

# Healthy Communities: Exploring the Intersection of Community Development and Health

**August 13, 2013**

*Organized by the Federal Reserve Bank of San Francisco*

The **Connecting Communities**<sup>®</sup> audio conference series is a Federal Reserve System initiative intended to provide timely information on emerging and important community and economic development topics with a national audience. The audio conference series complements existing Federal Reserve Community Development outreach initiatives that are conducted through our regional Reserve Bank offices and at the Federal Reserve Board of Governors in Washington, D.C.

# Welcome

Thank you to everyone for joining this session.

For today:

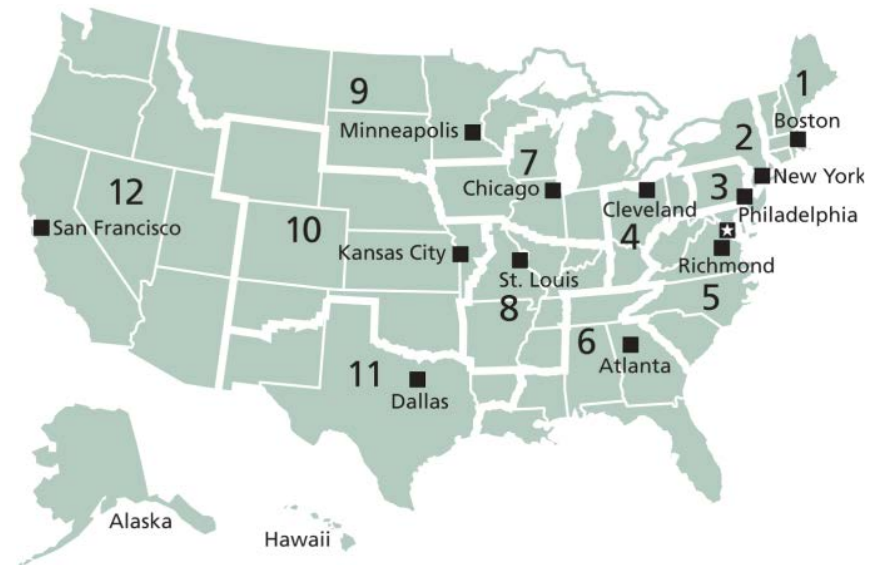
- This call is being recorded.
- An archived recording of this session will be available on the **Connecting Communities**<sup>®</sup> website ([www.stlouisfed.org/connectingcommunities/](http://www.stlouisfed.org/connectingcommunities/)) shortly after the session has taken place.
- We will be taking questions via email during this session. Please direct your questions to [communities@stls.frb.org](mailto:communities@stls.frb.org). These questions may be part of the recorded archive for this session.
- In connection with this session, several of our Reserve Bank offices have posted links to a variety of additional resources on this topic. We encourage you to browse through this list and to contact your regional office if you would like additional information on any of these items.

# Legal Notices and Disclaimer

The information, analyses, and conclusions set forth are those of the presenters and do not necessarily indicate concurrence by the Board of Governors of the Federal Reserve System, the Federal Reserve Banks, or members of their staffs.

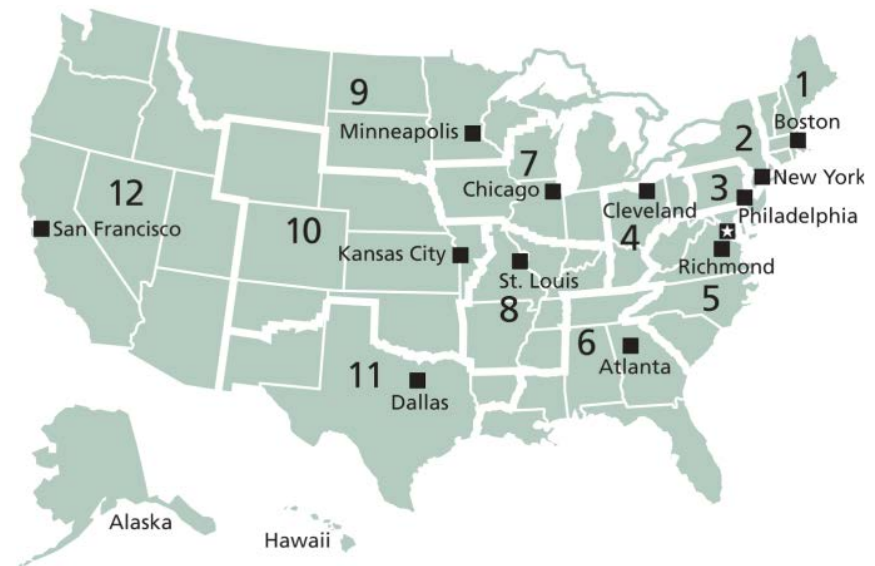
# Community Affairs

- Community affairs programs at the Federal Reserve Board and the 12 Federal Reserve Banks support economic growth by promoting community development and fair access to credit.



# Community Affairs (cont.)

- Community affairs offices at the Board and Reserve Banks engage in a wide variety of activities to help financial institutions, community-based organizations, government entities, and the public understand and address financial services issues that affect low and moderate income people and geographic regions.



# Community Affairs (cont.)

- Each office responds to local needs in its district and establishes its own programs to:
  - Foster depository institutions' active engagement in providing credit and other banking services to their entire communities, particularly traditionally underserved markets;
  - Encourage mutually beneficial cooperation among community organizations, government agencies, financial institutions, and other community development practitioners;
  - Develop greater public awareness of the benefits and risks of financial products and of the rights and responsibilities that derive from community investment and fair lending regulations; and
  - Promote among policy makers, community leaders, and private-sector decision makers a better understanding of the practices, processes, and resources that result in successful community development programs.

# Today's Agenda

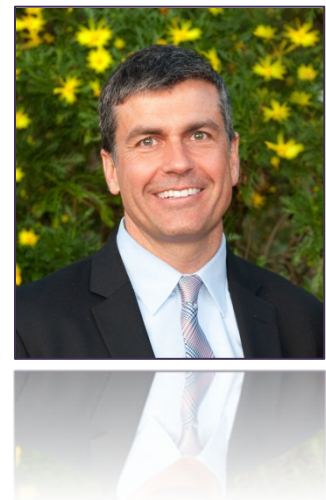
- The following will be discussed:
  - Healthy Communities Initiative
  - Social Determinants of Health
  - The Barriers and Promise of Combining Health with Community Development

# Healthy Communities

## David Erickson

Director, Center for Community Development Investments  
Federal Reserve Bank of San Francisco

[david.erickson@sf.frb.org](mailto:david.erickson@sf.frb.org)





# Health Communities Initiative

- Joint effort between the Federal Reserve and Robert Wood Johnson Foundation.
- 15 Conferences
  - 2 national meetings in Washington, D.C.
  - 13 regional meetings
- More than 2,000 people attended,
- 6,000 watched the live stream online, and
- there were 265,000 unique tweets on #fedhealth.

# Health Communities Initiative

- Publications
  - *Community Development Investment Review,*
  - *Health Affairs,*
  - *Commission to Build a Healthier America Report*
- <http://www.buildhealthyplaces.org/>

# Zip Code vs. Genetic Code

- The Robert Wood Johnson Foundation Commission to Build a Healthier America successfully brought to the attention of the nation a startling fact:
  - Your zip code is more important than your genetic code in determining your health.
- And as impressive as the Commission's report was, one thing it did not do was explain how to improve zip codes as a means to improve the overall health of the nation.

# Zip Code vs. Genetic Code (cont.)

- Fortunately, there is an entire industry, community development, with annual resources in the tens of billions of dollars, that is in the zip code improving business.
- The time to merge these two approaches, ameliorating the social determinants of health and revitalizing low-income neighborhoods, is now.

# Ben Bernanke on Health and Community Development

- “Perhaps one of the most promising new partners in community development is the health care sector. Factors such as educational attainment, income, access to healthy food, and the safety of a neighborhood tend to correlate with individual health outcomes in that neighborhood. Because these factors are linked to economic health as well as physical health, health care professionals and community development organizations are seeing new opportunities for cooperation in low-income communities.”

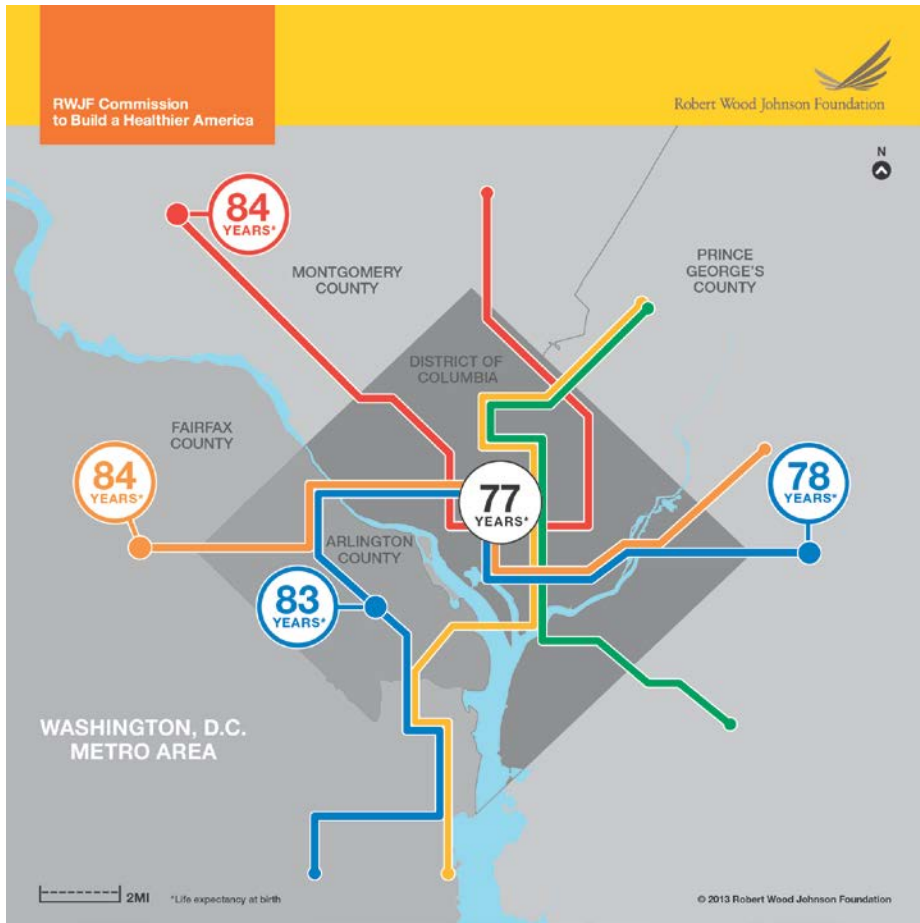
# Ben Bernanke on Health and Community Development (cont.)

- “For example, public health specialists and housing leaders are working together in Seattle to reduce the incidence in low-income homes of allergens that can cause or aggravate asthma. Because asthma results in a significant loss of school days and billions of dollars in treatment costs, it is easy to see that these efforts have the potential to improve not only health, but educational and economic outcomes as well.” **Ben Bernanke**

# Risa Lavizzo-Mourey on Health and Community Development

- “I envision a time in the near future when our fields [community development and health] and the people who work in them do not need to make a special effort to develop partnerships because we will be working side by side in communities, in states, and nationally, with common aims, combining our best assets and skills to improve the lives of all Americans. In fact, we are likely to look back at this time and wonder why community development and health were ever separate industries.” **Risa Lavizzo-Mourey**

# Short Distances to Large Disparities in Health: DC



- Babies born to mothers in Maryland's Montgomery County and Virginia's Arlington and Fairfax Counties can expect to live six to seven years longer than babies born to mothers in Washington, D.C.— just a few subway stops away.

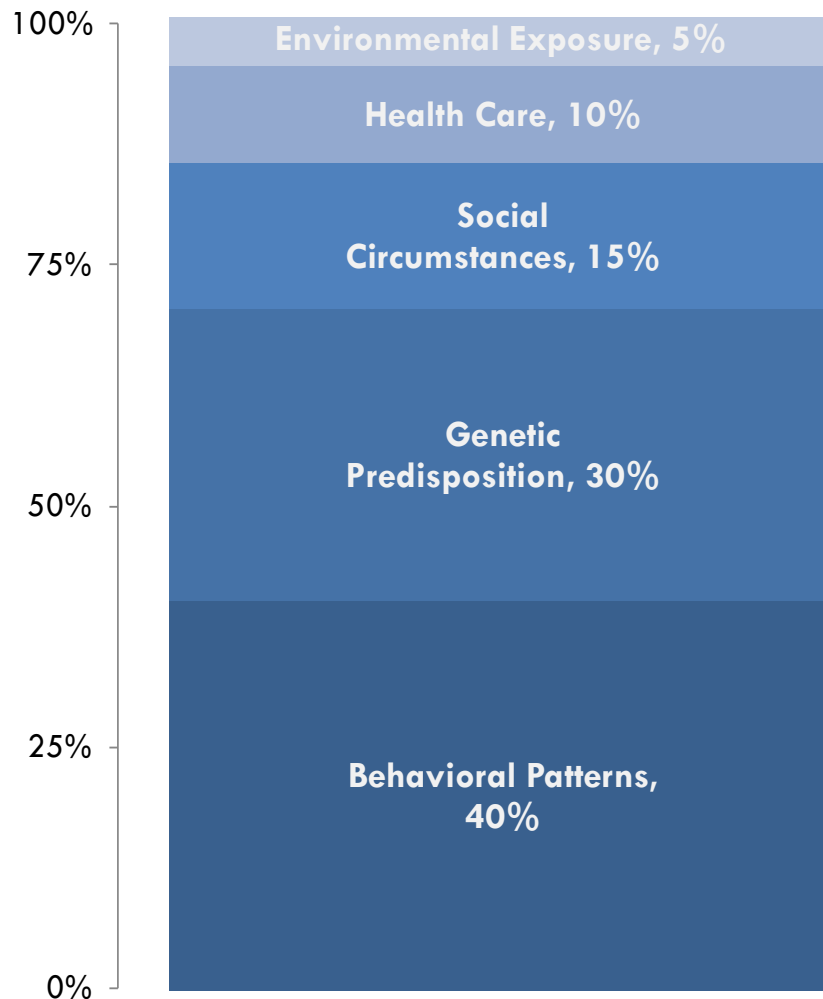


# Short Distances to Large Disparities in Health: New Orleans



- The average life expectancy for babies born to mothers in New Orleans can vary by as much as 25 years across neighborhoods just a few miles apart.

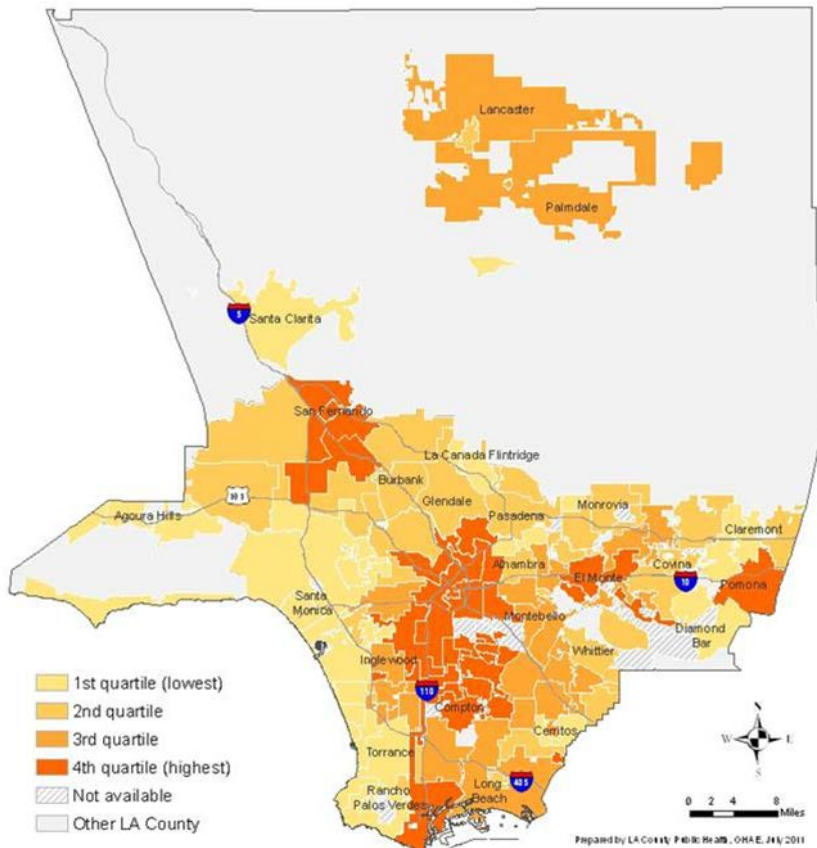
# Proportional Contribution to Premature Death



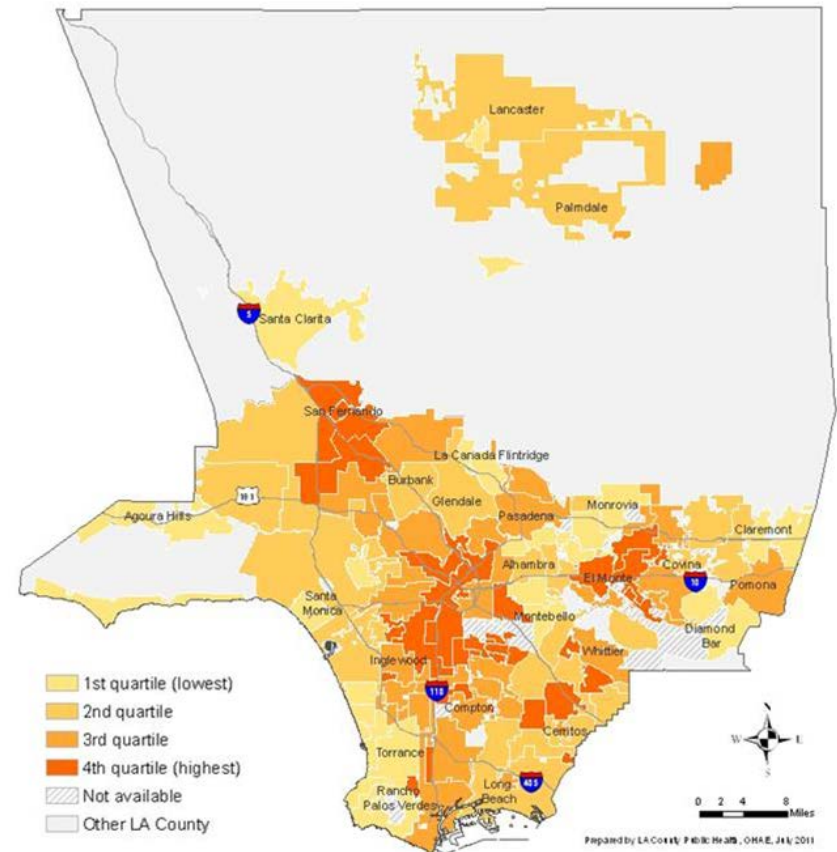
Source: McGinnis JM, Russo PG, Knickman, JR. Health Affairs, April 2002.

# Health and Community Development Work Side by Side but We Don't Know Each Other

Economic Hardship Index by City/Community, Los Angeles County, 2000



Prevalence of Childhood Obesity by City/Community, Los Angeles County, 2005



# New Paradigm

- The social determinants of health has given us in the community development field a new intellectual framework to understand the value of cross-sector work.
- In its simplest form, the upstream, social determinants that affect health stem from wellbeing; and nobody (no entity or institution) “owns” wellbeing.
- This helps us break down the silos that currently separate health from community development (and from education and public safety, and other essential social services).

# Barriers to Greater Integration

- Understanding language
  - In many of our conferences that bring the two sectors together, we often use shorthand and acronyms.
  - It does not take long for confusion to enter the discussion when one group uses “CDC” to refer to community development corporations and the other group thinks we are talking about the Centers for Disease Control and Prevention.

# Barriers to Greater Integration (cont.)

- Understanding each other's business models and approach
  - We have had several requests for a “boot camp” to explain elementary principles of community development finance and the basics of health and health care.
  - Cross-training practitioners in both sectors, as well as those in graduate schools, must be a high priority.

# Barriers to Greater Integration (cont.)

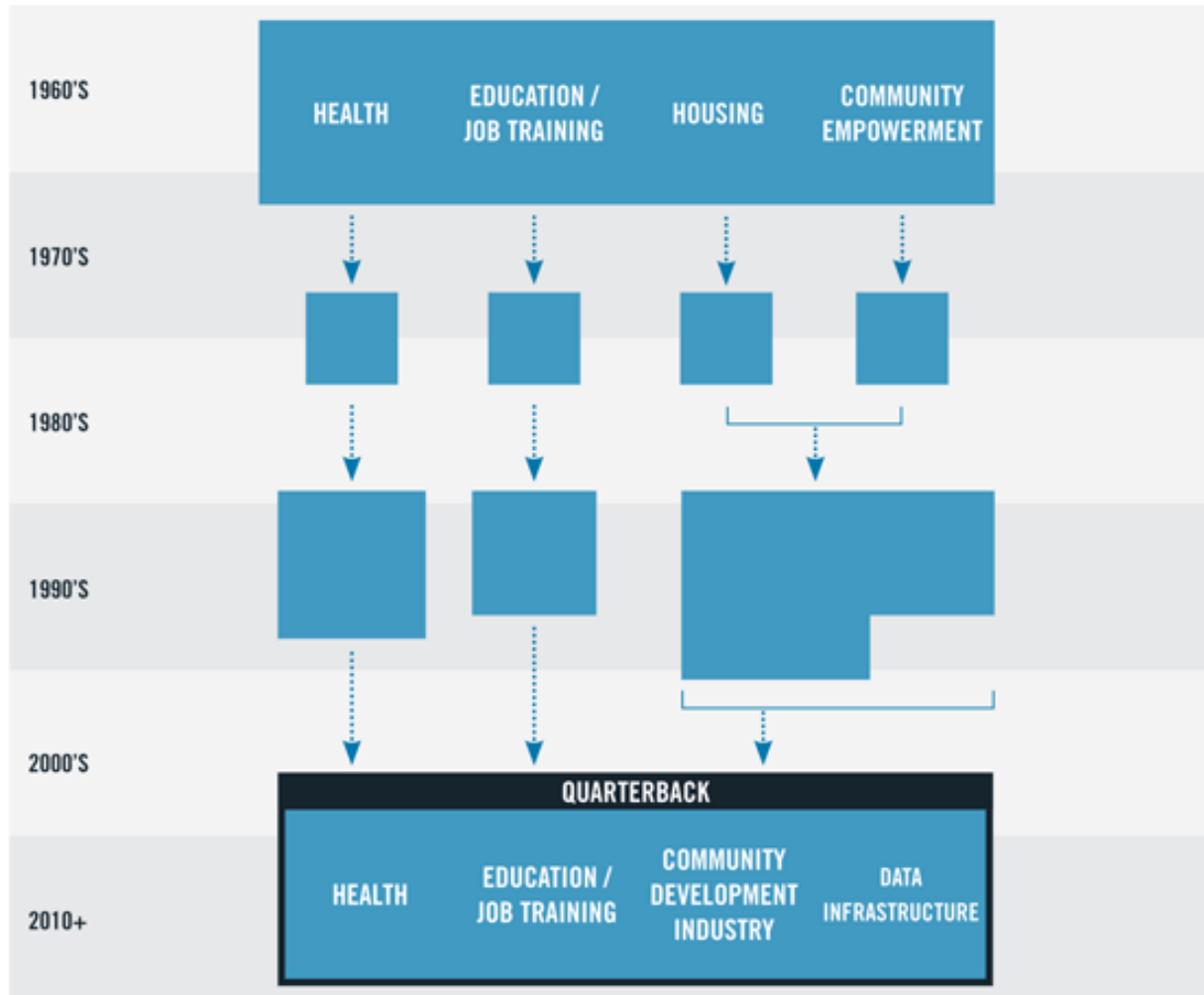
- Understanding policy.
  - Many aspects of government reinforce silos, from the committee structure in Congress, to the federal agencies with their separate budgets, to the additional fracturing that take place as federal policies get reinterpreted at the state and local levels.
  - Add to that the multiple overlapping jurisdictions of schools, police departments, county public health departments, recreation districts, and other services.

# What's Needed? Systems Change

- Education
- Financial Innovation
- Policy Change
- Advancements in Data and Measurement
- New Institutions



# Integration through a Community Quarterback



Do you have questions?

E-mail us at:

[communities@stls.frb.org](mailto:communities@stls.frb.org)

# Wrap-up/Closing

Thank you to today's presenters and to all participants for joining this session.

## Next steps:

- All session materials are available on our web site and in the next few days we will be posting an audio file of today's session
- Additional Federal Reserve System resources related to this topic can be found on our web site along with links to your local Federal Reserve Community Development office
- If you have topical suggestions for future sessions, or any questions about this program, please feel free to contact us at [communities@stls.frb.org](mailto:communities@stls.frb.org)
- Information about future sessions will be posted on our website ([www.stlouisfed.org/connectingcommunities/](http://www.stlouisfed.org/connectingcommunities/)) along with archived materials from past sessions.