Healthy People, Healthy Places: How to Implement Environmental and Policy Change Strategies

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The Story of Lead
Place Predicts Obesity

Source: KP Utility for Care Data Analysis, 2009
Diabetes and Obesity Tracks Poverty

Source: KP Utility for Care Data Analysis, 2009
The Relationship Between Park Access and Obesity in Oakland

Source: KP Utility for Care Data Analysis, 2009
Kaiser Permanente Supports Intensive HEAL Interventions in 40 Sites

- Clark County, WA
- Portland, OR
- Santa Rosa
- Richmond
- Modesto
- 6 HEAC Sites
- Cleveland, OH
- Prince George’s County, MD
- Atlanta, GA
- Denver, CO
- Commerce City, Park Hill, Lincoln Park

★ Community Health Initiative sites
● Joint initiatives with other funders

kp.org/communitybenefit
Common HEAL Strategies

**Neighborhoods**
- Parks, trails and other active public spaces
- General Plan amendments
- Corner store conversion efforts
- Farmers markets and community gardens

**Schools**
- Cafeteria reforms
- PE standards, after school programs
- Joint Use Agreements
- Safe routes to school

**Healthcare**
- BMI as a vital sign
- Breastfeeding promotion
- Hospital cafeterias

**Worksites**
- Stairwell prompts
- Lactation support
- Worksite wellness programs
Challenges/Lessons Learned

- Policy and environmental change is “harrrrrd work.”
- Program and activities can be onramps, or dead ends
- Key aspects of policy change: enforcement and implementation
- In some cases, less is more

Ensuring sufficient dose is critical !!!
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The Road Ahead: Environments and Health

Healthy People

Healthy Environments

Thriving Local Economies