

# Denver's Thriving Communities Healthy Eating Active Living

*Promoting Health Through  
Environmental and Policy Change*



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## Today's Objectives

- Introduce and describe the Thriving Communities Initiative
- Share two communities experiences
  - Commerce City-
    - Impacting health by collaborating with city redevelopment
  - Park Hill-
    - Utilizing walkability audits and maps to engage residents.



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## KP a Total Health Organization

- Largest Non-profit Health Maintenance Organization
- Focus on Prevention
- Disease Management
- Evidence-based Medicine



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# The Epidemic of Overweight and Obesity

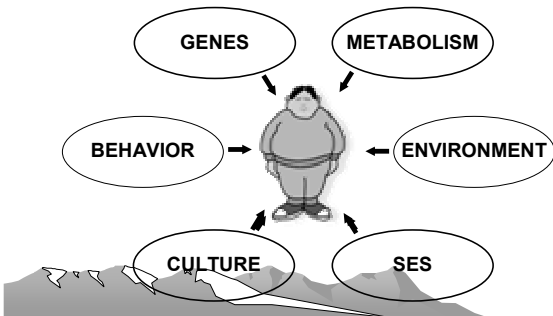


"I think we're looking at a first generation of children who may live less long than their parents as a result of the consequences of overweight and type 2 diabetes."

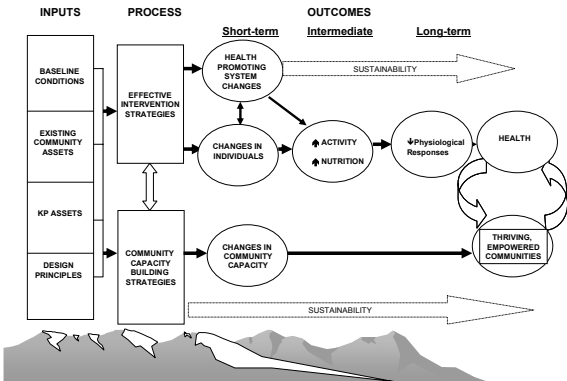
"Two thirds of American adults are overweight or obese."

www.discoveryhealthCME.com, N Engl J Med Vol. 352(11) March 2005, pp. 1138-1145

## What are the causes of overweight and obesity?



### LOGIC MODEL



# Socio-Ecological Model




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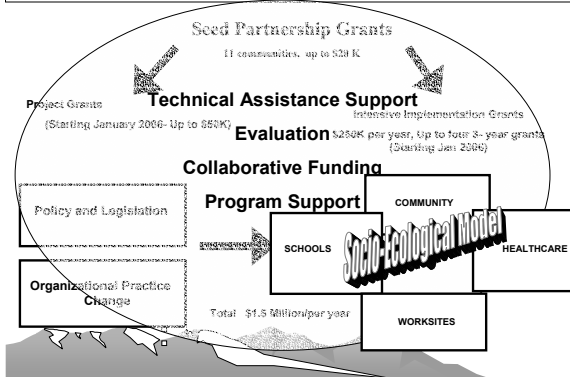
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## Thriving Communities Funding Model




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## Key elements of selected communities

- Multi-level interventions including environmental and policy change
- A geographic, place-based focus - population = 25-50,000 (children and adults)
- Multi-sectoral collaboration (communities, schools, work-sites, health care)
- A focus on racial and ethnic health disparities
- Leveraging the assets and strengths of communities and our own organization
- Long-term partnerships (7-10 years)
- Evaluation and evidence-based public health




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### Partnership Planning Grant Expectations

- Convene and engage community stakeholders
- Complete community needs assessments and asset mapping
- Develop a community mission and action plan




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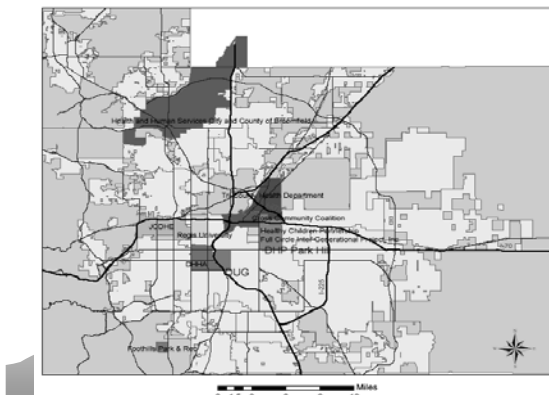
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Thriving Communities: Denver Metro Area, 2005




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## Derby Redevelopment: Partnering for Healthy Living

**Presented by:**  
**Tri-County Health Department**  
**Commerce City Planning**  
**Department**  
**Urban Neighborhoods, Inc.**

New Partners for Smart Growth Conference  
Denver, Colorado  
January 28, 2006



**URBAN NEIGHBORHOODS**

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## Tri-County Health Department

- 1.1 million residents – over 25% of Colorado population
- 3 counties: Adams Arapahoe, and Douglas
- All or part of 24 cities and towns
- TCHD has five Divisions – all participating in Thriving Communities

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## Historic Commerce City

- 8 square miles
- Population: approximately 19,000
- Racially and ethnically diverse
  - 53% Hispanic, many monolingual Spanish
- 9 neighborhoods
- Many residents have lived in the City for several decades, but 1/3 of population is under 20 years old
- In 2000, 15% of families lived in poverty

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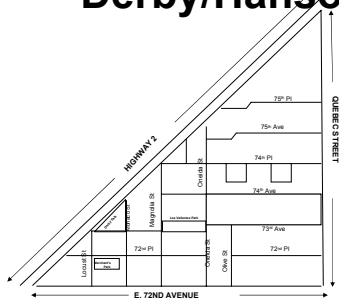
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## Derby/Hanson



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## Derby/Hanson History and Status

- **Thriving core of historic Commerce City**
  - Derby - commercial
  - Hanson - residential
- **Declining commercial character over the years**
- **Growth and redevelopment elsewhere in the City have largely bypassed Derby**
- **Recent beginnings of a turnaround**

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## Redevelopment Opportunities Through Transportation Planning

- **72nd Avenue - Derby's Southern boundary**
  - Links west part of City and Prairie Gateway
- **HW2 - Derby's Western boundary**
  - Planning to preserve future Right-of-Way
  - Links projects SW and NE
- **North Metro EIS - City to participate**
  - Involves light rail station

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## Thriving Community Benefits to City Planning Process

- **Opportunity to work with TCHD, businesses, grassroots groups outside the normal bureaucracy**
- **Staff collaboration to develop the grant is informing key redevelopment decisions**
- **Opened doors to future neighborhood plans that were not on the table**

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## Key Thriving Communities Planning Requirements

- Community Asset Mapping
- Neighborhood Walkability Audits
- Community Involvement and Ownership

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## Asset Mapping: Build on Strengths

- History of collaboration between City and TCHD
  - Ongoing involvement in new and redevelopment activities
  - City Council enthusiasm
  - Concurrent start of Derby Study and Thriving Communities Project
  - Inclusive philosophy of City staff and consultant

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## Asset Mapping: Build on Strengths

- Stakeholders Group and Steering Committee
- Strong partnerships:
  - City: Manager's Office, Parks and Rec, Planning, Police, Planning, Economic Development
  - Community: Non-profits, Community residents, local businesses, School District, Churches

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## Asset Mapping: TCHD/Thriving Community Role in Derby Project

- Support community outreach
  - Steering Committee
  - Contract meetings
- Expand community involvement
  - Shared venues, convergent goals
  - Capacity to engage Spanish-speaking residents




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## Asset Mapping: TCHD/Thriving Community Role in Derby Project

- Provide data; e.g., walkability audits
- Fund strategic consulting service




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## Walkability Audit: Hanson Neighborhood

Total number participating: 34  
 - Community members: 22  
 - Staff members: 12




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## Walkability Audit: Survey Questions

- Did you have room to walk?
- Was it easy to cross streets?
- Did drivers behave well and respect walkers?
- Was it easy to follow safety rules?
- Was your walk pleasant?

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## Walkability Audit: Survey Questions

- Where can you walk to in your neighborhood?
- How frequently do you walk to these places?
- Are there places in you area you would like to walk to but can't?
- What are they and why?

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## Walkability Audit: Overall Rating



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## Community Involvement and Ownership

- **Share walkability survey results with residents**
  - Audits engage the community and introduce them to Thriving Communities
- **Key informant interviews**

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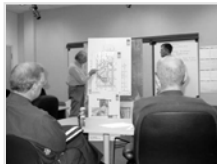
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## Next Steps

- Hire Community Outreach Specialist
- Conduct Photovoice Project
- Sponsor City workshop with walkability expert Dan Burden



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## Imagine a Great Derby

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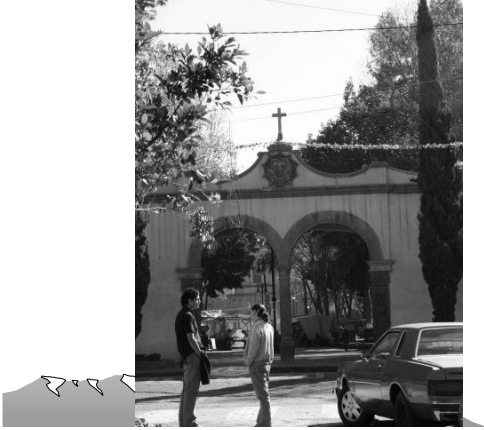
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Country Club Plaza K.C. MO.



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# Optimism for Derby Runs High

- Consultant has extraordinary vision
- Thriving Communities momentum can keep TCHD, stakeholders involved
- City and consultant welcome the added value to the redevelopment effort

Stay tuned !!!

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# Park Hill Thriving Communities: Local Government and Community Partnership toward a Healthy Environment

Monica Buhlig, MPH  
Program Administrator  
Denver Healthy People 2010



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## Denver Healthy People 2010

- Community-wide network of over 100 partners dedicated to making Denver a healthy place through focus National Health Agenda
- Strategies:
  - **Collaborate**
  - **Generate and Use Data**
  - **Educate Leaders and Public**
  - **Build Financial and Other Resources**
  - **Use Multidimensional Health Efforts**
  - **Address Root Problems**
- City and County of Denver Department of Environmental Health



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## Overview of Neighborhood

- Older Established Neighborhood
- Three Neighborhoods: Northeast, North and South
- Diverse Population
  - Socioeconomic Status
  - Race/Ethnicity
- In Proximity to Areas with More Health Resources



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## Park Hill Partners

- Neighborhood Associations
- Schools
- Businesses
- Community Based Organizations
- City of Denver Public Works Department
- City of Denver Parks and Recreation Department



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## Community Action Planning Process

- Community Stakeholders
- How Problem Impacts Community
- Existing Sources of Data
- Strategies to Conduct Surveys
- Recognition for Efforts
- Share Results
- Involve in Solutions



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## Mapping Data Sources

- Neighborhood GIS Map – City/County
- Game Plan Denver – Denver Parks & Recreation
- Mapping of Denver Bicycle Accidents – City/County Planners and/or Police
- Mapping of Denver Pedestrian Accidents - City/County Planners and/or Police
- Walkability Data - Community
- Bikability Data – Community
- Focus Groups - Community



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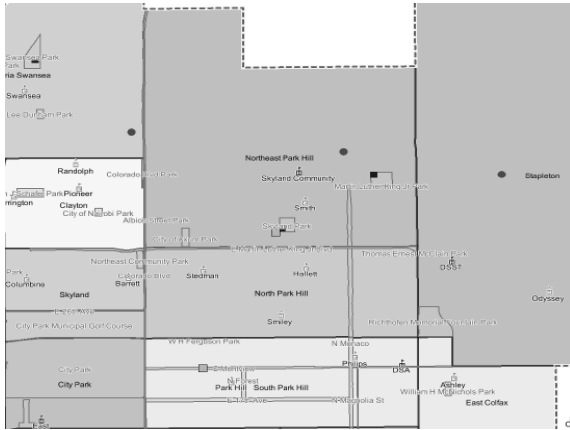
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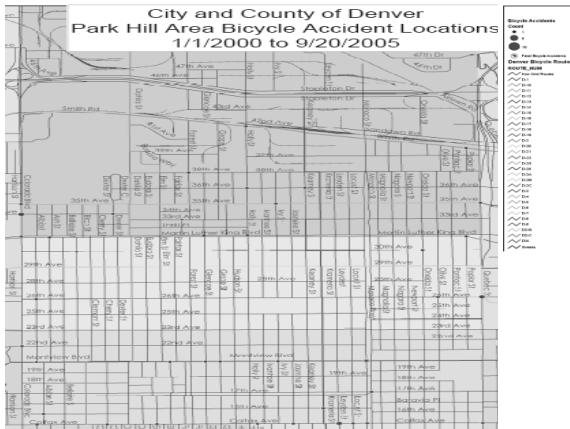
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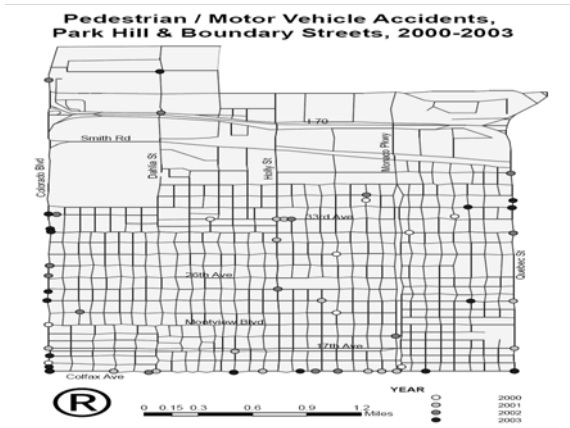
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## Walkability & Bikability Surveys

n=91 surveys

### Survey Sources:

- Businesses
- Schools
- Recreation Centers
- Community Events
  - Home Tour
  - Senior Walk



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## Walkability & Bikability Surveys

- Overall Walking Wishes
  - Landscaping/cleanup 27.7%
  - Crossing Streets 23.4%
  - Sidewalk Repair 15.4%
  - Traffic/Drivers 12.2%
  - Curb Ramps 7.4%
  - Widen Sidewalks 5.3%



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## Benefits of Mapping Process

- Identify Resources/Strengths of Neighborhood
- Increase Community Familiarity with Opportunities
- Establish Tool for Planning Process
- Engage Multiple Partners



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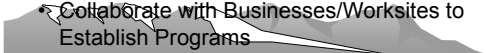
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## Park Hill Thriving Communities Solutions: Programs

- Active Living Programs/Clubs throughout Neighborhood
- Disseminate Safe Routes to School Lesson Plans
- Provide Bicycle Safety Classes
- Increase Nutrition via Healthy Neighborhood Dinners, Cooking Classes and Demonstrations
- Obesity Screenings, Intensity Counseling and Behavioral Interventions
- Collaborate with Businesses/Worksites to Establish Programs



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## Park Hill Thriving Communities Solutions: Environment

- Increase and Promote Availability of Healthy Foods throughout Community
- Establish Neighborhood Garden in Park Hill
- Implement Neighborhood Landscaping and Clean-Up Projects
- Increase Safe Routes
- Promote Bike-Friendly Environment throughout Park Hill
- Establish Farmers Market and Ethnic Fair in Park Hill
- Develop Community-Wide Social Marketing Campaign




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## Park Hill Thriving Communities Solutions: Policy

- Increase Access to Bicycles for Children and Families
- Improve Environment and Promote Access to Trails
- Promote Standards for Safe Routes to School
- Establish Policies to Promote Healthy Eating
- Work with Businesses and Dahlia Shopping Center Redevelopment to support Community Needs to promote Active Living and Healthy Eating




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## Important Considerations

- Community Partners
    - Representative Sample
    - Organizational/Community
  - City Development Partners
  - Respect Partners' Time and Needs
  - Recognize Partners' Strengths and Efforts
  - Examples of Reality and Potential Projects
  - Current Projects or Projects in Near Future
- EXPLORE ALL OPTIONS: EVERY IDEA IS AN IMPORTANT IDEA!!




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Health is a  
**lifelong journey**



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Individuals' **choices** about  
health are affected by the  
**community** in which they live



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Communities can **support**  
individuals in their efforts to  
make **healthy choices**



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**Every sector** of a community  
has a **role to play** in supporting  
and promoting healthy lifestyles



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