

Thinking *Holistically*, Planning *Strategically*:

Challenges in developing a public health strategic plan

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Presenter Disclosure

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

-No relationships to disclose



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Learning Objectives

- Recognize ***health issues related to the physical and social environment*** that fall outside the customary scope of public health but nonetheless have a great impact on the public's health status.
- Identify the ***challenges and barriers*** faced by the County of Los Angeles Department of Public Health in addressing these health concerns.
- Highlight ***creative and innovative ideas*** that DPH has adopted to work on issues related to the physical and social environments.



Los Angeles County

Department of Public Health

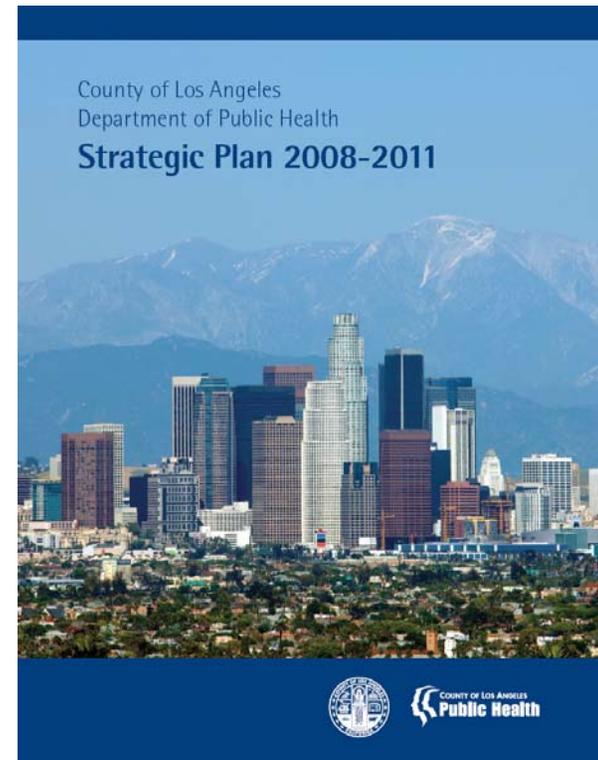
- 85 cities and unincorporated areas
- 4,061 square miles
- 10 million residents
- Separated from Department of Health Services in 2006
- 4,000 employees
- 39 programs
- \$750 million annual budget



Department of Public Health

Strategic Plan 2008-2011

- Strong focus on key health determinants related to the physical and social environments
- Incorporates non-traditional public health work



Why physical and social environments?

- Physical and social environmental factors significantly impacts health status
- Health impacts from these conditions are preventable and are costly when not prevented



Physical Environment- examples

- **Air Quality**

- Goods movement includes shipping, rail, and trucking sectors
- Los Angeles and Long Beach ports are the world's 5th busiest port complex, importing over 40% of all foreign goods into the United States
- Studies show that residents living in close proximity to ports and related traffic are most impacted
- Studies show that air pollution is linked to climate change



Physical Environment- examples

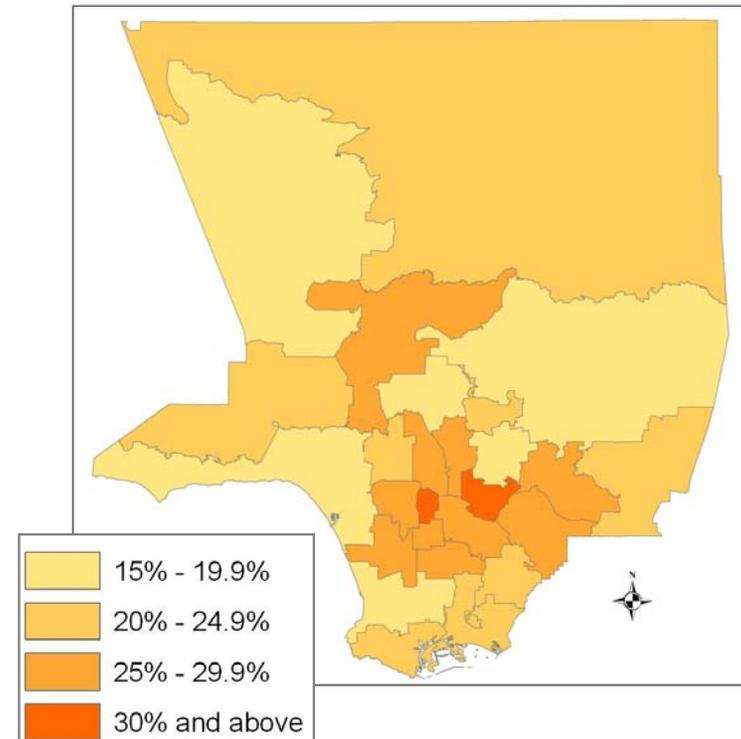
- **Design and layout of cities and communities**
 - Transportation
 - Ability to get around without a car- i.e. biking, walking, taking public transportation
 - Open Space
 - Physical activity
 - Safety
 - Traffic-related injuries



Physical Environment- examples

- **Obesity**

- Lack of access to grocery stores with healthy foods and fresh produce
- Healthy foods not as affordable as fast food and processed foods
- Limited access open space



Prevalence of Childhood Obesity by Health District, Los Angeles County, 2005



Social Environment- examples

- **Homelessness**
 - In 2007, there was an estimated 74,000 homeless in Los Angeles County
- **Poverty**
 - In 2006, over a third of the population was at or below 200% FPL (\$42,200 for a family of four)



Social Environment- examples

- **Education**
 - In 2005, drop out rate for Los Angeles Unified School District was 45%
- **Drug use**
 - In 2005, 1.4% of all adults 18 years and older (approximately 100,000 persons) reported using meth at least once in the past year use



Challenges and Obstacles

- Funding
- Ownership
- No defined role for DPH
- Political considerations



Solutions and Innovations

1. Chronic Disease and Injury Prevention Program
2. Community Liaison Program
3. Menu Labeling and Transfat



1. Chronic Disease and Injury Prevention

- Programs include: Physical Activity and Cardiovascular Health, Nutrition, Injury and Violence Prevention, Policies for Livable and Active Communities and Environments (PLACE)
- Funded in part by MAA reimbursements
- Health Equity Project
- Built Environment Grants



2. Community Liaison Program

- Mission: Health promotion and community partnership
- Field Public Health Nurses
- Example: *Designing Healthy & Active Communities*



Community Project: Designing Healthy and Active Communities

- **Purpose:** to promote public health principles in the City's General Plan
- Kaiser Community grant
- Multi-sector partnership:
 - City of South Gate
 - Raimi and Associates
 - Public Health Law and Policy
 - Department of Public Health
 - Transportation and Land Use Collaborative



Community Project: Designing Healthy and Active Communities

- **Create separate Public Health Element for General Plans**
 - Existing Conditions Report
 - Best Practices Survey
- **Civic Engagement**
 - Three workshops focused on:
 - Connection between planning and health
 - Access to healthy foods
 - Walkability
- **Create a *Designing Healthy & Active Communities Handbook***



3. Menu Labeling and Transfat Initiatives

- DPH Director identified as priorities
- Support from County Board of Supervisors and City of LA
- Health Impact Assessment
- Partnered with other jurisdictions and community groups to advocate for passage of a state bill
- State bill signed into law 9/2008
 - Takes full effect 2011



Conclusions

- Public health has an important role to play in physical and social environment issues
- Support from leadership is crucial in moving forward
- Partnerships with the community are necessary
- Look at other jurisdictions for help and examples
- Meet energy with energy



Thank you!

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