

HEALTHY COMMUNITIES:

Opportunities for Collaboration Between Sectors

Arizona Healthy Communities 2nd Annual Conference

March 25, 2015

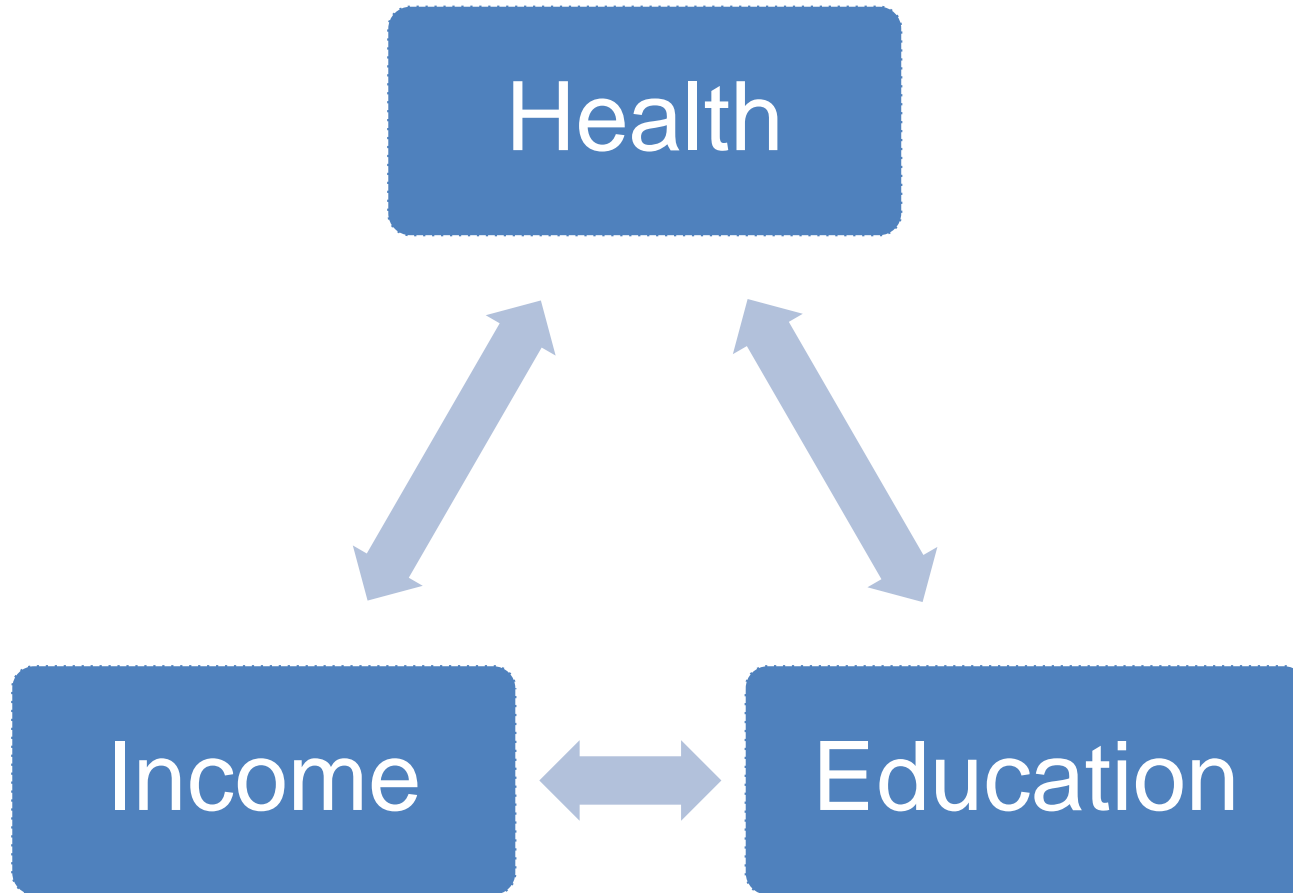
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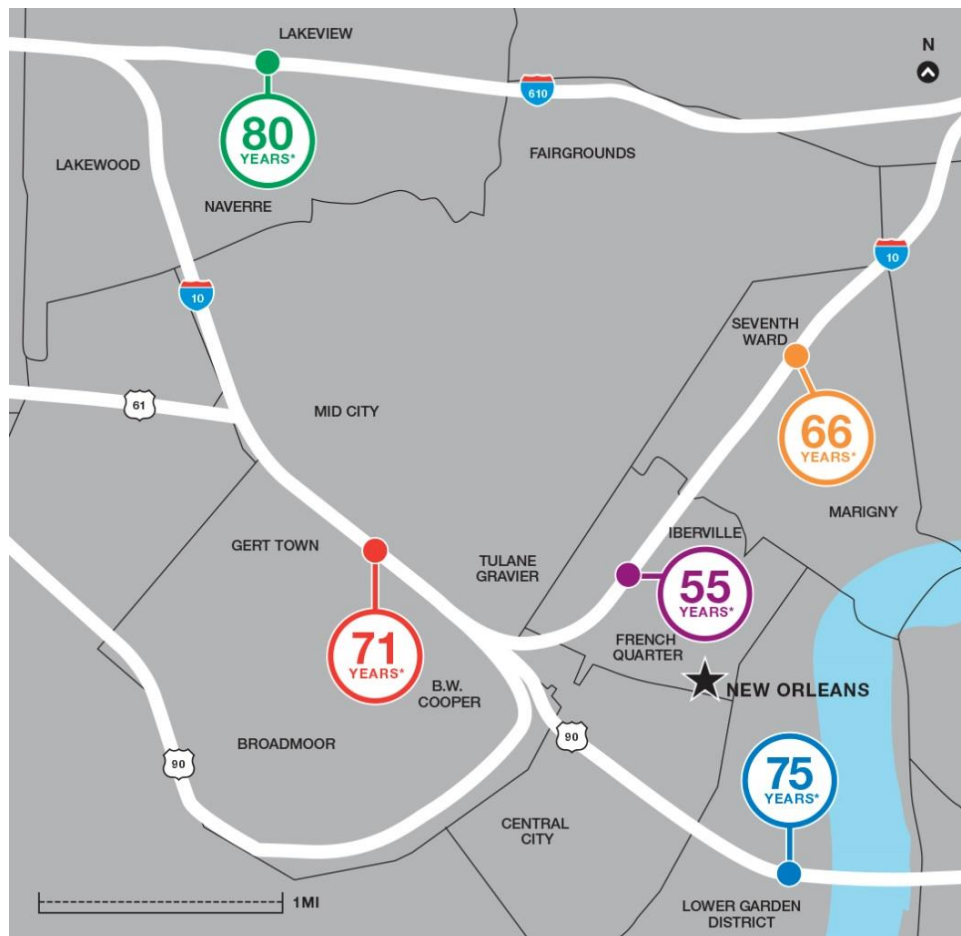
Community Reinvestment Act (CRA)

- 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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