

Healthy Community Design

Economic Impact of Healthy Community Design

- Shopping locally- Creates new jobs and stimulates the local economy
- Healthier housing values- homes near parks and trails can sell for up to \$2,262 more than homes in neighborhoods that are less “walkable.”
- Higher employee retention
- Higher productivity- less work time lost due to illness
- Lower healthcare costs- an estimated \$2.7 billion is spent on obesity related medical cost in WI; \$147 billion nationally

Deaths per Year Nationwide

~4,000 pedestrian,
~40,000 motor vehicle,
~400,000 sedentary-related



Healthy Community Design Benefits

- Provides opportunities for people to be physically active and socially engaged as part of their daily routine, improving the physical and mental health of its citizens.
- Decreases dependence on the automobile by building homes, businesses, schools, churches and parks closer to each other so that people can more easily walk or bike between them.
- Allows persons, if they choose, to age in place and remain all their lives in a community that reflects their changing lifestyles and changing physical capabilities.
- Ensures access to affordable and healthy food, especially fruits and vegetables.
- “Eyes on the streets”= reduced crime rates.

Healthy Community Design Principles

- Encourage mixed land use and greater land density to shorten distances between homes, workplaces, schools and recreation so people can walk or bike more easily to them.
- Provide good mass transit to reduce the dependence upon automobiles.
- Build good pedestrian and bicycle infrastructure, including sidewalks and bike paths that are safely removed from automobile traffic as well as good right of way laws and clear, easy-to-follow signage.
- Ensure affordable housing is available for people of all income levels.
- Create community centers where people can gather and mingle as part of their daily activities.
- Offer access to green space and parks.
- Create outlets for fresh fruits and vegetables, such as community gardens and farmers markets.

Health Benefits of Active Community Design

- Promote physical activity.
- Improve air quality.
- Lower risk of injuries.
- Improve healthy eating habits.
- Increase social connection and sense of community.
- Reduce contributions to climate change.



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The Local Solution in Greater Green Bay

In December 2012, we convened a multi-disciplinary team to look at the issues the community faces regarding active community environments. The team includes leaders from the following sectors:

- | | |
|-----------------------------|-----------------------------------|
| -Planning Department | -School Administration |
| -Department of Public Works | -Housing/Neighborhood Association |
| -Transit | -Real Estate/Development |
| -Economic Development | -Law Enforcement |
| -Public Health | -Parks and Recreation Department |
| -Local Advocate | |

We will work together to determine future goals and priorities for short-term, mid-term, and long term projects.

http://www.cdc.gov/healthyplaces/factsheets/healthy_community_design_factsheet_final.pdf

<http://www.cdc.gov/healthyplaces/factsheets.htm>

<http://www.instituteccd.org/news/3258>

<http://www.markfenton.com/resources/Example-Slide-Show.pdf>