



Place Matters: The Role of Community Development

Tuesday, March 1 – 3:30-4:45pm

Community Development 101: Investing and Building for Health

Amy Gillman, MBA, National Program Director, Community Health, Local Initiatives Support Corporation

Doug Jutte, MD, MPH, Executive Director, Build Healthy Places Network and Associate Professor, UC Berkeley School of Public Health

While most known for its decades-long efforts to finance affordable housing, the community development sector has evolved over time and now aims to deliver a comprehensive response to creating the conditions for improved quality of life in low-income neighborhoods. The industry, which involves lenders, real estate developers, government, philanthropy, planners and others, invests over \$200 billion of high-risk capital every year to transform struggling neighborhoods into thriving ones – by financing affordable housing, health clinics and grocery stores; connecting residents with quality jobs and education; and creating safe venues for recreation and play. Growing awareness of its central role in improving health and wellbeing has led community developers to embrace a holistic approach that considers the multiple factors that impact health and integrate them into a broader neighborhood strategy that combines real estate investments with social and economic supports for residents, and builds leadership and local capacity through community engagement.

This workshop will help explain and demystify the community development industry for health professionals, describing: what it does and how it has been intentionally incorporating health goals into its daily work; where the money comes from and how investments are leveraged and sustained over time; and who's involved and how to connect with the right players to form strategic alliances that maximize health impact in low-income communities.

Learning Objectives:

- Understand how the community development sector's extensive toolkit of resources can be used to improve health in low-income neighborhoods.
- Knowledge of best practices and effective strategies that combine real estate investments with social and economic supports to simultaneously address multiple social determinants of health.
- Awareness of opportunities for health care and public health professionals to partner with community developers to maximize health impact in communities of common interest.

Tuesday, March 1 – 5:00-6:15pm

Community Development – Health Partnerships: Resident Engagement Strategies to Improve Population Health

Tedd Grain, Deputy Director, Indianapolis Local Initiative Support Corporation

Joyce Hertko, Director of Community Outreach, IU Health

Mary McKee, Director of Public Health Practice, Marion County Public Health Department

Alisha Jessup, RN, BSN, MHA Manager of Population Health & Community Services, Eskenazi Health Center

Community development is not just about the financial tools to develop real estate – it is also about promoting resident engagement and building local capacity and leadership to better inform neighborhood investment. Indianapolis LISC carries out its comprehensive community development work in low-income neighborhoods across the city, bringing together residents and stakeholders around a quality of life planning process. This process looks at the whole community,

including schools, parks, health care and child care, community safety, social services and economic opportunity – all of the elements that make a neighborhood a healthy place to live – and comprehensively maps out needs, potential solutions, and possible partners that will turn goals into achievable projects and programs. The tools and resources of community development can then help achieve those goals by taking an integrated approach to neighborhood revitalization that improves the quality of life in these places.

This session will highlight strategic partnerships between community development, health care and public health that leveraged LISC's resident engagement infrastructure and platforms in the QOL neighborhoods and collaboratively advanced an explicit health agenda in low-income communities of common interest. Specific initiatives include:

- A collaboration with IU Health on a resident-driven planning process that identified key health strategies and incorporated a specific health component into a neighborhood quality of life plan.
- A process led by the public health department for local hospitals to work collaboratively on CHNAs that benefitted from access to residents to collect survey data at regular quality of life community convenings.
- A new partnership that places a loaned executive from Eskenazi Hospital at the local LISC office to act as a liaison between the hospital's population health department and LISC's community development activities.

Learning Objectives

- Understand community development strategies and tools for carrying out meaningful resident engagement that can be used to promote population health.
- Knowledge of effective models for capturing resident input and involvement to drive and inform neighborhood investments.
- Awareness of opportunities for health care and public health professionals to partner with community developers and tap this sector's resident-engagement platform for community health improvement.

Wednesday, March 2 – 8:45-10:00am

Place-based, Cross-sector Initiatives to Improve Population Health

Sarah Norman, Director, Healthy Homes & Communities, NeighborWorks America

Sarah Page, Senior Vice President, Community Building and Engagement, HAPHousing, Inc.

Frank Robinson, PhD, Vice President of Public Health & Community Relations, Baystate Health

This session will provide a roadmap to building place-based, cross-sector collaborations to improve community health. Presenters will provide an overview of mini-case studies from geographically and demographically diverse communities. This overview will set the stage for a deeper exploration of one local collaboration, the Healthy Hill Initiative. Based in Springfield, Massachusetts, the Healthy Hill Initiative is led by a diverse array of local stakeholders including hospitals, community development corporations, community councils, and others. Through multiple linked strategies, the Healthy Hill Initiative is accelerating efforts to improve public safety, housing, access to health food, and economic development in a neighborhood burdened by poor health outcomes.

Learning Objectives:

- Learn opportunities, barriers, and challenges to building place-based community health initiatives
- Understand strategies to integrate community development corporations into population health initiatives
- Identify toolboxes, datasets and other systems that facilitate effective place-based community health initiatives

Wednesday, March 2 – 10:30-11:45am

Measuring Health Impact in the Zip Code Improvement Business

Douglas Jutte, MD, MPH, Executive Director, Build Healthy Places Network

Jessica Mulcahy, Senior Manager, Success Measures Evaluation and Research, NeighborWorks

Nancy Pollock, Principal, Health Outcomes in Housing Initiative, Stewards of Affordable Housing for the Future

As the saying goes, "Your zip code matters more than your genetic code in determining your health." It has also been said that the community development sector is in the "zip code improvement business." As these ideas converge, community development organizations - working largely outside the public health and health care sectors - are now aggressively attempting to measure the health impact of their efforts. As a \$200 billion per year, largely non-profit industry working

exclusively in low- and moderate-income communities through the financing of affordable and supportive housing, small businesses, community centers, health clinics, charter schools, job-training programs, and services to support children and families, the potential health impacts are immense.

This session will describe what tools, metrics and resources are being used by the community development sector to evaluate health impact. The Build Healthy Places Network will describe its new MeasureUp metrics portal that brings together the most up-to-date measurement approaches at the intersection of health and community development. Stewards for Affordable Housing for the Future, a national consortium of the country's largest affordable housing developers, will present their Common Outcome Measures initiative and describe their plans for testing this tool that systematically assesses five outcome domains linked to social determinants of health. And hear from Success Measures, part of NeighborWorks America, about their extensive efforts to incorporate health into their data systems, identify and test the best health measurement tools, and guide community development organizations in the evaluation of health impact.

These recent efforts, all developed within the past two years, represent an unprecedented opportunity for health care systems to learn from the measurement efforts underway in a very different sector but one that shares similar goals: healthier people in healthier communities.

Learning Objectives

- Highlight and identify how community development organizations are trying to measure the health impact of their neighborhood-level improvement projects
- Present new tools, evidence, stories, maps and other new resources being developed and tested by the community development industry for measuring neighborhood health and wellness
- To identify potential opportunities for collaboration between the health care and community development sectors for conducting community health needs assessments and evaluating the health impact of community benefit investments

Wednesday, March 2 – 2:45-4:00pm

Safe Streets, Healthy Communities

Julia Ryan, MPA, Director, Community Safety Initiative, LISC

Vivian Cox Fraser, President and CEO, Urban League of Essex County

Cheryl Knott, Baltimore Neighborhood Indicators Alliance

Crime and fear profoundly influence health and community vibrancy. While there is growing recognition that the drivers of crime and poor health are interconnected, the path to strategic, comprehensive responses is fraught with challenges including community-police distrust and silos between community developers and law enforcement. Leaders from Newark and Baltimore, both supported by the signature place-based crime reduction initiative of the Department of Justice, will discuss these challenges and share best-practice models for reducing crime as a barrier to health. Featured strategies will include remediating hot spots, creating safe, walkable streets and parks, and bridging divides between residents and law enforcement. Speakers will highlight how they have woven public safety, revitalization and engagement plans together to improve safety and community well-being.

Learning Objectives:

- Best practices for building strategic alliances between community developers, law enforcement and other key stakeholders including public health leaders to reduce persistent violence and other crime, spur economic investment and create healthier neighborhoods for youth and families.
- Theory and practice behind the alignment between crime and health, including the importance of place-based strategies and strategic violence prevention
- Non-traditional funding streams for safety-focused health initiatives.

Wednesday, March 2 – 4:30-5:45pm

Seeding Change: Partnering to Transform San Francisco's Most Vulnerable Neighborhood

Abbie Yant, RN, Vice President, Mission, Advocacy and Community Health, Saint Francis Memorial Hospital

Amy Cohen, Director, Neighborhood Program Development, San Francisco Mayor's Office of Economic and Workforce Development

Jennifer Kiss, Director, Tenderloin Health Improvement Partnership, Saint Francis Foundation

The Tenderloin Health Improvement Partnership is a bold, collective impact initiative leveraging the expertise and resources of community-based organizations, local government agencies and the philanthropic community to address complex health issues and inequities in San Francisco's Tenderloin neighborhood. The Tenderloin Health Improvement Partnership created a successful public private partnership with the City and County of San Francisco Mayor's Office of Economic and Workforce Development. Under a collective impact framework, the stakeholders created a shared agenda to improve the lives of the residents of this densely populated and distressed neighborhood. The partnership has empowered both government and nonprofit agencies to work in concert with the residents to create a healthy, mixed income neighborhood. The Saint Francis Foundation, as the visionary founder of TLHIP, has catalyzed the business and philanthropic community to join in supporting this work.

Learning Objectives

- Understand how a place-based community health initiative can influence urban planning
- List three key elements that create and maintain a thriving public-private partnership
- List three interventions that create a healthy, mixed-income neighborhood

Thursday, March 3 – 9:15-10:30am

Integrating Primary Prevention into Affordable Housing and Community Development

Elizabeth Gonzalez Suarez, Director, Community Health Practice, Dana-Farber Cancer Institute

Jeanne Pinado, CEO, Madison Park Development Corporation

Affordable-housing and community development organizations are in a unique position to create opportunities for physical activity and to increase access to healthy, affordable foods. Dana-Farber Cancer Institute, an NCI-designated cancer center, partnered with Madison Park Development Corporation, a community development organization investing in affordable housing and the economic revitalization, to eliminate built environment barriers to healthy affordable foods and physical activity. This partnership demonstrates how public health, health care and community development organizations can partner to impact the local environment and promote healthy lifestyles.

This presentation will describe the evolution of a partnership MPDC and DFCI to successfully implement an evidence-based primary prevention program to fully integrate health and wellness programs into community development. The partnership supports Open Doors to Health, a program that includes incentives to increase utilization of community gardens, farm stands, cooking demonstrations, a Community Supported Agriculture program and an array of physical activity opportunities, to empower community residents by providing training, stipends, and opportunities for resident engagement, advocacy and leadership. Program evaluation, lessons learned, and best practices will be shared.

Learning Objectives

- Describe the process by which a comprehensive cancer center has partnered with a community development organization to develop and implement a program to address built environment barriers to healthy living.
- Explain how a community development organization invests in community-wide health equity and community wellness efforts through partnerships with health care institutions, the city health department, resident leaders and other partners.
- Identify strategies that can be replicated in other communities.