



To: Family and Human Services Committee, Contra Costa Board of Supervisors
From: Daniel Peddycord, Public Health Director
Re: Update on Community Wellness and Prevention Program Activities
Date: September 12, 2016

Background:

During the budget hearings of May 12, 2015 the Board of Supervisors referred consideration of the Built Environment Program and Health in All Policies to the Family and Human Services Committee. Specifically, some members of the Board expressed interest in assuring that policy work and policy advocacy occurring within the Community Wellness and Prevention Program (CWPP) was consistent and in-step with the policy positions adopted and endorsed by the Board of Supervisors. Board members asked that CWPP not be out ahead of the Board on policy and that their community advocacy work be cognizant of this sensitivity. The concern expressed was that coalition building for policy advocacy could lead to CWPP program staff actively promoting policy positions that the Board had yet to consider, bringing to question the appropriateness of mobilizing coalitions for this purpose.

On July 20th, 2015 CWPP presented a report on the Built Environment (BE) and Health in All Policies (HIAP), to the Family and Human Service Committee as requested. A report on the Planning and Integration Team for Community Health (PITCH) was also presented at this meeting. In parallel these reports were also forwarded through the Finance Committee on September 15th, 2015. Subsequently, these reports were forwarded to the full Board of Supervisors for consideration on October 20th, 2015. The report on BE and HIAP, was presented as an on-agenda item with subsequent discussion. Representatives from the City of San Pablo, the City of Concord and Healthy & Active Before 5 spoke during the presentation on behalf of the benefits of working with the Community Wellness and Prevention Program, as an extension of the Public Health Division. The report highlighted funding grants, in the millions of dollars, and technical assistance that Public Health staff had contributed to the cities being able to receive. In this way, it was noted that the Public Health Division serves and advises on the Public Health needs for all cities in the County as well as the unincorporated jurisdiction of the County itself.

This report is intended to be a follow up to the subsequent reports and to summarize the actions taken by the Public Health Division to address the interest expressed by Board.



Built Environment:

To help address concerns connected with work that CWPP is doing related to the built environment, land use and transportation planning, the Public Health Division (PHD) has clarified that CWPP does not have a formal program called “Built Environment”. CWPP recognized that its web site page related to the built environment was causing some confusion and may have contributed to the perception that coalition building and community mobilizing may be in conflict with Board policy or practice. As such the web-site has been revised, the Built Environment page removed and the program activity is described under the banner of “Healthy Communities”. PHD leadership has worked with CWPP program staff and management on awareness of board policy and being sensitive to policy and programmatic work that touches upon the built environment and land use planning. Keeping Board Offices informed of regional work being done in specific supervisorial districts has also been emphasized as a key means to help assure alignment with board policy and board member interest. CWPP also recognizes that the Department of Conservation and Development (DCD) and parallel Departments within City jurisdictions are the lead agencies on local land use and planning.

To advance an interest in creating Healthy Communities, CWPP works with staff and leaders within the County and City jurisdictions to advise on policy, organizational change and programmatic activity to advance the health of communities. These activities typically related to Safe Routes to Schools, Complete Streets and promoting increased physical activity and healthy nutrition. The Public Health Division recognizes these critical strategies to help address the epidemics and cost associated with obesity and diabetes.

CWPP’s work in Concord has been communicated to the office of District IV, work connected to the Healthy and Livable Pittsburg Collaborative has been communicated to the Office of District V, and work being done in Richmond and San Pablo has been communicated to the Office of District I. Currently CWPP is in communication with all District offices regarding research for the Let’s Move campaign.

Examples of work related to the unincorporated area of the County

Through the Planning and Integration Team for Community Health (PITCH), in May 2015, CWPP staff partnered with Public Works for the Active Transportation Program (ATP) Cycle 2 grant program CWPP. CWPP staff wrote public health sections of two grants for unincorporated Bay Point. The two projects included closing sidewalk gaps on Pacifica Ave. (\$600,000) and a reconfiguration of Bailey Rd/SR 4 interchange to make it safer for cyclists and pedestrians (\$4,160,000). These projects were awarded funding from ATP and included funding for CWPP staff to compliment the street improvement projects with Safe Routes to School education focused on students at Bay Point schools and with safe driving education components for commuters driving to and parking at the BART station. Subsequently CWPP partnered with Public Works on three grant applications for ATP Cycle 3 grant program for street improvements in unincorporated Walnut Creek, El Sobrante, and Vine Hill. We are awaiting a response from ATP about whether these grants will be funded.

Examples of Work with Cities

The City of Concord contracted with CWPP to provide community education, outreach and guidance in the development of their citywide Bicycle, Pedestrian, and Safe Routes to Transit Plan. This plan, which goes to Concord City Council in September, 2016, establishes standards for the city, describes a complete bicycle and pedestrian infrastructure network, prioritizes projects, and will position the city to be more competitive for receiving grant funding such as ATP and One Bay Area Grant (OBAG) funds.

In addition, CWPP staff are working with staff from the City of San Pablo on several initiatives. CWPP staff are serving on the Technical Advisory Committee for San Pablo's Bicycle and Pedestrian Master Plan, contributing a health-promotion and injury-prevention perspective to the plan. CWPP staff will assist the city with public outreach, consideration of community input, and recommendations on drafts of the plan. This plan will position San Pablo to be more competitive for receiving grant funding such as ATP and OBAG funds.

Through the San Pablo Childhood Obesity Prevention Taskforce, CWPP staff responded to the City Council's request for input regarding city support for childhood obesity prevention. This resulted in the city allocating \$50,000 to support physical activity programs, new water stations and salad bars in schools. We have also been working with San Pablo staff to have new park space considered in the options for the development of the Plaza San Pablo Site. Leaders from the city of San Pablo have noted a need for and have established a priority to create additional park space for its residents.

CWPP provided community educational workshops and led community outreach to develop a vision for Rumrill Blvd/13th St in San Pablo/Richmond. The community meetings solicited input from the community and a design was developed that included a protected walking and bicycling path along the length of much of the corridor. This information was included in San Pablo's application to ATP which was awarded \$4,310,000 from the regional funds, overseen by the Metropolitan Transportation Commission, in November 2015.

In support of the Healthy and Livable Pittsburg Collaborative, CWPP assisted the City of Pittsburg in writing an ATP grant to fund a \$300,000 Bicycle, Pedestrian, and Safe Routes to School Master Plan. We are waiting to hear if the grant will receive funding. If the grant is received, the two year planning process will result in a plan that incorporates community input into the Master Plan and will position Pittsburg to be more competitive for receiving grant funding such as ATP and OBAG funds.

The amount of fiscal resources, related to advancing health in the built environment, that CWPP has worked with civic and community partners to achieve is considerable. Since the previous report on CWPP's work on the built environment, CWPP staff has assisted in bringing an additional \$9,070,000 into the county. When combined with the \$9,865,000 summarized in the previous report, to date, CWPP has assisted in bringing \$18,935,000 into Contra Costa County unincorporated areas and cities for health promoting transportation projects.

Health in All Policies

As noted in the report of July 20, 2015, Health in All Policies (HIAP) is a concept that recognizes that our health, and to a great extent our health behaviors, are strongly influenced and shaped by the built environment, as well as by organizational practices and policies in the places where we live, work, learn and

play. As such, the concept of HIAP encourages us to give consideration to the health implications, as well as opportunities, to improve and protect our health in virtually every public and organizational policy decision that we make.

To help assure that CWPP staff were acting in concert with the interest and concerns of the Board of Supervisors, the Public Health Division sought to better align the work that CWPP is doing in the arena of policy and organizational change with the County's annual State Legislative Platform. Specifically the PHD asked the Board to support funding and policy aimed at population-based chronic disease prevention efforts to advance a policy, systems and organizational-change approach to addressing the underlying environmental factors and conditions that influence health and health behaviors. Additionally the PHD asked the Board to support efforts to advance a HIAP approach to work across the County. Lastly, the PHD asked the Board to consider supporting ongoing study of the health impacts of global and regional climate change and to support ongoing countywide mitigation efforts. All three of these recommendations were endorsed by the Board of Supervisors and added to the 2016 State Legislative Platform. In addition, as CWPP or any Public Health staff are asked to address a specific state or national policy, the Public Health Division is working with the CAO's office to affirm the County's Official position and to assure that staff comments and actions are consistent with that of the Board.

Examples of work with County, Cities and Community Partners:

Tobacco Prevention Policies: The Public Health Director (PHD) and CWPP staff recently presented fifteen tobacco control and prevention policy options to reduce youth access to tobacco to the Board of Supervisors. The Board endorsed all of the recommendations and directed the Public Health Division to return with a revised County Ordinance for further consideration. The PHD plans to present this to the full Board in the fall of 2016. In addition, the Board of Supervisors endorsed Prop 56 a "Cigarette Tax to Fund Healthcare, Tobacco Use Prevention, Research, and Law Enforcement Initiative Constitutional Amendment and Statute." These examples serve as an illustration of the Board's long standing support for protecting youth from exposure to tobacco products, noting that over 90% of all adult smokers were introduced to tobacco use as minors. CWPP staff connected with Tobacco Prevention will be working with City leaders and staff to promote consideration of policies to advance tobacco prevention.

Promoting Physical Activity: CWPP and community partners, including Monument Impact, First 5 Contra Costa, and the Central County Regional Group, developed and administered surveys of park conditions in the City of Concord. The results were reviewed together with community partners and a series of recommended improvements were developed. The team then presented these recommendations to the Concord Parks, Recreation, and Open Space Commission and City Council. In response, the City of Concord allocated \$945,000 in park renovations to Ellis Lake and Meadow Homes Parks (the two priority parks from the assessment), including new bathrooms, new play structures, upgraded walkways, improved lighting, and improved shading. Sources of this funding included East Bay Regional Measure WW and City of Concord Measure Q funding.

CWPP staff in partnership with Monument Impact, First 5 Contra Costa, Central County Regional Group, Healthy and Active Before 5, County Connection and the City of Concord, led a walk audit of Detroit Ave, which resulted in a successful OBAG application for \$2,200,000 (noted in CWPP's previous report), which paid for bicycle lanes, sidewalk gap closures, improved intersections, and improve transit stops. Construction was completed in 2016.

CWPP was requested by a parent group at Cambridge Elementary in Concord to host a walk audit to assess walking conditions around the school. CWPP performed the walk audit in November 2015, which District IV staff attended. Follow up meetings with parents, school staff, and Concord Police Department helped refine the parents' vision and created priorities, which were shared with city transportation staff. City staff is investigating funding opportunities for improvements.

Another example is CWPP's technical and research assistance to support First 5 Contra Costa and the West County Regional Group, working in close collaboration with the City of San Pablo, for park improvements, identifying funding sources for parks, and identifying locations in the city for new park space.

CWPP continues to provide staff support for the Healthy and Livable Pittsburg Collaborative (HLPC) which includes staffing meetings, administering the project, and grant writing assistance to community agencies that are working to promote healthy eating and active living in the city. HLPC partners, which include staff from the City of Pittsburg and District V Supervisor's office, are particularly interested in exploring improving food access, park improvements, promoting walking and cycling, establishing community gardens and working with the city on their efforts to create safer streets.

In addition, CWPP staff are providing technical assistance to all jurisdictions in the County who are interested in the Obama Administration's Let's Move Campaign.

In Summary:

While CWPP continues to work in the arena of policy, systems and organizational change, it does so with a better appreciation for assuring that its work is consistent with and informed by the policy interest and official position of the Board of Supervisors. In parallel, while CWPP continues to participate on various committees and collations it does so with respect for and intention to be consistent and in-step with board policy. Even if the request is generated by a City, School, Parks District or a community group, CWPP appreciates that policy makers are elected to consider and adopt policy and to represent the public's or organizational interest, and that as public employees we must be sensitive to and respectful of this process. Finally, CWPP appreciates that it's role is not to self-generate community coalitions to advance its programmatic interest but rather to participate, offering technical assistance, and/or as formally endorsed by the Board of Supervisors.