

HEALTHY COMMUNITIES:

Opportunities for Collaboration Between Sectors

**Arizona Healthy Communities
2nd Annual Conference**

March 25, 2015

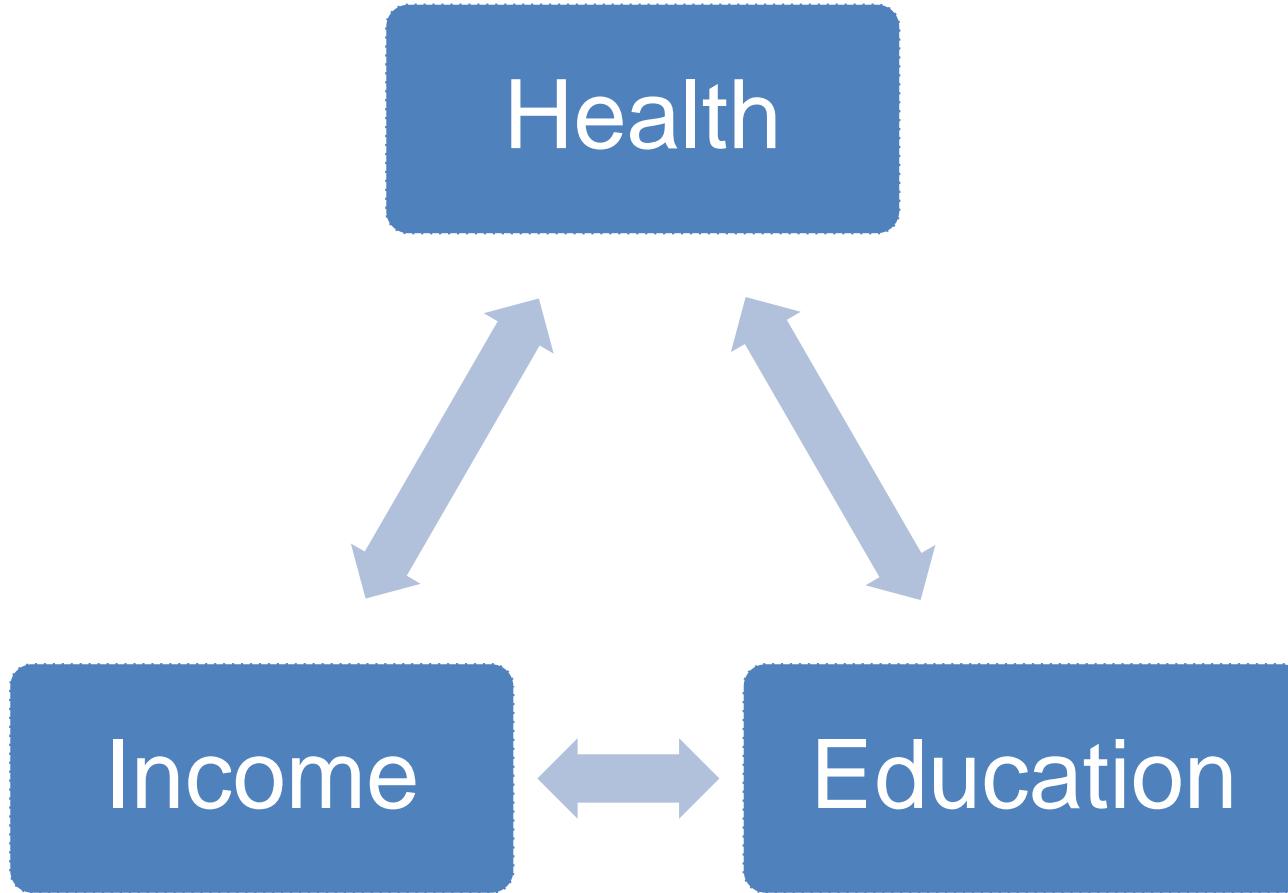
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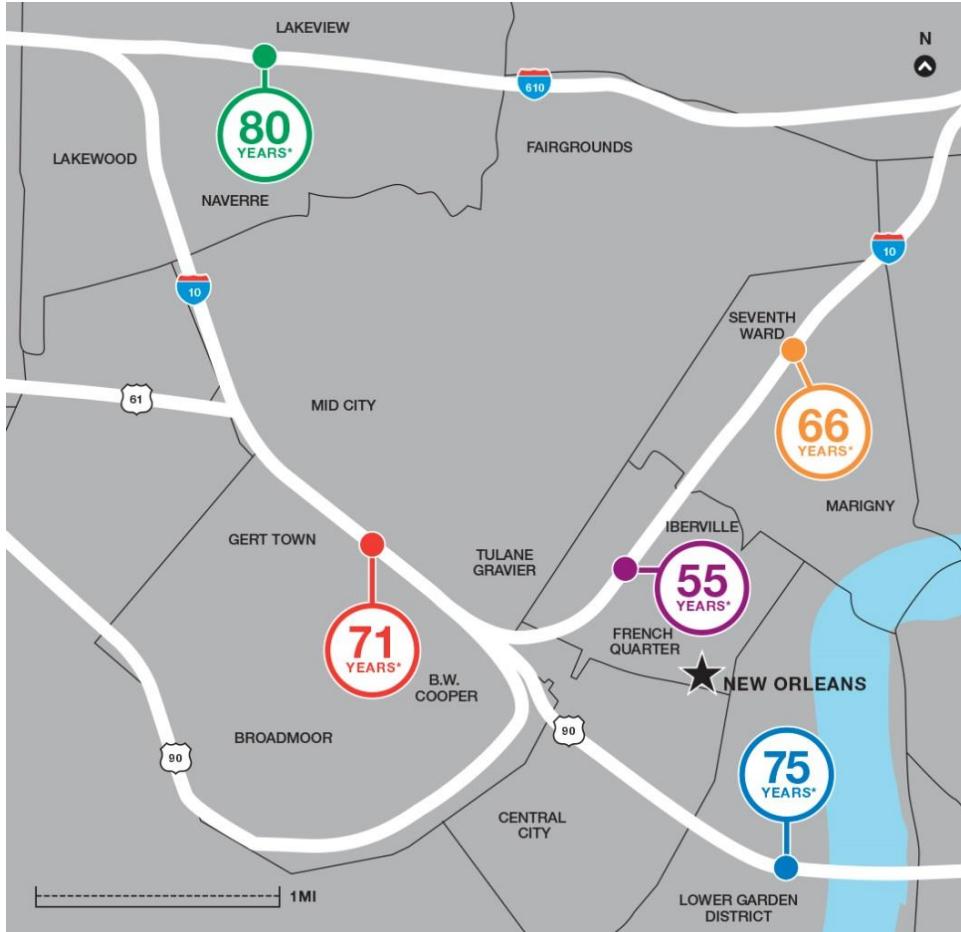
Community Reinvestment Act (CRA)

- Enacted to prevent redlining and encourage financial institutions to [help meet the credit needs of all](#) segments of their communities
- Each bank is evaluated on [how well it serves its “assessment area”](#)
- Community development activities ([loans, investments and services](#))
 1. Affordable housing
 2. Community services targeting low- and moderate-income (LMI) individuals
 3. Economic development
 4. Revitalize or stabilize

Health is an Asset



ZIP Code Matters



**“Across America,
babies born just a few
miles apart have dramatic
differences in life
expectancy.**

**To improve health we
need to improve people’s
opportunities to make
healthy choices—
in the places where they
live, learn, work and play.”**

STEP #1: Identifying Best Practices in Community Development

- A. Use innovative methods to leverage private capital.
- B. Blend people- and place-based strategies to realize a broader vision.
- C. Provide equal opportunity to quality education so that everyone can reach their highest potential.

STEP #1: Identifying Best Practices in Community Development

(continued)

- D. **Measure outcomes** to identify what works.
- E. **Invest resources** in what works.

It is recognized that inequalities start early in life, necessitating quality early childhood development resources.

STEP #2: Identifying Opportunities

Become Familiar with Healthy Communities Checklist and Experts

- The components integral to healthy communities, which are listed in the **Healthy Communities Checklist**, and
- The leading experts, programs, initiatives, organizations and communities that are working in this space (**see Appendix**).

STEP #2: Identifying Opportunities

Healthy Communities Checklist

- Access to Healthy Food
- Access to Medical Care
- Aesthetics: Landscaping, Art, Culture
- Air, Soil and Water Quality
- Building Financial Capacity
- Built Environment
- Early Childhood Development
- Education
- Employment
- Entrepreneurship
- Personal/Public Safety
- Physical Activity
- Public Transportation
- Senior Needs: Accommodation, Care, Services
- Social Networks/ Social Environment
- Social Services

These components are integral to healthy, vibrant, resilient communities.

STEP #2: Identifying Opportunities

Appendix: List of Experts

Low Income Investment Fund (LIIF)

- **Community Capital**
 - Homes, schools, other community services
- **New Markets Tax Credits**
 - Charter schools, health care clinics, TODs
- **Grants**
 - Child care facility improvements, affordable housing energy efficiency audits
- **Technical Assistance**

Healthy Communities Checklist:

- Access to Healthy Food
- Access to Medical Care
- Air, Soil and Water Quality
- Built Environment
- Early Childhood Development
- Education
- Public Transportation

Appendix: List of Experts

	Access to Healthy Food	Access to Medical Care	Aesthetics	Air, Soil and Water Quality	Building Financial Capacity	Built Environment	Early Childhood Development
Nonprofit Finance Fund	x		x			x	x
The Kresge Foundation	x	x	x	x		x	x
Purpose Built Communities	x	x			x	x	x
Local Initiatives Support Corporation (LISC)	x	x			x	x	x
Opportunity Finance Network	x	x		x	x	x	x

Appendix: List of Experts (*continued*)

	Education	Employment	Entrepreneurship	Personal/ Public Safety	Physical Activity	Public Transportation	Senior Needs	Social Environment; Community Engagement	Social Services
Nonprofit Finance Fund	x	x		x	x		x	x	
The Kresge Foundation	x	x	x	x	x	x		x	
Purpose Built Communities	x	x		x	x			x	x
Local Initiatives Support Corporation (LISC)	x	x	x	x	x				
Opportunity Finance Network	x	x	x						

STEP #2: Identifying Opportunities (continued)

- ***Community Health Needs Assessments***
(CHNAs)
- ***STAR Communities***, www.starcommunities.org
- ***Healthy Communities Institute***,
www.healthycommunitiesinstitute.com

Recap

This publication is available on the Dallas Fed's online Healthy Communities Resource Center: www.dallasfed.org/cd/healthy/index.cfm.

*Click on “CRA” tab for **report**, **appendix** and **checklist** of experts.*

Report: “Healthy Communities: A Framework for Meeting CRA Obligations”

Appendix: Experts in Healthy Communities (In Their Own Words)

- Lists over 50 healthy communities experts across the U.S. — highlights their purpose and which “healthy communities” activities they engage in

Checklist: 2 versions: PDF and Excel

- Grid that categorizes which healthy communities activities each expert engages in.
- In Excel, data can be sorted by type of healthy communities activity.
 - So, you can see which of the 50 experts invest in “access to medical care”; which of them engage in “access to medical care AND healthy food”; which engage in “built environment AND early education AND public transportation,” etc.

Recommendations for Action

- Prepare to tell your story from a CRA perspective
- Reach out to CRA/Compliance Officers of banks
 - Learn their perspectives (goals, successes, challenges)
 - Identify their community development priorities (activities, geographic markets)
 - Ask them about community collaborations that they'd recommend you joining
 - Invite them to participate in your community collaborations
- Develop broad expertise in community and economic development
 - Recommended readings

Recommended Readings

- Federal Reserve System's community development work:
www.fedcommunities.org
- Investing in What Works for America's Communities:
www.whatworksforamerica.org
- What Counts: Harnessing Data for America's Communities:
www.whatcountsforamerica.org
- Build Healthy Places Network: www.buildhealthyplaces.org
- Robert Wood Johnson Foundation's Commission to Build a Healthier America:
<http://www.rwjf.org>
- Opportunity Finance Network's list of CDFIs: www.ofn.org/cdfi-locator

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Publication is available online at
www.dallasfed.org/cd/healthy/index.cfm.

Select the “CRA” tab for report, appendix and checklist.

*For questions or comments,
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