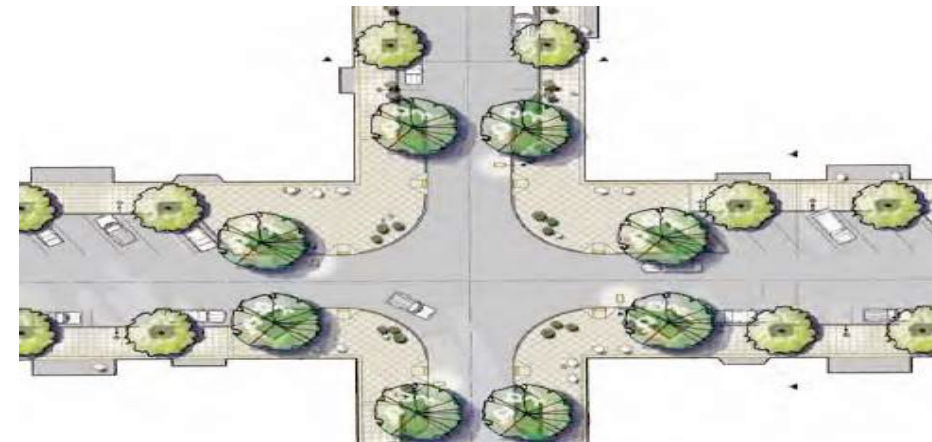
Grandview, WA

- Redesigned elements included:
 - Widened sidewalks
 - Benches
 - Pocket parks
 - Trees
 - Parking rearrangements
 - Narrowed streets
- As a result of the redesign, businesses experience growth and development

Before



After



Washington State Department of Transportation (WSDOT)

The Critical Role of Multi-Sector Partnerships: Baton Rouge Sustainable Transportation Action Committee

Background:

- Joint partnership of the Center for Planning Excellence (CPEX) and AARP Louisiana (2012)
- Sought to adopt Complete Streets policy in East Baton Rouge Parish
- Formed a multi-sector working group to establish shared priorities
- As of 11/17, includes 26 local organizations and 14 individual members



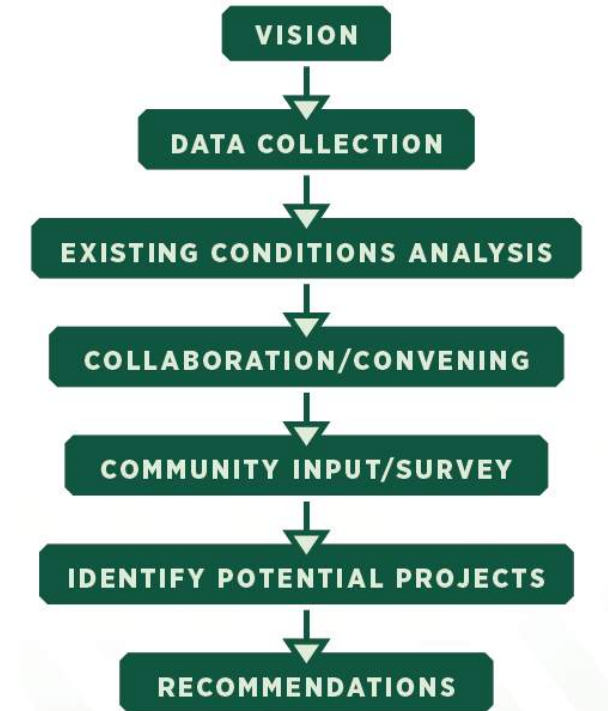
Source: Center for Planning Excellence - <https://www.cpex.org/stac>

The Critical Role of Multi-Sector Partnerships: Baton Rouge Sustainable Transportation Action Committee

Key Aspects to Success

- **Data** – Paired transportation and health data to identify areas of high need
- **Collaboration** - Convened local Dept's of transportation, planning commission, state agencies, Council members, and local stakeholders to establish priorities
- **Community outreach** – Ensured community voice was captured while helping build grassroots support for CS policies

THE PILOT PROJECT Elements of Success



Understanding the Role of Public Health in the Complete Streets Policy Process

- Public health stakeholders can play a key role in the design and evaluation of complete streets initiatives
- PH brings specialization in equity, health and physical activity
- Coalition building, provision of technical assistance, data analysis and community engagement are long-held strengths of the PH community



For More Information

- Full text of ***The State of Obesity 2019*** available at:
www.tfah.org/StateOfObesity2019
 - Please contact Daphne Delgado, Senior Government Relations Manager,
ddelgado@tfah.org
- Full text of the **PHACCS report** available at:
<https://www.tfah.org/report-details/promoting-health-and-cost-control-in-states/>
 - Please contact Adam Lustig, Manager, PHACCS, alustig@tfah.org





Questions?

Type them in the chat box at the bottom left corner of your screen.

COMPLETE STREETS 301

PUTTING PEOPLE FIRST

Coming up:

Equitable Complete Streets principles in
Safe Routes to School

Thursday, January 30 1:00- 2:00p

