Healthy Communities:
The Intersection of Community Development and Health

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Objectives

❖ To gain an understanding of why geographic location matters.

❖ To gain an understanding of Community Development.

❖ To understand the intersection of Community Development and Health/Wellness.

❖ How can we enhance the health of Mississippi.

What Is Community Development?

- ▶ Community Involvement & Engagement
- ▶ Collective Impact
- ▶ Improves social conditions
- ▶ Encourages using local resources
- ▶ Increases access to capital (social, cultural, physical, natural, human, economic)
- ▶ Holistic

Asset-Based Community Development (ABCD)

- Empty glass: communities are full of people with needs and deficiencies

- Full glass: communities are full of people with ideas, skills, and capacities

Why Community Development Matters?

Why Geographic Location Matters

- Living Fit

- Healthy Dawgs

- Health Heroes

- Fitness on the First Initiative

- Pop-Up Field Days

- Nutrition & Cooking Demos

- Youth Dawgs Summer Recreation Camp

- BCBS Get Ready to Run Race

- Tobacco-Free Campus

- Challenge Course

- Volleyball Course

Healthy Starkville

- Starkville Health Council

- Backpack Feeding Program

- Walk to School Days

- Bee Well Initiative

- Worksite Wellness Initiatives

- Walking Clubs

- Travis Outlaw Center (Starkville Sportsplex)

- Adopt-A-Highway

- Smoke-free ordinance

- After-school & Summer programs

- Summer Feeding Programs

Student Involvement

Thankful Club - Post thank you's/encouraging words around the school for teachers and students).

Cafeteria Buddies - help pickup trash, clean tables, sweep, etc.

Environmental Club - work towards finding ways to help our environment maybe by recycling and working with the city department to schedule a recycling bin/pickup here at school.

Media Crew - watch for spotlight things going on here at school and report about it on the morning announcements and/or watch for HWS clippings from the newspaper to display in the display case on the main hall.

Campus Beautification - pull weeds, work on finding ways to add to the landscape maybe through potted plants at the front entrance to make the school more inviting.

Student Involvement

Garden Club - keep up, maintain the outdoor learning areas

Letters Club - write letters to service workers in our community and/or military men and women who are deployed

Clothes Closet Heroes - maintain and keep closets organized

Recess Helpers - check on equipment for damage or if they need air, pick up any equipment that is left out

Bathroom Keepers - inspect for needs such as toilet paper in stalls, paper towels, soap, cleaning

Adopt a Playground - 5 playground areas for trash pick up

Adopt a Sidewalk - 3 main areas, Ward to Stewart, front sidewalk from Ward to Main and Main to Henderson, back sidewalk from Cafeteria to Henderson

- Who does your community include? Who does it not include?

- What are the cultural and psychosocial experiences of people in the community (e.g., traditions, social networks, history, representation in the local government)?

- Does your community have multiple communities within it? How would you describe these communities? What are the relationships between these communities?

Geographic Location Matters

Communities of Opportunity

Good Health Status

Low- Income Communities

Parks
Sidewalks
Grocery Stores
Financial Institutions
Better Performing
   Schools
Good Public
   Transportation

Poor Health Status

contributes to health disparities:

Obesity
Diabetes
Asthma
Infant mortality

Fast Food Restaurants

Liquor Stores

Unsafe/Limited Parks

Poor Performing Schools

Increased Pollution and
   Toxic Waste Sites

Limited Public
   Transportation

Reference: PolicyLink

- How are resources (e.g., food, housing, local businesses, transportation, health care services) distributed within your community?

- How does this compare to surrounding communities?

- What are the relationships among social determinants, cultural and psychological?

Top 10 Child Health Concerns in 2016

	Among Black Adults			Among Hispanic Adults			Among White Adults	
1	Bullying	71%	1	Bullying	66%	1	Obesity	55%
2	Racial Inequities	61%	2	Obesity	62%	2	Bullying	52%
3	School Violence	61%	3	Drug Abuse	61%	3	Drug Abuse	47%
4	Drug Abuse	59%	4	Internet Safety	59%	4	Internet Safety	44%
5	Internet Safety	59%	5	Stress	57%	5	Stress	42%
6	Obesity	58%	6	Abuse & Neglect	57%	6	Abuse & Neglect	41%
7	Gun Injuries	56%	7	School Violence	55%	7	Sexting	38%
8	Sexting	54%	8	Sexting	54%	8	Suicide	36%
9	Depression	52%	9	Teen Pregnancy	54%	9	Smoking	36%
10	Hunger	50%	10	Depression	53%	10	Depression	36%

WHOLE SCHOOL, WHOLE COMMUNITY, WHOLE CHILD

Protective Factors Matters

How Does Your Community Affect Your Wellness Wheel?

Wellness WHEEL

Taking care of each dimension of the Wellness Wheel can help you become more aware of the interconnectedness of each dimension, and how all aspects of your life contribute to feeling well, both physically and mentally.

EMOTIONAL
Have a positive attitude, high self-esteem, a strong sense of self, and the ability to recognize and share a wide range of feelings with others in a constructive way.

ENVIRONMENTAL
Be aware of the interactions between the environment, community and yourself and behave in ways that care for each of these responsibly.

SPIRITUAL
Find meaning in life events, demonstrate individual purpose, and live a life that reflects your values and beliefs.

FINANCIAL
Live within your means and learn to manage your finances for the short and long term.

SOCIAL
Build personal relationships with others, deal with conflict appropriately, and connect to a positive social network.

INTELLECTUAL
Be open to new ideas, be creative, think critically, and seek out new challenges.

PHYSICAL
Take care of your body for optimal health and functioning.

OCCUPATIONAL
Seek to have a career that is interesting, enjoyable, meaningful, and that contributes to the larger society.
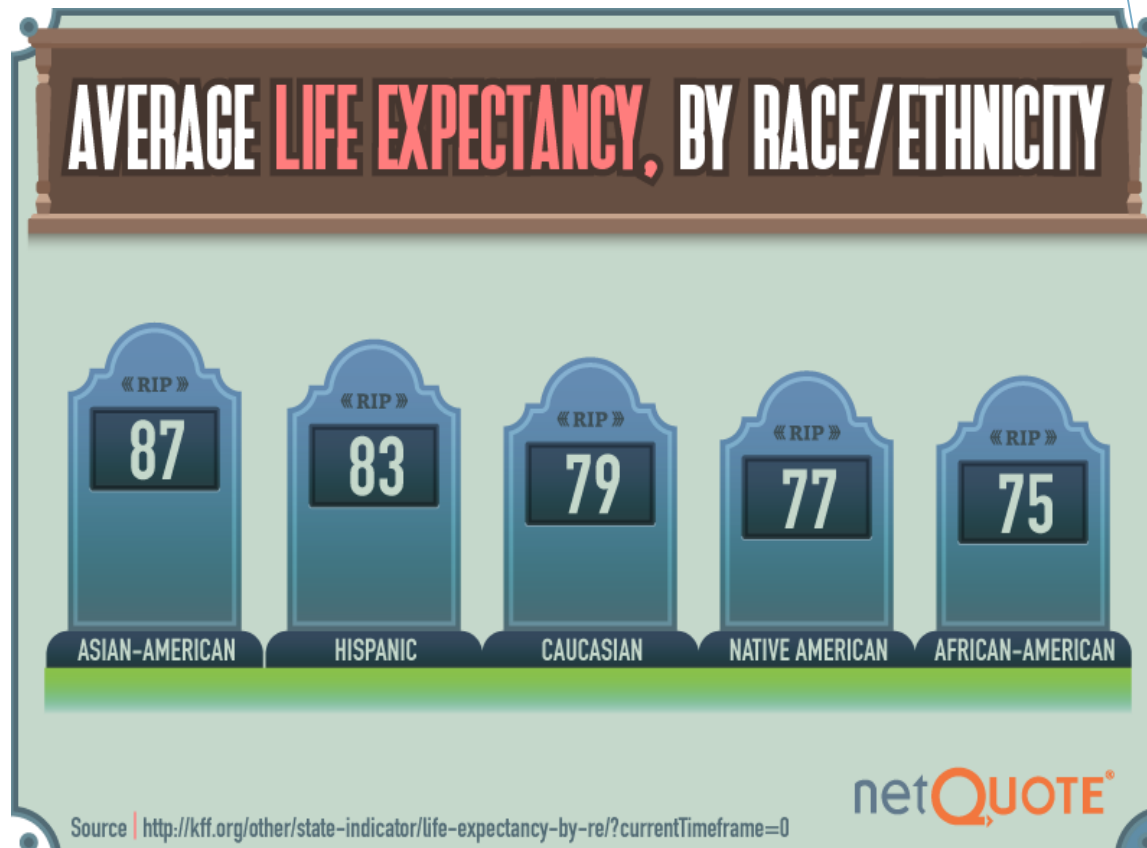
Classified

Across America,
Differences in How Long and How Well We Live
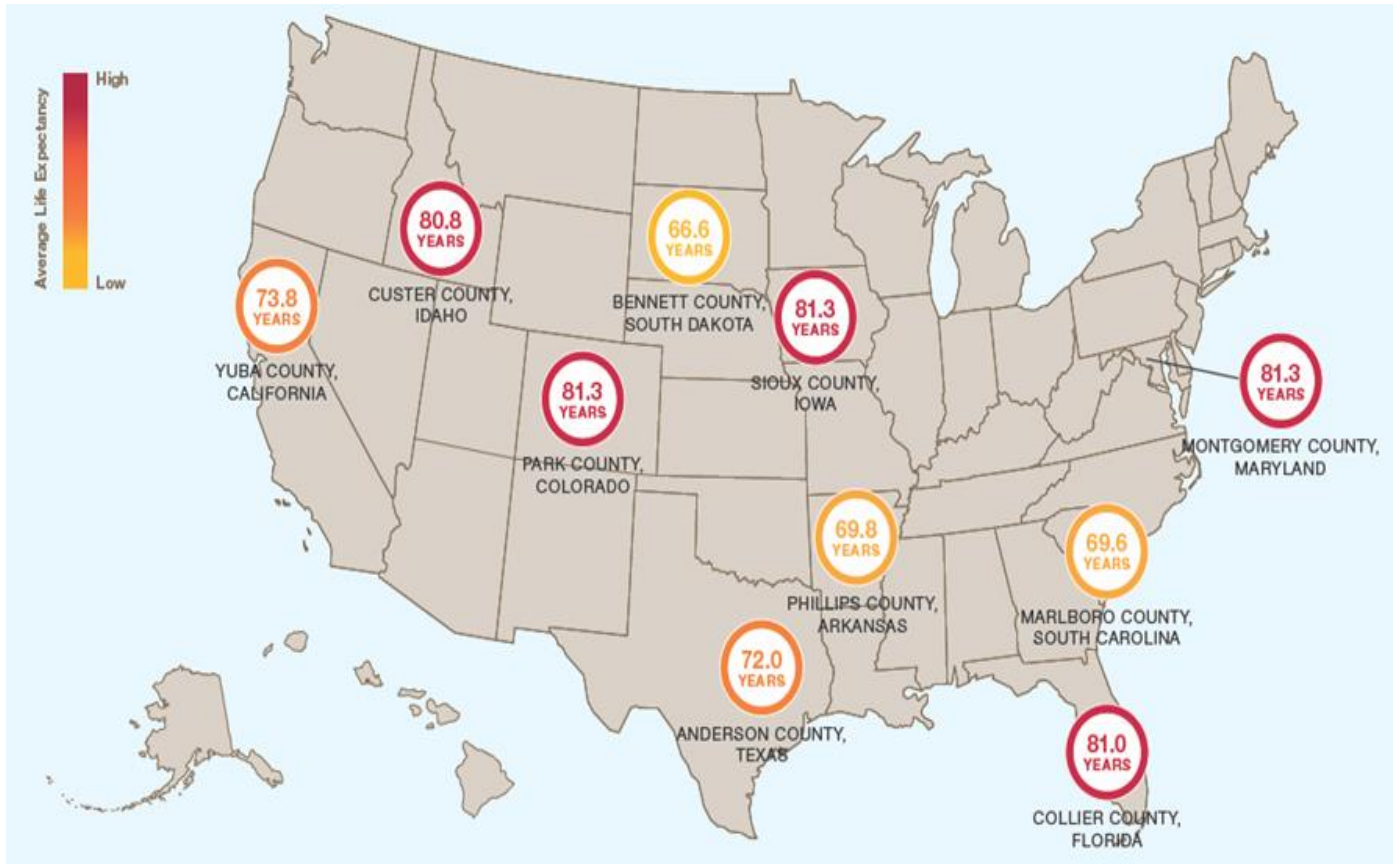
States with the Lowest Life Expectancies

- Mississippi
- Alabama
- West Virginia
- Louisiana
- Oklahoma

AVERAGE LIFE EXPECTANCY, BY RACE/ETHNICITY

«RIP» 87	«RIP» 83	«RIP» 79	«RIP» 77	«RIP» 75
ASIAN-AMERICAN	HISPANIC	CAUCASIAN	NATIVE AMERICAN	AFRICAN-AMERICAN

netQUOTE°

Source | http://kff.org/other/state-indicator/life-expectancy-by-re/?currentTimeframe=0

Social Determinants of Health

- Access to health care
- Access to resources
- Education
- Employment
- Environment

- Housing
- Racism/Discrimination
- Segregation
- Transportation
- Income Gaps

Health Equity

- The opportunity for everyone to attain his or her full health potential

- No one is disadvantaged from achieving this potential because of his or her social position or other socially determined circumstance.

- Distinct from health equality

Reference: Whitehead M. et al

Health Inequities

- Systematic and unjust distribution of social, economic, and environmental conditions needed for health
  - Unequal access to quality education, healthcare, housing, transportation, other resources (e.g., grocery stores, car seats)
  - Unequal employment opportunities and pay/income
  - Discrimination based upon social status/other factors

Reference: Whitehead M. et al

Health Disparities

- Differences in the incidence and prevalence of health conditions and health status between groups, based on:
    - Race/ethnicity
    - Socioeconomic status
    - Sexual orientation
    - Gender
    - Disability status
    - Geographic location
    - Combination of these

Figure 5: Pathways from social determinants to health
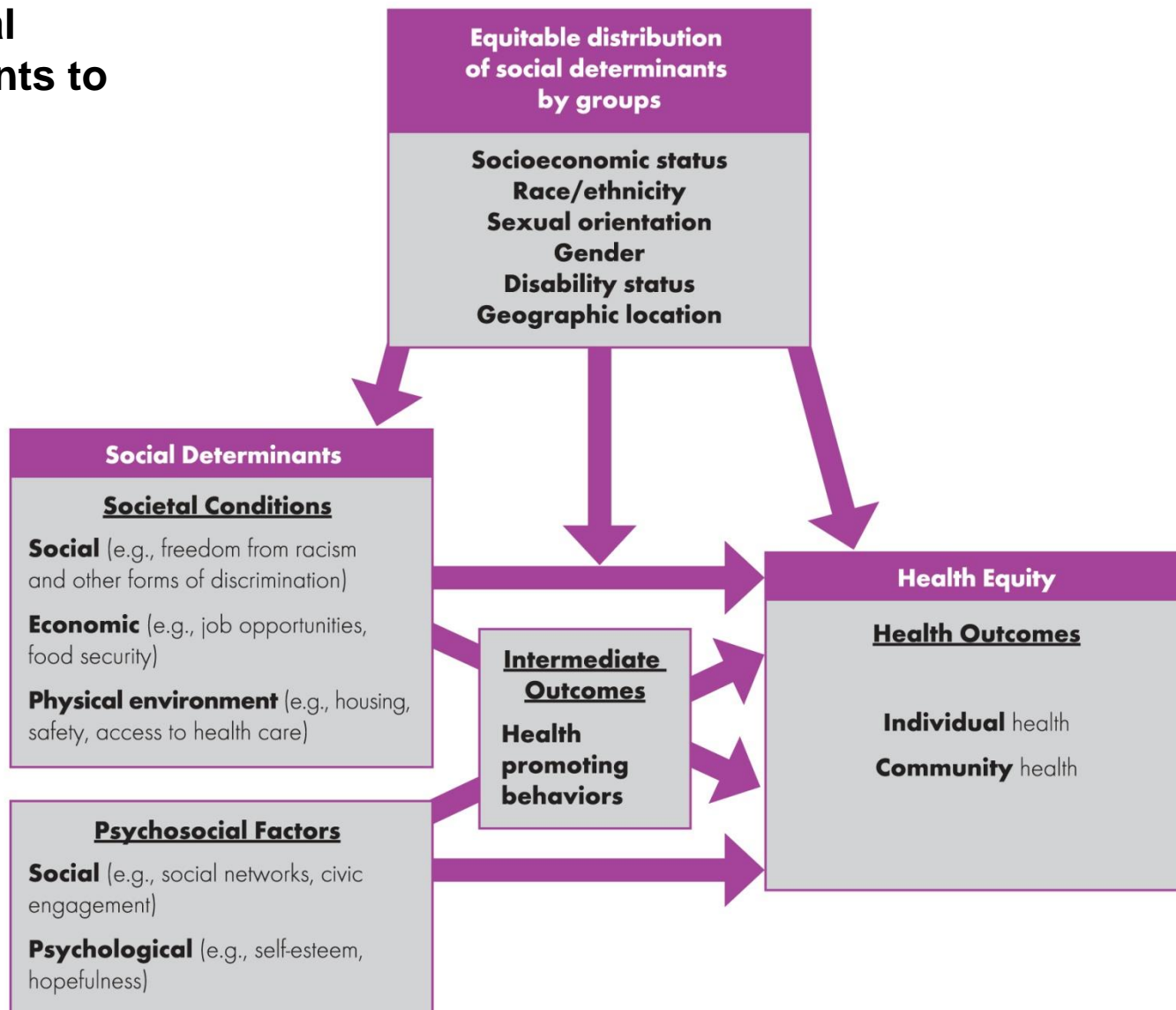
- ▶ What health concerns are experienced by people in your community (e.g., obesity, asthma, diabetes, heart disease)?

- ▶ What behaviors are more or less common among people in your community (e.g., food and beverage consumption, physical activity, tobacco or substance use, violence)?

Diseases and Behaviors

	Tobacco Use	Poor Nutrition	Physical Activity	Physician Visits
Arthritis/Lupus	✓		✓	✓
Asthma	✓		✓	✓
Breast Cancer		✓	✓	✓
Colorectal Cancer		✓	✓	✓
COPD (Lung Disease)	✓			✓
Diabetes	✓	✓	✓	✓
Heart Disease and Stroke	✓	✓	✓	✓
Hepatitis B				✓
Immunizations (for adults)				✓
Infant Health Problems	✓	✓	✓	✓
Injury from falls		✓	✓	
Lung Cancer	✓	✓		✓
Oral Health	✓	✓		✓
Pneumonia and Influenza	✓			✓

Distribution of U.S. Population by Race/Ethnicity 2000 and 2050
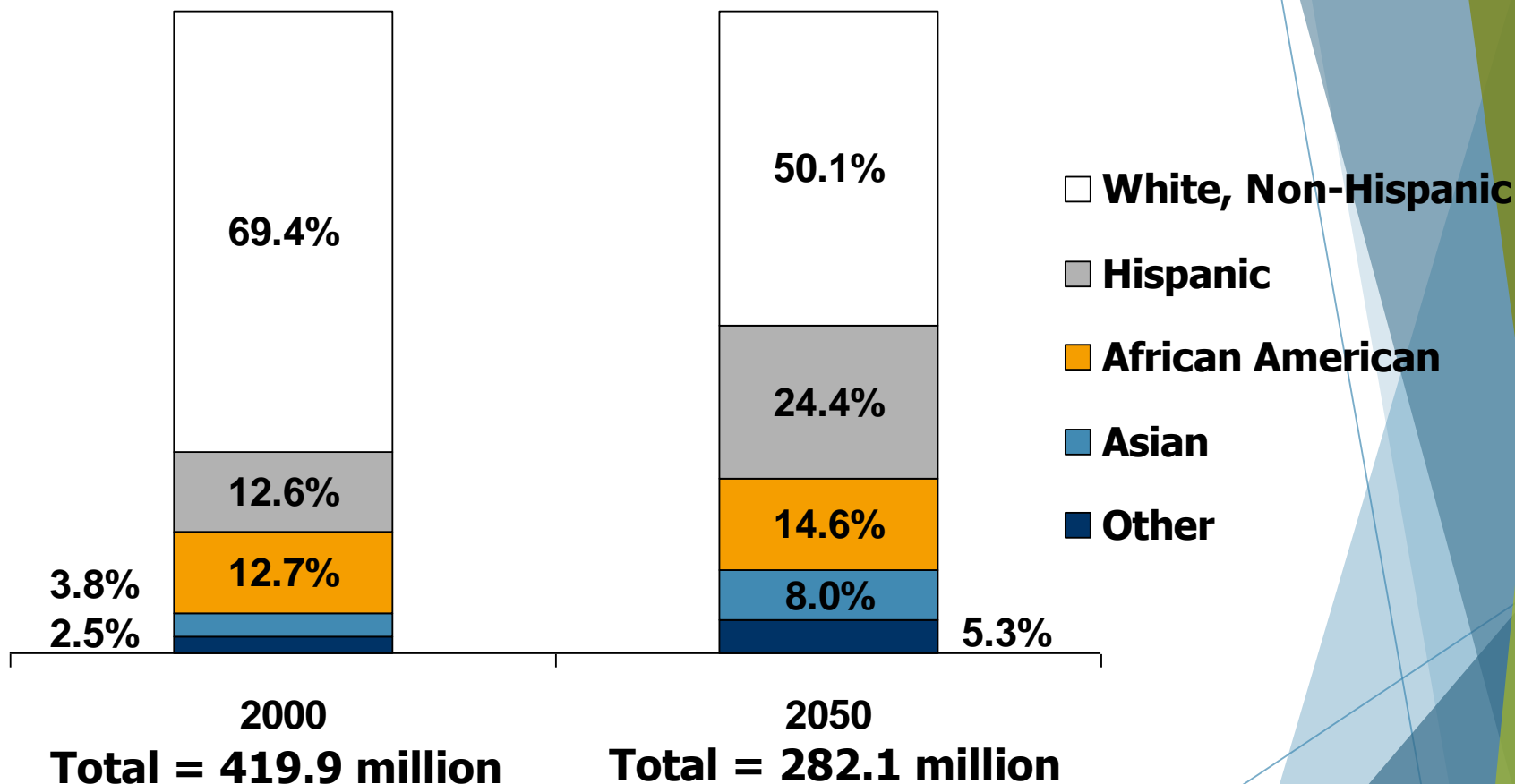
2000
Total = 419.9 million

2050
Total = 282.1 million

Legend:
- ☐ White, Non-Hispanic
- ☐ Hispanic
- ☐ African American
- ☐ Asian
- ☐ Other

2000: 69.4%, 12.6%, 12.7%, 3.8%, 2.5%

2050: 50.1%, 24.4%, 14.6%, 8.0%, 5.3%

Healthy Communities Means Healthy Opportunities!

▶ Health starts – long before illness – in our homes, schools, communities, and jobs.

▶ All Americans should have the opportunity to make the choices that allow them to live a long, healthy life, regardless of their income, education or ethnic background.

▶ Your neighborhood or job shouldn't be hazardous to your health.

▶ Your opportunity for health starts long before you need medical care.

▶ The opportunity for health begins in our families, communities, schools, and jobs.

Robert Wood Johnson Foundation

Moving Forward

- TAP-OUT Youth Council

- Mayor's Health Councils

- Shared-Use Agreements

- Complete Street Policies

- Barbershop and Salon Initiatives

- Tobacco-Free Universities & Comm. Colleges

- Bike Friendly Towns & Neighborhoods

- Community Gardens

- Exercising Clubs

Funding opportunities

- Kellogg Foundation

- Blue Cross Blue Shield of MS Foundation

- Sam Walton Foundation

- The Kresge Foundation

- MS Dept of Health

- MS Dept of Child & Protective Services

- MS Dept of Mental Health

- SAMHSA

- CDC

- Robert Wood Johnson Foundation

Center for Sustainable Health & Prevention Outreach

▶ Our mission is to sustain health through prevention and outreach.

▶ Our vision is to create and sustain a healthy community culture that educates, motivates, and empowers residents and team members to adopt and maintain healthy lifestyle behaviors.

▶ Overview: The center will provide structured and unstructured opportunities on all levels of care with the goal of promoting physical, social, intellectual, spiritual, environmental, and occupational health and well-being so that residents can maximize their independence and quality of life in the best setting.

Background

- WHO Commission on SDOH
  www.who.int/social_determinants/thecommission/en/index.html
- *Unnatural Causes* documentary
  www.unnaturalcauses.org/
- NACCHO Health Equity and Social Justice Committee
  www.naccho.org/topics/justice/mission.cfm
- RWJ Commission on SDOH
  www.rwjf.org/pr/product.jsp?id=41008
- CDC Expert Panel on SDOH

  www.healthyohioprogram.org/ASSETS/AF886060E94E4823A9338F7E68139947/hepanel.pdf
- IOM Committee in SDOH
  www.iom.edu/Activities/SelectPops/HealthDisparities.aspx
- IOM Local Government Actions to Prevent Childhood Obesity Report
  www.iom.edu/Reports/2009/ChildhoodObesityPreventionLocalGovernments.aspx
- Healthy People 2020 Report
  www.healthypeople.gov/hp2020/advisory/PhaseI/PhaseI.pdf
- PolicyLink

  http://www.policylink.org/site/c.lkIXLbMNJrE/b.6728307/k.58F8/Why_Place___Race_Matter.htm#

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You can ask me anything you want, ask me anything.