COMMUNITY DEVELOPMENT AS A PARTNER FOR HEALTH EQUITY

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PRESENTATION OUTLINE

1. Health Happens in Neighborhoods
2. What is Community Development?
3. Community Development’s Scope and Scale
4. Momentum for Cross-Sector Collaboration
5. The Network as the Connector
HEALTH HAPPENS IN NEIGHBORHOODS
IN DETERMINING YOUR HEALTH...

94102 >
In Chicago, for example, babies born just a few train stops apart can have a **16-year difference** in life expectancy.
Behavioral Patterns: 40%
Genetic Predisposition: 30%
Environmental Exposure: 5%
Social Circumstances: 15%
Health Care: 10%

THE SCALE OF HEALTH INVESTMENTS

$3.2 trillion in health care expenditures in 2015

Less than 3% of this amount ($75.4 billion) was invested in public health in 2013

Sources: Centers for Medicare & Medicaid Services, Trust for America’s Health
HEALTHY COMMUNITIES INITIATIVE

• 24 meetings to date

Robert Wood Johnson Foundation
Fundamentally change how we revitalize neighborhoods, fully integrating health into community development.

WHAT IS COMMUNITY DEVELOPMENT?
COMMUNITY DEVELOPMENT IS IN THE NEIGHBORHOOD IMPROVEMENT BUSINESS
COMMUNITY DEVELOPMENT IS A SECTOR

- AFFORDABLE HOUSING DEVELOPERS
- NEIGHBORHOOD PLANNERS

COMMUNITY DEVELOPMENT CORPORATIONS (CDCs)

COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS (CDFIs)

- FOUNDATIONS
- PRIVATE BANKS
- IMPACT INVESTORS

DEVELOPMENT

FINANCING

AFFORDABLE HOUSING

BUSINESSES

JOB TRAINING

HEALTH CLINICS

COMMUNITY BUILDING PROGRAMS

SOCIAL SERVICES

COMMUNITY CENTERS

CHARTER SCHOOLS
COMMUNITY DEVELOPMENT:
AN ACTION ARM FOR HEALTH EQUITY

See The Network’s Jargon Buster and blog posts on the community development sector and its connections to health.
EAST LAKE MEADOWS
ATLANTA, GEORGIA
VILLAGES OF EAST LAKE
ATLANTA, GEORGIA

PURPOSE
BUILT
COMMUNITIES

See the Network’s Community Close Up case study on East Lake
MODEL FOR NEIGHBORHOOD TRANSFORMATION
COMMUNITY DEVELOPMENT’S SCOPE AND SCALE
COMMUNITY DEVELOPMENT PAST:
URBAN RENEWAL

Pruitt-Igoe, St. Louis, MO
1956 to 1972
COMMUNITY DEVELOPMENT
OVER THE DECADES

1960’s

1970’s

1980’s

1990’s

2000’s

2010+

Source: Investing in What Works For America’s Communities
COMMUNITY DEVELOPMENT CORPORATIONS & AFFILIATES

46,000
# of CDCs nationwide (2006)

75,000
Jobs created by CDC activities (2010)

Source: Democracy Collaborative
COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS

958
# government-certified CDFIs (2015)

1.56 Million
Square feet of healthy food retail financed (2015)

Source: CDFI Fund Annual Report FY 2015
HOW MUCH?
WHERE DOES THE MONEY COME FROM?

$200 Billion Annually

CRA INVESTMENTS

Federal Tax Credits/Grants
Impact Investing
PRIs/MRIs
ENSURING EQUITABLE INVESTMENTS:
COMMUNITY REINVESTMENT ACT OF 1977

BROOKLYN, NY 1937

PHILADELPHIA, PA 1939
HOW MUCH?
WHERE DOES THE MONEY COME FROM?

- Low-Income Housing Tax Credits
- New Markets Tax Credits
- Community Development Block Grants
- CDFI Loan Funds

CRA INVESTMENTS

Federal Tax Credits/Grants
Impact Investing
PRIs/MRIs

$200 Billion Annually
COMMUNITY DEVELOPMENT IS IN THE LEVERAGING BUSINESS

- $15 MILLION RAISED IN CAPITAL CAMPAIGN
- $15 MILLION INVESTED IN AFFORDABLE HOUSING
  - $15 MILLION LEVERAGED FROM CDFIS AND BANKS
  - $15 MILLION INVESTED IN AFFORDABLE HOUSING
  - $20 MILLION AFFORDABLE HOUSING
  - $10 MILLION EARLY CHILDHOOD CENTER
MOMENTUM FOR CROSS-SECTOR COLLABORATION
SHARED AIMS
BUT DIFFERENT PATHS

COMMUNITY DEVELOPMENT

Physical development and neighborhood-focused services

PUBLIC HEALTH

Education, public services, policies/regulations

POPULATION HEALTH
SHARED AIMS
BUT DIFFERENT PATHS

COMMUNITY DEVELOPMENT & PUBLIC HEALTH

DETERMINANTS OF ECONOMIC OPPORTUNITY = DETERMINANTS OF HEALTH

POPULATION HEALTH
WHAT WE’VE LEARNED ABOUT BOTH SECTOR’S ASSETS

PUBLIC HEALTH

• Data/research capabilities
• Expertise in social determinants of health/health
• Policy expertise/connections to government

COMMUNITY DEVELOPMENT

• Community engagement/deep connection to neighborhoods
• Technical expertise in land use, real estate, etc.
• Financial resources
Opportunities for Health Collaboration: Leveraging Community Development Investments to Improve Health in Low-Income Neighborhoods

Abstract

Evidence for the role of place in health outcomes has been growing. Significant disparities in health outcomes between neighborhoods reflect place-based inequities in the physical, social, and economic assets needed by residents to live productive and healthy lives. The community development industry is a multibillion-dollar sector of the economy investing in low-income neighborhoods, yet to date there has been limited collaboration between the health and community development sectors. With 77 million people in the United States living in high-poverty neighborhoods, there is an ethical imperative to advance such collaboration. Integration of these sectors is needed to ensure that (1) significant public and private investments in neighborhood revitalization maximize opportunities for health improvement, (2) health expertise informs the development of tools and techniques to guide health-related project decision-making and measure health outcomes, and (3) the increasing efforts of the health care sector to address prevention and population health, in light of the Patient Protection and Affordable Care Act, are coordinated and leveraged with community development sector investments. Innovative cross-sector collaborations by the community development sector show promise in mitigating place-based disadvantage and improving the social determinants of health.
GROWING MOMENTUM: APHA POLICY STATEMENT

Calls upon public health agencies to solicit input and involvement from the community development sector and collaborate on research, implementation and measurement.

Adapted From- APHA Policy Statement 2015, Opportunities for Health Collaboration: Leveraging Community Development Investments to Improve Health in Low-Income Neighborhoods.
GROWING MOMENTUM: RWJF ANNUAL MESSAGE

As part of this Annual Message we are issuing a challenge to individuals and organizations across America to forge new and unconventional partnerships with the goal of building a Culture of Health that benefits all.

– Risa Lavizzo-Mourey, MD, MBA, President/CEO, Robert Wood Johnson Foundation

Read more at www.rwjf.org
GROWING MOMENTUM: SEATTLE/KING COUNTY

KING COUNTY HEALTH AND WELL-BEING MEASURES

Read more about Communities of Opportunity in: What Counts: Harnessing Data for America’s Communities
GROWING MOMENTUM:
HIAs INFORMING COMM DEV'T

Read more at the Georgia Health Policy Center’s website and the Healthy Neighborhood Equity Fund’s website.
NEW INCENTIVES

- Public Health Accreditation
- Affordable Care Act & (CHNA) Community Health Needs Assessments
- Affordable Care Act & Medicaid
THE NETWORK AS THE CONNECTOR
MISSION:
To catalyze and support collaboration across the health and community development sectors, together working to improve low-income communities and the lives of people living in them.
CONNECTS LEADERS
BUILD THE KNOWLEDGE BASE FOR COLLABORATION
CURATES RESOURCES AND EXAMPLES OF WHAT WORKS

Build Healthy Places Network
By joining forces, community developers and health professionals can have a more powerful impact.

Learn More About the Network
TOOLS FOR COLLABORATION:
MEASUREUP

MeasureUp
Welcome to MeasureUp, a microsite of resources and tools to help you measure and describe your programs’ impact on families and communities and on factors related to health. MeasureUp provides examples, tools, and resources to help you make your case, without having to become an economist.

You can dip your toe into the topic or dive deep. You can learn about how to map issues in your community or see how other groups are measuring impact and the tools they use. Read stories about communities that have used health metrics in community development work. And if you want to design your own study, you can do that too. If you need to make your case to a funder or policymaker, read about the evidence for a link between health and community.

Here’s what’s available:

- **Mapping Tools**: Learn how to map your community's strengths and target areas.
- **Measurement Tools**: See how others are measuring health-related impact and find resources to help you get started.
- **Evidence Base**: Learn more about the effects of neighborhood on health.
- **Measurement Stories**: Read and watch stories from the field about measurement in action.
- **Deeper Dive**: Want more? Go deeper with these ideas and innovations.

WWW.BUILDHEALTHYPLACES.ORG/MEASUREUP
Build Healthy Places Network

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NATIONAL ENVIRONMENTAL HEALTH ASSOCIATION