



LAYING THE FOUNDATION, LEADING THE WAY
20 years of building healthy cities and
communities & inspiring others to join
the movement

CALIFORNIA HEALTHY CITIES AND COMMUNITIES

CALIFORNIA'S HEALTHY CITIES AND COMMUNITIES PROGRAM—LAYING THE FOUNDATION, LEADING THE WAY

What began in 1988 as a vision of bringing the World Health Organization's Healthy Cities model to California, has grown and flourished to become the largest and longest running statewide program of its kind in the nation. To date, over 70 cities and communities have participated in the California Healthy Cities and Communities (CHCC) Program. Special acknowledgement goes to the first ten pioneering cities, which, with no new resources, took the concepts and made them "come alive" in their diverse communities. Local accomplishments have been impressive, with over \$43 million leveraged (ROI of 8:1) and many programs winning state and national acclaim.

Twenty years of experience has proven accurate what many considered an admirable, but not realistic premise – that cities can be engaged in improving community health through a collaborative, inclusionary process.

The more than 70 communities that have participated in the CHCC Program represent the diversity of California's population, geography and civic personalities. They range from small neighborhoods to some of the largest cities. Their initiatives and accomplishments are as varied as the communities themselves.

Selected Outcomes

- Increased fruit and vegetable consumption from 18% to 60% eating 3 or more daily servings
- Increased teens' average GPA from below 2.0 to above 2.5 for intergenerational tutoring participants
- Decreased violent crime arrests by 47% following forums to promote public safety

Selected Policies & Systems Reforms

- Established policies to allow interim use of public and private land for community gardens and recreation
- Developed a "Quality of Life Index" to monitor livability indicators and guide policy development and resource allocation
- Incorporated a health element into a city's General Plan

INSPIRING OTHERS TO JOIN THE MOVEMENT

Any new idea must be widely disseminated in order for it to take hold, grow and flourish. The acceptance and expansion of healthy cities principles over the last 20 years is the result of multiple communication strategies that have promoted the model and supported communities as they grappled with the challenges of approaching age-old problems with new solutions.

MEASURING AND RECOGNIZING SUCCESS

A cross-site evaluation of 20 communities in The California Endowment-funded California Healthy Cities and Communities Expansion Program found that participation fostered development of increased community or civic capacity. Some of the outcomes included:

- the creation of 1100 new civic leadership roles, with over 1500 individuals contributing their energy and talents
- the direct influence of 32 public policy changes
- an average of 3 changes in each community's physical environment





“The Program is at the very forefront of emerging community health and livability issues. The vision, resources and assistance have led to ground-breaking initiatives and their widespread adoption throughout the state.”

*The Honorable Ronald O. Loveridge
Mayor, City of Riverside*

CHCC Network

The Network was created to link current and former grantees and others interested in place-based community health improvement work. Today, at over 55 strong and growing, the membership includes municipalities, local public health departments, nonprofit organizations and others from every region of the state.

Publications

The Program’s publications have enormous reach - getting into the hands of thousands of local policymakers and public health professionals on a frequent basis. Topics are extremely diverse and often avant-garde, e.g., tobacco control in the early ‘90’s. Over 40 guides, journal articles and resource tools have featured innovative case studies and practices on such issues as environmental approaches to healthier eating, active living and healthy aging. The award-winning newsletter, *Connections*, now in its 71st issue, is circulated to several thousand local government and nonprofit leaders.

Convenings

The Program’s annual meeting is a venue to discuss emerging trends and to share promising programs/policies. Keynote speakers have included preeminent leaders in diverse fields, including The Honorable Daniel Kemmis in 1997 speaking on the politics of place. In other years, Drs. Ilona Kickbush (World Health Organization) and Robert Ross (The California Endowment) highlighted the importance of community as a setting to create health.

Robert Garcia, JD, (Center for Law in the Public Interest) and Angela Glover Blackwell, JD, (PolicyLink) illuminated the intersection of public policy and social justice. Experts at the forefront of smart growth and public health have included Drs. Reid Ewing, Larry Frank and Richard Jackson.

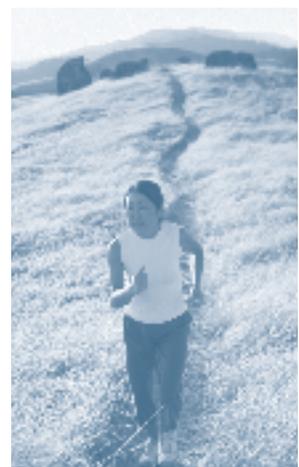
Presentations

Lessons learned have also been widely disseminated through hundreds of presentations at local meetings and professional conferences, including the League of California Cities, International City/County Management Association and American Public Health Association.

APPLAUDING THE ACCOMPLISHMENTS

Celebration and recognition have been vital elements in promoting and sustaining the Healthy Cities and Communities movement in California.

- **325 cities have been publicly recognized for their efforts to improve community livability through ground-breaking tobacco control policies, brownfields redevelopment, community safety and revitalization and other strategies.**
- **The California Healthy Cities and Communities Program has been recognized for its leadership by numerous organizations, including the League of California Cities and the federal Centers for Disease Control and Prevention.**





HEALTHY CITIES AND COMMUNITIES ASCRIBE TO:

- a broad definition of health
- a shared vision
- broad community participation
- development of local assets and resources
- programs, policies and plans to improve equity and quality of life
- systems reform
- measuring progress and making improvements based on results

FOR YEARS TO COME.

inspire inform network facilitate support sustain

Key partners and funders have included the California Department of Public Health, The California Endowment and The California Wellness Foundation.



To learn more about the California Healthy Cities and Communities Program and the Center for Civic Partnerships, visit us at www.civicpartnerships.org. The Center is part of the Public Health Institute, www.phi.org.