

## Alameda County Place Matters Design Lab 7 Presentation




---

---

---

---

---

---

---

---

### Goal

- ❖ The Alameda County Place Matters team will develop a community-driven local policy agenda that promotes equitable social conditions to achieve health equity. Focus areas include: education, housing, economic development, incarceration, land use, transportation.

---

---

---

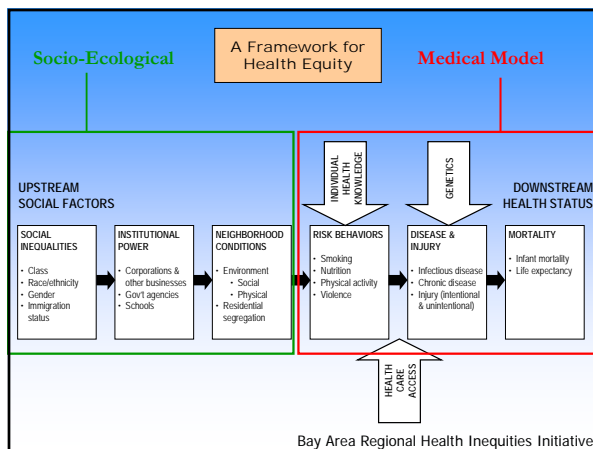
---

---

---

---

---




---

---

---

---

---

---

---

---

## Accomplishments

- ❖ Adopted community health policy objectives that reflect a vision for a Healthy Oakland
- ❖ Mayor's Task Force recommendations

---

---

---

---

---

---

---

---

## Accomplishments

Assessments

- ❖ Baseline Data
- ❖ Literature Reviews
- ❖ Stakeholder Interviews
- ❖ Policy Recommendations

Completed for housing and incarceration

---

---

---

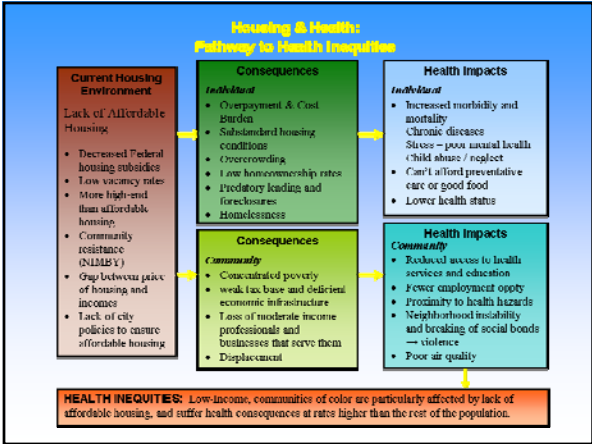
---

---

---

---

---




---

---

---

---

---

---

---

---

## Accomplishments

### Held Public/Community Dialogues

- ❖ Public Health & Built Environment Conference and Work Groups

### Established Relationships/Partnerships

- ❖ Port of Oakland Air Quality Task Force
- ❖ Representation on region-wide Transit-Oriented Development planning group

### Responded to Community Requests

- ❖ Testimonies
- ❖ Health Impact Assessments

---

---

---

---

---

---

---

---

## Lessons Learned

- ❖ Social and health inequities concentrate in low-income communities and communities of color
- ❖ Catalytic Leadership
- ❖ Our credibility is in our data and our ability to communicate it

---

---

---

---

---

---

---

---

## Lessons Learned

- ❖ Policies fall along a continuum of change and our work must aim to cover the entire continuum
- ❖ Addressing structural issues is political and successfully navigating this requires power analyses
- ❖ Strategic partnerships are essential

---

---

---

---

---

---

---

---

### Challenges

- ❖ Framing and disseminating the Health Equity message
- ❖ Broadening our analysis to make a stronger, more inclusive case
- ❖ Ensuring meaningful public participation throughout political process
- ❖ Working proactively vs. reactively
- ❖ Resources and staff capacity
- ❖ Partnering with the City of Oakland

---

---

---

---

---

---

---

---

### Vision for Success in 2008

- ❖ Complete community-driven policy agenda
- ❖ Establish internal structure/process for policy work
- ❖ Complete needs assessments and research
- ❖ Develop and implement strategy/embedded mechanism for engaging community members in policy making
- ❖ Identify levers for change in each policy arena, as well as overall

---

---

---

---

---

---

---

---

### Vision for Success in 2008

- ❖ Identify more resources for this work
- ❖ Establish strategic partnerships
- ❖ Develop Clear, compelling evidenced-based messaging
- ❖ Create an equity analysis that can be applied to policies within each arena
- ❖ Align Place Matters with Department and County Strategic Plans
- ❖ Engage key policymakers, allies and champions

---

---

---

---

---

---

---

---