

How Employers Can Support and Promote Healthy Communities

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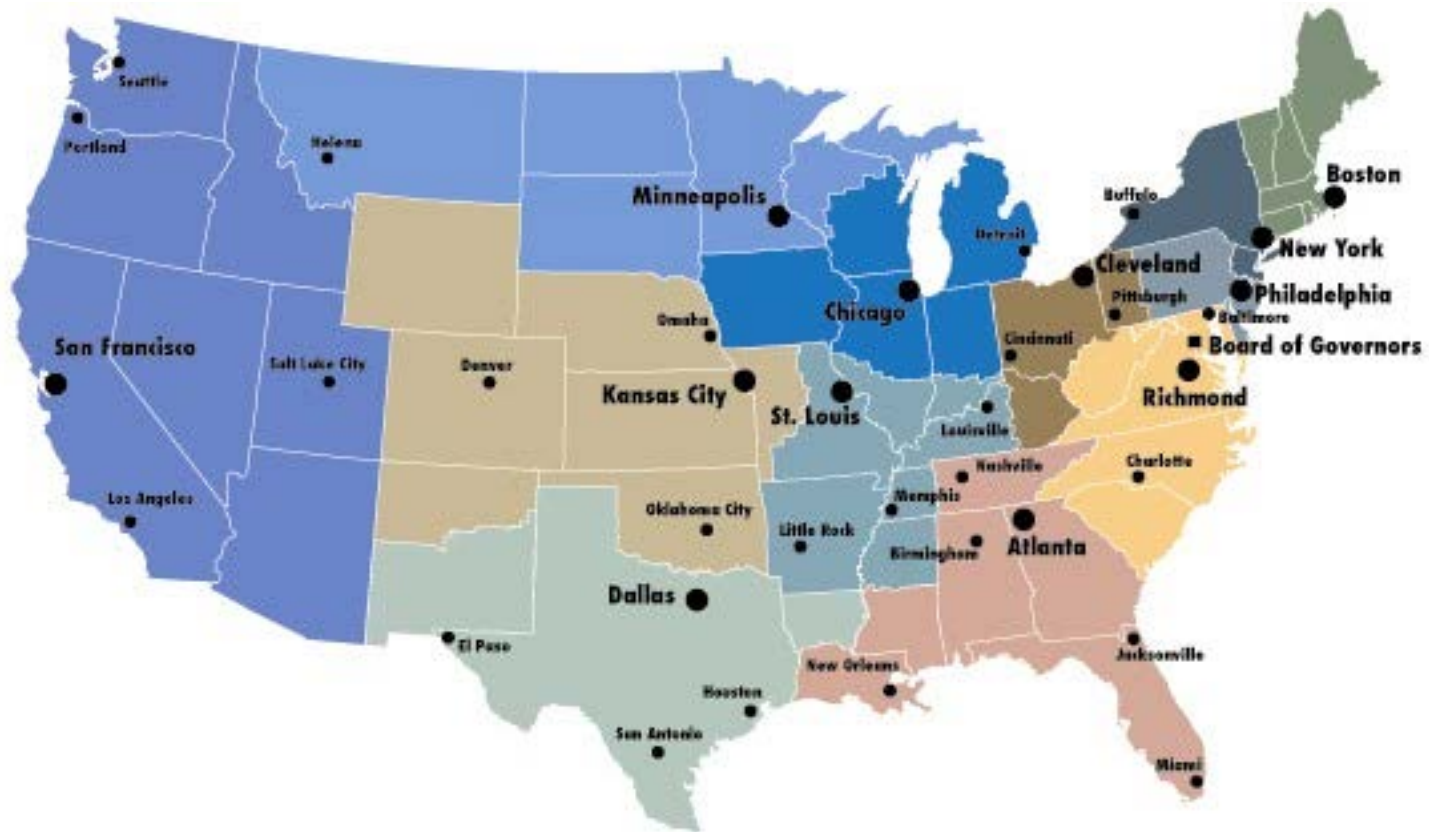


Health of our Nation, Health of our Economy

Disclaimer:

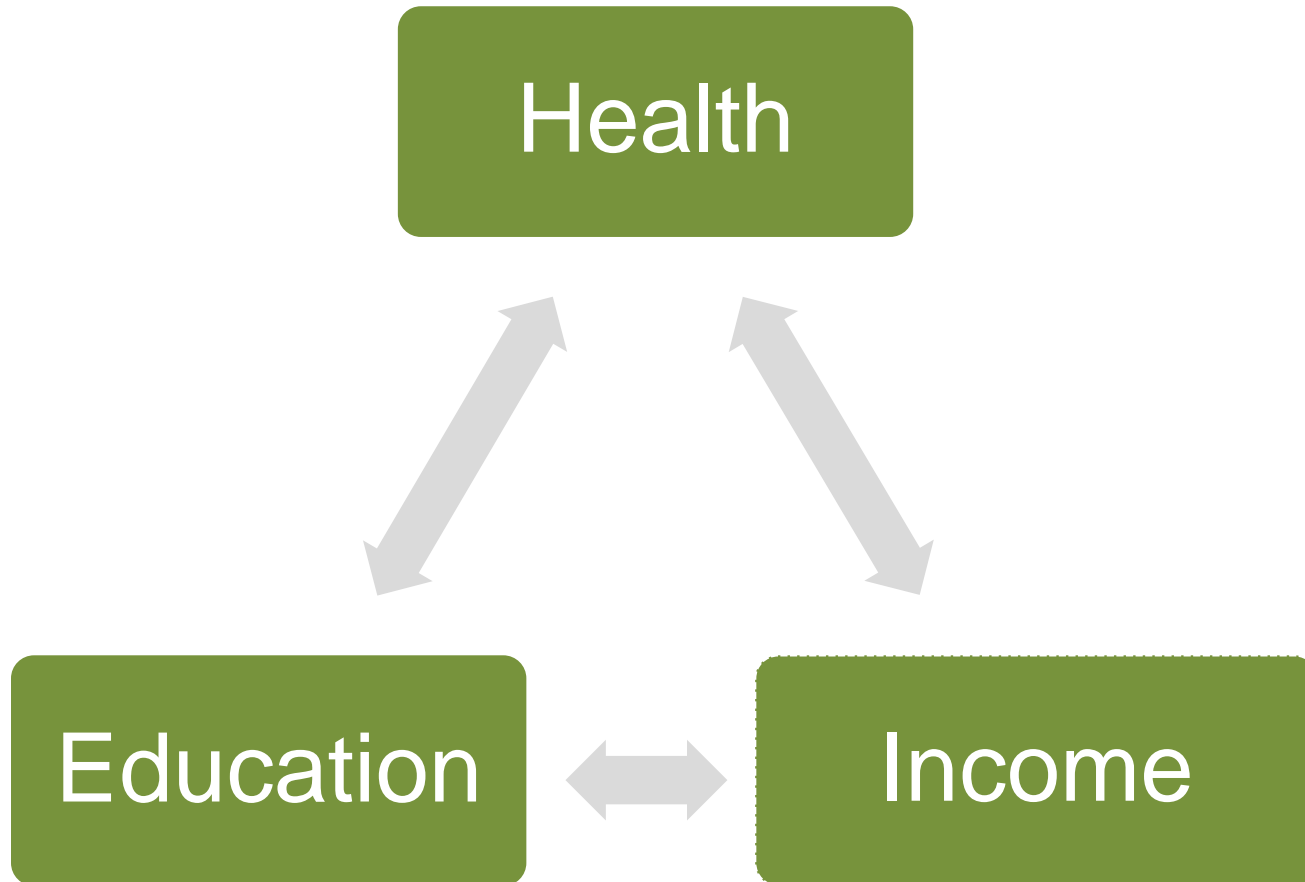
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The Federal Reserve System

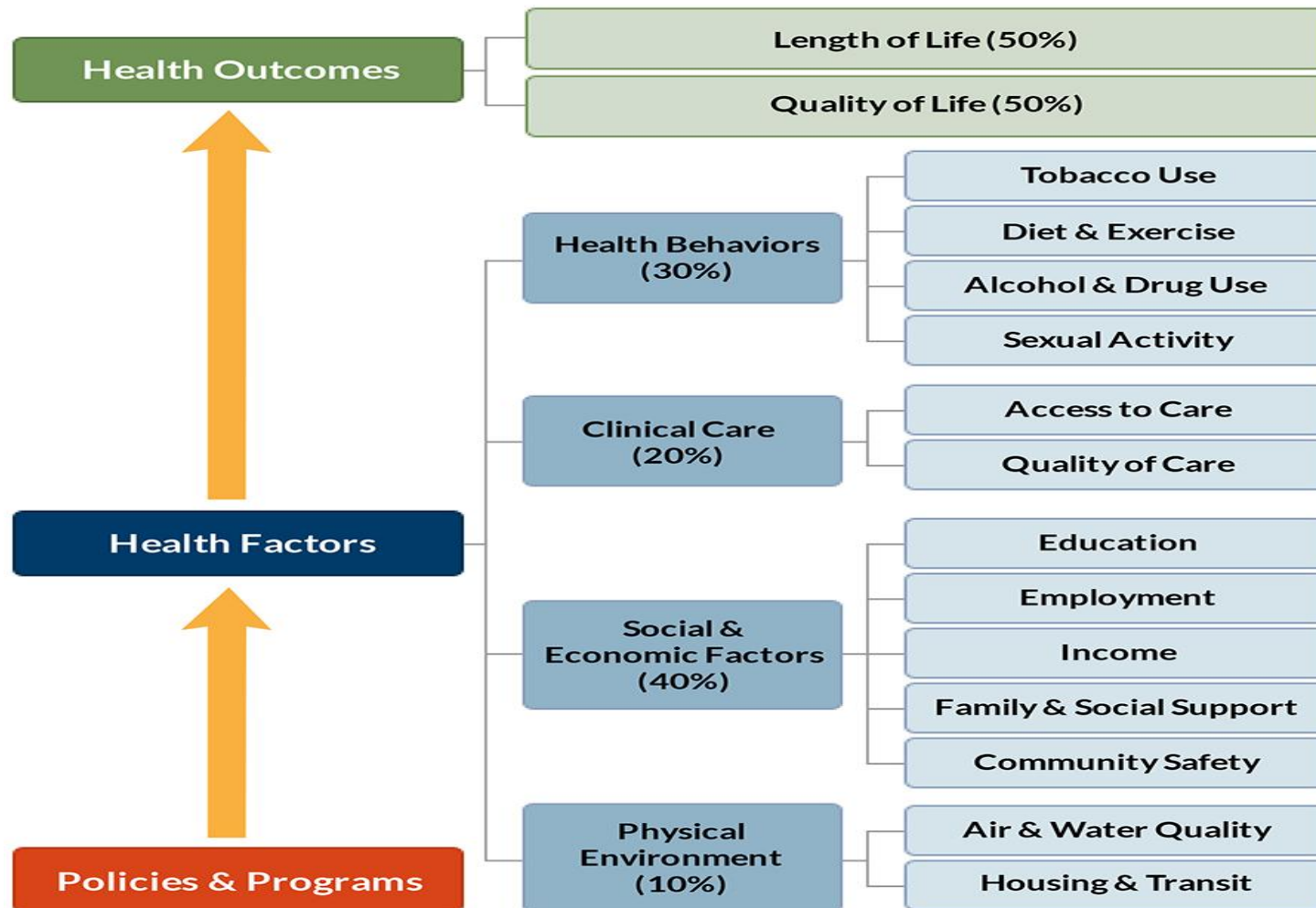


The Federal Reserve, the central bank of the United States, provides the nation with a safe, flexible, and stable monetary and financial system.

Health is an Asset

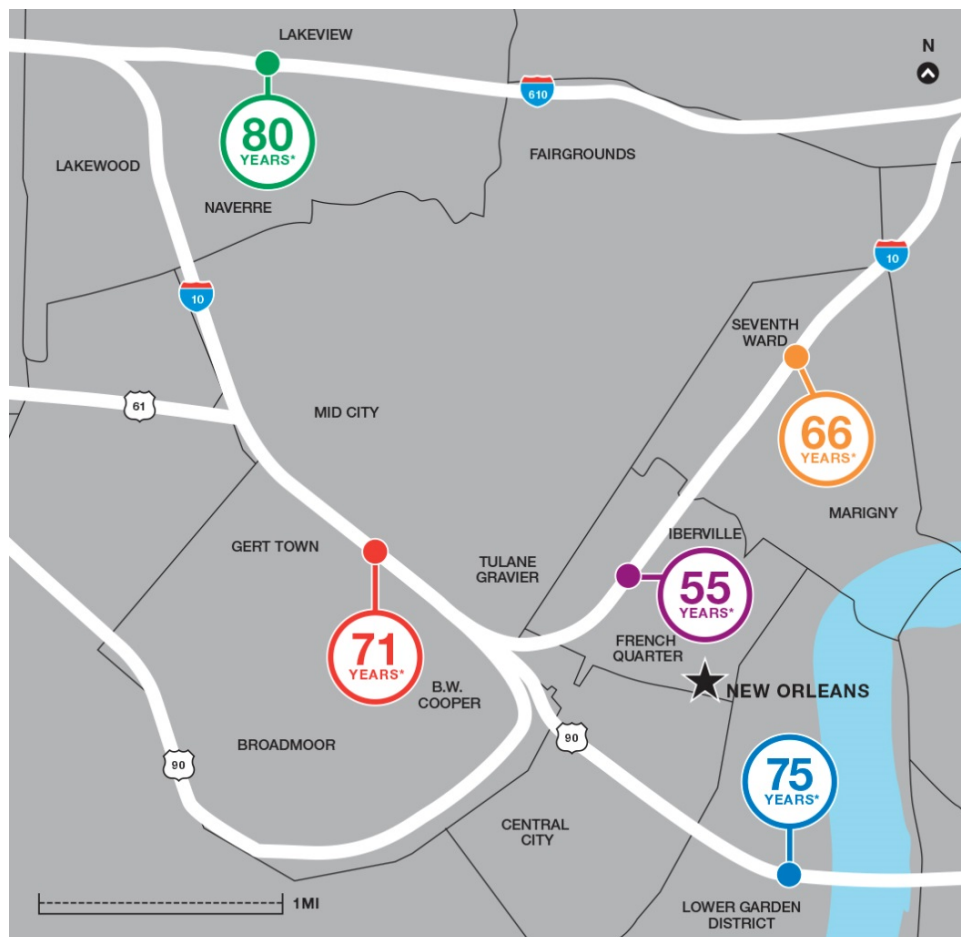


SOCIAL DETERMINANTS OF HEALTH



County Health Rankings model © 2014 UWPHI

ZIP Code Matters



“Across America, babies born just a few miles apart have dramatic differences in life expectancy.

To improve health we need to improve people’s opportunities to make healthy choices— in the places where they live, learn, work and play.”

The ZIP Code Improvement Business

The Community and Economic Development Industries:

- Build high-quality **affordable housing with wraparound services**
- Finance **community facilities** (e.g., charter schools, child care centers, community centers, grocery stores, health clinics)
- Support **small businesses/microentrepreneurship**
- Helping individuals build and repair their credit and access **quality financial products and services**

Identifying Opportunities

Healthy Communities Checklist

- ☐ Access to Healthy Food
- ☐ Access to Medical Care
- ☐ Aesthetics: Landscaping, Art, Culture
- ☐ Air, Soil and Water Quality
- ☐ Building Financial Capacity
- ☐ Built Environment
- ☐ Early Childhood Development
- ☐ Education
- ☐ Employment
- ☐ Entrepreneurship
- ☐ Personal/Public Safety
- ☐ Physical Activity
- ☐ Public Transportation
- ☐ Senior Needs: Accommodation, Care, Services
- ☐ Social Networks/
Social Environment
- ☐ Social Services

**These components are integral to
healthy, vibrant, resilient communities.**

EMPLOYERS: Why Health Matters

Costs of poor health

- Low morale
- Presenteeism (low productivity)
- Absenteeism
- Employee retention
- Employee turnover
- Health plan premiums
- Workers' compensation
- Disability

Recommendations for Action

#1: Prepare your story by putting it in a “healthy communities” perspective

- a. Inextricable link between education, income, health
- b. Why ZIP code matters
- c. How your work is fundamental to healthy communities (*e.g., list which healthy communities components are important to you and why*)
- d. Economic, financial, social, environmental value of your work

Recommendations for Action

#2: Reach out to “unusual suspects” in healthy communities *(experts in employment, financial capacity, built environment, public transportation, etc.)*

- a. Learn their perspectives (goals, successes, challenges)
- b. Identify their community and economic development priorities (activities, geographic markets)
- c. Ask them about community collaborations they'd recommend you join
- d. Invite them to participate in your community collaborations
- e. Consider bringing your top staff from government relations, market research, marketing, public relations, human resources, etc.

List of Experts:

See Healthy Communities Appendix

Example: CFED

Programs

- The 1:1 Fund (*matched savings for college*)
- The Assets & Opportunity Network
(*CFED's state leader in Texas is RAISE Texas*)
- Children's Savings Account
- Individual Development Accounts
- Innovations in Manufactured Homes
- Self-Employment Tax Initiative

Policy Agenda

- Financial Assets and Income
- Businesses and Jobs
- Housing and Homeownership
- Education
- Health Care

Healthy Communities Checklist:

- ✓ Building Financial Capacity
- ✓ Built Environment
- ✓ Entrepreneurship

PUBLIC HEALTH: Meeting Accreditation Standards

Standard 1.1: Participate in or Lead a Collaborative Process Resulting in a **Comprehensive Community Health Assessment**

Standard 1.3: Analyze Public Health Data to Identify Trends in...**Social and Economic Factors That Affect the Public's Health**

Standard 3.1: Provide Health Education & Promotion Policies, Programs, Processes, and Interventions to **Support Prevention and Wellness**

Standard 4.1: **Engage with...the Community in Identifying and Addressing Health Problems through Collaborative Processes**

Standard 5.2: **Conduct a Comprehensive Planning Process** Resulting in a Tribal/State/Community Health Improvement Plan

Standard 7.2 Assess **Health Care Service Capacity and Access to These Services**

WORKFORCE DEVELOPMENT

GOAL

Assist low- and moderate-income individuals in accessing **ongoing skills development and credential attainment** so that they can:

- ✓ Get **jobs and careers** that sustain their families
- ✓ Build long-term **financial success**

WORKFORCE DEVELOPMENT

COMPONENTS

- **Employment:** Creating and retaining jobs, and job training
 - ✓ **Cradle-to-career community collaboratives**
 - ✓ **Industry-led career pathways**
- **Wraparound services** that support workforce development clients and their families (*see two-generation approach*)
- **Entrepreneurship**
- Helping students, workers, job seekers, entrepreneurs **build their financial capacity**

Recommendations for Action

#3: Advance health-promoting laws and policies

- Often, laws and policies are the most effective, sustainable and cost-effective tools to...
 - ✓ **Improve community health**
 - ✓ **Achieve health equity**

...because they change the system, norms, environment.
- Ways to advance laws and policies:
 - ✓ Inform
 - ✓ Influence
 - ✓ Advocate
 - ✓ Lobby

The Power of Laws and Policies

Pathogenic Neighborhood Conditions

These conditions are often seen in low- and moderate-income communities. They were created and are supported by laws and policies. However, health-promoting laws and policies can help end these inequities.

- Places to buy healthy food are far from people's homes
- Junk food, tobacco and alcohol are easily accessible
- There is unfair and deceptive marketing that steers consumers towards unhealthy choices
- Parks and playgrounds are few and far between, poorly maintained and/or locked during evenings and on weekends
- Houses and schools are near major sources of pollution and hazardous traffic

Recommendations for Action

#4: Address the “elephant in the room”: Racial Inequities

- Get training on:
 - ✓ How to develop a **shared understanding about inequities**
 - Learn the “who, what, where, when, why, how, to what degree”
 - ✓ How to have **productive conversations** about inequities both inside and outside your organization
 - ✓ How to **eradicate inequities**

Recommendations for Action

#5: As you decide how to address health and safety issues, engage community entities and residents.

- Their engagement is critical to your success.
- In all stages of your investment/intervention (from design to implementation, monitoring, evaluation and continual improvement), they can tell you:
 - ✓ What kind of change is important and meaningful to them
 - ✓ What will work and why
 - ✓ What won't work and why

Recommendations for Action

#6: Use your expertise to promote a culture of health in your communities/markets. This could involve:

- Writing an **op-ed** piece in the local newspaper
- Sharing your research findings in **public forums** (*e.g. city council*)
- Sitting on **boards of local nonprofits** that address nonmedical issues that affect health and safety concerns (*e.g., employment, financial capacity, built environment, public transportation*)

Recommendations for Action

#7: Cultivate and promote a culture of health in your workplace.

- Do you promote a **family-friendly** workplace culture?
- Do you consciously try to **reduce stress** in the workplace, such as by enabling employees to feel empowered to make important decisions?
- Is most of the **food** in the cafeteria, vending machines and at meetings **nutritious**?
- Do you **promote physical activity**, such as by making their stairwells attractive and providing exercise classes on-premises?

Recommendations for Action

#8: Define success not only as learning what works but learning what doesn't work

- Reward partners for sharing these learnings
- Incorporate these learnings into the feedback loop

This process of continual improvement is vital to creating a culture of health.

Recommended Resources

- ***Healthy Communities: A Framework for Meeting CRA Obligations:***
www.dallasfed.org/cd/healthy/index.cfm
- **Federal Reserve System's community development resources:**
www.fedcommunities.org
- **Build Healthy Places Network:** www.buildhealthyplaces.org
- ***Investing in What Works for America's Communities:***
www.whatworksforamerica.org
- ***What Counts: Harnessing Data for America's Communities:***
www.whatcountsforamerica.org
- ***What It's Worth: Strengthening the Financial Future of Families, Communities and the Nation:*** www.strongfinancialfuture.org
- ***Time to Act: Investing in the Health of Our Children and Communities:***
www.rwjf.org

Recommended Resources

- ***Transforming U.S. Workforce Development Policies for the 21st Century,***
<https://www.kansascityfed.org/publications/community/transformworkforce>
- ***Models for Labor Market Intermediaries,***
<https://www.frbatlanta.org/commdev/publications>
- **Cradle to Career community collaboratives:**
 - **StriveTogether,** www.strivetgether.org
 - **Education Cities,** <http://education-cities.org>
- **Aspen Institute's Workforce Strategies Initiative,** www.aspenwsi.org
- **CLASP's Alliance for Quality Career Pathways,** www.clasp.org
- **Two-Generation Approach:**
 - **Aspen Institute Ascend Network,**
<http://ascend.aspeninstitute.org/network>

Recommended Resources

- **ChangeLab Solutions**, www.changelabsolutions.org
- **Center for Social Inclusion**: www.centerforsocialinclusion.org
- **PolicyLink**, www.policylink.org
- **Health Impact Project**, www.pewtrusts.org/en/projects/health-impact-project
- ***Equity, Growth, and Community: What the Nation Can Learn From America's Metro Areas*** by Chris Benner and Manuel Pastor
- **Prevention Partners**, <http://forprevention.org/p2/>
- **Health Enhancement Research Organization**, <http://hero-health.org/>

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