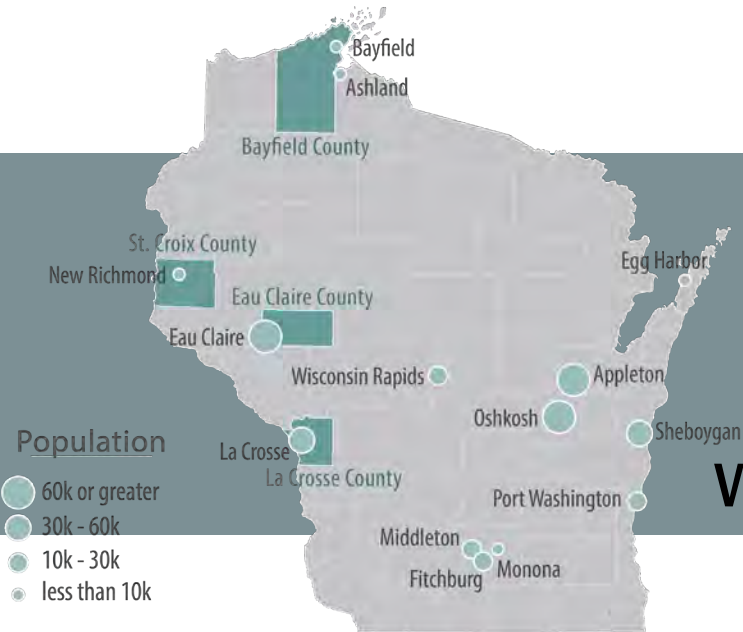


# The 5 Key Elements of Health in All Policies

And how local governments in Wisconsin are operationalizing them



*presented by*

**Katya Spear, COWS**

**Victoria Faust, Population Health Institute**

# Green Tier and the Legacy Community Alliance for Health: Our Partners



# Green Tier and the Legacy Community Alliance for Health: A Brief History



**GREEN TIER**

- 2010 - present
- A coalition of communities, a state agency, and NGOs across the state
- Building the capacity of communities to promote environmental stewardship (as well as economic growth, public health, and social equity)



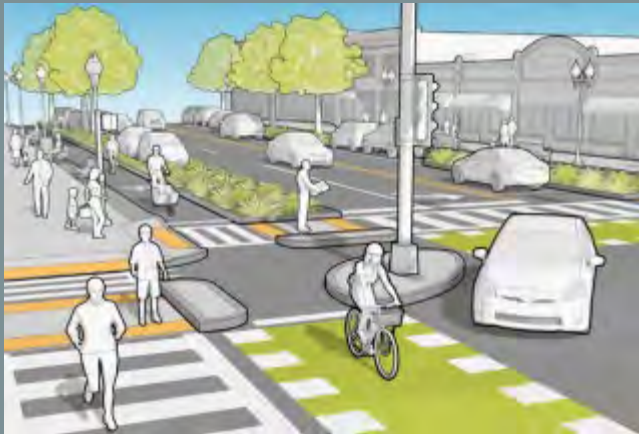
- 2017-2021
- Comprised of 15+ Green Tier communities + NGO partners across the state
- Building the capacity of communities to implement health equity solutions

# What's the Connection Between Sustainability and Health?

## *Sustainability as a Health Equity Issue*

- **The environment and health are inextricably linked**
- **In protecting natural resources such as air quality and water we are also protecting health. Those most vulnerable to the environment are disproportionately poor and people of color; therefore, **environmental sustainability is also an issue of equity.****
- **Even when local governments don't make major public health decisions, they still make policy decisions that influence the environment and human health.**

**Example: Complete Streets Ordinances**



Encourages multi-modal transportation options with an emphasis on active transportation – this both promotes physical activity and better air quality.

**Example: Zoning for Mixed Use Development**



Encourages active transportation, as a wide range of businesses and services are within walking/biking/public transit distance; promotes denser development with lower impact on the environment and more efficient use of building materials.

# What is Health in All Policies (HiAP)?

*Changing how we do business*

**“an approach to public policies across sectors that systematically takes into account the health and health systems implications of decisions, seeks synergies, and avoids harmful health impacts, in order to improve population health and health equity.”**

**- MN Dept of Health Strategic Plan, 2015**



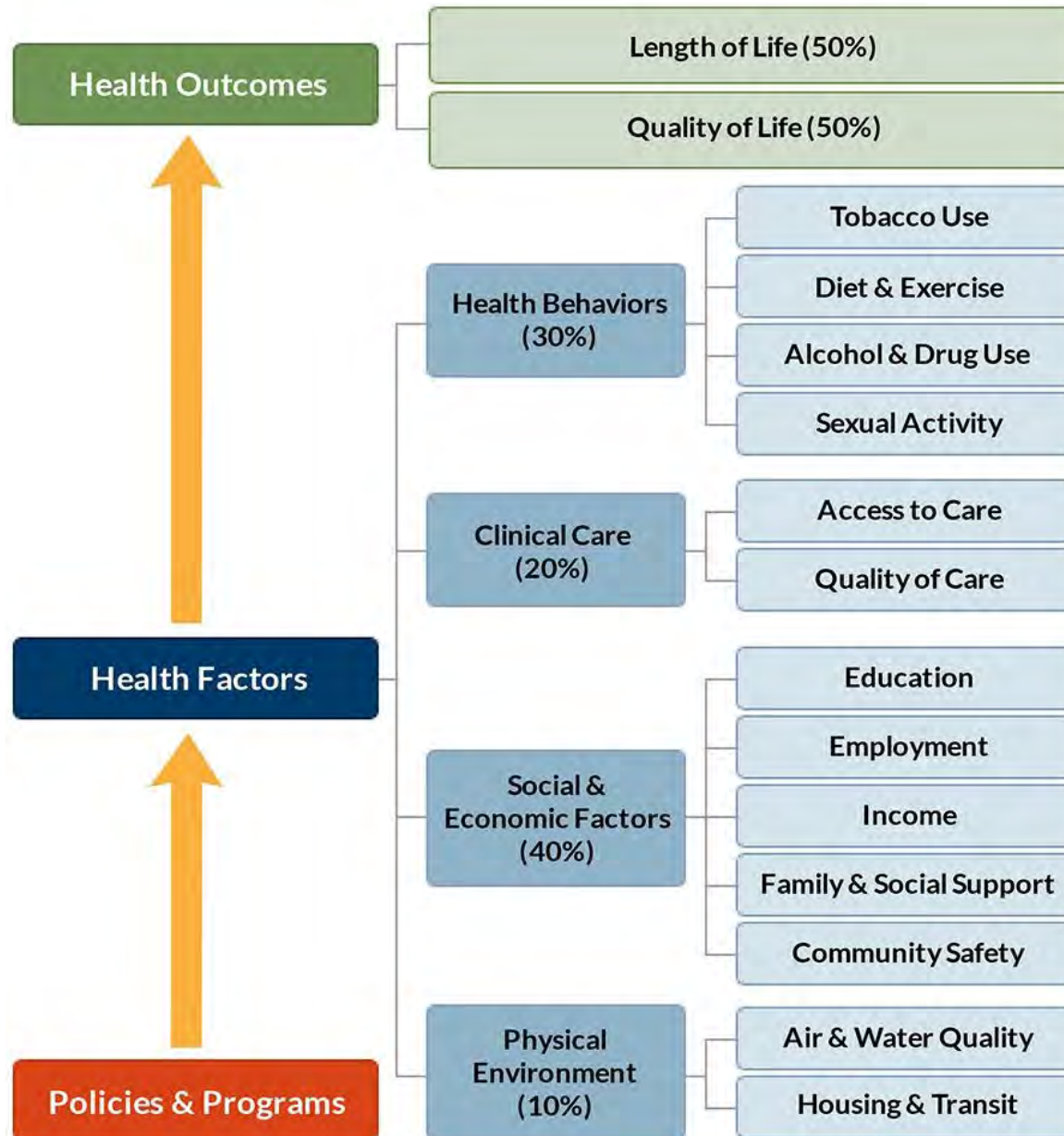


# What is health?

“Health is a state of complete physical, social, and mental well-being, not merely the absence of disease or infirmity.”

World Health Organization,  
1948, 1986

# What Shapes Health?



# What is Health Equity?

Clip: Unnatural Causes Trailer

[http://www.unnaturalcauses.org/video\\_clips\\_detail.php?res\\_id=80](http://www.unnaturalcauses.org/video_clips_detail.php?res_id=80)

## Health Disparity

A population-based difference in health outcomes (e.g., women have more breast cancer than men).

By itself, *disparity* does not address the chain of events that produces it.

- MN Dept. of Health, 2015

## Social Justice

The absence of unfair, unjust advantage, privilege, disadvantage, or oppression based on race, class, gender, or other forms of difference.

## Health Inequity

A health disparity based on inequitable, socially-determined circumstances (e.g. American Indians have higher rates of diabetes due to the disruption of their way of life and replacement of traditional foods with unhealthy commodity foods).

Because health inequities are socially determined, change is possible.

- MN Dept. of Health, 2015

## Health Equity

**When “every person has the opportunity to achieve their full capabilities and potential for health and well-being”.**

-NACCHO, 2015, Sen, 2004





## Equality is about Sameness

Equality promotes fairness and justice by giving everyone the same thing.

It can only work if everyone starts from the same place.

## Equity is about Fairness

Equity gives people access to the same opportunities.

Our differences and/or history can create barriers to participation, so we must first insure equity before we can enjoy equality.

# HiAP Addresses Determinants of Health

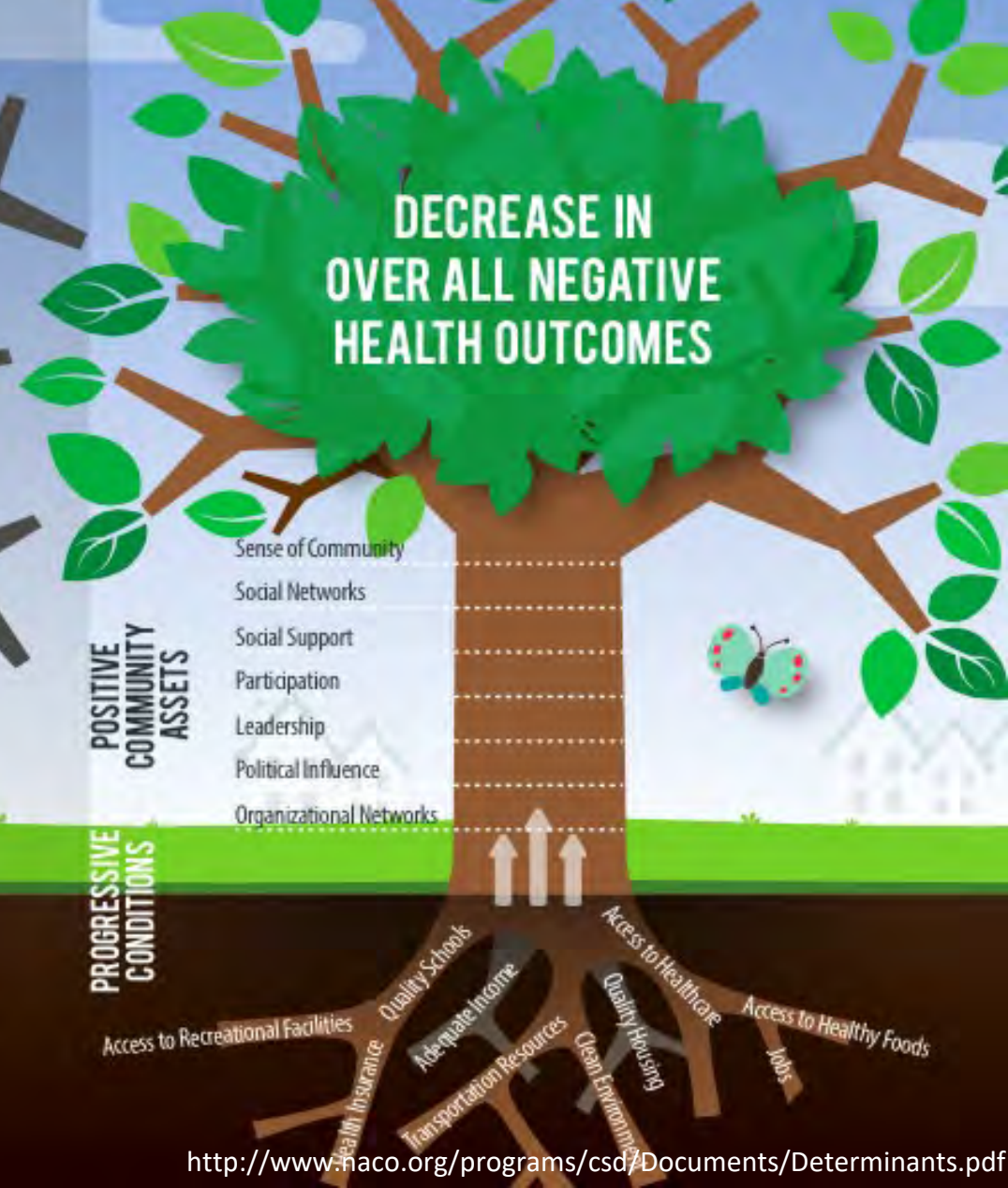
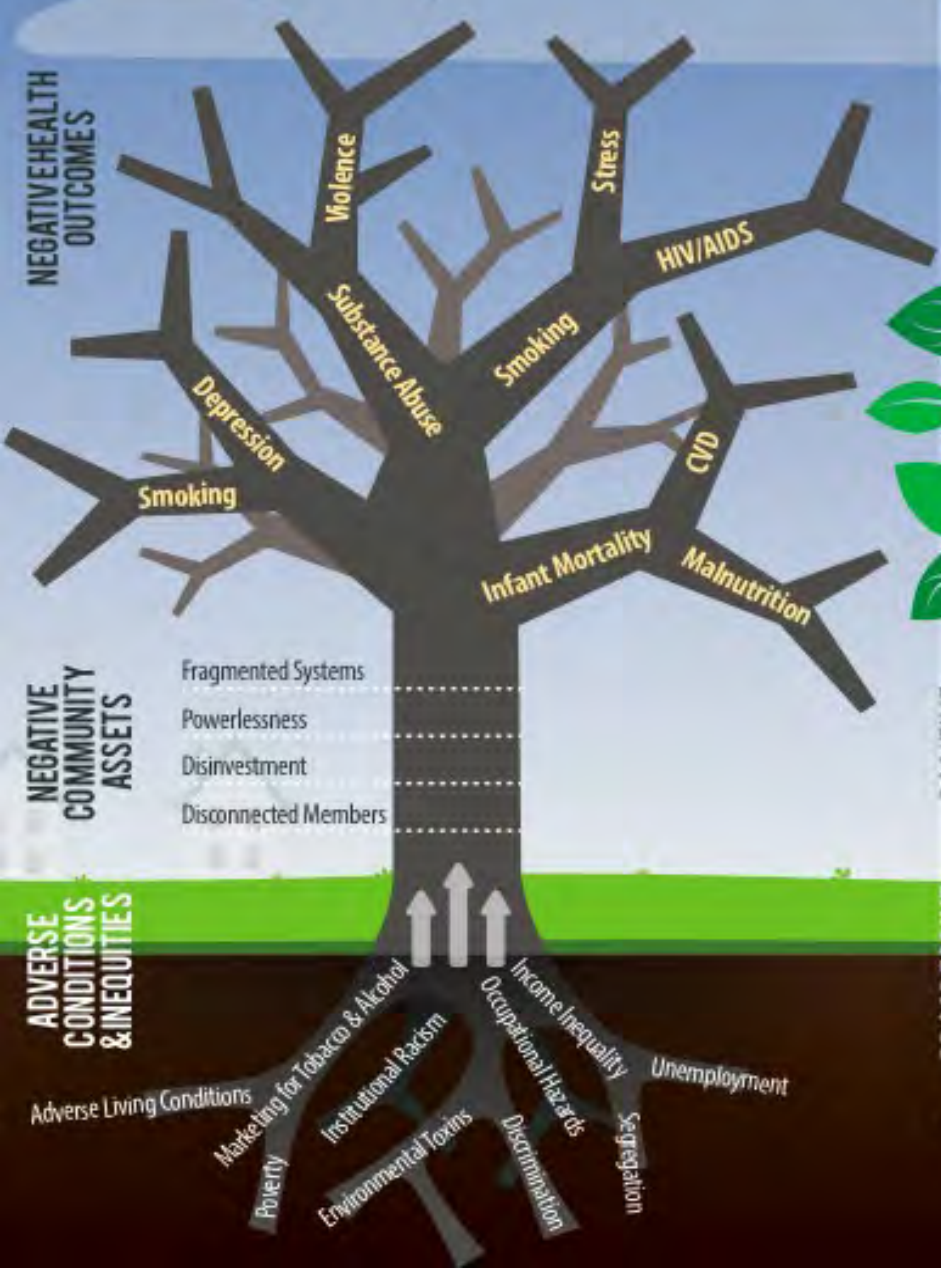
*How do  
government processes,  
policies and plans*

*shape*

Democratic process  
Housing  
Air quality  
Noise  
Safety  
Social networks  
Nutrition  
Parks and natural space  
Private goods and services  
Public services  
Transportation  
Social equity  
Livelihood  
Water quality  
Education

*and lead to  
health outcomes*

Our environments cultivate our communities, and our communities nurture our health. When inequities are high and community assets are low, health outcomes are worse. When inequities are low, and community assets are high, health outcomes are better.





# Five Key Elements of Health in All Policies

- Promote health, equity, and sustainability
- Support intersectoral collaboration
- Benefit multiple partners (co-benefits)
- Engage communities and stakeholders
- Create structural or procedural change



# The Five Key Elements of Health in All Policies:

## 1. Promote Health, Equity, and Sustainability

Gordon Ringberg,

Mayor,

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# The Five Key Elements of Health in All Policies:

## 2. Support Intersectoral Collaboration

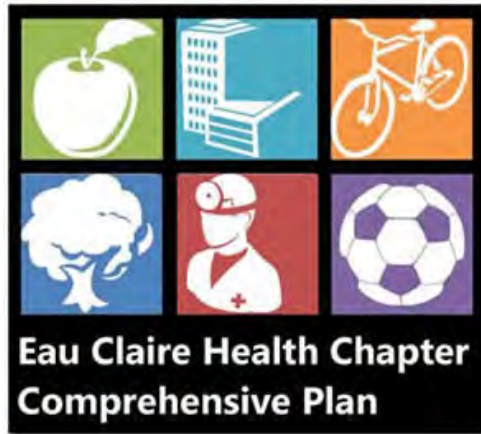
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[Kurt.Eggebrecht@Appleton.org](mailto:Kurt.Eggebrecht@Appleton.org)



# The Five Key Elements of Health in All Policies:

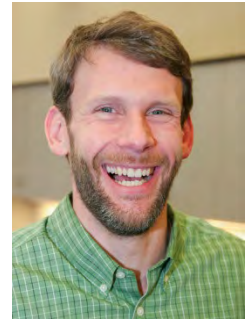
## 3. Benefit Multiple Partners



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# The Five Key Elements of Health in All Policies:

## 4. Engage Stakeholders

**Wade Thompson,**  
**Community Development Planner,**  
**City of Fitchburg**

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# CITY OF FITCHBURG

## HEALTHY NEIGHBORHOODS INITIATIVE – STAKEHOLDER ENGAGEMENT

## GREEN TIER SUSTAINABLE STRATEGIES



May 2019

# Today

18

- HNI Overview
- HNI Stakeholder Engagement
  - ▣ Neighborhood Navigators
- Lessons learned....steps to success and failure



# HNI Overview

19

- **City of Fitchburg Healthy Neighborhoods Initiative** – A strategic, inter-departmental, comprehensive, and integrated approach to address specific issues in specific north Fitchburg neighborhoods



2-page memo –  
November 2016



40-page strategic plan, 16  
action items – March 2019

- Stakeholders – City officials, **non-profit partners**, and **residents**



# HNI Stakeholder Engagement – Plan Development

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## □ Non-profit partners



# HNI Stakeholder Engagement – Plan Implementation

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## □ Neighborhood residents

- Traditional neighborhood resident engagement: We knew this wouldn't work. →



- “Grassroots/organic” neighborhood engagement: We thought this might work.....but had no personnel to undertake, or money to hire personnel (and little likelihood of getting money). →



# HNI Stakeholder Engagement – Plan Implementation

22

- Dane County Department of Human Services to the rescue!! Through engagement with other neighborhood program/ service providers, they heard what we were up to.....



- Piloted navigator programs in City of Madison and Sun Prairie
- \$20,000 to fund 30 navigator hours a week, over 9 months, in Fitchburg's NFH neighborhood



# HNI Neighborhood Navigators

23

- ❑ 2 City employees (and NFH residents) to assist NFH neighborhood residents in learning about and accessing available resources, programs, and services, and gathering feedback on neighborhood needs and wants



- ❑ Bettering existing City/County services to neighborhood residents
- ❑ Building trust between neighborhood/City
- ❑ Influencing future City policy

Carmen Torres-Kinerk Elizabeth Prado



**Nosotros hablamos Español!!**




# HNI Neighborhood Navigators

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- Where will Navigators engage with residents?
  - Neighborhood program/service provider meetings
  - “Office hours” at places where neighborhood residents frequent:
    - “Cultural” centers (i.e. Centro Hispano)
    - Food pantries
    - Banks
    - Grocery stores
    - Neighborhood events, festivals, etc.
  - Organizing neighborhood events and developing “social circles”, one-on-one conversational opportunities, etc.

# Lessons Learned.....steps to success

25

1. Have an idea
2. Believe in the idea
3. Be passionate about the idea
4. Research the idea (i.e. somebody probably already had the idea...learn from them)
5. Tell people about the idea  Champions (City officials/staff, non-profit partners, and/or residents)
6. Tell more people about the idea
7. Tell more people about the idea
8. Under-promise and over-deliver



# The Five Key Elements of Health in All Policies:

## 5. Create Structural or Process Change

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**City of Wisconsin Rapids**  
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**Questions?**