



# EALI COMMUNITY CHARRETTE HEALTH ELEMENT OVERVIEW

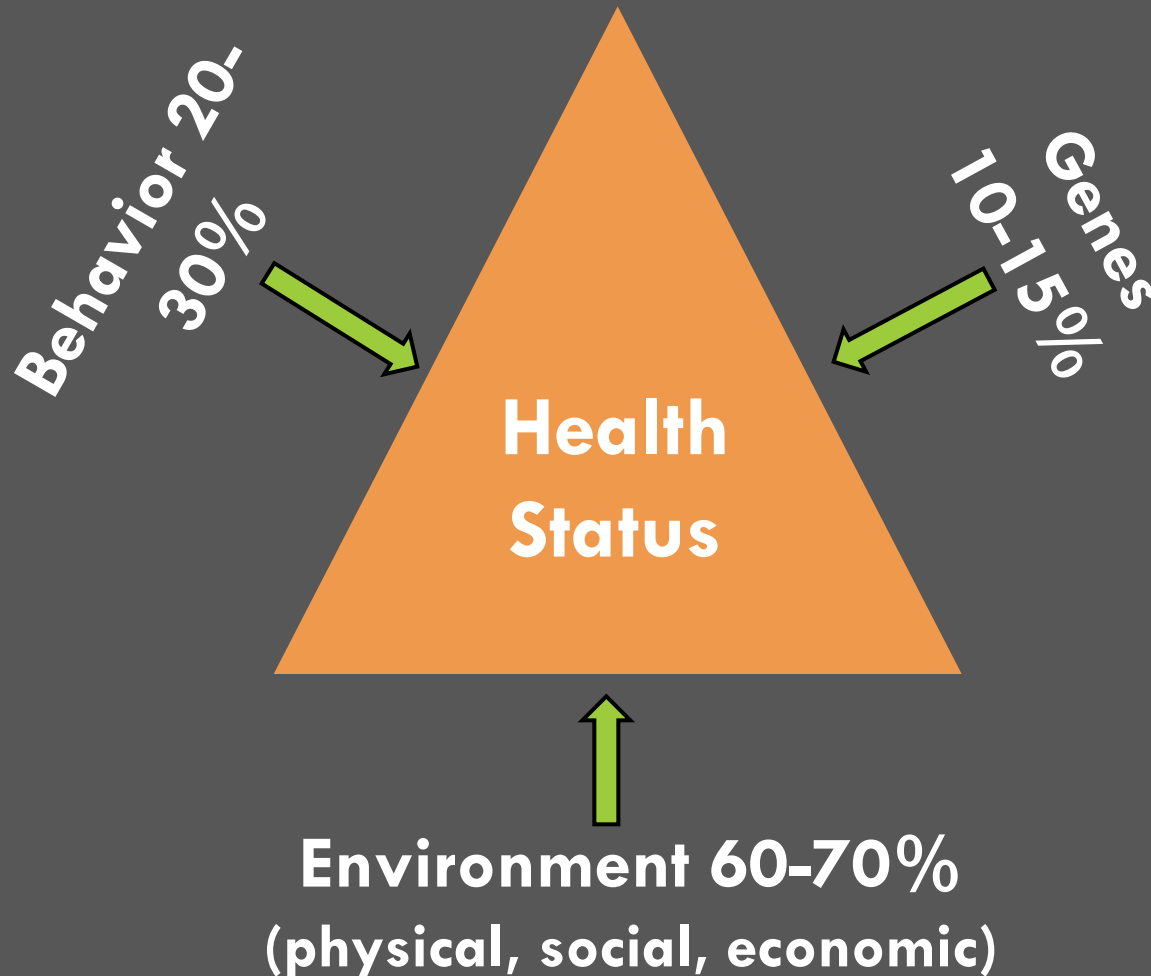
*November 16, 2013*



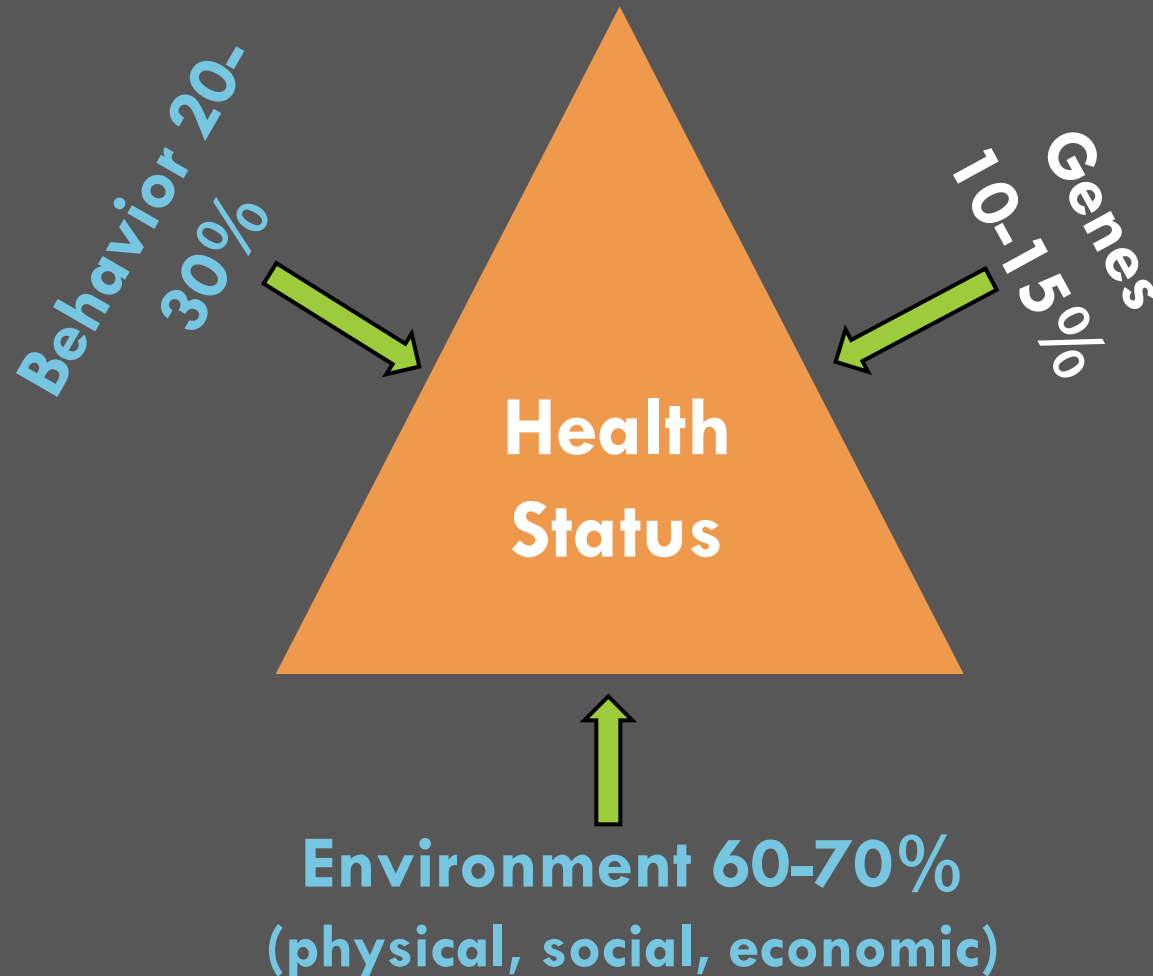


## Healthy Communities Movement

# What Determines Health Status?

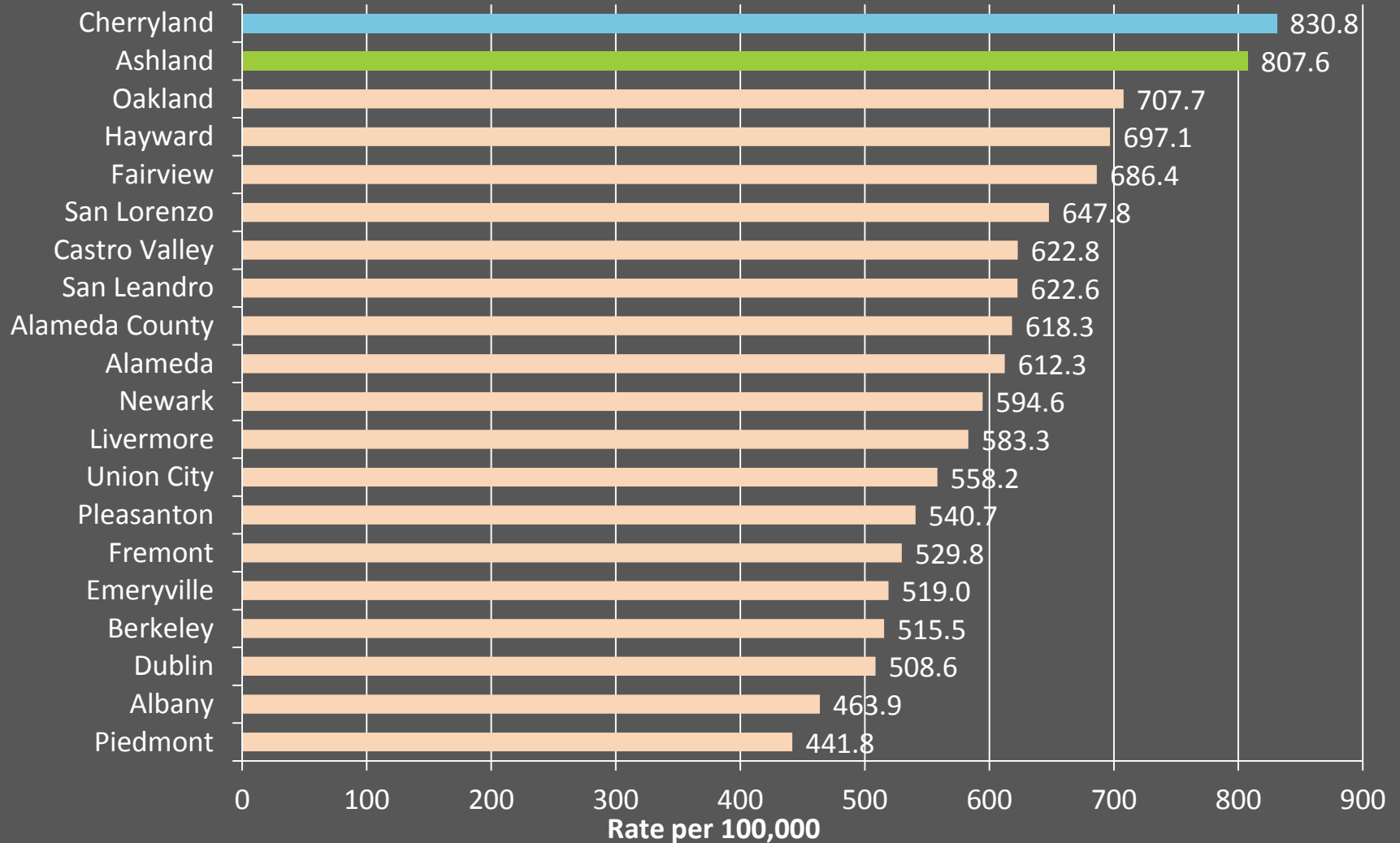


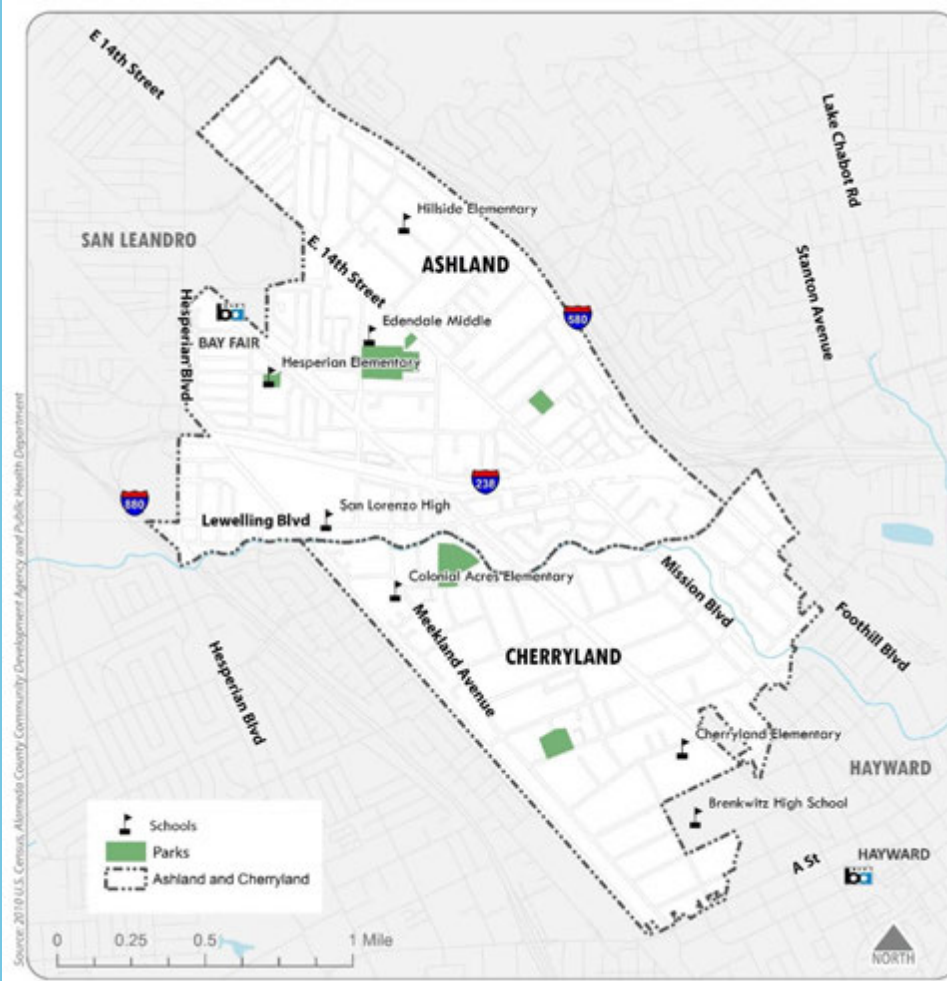
# Policy and Planning's Influence on Health



# All Causes Mortality Rate

5





## General Plan and Project Overview



# What is a General Plan?

The General Plan sets the policies for how we use and manage our physical, social, and economic resources.

- ❑ A long-term policy document
- ❑ Not just a land use plan; but land use is integral



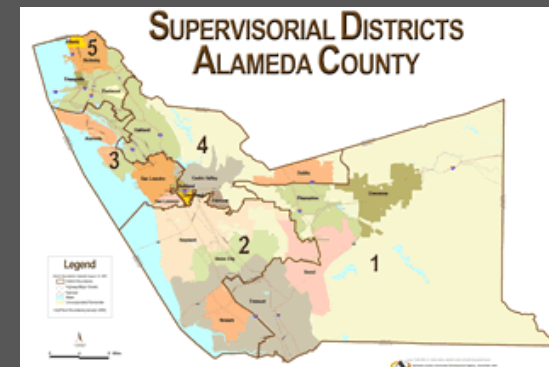
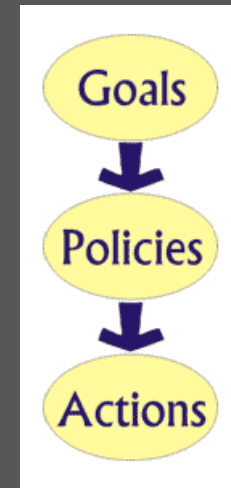
# What is a Health Element?

- ❑ The Community Health and Wellness Element is not a required Element of the General Plan; however, it would have equal legal status.
- ❑ The policies would only apply to the unincorporated areas of Ashland & Cherryland
- ❑ Holistic view of health
  - ✧ Physical, social, economic, and behavioral



# What is the Health Element?

- ❑ Sets goals, policies, and actions to achieve Ashland and Cherryland's health vision
- ❑ Collaborative project
  - ✧ County Planning, Public Health, and Board of Supervisors
  - ✧ MANY departments will help implement
- ❑ May serve as a model Health Element process for other communities in Alameda County



# Issues Discussed

10

- A. Health and Social Services
- B. Public Safety and Social Environment
- C. Land Use and Housing
- D. Economic Opportunity
- E. Agriculture and Healthy Food Access
- F. Active and Safe Transportation
- G. Parks and Community Facilities
- H. Sustainability and Environmental Health

**Ongoing**

**Project website [www.ashlandcherryland.org](http://www.ashlandcherryland.org)**

**May, August**

**Community Workshops**

**June, Sept,  
Feb/Mar**

**Wellness Advisory Committee**

**Fall**

**Existing Health Conditions Analysis**

**Sept - Oct**

**Quality of Life Survey  
and Kitchen Table Meetings**

**Nov - Dec**

**Focus Groups**

**Nov 2013 to  
March 2014**

**Policy Development &  
Health Element Release**

**Spring 2014**

**Public Draft Element Released**

# Accomplishments to Date

12

- ❑ Project website
  - ✧ [www.ashlandcherryland.org](http://www.ashlandcherryland.org)
- ❑ Analysis of demographic, neighborhood, and health data for Ashland and Cherryland
- ❑ Formation of Wellness Advisory Committee (WAC)
  - ✧ 2 of 3 Wellness Advisory Committee Meetings held
- ❑ 2 Community Workshops (May & August)
- ❑ Booth at Ashland Cherryland Together (ACT) Neighborhood Street Party (October)
- ❑ Quality of Life Survey - 728 of surveys completed
- ❑ Focus groups and informal discussions
- ❑ Coordination with Business District Plan (ACBDSP)

# Ashland Cherryland Business District Specific Plan

13

- ❑ Parallel process focused on the Ashland and Cherryland Business District
- ❑ Close coordination with Community Health and Wellness Element
  - ✧ Shared website [www.ashlandcherryland.org](http://www.ashlandcherryland.org)
- ❑ Focus on economic development, neighborhood serving retail, jobs, and creating neighborhood centers

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