



**APA Webinar April 29, 2011**

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**Philadelphia Department of Public Health**

**Communities Putting Prevention to Work**







**\$1 = 360 CALORIES**



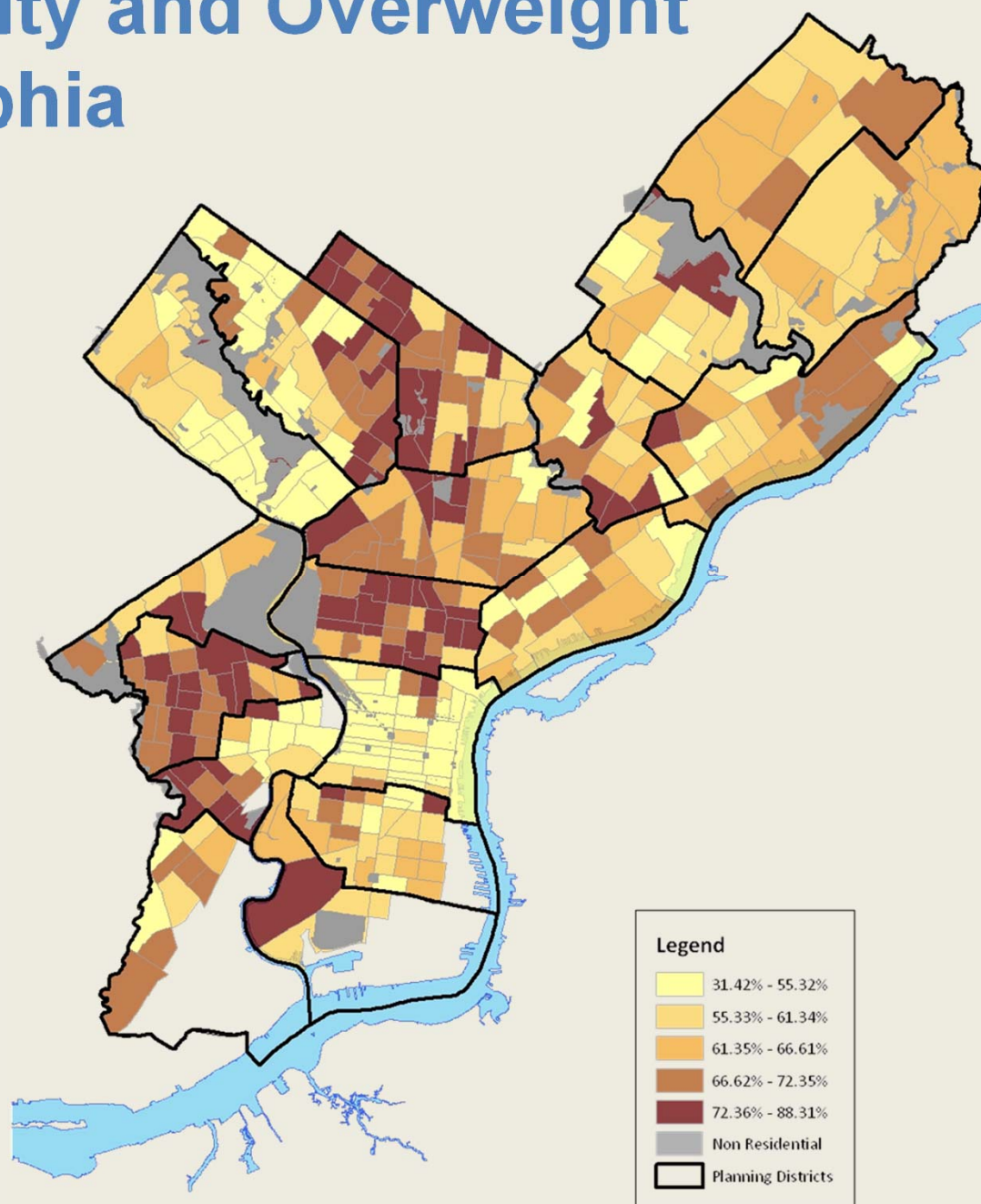


# Key determinants of obesity

- **Poor Diet**
  - **Limited access** to healthy foods in poor communities
  - **Easy availability and aggressive marketing** of unhealthy foods
  - **Higher relative price** of healthy foods
- **Lack of Physical Activity**
  - **Auto-based planning**
  - **Disrepair and lack of safety** in neighborhoods
  - Dramatic increase in **indoor, screen-based** activities



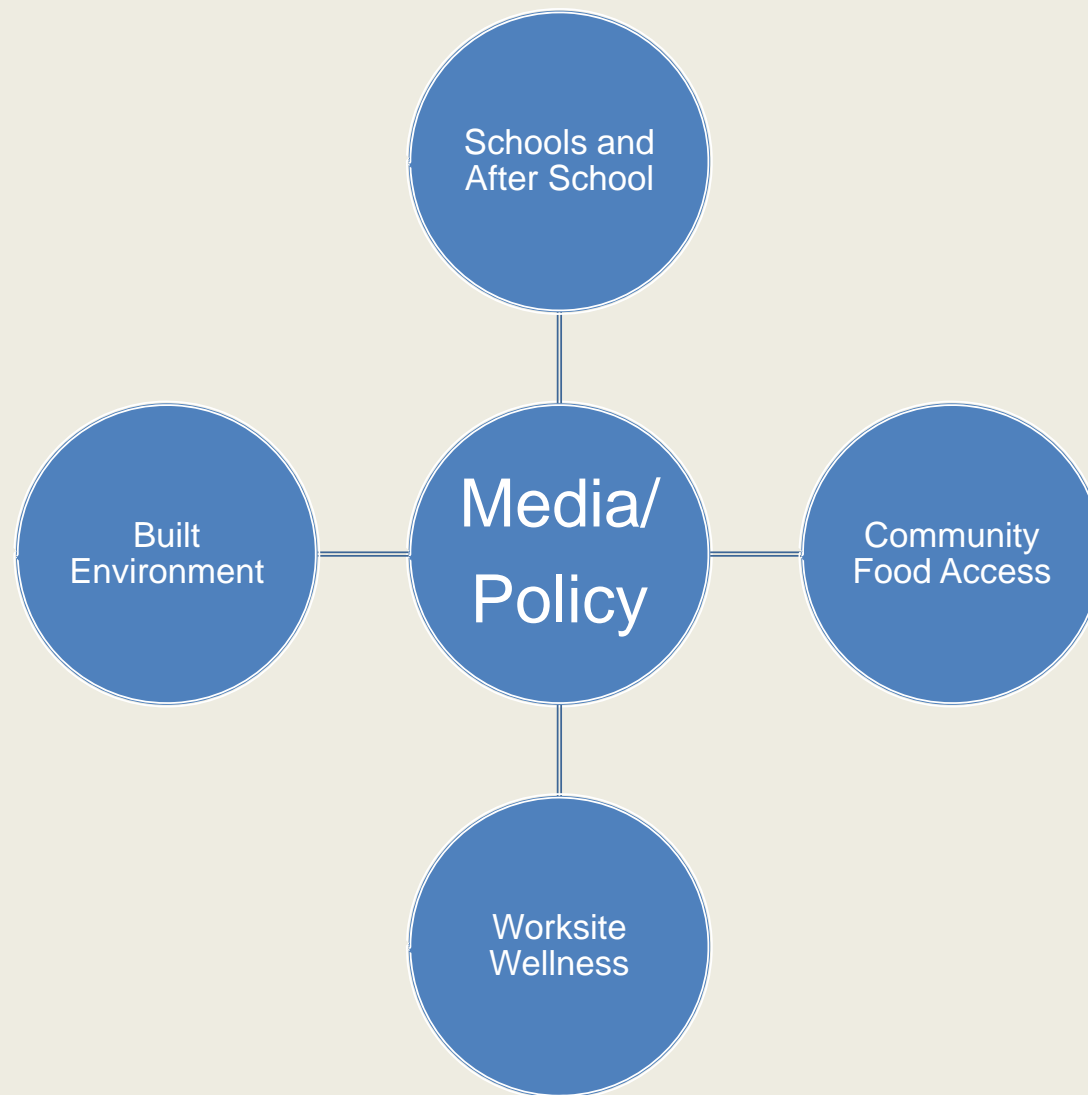
# Adult Obesity and Overweight in Philadelphia



**How can we make it easier for people  
to engage in healthy behaviors?**



# Get Healthy Philly



## Healthy eating and active living themes

- Increase **ACCESS** to healthy, affordable foods
- Decrease **AVAILABILITY** and consumption of unhealthy foods
- Enhance **OPPORTUNITIES** for safe physical activity in daily living

# Increase Access to Affordable, Healthy Foods



Produce Carts

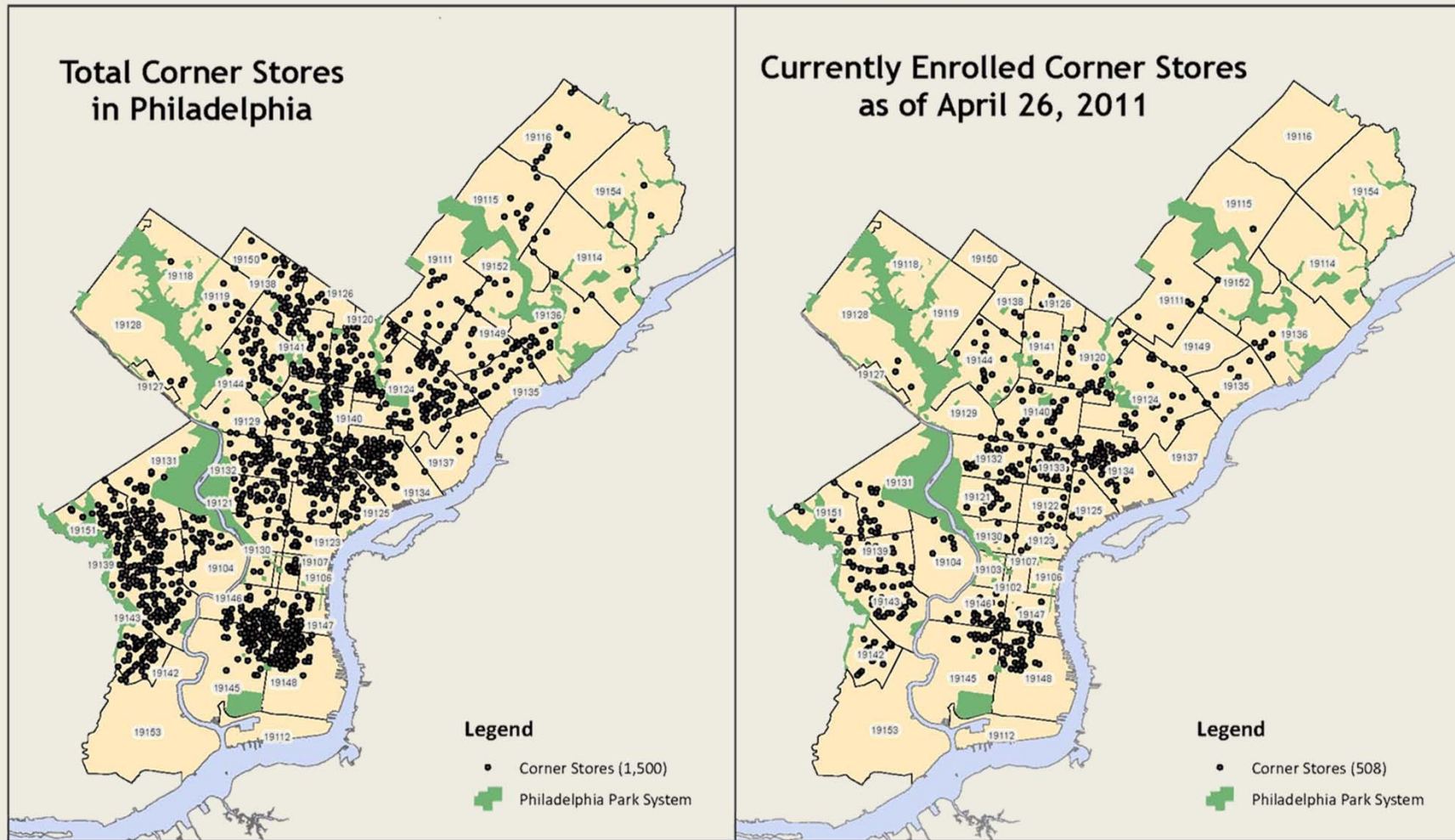


Farmers' Markets and Philly Food Bucks



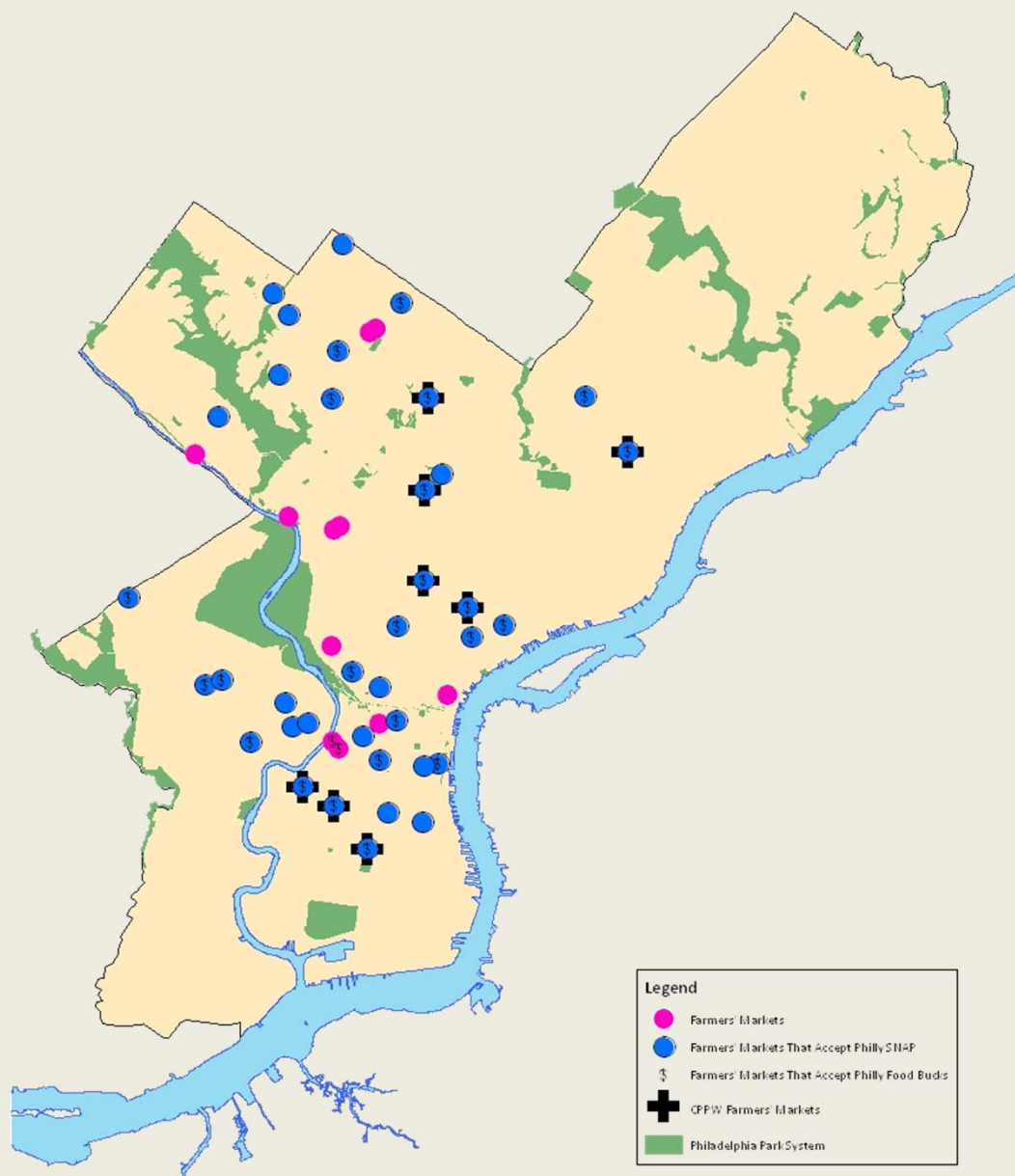
Healthy Corner Stores

# Increase Access – Corner Stores





# Increase Access – Farmers' Markets



# Decrease Availability and Consumption of Unhealthy Foods



**Do you know what  
your kids are drinking?**

To learn how to make healthy changes,  
visit [FoodFitPhilly.org](http://FoodFitPhilly.org) or text "FACTS" to 30364.

Message and data rates may apply. Text 1500 to opt out. Text 402 for help.



**HERE'S TO YOUR HEALTH!**

This vending machine now offers more healthy choices. That means more water, 100% fruit juice, zero-calorie beverages, and smaller sizes for when you need a drink on the go!

This machine also saves energy – trimming the City's energy bills.  
Questions about the changes? Email [HealthVending@phila.gov](mailto:HealthVending@phila.gov)

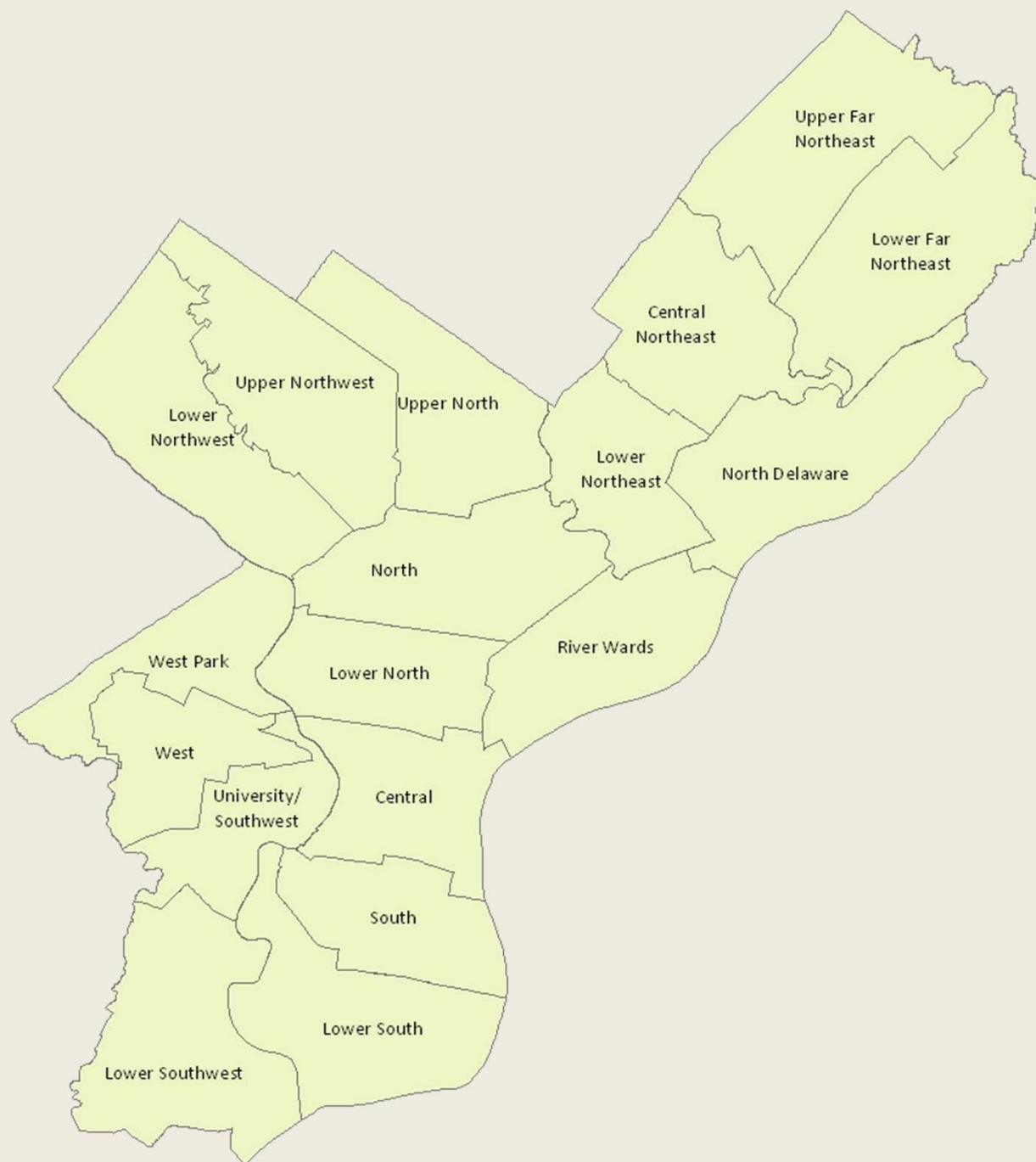
**GET HEALTHY X PHILLY**  
Healthy, Active & Smoke-Free

**GREENWORKS**  
PHILADELPHIA

For more information on how to make healthy, green choices, check out:  
[www.foodfitphilly.org](http://www.foodfitphilly.org) &  
[www.phila.gov/green!](http://www.phila.gov/green!)

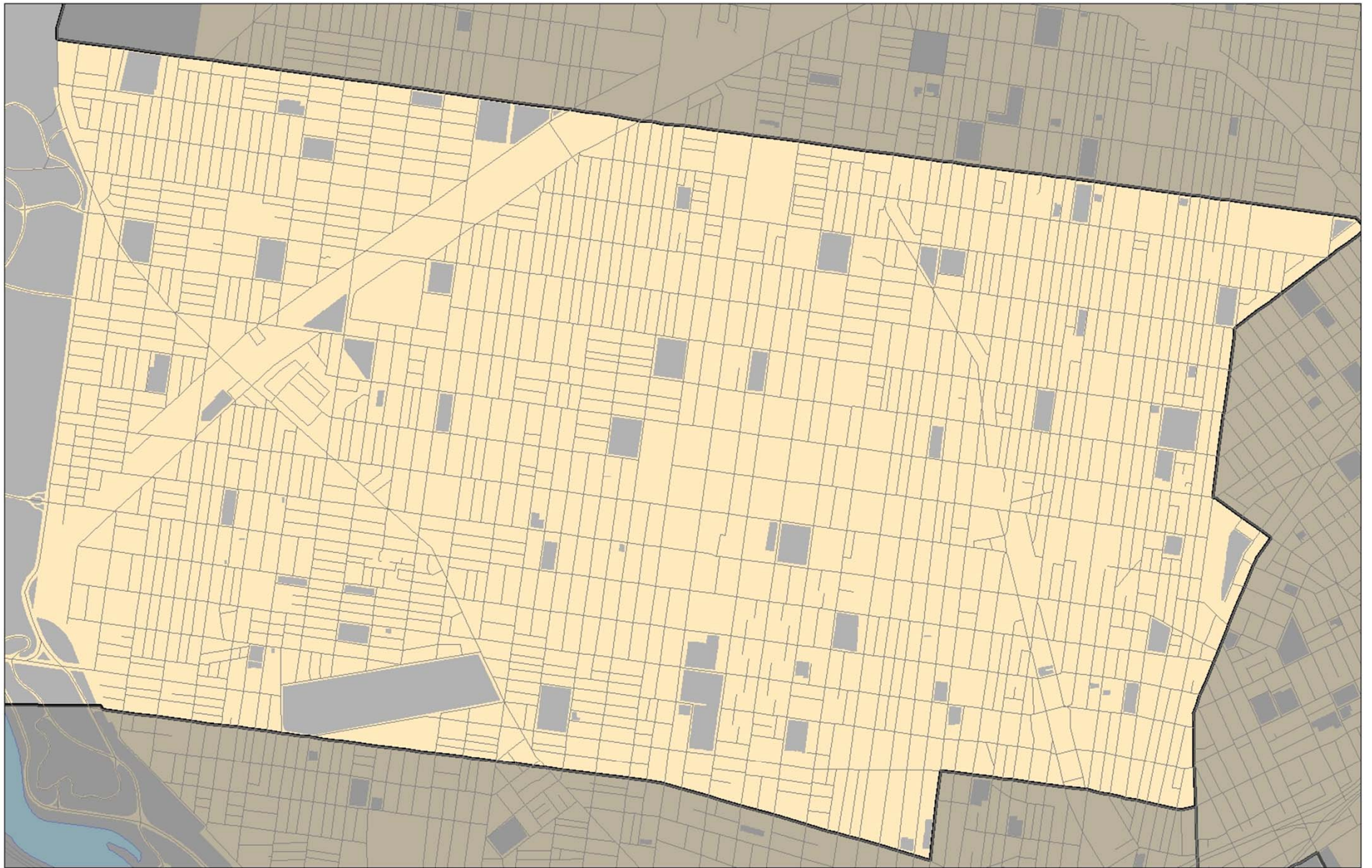


# Food access mapping to inform decisions.









## Lower North Planning District





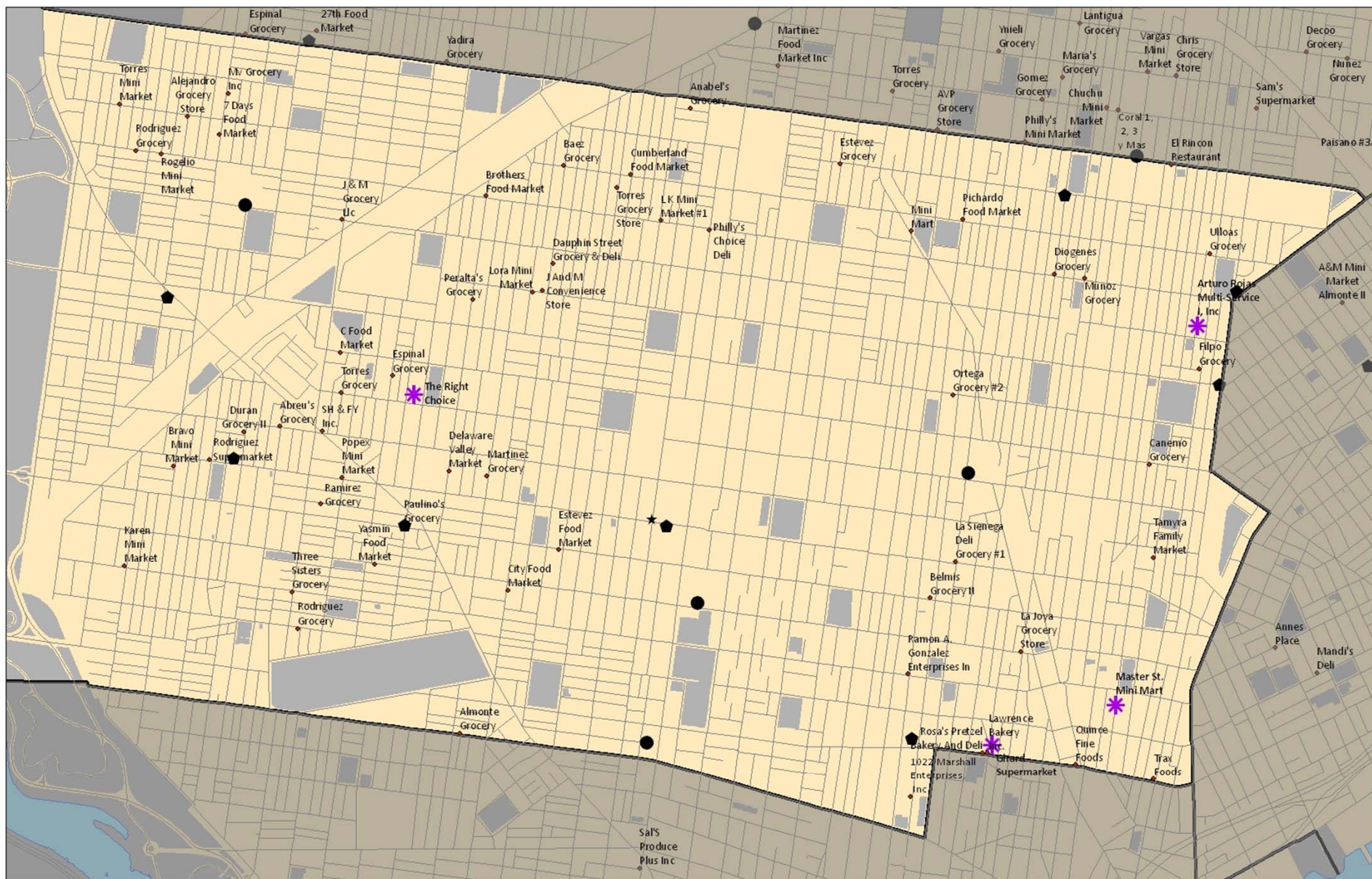
Supermarkets = 100 points





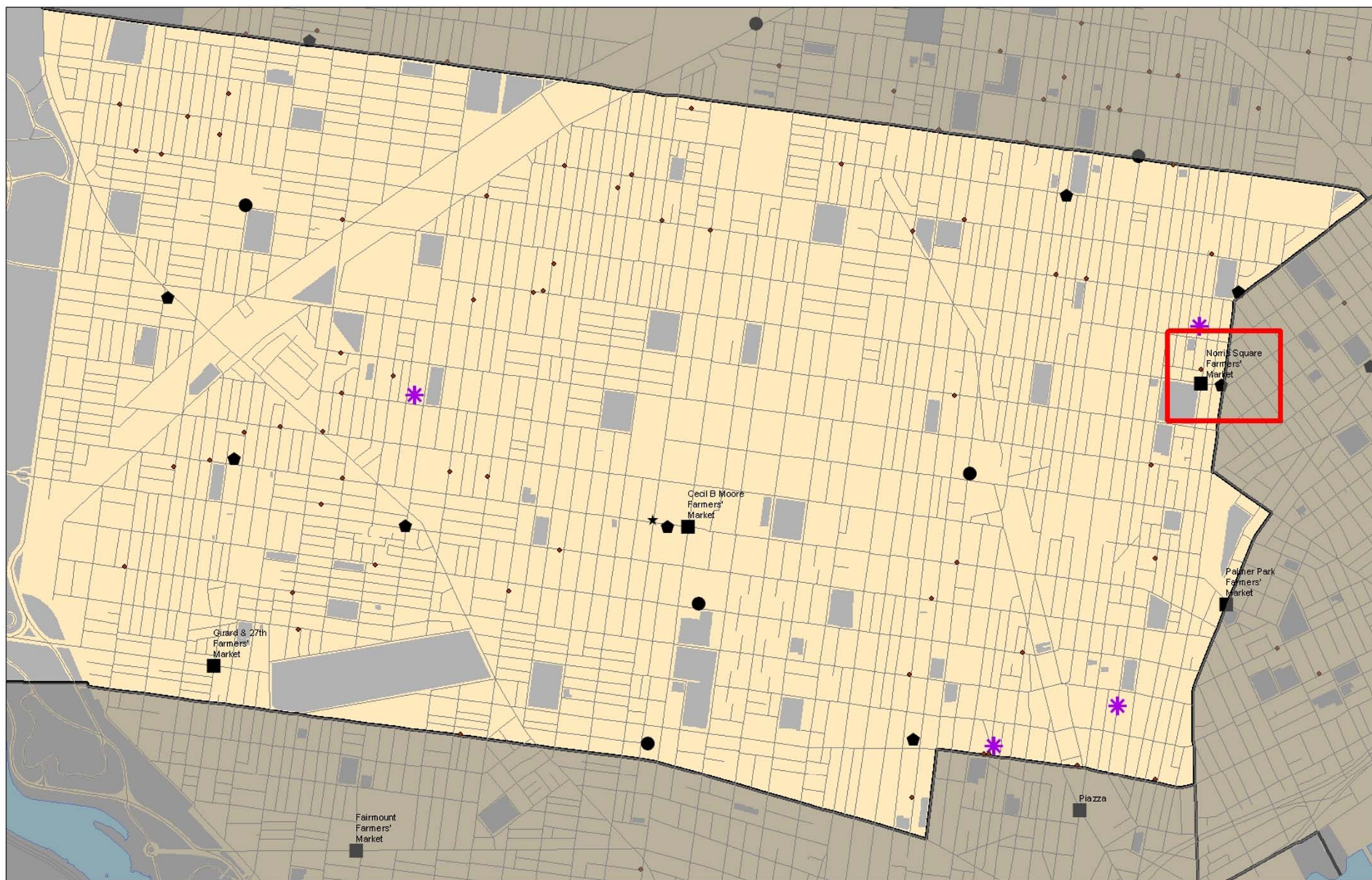
Mid-Sized Supermarkets = 20 points





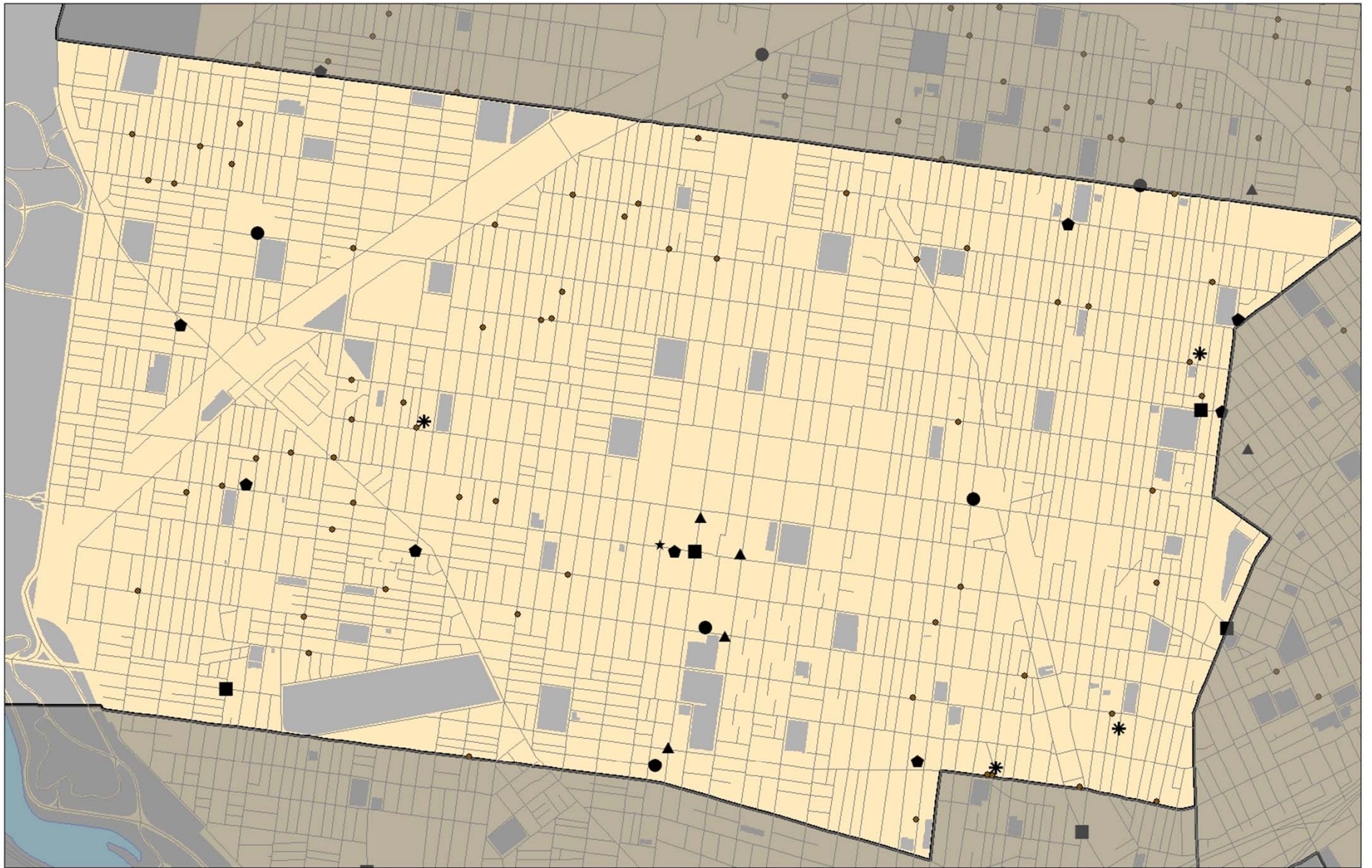
Corner Stores = 2-4 points





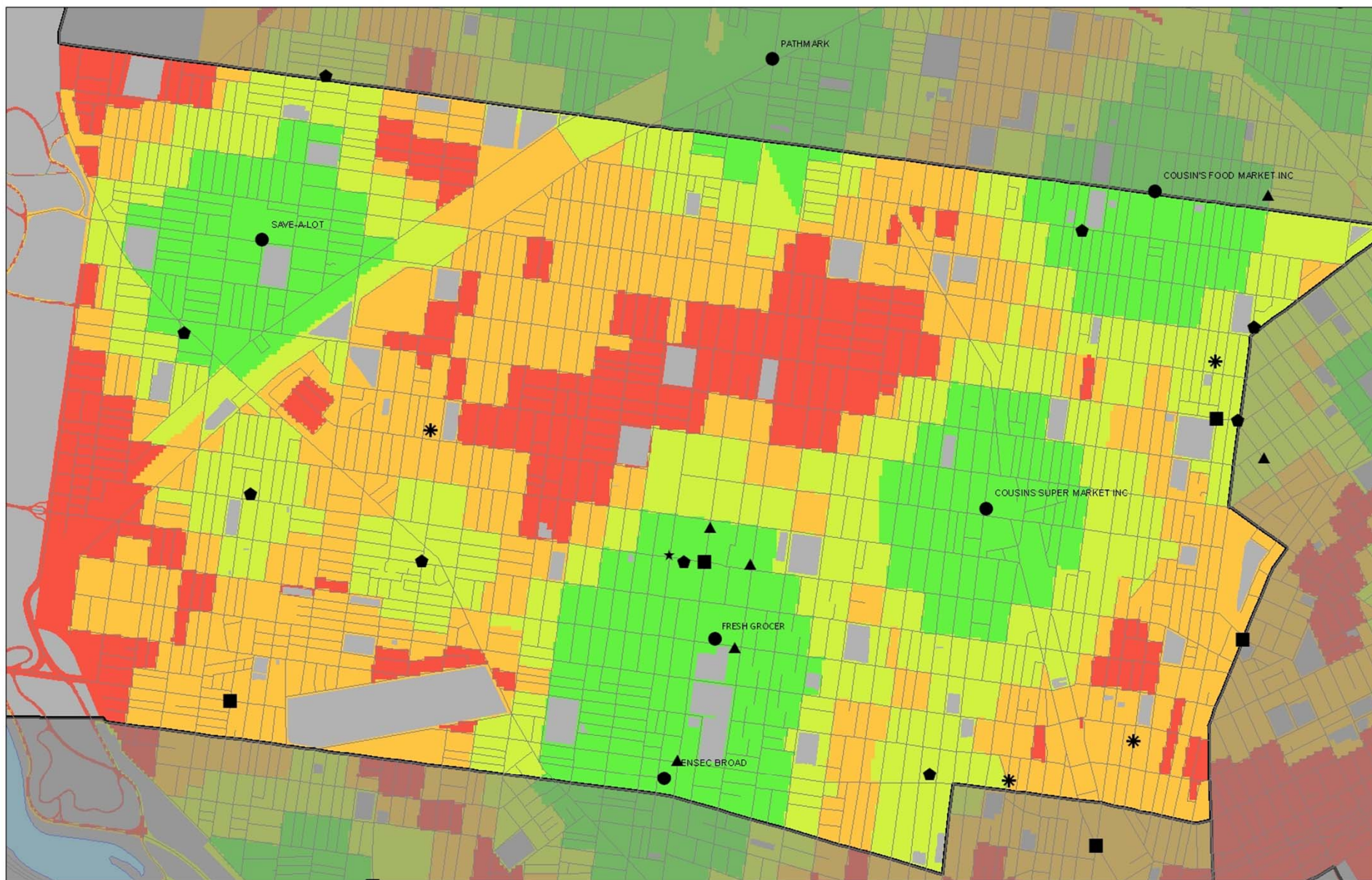
Farmers' Markets = 2 points





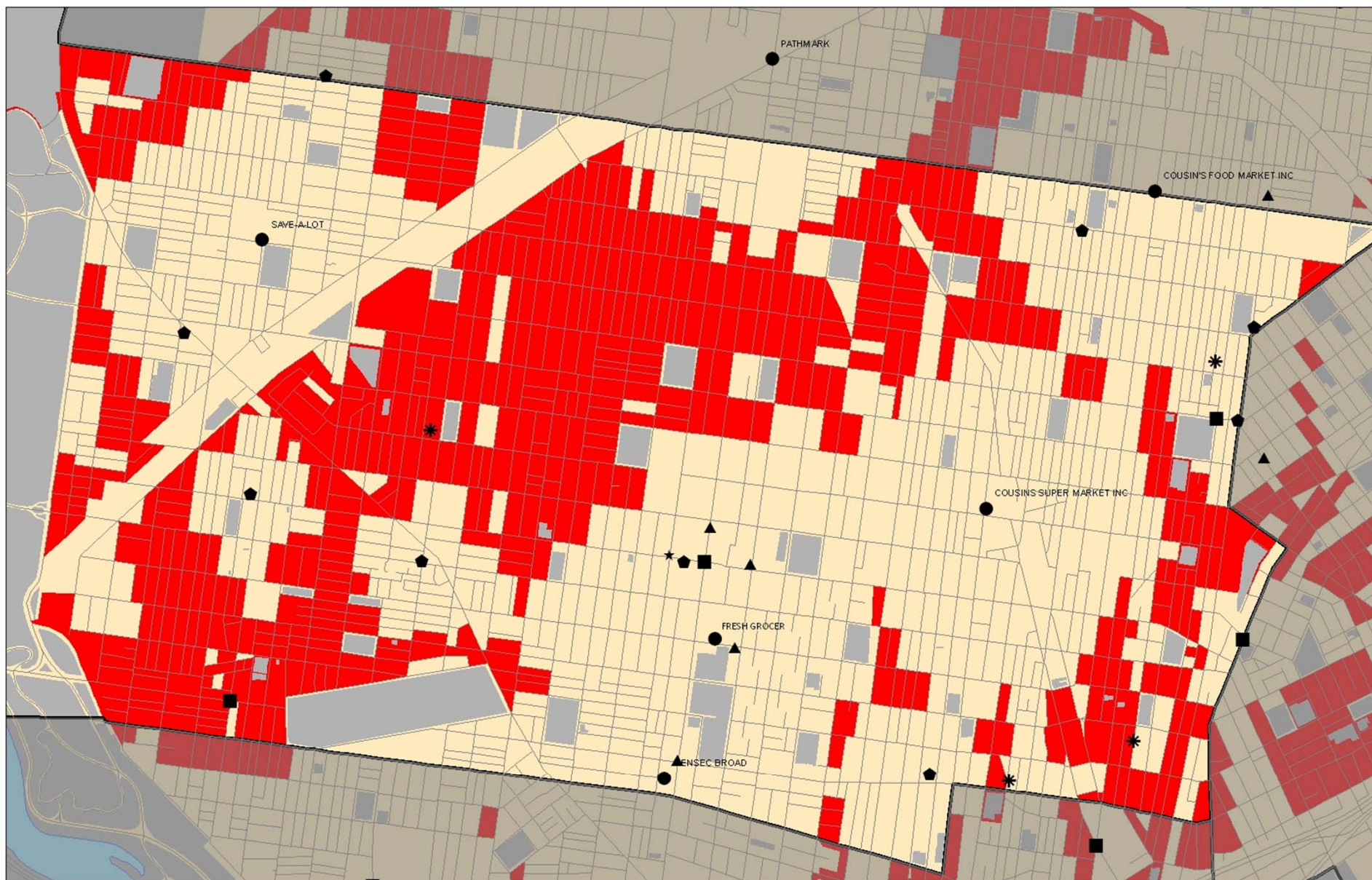
Produce Carts = 2 points





## Aggregate Food Access Scores

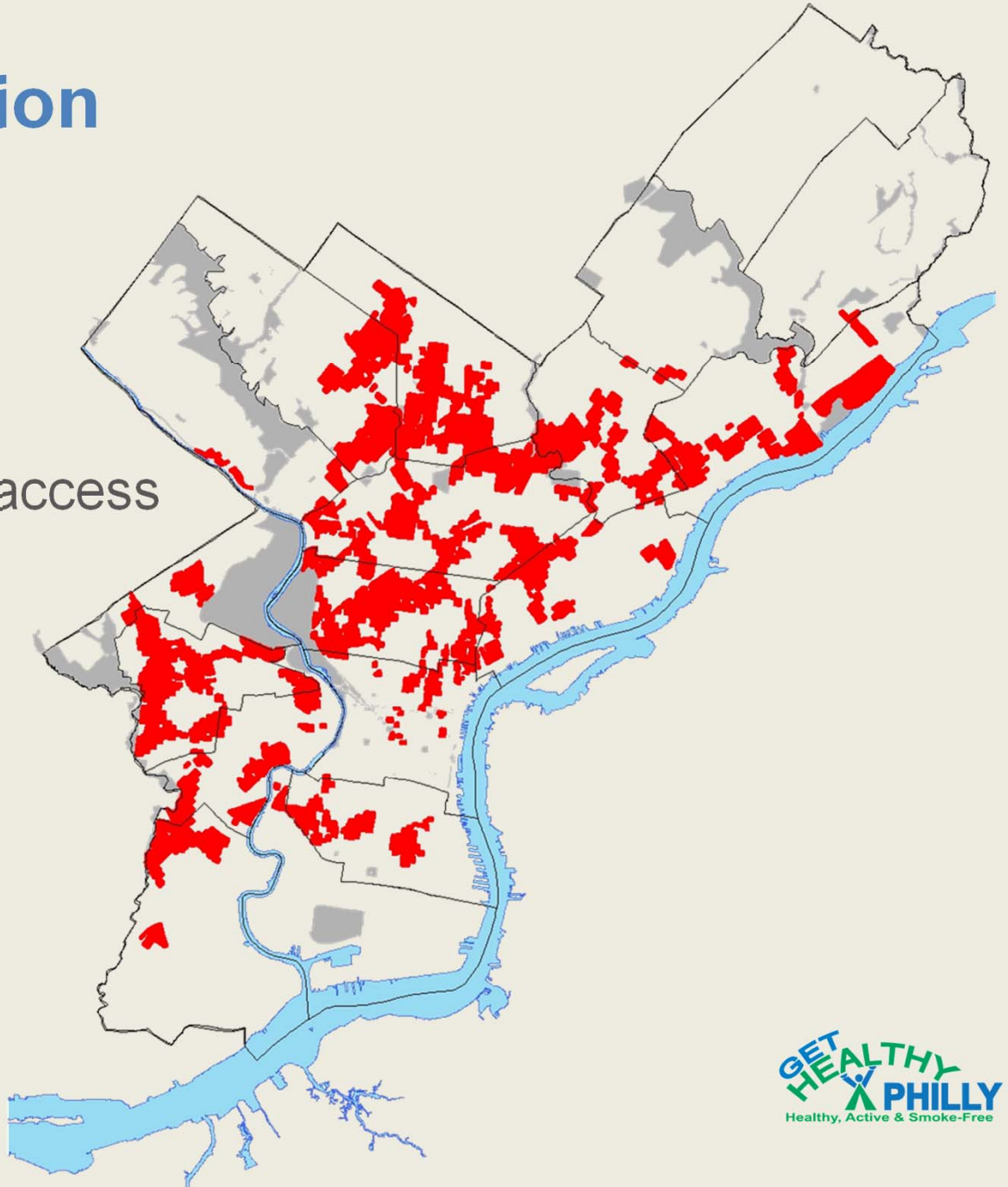




Target Pop = poverty and low to no access

# Target Population City-wide

- High poverty
- Low to no walkable access

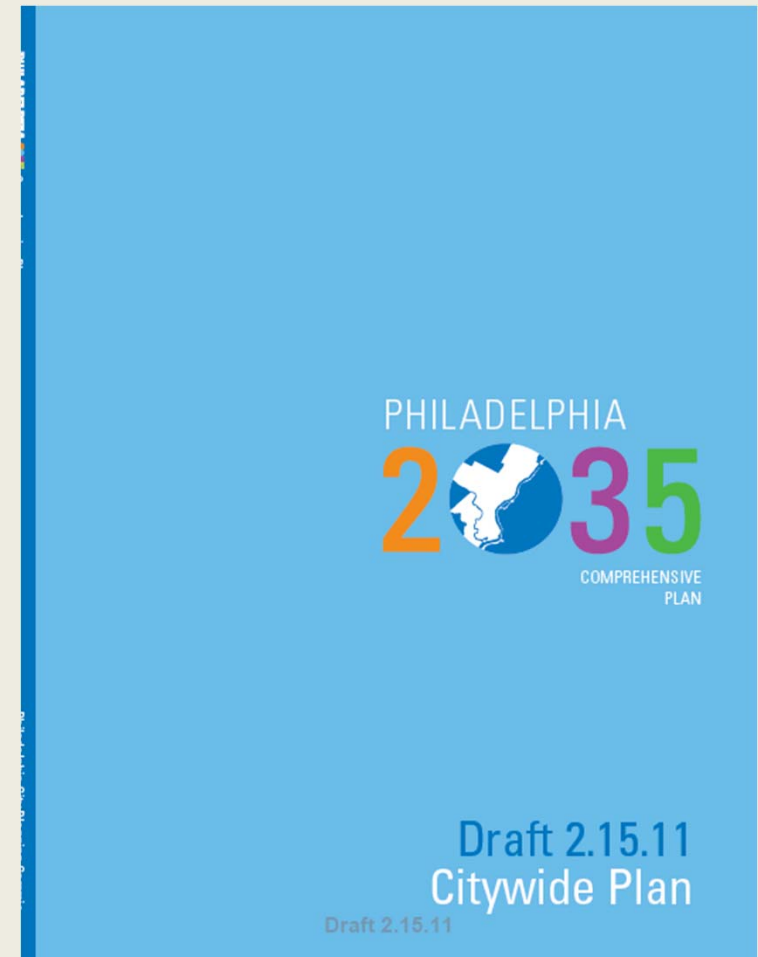


# Changing Planning Policy, Regulation, and Practice.



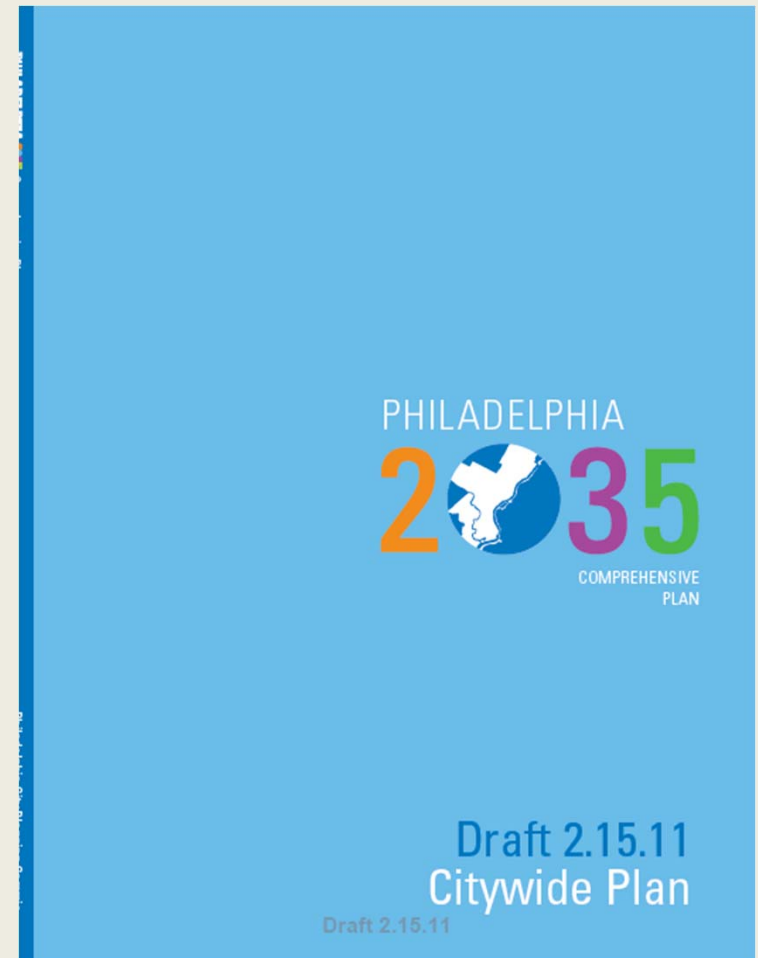
# GHP interventions and analysis also change the context for future decisions

- Current GHP efforts (2010-2012)
- **Planning policy & Zoning Reform (2010 – 2011)**
  - Comprehensive Plan
  - New Zoning Code
- **Implementation (2011 → ???)**
  - District Plans
  - Health Impact Assessments



# Philadelphia2035: The Comprehensive Plan

- First full update in 50 years
- Opportunity to raise awareness of health, promote health-conscious decision-making in matters of physical development
- 2 Phases:
  - Citywide Vision (adoption May 2011)
  - 18 District Plans (commence June 2011)





# Philadelphia2035: The Citywide Vision

- Places health on equal footing with economy and environment as reasons to plan, benefits to gain
- Includes 2010 health statistics and citywide profile
  - makes health a spatial issue
  - Underscores built environment's influence on outcomes
- Of approx. 70 plan objectives, 20+ have evidence-based connections to public health
- **Includes food for the first time (4<sup>th</sup> objective)**
- Lays out measures to track progress

## Objective 1.1.4:

### Provide convenient access to healthy food for all residents

**a** Maximize multimodal access to fresh food by encouraging grocery stores, healthy corner stores, and outdoor markets at key transit nodes and within transit-oriented development zones.

1. Coordinate to open farmers' markets at the busiest stations in the system.
2. Identify opportunities to incorporate open spaces suitable for new farmers' markets into larger development projects

**b** Support agriculture and food distribution programs at recreation centers, schools, and other public facilities located in key neighborhood centers.

**c** Establish farmers' markets along commercial corridors within neighborhood centers.

**d** Increase local food production through zoning designations that permit urban agriculture as-of right in strategic locations and allow for roof-top gardening.

**e** Develop standards and guidelines for community gardens and urban agriculture sites on public lands to ensure transparency, continuity of use, and community benefit.

**f** Work with supermarket developers to create site designs that respond to neighborhood context and allow access for seniors, children, and other transit-dependent and mobility-limited populations (see case study 1.1.4f)

# Philadelphia2035:

## Tracking indicators, measuring progress

- Objectives tied to indicators within the plan
- Health objectives and indicators combine with demographic and health outcomes data to form the basis of **PHILATool**
  - **Planning & Health Indicator List & Assessment Tool**
  - Modeled on San Francisco's **HDMT**
- Internal tracking mechanism (for now)
  - Will gather data and release reports as we go
- Investigating ways to share data in web 2.0 crowd-sourcing tool

# PHILATool Example

## Indicators (Built Environment)

- 13. Number of healthy food sources (supermarkets, farmers' markets, healthy corner stores, Healthy Carts)
- 14. Access to healthy food (weighted scores based on PDPH Food Access Study)
- 15. Proportion of population within 10 minute walk of healthy food sources
- 16. Ratio of healthy food sources to fast food outlets
- 17. Square footage of land zoned to permit urban agriculture as of right
- 18. Proportion of fresh food vendors accepting Philly Food Bucks, SNAP, WIC
- \*19. Square footage of legacy industrial land rezoned to classifications with fresh food incentives
- \*20. LOS: one-seat rides to supermarkets
  - a. proportion of population served

## Responsible Agencies

PDPH, TFT

PDPH, PCPC

PDPH, PCPC, MOS

PDPH  
PCPC

PDPH

PCPC

## Indicators (Health Outcomes & Demographics)

- Obesity Rate by planning district
- Auto ownership by planning district/tract
- Proportion below poverty line
- Percentage population +55
- Percentage children

# Food Content in New Zoning Code

- Allowing urban agriculture and community gardens to locate in a greater number of neighborhoods (14-602(1) through (4))
  - Allowed by-right in virtually all residential and commercial districts
- Encouraging the incorporation of fresh food markets into commercial and mixed-use developments by not counting the square footage of those markets against the maximum buildable area (14-603(8)).
  - Depending on base zoning district, different height, density, or SF incentives apply (works for large and small healthy food sources)



# Philadelphia2035: Planning & Zoning for a Healthier City

- Companion report to Comp Plan
- Explains evidence base for Comp Plan objectives
- Consolidates health-related content
- Lays out tools, plan for integration of HIA into District Plans



## Philadelphia2035: Planning And Zoning for a Healthier City

The City's new Comprehensive Plan and its role  
in improving public health

December 2010



# Philadelphia2035: Raising awareness



About  
Philadelphia  
2035

Citywide  
Plan

District  
Plans

Healthy  
Communities

Get  
Involved

Contact  
Us

A photograph of a farmers market stall. In the foreground, there are baskets of fresh produce, including red radishes and green leafy vegetables. A sign in the basket says "All RADISHES \$2.50". In the background, a man in a white shirt is handing a bunch of greens to a woman in a white shirt. Another woman in a blue shirt is standing nearby. The stall is outdoors, and a white van is visible in the background.

**Planning** is good  
for your health

By planning ahead and making smart decisions about zoning, we can improve access to fresh food, make better connections to parks and trails, and build walkable, bikeable, transit-accessible places that provide better services and keep you active in the process.

Photo by R. Kennedy for GPTMC

## What's New

[Roundtable Discussions on Phila2035: "Plain Talk/ Plan Talk."](#)

Download the pdf [here](#)

[Summary of Citywide Plan from Phila2035 Open House](#)

Download the pdf [here](#)

[City Planning Commission, Regular Monthly Meeting](#)

April 19, 2011, 1:00pm  
18th Floor, Room 18029  
One Parkway Building  
1515 Arch Street, Philadelphia  
([more...](#))

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**HEALTHY  
X PHILLY**  
Healthy, Active & Smoke-Free

# Philadelphia2035: Raising awareness



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Matters

Becoming a  
Citizen Planner

CPI Planning  
Classroom

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## Plan on it.

### A Better Philadelphia

The Citizens Planning Institute's mission is to empower citizens to take a more effective and active role in shaping the future of their neighborhoods and of Philadelphia, through a greater understanding of city planning and the steps involved in development projects.

#### Become a Citizen Planner

Find out how you can learn more about planning practices and how your organization can be more

#### What do YOU care about?

Better access to parks and recreation areas? Greater variety in stores and services closer to where you live?

#### Learn to Plan, Plan to Change

Change is inevitable. It will happen whether our community is prepared or not. Citizen Planners have the know-how to address change head-on and create a vision for their community's future. [READ MORE](#)

#### UPCOMING CLASSES (application required)

##### "NEW! Spring 2011 Sessions"

Our 2010 Pilot course took place in November 2010. Feedback from that pilot was used to improve and expand the core course and add (3) new "elective" courses. Application to the **Spring 2011** course is now available! When you successfully complete the "core course" and two of the three "electives", you will be presented with "Citizen Planner Certificate of Completion".

[Download Spring 2011 Flyer](#)

Click here to download the [Spring 2011 CPI Course Application](#) form.

Go to [CPI Planning](#)



# Philadelphia2035:

## Raising awareness

### Healthy Communities

Planning & Health

Health Impact Assessment

Healthy Planning Toolbox

Get Healthy Philly

Contact Us



#### Ask yourself this:

- Do you live within walking distance of a supermarket or other source of healthy food?
- Is there somewhere near your home for children to run around, or for seniors to stay active?
- Is it possible for you to reach your job, run errands or access services without a car?

#### Announcements

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# Philadelphia2035: Raising awareness



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## Healthy Communities: Health Impact Assessment

Announcements

Planning & Health

Health Impact Assessment

Healthy Planning Toolbox

Get Healthy Philly

Contact Us



Health Impact Assessment (HIA) is a process whereby the health impacts of proposed plans, projects, or policies are systematically evaluated in order to inform decision-making. With Philadelphia2035, we are one of the first major U.S. cities attempting to standardize the practice of HIA within planning and zoning activities. HIA topics for each district will be identified with the help of community input during the planning process.

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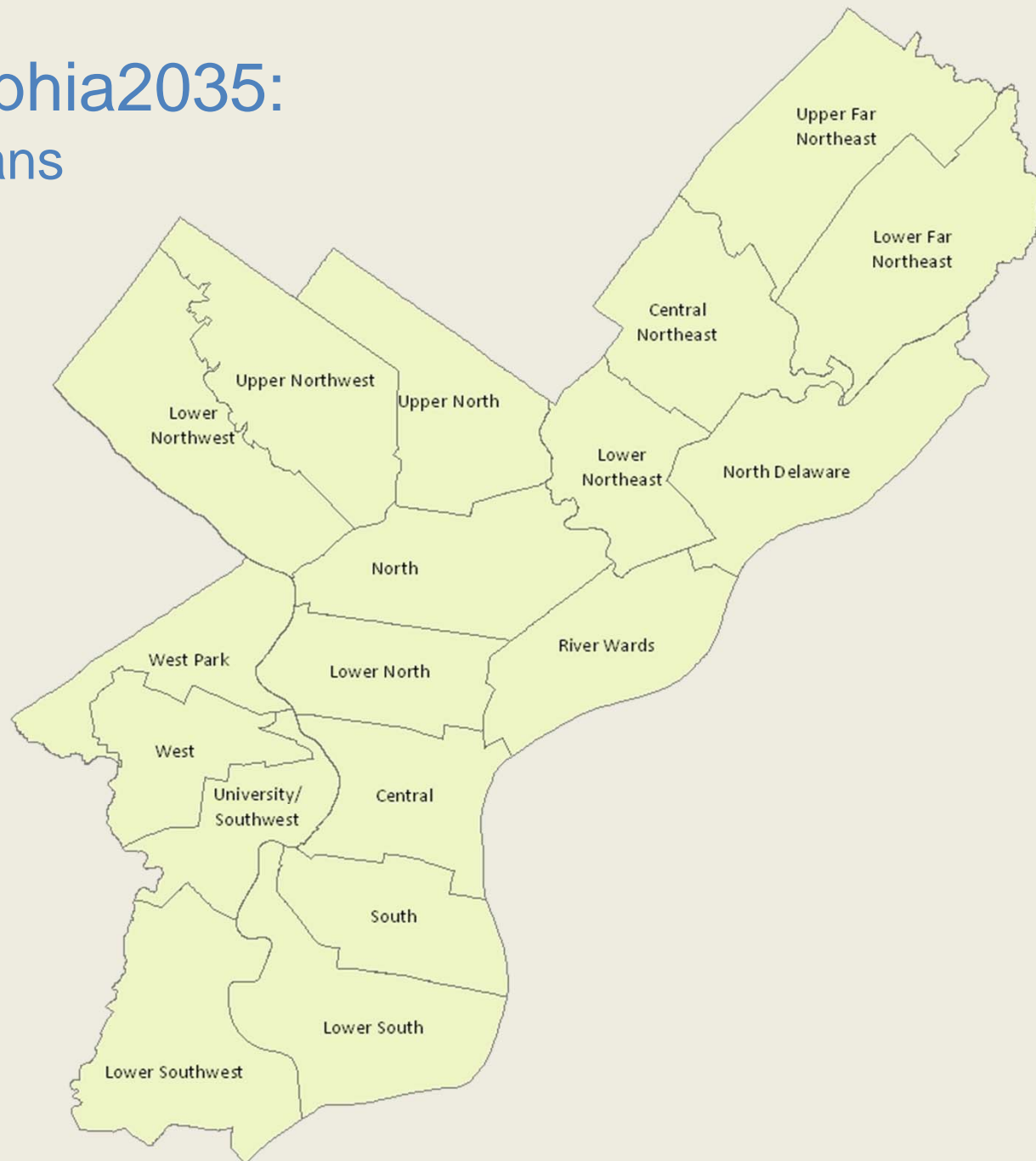
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# Philadelphia2035: District Plans





With the citywide plan complete, we are beginning the process of planning for each of the 18 Philadelphia districts.





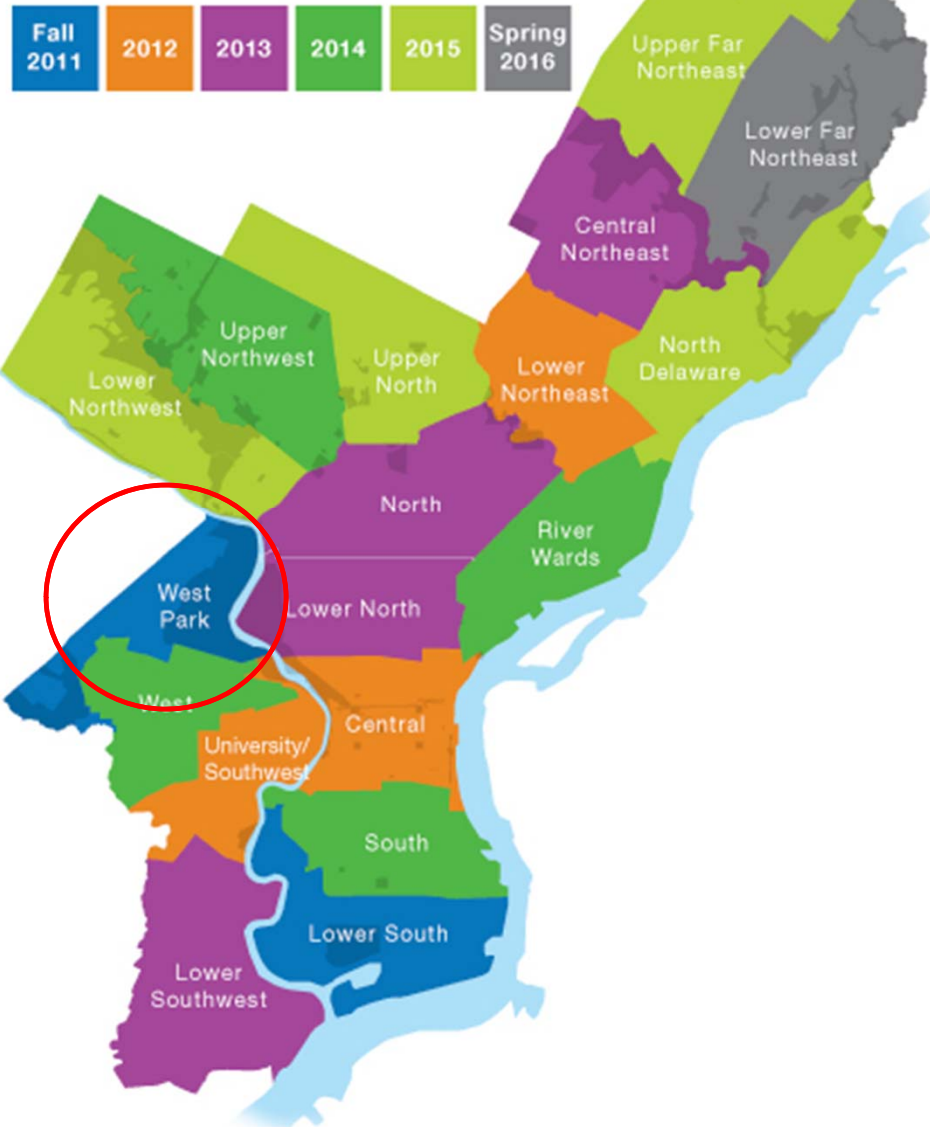
# Food Access in District Plans:

- Use food access datasets to understand baseline
- Map/analyze PHILATool indicators to inform food-related recommendations
  - Zoning re-mappings
  - Transit/pedestrian infrastructure improvements to improve access
  - Inform work of partner organizations and agencies
    - Healthy Carts, corner stores, farmers' markets, etc.
- Data-driven approach reinforces recommendations

# Health Impact Assessment in District Plans:

- A standard part of all District Plans moving forward
- Tailored to community health priorities and/or critical project & policy recommendations for each district
- Concurrent effort, but a standalone project
  - Healthy Communities Coordinator is PM
  - Backs up plan recommendations, brings special attention to key health issues
  - Allows us to zoom in and explore certain topics in greater detail than would otherwise be possible
- Not necessarily food access related

With the citywide plan complete, we are beginning the process of planning for each of the 18 Philadelphia districts.

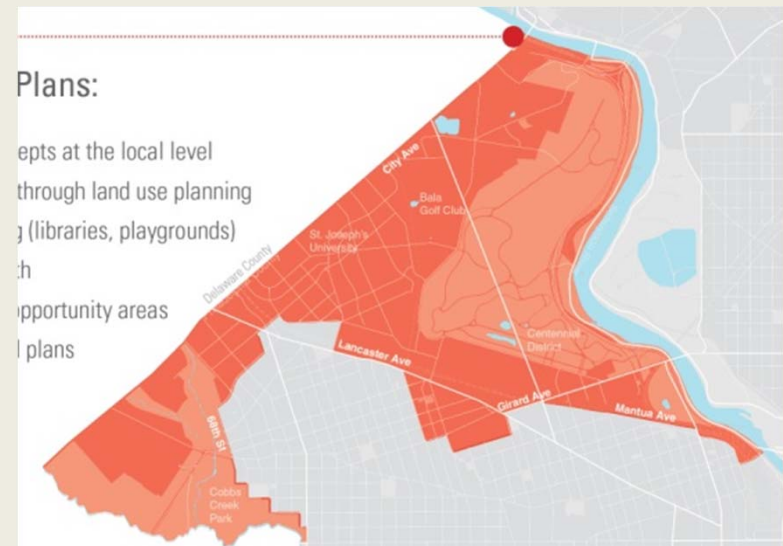




# West Park District HIA

## Scope:

Community-based pilot of **Walkability Assessment Tool (WAT)** to assess barriers to **1) pedestrian activity** and access to **2) key services** to provide evidence and data to inform capital project prioritization, land use changes, and transit improvements



- Raise awareness of non-automotive barriers within the District to recreational and commercial assets, and identify recommendations to mitigate
- Provide City Council members and their constituents with health-based rationales for adopting a revised zoning map in the District that improves non-automotive access to goods and services
- Introduce the practice of HIA to Philadelphia and demonstrate its utility as a tool for considering health in planning activities, and for reframing public discourse through a public health lens

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