How To: Engage Community Development as a Partner for Health Equity

#HowToWebinar

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@RootCauseCo
@RootCauseCoalition
company/root-cause-coalition/
Health Happens in Neighborhoods: 
What We Can Do About It

Douglas Jutte, MD, MPH
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The Root Cause Coalition
May 31, 2018
Connect partners across health & community development

Provide access to research, best practices, innovations, and models that demonstrate what works

Highlight the health-related value of community development investments

Encourage and enable measurement of health-related impact
Outline for Today
OUTLINE

What are the Problems?

What is Community Development?

Holistic Approaches to address SDOH

Innovative Financing & Partnerships

Resources for Next Steps
What are the Problems?
CONTRIBUTIONS TO PREMATURE DEATH

- Behavioral Patterns: 40%
- Genetic Predisposition: 30%
- Social Circumstances: 15%
- Health Care: 10%
- Environmental Exposure: 5%

POOR HEALTH ACROSS ALL RACIAL AND ETHNIC GROUPS

Percent of adults with poor health

By income (% of Federal poverty line)
...BUT POVERTY IS CONCENTRATED

Percent of people in poverty
By racial or ethnic group

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>All Persons</th>
<th>Children (≤17 Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>28%</td>
<td>39%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>Asian</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
<td>10%</td>
<td>12%</td>
</tr>
</tbody>
</table>
PEOPLE GET SICK BECAUSE OF THEIR SOCIAL AND PHYSICAL ENVIRONMENTS

- Schools
- Grocery Stores
- Housing
- Transportation
- Parks and Playgrounds
- Jobs
IN DETERMINING YOUR HEALTH...
Short distances, large differences

Washington, DC
Short distances, large differences

New Orleans, LA
HEALTH DISPARITIES

Short distances, large differences

Minneapolis, MN
COMMUNITY DEVELOPMENT & HEALTH WORK SIDE-BY-SIDE

Economic hardship by city

Childhood obesity by city

Los Angeles County
COMMUNITY DEVELOPMENT IS IN THE ZIP CODE IMPROVEMENT BUSINESS
WHERE ARE WE NOW?: High costs

$3.5 trillion per year

>80% of costs are due to chronic disease
Most chronic disease is preventable
Most chronic disease happens to low-income people in low-income places
WHERE ARE WE NOW?: Inefficient investments

>$1 trillion
per year

Spent on avoidable chronic disease occurring in low-income neighborhoods
What is Community Development?
COMMUNITY DEVELOPMENT: PAST

Pruitt-Igoe, St. Louis, MO
1956 to 1972
Architect: Minoru Yamasaki
ZIP CODE IMPROVEMENT...
HOUSING COORDINATED WITH SERVICES

Solara, San Diego
Zero Energy Affordable Housing

Plaza Apartments, San Francisco
Supportive Housing
ZIP CODE IMPROVEMENT...
COMPREHENSIVE YOUTH DEVELOPMENT

KIPP Academy, Washington D.C.

Neighborhood Centers Inc, Houston
ZIP CODE IMPROVEMENT...
RESIDENT-FOCUSED ECONOMIC DEVELOPMENT

Baker-Ripley Center, Houston
Market Creek Plaza, San Diego
How much money? And where does it come from??

**OVER $150 BILLION DOLLARS ANNUALLY**
**DIRECTED INTO LOW-INCOME NEIGHBORHOODS**

- **Federal/state tax credits & grants**
  - Low Income Housing Tax Credit (LIHTC)
  - New Markets Tax Credit (NMTC)
  - Community Development Block Grants (CDBG)
  - Healthy Food Financing Initiative (HFFI)

- **Community Reinvestment Act dollars**
  - CRA-motivated loans and investments from private, for-profit banks
REDLINING

Community Reinvestment Act of 1977 (CRA)

Philadelphia, 1949
COMMUNITY DEVELOPMENT CORPORATIONS & AFFILIATES

4,600
# of CDCs nationwide (2006)

75,000
Jobs created by CDC activities (2010)

Source: Democracy Collaborative
COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS

958

# government-certified CDFIs (2015)

1.56 Million

Square feet of healthy food retail financed (2015)

Source: CDFI Fund Annual Report FY 2015
COMMUNITY DEVELOPMENT IS IN THE LEVERAGING BUSINESS

$15 MILLION RAISED IN CAPITAL CAMPAIGN

$15 MILLION INVESTED IN AFFORDABLE HOUSING

$15 MILLION INVESTED IN AFFORDABLE HOUSING

$15 MILLION AFFORDABLE HOUSING

$15 MILLION LEVERAGED FROM CDFIS AND BANKS

$5 MILLION INVESTED IN AFFORDABLE HOUSING

$20 MILLION AFFORDABLE HOUSING

$10 MILLION EARLY CHILDHOOD CENTER
Holistic Approaches
ZIP CODE IMPROVEMENT AT THE NEIGHBORHOOD LEVEL

East Lake Meadows, Atlanta, GA
ZIP CODE IMPROVEMENT
AT THE NEIGHBORHOOD LEVEL

East Lake Meadows, Atlanta, GA
COMMUNITY QUARTERBACK

- Mixed Income Housing
- Cradle-to-College Education Pipeline
- Community Wellness

A Defined Neighborhood
VILLAGES OF EAST LAKE, ATLANTA, GEORGIA
VILLAGES OF EAST LAKE, ATLANTA, GEORGIA
VILLAGES OF EAST LAKE, ATLANTA, GEORGIA
HOPE SF supports strong, vibrant communities
HOPE SF will revitalize four of San Francisco’s severely distressed public housing sites by creating thriving and mixed-income communities.

HOPE SF: Revitalizing Communities, Transforming Lives
HOPE SF is not just about rebuilding public housing. The program borrows from the most successful national models to focus on revitalizing the whole community, not just on constructing new buildings. HOPE SF will create opportunities to transform residents’ lives, not just their homes, by investing in the schools, services, safety, and support needed for success. Find out more »

HOPE SF Launches First Site: Hunters View
At Hunters View, obsolete buildings are in dire need of replacement. HOPE SF will replace all existing 267 public housing units and add additional affordable and market-rate homes to the community. The development team, composed of John Stewart Company, Ridge Point Non-Profit Housing Corporation, and Devine & Gong, Inc., began construction in January 2010. Find out more »
Build Healthy Places Network
Funding Innovations & New Partnerships
Community Health and Literacy Center using NMTC $$
Dignity Health
$120 million loan fund
UnitedHealthcare
$21 million low interest loan
March 13, 2018
ProMedica & LISC launch $45M partnership
$90 million investment addressing multiple SDOH
News & Views

Press Release

Kaiser Permanente Announces $200 Million Impact Investment, Partners With U.S. Mayors and CEOs to Address Housing Stability

Investment marks a significant funding commitment to homelessness prevention.

May 18, 2018
Resources: Diving Deeper and Taking Next Steps
By joining forces, community developers and health professionals can have a more powerful impact.

Learn More About the Network

The Pulse
A monthly roundup of what we're building and sharing on the cutting edge of health and development.

Crosswalk Magazine
A gathering place for stories illustrating community investment in creating neighborhoods that promote health and well-being for all. Produced by the Build Healthy Places Network.

Partner Finder
Looking for partners in your local area? Check out our Partner Initiative.

Healthy Communities Initiative

www.BuildHealthyPlaces.org  @BHPNetwork
Community Development

Related Terms: CDC (Community Development Corporation), Community Development Financial Institutions (CDFIs), Social Determinants of Health, Health Equity

Community development is a multi-billion-dollar sector of the American economy that invests in low- and moderate-income communities through the development and financing of affordable housing, businesses, community centers, health clinics, job training programs, and services to support children, youth, and families. The sector has its roots in the urban revitalization efforts of the late 19th century but expanded as a result of the War on Poverty programs of the 1960s. Today, the community development sector invests more than $200 billion annually in low-income communities.
Crosswalk

Whose City Is it? The Promise and Peril of Gentrification

Investing With Health in Mind

What to Make of Social Impact Bonds

From Treating the Ill to Preventing the Illness
Welcome to Partner Finder

Welcome to Partner Finder, a collection of directories to help you find the community development and health organizations nearest to you. Partner Finder helps you take the first steps to identify potential cross-sector partners in improving the health and well being of your community.
The Network’s Vision:
Equitable communities where all children and families can live rewarding and healthy lives.
“We are likely to look back at this time and wonder why community development and health were ever separate sectors.”

– Risa Lavizzo-Mourey, MD, Former President and CEO, Robert Wood Johnson Foundation, Speaking at the 2016 National Interagency Community Reinvestment Conference
Questions?

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