Constructing Healthy Spaces through Multisector Partnerships
June 9, 2015 2:00 p.m. Eastern

Joanna Frank, Center for Active Design
Hillary Fulton, The Colorado Health
Rachel MacCleery, Urban Land Institute
Together, we will make Colorado the healthiest state in the nation.

By investing in our three community outcomes...

Healthy Living

Healthcare

Health Coverage

and by using six key tools...

Leadership
Grantmaking
Policy
Communications
Private Sector Initiatives
Medical Residencies

we will achieve our measurable results.
Healthy Places: Designing an Active Colorado

- Five year, $4.5 million commitment
- Promote safe and active living through public and private projects
- Diverse target populations: suburban, urban, and rural
Healthy Places

Phase I
- Convene advisory stakeholder committee
- Select technical assistance provider and evaluator
- Community selection

Phase II
- Conduct ULI expert panels
- Make implementation grants

Phase III
- Evaluation completed
- Disseminate lessons learned
Urban Land Institute Partnership

• Learning to engage the private sector – the right messengers
• Bringing public health expertise
• Connecting with residents and community supports
• Local and national strands
Urban Land Institute Partnership
Recommendations for Funders

• Don’t be afraid to start somewhere – and ride the wave of opportunity
• The health care community and land use professionals are willing partners
• Identify what you bring from a mission standpoint to the partnership
• Broad set of perspectives strengthens relevancy and engagement
Questions?
Hillary Fulton
HFulton@ColoradoHealth.org

Stay informed:
www.ColoradoHealth.org/healthyplaces
@COHealthFDN
Grantmakers in Health Webinar:
Tools and Strategies to Engage Land Developers to Create Healthy Places

Rachel MacCleery, Urban Land Institute

June 9, 2015

#ulihealth www.uli.org/health
Urban Land Institute

Mission
To provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Members and Networks
ULI is comprised of over 34,000 members. Membership ranks are comprised of real estate industry professionals (developers, design, financial services, public sector). Network of 52 District Councils, 20 National Councils, and 49 Product Councils.

Priorities
• Advising communities in need
• Shaping cities and regions
• Developing excellence through education
• Driving innovation in real estate and urban development
• Building sustainably
• Connecting capital and the built environment
Leveraging the power of ULI’s global networks to shape projects and places in ways that improve the health of people and communities

- Raising awareness
- Defining the approach
- Exploring the value proposition
- Advancing the state of practice and policy

Launched July, 2013

Research | Convenings | Outreach and Education | Solving Local Challenges | Partnerships
Why health?

- Chronic and communicable **diseases** are directly or indirectly related to the **built environment**:
  - By 2020 U.S. health care expenditures will consume **19 percent** of GDP
  - Obesity rates in Europe have risen **300%** since the 1980s
  - **366 million people** globally will have diabetes by 2030
  - Asthma, respiratory diseases, cancer all linked to built environment

**Living and Working Conditions in Homes and Communities Influence Health**

*Factors influencing health*

Source: Robert Wood Johnson Foundation.
ULI members can promote health:

- Through their organizations
- Through their investment and project decisions
- Through their work in communities
Building Healthy Places Research and Publications
Building Healthy Places Research and Publications

Housing in America
Integrating Housing, Health, and Resilience in a Changing Environment

Intersections: Health and the Built Environment

Ten Principles for Building Healthy Places

Building Healthy Places Toolkit
Strategies for Enhancing Health in the Built Environment

AMERICA IN 2015
A ULI Survey of Views on Housing, Transportation, and Community

Building for Wellness
The Business Case
Building Healthy Places Convenings

Sessions on health and the built environment
Every ULI Spring and Fall Meeting

Healthy Housing, Healthy Places Conference
Denver, Colorado
May, 2014

Building Healthy Places Conference
Los Angeles, CA
February, 2014

Building Healthy Places Networking Break
Spring Meeting, Houston Texas
May, 2015
Foundation Partnerships

The Colorado Health Foundation™

Robert Wood Johnson Foundation

Knight Foundation
The Colorado Health Foundation™  ... and ULI

- Colorado Advisory Services Panels
- *Building Healthy Places Toolkit*
- *America in 2015 and Colorado in 2015*
- Healthy Corridors Project
- Building Healthy Places Initiative overall
  - Building Healthy Places Conference
  - Convenings on food (upcoming)
  - *Ten Principles for Building Healthy Places*
  - General support for program
BUILDING HEALTHY PLACES TOOLKIT

STRATEGIES FOR ENHANCING HEALTH IN THE BUILT ENVIRONMENT

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THE BUILDING HEALTHY PLACES TOOLKIT

- Specific, practical, and evidence-based strategies to enhance health outcomes

- Audience is developers, designers, investors, and others making project decisions

- 21 evidence-based Recommendations
  - Supported by Evidence-Based Strategies and Best Practice Strategies

- Schematics to apply recommendations in various sectors

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PROJECT PARTNERS

- Center for Active Design
- Colorado Health Foundation
- Estate of Melvin Simon
**Physical Activity**

1. Incorporate a mix of land uses
2. Design well-connected street networks at the human scale
3. Provide sidewalks and enticing, pedestrian-oriented streetscapes
4. Provide infrastructure to support biking
5. Design visible, enticing stairs to encourage everyday use
6. Install stair prompts and signage
7. Provide high-quality spaces for multigenerational play and recreation
8. Build play spaces for children

**Healthy Food and Drinking Water**

9. Accommodate a grocery store
10. Host a farmers market
11. Promote healthy food retail
12. Support on-site gardening and farming
13. Enhance access to drinking water

**Healthy Environment and Social Well-Being**

14. Ban smoking
15. Use materials and products that support healthy indoor air quality
16. Facilitate proper ventilation and airflow
17. Maximize indoor lighting quality
18. Minimize noise pollution
19. Increase access to nature
20. Facilitate social engagement
21. Adopt pet-friendly policies

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PROVIDE SIDEWALKS AND ENTICING, PEDESTRIAN-ORIENTED STEETSCAPES

STRATEGIES

- Build sidewalks in all new communities.
- Include well-marked crosswalks, special pavers, and curb extensions.
- Provide amenities to turn sidewalks into appealing spaces.
- Light streets, trails and public spaces to minimize dark and unsafe areas.
Provide stair prompt signage near elevators and staircase entrances.

Install wayfinding signage to direct visitors to the nearest stairway.
ENHANCE ACCESS TO DRINKING WATER

STRATEGIES

- Install drinking fountains in parks, playgrounds, gyms, and public spaces.
- Provide taps for bottle filling on drinking fountains or stand-alone filling stations.
- Connect drinking-water filters to sink faucets.

Grow Community
Bainbridge Island, WA
17  MAXIMIZE INDOOR LIGHTING QUALITY

STRATEGIES ▼

► Optimize daylighting within buildings.
► Minimize light pollution with automated lighting shutoffs.
► Provide lighting system control to building occupants.

Amazon Headquarters
Seattle, WA
FACILITATE SOCIAL ENGAGEMENT

STRATEGIES ▼

- Create community gathering spaces.
- Design on-site spaces to accommodate classes and programs.
- Design spaces for maximum accessibility to allow people of all ages and abilities to participate.
- Craft a calendar of regular programming.

Ecopark
Hanoi, Vietnam
APPLYING THE RECOMMENDATIONS

MIXED USE

Recommendations that apply but are not shown: 6 7 8 10 11 13 14 15 16 18
APPLYING THE RECOMMENDATIONS

SINGLE FAMILY

Recommendations that apply but are not shown: 7 8 12 15 16 18
1. INCORPORATE A MIX OF LAND USES

READ MORE
ULI MEMBER SPOTLIGHT

Susan Powers
Urban Ventures | Denver, CO

“Creating mixed income and multigenerational communities that offer access to healthy food and a healthy lifestyle is what I’m most interested in and I believe the result will be improved health.”
**FEATURED PROJECT**

**Aria**  
Denver, Colorado

**PROJECT TEAM**  
Urban Ventures LLC

- Built on a former convent site, a mixed income, mixed use master planned community
- Market rate housing commanding strong prices, above neighborhood averages
- Partnership with Regis University and the Colorado Health Foundation
- Comprehensive food program, with gardens on site and food sold at Regis University
- Investing in trails and neighborhood parks outside of campus area
AMERICA IN 2015

Statistically representative survey of American’s preferences and feelings about community, transportation and health

Americans express a strong desire for health-promoting communities

Many Americans face significant community design-related barriers to living a healthy life

www.uli.org/communitysurvey
ULI MEMBER VIEWS – SUMMER 2014

ULI members say that health is a vital consideration for the real estate industry. (All numbers trended up between Summer 2013 and Summer 2014)

- 86% of respondents agree or strongly agree with “when I think about development projects, policies, or investments, promoting health and wellness is an important consideration.”
- 89% of respondents say that their work incorporates approaches intended to promote health and wellness.
- 52% of respondents indicated that, as a result of things they have learned at ULI about the connections between human health and the built environment, they have changed the decisions they make at work about policies, projects, or investments. (Summer 2013 number was 37%)
ULI/CHF LESSONS LEARNED

- Real estate and land use community is interested in and committed to healthy practices
- Market forces can drive positive change
- The private sector is needed to build a movement
- Partnerships can help take solutions to scale by leveraging strengths of each partner
Thank you!

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health@uli.org
www.uli.org/health
www.uli.org/toolkit
Engaging Land Developers to Create Healthy Communities – June 2015
About Us

The Center for Active Design is an independent, not-for-profit organization committed to transforming design practice to make health a central priority.

Our Approach

- Translating health evidence into practical, implementable design strategies
- Innovative partnerships – such as ULI
- Embrace diverse perspectives – work across public/private, sectors, disciplines
- Measureable results - Recognize power of evidence, data mapping + visualization
- Identify key synergies (sustainability, resiliency, universal design)
- Connect with business priorities (economic development, social equity, public safety, health)
- Celebrate success and learn from each other
Active Design: Key Concepts

ACTIVE TRANSPORTATION
Photo: NYC Department of Transportation

ACTIVE RECREATION
Photo: Alexa Hoyer

FOOD ACCESS
Photo: Emily Young

ACTIVE BUILDINGS
Museum of Modern Art
Yoshiro Taniguchi
Photo: Emily Young

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How to Bring a Health Perspective to Development?

ULI Building Healthy Places Initiative - Making the Case:

Historical precedent

Synergies with existing industry priorities

Data

Translating health evidence to resonate with developers
Urban Land Institute: Building Healthy Places

Bringing a health perspective to the development community

Expert content advisor and co-author

HIGHLIGHTS

• Arvada, CO—Community planning advisory panels and neighborhood design recommendations, presented to the Arvada City Council

• Building Healthy Places publications—Content experts, authors, and researchers for *Ten Principles for Building Healthy Places* (2013) and *Building Healthy Places Places Toolkit* (2015)
History of Health and the Built Environment

1800

+ overcrowded cities
+ inadequate public health systems

↓

infectious disease epidemics
(TB, Cholera, Yellow Fever)

Cities used design + infrastructure to improve environmental problems, which led to a reduction in deaths from infectious diseases.

New York City examples:
- Department of Street-Sweeping (Department of Sanitation)
- Tenement House Act; Zoning Ordinance
- Subway
History of Health and the Built Environment

The proportion of deaths from infectious and chronic diseases in New York City reverses.

1940

Federal highway financing and mortgage subsidies led to a rise in car ownership and car dependency. Only 1% of trips are made on bicycles and 9% on foot.

1947-1962

Environmental changes in the United States continue to design movement out of daily lives. The resulting lack of physical activity takes a toll on health.
Physical inactivity and obesity are recognized as major risk factors for chronic disease.

Physical inactivity has replaced smoking as the leading cause of preventable death in the world.

PRESENT DAY

2005

75% CHRONIC DISEASES

9% INFECTIOUS DISEASES

2007

74% ADULTS OVERWEIGHT/OBSESE

2030

86% ADULTS OVERWEIGHT/OBSESE

If trends continue, 86% of U.S. adults will be overweight or obese.

IT’S TIME TO REVERSE COURSE.
Making The Case: Synergies

Environmental Sustainability

Universal Accessibility

Tenant Priorities

Market Differentiation

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Making the Case: Economic Data

$2,262 estimated sales price premium for homes located near parks

$34,000 average increase in value for homes located in areas with above-average walkability or bikeability compared with similar homes in areas with average walkability or bikeability
Making The Case: Health data

Just **2 minutes** (about 6 floors) **of stair climbing a day** burns enough calories to prevent average U.S. adult annual weight gain.

**Each hour spent in a car per day contributes a 6% risk in obesity** and chronic disease while each km walked contributes a 5% decrease in risk.

Creating a more enticing and walkable public realm can result in a **161% increase in physical activity** (e.g. walking and biking).
HEALTH EVIDENCE

- **21 Recommendations**
  - Peer-reviewed publication of at least five cross-sectional or two longitudinal studies OR Equivalent systematic review

- **Evidence-Based Strategies**
  - Health evidence

- **Best Practice Strategies**
  - Lack a published health evidence base at this time but are anticipated to promote health

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PHYSICAL ACTIVITY

1. Incorporate a mix of land uses
2. Design well-connected street networks at the human scale
3. Provide sidewalks and enticing, pedestrian-oriented streetscapes
4. Provide infrastructure to support biking
5. Design visible, enticing stairs to encourage everyday use
6. Install stair prompts and signage
7. Provide high-quality spaces for multi-generational play and recreation
8. Build play spaces for children

Only one in five U.S. adults gets enough physical activity.

“Sitting is the new smoking”
According to an ALR study, residents of communities with a mix of shops and businesses within easy walking distance have a 35 percent lower risk of obesity than residents of communities that do not have these services within easy walking distance.

Designing for Active Transportation, San Diego: Active Living Research, February 2005

Funded by Robert Wood Johnson Foundation
INCORPORATE A MIX OF LAND USES

**STRATEGIES**

- Provide a mix of uses in new projects, such as residential, retail, office, recreation, and community facilities.

- Provide retail and service uses on the ground floor.

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Harper Court
Chicago, IL
When using playgrounds that are painted with designs for games and imaginative play, kids engage in moderate to vigorous activity for more than 50% of their recess period.

Preserve or create natural terrain to support play.

Think beyond classic swings and slides.

Provide shelters that offer shade and wind protection.

Install drinking fountains.
HEALTHY FOOD AND DRINKING WATER

9. Accommodate a grocery store
10. Host a farmers market
11. Promote healthy food retail
12. Support on-site gardening and farming
13. Enhance access to drinking water

10% of the world’s population is obese.

On any given day, half of all Americans consume sugary drinks.

Sugary drinks represent top calorie source in American teenagers’ diet.
Decreased availability of large supermarkets was associated with higher risk of obesity.


The presence of at least one healthy grocery option in low-income neighborhoods is associated with a reduction in BMI/obesity risk.

ACCOMMODATE A GROCERY STORE

STRATEGIES

- Provide space to accommodate a full-service grocery store.

- Check local zoning code requirements and industry standards to ensure retail space meets specifications.
Healthy Food / Physical Activity

Children in schools that received a school garden had a significant decrease in sedentary activity and showed a greater increase in percent of time spent in moderate and moderate-to-vigorous physical activity

Provide space for growing food on-site through community gardens, edible landscaping, or a small-scale farm.

Facilitate opportunities to get locally grown produce to residents.

Partner with local community organizations that offer gardening or farming expertise.
HEALTHY ENVIRONMENT AND SOCIAL WELL-BEING

14. Ban smoking
15. Use materials and products that support healthy indoor air quality
16. Facilitate proper ventilation and airflow
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20. Facilitate social engagement
21. Adopt pet-friendly policies

People spend 90% of their time indoors.

Humans need indoor and outdoor environments that are healthy.

We need social engagement to thrive.
Trees, plantings, and earthen berms can absorb sounds that contribute to noise pollution and affect physical and mental health.

Foraster, M, et al. 2014 “High Blood Pressure and Long-Term Exposure to Indoor Noise and Air Pollution from Road Traffic.” Environmental Health Perspectives 112 (11). Doi: 10.1289/ehp1307356
Reduce exposure to noise pollution for building occupants.

Incorporate evergreens and plants with thick, waxy leaves to maximize noise absorption.

Use green roofs to absorb noise and reduce outside sound levels.
Translating Evidence Base

Creating a more vibrant public realm supports economic and social health of communities

Create community gathering spaces.

Design on-site spaces to accommodate classes and programs.

Design spaces for maximum accessibility to allow people of all ages and abilities to participate.

Craft a calendar of regular programming.
Case Study - Facilitate Social Engagement

Guthrie Green, Tulsa OK

Community led redevelopment of truck loading facility, brownfield site

Focused on childhood health to address some of highest obesity levels in the US

Public / Private Partnership – Project lead and funder George Kaiser Family Foundation
Case Study: Guthrie Green

Created a gathering place for 3 diverse, low income communities.

Guthrie Green helped revitalize an industrial neighborhood, and has become the focal point of the Brady Arts District, which hosts over 10,000 annual visitors.
Case Study: Guthrie Green

Create community gathering spaces – **Interactive fountain**

Design on-site spaces to accommodate classes and programs – **Lawn, amphitheater and stage**
Case Study: Guthrie Green

Design spaces for maximum accessibility to allow people of all ages and abilities to participate – 11,200 sq. ft. café Pavilion

Programming – schedule of diverse classes posted on social media site
Case Study: Guthrie Green

Host a farmers market - **Farmers Market, space for food trucks**

Increase access to nature – **Universally accessible nature walks**

Partners with local business to provide food, programming and entertainment
TAKING IT TO THE NEXT LEVEL

- Forge new partnerships that support health priorities.
- Work toward a deeper understanding of community health needs.
- Measure health outcomes.
- Use language that reinforces health messages.
- Consider health at every stage of development.
Thank You!

@active_design
www.centerforactive设计.org
• More webinars on this topic?
• New topics you want to tackle or learn more about?
• Innovative work that you want to share?
• A question you want to pose to your colleagues?

Contact us at (heal)@gih.org