



News from the Legacy Community Alliance for Health

Highlighting Fitchburg's Healthy Neighborhood Initiative

The city of Fitchburg has launched a 5-year inter-departmental pilot program to identify neighborhoods struggling with access to services and opportunities and to engage residents in those areas to co-create and implement solutions that have a beneficial impact on health, wellbeing, and equity. The initiative, called the Fitchburg Healthy Neighborhood Initiative (HNI), is already seeing progress in the following areas:

- Working in partnership with United Way to develop a "Fitchburg Fund" (a community-based fund-raising campaign spearheaded by United Way, focusing on N. Fish Hatchery Road Neighborhood and HNI priority issues)
- Exploring local food drink/concession contracts in select City parks and ways to potentially direct revenues to the HNI
- Implementing the HNI grant program, with \$46,000 in awards in 2018 to five different community/neighborhood organizations focusing on: Youth education; Neighborhood engagement; Food access/security; Sexual/domestic violence; and Environment/local food systems. Similar grant program funding has been included in the 2019 draft budget as well.
- Working in partnership with Dane County Department of Human Services, and their funding, to develop a N. Fish Hatchery Road Neighborhood Navigator Program (hiring two neighborhood residents to connect other neighborhood residents with needed resources/programs/services, and facilitate better communication and resource/program/service development and delivery between City and neighborhood)
- Secured funding to initiate Nine Springs Neighborhood "Hub" (i.e. neighborhood center) site planning at the City-owned Nine Springs Golf Course and future adjacent park space, with various non-profit partners
- Working with a non-profit partner to develop a Verona Road West Neighborhood "Hub" at a privately-owned facility
- Allocating funding to initiate North Fish Hatchery Road corridor planning.

HNI is an exciting effort by the city of Fitchburg to improve health and wellbeing. For more information, please contact Wade Thompson, City of Fitchburg Project Planner, at wade.thompson@fitchburgwi.gov.

Connecting health and planning in Wisconsin

LCAH partners and participants spoke on a panel in early October at the Wisconsin American Planning Association Conference about their experiences incorporating a health lens in planning:

- Katya Szabados from COWS/UW Madison introduced the topic, the speakers, and the framing for the Legacy Community Alliance for Health project.
- Lisa Charron, with the Wisconsin Obesity Prevention Initiative, spoke about her work assessing urban and suburban Comprehensive Plans with respect to their incorporation of health equity and active transportation measures.
- Tom Baron of the East Central Regional Planning Commission, described ECRPC's work with cities and counties to incorporate a health lens into their planning processes, with a focus on Comprehensive Plans and Transportation Plans in Wisconsin.
- Scott Allen, from the City of Eau Claire, spoke about the city's experience adding a Health Chapter to their Comprehensive Plan in 2013, and how the city is working to implement that plan that across departments in a variety of ways-- from development activities to food access.
- Madeline Petz, from the City of Wisconsin Rapids, discussed the diverse stakeholder group the city assembled, which helped to develop criteria by which to consider the long-term health equity impacts of new development projects. The city, in partnership with Wood County, will undertake a series of rapid Health Impact Assessments aimed at measuring the impact of upcoming downtown development projects based on these criteria.
- Karen Harness from the City of Appleton, presented on their work to engage internal and external stakeholders to pass the first Health in All Policies Ordinance in the State of Wisconsin in early 2018. The city is currently working to implement this ordinance, focusing first on transportation issues.



Making Wisconsin the Healthiest State

The Mobilizing Action Toward Community Health (MATCH) Group at the UW-Population Health Institute hosted the Healthiest State Summit in Green Bay this September. The Summit aimed to advance shared action on conditions that advance health equity and community well-being and brought together local

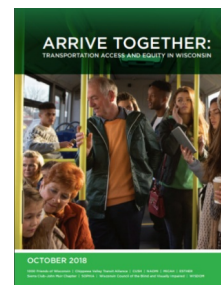
government, public health and non-profit organizers from all across the state. LCAH participants from Wisconsin Rapids and Appleton presented on their work as part of the Summit. Find materials and more information at <https://www.wpha.org/mpage/HealthiestState>.



News on Health Equity

Shape BHAM is a health equity initiative in Birmingham, AL, designed to integrate health, equity and resident engagement into the community planning process. The basis of the initiative is a partnership between researchers at the University of Alabama and city planners for the City of Birmingham. As is reflected heavily in the work we're doing here in Wisconsin, city planners and policymakers often make decisions that significantly impact the social and economic health of communities and residents. ShapeBHAM is working to create neighborhood scorecards, a tool for assessing health and quality of life throughout the City of Birmingham, and to more broadly incorporate a health lens in planning and policymaking. Find more on this initiative [here](#).

Arrive Together: Transportation Access and Equity in Wisconsin is a report released in October 2019 by a group of transit riders, activists and advocates (including GTLC's own 1000 Friends of Wisconsin). The report focuses on the transportation needs of Wisconsin residents, ways that transportation systems are and are not meeting those needs, and considers how transit systems could help close gaps that disproportionately impact seniors, young people, those with disabilities, and low income residents. The report includes a good analysis of several different transit systems around the state.



The Parks Department at the City of La Crosse recently broke ground on a new all-abilities park, the first of its kind in the region. The goal of the project is to provide a space where those of all ages and abilities can experience the joy of play, and to enable access especially for those with cognitive, sensory, or physical challenges. The project is the result of a combination of public and private dollars,

Learning Opportunities

Webinar recording: The National League of Cities hosted a webinar on Oct. 30th on what cities can do to promote and protect healthy housing stock. Cities across the country face housing stock riddled with lead and asthma hazards. The webinar will help launch a new report, called [Advancing City-Level Healthy Housing Policies in Lead and Asthma: Strategies for Progress](#).

November 13, 2018: If your city is new to Safe Routes to School or could use help getting started, an upcoming webinar from the National Partnership for Safe Routes to School could help. The webinar, on Nov. 13th at 12 pm CT, will highlight different programs and how they got started and feature city and school staff. More information and registration is [here](#).

November 14, 2018: Learn more about creative placemaking – ways to integrate arts, culture, and design into neighborhoods and communities – through a new six-part series from Local Initiatives Support Corp. This series will offer practical advice for local leaders and begins Nov. 14, 2018. The sessions are free, but advance registration for each webinar is required. Learn more and register [here](#).

November 27, 2018: Learn how Complete streets policies and bicycle and pedestrian plans can be used by cities and counties to support community health goals, engage local stakeholders, and improve accessibility with this webinar from the Safe Routes to Schools National Partnership on 11/27 at 1 pm CT. More information and registration [here](#).

Funding Opportunities

The Safe Routes to Parks Activating Communities Program is accepting [accepting applications](#) for awards to 11 grantee communities in 2019. The program provides technical assistance to communities to develop Safe Routes to Parks action plans and awards \$12,500 to each community to begin implementation of those plans. Applications are due December 10, 2018.

KaBOOM!'s playground grants help communities build safe places for kids to play. Opportunities ranging building a new playground in your community, to creative play, to transforming sidewalks and vacant lots. Rolling deadlines. More: <https://goo.gl/SBEYm9>.



Data, Tools, and Messaging for Your Work

The Center for Disease Control and Prevention's BE Active: Connecting Routes + Destinations initiative strives to increase physical activity nationwide. They recently developed a slide show and talking points to help public health and community design professionals to talk about the Built Environment (BE) Active strategy with partners across sectors. [Access the slides here](#).

The Safe Routes to School National Partnership recently released a new brief, [Effective Messaging for Promoting Biking and Walking: Best Practices and Equity Framing](#). The release reveals best practices for framing and messaging to promote equitable biking and walking in our communities, and ways to reframe old messages to be more effective.

Many communities we've spoken with are struggling to communicate the value of affordable housing to existing residents, often discussed as a NIMBY (not in my backyard) issue. A recent report from the Frameworks Institute might help! Their report, [Piecing it Together: A Framing Playbook for Affordable Housing Advocates](#) offers language, framing and messaging to help communicate the importance of affordable housing.

more information, please [contact Katya Szabados](#), LCAH Project Manager.

