HEALTHY NEIGHBORHOODS AS AN ECONOMIC DEVELOPMENT STRATEGY: Keys for Empowering Hard-To-Reach Populations

June 4, 2013, 2:00 – 3:30 PM Central

THANK YOU FOR JOINING US

Please note that you will be placed on mute for some of this session. You may use the chat dialogue box at any time to contact IPHI staff.

This session will be recorded and available on IPHI’s website: www.iphionline.org

HOUSEKEEPING

• Submitting Questions and Comments
• Designated Q & A
• Technical Issues

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In collaboration with:

Northern Illinois Public Health Consultants, Inc.

With support from:

County Health Rankings & Roadmaps
Learning Objectives

1. Describe an effective model for empowering hard-to-reach populations as leaders and change agents in redeveloping their communities

2. Describe the process and value of shifting the dialogue about health from disease-specific issues and health care to healthy communities and neighborhoods

3. Identify the benefits of and opportunities for collaboration between the public health and community and economic development sectors

PRESENTERS

Shelly Griswold,
Director
Community Development
City of Freeport

Craig Beintema
Administrator
Stephenson County Health Department

Poll: Are you familiar with the County Health Rankings model and action center?

http://www.countyhealthrankings.org/
The Roadmaps to Health Action Center provides tools to help groups working together to create healthier places to live, learn, work and play.

http://www.countyhealthrankings.org/roadmaps

City of Freeport
Brownfields and Community Health
June 4, 2013
Shelly R. Griswold
Community Development Director
POLL QUESTION

What best describes your field of work?

- Community and Economic Development
- Housing
- Planning
- Community-Based Organization
- Public Health

History

- 1999 – 2003: Brownfields Initiative Established
  - US EPA (Brownfields), US DOJ (Weed and Seed)
- 2004 – 2011: Strategic Planning, Community Engagement, and Implementation
  - US EPA (Brownfields)
- 2011 – Present: Expanding Brownfields to a More Comprehensive Approach
  - HUD Sustainable Communities

City of Freeport Brownfields Initiative

- What is a Brownfield?
- City of Freeport
  - Assessments on 514 parcels
  - 121 sites with “Recognized Environmental Conditions” found
  - 10 sites remediated
- Awardees may set aside a portion of brownfield cleanup grant funds for health monitoring
Recent Illinois Brownfields Grantees

- 2013
  - Freeport
  - Greater Wabash Planning Commission
- 2012
  - Antioch
  - Midlothian
  - Ottawa
  - Rockford
  - South Side Mayors & Managers Association

- 2011
  - Blue Island
  - Chicago Housing Authority
  - Danville
  - Decatur
  - Public Building Commission of Chicago
  - Romeoville
  - South Side Mayors & Managers Association

Freeport - Demographics

- Population 25,638

<table>
<thead>
<tr>
<th></th>
<th>3rd Ward</th>
<th>Freeport</th>
<th>Illinois</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty</td>
<td>35.2%</td>
<td>19.5%</td>
<td>12.6%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Minority</td>
<td>46.8%</td>
<td>22.9%</td>
<td>28.5%</td>
<td>27.6%</td>
</tr>
<tr>
<td>Per Capita Income</td>
<td>$12,413</td>
<td>$21,598</td>
<td>$28,782</td>
<td>$27,334</td>
</tr>
<tr>
<td>Median OO Home Value</td>
<td>$41,467</td>
<td>$82,500</td>
<td>$202,500</td>
<td>$188,400</td>
</tr>
</tbody>
</table>

Overarching Issues – 3rd Ward

- Poverty & unemployment
- Long term loss of manufacturing jobs
- Transportation issues
- Environmental justice
- Floodplain/floodway issues
- History of relationship between local government and residents
- Past community outreach/engagement efforts
A New Approach

- 3rd Ward Healthy Neighborhood Report
- Holistic health goals
- Collaboration with health department and residents
- Setting priorities
- CAPS
- Building Neighborhood Leadership
- Shared ownership of projects

Economic Development and Healthy Neighborhoods

- Brownfields Fundamentals:
  - strategic site assessment, cleanup, and positioning
- Holistic health and development:
  - Establish food business incubator & public market
  - Multi-modal station serving Amtrak and other local and regional modes
  - Riverfront recreation
  - Downtown housing
  - Strengthening Third Ward neighborhoods
  - Entrepreneurship support

Lessons Learned

- Don’t do something for people that they can do for themselves.
- Residents are not people in need of your assistance – they are partners who bring their own gifts and talents to the table.
- A planning degree does not make you an expert on a particular neighborhood – living there does.
Third Ward Healthy Neighborhoods Project: 
The Context

- Previous health related activities did not produce positive results. Screenings, fairs etc.
- Previous IPLAN showed premature death of African Americans.
- FQHC survey showed limited access to primary care and dental care

→ Healthy Neighborhoods Project began in Fall 2010 (aka Health Monitoring Project)

Healthy Neighborhoods Project Steps

1. Identify key healthy neighborhood issues (survey and focus groups) 14.7% of houses.
3. Formed CAPS a community based organization.
4. Develop strategies and tactics; focus on top 3 issues in this first phase.
5. Implementation.

Throughout the process: neighborhood involvement and leadership = paradigm shift

Respondent Race/Ethnic
Healthy Neighborhood Survey (n = 302)
**Survey: Desired Neighborhood Improvements**

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>More or better sidewalks</td>
<td>53.4%</td>
</tr>
<tr>
<td>Neighborhood clean-up</td>
<td>51.9%</td>
</tr>
<tr>
<td>More teen programs, activities</td>
<td>51.0%</td>
</tr>
<tr>
<td>Rec. opportunities like playgrounds, sports, arts, crafts, music, dance and fitness</td>
<td>49.0%</td>
</tr>
<tr>
<td>Better street lighting</td>
<td>47.6%</td>
</tr>
<tr>
<td>Removal of vacant, dilapidated housing</td>
<td>47.1%</td>
</tr>
<tr>
<td>More financial assistance for home repair</td>
<td>44.2%</td>
</tr>
</tbody>
</table>

**Survey: Neighborhood Characteristics/Services**

(Pct. rating “Excellent” or “Good”)

- Garbage collection: 68.4%
- Ambulance service: 67.0%
- Access to health services: 56.7%
- Snow removal: 26.1%
- Neighborhood image: 24.1%
- Opp. involved in crime: 21.4%
- Street cleaning: 27.5%
- Places to eat out: 25.7%
- Public transit: 24.6%
- Street conditions: 18.8%
- Places to shop: 17.0%
- Rec, leisure activities: 13.2%

**POLL**

- Which age group most frequently reported feeling safe most or all of the time?
  - 65+
  - 55-64
  - 40-54
  - 30-39
  - 18-29
Survey: Neighborhood Safety by Group
(Feel safe “All” or “Most” of the time)

<table>
<thead>
<tr>
<th>Group</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>63.8%</td>
</tr>
<tr>
<td>White</td>
<td>68.6%</td>
</tr>
<tr>
<td>65+</td>
<td>78.6%</td>
</tr>
<tr>
<td>55-64</td>
<td>65.4%</td>
</tr>
<tr>
<td>40-54</td>
<td>70.4%</td>
</tr>
<tr>
<td>30-39</td>
<td>66.7%</td>
</tr>
<tr>
<td>18-29</td>
<td>52.7%</td>
</tr>
</tbody>
</table>

Survey: Neighborhood Safety by Group
(Feel safe “All” or “Most” of the time)

[Bar chart with data]

Survey: Household Basic Needs, Top 5

<table>
<thead>
<tr>
<th>Situation</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial problems, not enough to live on</td>
<td>57.3%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>39.8%</td>
</tr>
<tr>
<td>W/out transportation, no car available</td>
<td>36.9%</td>
</tr>
<tr>
<td>Difficulty getting or lost government benefits</td>
<td>23.8%</td>
</tr>
<tr>
<td>Utilities shut off in past year</td>
<td>18.0%</td>
</tr>
<tr>
<td>Unable to get credit or mortgage</td>
<td>17.0%</td>
</tr>
</tbody>
</table>
Survey: Household Health

<table>
<thead>
<tr>
<th>Situation</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couldn't afford dental care</td>
<td>31.1%</td>
</tr>
<tr>
<td>Couldn't afford medical care</td>
<td>18.9%</td>
</tr>
<tr>
<td>Couldn't afford prescription medicine</td>
<td>14.6%</td>
</tr>
<tr>
<td>Alcoholism, drug abuse</td>
<td>9.7%</td>
</tr>
</tbody>
</table>

Survey: Cannot Afford Dental Care by Group

Survey: 3rd Ward Health Screenings Interest

<table>
<thead>
<tr>
<th>Screening</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dental screenings</td>
<td>43.2%</td>
</tr>
<tr>
<td>Blood pressure screenings</td>
<td>40.8%</td>
</tr>
<tr>
<td>Vision screenings</td>
<td>33.3%</td>
</tr>
<tr>
<td>High cholesterol screenings</td>
<td>24.3%</td>
</tr>
<tr>
<td>Cancer screenings</td>
<td>17.0%</td>
</tr>
<tr>
<td>Hearing screenings</td>
<td>14.1%</td>
</tr>
<tr>
<td>Mental health screenings</td>
<td>12.1%</td>
</tr>
</tbody>
</table>
FOCUS GROUP Methodology

- Four focus groups held at various Third Ward locations during February and March 2011
- Organized by Stephenson County Health Department
- Focus group facilitator was Larry Williams, Executive Director of Freeport Housing Authority
- Total of 42 participants

Focus Group Findings – Living in Third Ward

- **“Likes”**
  - Feeling of belonging
  - Neighborliness
  - Close to downtown
  - Quiet atmosphere

- **“Dislikes”**
  - Frequent flooding
  - Untidy appearance of some areas
  - Decayed state of sidewalks
  - City’s slow response in repairing streets and fixing potholes

Focus Group Findings - Health

- Health care needs
  - Dental care (most local dentists do not accept Medicaid)
  - Blood pressure screenings
  - After-hours immediate care
  - Clinic located in Third Ward

- Common health conditions
  - Many disabled persons live in Third Ward
  - Diabetes in common
Focus Group Findings - Safety

- Most feel safe is neighborhood
- Feel safer during daylight than at night time
- Not afraid for personal safety but that does not extend to property
- More lighting would help
- Residents walk in middle of street because feel safer than on sidewalks where potential dangers could lurk

Focus Group Findings – Service Needs

- Public transportation
- Adequate lighting
- Youth activities
- Enough businesses (start-ups sometimes lack adequate customer support)
- More police presence

Focus Group Findings – the ONE most important improvement needed

- Activities for youth
- Motivate residents to get involved
- Neighborhood clean-up
- Removal of dilapidated houses (what’s going on in them?)
- Fixing the sidewalks
Community Determined Priorities by Reviewing Data (Meeting 1/2012)

1. Property Maintenance
2. Neighborhood Infrastructure
3. Community Activities
4. Employment and Training
5. Health Care
6. Transportation
7. Shopping

Critical to our success:
- Resident Communication
- Community Involvement

What are the projects?

Neighborhood Infrastructure
- a. Removal of vacant buildings
- b. Fix sidewalks & initiate street repair

Property Maintenance
- b. Improve property maintenance: weeds, mow lawns, home repair.

What are the projects? (cont.)

Community Activities
- a. Establish neighborhood watch.
- b. Encourage block parties.
- c. Increase fitness: establish park in Arcade area, adult activities
Established CAPS in January 2012

**Community Activities Partnership Support (CAPS)**

- CAPS is made up of residents of the 3rd Ward area with technical assistance from the Health Department and the City of Freeport.
- CAPS has two Co Chairs: Daneice Davis & Evelyn Curry
- CAPS has project coordinators:
  - Block Parties
  - Neighborhood Cleanups
  - Neighborhood Watch
  - Neighborhood Parks

Role of the Health Department

- Support (not lead) the CAPS Group
  - Meeting site, mailings
  - Advisory
  - Assist in grant writing and seeking funding
  - Provide requested health screenings

Benefits of Collaboration with Community and Econ Development

- Resource sharing – personnel, financial, expertise
- Determining and addressing specific public health concerns of the community
  - E.g., types of screenings
- Creating a common language and metrics about what it means to be a healthy community
- Collaboration increases each party’s knowledge of the other’s world and enriches the work of both organizations
Opportunities for Collaboration

- Community support is always in grant writing (stronger proposals)
- Being able to take advantage of sector-specific funding streams that fund collective objectives (e.g., HUD, EPA)
- Holistic approach to creating healthy communities, not just traditional health issues (e.g., heart disease, cancer)
- More convenient for residents to work with both agencies together

Contact Information

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QUESTION & ANSWER session

- To ask a question...
  - Using computer headset or telephone
    - On your screen, click on the small hand icon to ‘raise your hand’ and notify moderator that you have a question
    - Moderator will un-mute your headset/telephone and call on you by name
    - Participant may ask question
  - Using computer only
    - Use the chat box on your screen to type in your questions
    - Moderator will read your question aloud
The Roadmaps to Health Action Center provides tools to help groups working together to create healthier places to live, learn, work and play.

http://www.countyhealthrankings.org/roadmaps

Please complete the evaluation. We value your feedback!

A PDF of all slides and a recording of the webinar will be available on IPHI’s website.

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