

Building a Healthy, Prosperous, Sustainable County: County Solutions to Improve Health

July 13, 2014

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Password: AETNA



**County Health
Rankings & Roadmaps**

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

BUILDING A HEALTHY, PROSPEROUS, SUSTAINABLE COUNTY: COUNTY SOLUTIONS TO IMPROVE HEALTH

*National Association of Counties
Annual Meeting
July 13, 2014*



Support
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County Health Rankings & Roadmaps

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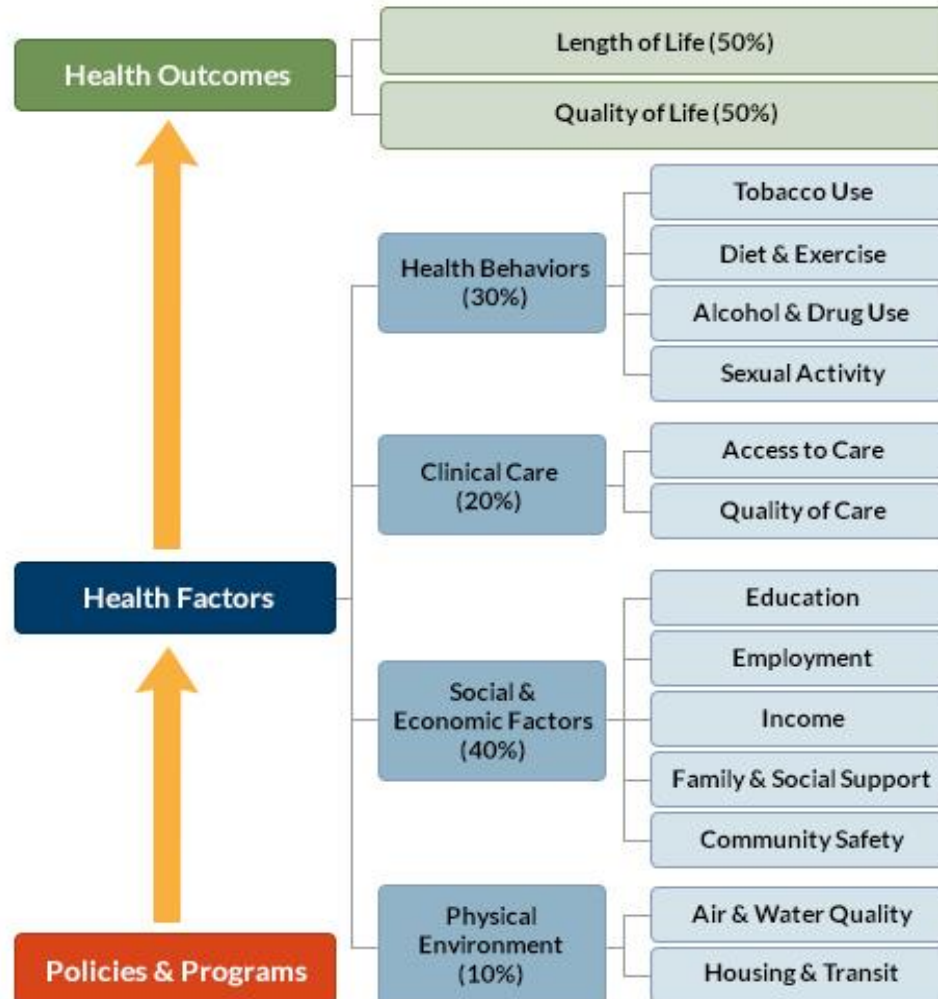
We, as a nation, will strive together to create a culture of health enabling all in our diverse society to lead healthy lives, now and for generations to come.



County Health Rankings & Roadmaps

Building a Culture of Health, County by County

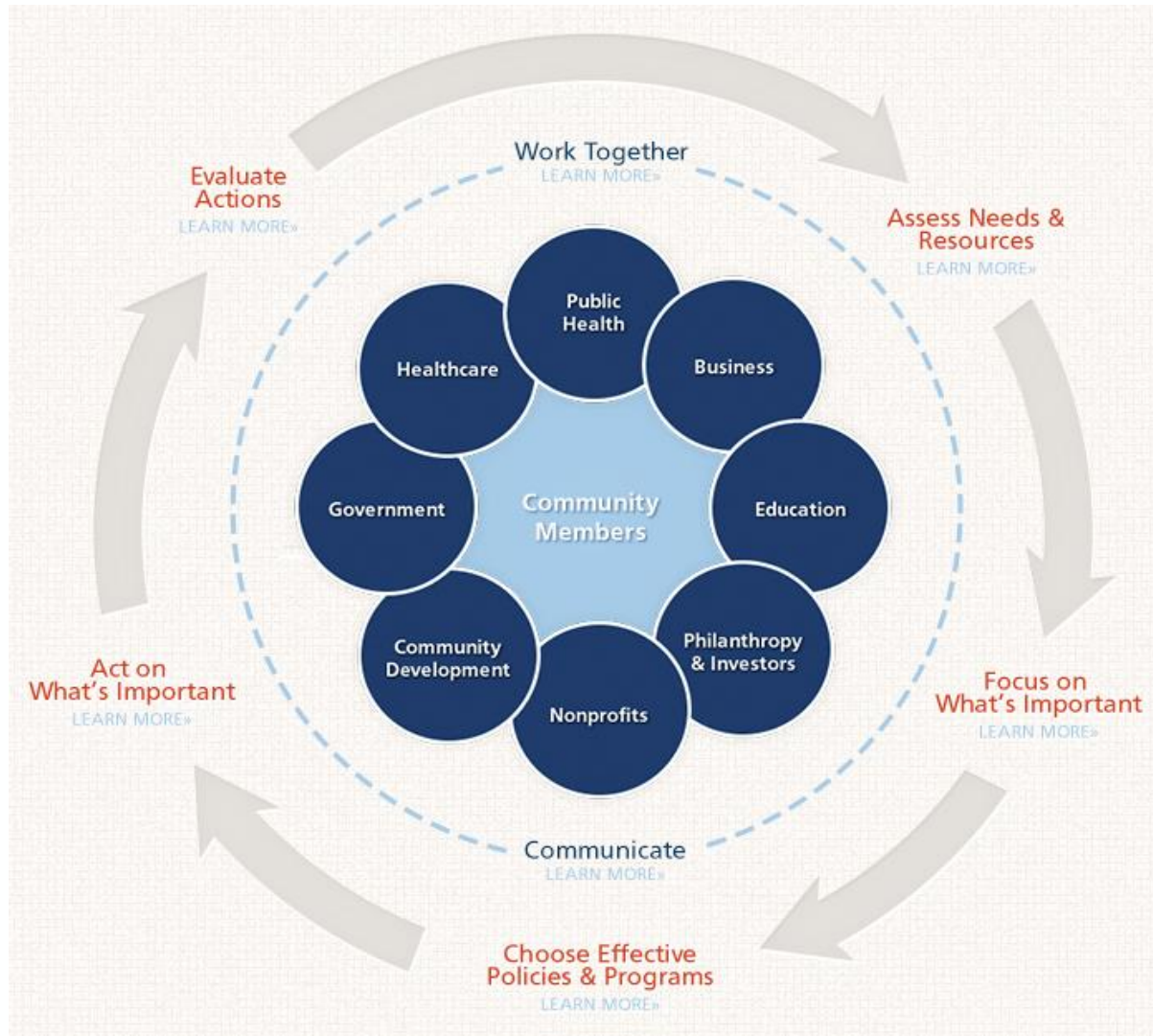
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County Health Rankings & Roadmaps

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County Health Rankings & Roadmaps

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www.countyhealthrankings.org

The screenshot shows the homepage of the County Health Rankings & Roadmaps website. At the top is a navigation bar with links for 'Rankings', 'Roadmaps', 'TOOLS & RESOURCES', 'WEBINARS', 'BLOG', a search bar, 'ABOUT', and 'FAQ'. Below the navigation bar is a large banner image of children running in a field. The banner text reads: 'We're celebrating 5 years of working together to make our nation healthier. Learn what's new and join in!' Below the image, it says: 'The County Health Rankings show how we're doing and where we can improve on health. The Roadmaps show what we can do to create healthier places to live, learn, work and play.' A 'Learn More' button is on the right. Below the banner are three columns of text: 'Explore Rankings' (Use the rankings and data to understand what affects health in your area and where to focus), 'Move Forward with Action' (Visit the Action Center and get guidance to help improve health in your community), and 'Read and Share Stories' (Learn from other communities and inspire others by sharing stories about your journey toward better health). Below these columns is a map of the United States with a 'Choose a state to begin' button. At the bottom, there are three sections: 'Our Approach' and 'Ranking Methods' (with a bar chart icon), a search bar labeled 'FIND YOUR COUNTY OR STATE' with a location pin icon, and 'Using the Rankings Data' and 'Download Rankings Data' (with a document icon).

Realizing *The Future We Choose* by Supporting Education

PRESENTED BY MAYOR BEN MCADAMS AND LORI BAYS, HUMAN
SERVICES DIRECTOR

SALT LAKE COUNTY, UTAH

JULY 13, 2014

THE FUTURE WE CHOOSE

VISION: Build a Thriving Metropolitan Area with a Small Town Feel

Salt Lake County is committed to taking the necessary steps today to have the future we choose tomorrow—a future where Salt Lake County is the healthiest county in America! Mayor McAdams' priorities and guiding principles can help us achieve our collective goals— a revitalized economy, meaningful support for education and delivering the services needed to have healthy families.

OUR MISSION

Collaboration, innovation and transformation—wherever existing County government functions don't reflect the world we live in, we will change them.

OUR VALUES

We care about one another
We serve with integrity
We value and respect people
We strive for excellence



Thriving Metropolitan Area – Regional Leadership

- Strong relationships with public, private and community stakeholders
- Efficient and effective regional infrastructure
- Sustainable regional development



Small Town Feel – Quality of Life

- Encouraging job growth
- Expanding educational opportunities
- Fostering healthy families



Foundation of Our Work – Required Disciplines for Excellence and Customer Satisfaction

- Accountability, transparency, efficient and bipartisan conduct
- Fiscal responsibility
- Residents understand and value Salt Lake County services



“Small Town Feel” Quality of Life

Building Healthy Communities

Encouraging Job growth

Expanding Educational Opportunities

Fostering Healthy Families





Expanding Educational Opportunities

Supporting Education

All children and families in Salt Lake County, regardless of circumstance, will have access to opportunities that support social and emotional health, academic success, career readiness and success in life

Salt County's role in education

Nearly **\$5.4 million** in federal, state and local funding is invested in various programs supporting education

- Early Literacy (Ages 0-5)
- Child Care Programs (Ages 2-5)
- Preschool Programs (Ages 3-5)
- Out-of-school-time (OST) (Ages 5-12 and 13-18)
- Summer Learning programs (Ages 5-12)
- General Support

Pay for Success Preschool Initiative



Why does preschool work?



Low-Income Children who attend High-Quality Preschool

- Are 20-30% more likely to graduate from high school
- Show a 157% increase in enrollment in a 4-year college
- Earn 40% more income
- Are 30-50 % less likely to use drugs
- Are 30-50 % less likely to be arrested for violent crimes, property crimes or drug offences
- Have decreased levels of obesity, greater mental health and social-emotional competence
- Have fewer chronic diseases such as hypertension, diabetes, etc...

Cost Avoidance for Salt Lake County

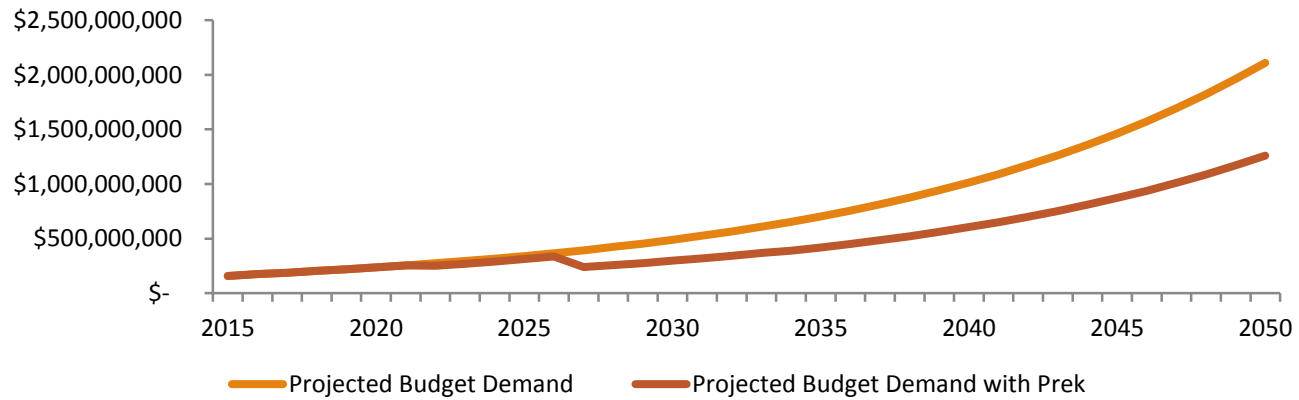
Salt Lake County Budget	Nominal Dollars (2.33% annual inflation rate)	Present Value (2.33% annual inflation rate; 4.17% annual health inflation Rate; 2.5% discount rate)
Behavioral Health (Substance Abuse)	\$266,709	\$187,844
Youth Services (Delinquency and After School)	\$113,624	\$90,007
Criminal Justice (County Jail, Bookings, Community Corrections)	\$382,687	\$221,345
Health (Pediatrics, OB, NFP, STD/HIV)	\$1,228,952	\$772,839
Housing (HARP, RIO, CAP, Road Home)	\$20,880	\$12,080
Total Salt Lake County Budget	\$2,012,852	\$1,284,115

Return on Investment

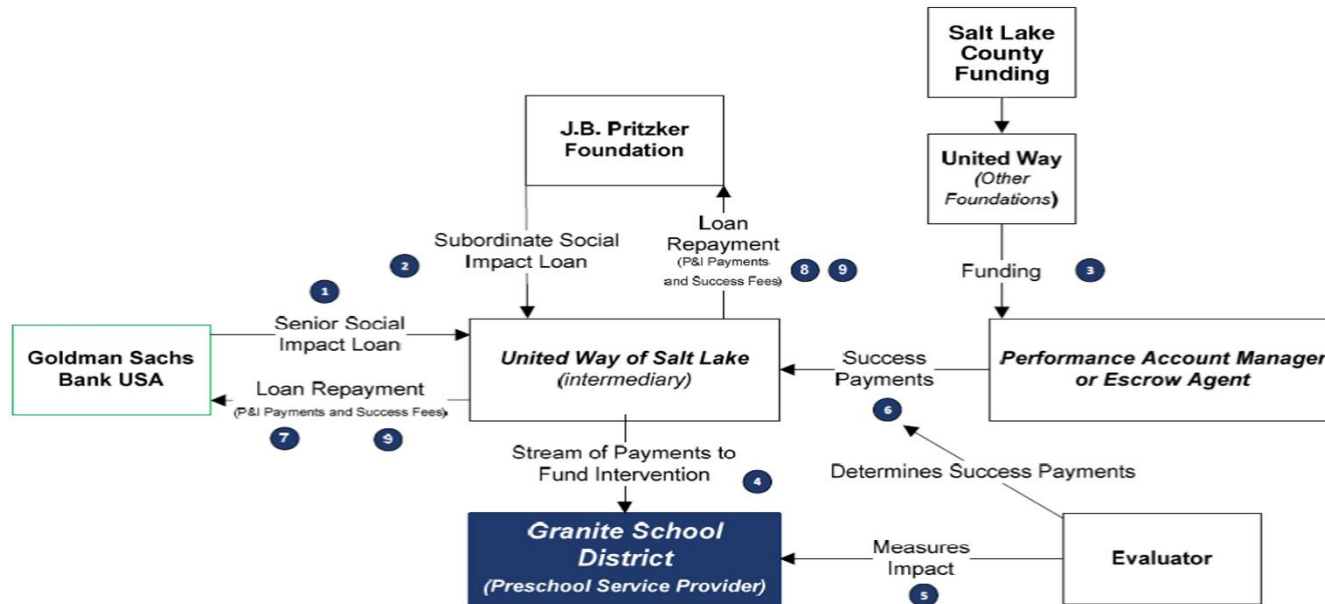
Benefit-Cost Ratio	Nominal Dollars	Present value
Salt Lake County Budget	\$5.75 Benefit to \$1 investment	\$3.67 Benefit to \$1 invested
Economic Development (increase in earnings, benefit to individual and public)		\$10.32 Benefit to \$1 invested (1)
Benefit – Cost Ratio: Salt Lake County Budget and Economic Development		\$13.99 Benefit to \$1 invested

Scaling Up!

SL County Total -Youth Services, Behavioral Health, Criminal Justice, Health, Housing



Pay for Success Financing



The Future We Choose

Building Healthy Communities

Internal

Communication:

- Policy Makers
- Employees

External

Communication:

- Community Based Organizations
- Other Governments
- Education
- Healthcare
- Business
- Philanthropy



Evaluation:

- Quality vs quantity
- Connect resources to results
- Dashboard tells the story



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CREATING A SANTA CLARA COUNTY HEALTH ELEMENT

7/13/2014

An Innovative Interagency Partnership

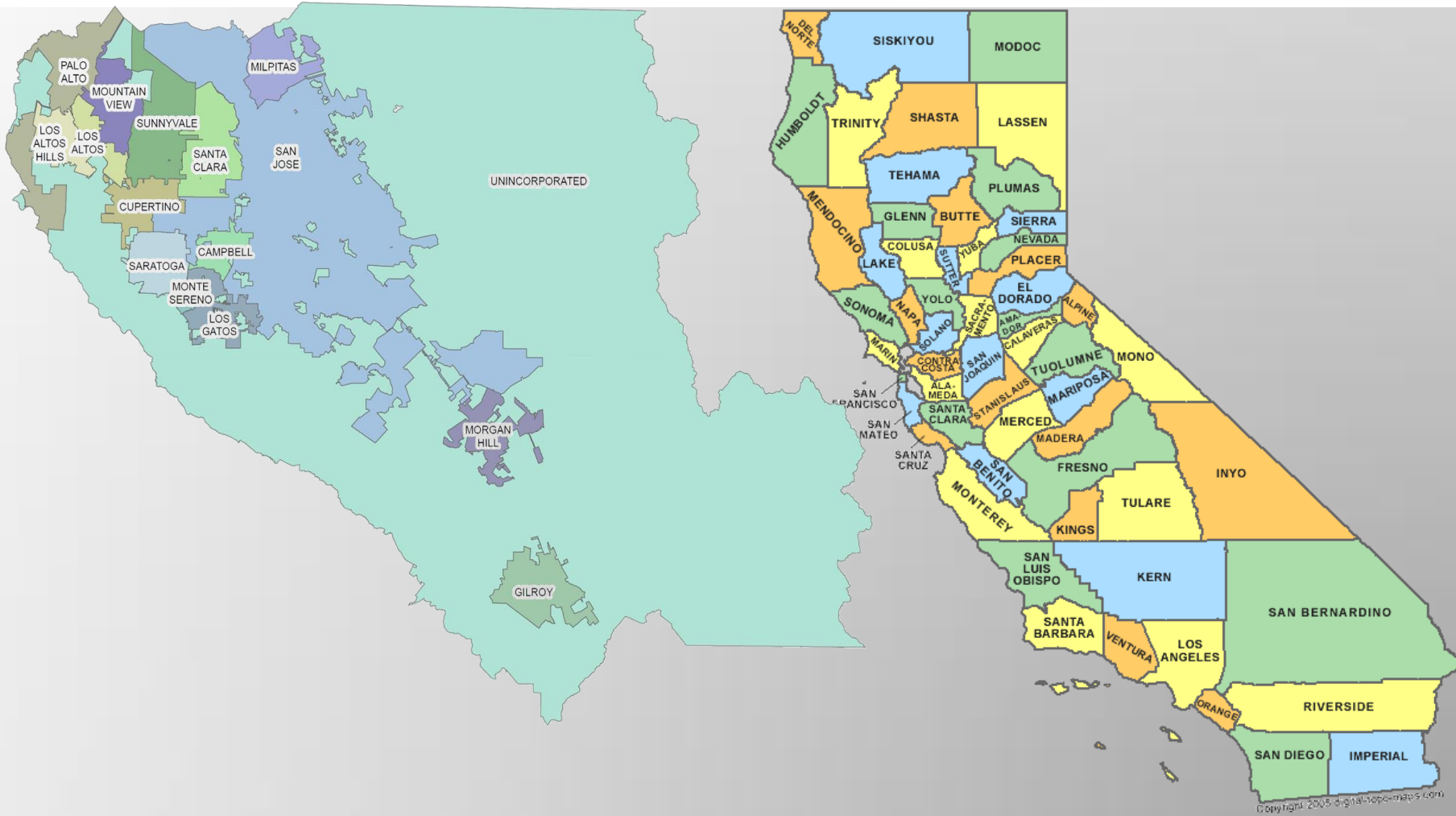


Susan M. Stuart, MA, MPH



Santa Clara County

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Santa Clara County

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- 3rd Healthiest in California according to County Health Rankings
- 16th Healthiest in the U.S. for children
- Highly diverse
- High levels of education and income
- Health disparities



Health Policy Track Record

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- ❑ 2005 Resolution Regarding Health
- ❑ 2005 Healthy Vending Policy
- ❑ 2008 Menu Labeling Ordinance
- ❑ 2008 Healthy Beverage Policy
- ❑ 2008 Healthy Restaurant Meal Ordinance
- ❑ 2011 Tobacco Ordinances (smoking pollution control, multi-unit housing, and tobacco retail permit)
- ❑ County Comprehensive Nutrition Standards (2012)
- ❑ Complete Streets Policy (2012)

SFGate 56° F San Francisco, CA (change)
Mostly Cloudy Today 43/59 Sat. 48/63 5 Day Forecast
Friday Mar 08, 2013 11:04 AM PT
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Santa Clara County says no to fast-food toys

Justin Berton, Chronicle Staff Writer
Published 4:00 am, Wednesday, April 28, 2010

VIEW: LARGER | HIDE 1 of 2 ◀ PREV NEXT ▶



Burger King customer Cattie Mackey, 6, of San Jose enjoys a that came with an "Iron Man 2" toy in San Carlos on Tuesday. Photo: Iversen, Lance, The Chronicle

7/13/2014

General Plan

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- Required by CA state law for cities and counties
- Long-term policy document
 - Guides local decision-making with strategies, policies, and implementation recommendations
- Includes 7 required “elements” or chapters

Countywide Health Element

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- First chapter to be updated
 - Serve as a framework for other elements
- Scope to include entire county
- Will be one of a few California Counties to have a public health chapter
- Serve as a model for other jurisdictions

Project Funding

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- Santa Clara County Public Health Department Grant (CDC Communities Putting Prevention to Work Obesity Prevention Initiative)
- The Health Trust Healthy Communities Grant
- Greenbelt Alliance

Why Begin with a Health Element?

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- Public health, safety & welfare= underpinning of planning and zoning
- Earliest planning in US to improve cities' public health (prevent disease, address industrial ills)
- Strongly emerging trends in public health to address upstream “social determinants of health”
- County is a major health services provider
- Prevention saves lives and is cost-effective

Collaboration

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- Office of Planning and Department of Public Health
- Consultants (Raimi + Associates) and sub-consultants
- Multiple partners
 - County agencies (County Executive, Valley Medical Center, Social Services, Sustainability Office, Agriculture, Parks, Behavioral Health, Roads and Airports, etc.)
 - Community stakeholders (health providers, business organizations, environmental groups, transportation advocates, food systems alliance, labor, homeless advocates)

Public Outreach

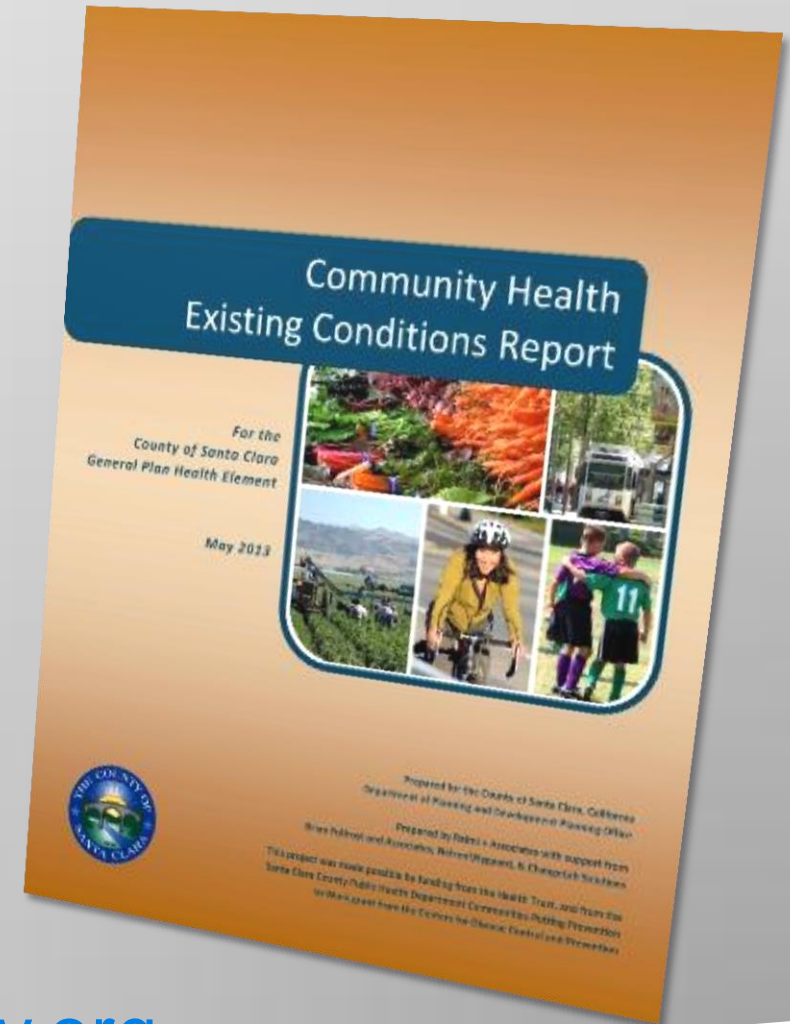
31

- 4 Staff Advisory Committee (SAC) meetings
- 4 Wellness Advisory Committee (WAC) meetings
- 20+ stakeholder interviews
- Public workshops and meetings with coalitions
- Community survey
- Project web site
- Planning Commission Workshop
- Board of Supervisors Committees (2)
- Board of Supervisors Hearings

Process

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- ❑ Develop topics and issues list
- ❑ Draft existing conditions report
- ❑ Prepare health strategies and policies
- ❑ Prepare Health Element
- ❑ Conduct environmental review (CEQA)
- ❑ Adopt and implement element



www.healthysantaclaracounty.org

07/13/14

Health Element Chapters

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- Health conditions, health equity, and access
- Behavioral health
- Violence prevention
- Land use and urban design
- Active and sustainable transportation
- Recreation and physical activity
- Healthy eating, food access, and sustainable food systems
- Air quality and climate change
- Healthy housing



Lessons Learned

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- ❑ Collaboration takes time and perseverance
- ❑ Important not to overtax partners with too many planning processes
- ❑ Crucial to get buy-in from key department heads
- ❑ Community geographic workshops not necessarily the best way to get public input in a large metropolitan county
- ❑ Interdisciplinary collaboration on other projects has become stronger between key county partners as a result of the Health Element process

Contact Information

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Prevention

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www.healthysantaclearacounty.org



Santa Clara County
PUBLIC
HEALTH

Great Things Start with Good Health

Questions?