

# The Robert Wood Johnson Foundation

## *Culture of Health Prize*



# WHAT IS A “*CULTURE OF HEALTH*” AND HOW DOES IT FIT INTO THE VISION OF COMMUNITY?

*The RWJF Culture of Health Prize honors and elevates U.S. communities that are making great strides in their journey toward better health.*



The RWJF **Culture of Health Prize** recognizes and celebrates communities that

- place a priority on health
- are creating powerful partnerships and
- are making deep commitments to make change –

change that will enable all in our diverse society to lead healthier lives now and for generations to come





A ***Culture of Health*** recognizes that health and wellbeing are greatly influenced by

- where we live
- how we work
- the safety of our surroundings
- and the strength and connectivity of our families and communities
- and not just by what happens in the doctor's office.



The Prize honors those communities that are committed to not only providing access to good quality care, but also to providing ***opportunities for better health by transforming our neighborhoods, schools, and businesses*** so that good health flourishes everywhere.

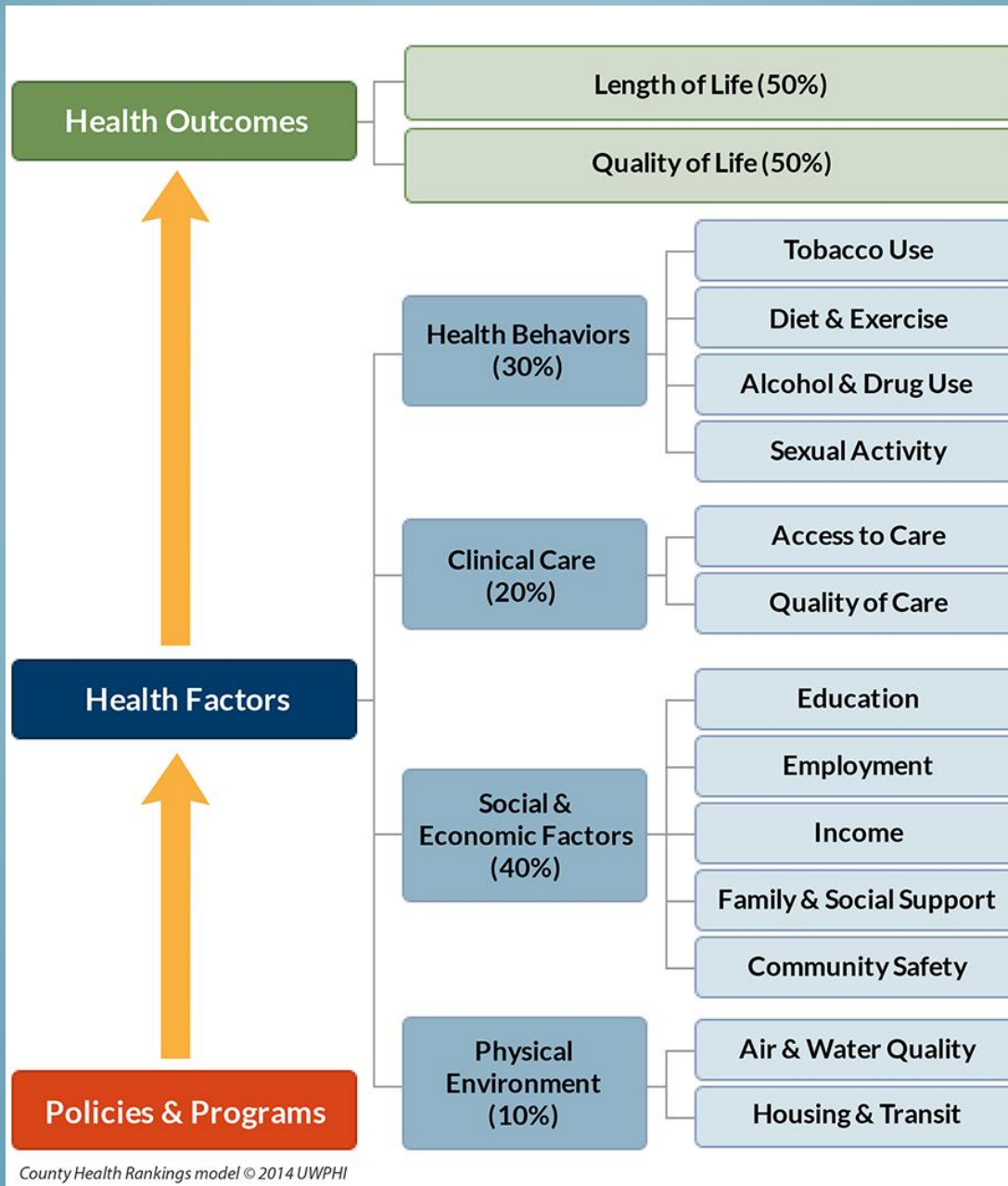
## *Health is tied to everything...*

It's a view that's shared by a growing number of public health departments around the country. They are looking to broaden their role to include improving the overall population's health.

Experts say such efforts represent an evolution of the core mission of public health departments. Health-determining behaviors such as poor nutrition, smoking and drug abuse are more prevalent in poor communities. The resulting diseases and chronic conditions are America's greatest public health challenges today.

“We don’t peel the layers back and ask ourselves what are the upstream things that’s causing it,” said Dr. LaMar Hasbrouck, executive director of the National Association of County and City Health Officials. “There’s been kind of a resurgence in looking at something called a **'health-in-all-policies'** approach (that) convenes folks together and looks at the health aspects of all sectors.

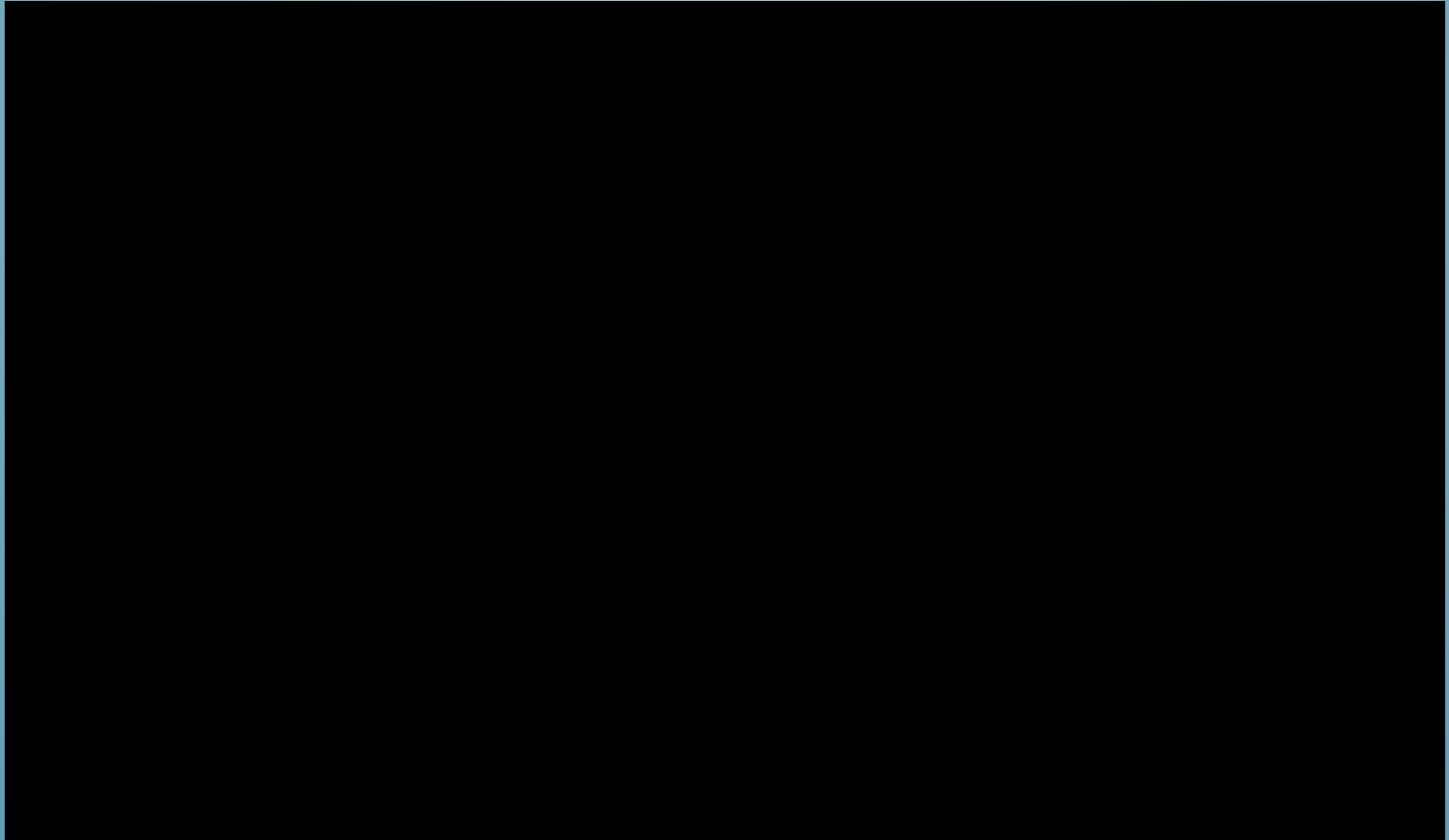
“So if it is transportation, if it's housing, if it's employment, (the strategy) looks at **how all those things fit together in creating a healthy environment,**” he said.







# What Really Makes Us Healthy? Health Beyond Healthcare



# A Great Example: The Rise of Innovation Districts

*A Healthy, Inclusive and Prosperous Community - by Design*



A new complementary urban model is now emerging, giving rise to what we and others are calling “**innovation districts.**” These districts, by our definition, are geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators and accelerators. They are

- physically compact
- transit-accessible
- technically-wired
- and offer mixed-use housing, office, and retail

# A Healthy, Inclusive and Prosperous Community – by Design

- **rewards stakeholder collaboration**
- transforms how buildings and entire districts are designed and spatially arrayed
- increases choices of where to live, work and play,
- **fuels demand for more walkable neighborhoods**
- **supports projects where housing, jobs, educational opportunities and amenities intermix**



# A Healthy, Inclusive and Prosperous Community – by Design

*At a time of rising social inequality, it offers the prospect of*

- *expanding employment and*
- *expanding educational opportunities for disadvantaged populations given that many districts are close to low- and moderate-income neighborhoods.*



*At a time of inefficient land use,  
extensive sprawl and continued environmental  
degradation, it presents the*

- *potential for denser residential and employment patterns*
- **the leveraging of mass transit**
- **the development of greater green space areas**
- *the repopulation  
of urban cores*





# The Healthy Ulster County Council

*Working to Create a Strong, Vibrant and Sustainable Community Through Health, Wellness and Collaboration*



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## *Culture of Health Prize*

### Phase 1 Submission:

**STRIVE**: Improving Community Health and Reducing Socioeconomic Disparity through Education

**Reducing Youth Exposure Tobacco Youth Marketing**: Preventing Chronic Disease through Systems and Policy Change

**UC Farm Fresh Program**: Addressing Food Insecurity Through Access to Fresh, Healthy and Local Food /Connecting Ulster County's Vibrant Ag Sector to Food Pantries

**Trails and Complete Streets**: Creating Bicycle and Pedestrian Friendly Communities and Access to Outdoor Physical Activity through Creation of a World-Class, Interconnected Trail System

## Phase 2 Submission:

**Patriot's Project:** Addressing Veteran's Homelessness through Transitional Housing and Comprehensive Care

**Enhanced Meals on Wheels Plus:** Providing Ulster County's Most Vulnerable Seniors with Much More than Healthy and Nutritious Hot Meals

**SPEAK:** Suicide Prevention through Education, Awareness, Knowledge and Community Engagement

**Ulster Prevention Council:** Bringing All Sectors of the Community Together to Prevent and Combat Substance Abuse

**Live Well Kingston/Healthy Ulster Council:** Comprehensive and Inclusive Community Coalitions Designed to Prevent Disease and Create a Healthier Community through Environmental, Systems and Policy Change



