

HEALTHY CITIES CAMPAIGN

10/27/2016

Building Healthy Communities across Santa Clara County

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Objectives

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- ▣ Introduce the Healthy Cities Campaign Concept
- ▣ Communicate next steps
- ▣ Discuss questions
- ▣ Continue partnership with cities

The Healthy Cities Campaign Concept

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- Create a tool to acknowledge successes by cities across **four** health-focused areas
 - Active & Safe Communities
 - Healthy Food & Beverage Environments
 - Tobacco-Free Communities
 - Cross-Cutting Strategies
- Identify opportunities focused on improved health outcomes for residents and employees
- Incentivize adoption and implementation of healthy practice and policy changes by cities and the County

The Healthy Cities Campaign Concept (continued)

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- Assess and publicize strides made in both policy and administrative areas
- Recognize cities for their work across a number of different categories
- Create opportunity for collaboration across cities for countywide impact

Why a Healthy Cities Campaign Concept?

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▣ **Potential Benefits for Cities:**

- Reduced health care costs
- Improved workforce productivity and decreased absenteeism
- Increased employee retention and job satisfaction
- Improved opportunity for future grants and strategic partnerships

▣ **Potential Benefits for the County:**

- Expanded reach and impact
- Improved health outcomes for residents

Why a Healthy Cities Campaign Concept? (continued)

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- Public health is a priority issue
- There is overwhelming public support in Santa Clara County for addressing the health needs of our community

PREVENTION MEANS BUSINESS

A healthy, thriving workforce makes for a healthier business. Investing in health—in the workplace and in the community—reduces health care costs, improves productivity and makes businesses stronger.

POOR HEALTH IS BAD FOR BUSINESS

Chronic disease drives health care expenditures, which cuts into company profits and productivity.

- 67%** of our workforce is overweight or obese
- 1 IN 4** Americans has heart disease
- 1 IN 3** Americans has high blood pressure
- \$73 B** annual cost of obesity among full-time employees
- 50%** of company profits go towards health care costs
- \$153 B** loss to employers annually due to absenteeism from workers who are overweight or obese and have other chronic health conditions
- 450 M** additional work days missed every year by full-time workers who are overweight or obese and have chronic health conditions

PREVENTION PAYS AT WORK

Even small investments in health within the workplace can create big returns:

- ADDRESS HEALTH RISKS**
1% reduction in health risks would save as much as **\$83-103** annually in medical costs, per person.
- SAVE MONEY**
Workplace wellness programs can reduce sick leave, medical costs and worker's comp claims by as much as **25%**

WORKPLACE WELLNESS

For every **\$1** spent on workplace wellness programs, employers can save up to **\$6**

HEALTHY COMMUNITIES = HEALTHY BUSINESSES

Building a healthier community saves lives and money.

- BIKING SAVES MILLIONS**
Do you have bike racks? Are there bike lanes on your streets? Bicycle commuters saved Iowa \$13.2 million a year in health care costs and \$73.9 million for those who cycle recreationally.
- SMOKE-FREE SPACES SAVE LIVES**
Are your shared community spaces and workplace smoke-free? Smoke-free strategies and education prevented 800 thousand deaths related to lung cancer between 1975-2000.
- WALKABLE SPACES + ECONOMIC GROWTH**
Do your workplace and community make physical activity easier? In one California city, \$10 million spent on more walkable public outdoor spaces spurred a \$125 million economic investment in the local downtown area, which led to the creation of 40 new businesses and 800 new jobs.
- HEALTHY OPTIONS. HEALTHY CHOICES.**
Are healthy foods affordable and accessible at work meetings, in vending machines and in your community? Research shows that making the healthier option the default can lead to healthier choices.

PUBLIC HEALTH INSTITUTE | **APHA** American Public Health Association | Designed By **elefant designs**

Full references available at bit.ly/preventionmeansbusiness

Assistance We Can Provide to Cities

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- ▣ Funding
- ▣ Data
- ▣ Model policies
- ▣ Legal and technical expertise
- ▣ Outreach to impacted groups
- ▣ Implementation strategies

Where We've Been: Campaign Changes Based on Feedback

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- Vetted this concept over the last year with the following:
 - Cities Association
 - Cities Association Policy Work Group
 - City Managers' Association
 - Community Stakeholders
- Presenting a "Healthy Cities Campaign – Dashboard" rather than a "Healthy Cities Challenge - Report Card"
- Added "administrative strategies"

Healthy Cities Campaign Changes Based on Feedback

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- Collecting model policies for inclusion on our website for easy access
- Presenting work in a strength-based fashion:
 - Including a “City Spotlight” category
 - Incorporating a “Healthy Cities Showcase” into the Healthy Cities conference agenda
 - Presenting awards at the conference to acknowledge “stand out” work

Next Steps and Questions

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- **Monday, October 17:** Draft findings were shared privately with City Managers and Assistant City Managers
 - Strategies your city has adopted/achieved that we missed/misrepresented
 - Strategies that are “NA” for your city that we missed
 - City Spotlight suggestions
- **Tuesday, November 1:** All feedback from city staff requested
- **Wednesday, November 2:** Vetted results will be shared with Mayor and Council of each city
- **Friday, November 18:** Findings will be shared publicly and awards presented at the Healthy Cities Conference

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