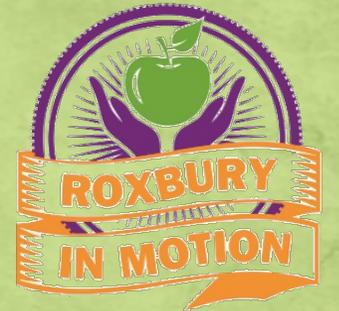


Madison Park
Development Corporation



Walkable Communities & Public Health



Presentation by:

Marah Holland
Health Equity & Wellness Coordinator

December 6th, 2016

What is Public Health?

- the science and art of preventing disease, prolonging life and promoting health through organized efforts and informed choices of society, organizations, public and private, communities and individuals



Public health saves lives

For each 10 percent increase in local public health spending:

Infant deaths
decrease



Cardiovascular
deaths decrease



Diabetes deaths
decrease



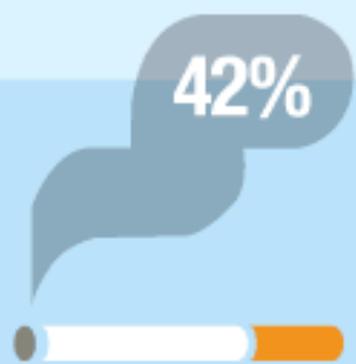
Cancer deaths
decrease



Seatbelt use reduces
serious injuries and
death in car crashes by

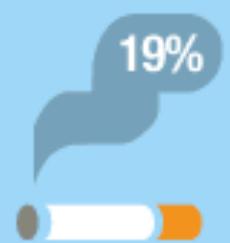
50%

In the 20th century, the U.S.
reduced the rate of adults
who smoke from 42% in
1965 to 25% in 1997.



1965

Rates continue to drop —
in 2010, 19% of adults
smoked.

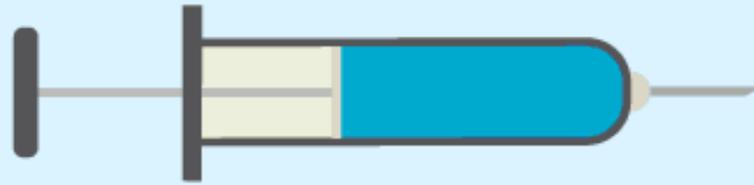


2010

Public health saves money



Every \$1 spent on prevention
saves \$5.60 in health spending.



Every \$1 spent on childhood vaccines
saves \$16.50 in future health care costs.

~~75%~~
75%

of U.S. health spending is on preventable chronic conditions such as obesity, heart disease and diabetes, but only **3 cents of every \$1 spent** on health care goes toward public health and prevention.



“An ounce of prevention is worth a pound of cure.”

– Benjamin Franklin

THE ROLE OF Communities IN PROMOTING PHYSICAL ACTIVITY

WALKABLE COMMUNITIES

People who live in walkable neighborhoods are

2
times

as likely to get enough physical activity as those who don't.

JOINT USE

The number of children who are physically active outside is

84% higher when schoolyards are kept open for public play.

TRAILS

People who live near trails are

50%

more likely to meet physical activity guidelines.

RECREATIONAL FACILITIES

Teens who live in poor or mostly minority neighborhoods are

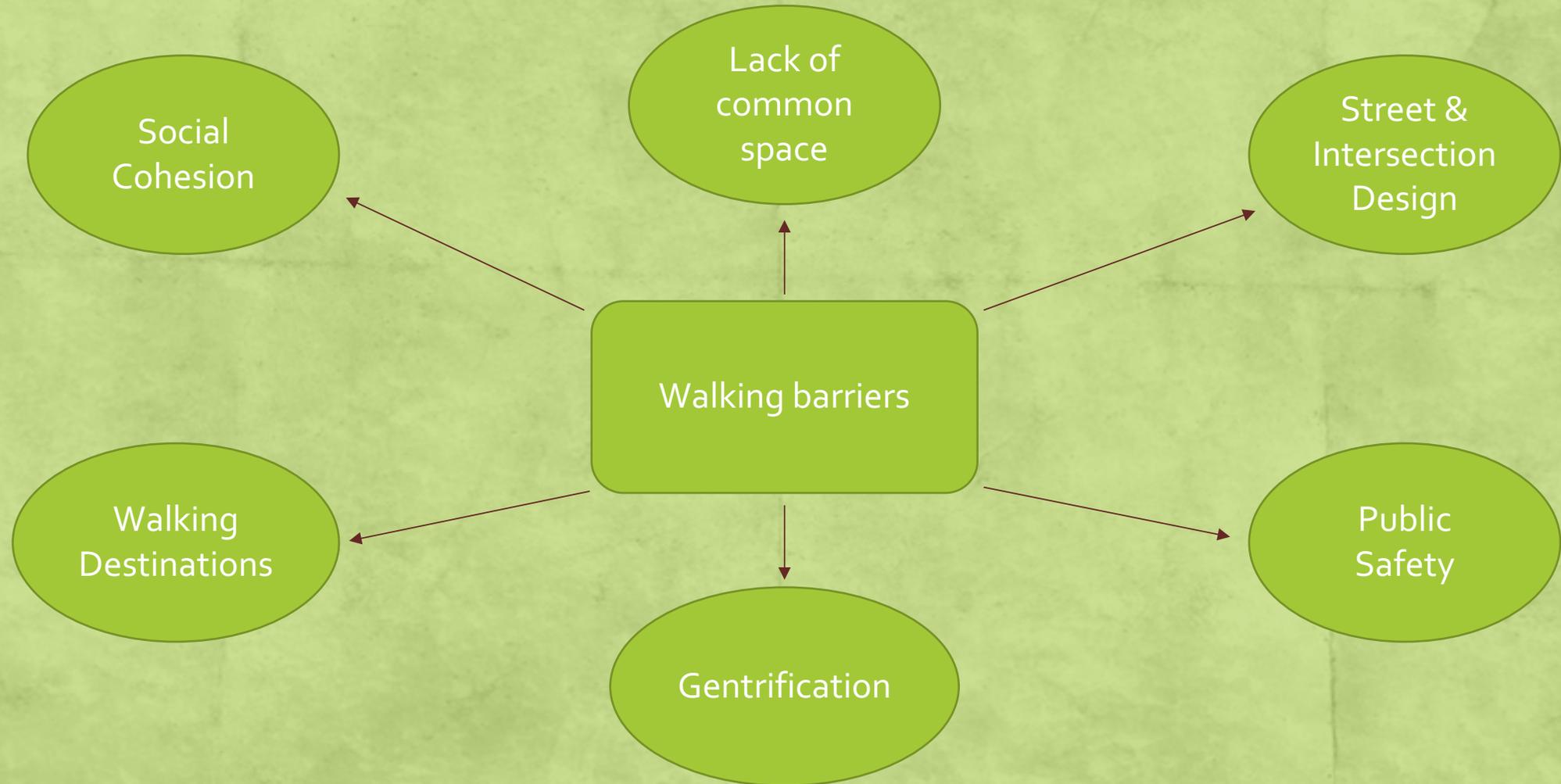
50% less likely to have a recreational facility near home.

Active Living Research

www.activelivingresearch.org

Sources: TRAILS: Huston S, Evenson K, Bors P, et al. "Neighborhood Environment, Access to Places for Activity, and Leisure-Time Physical Activity in a Diverse North Carolina Population." American Journal of Health Promotion, 18(1): 58-69, September/October, 2003. WALKABLE COMMUNITIES: Frank LD, Schmid TL, Sallis JF, Chapman J, Saelens BE. Linking objectively measured physical activity with objectively measured urban form. Findings from SMARTRAQ. American Journal of Preventive Medicine 2005; 28(2S2):117-125. JOINT USE: Farley T, Meriwether R, Baker E, Watkins L, Johnson C, Webber L. Safe play spaces to promote physical activity in inner-city children: Results from a pilot study of an environmental intervention. Am J Pub Health. 2007;97:1625-1631. RECREATIONAL FACILITIES: Gordon-Larsen P, Nelson MC, Page P, Popkin BM. "Inequality in the Built Environment Underlies Key Health Disparities in Physical Activity and Obesity." Pediatrics, 117(2): 417-424, 2006.

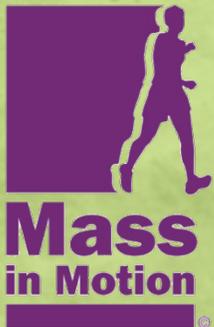
Current Challenges to Walkability in Roxbury



Roxbury in Motion

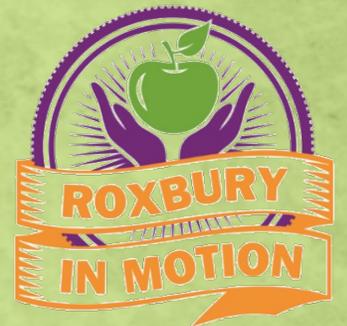
Mass in Motion

- Mass in Motion is a statewide movement that promotes opportunities for healthy eating and active living in the places people live, learn, work, and play.
- We work with communities, schools, childcare centers, and businesses to create changes that make it easy for people to eat healthier and move more. We also help residents think differently about what they eat and how much they move so they can make better choices to feel healthy and live well.

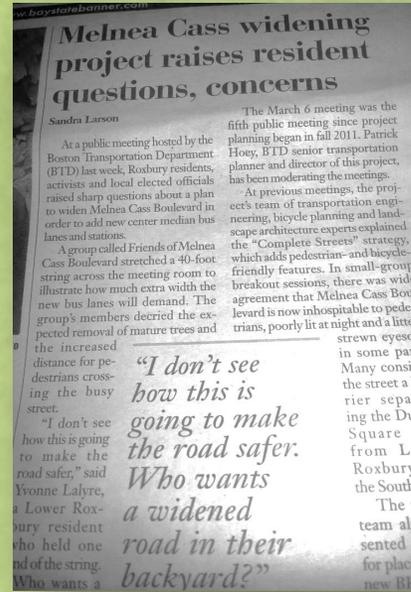


Roxbury in Motion

- The neighborhood of Roxbury was awarded the grant in July 2014
- Partnership between Boston Public Health Commission and Madison Park Development Corporation
- Three focus areas:
 - Complete Streets
 - Active Transportation
 - Urban Growing



What can we do?



Using the Built Environment as a Tool

The built environment is one of the most powerful tools we have to combat community violence and eliminate health disparities.

Comprehensive design = Positive social outcomes

Walkability = Liveability

Thank you!

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