

Translating Research to Policy: Model Communities in Suburban Cook County, Illinois

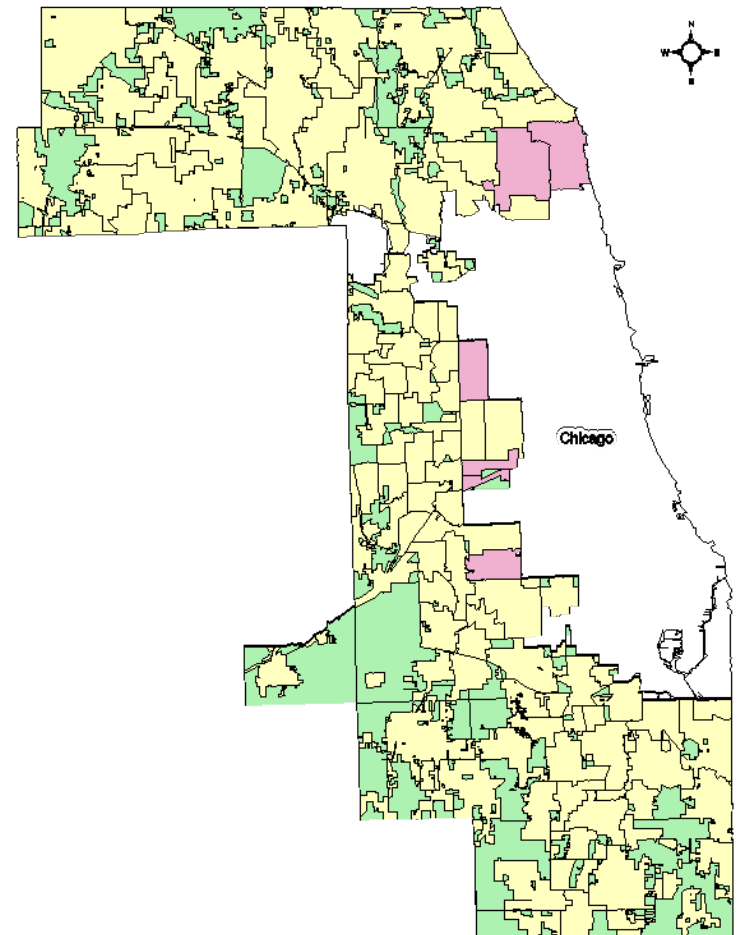
**Active Living Research
2013 Annual Conference
February 27, 2013**

Overview

- Identify the complexities and increasing disparities that resulted in approach to advancing policy and environmental changes in suburban Cook County
- Describe the Model Communities initiative
- Share active living successes
- Highlight lessons learned from and future direction of the Model Communities initiative

Increasing Disparities in Suburban Cook County (SCC)

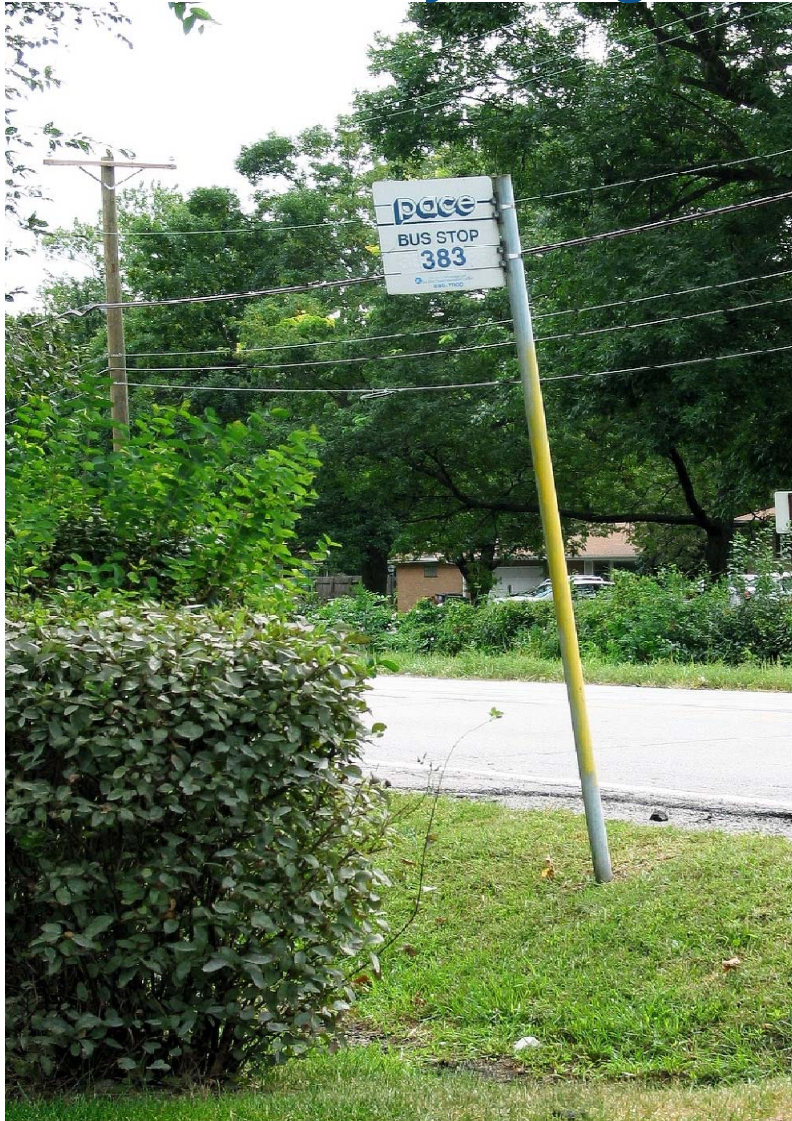
- Geopolitically complex region
- Demographic shifts
- Socio-economic differences, leading to health inequities



Access Disparities by Region



“Unhealthy” Community Design



Lack of Recreational Opportunities



Strategy Development

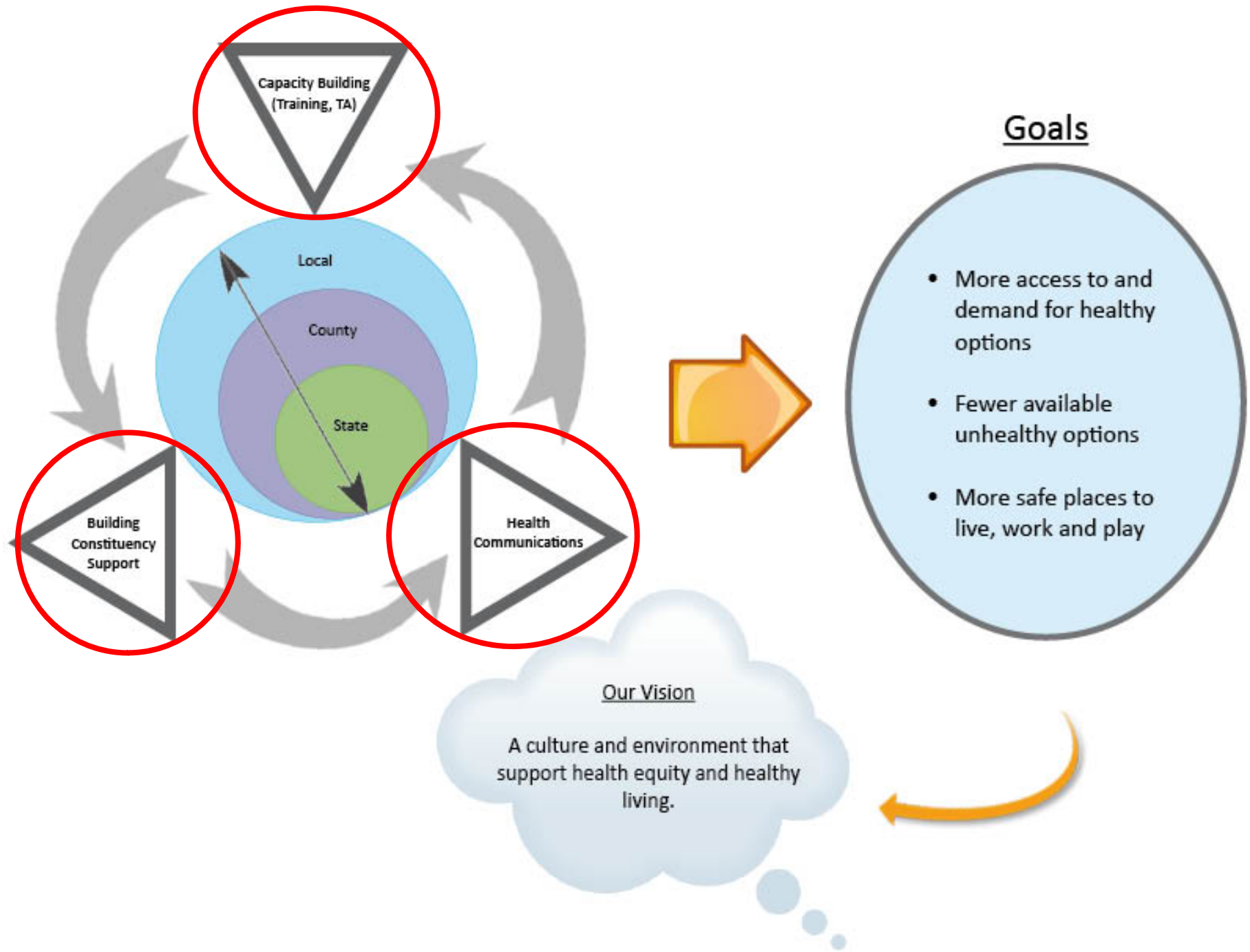
- Key strategy was to build infrastructure across jurisdiction
- Community engagement
- Alliance for Healthy & Active Communities (AHAC)
- Health equity was driving value



SCC

Communities Putting Prevention to Work

- Nearly 16 million dollars awarded to Cook County Department of Public Health and Public Health Institute of Metropolitan Chicago
- Fiscal management
- Aimed at broad-based policy and environmental change to make healthy living easier (Bunnell et al., 2012)
 - Promoting breastfeeding
 - Enhancing school environments; and
 - Building healthier communities



Capacity Building
(Training, TA)

Local

County

State

Building
Constituency
Support

Health
Communications

Goals

- More access to and demand for healthy options
- Fewer available unhealthy options
- More safe places to live, work and play

Our Vision

A culture and environment that support health equity and healthy living.



Model Communities: Making Healthy Living Easier

Strategy Implementation

Capacity Building:

- Year-long leadership institute (Change Institute)
- Technical assistance
- On-going topical and skills-based trainings

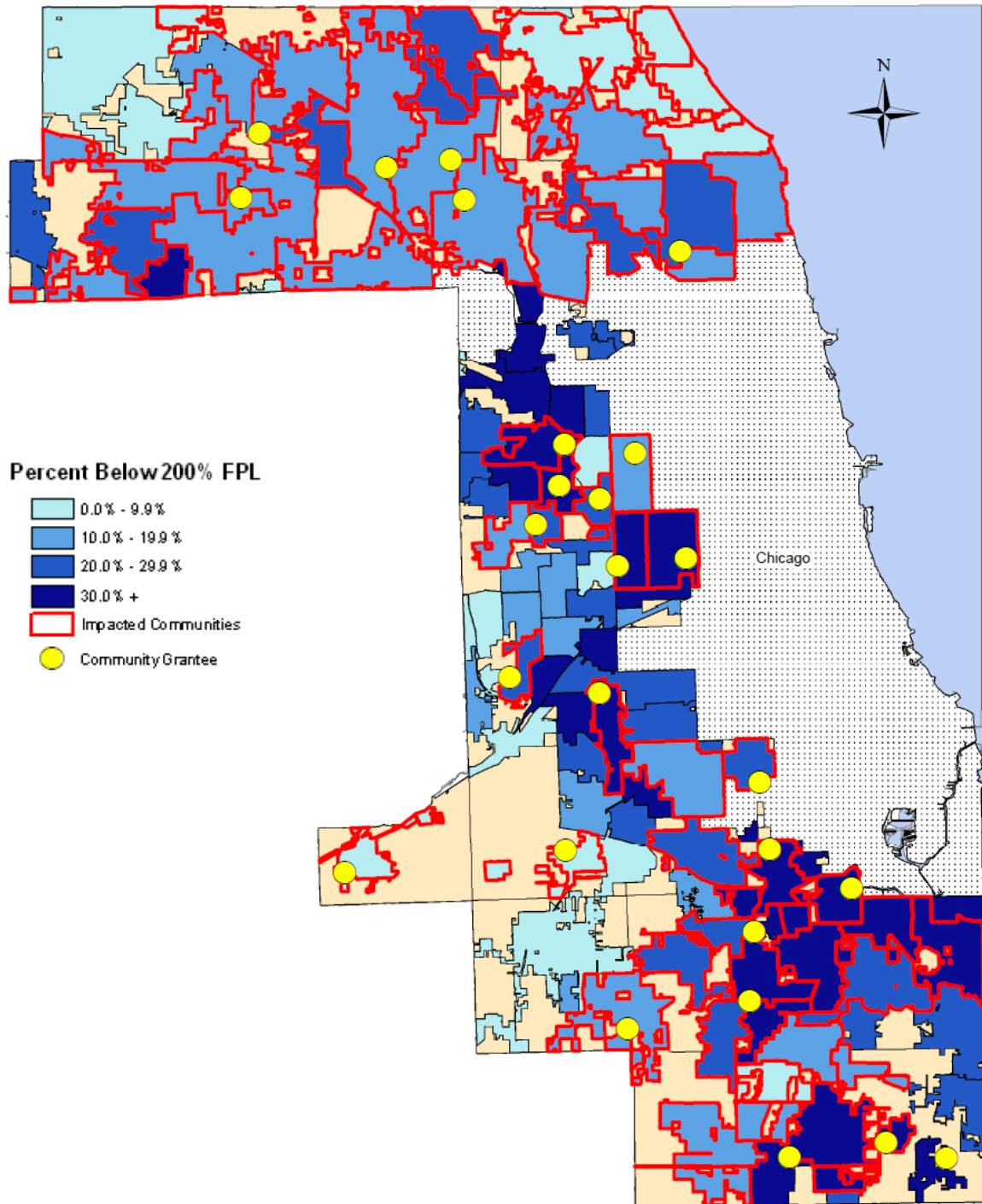
Collaboration/Constituency Building:

- Engagement of local partners and leadership
- Participation in county-wide AHAC

Communication:

- Cook County Connects – communication platform
- Storytelling and earned media trainings
- Some MCs branded their own initiatives

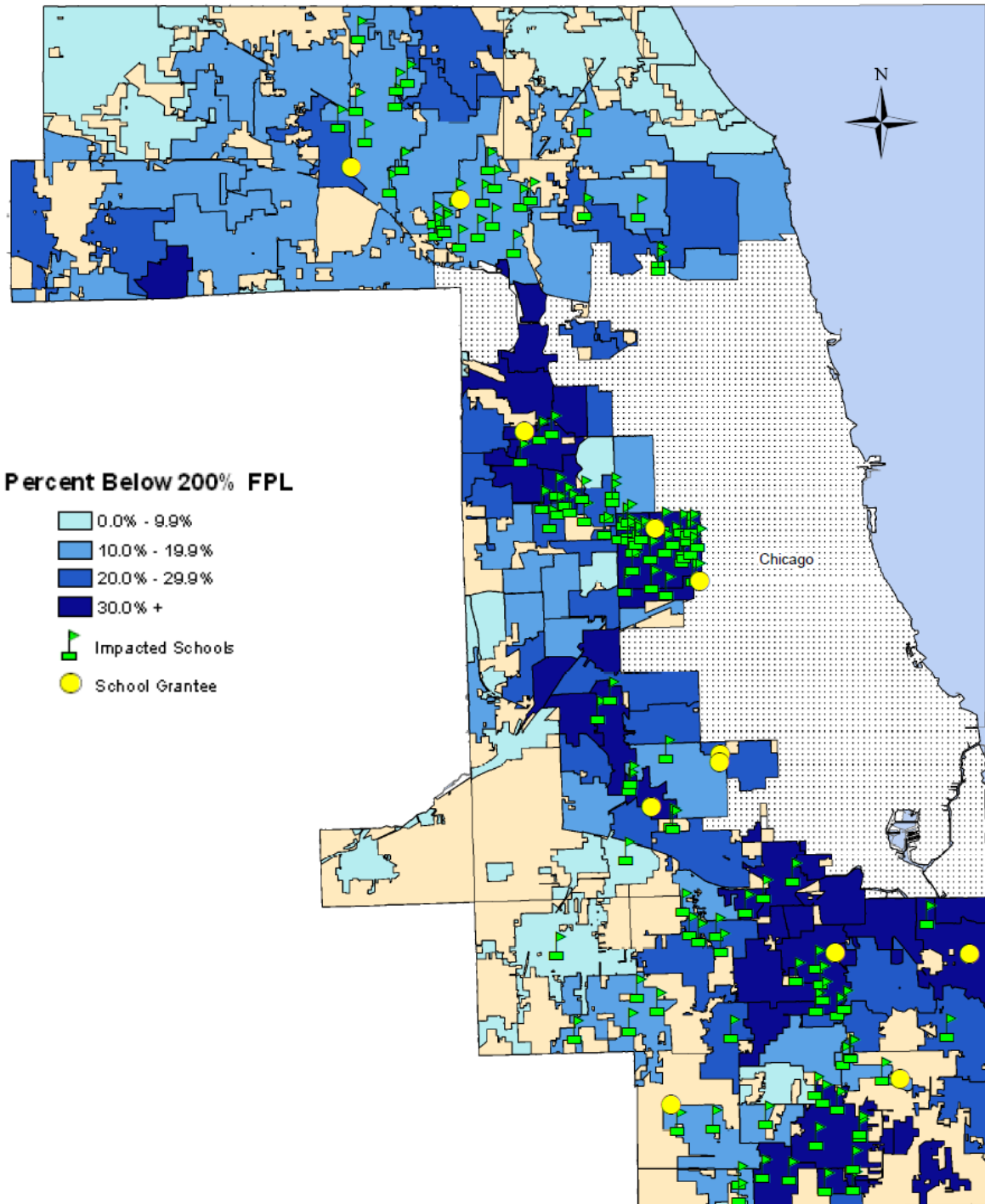
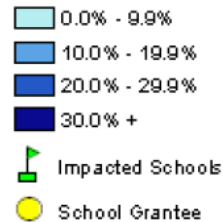
MC Communities: Intervention Impact on Impoverished Populations



(U.S. Census , American Community Survey,
2000-2009) CCDPH Epidemiology Unit

MC Schools: Intervention Impact on Impoverished Populations

Percent Below 200% FPL



(U.S. Census , American Community Survey,
2000-2009) CCDPH Epidemiology Unit

Active Transportation Alliance

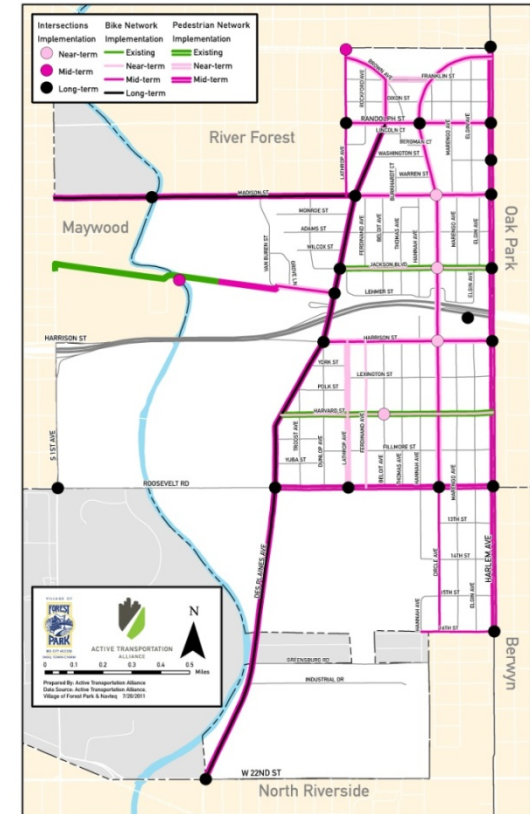
- Non-profit advocacy organization serving metro Chicago region
- Advocate for better walking, biking and public transit
- Served as the technical assistance (TA) provider on physical activity and built environment



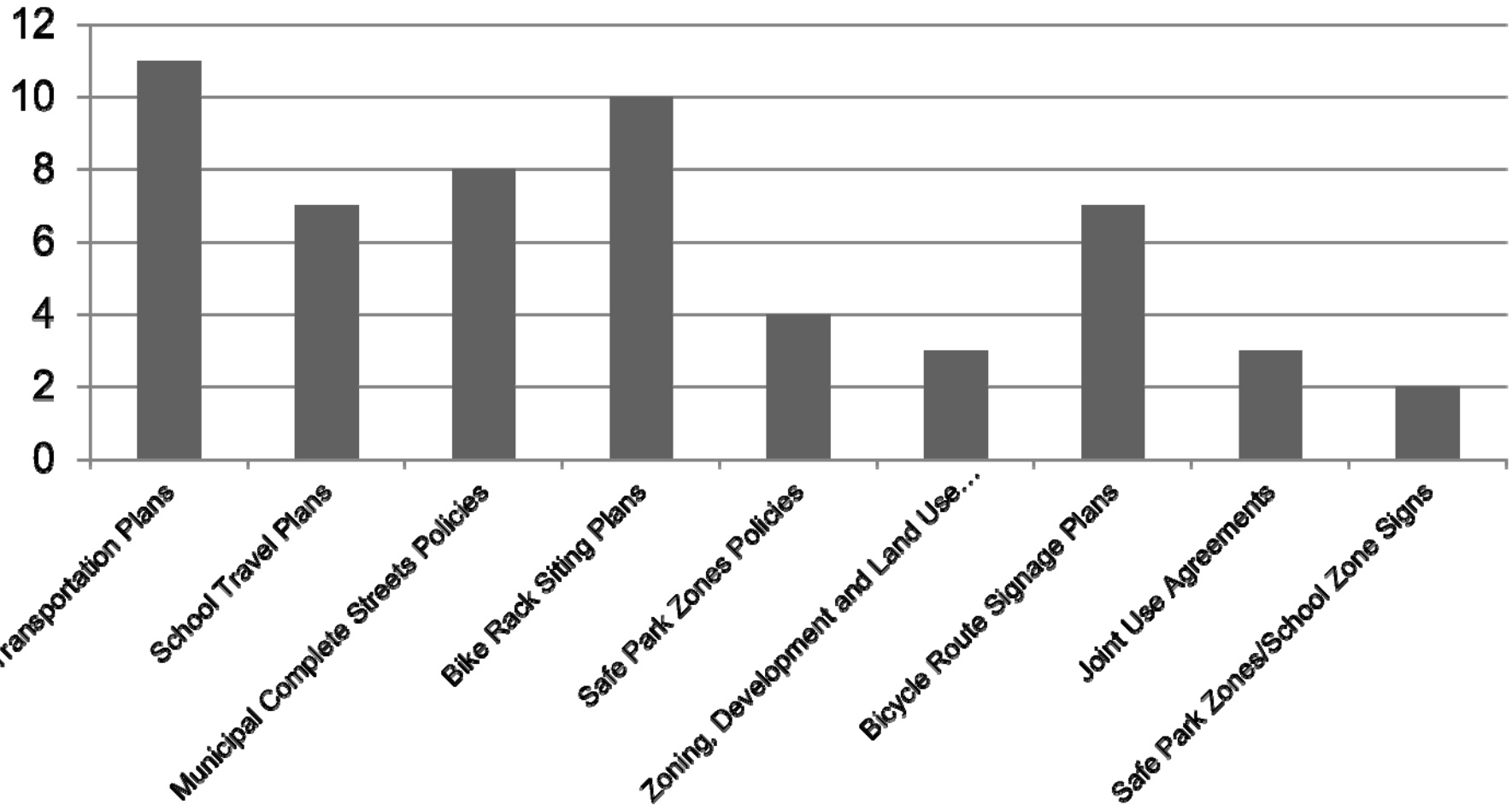
**ACTIVE TRANSPORTATION
ALLIANCE**

Active Trans provided technical assistance to 20 Model Communities

- Berwyn
- Blue Island
- Des Plaines
- Forest Park
- Hoffman Estates
- Lemont
- Riverdale
- Midlothian
- Schaumburg
- East Maine School District 63
- Chicago Heights
- Oak Park
- Maywood-Melrose School District
- Council of Islamic Organizations
- Tinley Park
- Countryside
- Palos Park
- Oak Lawn Community High School District 229
- Cicero Elementary School District 99
- Mount Prospect



T.A. covered 9 policy and planning areas



Planning Impacts

If all planning recommendations were implemented:

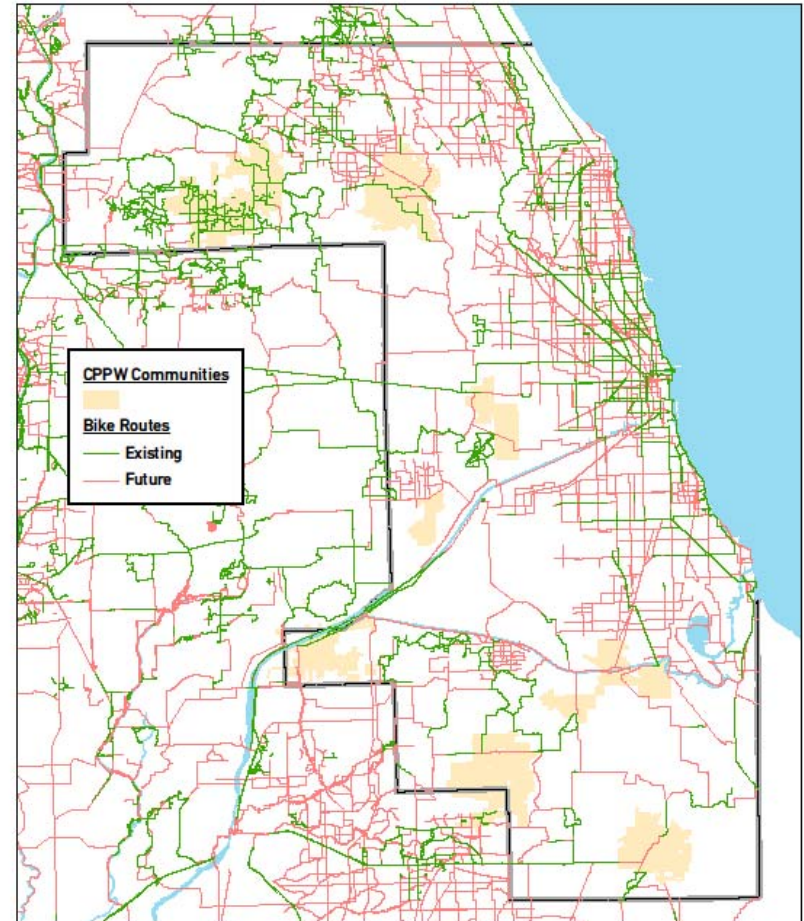
- 550 miles of new bike facilities would be created
- 236 miles of new pedestrian facilities would be created
- 1.2 million residents would live within 1 ½ miles of a bike route

CPPW Statistics Regional Bicycle Facilities



0 3 6 9 12 Miles

Prepared By: Active Transportation Alliance 5/4/2012
Data Source: Active Transportation Alliance, City of Chicago, CMAP & Navteq



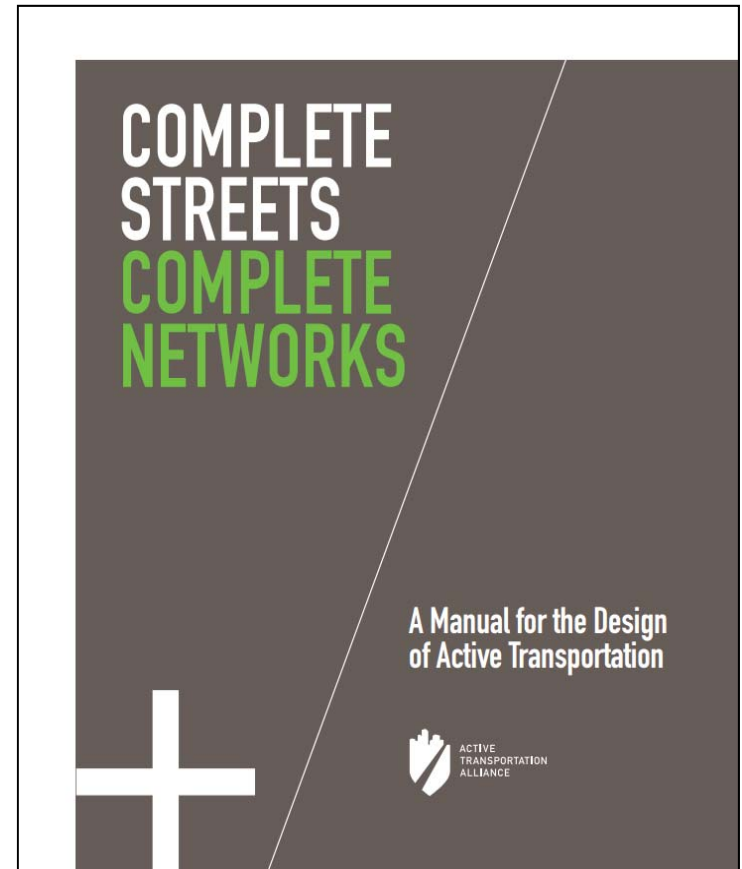
Active Transportation Policy Website (www.atpolicy.org)



- Information clearinghouse:
 - Complete Streets, Complete Networks design manual
 - Policy briefs, fact sheets
 - Model policies and plans
 - Links to other resources
 - Translatable

Complete Streets, Complete Networks Design Manual

- Comprehensive manual for design of active transportation facilities
- Print version, online downloadable pdf and Microsoft Office (Word and Excel, copy and paste friendly)



Lessons Learned

- Lack of common understanding
- Stakeholders are numerous and continually shifting
- Capacity building initiatives invaluable
- Communication strategies applied limitedly
- Challenges in evaluating PSE change & limitations to evaluation
- Dissemination of findings

Future Direction: Approach to Sustainability

“We need to make sure that we continue on this path. . . we’re so committed . . . that we will continue working and collaborating even if there’s not funding...”

- Integration of Model Communities within CCDPH
- Funding
- Local entities and partners continuing policy changes across SCC

Acknowledgements

Integral to the success of the implementation and evaluation of Model Communities were:

- CCDPH and PHIMC
- CPPW staff
- 38 grant recipients
- Technical assistance agencies, including Active Transportation Alliance
- Evaluation team of Lurie/CLOCC and MidAmerica Center for Public Health Practice

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