

Investing in People and Place:

Creating Health Equity in Alameda County

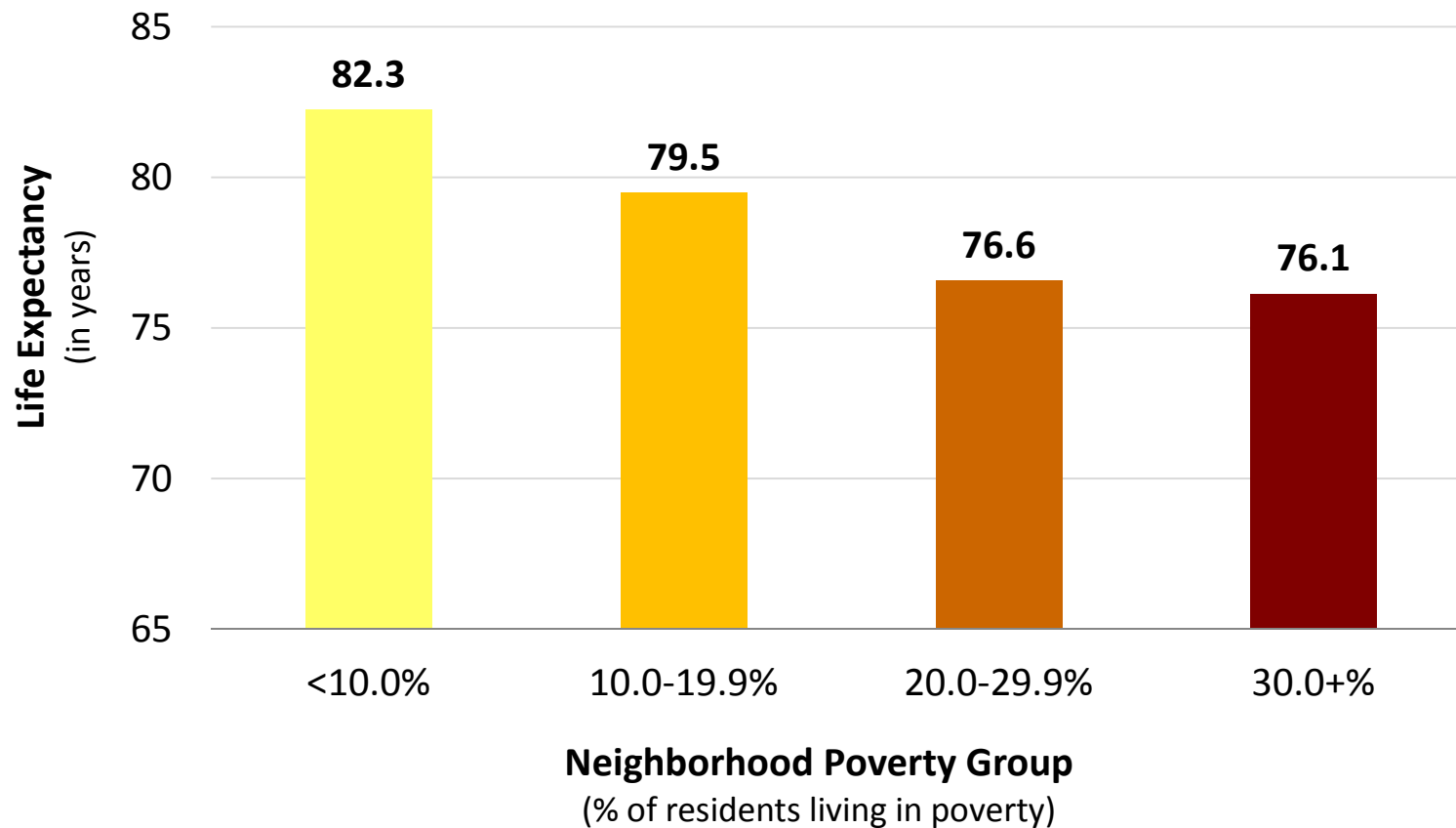


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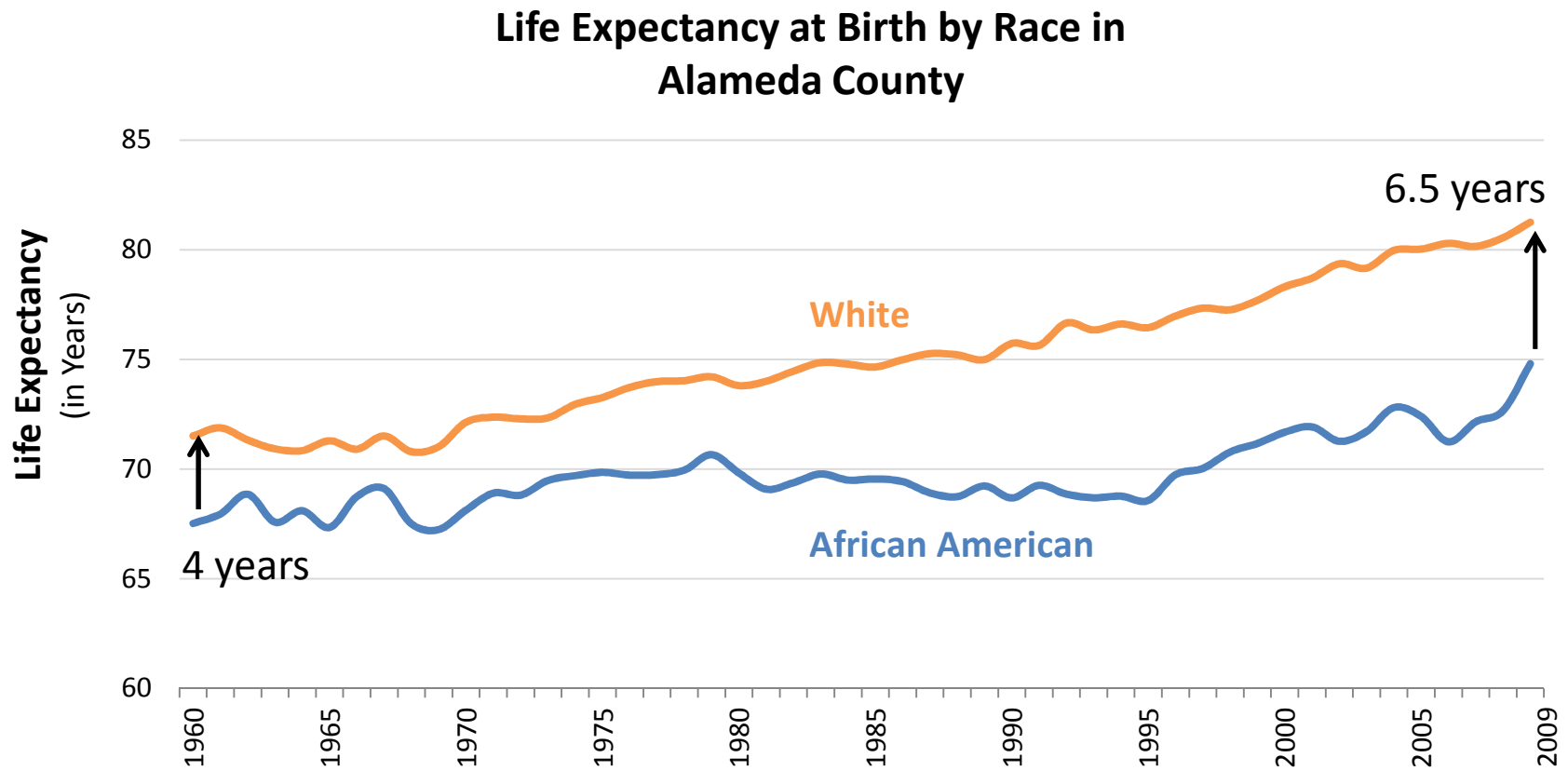
February 29, 2012

Income Matters: Neighborhood Poverty and Life Expectancy

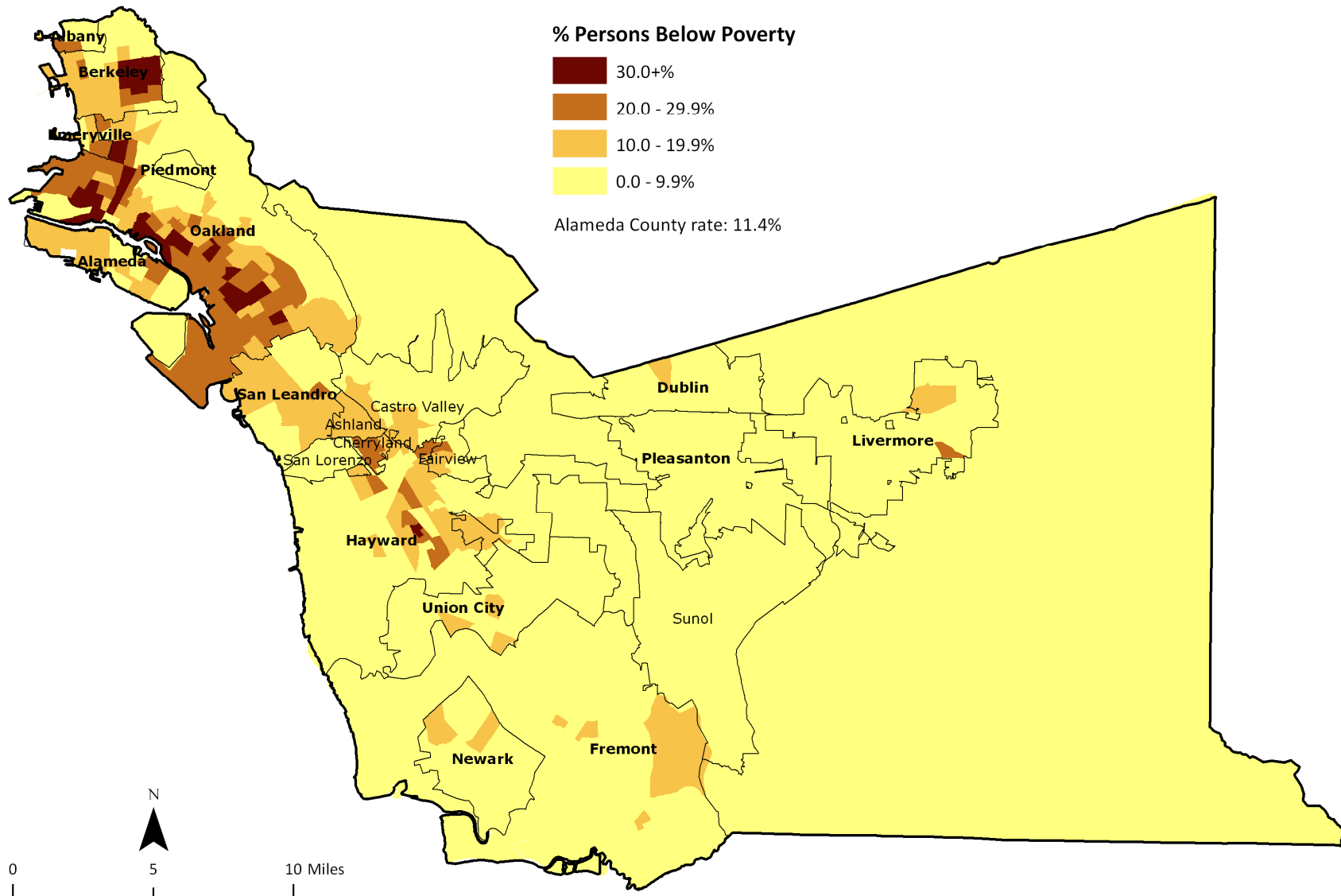
Life Expectancy at Birth by Neighborhood Poverty in Alameda County



Race Matters: Differences in Health by Race

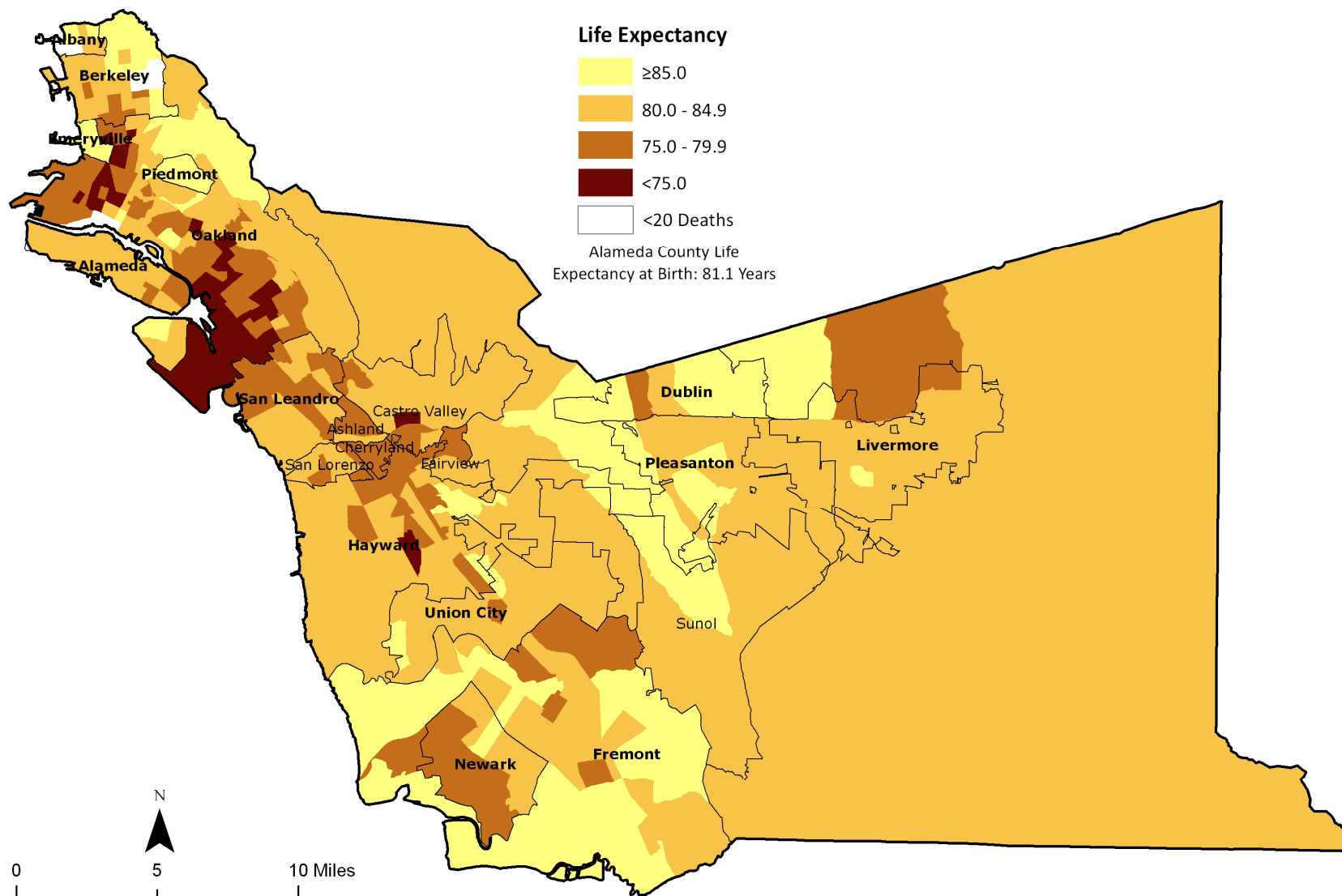


Place Matters: Neighborhood Poverty ...



Source: ACPHD CAPE Unit, with data from American Community Survey, 2006-2010

Health Inequities in Alameda County



Source: ACPHD CAPE Unit, with data from Alameda County vital statistics files, 2007-2009

Race, Income, and Place Impact Health



**Compared to a White child in the affluent Oakland Hills,
an African American born in high-poverty West Oakland is...**



1.5 times more likely to
be born premature or
low birth weight

2.5 times more likely
to be behind in
vaccinations

5 times more likely
to be hospitalized
for diabetes

7 times more likely
to be born into
poverty

4 times less likely to
read at grade level

2 times more likely
to die of heart
disease

INFANT

CHILD

ADULT

Cumulative impact:
15 year difference in life expectancy

From Portrait to Landscape



From Portrait to Landscape



From Portrait to Landscape



Disinvested Communities

- Limited/Unsafe Parks
- Crime
- Fast Food Restaurants
- Liquor Stores
- Poor Performing Schools
- Pollution and Toxic Exposures
- Limited Public Transportation
- Absence of High Quality Financial Institutions
- Predatory Lenders

**Poor Health
Status**

**Good Health
Status**

Communities of Opportunity

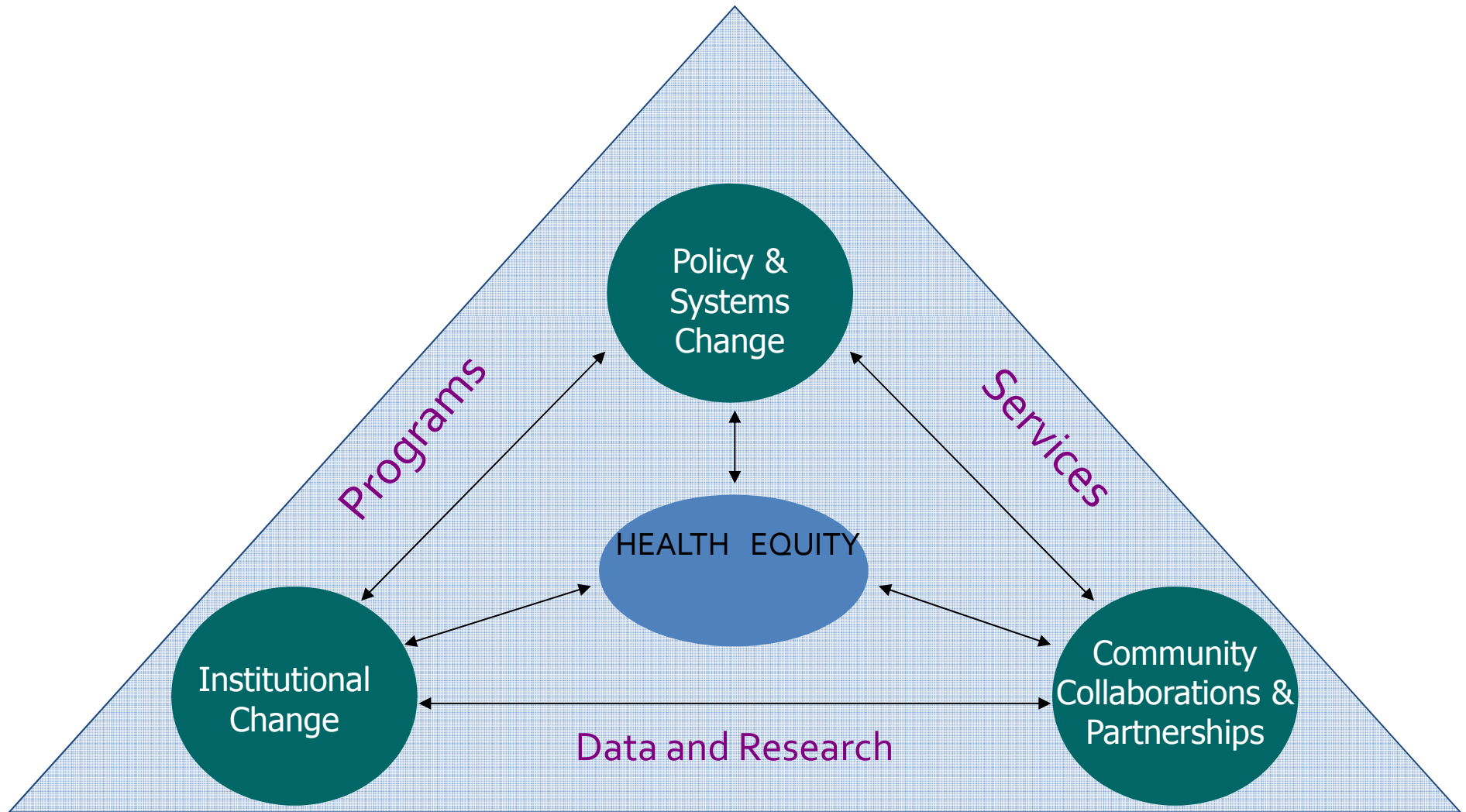
- Parks
- Safe/Walkable Streets
- Grocery Stores
- Good Schools
- Clean Air
- Public Transportation
- Good Jobs
- Strong Local Businesses
- Financial Institutions

Health Equity



Everyone in Alameda County, no matter where you live, how much money you make, or the color of your skin, should have opportunities to lead a healthy, fulfilling and productive life.

Alameda County Public Health Department: Our Approach to Achieving Health Equity



Problem: Lack of Healthy Financial Services

\$3.89 million is
stripped from
Oakland each
year from
payday lenders



*ACPHD estimate based on data from FDIC, Pew Charitable Trusts, Center for Responsible Lending

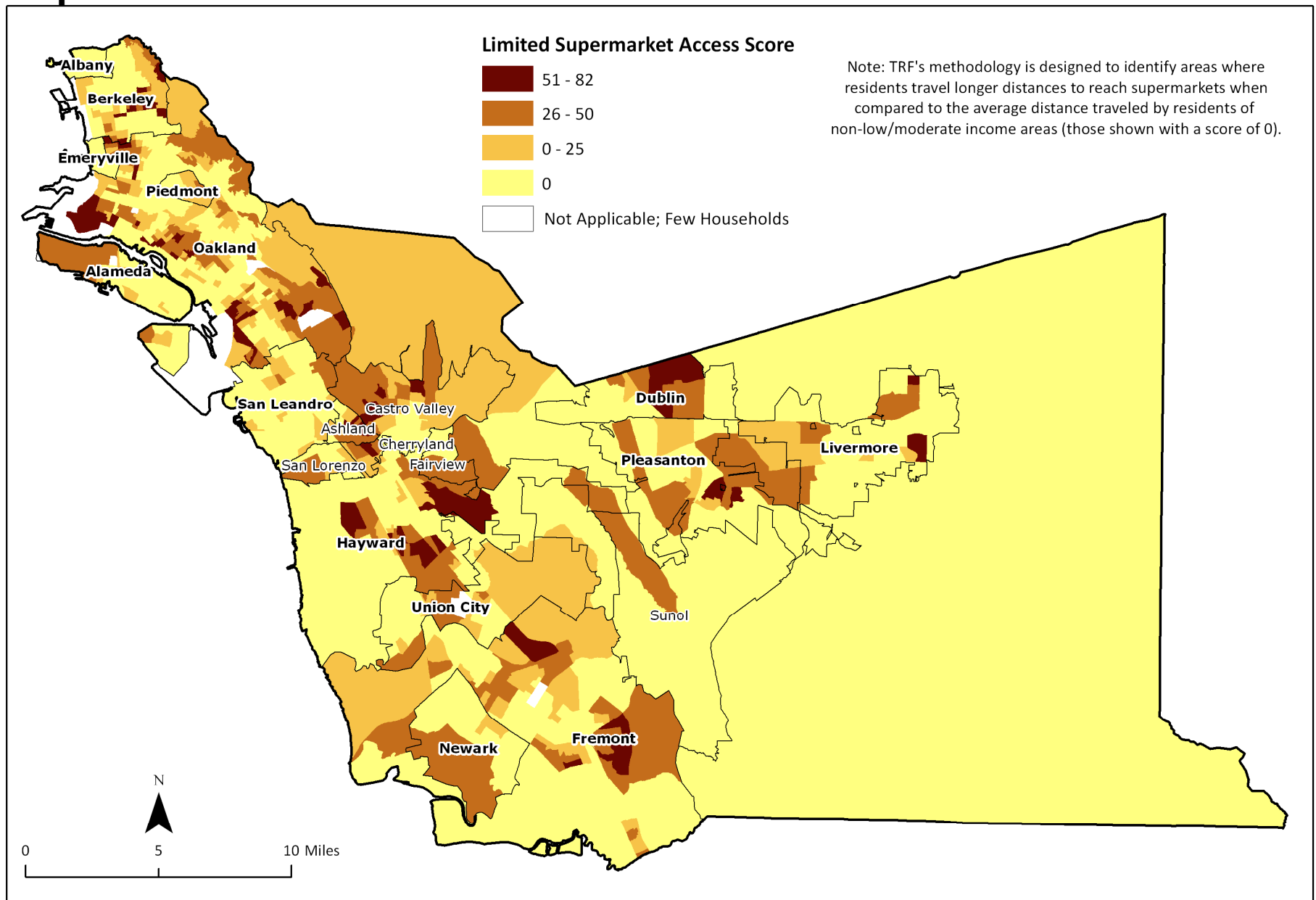
Alameda County Prosperity Project

Financial awareness and
education

Policies that expand access to non
predatory financial products

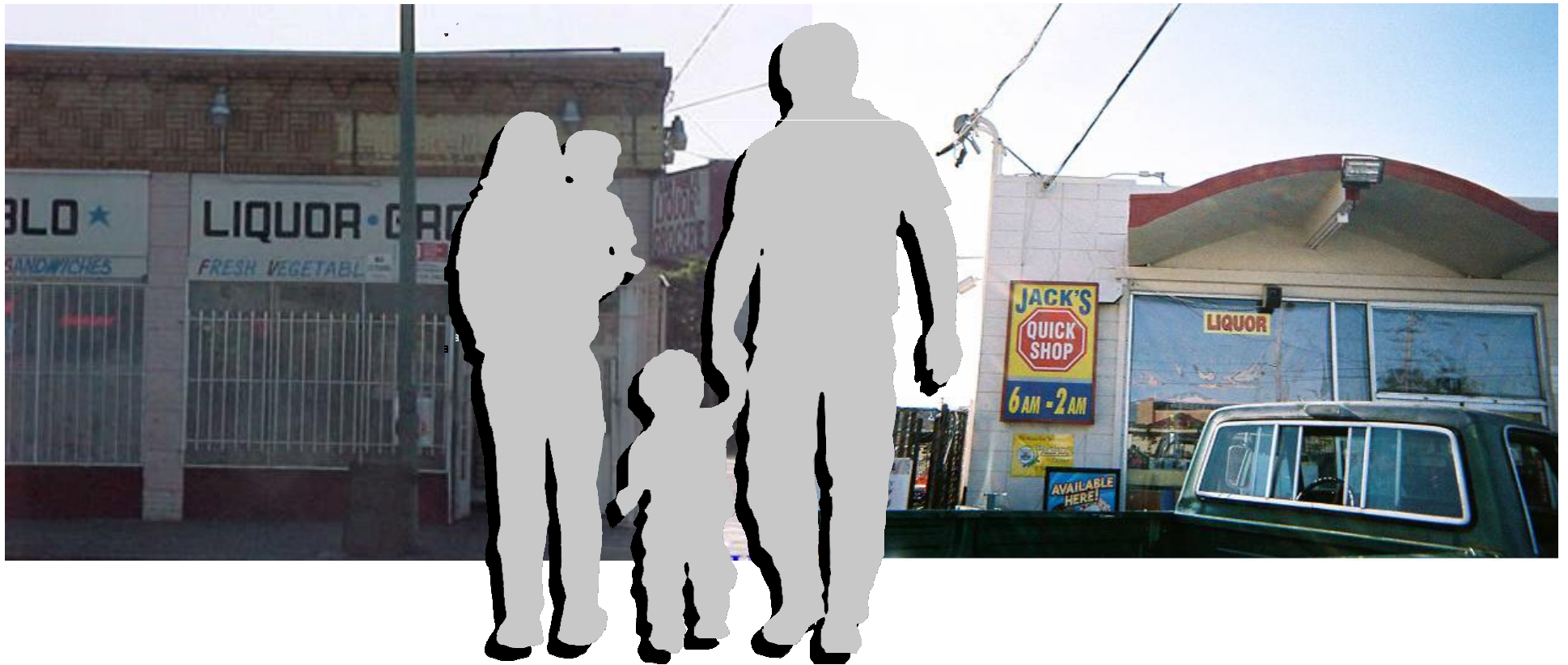


Problem: Lack of Healthy Food Stores



Source: CAPE, with data from The Reinvestment Fund 2011.

Problem: Lack of Healthy Food Stores



Food to Families

Provide “prescriptions”
for fresh food to
families receiving health
services

Families fill prescriptions at
local food businesses where
local youth are employed



Community Capacity Building: Community Identified Priorities

Sobrante Park

- Improve Tyrone Carney Park/streetscape
- Reduce drug dealing and violence
- Create more positive activities for youth activities
- Prepare the neighborhood for disasters
- Time-banking



West Oakland

- Renovate Durant Park
- Reduce blight
- Create a continuum of improved and connected youth services & employment



Community-Driven Local Policy Agenda

Key Areas:

- Economics
- Education
- Criminal Justice
- Housing
- Land Use and Transportation

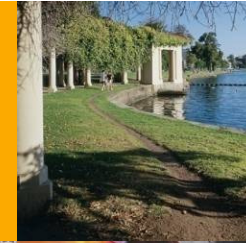




Economics



Childcare



Medical Care



Jobs



Healthy Food



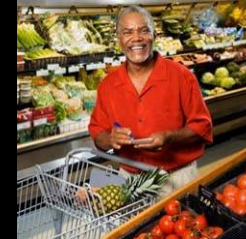
We each
have a role



Clean Air



Parks and Activities



Policy Makers



Education



Housing

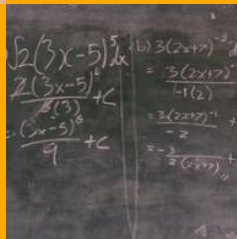


Preschool



Safe
Neighborhoods

Residents



Transportation





THANK YOU

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Photos: Thomas Hawk, funkandjazz, Susan Decker (flickr), city-data.com,, FYI youth, IPOP, www.home-lover.net, Food to Families, CCNI