INVEST HEALTH
Strategies for Healthier Cities

A Project of the *Robert Wood Johnson Foundation*
and *Reinvestment Fund*

Introduction to Phase 1

June 2016

Agenda

1. **Introducing the city support team**
2. Phase 1 overview: what do we want to accomplish and why?
3. Getting started

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Introducing the city support team

Bennett Midland is a strategy partner for the civic sector

Trusted partners

We work with city governments, non-profits, and foundations, to help them solve big problems.
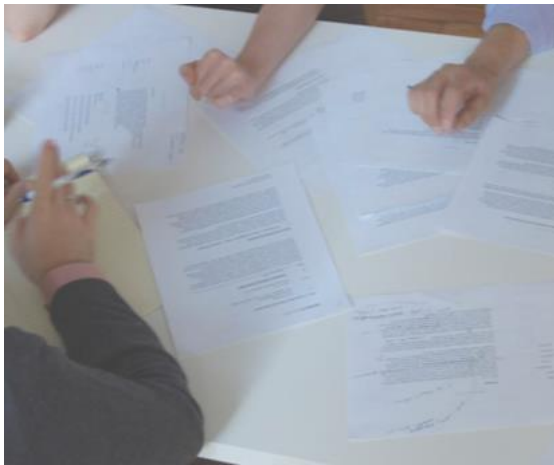
Solutions and impact

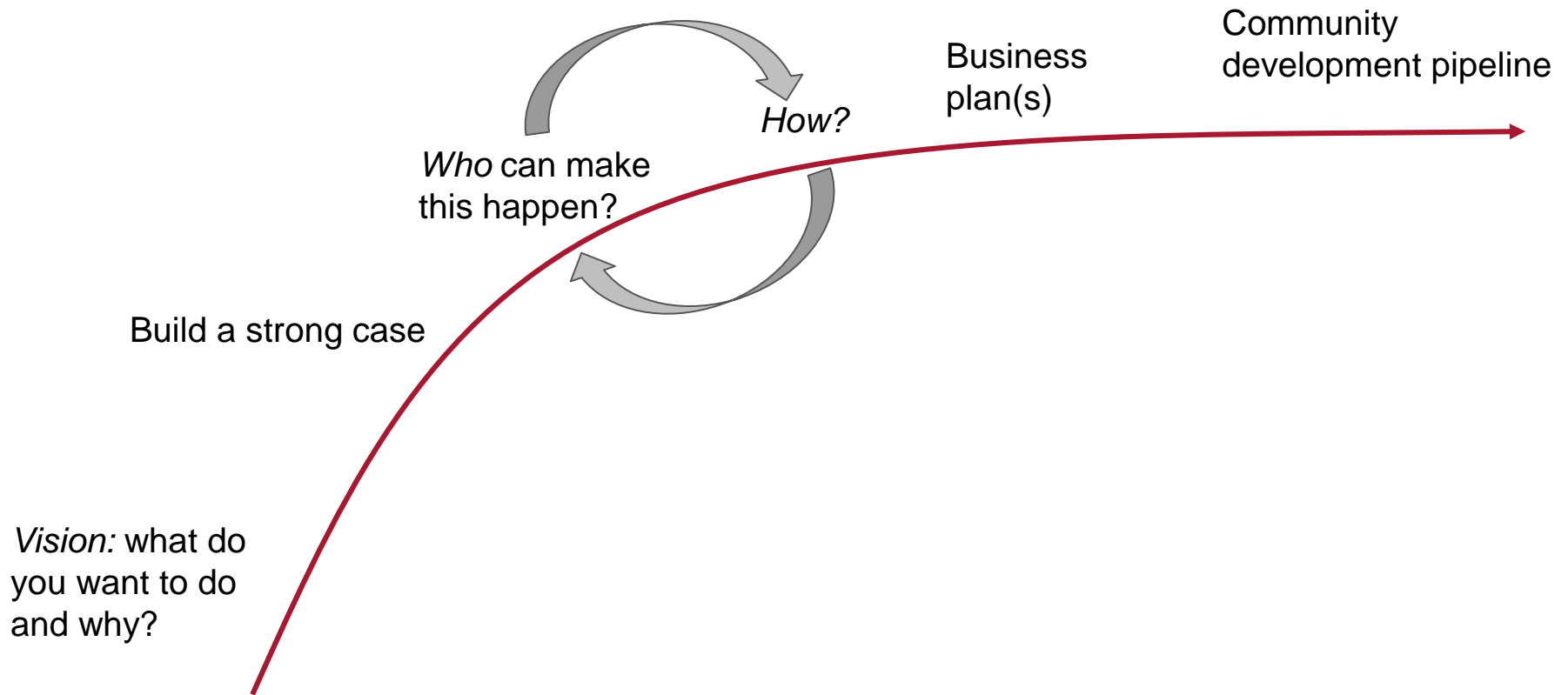We design solutions that make a difference for our partners and the people they serve.

Rigorous execution

We ensure a clear path to implementation, because a solution without a plan is just an idea.

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Introducing the city support team

How?

Business plan(s)

Community development pipeline

Who can make this happen?

Build a strong case

Vision: what do you want to do and why?

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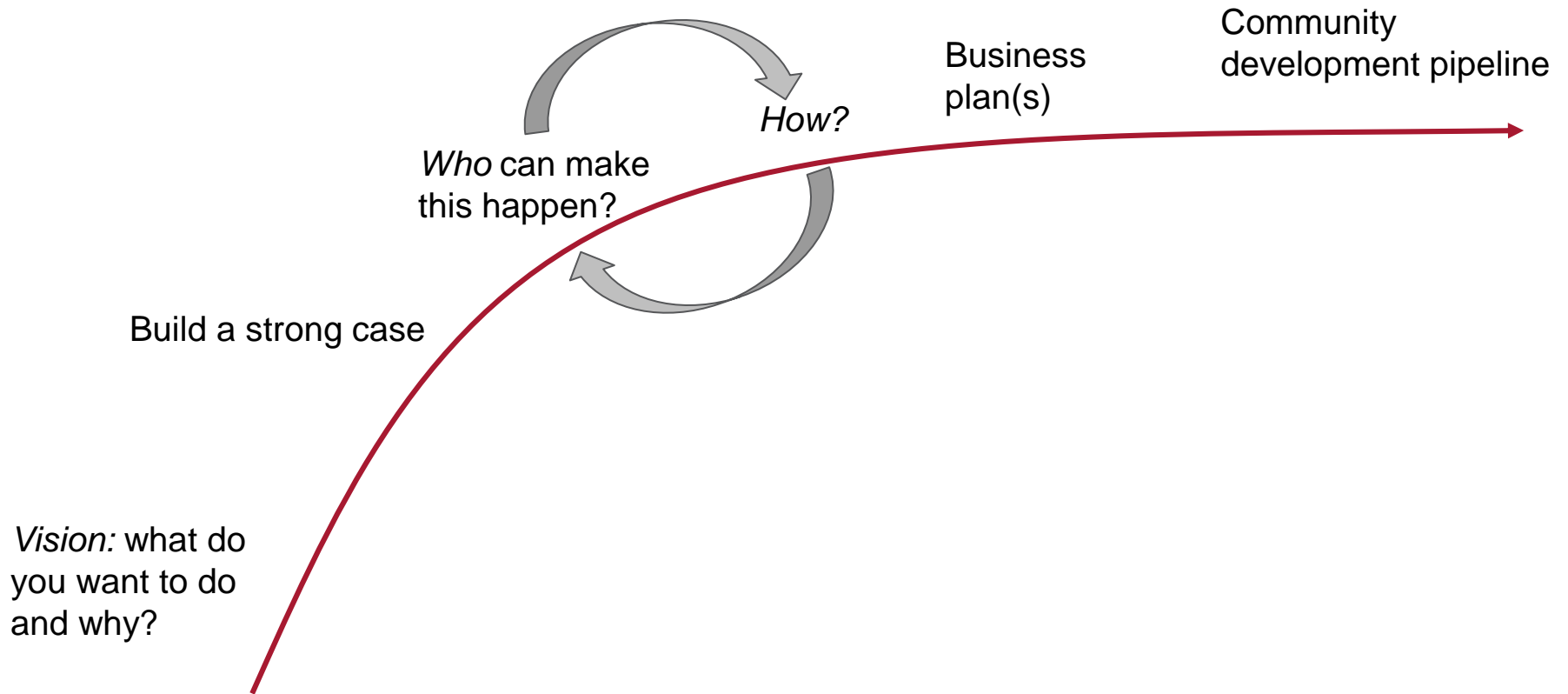
Introducing the city support team

Helping you get up the hill:

- Dedicated point of contact for each city

- Thinking partner ("critical friend")

- Understand the work and track progress in cities

- Office hours

- Scheduled check-in calls

- Feedback on work products

- Technical expertise

- Opportunities for peer-to-peer learning

- In-person work at convenings (national and pod)
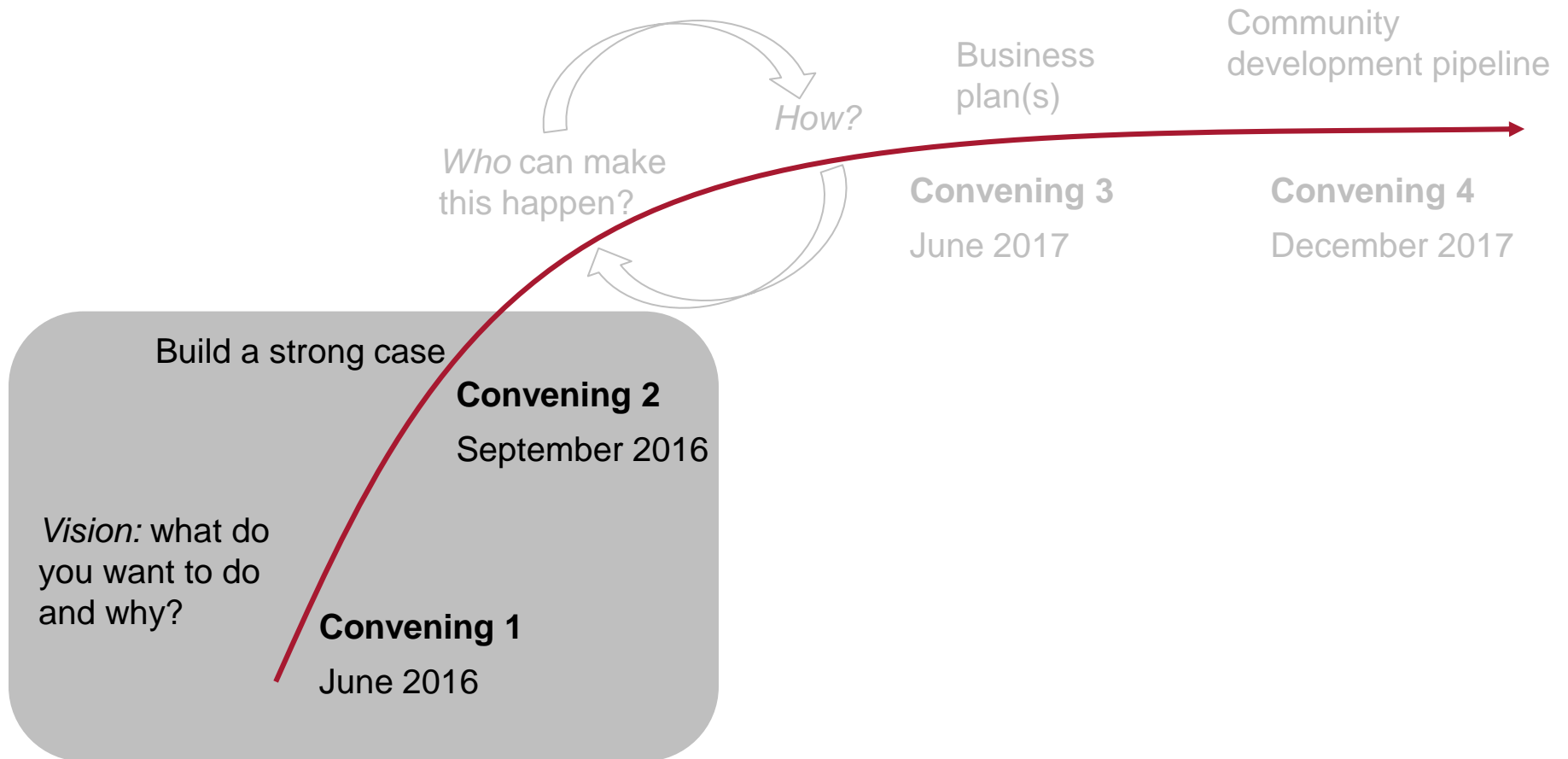
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Agenda

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Phase 1

Community development pipeline

Business plan(s)

How?

Who can make this happen?

Build a strong case

Vision: what do you want to do and why?

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Phase 1

Community development pipeline

Business plan(s)

How?

Who can make this happen?

Convening 3

June 2017

Convening 4

December 2017

Build a strong case

Convening 2

September 2016

Vision: what do you want to do and why?

Convening 1
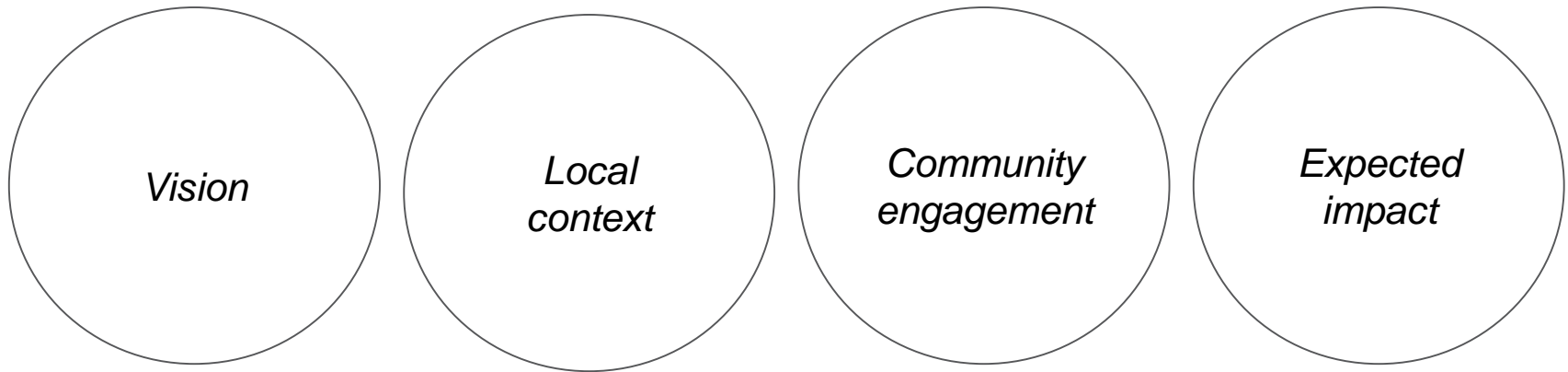
June 2016

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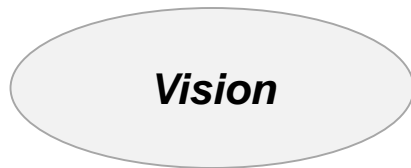*Strategies for Healthier Cities*

Phase 1

Building a strong case means clearly describing—with data and evidence—what your Invest Health team wants to accomplish and why:

Vision

Local context

Community engagement

Expected impact

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Phase 1

Vision   *Local context*   *Community engagement*   *Expected impact*

Guiding questions:

- What do we aim to accomplish and where?

- Why does this matter for our city?

Ambitious

- Impact
- Not just a one-off
- Policy/system change

Compelling

- Place
- Scale
- Evidence
- People

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Phase 1

Vision

More ambitious

Close the childhood obesity gap in our city and increase average life expectancy for all residents, regardless of the neighborhood they live in.

Repurpose the abandoned Sears factory to address disproportionately high childhood obesity in Evergreen, generate new jobs for chronically unemployed residents, and catalyze future investment.

Less compelling

More compelling

Build a healthy living center.

Renovate the abandoned Sears factory in the Evergreen neighborhood to house a gym, farmers market, afterschool recreation center, and library.

Less ambitious

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Phase 1

Vision   **Local context**   *Community engagement*   *Expected impact*

Guiding questions:

- What promising opportunities, city assets, and resources exist?

- Who are the stakeholders that can make this happen? Who might stand in the way?

- Why is now the right time? Why hasn't this happened before?

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Phase 1

Vision   **Local context**   *Community engagement*   *Expected impact*

- The City recently convened a working group charged with prioritizing community investment, and combining funding opportunities.

- Nearville University released a comprehensive study of local childhood obesity, and concluded that the absence of space and programs to engage children and families in the Evergreen neighborhood is a big part of the problem.

- The University-affiliated hospital has a new director who is exploring prevention-focused community investments that hold promise of long-term cost savings.

- The owner of a vacant property that is a linchpin for broader redevelopment in Evergreen is now open to redeveloping the property for community use.

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Phase 1

Vision   Local context   **Community engagement**   Expected impact

Guiding questions:

- What do residents want?

- Whose voices or perspectives do we need to include to succeed?

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Phase 1

Vision   Local context   **Community engagement**   Expected impact

- Residents **interviewed** in Evergreen said they wish they had access to better food markets and recreational space.

- A **survey** of 500 residents of the Evergreen East Public Housing Complex demonstrates that childhood obesity is a pressing problem and they wish they had better ways to manage it.

- Two team members head out to the grocery store in Evergreen after school to **observe** what the kids buy and ask questions informally about their preferences and habits.

- There are two influential community-based organization in Evergreen. **Focus groups** with both organizations highlighted the need for safe spaces to engage kids after school. Team members will attend these organizations' meetings to get their continued input.

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Phase 1

Vision   Local   Community   **Expected**
                      context   engagement   **impact**

Guiding questions:

-   How do we expect to impact health outcomes, health disparities, and/or the social
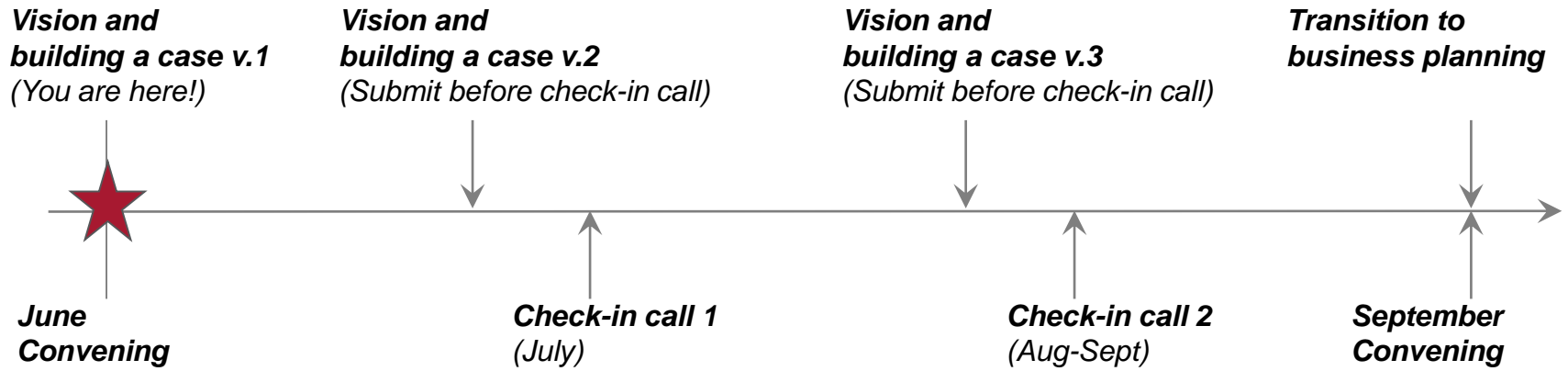   determinants of health in our community?

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Phase 1

Vision Local context Community engagement **Expected impact**

Health outcomes	Health disparities	Social determinants of health

- Increase average life expectancy
 	
- Reduce child obesity rates in Evergreen from 40% to 25%
 	
- Decrease infant mortality rates in zip code 10000
 	
- Decrease % of adults reporting fair or poor health in the past 30 days
	- Decrease the low-income preschool obesity rate
	
	- Narrow the gap between the Evergreen neighborhood and the city average in:
	
	   - Life expectancy
	
	   - Obesity rates
	
	   - Diabetes rates
		- Increase access to healthy food in Evergreen
		
		- Increase time spent outdoors by Evergreen residents
		
		- Increase child literacy rates from 60% to 75% in Evergreen
		
		- Increase number of people who walk or bike to work

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Phase 1

Vision and building a case v.1
(You are here!)

Vision and building a case v.2
(Submit before check-in call)

Vision and building a case v.3
(Submit before check-in call)

Transition to business planning

June Convening

Check-in call 1
(July)

Check-in call 2
(Aug-Sept)

September Convening

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Getting Started

Phase 1 Working Session
June 9th, 10:15-11:45 a.m.

Step 1. Visioning

On one or two post-it notes, each team member should individually answer the following vision questions:

- What do we aim to accomplish and where?

- Why does this matter for our city?

After team members have written down their individual answers, share them with one another. Take some time to draft a preliminary Invest Health vision that your entire team stands behind, using your poster to document ideas.

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Getting Started

**Phase 1 Working Session
June 9th, 10:15-11:45 a.m.**

Step 2. Begin the process of building your case

Vision	Local context
- What do we aim to accomplish and where? - Why does this matter for our city?	- What promising opportunities, city assets, and resources exist? - Who are the stakeholders that can make this happen? Who might stand in the way? - Why is now the right time? Why hasn't this happened before?
Community engagement	**Expected impact**
- What do residents want? - Whose voices or perspectives do we need to include to succeed?	- How do we expect to impact health outcomes, health disparities, and/or the social determinants of health in our community?

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