



Economic Development & Health

California Pan-Ethnic Health Network
Planning for Healthy Communities: Advocating for Equity
in Planning Decisions

November 18, 2008

Health Disparities & Inequitable Resources

- Increase in diet related chronic disease in last decade.
- Emerging evidence health disparities linked to inequitable nutrition and physical activity environmental resources for certain populations.
- Absence of supermarkets and inability to access nutrient-rich foods can lead to food insecurity resulting in poor health.

Health Disparities & Inequitable Resources

- Prevalence of cardiovascular disease and diabetes in South Los Angeles African American communities.
- Inadequate South Los Angeles resource environment to support health

South LA Business Leakage

- \$400M in general merchandise, grocery and restaurant sales in CD 9 project area annually. ~ *CB Richard Ellis CRA/LA CD 9 Market Study, Sept 2005*

Economic Development & Health

■ Presentation Objectives:

- Increase understanding about the link between economic development and public health.
- Share CHC resource development strategies that support health.

Community Health Councils Background

- CHC is a non-profit, community-based health promotion, advocacy, and policy organization established in 1992 in response to the growing healthcare crisis

Community Health Councils

~Mission~

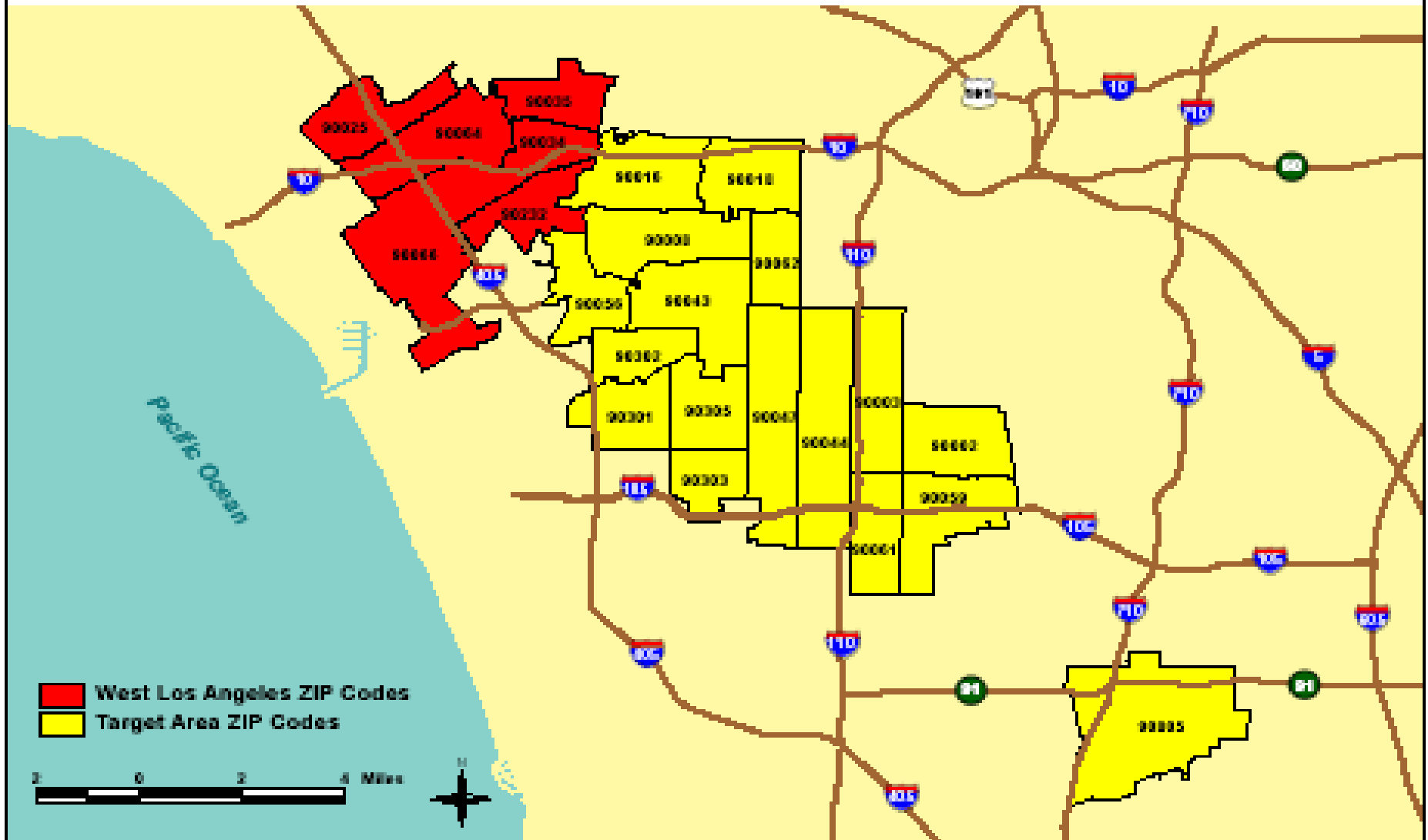
- To improve health and increase access to quality healthcare for uninsured, economically-disadvantaged, and underserved populations

African Americans Building a Legacy of Health (AABLH) A REACH U.S. Project

- REACH U.S. – national initiative to address health disparities.
- AABLH is a partnership of individuals & organizations to promote nutrition and increased physical activity.
- AABLH / REACH U.S. is a project of **Community Health Councils, Inc.**
- Reduce cardiovascular disease and diabetes disparities in African American communities of South Los Angeles

REACH Target and Contrast Areas

West Los Angeles -- South Los Angeles -- Inglewood -- North Long Beach



Source: ESRI Data and Maps 2002

Cartography by Alexander Lee 10/1/02

Morbidity and Mortality Rates

(*age-adjusted per 100,000 population)

Source: Los Angeles County Dept of Public Health Office of Health Assessment & Epidemiology, Key Indicators of Health, April 2007

By Svc Planning Area	Heart Disease Death Rate*	Diabetes Death Rate*	Hypertension % diagnosed
South LA	229.7	39.2	29.0%
West LA	133.3	15.5	16.8%
San Fernando Valley	183.8	21.3	21.4%
San Gabriel Valley	158.4	25.0	24.5%

2001 Shopping List Survey Findings (N=330)

**Target
(N=261)**

**Contrast
(N=69)**

Store Type, %		
Convenience	34.8	26.1
Local Market	60.2	44.9
Supermarket	5.0	29.0
Meat sold, %	41.0	71.0
Fruit/Vegetables sold, %	49.4	66.7
Whole Grain Bread sold, %	41.8	49.3
Nonfat Milk sold, %	37.9	79.7
Low-fat Snacks Sold, %	42.2	69.6

2006 Healthy Food Re-Assessment Findings (N=224)

Store Type, %	Target (N=179)	Contrast (N=45)
Convenience	38%	32%
Local Market	52%	35%
Supermarket	9%	32%

Restaurant Profile

Restaurant Type, %	Target area N=348	Contrast area N=311
Fast Food	25.6%	11.2%
Full Service	27%	58%

2006 Physical Activity

Organized programs for adults

	Target Area N=144	Contrast Area N=27
Venues surveyed, %	27%	58%

Economic Development & Health

- CHC Resource Development Strategies
 - Community Engagement in Resource Development Process
 - Establish multi-sector stakeholder coalition
 - Provide planning, zoning, redevelopment policy recommendations, advocacy local/state [Grocery store/sit-down restaurant incentive initiative, fast food ICO, Baldwin Hills CSD]
 - Provide input into community/specific plan updates, project NOP/EIR
 - Recommend planning process training seminars

Food Resource Development Coalition

- Comprised of private and public sector economic development professionals, community members, elected representatives, food retail industry.
- Create policy and promote investment that supports new nutrition resources in So. L.A.



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Does Race
Define
What's in the
Shopping Cart?

Economic Development & Health

- Benefits of Healthy Development
 - Improved health outcomes, vibrant workforce
 - Enhance quality of life, prevent business leak
 - Stimulate economic vitality
 - Potential funding opportunities
 - New Market Tax Credits
 - Public/Private Partnerships
 - Private Foundations



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