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INVESTING IN HEALTH:

AN ANALYSIS OF ECONOMIC DEVELOPMENT INITIATIVES THAT PROMOTE PHYSICAL ACTIVITY & HEALTHY LIFESTYLES



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THE NEW YORK ACADEMY OF MEDICINE (NYAM)

Mission: The New York Academy of Medicine advances the health of people in cities.

Priorities

- Support Healthy Aging
- Strengthen Systems that Prevent Disease and Promote the Public's Health
- Eliminate Health Disparities

Our methods include interdisciplinary approaches to policy leadership, innovative research, evaluation, education, and community engagement.

DESIGNING A STRONG & HEALTHY NEW YORK (DASH-NY)

- With funding from the NYS Department of Health, DASH-NY serves as New York State's Obesity Prevention Policy Center and Coalition
- DASH-NY convenes a Steering Committee and partners who are national, state, & local leaders representing multiple sectors.

POLICY ANALYSIS
& RESEARCH

TECHNICAL
ASSISTANCE &
TRAINING

POLICY EVALUATION
& SURVEILLANCE

RESOURCES

Workgroups: Active Communities, Clinical & Community Linkages, Healthy Schools and Child Care Workgroup, Food Policy, plus...

Economic and Community Development Workgroup



INVESTING IN HEALTH:

THE LINK BETWEEN HEALTH & ECONOMIC DEVELOPMENT

The obesity epidemic in New York State (NYS) and beyond:

- NYS spends \$11.1 billion (in 2009 dollars) each year in obesity-related diseases alone
- NYS ranks second highest in the US for medical expenditures attributable to obesity
- By the year 2050, obesity is predicted to shorten life expectancy in the U.S. by two to five years

Prevention is key:

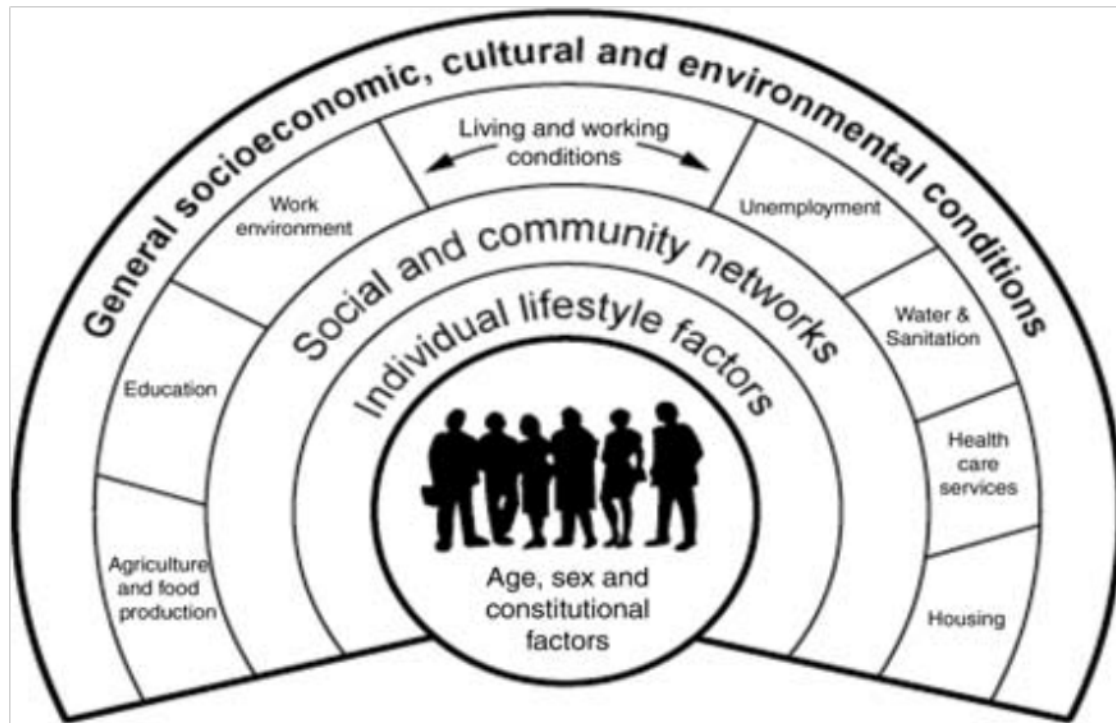
- Obesity is a significant risk factor for many chronic diseases and conditions that reduce quality of life, including type-2 diabetes, asthma, high blood pressure, and high cholesterol
- NYAM and the Urban Institute conducted a review of community interventions and found New York could experience \$7 in reduced health care expenditures for every dollar invested in community interventions, adding up to \$1.3 billion in savings for public and private insurers over five years

Source: "Focus Area 1: Reduce Obesity in Children and Adults," New York State Department of Health, accessed August 26, 2013, http://www.health.ny.gov/prevention/prevention_agenda/2013-2017/plan/chronic_diseases/focus_area_1.htm; Jeffrey Levi. (2012). *Fas in fat how obesity threatens America's future*. Washington: Trust for America's Health). <http://healthyamericans.org/assets/files/TFAH2012FasInFat18.pdf>; J. Levi, L. M. Segal, C. Juliano, & Trust for America's Health. (2008). *Prevention for a healthier America: Investments in disease prevention yield significant savings, stronger communities*. Washington, D.C: Trust for America's Health



INVESTING IN HEALTH:

THE LINK BETWEEN HEALTH & ECONOMIC DEVELOPMENT

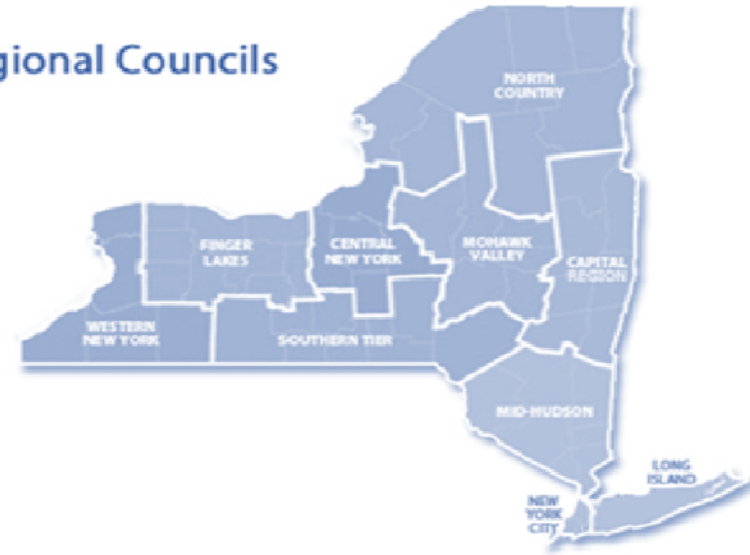


Source: Dahlgren, G., Whitehead, M., & World Health Organization WHO. (2006). European strategies for tackling social inequities in health: Levelling up part 2. Copenhagen: WHO Regional Office for Europe.

REGIONAL ECONOMIC DEVELOPMENT COUNCILS (REDCS): WHAT ARE THEY?

- Governor Cuomo created **10 Regional Councils in 2011** and charged each one with developing long-term strategic plans for economic growth for their regions
- The Governor's approach is guided by the principal that those living in each region are more attuned to regional needs. This established a "community-driven" rather than a "top-down" approach to economic development.
- Designed the Consolidated Funding Application (CFA) to allow applicants to apply for multiple State funding sources (agencies and authorities) through one application

Regional Councils





REGIONAL ECONOMIC DEVELOPMENT COUNCILS (REDCS): HOW THEY WORK

Regional boundaries are based on existing Empire State Development and Department of Labor regional boundaries

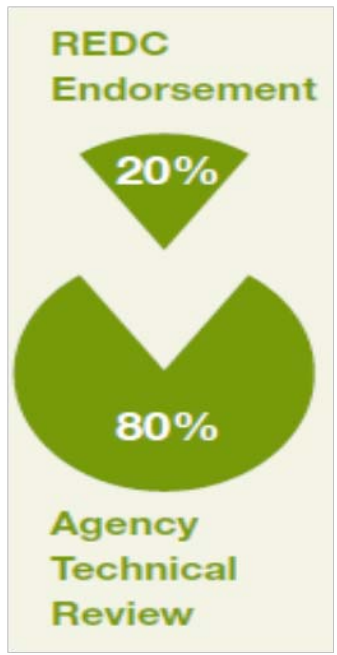
Members of the Councils are selected based on their leadership role in the region

- ESD serves as the lead agency managing the Regional Councils
- Other State agencies, authorities and departments are active participants on the Councils and provide necessary resources
- Academic institutions, think tanks and other independent organizations are invited by the Regional Councils to contribute to the development of the Strategic Plans
- To maintain transparency, Regional Councils host public sessions, create innovative opportunities for stakeholders and the public to actively participate in the planning process, and make reports and plans available on the REDC website.



REGIONAL ECONOMIC DEVELOPMENT COUNCILS (REDCS): HOW THEY WORK

CONSOLIDATED FUNDING APPLICATION (CFA) REVIEW & SCORING



REGIONAL COUNCIL STATEWIDE ENDORSEMENT STANDARD

For each CFA the Regional Council reviewer will determine the degree to which the application implements the regional strategic plan and assign the corresponding number of points.

IMPLEMENTATION OF THE PLAN	DEGREE	POINTS
The proposal is identified as a priority project by the Regional Council.	Priority	20
The proposal is identified in the plan and has regional benefits	Very Strong	15
The proposal advances the plan and has local benefits	Strong	10
The proposal is consistent with the plan and has project level benefits.	Moderate	5
The proposal has limited relationship to the plan.	Weak	0



REGIONAL ECONOMIC DEVELOPMENT COUNCILS (REDCS): HOW THEY WORK

CFA ROUND III TIMELINE

JUNE 17
CFA OPENS

AUGUST 12
CFA CLOSES
(4:00PM SHARP – NO
LATE SUBMISSIONS!)

SEPTEMBER 24
REGIONAL COUNCIL
UPDATES & SCORES DUE

DECEMBER
ROUND III AWARDS
CEREMONY

INVESTING IN HEALTH:

DESIGNING A STRONG & HEALTHY NEW YORK THROUGH REDCS

NYAM/DASH-NY has had an ongoing interest in the link between health & economic development because they are mutually supported interests

Health & Economic Development: a previous NYAM report advising the NYS public health community on how they could participate in the development of their local regional economic development plans

Webinar Part I: Designing a Strong and Healthy New York through the REDCs: A Case Study of Capital District Community Garden

Webinar Part II: The Regional Economic Development Councils: How They Work and How to Get Involved

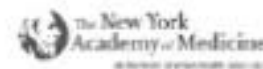
DASH-NY's 2014 Coalition Conference: Healthy Community Development: Economic & Infrastructure Strategies to Reduce Obesity Disparities: includes video from the conference and copies of presentations from local, state, and national initiatives for healthy community development



INVESTING IN HEALTH: DESIGNING A STRONG & HEALTHY NEW YORK THROUGH REDCS

PROVEN STRATEGIES FOR PROMOTING HEALTHY EATING & PHYSICAL ACTIVITY

- Incentivize production of healthy and locally grown products
- Support Smart Growth (mixed use, transit-oriented development) and Livable Communities
- Support access to local and healthy food
- Develop activities that improve skills in purchasing and preparing food
- Locate groceries and supermarkets in underserved communities
- Increase accessibility of outdoor spaces for physical activity and play for people with disabilities
- Create access to places for physical activity (combined with informational activities)
- Encourage public-private partnerships to create and maintain parks
- Increase green space and parks
- Improve streetscape design



INVESTING IN HEALTH: DESIGNING A STRONG & HEALTHY NEW YORK THROUGH REDCS

CORBINHILL FOOD PROJECT



Healthy Eating

Mohawk Valley (Example from 2013 awards): Corbin Hill Farm (\$180,000)

Construct a facility which will provide a location for local farmers to bring their products for packaging and distribution locally and to NYC.



Physical Activity

New York City (Example from 2012 awards): Sunset Park Upland Connector (\$600,000)

The New York City Department of Transportation will partner with UPROSE to develop the Sunset Park Upland Connector, connecting Sunset Park to the waterfront. The project is intended to improve the streetscape and establish pedestrian and bicycle connectivity to the Bush Terminal Piers Park and the Brooklyn Waterfront Greenway. Work will include community engagement, planning and design, sidewalk enhancements, green storm water infrastructure, landscaping, and pedestrian amenities.



DASH-NY ANALYSIS

New York State	2012	2013
# of projects funded for healthy eating (HE)	21	22
# of projects funded for physical activity (PA)	24	109
Total # for HE and PA	45	131
Dollars awarded to HE projects	\$8.1 million	\$7.6 million
Dollars awarded to PA projects	\$8 million	\$45.5 million
Total dollars funded for HE and PA	\$16 million	\$53 million
Total regional funds	\$738 million	\$716 million
% of dollars funded for HE and PA per total regional funds	2.2%	7.4%

LESSONS LEARNED

- 1) There are specific strategies to help shape communities' physical and social environments in ways that promote healthy behaviors, prevent illness and premature death, and promote community and economic development.
- 2) Funding for projects that promote health in the REDC process is increasing, and there are great examples for how economic development and health can be mutually supportive.

Out of the 725 projects awarded in 2012, there were 45 potentially health promoting projects, with 21 projects supporting healthy eating and 24 projects supporting physical activity. The 45 projects represent only 2.2% of total funding (\$16 million of the total \$738 million).

Out of the 824 projects that were awarded in 2013, 22 projects support healthy eating and 109 support physical activity. The 131 projects cover 7.4% of total funding (\$53 million of the total \$716 million).

- 3) The distribution of projects with potential to promote healthy eating and physical activity varies greatly. Opportunities exist through the REDC process to promote greater health equity across demographic and county lines.



THANK YOU FOR ATTENDING!



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