



**PLACE MATTERS Design Lab Four: A Working Meeting**  
February 7-9, 2007 – San Diego, CA

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**PURPOSE**

Welcome to San Diego! We are delighted you are joining us for our fourth PLACE MATTERS Design Lab (DL) meeting. We extend a special welcome to our new PLACE MATTERS Team members and appreciation for the expertise they lend to the community.

This brief narrative builds on the previous DL concept papers and informs our current agenda. Readers are especially encouraged to review and/or revisit previous papers in the PLACE MATTERS growing library (online <http://www.commonhealthaction.org/pmdl/document.asp>).

Appreciating the progress of the Community Strategy Teams (hereafter: Team), and the challenges associated with demanding workloads at home, DL #4 has been designed as another

**Design Lab Four: Meeting Goals**

1. Engage in teambuilding activities that support the continued development and implementation of county strategy plans.
2. Convene and network with colleagues participating in “PLACE MATTERS” counties and inform the national community building process.
3. Provide a safe place for brainstorming and testing new approaches.
4. Share milestones achieved and active progress to address social determinants of health in participating counties
5. Further refine county strategy plans to address social determinants of health.
6. Identify next steps for implementation of county strategy plans.

working meeting. This agenda provides several hours of cross-*Team time* to strategize with your colleagues. Additionally, our agenda includes excellent discussants who will share their success stories as well as lessons learned. As always, we encourage you to provide feedback via the evaluation forms in your meeting packet, particularly regarding future topics, speakers and/or venues that would benefit you.

Previously, we shared an extensive bibliography related to social determinants of health and inequities in health status, along with articles with great relevance to Place Matters. We invite all participants and expert speakers to continue sharing new articles and resources with us to add to our collective PLACE MATTERS library. This meeting package contains some additional articles and resources that Teams might find useful. During this meeting, you will once again have the opportunity to meet new experts that will share their perspectives, ideas and resources with us. Additionally, we have designated time to follow-up on our discussions in Louisiana regarding our collective assistance to the New Orleans PLACE MATTERS Team.

**A GROWING SENSE OF URGENCY**

Our nation is on the brink of new directions. As more states experiment with health care reform, the national dialog on universal health care is once again heating up. Recognizing that primary, secondary and tertiary health care delivery will not substantially impact population health and

well-being, we must support health care reform as a basis for good population health. Certainly many industrialized nations (e.g., most European countries) have demonstrated that access to effective health care systems can make a difference, especially for infant mortality outcomes. However, the health care reform debate also provides a unique opportunity in history to incorporate PLACE MATTERS in public discourse. Addressing the root causes of threats to health and well-being just makes good sense – socially, ethically and financially. PLACE MATTERS Teams are poised to inform local, regional, and national debate as well as coordinated action to address critical social determinants of health. We must increase our collective energies toward this goal while windows of opportunity are open and the timing is right.

#### **HOW PLACE MATTERS TO PARTICIPATING TEAMS**

Based on evaluation feedback from previous DLs and the progress of Teams, this DL provides an ideal opportunity to share each Team's directions. Towards this end, the table below captures the primary goals shared with us as of December 2006. We realize that Teams may decide to adjust some of their goals, and share this snapshot in time as a means to facilitate collaboration and networking, peer support, and to advance the PLACE MATTERS national community threads. We intentionally did not fill in the "indicators" column as we will work with each Team to identify the relevant indicators used to address each goal area.

#### **FACILITATING TECHNICAL ASSISTANCE BETWEEN DESIGN LABS**

To facilitate continuity in technical assistance to PLACE MATTERS Teams between DLs and beyond, we have developed a plan that incorporates lead facilitators to coordinate resources and support to your individual team over time. This plan and next steps will also be discussed during the meeting.

We encourage cross-Team collaboration and look forward to another productive DL learning experience. The national PLACE MATTERS Team remains grateful to each of you for your commitment to this critical endeavor. Together we can make a difference.

<b>PLACE MATTERS County Partnership Team</b>	<b>Team Goals</b>	<b>Relevant Social Determinants</b>	<b>Indicators</b>
Alameda County (CA)	<ul style="list-style-type: none"> <li>• Create community health policy objectives that reflect a healthy Oakland vision. Find research, baseline data and identify appropriate indicators and indexes that are sound, irrefutable that help measure those objectives and vision</li> <li>• Generate and present data on those objectives and indicators to assess how the county is doing</li> <li>• Build public/community dialogue about how policies such as land use planning affects the health of the city</li> <li>• Influence the policy making processes to account for short range and long range health impacts</li> <li>• Improve interdepartmental cooperation to achieve community health goals</li> </ul>	<p>Land use policy</p> <p>Physical environment</p> <p>Political influence</p>	
Bernalillo County (NM)	<ul style="list-style-type: none"> <li>• Establish and implement land use policies containing criteria that systematically address the impacts of the key social determinants of health</li> <li>• Establish and implement environmental permitting policies containing criteria that systematically address the impacts of the key social determinants of health</li> </ul>	<p>Land use policy</p> <p>Physical environment</p> <p>Racism/environmental justice</p> <p>Distribution of goods/services (lack of access to culturally appropriate health care)</p>	

<b>PLACE MATTERS County Partnership Team</b>	<b>Team Goals</b>	<b>Relevant Social Determinants</b>	<b>Indicators</b>
Coahoma, Sunflower, and Washington Counties (MS)	<ul style="list-style-type: none"> <li>• Reduction of Obesity</li> <li>• Reduction of Type II Diabetes</li> <li>• Reduction of Cardiovascular disease</li> </ul>	<p>Quality of education</p> <p>Distribution of goods and services</p>	
Cook County (IL)	<ul style="list-style-type: none"> <li>• Improved access to care</li> <li>• Address chronic illnesses</li> <li>• Decrease levels of violence</li> </ul>	<p>Distribution of goods and services</p> <p>Neighborhood environmental conditions</p> <p>Quality/availability of education</p>	
Cuyahoga County (OH)	<ul style="list-style-type: none"> <li>• Develop a health care utilization profile of east Cleveland residents at risk for cardiovascular disease</li> <li>• Engage and mobilize community leaders to identify community health assets aimed at restoring a sense of trust &amp; vitality</li> <li>• Identify and secure funding sources to develop and implement the health care utilization profile</li> </ul>	<p>Distribution of goods and services</p> <p>Political influence</p>	

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King County (WA)	<ul style="list-style-type: none"> <li>• A robust policy agenda developed thorough a collaborative stakeholder engagement process</li> <li>• Community mobilization to gain political access and exercise political power</li> <li>• Salient and explicit discussion of racism, discrimination and privilege to raise awareness about the causal relationships to health inequity</li> <li>• Policy implementation</li> </ul>	<p>Racism (institutionalized)</p> <p>Political influence</p> <p>Public policy</p>	
Orleans Parish (LA)	<ul style="list-style-type: none"> <li>• Identify and secure grant funding to help prevent the development of chronic illness and assure equitable health care coverage and access to appropriate pharmaceutical supplies for all residence of New Orleans, placing specific attention on our senior citizens</li> <li>• Education on health well being that will help decrease infant mortality rate among minority population</li> <li>• Teach cultural competency to help decrease violence among school age children</li> </ul>	<p>Distribution of goods and services</p> <p>Quality of education</p> <p>Neighborhood environmental conditions (supporting crime)</p>	
San Joachín Valley (CA)	<ul style="list-style-type: none"> <li>• Reduce # of MVA in San Joaquin Valley</li> <li>• Identify social determinants that lead to disparities in MVA morbidity and mortality</li> <li>• Seek funding and other resources to pilot</li> </ul>	<p>Neighborhood environmental conditions</p> <p>Political influence</p> <p>Social exclusion</p>	

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Sharkey-Issaquena Counties (MS)	<ul style="list-style-type: none"> <li>The community will be more aware that obesity may increase the risk of many serious disease and health conditions (diabetes type11, HTN, CHF kidney diseases, to name a few)</li> <li>Core leaders in the community will become involved with this project including school officials and the local medical community</li> <li>Physical activity will be increased evidenced by more utilization of the walking trail, local gym and other forms of exercise</li> </ul>	<p>Neighborhood environmental conditions</p> <p>Built Environment</p> <p>Distribution of goods and services</p> <p>Quality/availability of education</p>	
Suffolk County (MA)	<ul style="list-style-type: none"> <li>Reduce levels of obesity for residents of color by increasing their accessibility to healthy food options</li> <li>Aggressively fundraise to support activities from the team.</li> <li>Strategize on ways to support community leadership and involvement in the Suffolk County Place Matters activities</li> <li>Reduce community-level violence, a new area of growing significance in terms of racial and ethnic disparities in health</li> </ul>	<p>Distribution of goods and services</p> <p>Neighborhood environmental conditions</p> <p>Quality of education</p>	
Washington, DC	<ul style="list-style-type: none"> <li>Team activity on hold</li> </ul>		

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Wayne County (MI)	<ul style="list-style-type: none"> <li>• Reduction in infant mortality in the African American population (AAP)</li> <li>• Increase in numbers of planned pregnancies in AAP</li> <li>• Increased healthy birth outcomes in AAP</li> <li>• Focus on bringing best practices related to planned pregnancies and prevention of unwanted pregnancies to the city of Inkster in Wayne county by working with families and children</li> <li>• Work with teenagers within various organizations e.g. school based clinics, boys and girls clubs, boy scouts and girl scouts, community based organizations, faith based organizations, youth centers, mayors programs for teens etc.</li> </ul>	<p>Neighborhood environmental conditions</p> <p>Distribution of goods and services</p> <p>Quality of education</p>	