



American Planning Association

Making Great Communities Happen

HEALTHY PLACEMAKING IN OREGON



ASSESSMENT IN OREGON

**Umatilla County Plan4Health:
Community Needs & Readiness Assessment**

The Umatilla County Plan4Health Coalition focused its efforts on identifying strategies and developing projects. To support this comprehensive assessment, the coalition engaged the University of Oregon's Community Service Center to perform a community needs and readiness assessment (CNRA). The information gathered during the CNRA will help the coalition direct resources toward projects that are achievable based on characteristics of the community. The report also assesses health needs and gaps in service within the county—and identifies opportunity areas where the coalition can take action.

Read [Umatilla County Plan4Health Community Needs & Readiness Assessment](#).

**Oregon Planners4Health:
Health and Planning Assessment**

The Oregon Chapter of the American Planning Association (APA Oregon) worked with other statewide partners including the Oregon Public Health Association, the University of Oregon, the Oregon Transportation Growth Management Program, the city of Tigard, the Oregon Health Authority, 1000 Friends of Oregon, and Umatilla County to assess how APA Oregon can improve health through planning. To complete the assessment, APA Oregon conducted 27 interviews, three focus groups, and a statewide survey. Additionally, the chapter reviewed best practices from around the country, and policies and programs from communities across Oregon.

Read [Oregon Planners4Health: Health and Planning Assessment](#).

Reuniting Planning and Public Health

Planning in the United States originated with a public health purpose. The planning and public health professions were united by a focus on urban reform and a goal to prevent outbreaks of infectious disease. As planning diverged from its common roots with public health, the profession's attention moved to managing land use, physical development, and supporting infrastructure. In contrast, public health professionals worked to address individuals' health. These separate missions have led to a siloed approach to influencing the social determinants that significantly impact individual and population health. Plan4Health works to break these silos and to reconnect planning and public health through a shared vision of healthy places, making the healthy choice easier.

“[During Plan4Health] we brought together key stakeholders from throughout Umatilla County who have a desire to build a healthy community. In addition to partnership building, we conducted a Community Needs & Readiness Assessment to identify opportunities and draft a Community Action Plan based upon the assessments findings and community interest all with a focus on ensuring a healthy future for Umatilla County.”

Meghan DeBolt, Director of Public Health for Umatilla County

COVER IMAGE: © iStockphoto.com

Plan4Health

Anchored by American Planning Association (APA) chapters and American Public Health Association (APHA) affiliates, with funding through the Centers for Disease Control and Prevention's Division of Community Health, Plan4Health supports creative partnerships to build sustainable, cross-sector coalitions. The 35 coalitions participating in the Plan4Health project are working to increase access to nutritious foods or to increase opportunities for physical activity. All coalitions include planners and public health professionals as well as a range of community-based organizations, such as universities, local governments, and others committed to building healthy, vibrant communities.

The investments that APA and APHA have made in members across the country will potentially impact millions of residents through policy, systems, and environmental improvements. The same investments will potentially impact more than 60,000 planners and public health professionals who will have access to the best practices and lessons learned from their peers involved in Plan4Health. Plan4Health speaks to a larger effort to connect community members and local professionals through national associations—and to sustain this work through the institutionalization of health and planning practices in coalitions and organizations throughout the country. Plan4Health is one initiative in the movement to build healthy communities, shifting daily decisions in professional practice to view planning as a public health intervention and improving the built environment as an essential strategy for chronic disease prevention.

THE HEALTHY COMMUNITIES MOVEMENT

Coalition-based work to advance healthy, vibrant communities has been led by the Centers for Disease Control and Prevention, the Robert Wood Johnson Foundation, and countless community members and nonprofit organizations across the country.

Plan4Health has benefited from the investments of others and the ongoing commitment to prevent chronic disease. For more information about work at the intersection of the built environment and health, refer to the selected resources below:

- [Making the Case for Active Cities: The Co-Benefits of Designing for Active Living](#)
- [Intersections: Health and the Built Environment](#)
- [Summarizing the Landscape of Healthy Communities](#)

Coalition Building

The 2016 County Health Rankings and Roadmaps report ranked Umatilla County, Oregon 25th out of 36 counties in Oregon in health outcomes and health factors. Residents and local leaders were determined to take a proactive approach, identifying health and wellness as a community priority.

Umatilla County was selected to participate in Cohort Two of the Plan4Health project as a capacity building grantee. In Umatilla County, building capacity to increase access to healthy food and to increase opportunities for physical activity meant fostering a coalition of diverse partners and conducting an assessment to better understand the perceptions and barriers facing residents.

Launching a coalition is no easy feat. The leadership team included local planners and public health professionals—supported by APA Oregon and the Oregon Public Health Association—and worked to engage a range of sectors, striving to make the case for healthy communities to a variety of stakeholders.

Read the special section for examples of how the coalition tailored its messaging to reach diverse audiences..

PLAN4HEALTH UMATILLA COUNTY

PLAN4Health

Mission: The Umatilla County Plan4Health Initiative enhances work at the intersection of public health and planning to create a healthy environment for all Umatilla County residents. The Coalition collaborates to make the healthy choice the right choice for everyone.

Vision: Umatilla County Plan4Health envisions a livable, vibrant community where we can live, work, and play. We are championing a thriving and healthy community—physically, socially, and economically.

Values: We will carry out our vision by upholding our core values:

- Community participation
- Health for all
- Access
- Security

MAKING HEALTHY PLACES

Individuals: Join the coalition listserv; stay up to date on Plan4Health activities via Facebook, Twitter, and our website; take a personal pledge to make small changes that can yield huge benefits; get active in your daily life; walk or bike to a destination instead of driving; eat a plant-based meal one night a week; plant a garden.

Businesses and Worksites: Assess and evaluate food provided to employees in cafeteria and meetings, incorporate Health in All Policies framework, support micro-breaks to stretch and move every hour, offer and publish walking routes, provide secure bike storage, allow participation in fitness activities during work hours, encourage use of stairwells, offer incentives for biometric screenings, provide standing desks and other alternatives to provide flexibility to choose to stand or sit.

Agricultural: Support sustainable agriculture; expand access to local, healthy foods through local and regional food systems, school food programs, and food equity initiatives.

Schools: Assess and evaluate food provided to students in cafeteria and classroom settings, enhance lunchroom environment, establish safe routes to school, prohibit the sale and consumption of soda and other sugar-sweetened beverages on campus, integrate physical activity into lesson plans, establish a school garden and incorporate nutrition-focused activities and material into curriculum, discontinue using unhealthy foods for fundraisers, establish a health and wellness council that meets regularly.

Communities: Adopt a complete streets policy, encourage mixed use development, assess retail locations offering tobacco and nutritionally poor choices.

Umatilla County PLAN4HEALTH
How do schools fit into Plan4Health?

ONLY **38%** OF COUNTY 8TH GRADERS EAT BREAKFAST EVERYDAY **52%** OF COUNTY 11TH GRADERS PLAY VIDEO OR COMPUTER GAMES OR USE MOBILE DEVICES FOR 3+ HOURS DAILY

A HEALTHY COMMUNITY STARTS HERE...
REGULAR PARTICIPATION IN PHYSICAL ACTIVITY CAN BENEFIT BOTH HEALTH AND ACADEMIC PERFORMANCE

HOW CAN YOUR SCHOOL GET INVOLVED?...

- Establish safe routes to school for biking and walking
- Assess and evaluate Food provided to students in cafeteria and classroom setting and enhance lunchroom environment
- Reduce the sale and consumption of soda and sugar-sweetened beverages on campus
- Establish a school garden and incorporate nutrition focused activities and material into curriculum
- Discontinue using unhealthy Foods for fundraisers

TO LEARN MORE ABOUT PLAN4HEALTH...

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plan4HEALTH

PLAN4HEALTH PROJECT PARTNERS

APA Oregon
Calpine Corporation
City of Pendleton
Confederated Tribes of the Umatilla Indian Reservation
Good Shepherd Hospital
Hermiston Chamber of Commerce
Intermountain Education Service District
Large farms representative
Master Gardener
Milton-Freewater Downtown Alliance, Hermiston School District

Oregon Public Health Association
Oregon State University Extension
Planning Commission
Pendleton Chamber of Commerce
Saint Anthony Hospital
Small business representatives
Small farms representatives
Umatilla County Land Use Planning
Umatilla County Public Health
YellowHawk Tribal Health Center

Community Assessment

The University of Oregon’s CSC conducted a review of existing health related surveys, research, and public health and planning efforts in Umatilla County. When data was missing or incomplete, such as with recreation facilities and food access, the CSC conducted its own data collection to provide documentation of those resources. The data collected was combined with demographic and socioeconomic data from the U.S. Census Bureau to develop health profiles for the county and incorporated cities. The CSC team created maps from this data to show how health and

wellness characteristics are distributed within Umatilla County.

In addition to data collection, the CSC team gathered input from residents of Umatilla County through community workshops in several cities to create a direct dialogue with residents. The profiles for the county and cities provide baseline health and demographic data in contrast with state and national averages to highlight how the area stacks up in comparison. The profiles were used to inform communities, develop outreach content, and direct the work of the coalition.



TABLE 2-30: RECREATION IN ATHENA		
Map #	Name	Assets
1	Athena Memorial Ball Park	3 baseball diamonds
2	Skate Park	Concrete skate park
3	Athena City Park	Swimming pool, bbq, picnic table, horseshoes
4	Weston-McEwen High School	Baseball field, football field, grass
5	Athena Elementary School	Track

Source: UO Community Service Center Research 2016
 Note: All food and recreation asset information was collected in August 2016. This list is intended to be comprehensive but some assets may not be listed if information was not available.

Portion of Athena profile, page 31 of Community Needs and Readiness Assessment

In addition to data collection, the CSC team gathered input from residents of Umatilla County to better understand some of the issues and opportunities for action. Conducting a countywide survey in a rural area can seem like one barrier after another. In order to overcome those challenges, the Plan4Health and the CSC chose a mixed-method approach in hopes of reaching as many community members as possible.

“Focus group participants pointed out that in Umatilla County, ‘It’s just so easy to drive.’ This shed a lot of light on the infrastructure of our community and the nature of rural communities that are designed around cars rather than people. The UCo Plan4Health Initiative will be working to make the transition so rather than driving being the easy choice, the healthy choice will be the easy choice.”

Taylor Smith, Healthy Communities Coordinator, Umatilla County

Community workshops in several cities created a direct dialogue with residents that helped the CSC team better understand health and planning needs in the county. Workshops included structured activities and open discussion about health obstacles, desired programs, or improvements for many communities in Umatilla County. The community workshops sought to reach vulnerable as well as geographically isolated community members—and were coordinated with existing events as well as in communities that are typically at the table.

To reach an even broader cross-section of the county, the CSC team also administered a public survey designed to gauge residents’ current health-related behaviors and attitudes. The survey was provided in both English and Spanish, and was administered in a mixed-method approach, which included:

- 1,500 mailed copies to randomly selected registered voters
- An online survey advertised to the public
- Targeted outreach to groups most affected by chronic disease, including in-person administration of the survey at outreach events

Umatilla County Plan4Health wants to know...
What do YOU think?
 Please place dots or write in answers below:

Which of the following would you be the most confident in to provide you with information about health, physical activity and nutrition resources and programs?
 Please place up to three dots.

¿Cuál de las siguientes sería estar más confiados en para proporcionarle información sobre la salud, la actividad física, la nutrición y los recursos/programas?
 Por favor, coloque un máximo de tres puntos.

Doctors/Nurses (Doctores/enfermeras)
Hospitals (Hospitales)
Umatilla County Public Health (Condado de Umatilla, Departamento de Salud)
State Government (Gobierno estatal)
Federal Government (Gobierno federal)
University or research institution (Universidad o Instituto de Investigación)
Neighbor, friend or family member (vecino, amigo o miembro de la familia)
Elected official (funcionario electo)

Condado de Umatilla Plan4Health quiere saber ...
¿Qué piensas USTED?
 Por favor, coloque puntos o escribir en respuestas a continuación :

How do you prefer to receive information about health, physical activity and nutrition resources and programs?
 Please place up to three dots.

¿Cómo es lo que prefiere recibir información sobre la salud , la actividad física y recursos de nutrición y programas ?
 Por favor, coloque un máximo de tres puntos.

Regional Newspaper (periódico regional)
Local Newspaper (periódico local)
Local Television program (programa de televisión local)
Local Radio program (programa de radio local)
Books (libros)
Magazines (revistas)
Facebook
Emailed fact sheet (hoja informativa enviado por correo electrónico)
Mailed fact sheet (hoja informativa enviado por correo)
Publically posted fact sheet on bulletin board (Públicamente publicado hoja informativa sobre el tablón de anuncios)
Public Workshops/Meetings (talleres y reuniones públicas)

Sample of Umatilla County Plan4Health outreach survey.

Finally, the CSC team conducted stakeholder interviews with the Umatilla County Plan4Health Coalition members to gather knowledge about key issues and assess capacity for future involvement in the coalition.

After the public input and research phase, the CSC team conducted a half-day workshop with Umatilla County Plan4Health Coalition members to present preliminary findings, including key issue areas where the Coalition might focus future efforts.

Preliminary Findings

The Community Needs and Readiness Assessment allowed the Plan4Health Coalition to gain a deeper understanding of barriers and perceptions in the community. The data collected will guide actions over the coming years and allow the coalition to make the most of limited resources in a rural community.

Although the data collected is not statistically significant due to sample sizes, it is indicative of patterns and trends that exist, and, when coupled with data from the most recent community health assessment as well as other sources, present several key takeaways:

- A growing urban population in Umatilla County will require expansion of infrastructure and services. This creates an opportunity to emphasize livability and healthy behaviors in the development and improvement of roads, housing, parks, food markets, and public health programming.
- Chronic disease rates are well documented within Umatilla County. The rate of overweight/obese adults within the county is approximately 72 percent, and is indicative of an overall health and wellness problem in the county. Residents' health perceptions show that they perceive their health as "excellent or very good" at a much lower rate than the rest of the state or country. Likewise, residents report their health as "fair or poor" at a rate 10 percent higher than the state or country.
- Umatilla County has a considerable amount of public lands under county, state, and federal management. These resources provide picnicking, camping, wildlife observation, fishing, hunting, boating, hiking, mountain biking, swimming, and running opportunities.
- Umatilla County residents primarily purchase fruits and vegetables at large grocery stores. More than one-third report gardening or growing their own fruits and vegetables. The largest reported barrier to consuming fruits and vegetables is cost.

IMPLEMENTATION WITH COMMUNITY PARTNERS

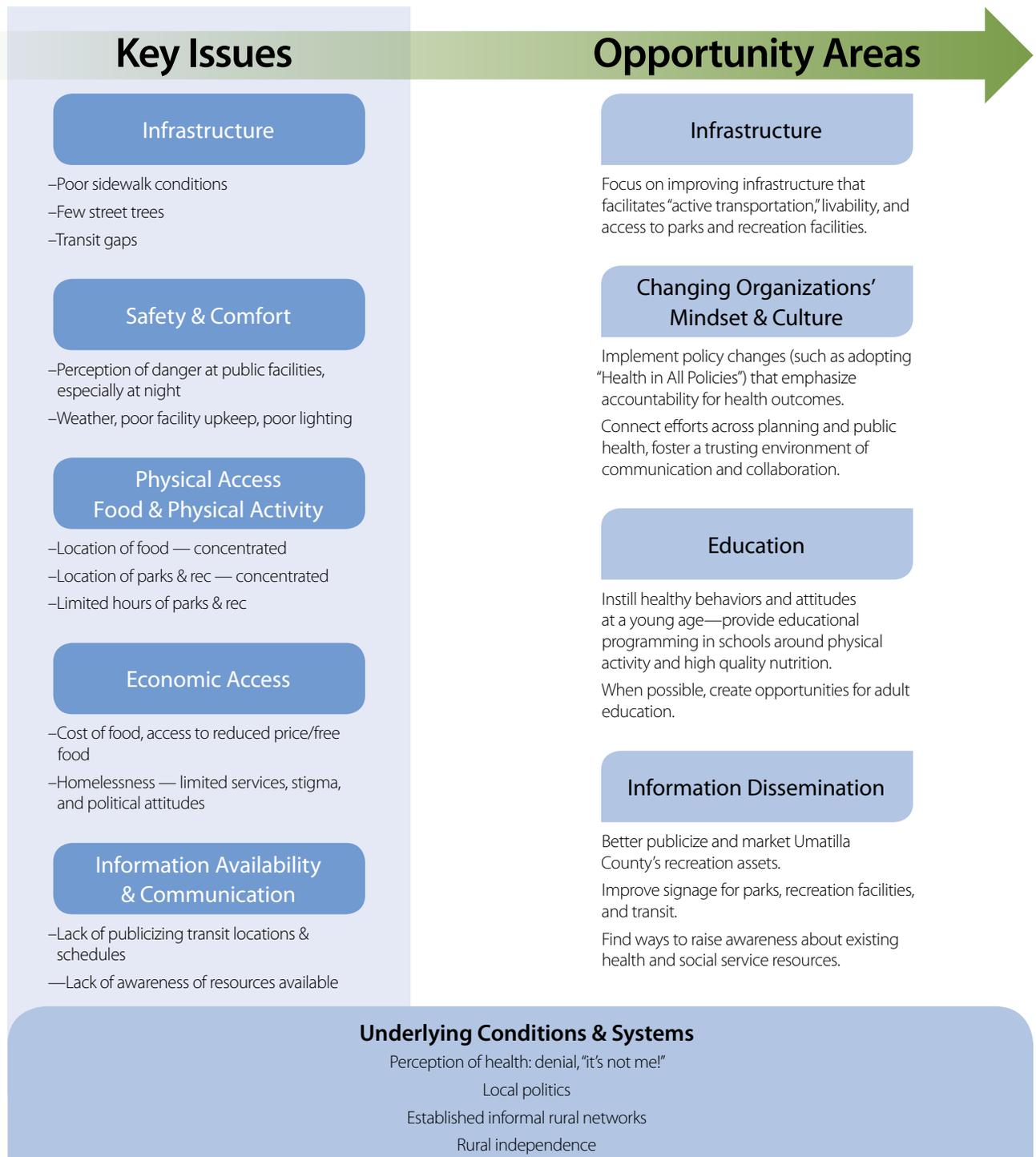
Umatilla County's Plan4Health Coalition awarded mini-grants to support several projects across the county to increase access to healthy food and physical activity—and to provide residents a tangible outcome and initial implementation step. The projects included:

1. Weston-McEwen High School constructed a chicken coop for the Ag Department Land lab to improve student involvement for future development of increased egg use in the school's food service as well as in the community at large. The district has begun pursuing a plot project with the Oregon Department of Education to develop U.S. Department of Agriculture-approved egg production to create a school-to-school or school-to-community food program with educational opportunities in business development, marketing, agriculture, and food sciences.
2. The Umatilla School District received funding for supplies to formalize a walking/jogging path to be constructed on school grounds at McNary Elementary. The path will be available to students and citizens of Umatilla and will create additional physical activity opportunities. The path will be used for community walking events, and for physical education classes and other classroom lessons.
3. Oregon State University (OSU) Extension SNAP-Ed utilized funding to create time-lapse videos using Food Hero recipes to expand their reach and overcome barriers in reaching community members. Food Hero recipes are tested by OSU Extension to meet nutrition criteria, and are easy to prepare and budget friendly. The SNAP-Ed coordinator worked with a local middle school TV club to produce the videos in both English and Spanish.
4. Hermiston High School's Advanced Welding Class, Student Business Club, and the city of Hermiston partnered to create signs and marketing for a new disk golf course coming to the city. Welding students will create the signs during the Winter and Spring terms and the Business Club will create a press release and other marketing materials to promote the facility and convey a message on the importance of health and wellness.

Opportunity Areas

Through the CNRA, priority areas were identified and best practices that the community may be ready for were recommended. The final report also includes recommendations for the future function and structure of the Umatilla County Plan4Health Coalition based on the feedback gathered through stakeholder interviews and the half-day workshop.

The graphic below gives a brief overview of the opportunity areas and the broad categories that the recommended implementation strategies fall under. The final report includes a spreadsheet that identifies specific strategies within each category as well as the project lead, project partners, and potential time lines for implementation based on community readiness.

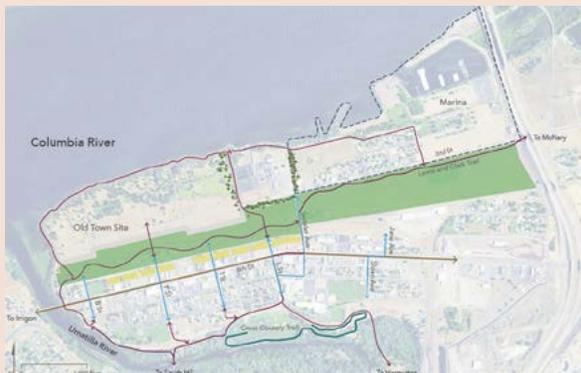


REFLECTIONS ON PLAN4HEALTH

In some regards, Plan4Health is really just a new way to look at planning. The national Plan4Health Initiative was intended to enhance work at the intersection of public health and planning to create a healthy environment for all residents. Thinking about health when developing land-use plans will ideally result in livable, vibrant communities where people live, work, and play. It is a paradigm to champion a thriving and healthy community—physically, socially, and economically.

Of interest to planners, or so I think, are specific examples of planning projects that enhance health and wellness. One obvious example is to designate bike routes through cities using a combination of signage and wayfinding. Another example is to zone properties to encourage access to markets within walking distance of neighborhoods. The Plan4Health work included a survey of health topics of interest to county residents. The most popular topic was recreation, followed by public safety, clean water, active transportation, clean air, and so on. As a result, Umatilla County Planning is currently undergoing an update to the Recreation Element of its Comprehensive Plan.

Other specific examples include model language on complete streets and safe routes to schools, establishing land-use protections for farmers markets, promoting accessibility, and supporting physical activity and safety through code language. Umatilla County Public Health is currently working to enhance accessibility for wheelchairs by installing charging stations inside city limits.



A health focus can be part of long-range planning as well. Immediately on the coattails of the county Plan4Health Initiative, the city of Umatilla invited a group of graduate students from Portland State University (PSU) to develop a Vision and Framework Plan for the city. The process and final documents incorporated policies and values of the Plan4Health Initiative. Both documents are available on the [county website](#).

The map below is an example from the Vision and Framework Plan, where the student authors incorporated parks, connectivity, access, orientation to the Columbia and Umatilla Rivers, and sustainable riparian practices into the city's long-range plan. The PSU project utilized another key principle of Plan4Health by taking a deliberate approach to be inclusive of all age and ethnic groups, developing outreach for both English and Spanish speaking residents. The process also included focused involvement of the Confederated Tribes of the Umatilla Indian Reservation for input into redevelopment design concepts for the Old Town Site, where ancient Native American artifacts remain.

—Tamra Mabbott is the Community Development Director for the city of Umatilla, and was formerly planning director for Umatilla County.

This is an excerpt of a two-part blog post series on Plan4Health. To view the full entry, [click here](#).

The Umatilla downtown waterfront and park corridor is envisioned to connect green spaces, outdoor activities, and walkability with commercial and residential neighborhoods. Source: Umatilla Together Vision, June 2017.

Planners4Health

Planners4Health was a chance to think about health at the APA chapter level. It was designed to go beyond place-based projects—working in a specific neighborhood, city, or county—and to bring a focus to health at APA. The initiative gave members and chapters time to think about their roles when it comes to strengthening healthy communities and building shared capacity to work across sectors.

Every chapter is different, and every chapter faces unique challenges and opportunities. Some things about Planners4Health were universal: connecting planners and public health professionals and figuring out what the community does really well when it comes to health. Other things were unique to each particular chapter: understanding the role of an established healthy communities coalition; connecting with a graduate program that offers a planning and public health joint degree.

Planners4Health supported assessment, action planning, and convening. It was intended as a collaborative learning period—to learn from Plan4Health coalitions, other chapters, and fellow colleagues.

PLANNERS4HEALTH CURRICULUM

A cornerstone of Planners4Health is an online course and a six-part curriculum series guiding members through each step of the project.

Building Healthier Communities: Integrating Public Health into Planning is a free [online course](#) for planning and health professionals. This is an interactive course with audio. **CM I 1**

Five of six sessions are available for On Demand CM credit:

[Session One: Assessing the Healthy Communities Landscape](#)
CM I 1.5

[Session Two: What We Measure Matters: Metrics, Data, Sources, and Methodologies](#) **CM I 1.5**

[Session Three: Applying an Equity Lens](#) **CM I 1.5**

Session Four: Building Coalitions and Engaging the Community (live session at the 2017 National Planning Conference)

[Session Five: Communications: Framing, Messaging, and Marketing](#) **CM I 1.5**

[Session Six: Sustaining Momentum](#) **CM I 1.5**

APA is grateful for support from Prevention Institute to develop this series. Prevention Institute is a nonprofit organization based in Oakland, California, bringing cutting-edge research, practice, and analysis to today's most pressing health and safety concerns.

Oregon Planners4Health

Building on the momentum of Umatilla County Plan4Health, the Oregon task force conducted a statewide assessment, hosted a roundtable, and developed a series of recommendations for integrating health into APA Oregon activities. To complete the assessment, APA Oregon conducted 27 interviews, three focus groups, and a statewide survey. Additionally, APA Oregon reviewed best practices from around the country, and policies and programs from communities around Oregon. APA Oregon also incorporated the lessons learned from the Umatilla County Plan4Health project and the Lincoln County Community Assistance Planning Project into the recommendations.

PLANNERS4HEALTH TASK FORCE MEMBERS

Becky Steckler, AICP	APA Oregon
Brian Campbell, FAICP	APA Oregon
Greg Holmes	1000 Friends of Oregon
Heather Gramp	Oregon Health Authority
Jessica Nischick-Long	Oregon Public Health Association
Kenny Asher	City of Tigard
Lea Anderson	APA Oregon
Evan Manvel	Transportation Growth Management Program
Michael Howard, AICP	University of Oregon
Aniko Drlik-Muehleck	University of Oregon
Tamra Mabbot	Umatilla County Planning
Taylor Smith	Umatilla County Public Health

“Like the environment, public health can be integrated and improved through various planning efforts. Planners can find where [health] can fit—where it can be tied to other work already being done—and establish that tie between health impacts and other co-benefits.”

Kirsten Tilleman, AICP, Environmental Planner, WSP

APA Oregon hosted a Health and Planning Roundtable on Thursday, May 18, 2017, with 35 registrants. As part of that event, APA Oregon asked participants to identify strategies and action items that participants felt would be the most effective at improving health through planning. Participants were then asked to indicate their top three choices from all the ideas generated.

Based on the assessment and roundtable, the Oregon Planners4Health Task Force identified the following outcomes:

- The APA Oregon Education and Outreach Committee will take on the Planners4Health project as a regular activity and will continue to convene the task force on a quarterly basis.
- APA Oregon is committed to incorporating the recommendations of the 2017 Planners4Health Health and Planning Assessment into the strategic planning process.
- Based on the work and research from Plan4Health and Planners4Health, APA Oregon focused legislative efforts during the 2017 Oregon legislative session to track a transportation funding package and advocate for investments in walking and biking. APA Oregon has also adopted its policy agenda that includes promoting public health through planning.
- APA Oregon worked with Lincoln County Public Health as well as the Lincoln County Planning Department and the two largest cities (Newport and Lincoln City) to identify challenges and opportunities to improve communication and coordination on the update of the Lincoln County Community Health Improvement Plan, as well as involving the Public Health Department in county and city planning activities. Read more about the Lincoln County project in the section below.

ALIGNING PLANS IN LINCOLN COUNTY

Tourists flock to Lincoln County communities along Oregon's scenic coast, flying kites and looking for glass floats. While visitors may take long walks along the beach or along the many miles of trails in three Oregon state parks, residents have a harder time including exercise in their daily routines. Fewer than 20 percent of adult county residents meet Centers for Disease Control guidelines for physical activity. About 30 percent of Lincoln County adults are obese and three-quarters do not eat the recommended servings of fruits and vegetables. Unsurprisingly, about 65 percent of Lincoln County adults have one or more chronic diseases.

Lincoln County Health Promotion Program Manager Nicole Fields realized that she needed to take a different approach to updating the county's Community Health Improvement Plan (CHIP) if county leaders wanted to take a more systemic approach to addressing chronic disease. She jumped at the chance to participate in the second Oregon Community Assistance Planning Program (CAPP) supported by the Planners4Health project from the American Planning Association and the Centers for Disease Control.

A team of professional planners from the Oregon Chapter of the American Planning Association came to Lincoln County in June 2017 to help the county Public Health Department think strategically about improving health through planning. The team spent one and a half days in Lincoln County communities talking to planners and public health stakeholders about the challenges and, more importantly, the opportunities, to improve rates of chronic disease among residents. The recommendations include:

Build awareness and make connections. There is a need to improve the profile of the importance of communities designed with health outcomes in mind. The county can do this through a speaker series, working with students, storytelling, and leveraging existing resources and activities.

We applied for the Ps4H project to learn more about how public health can be viewed through a planning lens and explore new partnerships within our community. We were just in the process of launching our physical activity and nutrition programming, so the workshop came at a great time for us to learn and grow our programming with the assistance of planning.

Nicole Fields, Lincoln County Health Promotion Program Manager

Broaden the assessment. Historically, county CHIPs have focused on traditional areas of public health and personal responsibility. County stakeholders realized there is significant potential to improve the built environment so that it is easier and safer for residents to commute to school and work by walking and biking, as well as improving the access to healthy food. Local planners highlighted the activities they are doing to improve active transportation and a willingness to work collaboratively with public health officials.

Be the convener. Workshop participants acknowledged the power of numbers and that they can do much more together than they can separately.

Share and collaborate on policies. Public health and planners acknowledged that they must better understand the policy and regulatory framework of the other profession in order to work more effectively together. They use different avenues to do this, including the promotion of a Health in All Policies model for the county.

Continued on next page

ALIGNING PLANS IN LINCOLN COUNTY, CONTINUED

Prioritize funding. All participants realized the fastest and most effective way to improve health through planning is to fund policy, infrastructure, and programs.

Make the business argument. Stakeholders also acknowledged that one of the most effective ways to build support is by making the economic development argument. Communities designed for health often benefit local businesses, especially those dependent on tourism.

Champions ensure success. It is important to have dedicated staff to run, and champion, programs.

Housing is a health issue too. Many Oregon communities are experiencing a housing crisis and Lincoln County is no exception. Its communities need healthy housing that is free of mold and leaks and is energy efficient, as well as affordable housing that gives residents more resources for healthy food, medicine, and transportation.

“The most important outcome for us was forging new partnerships and gaining new members interested in working on our CHIP. The CHIP is a communitywide effort, so being able to increase engagement was a huge bonus for public health here in Lincoln County,” says Fields.

Modeled after APA’s Community Planning Assistance Teams program (CPAT), Oregon’s CAPP program was created specifically to support underresourced communities and organizations in collaborative planning efforts. The service is free, and is supported by volunteers and the Oregon Chapter of APA. Professional planners volunteering their time see that their efforts can have a significant impact on communities.

“Although the Lincoln County project happened in a very condensed time frame, it still resulted in important connections between public health professionals and planners that might not have otherwise occurred. This goes to show that even small-scale efforts can spark important conversations,” said Aniko Drlik-Muehleck said. “If you’re interested in better integrating planning and public health activities in your community but have limited time and capacity, we suggest the single most important thing you can do is start a conversation with someone in public health—invite them to coffee, ask them to lunch, whatever it takes! Just start somewhere small and you may be surprised with the results.”

—Becky Steckler, AICP, Planners4Health Project Manager

LINCOLN COUNTY CAPP TEAM MEMBERS

Becky Steckler, AICP, APA Oregon program and policy manager; team leader
 Deb Meihoff, AICP, owner of Communitas, LLC, and CAPP project manager
 Mike Howard, AICP, assistant program director, Community Service Center, University of Oregon
 Aniko Drlik-Muehleck, project manager, Community Service Center, University of Oregon
 Jean Crowther, AICP, senior associate, Alta Planning & Design, Inc.

LISTEN, WATCH, AND READ MORE FROM UMATILLA COUNTY AND APA OREGON



[Plan4Health: Umatilla County, Oregon](#)



[Umatilla County Plan4Health Website](#)



[Mini-Webinar: Umatilla County Plan4Health](#)



[Sample Food Hero Time Lapse Recipe Video](#)

[APA Oregon Blog Series, Umatilla County Experience](#)

[APA Oregon Blog Series, Plan4Health Initiative](#)