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# DESIGN FOR HEALTH, PLAN FOR EQUITY

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Engage Plan Implement



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# LET US INTRODUCE OURSELVES...



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Engage Plan Implement



We help people, places and organizations engage stakeholders, craft viable plans and policy, and implement community-wide improvements in the health and social conditions of the people they serve.



*our* Geography

offices in

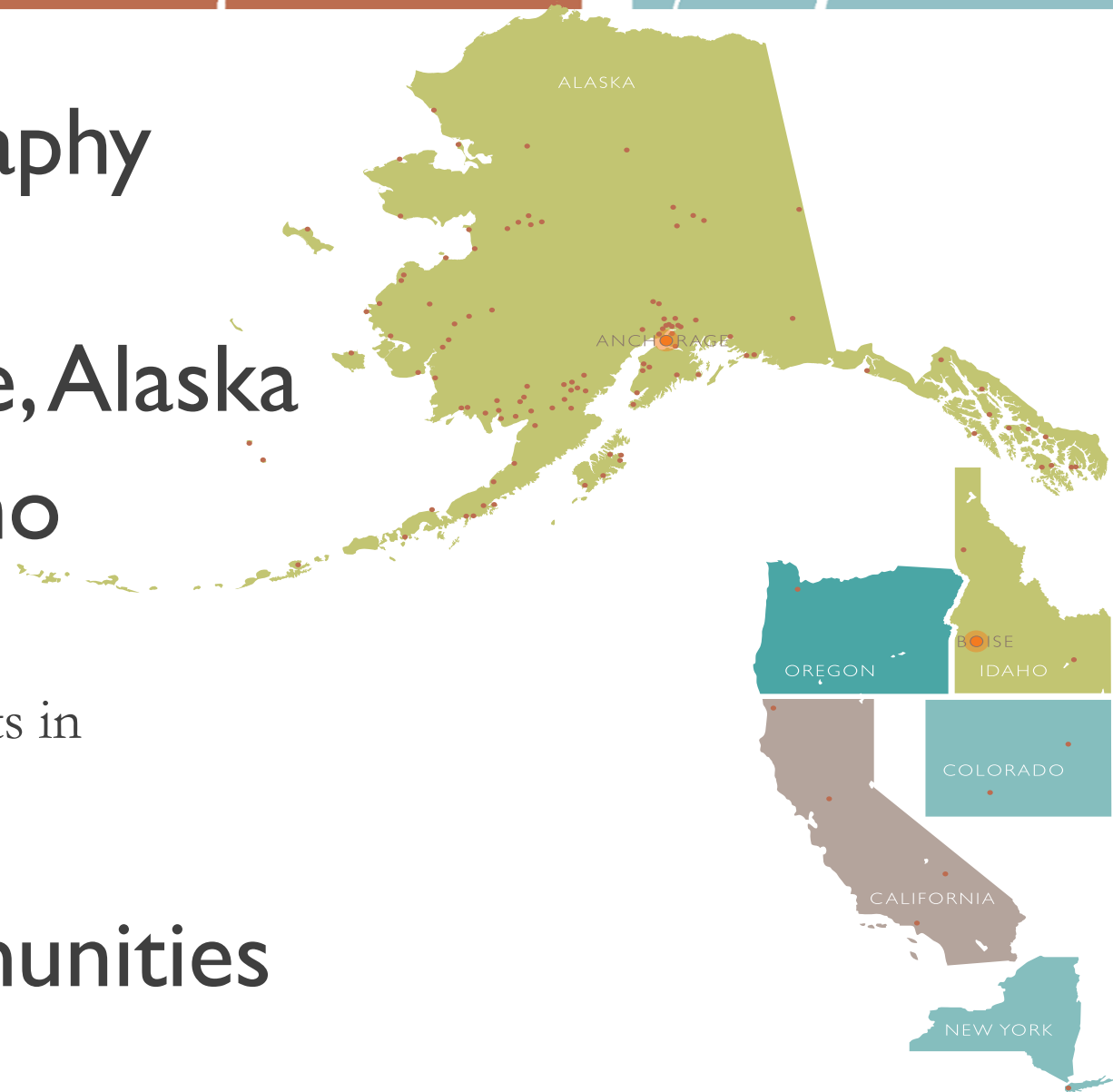
Anchorage, Alaska

Boise, Idaho

projects and clients in

6 states

60+ communities



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Design for Health, Plan for Equity...

...AN INTEGRATED APPROACH

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## 3 CORE STRATEGIES

1. Design **healthy** communities for all.
2. Create **equity** through public process.
3. Transform your professional practice through personal development.



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Design for Health, Plan for Equity

WHY THESE STRATEGIES?

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# 1. IT'S ALL CONNECTED

## Health:

- The nexus of **environmental conditions** that positively influence our wellbeing and the **personal responsibility** to make positive choices.
  - Directly impacts how public and private money is spent, the overall health and safety of our communities, economic vibrancy and ability to thrive.
  - Influenced by the quality of:
    - Physical environment
    - Social support
    - Ability and willingness to access resources that promote health
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## 2. IT'S WHO WE ARE

### AICP Code of Ethics and Professional Conduct



The American Planning Association's  
Professional Institute  
**American Institute  
of Certified Planners**

*Making Great Communities Happen*

#### A: Principles to Which We Aspire

##### 1. Our Overall Responsibility to the Public

Our primary obligation is to serve the public interest and we, therefore, owe our allegiance to a conscientiously attained concept of the public interest that is formulated through continuous and open debate. We shall achieve high standards of professional integrity, proficiency, and knowledge. To comply with our obligation to the public, we aspire to the following principles:

- a) We shall always be conscious of the rights of others.
- b) We shall have special concern for the long-range consequences of present actions.
- c) We shall pay special attention to the interrelatedness of decisions.
- d) We shall provide timely, adequate, clear, and accurate information on planning issues to all affected persons and to governmental decision makers.
- e) We shall give people the opportunity to have a meaningful impact on the development of plans and programs that may affect them. Participation should be broad enough to include those who lack formal organization or influence.
- f) We shall seek social justice by working to expand choice and opportunity for all persons, recognizing a special responsibility to plan for the needs of the disadvantaged and to promote racial and economic integration. We shall urge the alteration of policies, institutions, and decisions that oppose such needs.
- g) We shall promote excellence of design and endeavor to conserve and preserve the integrity and heritage of the natural and built environment.
- h) We shall deal fairly with all participants in the planning process. Those of us who are public officials or employees shall also deal evenhandedly with all planning process participants.

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### 3. WE HAVE THE POWER...

...of personal responsibility. No matter who we are and what our situation.

As planners:

- We can set an example of personal responsibility that gives others permission to do the same.
  - We can create public process that supports others in exercising their power for the good of all.
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# STRATEGY 1.

## **Design healthy communities for all.**

- Our community infrastructure is not designed to maximize health benefits for everyone equally. We are basically saying, as a society, that it's okay for some people to have worse health, fewer economic opportunities and lower quality of life than other people.
  - We can't make choices for other people, but we can make it easier to make healthy choices.
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# PREVENTATIVE CARE INTERVENTION

Broaden 'health infrastructure' beyond primary care and behavioral health care facilities and programs to include elements like:

- Parks and trails
  - Housing
  - Food systems
  - Employment opportunities
  - Safe streets
  - Walkable neighborhoods
  - Transit
  - Schools
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## TOOLS FOR HEALTHY COMMUNITY DESIGN

### Healthy Community Design

*Health starts where you live, learn, work, and play*



- ☐ I want more options to help me be physically active.
  - Sidewalks
  - Bike Lanes
  - Parks/trails/open spaces
  - Daily activities within walking and biking distance
  - Other: \_\_\_\_\_
- ☐ I want to have healthier and more affordable food choices.
  - Community gardens
  - Farmers market
  - Healthier food choices in grocery stores
  - Fewer liquor/fast food/convenience stores
  - Other: \_\_\_\_\_
- ☐ I want to be able to go where I need to go in my community more easily without a car.
  - Better access to public transportation
  - Easier to bike and walk to my daily activities
  - Other: \_\_\_\_\_
- ☐ I want to feel safer in my community.
  - More street lighting
  - Well-marked crosswalks and bike lanes
  - Reduce vehicle speeding on residential streets
  - Create opportunities to get more "eyes on the street" day and night
  - Other: \_\_\_\_\_
- ☐ I want to have more chances to get to know my neighbors.
  - Pleasant public spaces to gather
  - Other: \_\_\_\_\_
- ☐ I want my community to be a good place for all people to live regardless of age, abilities, or income.
  - Housing available for all income levels and types of households
  - Easy for people to get around regardless of abilities
  - Other: \_\_\_\_\_
- ☐ I want to live in a clean environment.
  - Reduce air and noise pollution from sources like freeways
  - Clean water supply and proper sewage facilities
  - Soil that is free of toxins from \_\_\_\_\_

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## STRATEGY 2.

**Create equity among populations through a consciously inclusive process.**

- Although the health of individuals varies within populations, at the group level, disadvantaged populations tend to have poorer health than privileged populations.
  - How can people who are most impacted by policy be prominent in the design process?
  - How can the planning process allow people with the least capacity to be leaders?
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# ADAPTABLE APPROACH REQUIRED

## Equality



## Equity



## LEGAL ACCESS PORTAL: ACCESS TO JUSTICE IMMERSION STUDY

Provide a foundation for Microsoft's inclusive design approach: identify the needs of most vulnerable users, and design to meet their needs

Engage subject matter experts (SMEs) to gain insights into how Alaska and Hawaii consumers would approach and navigate a legal access platform.

SME = potential consumer of legal information and/or those familiar with needs of consumers.





# LEGAL ACCESS PORTAL

## **Alaska**

Outreach to community-serving organizations:

- Calls to 45 organizations or leads
- BIA Providers Conference
- Anchorage Municipal Library
- AK Legal Services landlord/tenant clinic

Facilitated conversations with 21 individuals

## **Hawaii**

Built from Justice for All (JFA) work that:

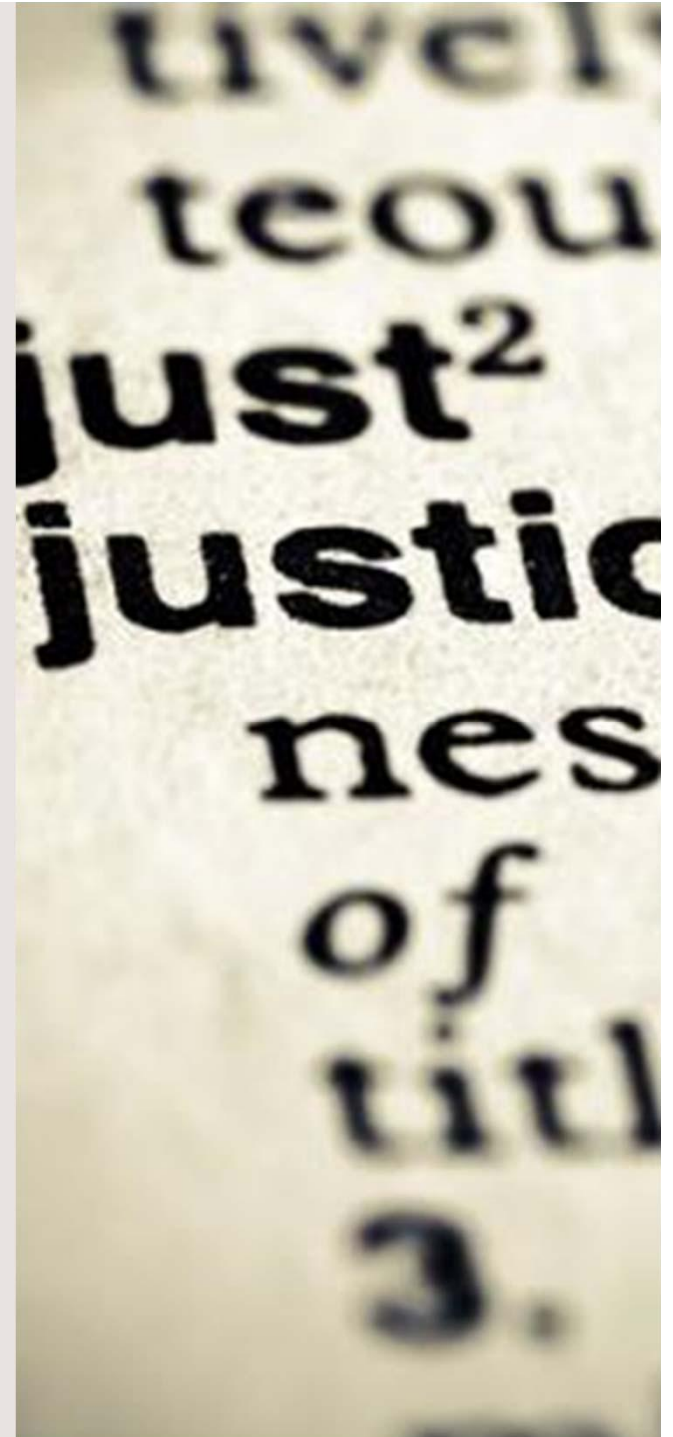
- Engaged over 200 people
- Conducted inventory assessment and stakeholder interviews
- Convened statewide gathering
- Organized 14 community meetings and focus groups

Conducted 12 focused interviews

Alaska + Hawaii results were presented in a combined report.

# LEGAL ACCESS PORTAL

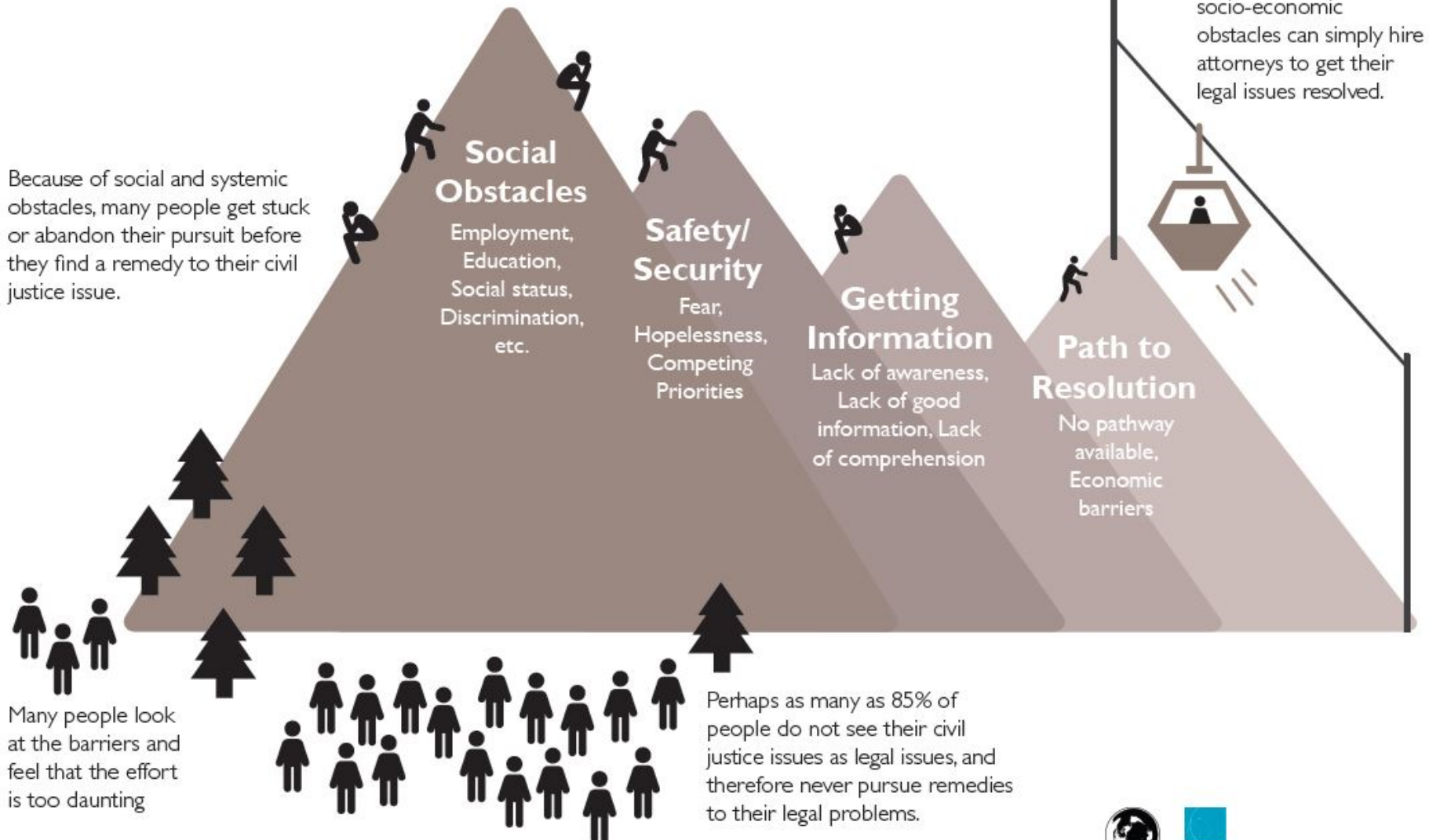
- Conduct interviews with legal and other resource providers and people whose legal needs were not met, gather information about challenges to accessing justice
- Bring together 6 subject matter experts with designers and technicians working to develop the portal for intensive workshop.
- Subject matter experts representative of varying geographies, races, languages, genders, legal issues.



# Barriers to Justice

For those who cannot hire attorneys, the pathway to the just resolution of a legal issue is arduous. Most never get there. Many never even get started.

Because of social and systemic obstacles, many people get stuck or abandon their pursuit before they find a remedy to their civil justice issue.



A collaboration between  
Islander Institute and Agnew::Beck

# AMATS COORDINATED HUMAN SERVICES TRANSPORTATION PLAN

Talk to and understand the needs of those who don't drive and most rely on public transit and other transportation infrastructure:

- Individuals with disabilities
- Seniors
- Low income people
- Job seekers
- English language learners

## Transportation Focus Group

AMATS Coordinated Human Services Transportation Plan



Transportation planners want to hear from you!

- How do you travel around Anchorage?
- How could transportation be better?

Please join the meeting and share your experience and ideas.

**We will have interpreters to help translate.**

**August 1<sup>st</sup>, 2018  
10:30 – 12:00**

**at the  
Alaska Literacy Project**

10 Anchorage Literacy Project students are invited to share their views and will receive a 25\$ visa gift card after the meeting

**There will be food + drink!**

**PLEASE SIGN UP! Space for only 10 participants**

First + Last Name

Language Spoken

# AMATS COORDINATED HUMAN SERVICES TRANSPORTATION PLAN

Targeted outreach to organizations that serve  
key populations

- Alaska Literacy Program
- Midtown Job Center

Offer a benefit for participation and interpreters  
for English Language Learners

- Small stipend + food
- Bus pass + food

# AMATS COORDINATED HUMAN SERVICES TRANSPORTATION PLAN

## Focus Group at Alaska Literacy Program:

- 4 Spanish Speakers
- 3 Arabic Speakers
- 1 Korean Speaker
- 3 interpreters from the  
Alaska Institute for  
Justice Language  
Interpreter Center

## Themes:

Bus is preferred way to travel. Challenges  
faced:

- Too infrequent
- Bus stop infrastructure needs  
improvement: uncovered, unclean, no  
snow removal, no benches.
- Long walks on unsafe pedestrian paths  
(or no paths) to get to bus stops

## Biggest barriers

- Lack of service at certain times  
(night/weekend)
- Transportation options don't connect to  
where a person needs to go



# AMATS COORDINATED HUMAN SERVICES TRANSPORTATION PLAN

## Job-seeker Outreach Results:

- Surveyed 14 jobseekers at the Midtown Job Center.
- Most above the age of 45 and with incomes below \$30,000/year.
- 10 out of 14 responded that they'd like to go more places in Anchorage but don't have the transportation to get there.
- 7 out of 12 responded that transportation has been an issue during their job search. One mentioned that employers don't want to hire people that rely on the bus.

# AMATS COORDINATED HUMAN SERVICES TRANSPORTATION PLAN

## What we learned

- All people want to be heard and are incredibly grateful to be asked for their input.
- Orienting outreach to those most in need makes the outcomes of the project better for everyone.
- This approach requires adaptability and can take more time, money, and effort (but it's worth it.)



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## STRATEGY 3.

### **Transform your professional practice through personal development.**

- Relationships: how we relate to ourselves and each other drives all this.
  - We can shift the power dynamics from struggles for dominance to fluid power sharing by becoming consciously aware of the attitude(s) we bring to any given relationship or exchange.
  - By learning how power works, we can consciously change the paradigm for the good of all.
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# MY STORY

I stopped trying to be who I was “supposed to be” and redefined my role from **expert** to **facilitator**. These days:

- My job is **not** to have all the answers or control the outcome.
- Instead of blaming and complaining, I embrace responsibility as **the ability to respond** to situations, an exercise of my own personal power.
- My job is **use that power to create a safe space** for people to hash out the issues, find the answers, and exercise their own power for the good of the whole.

# MY STORY

Creating a safe space means:

- I listen and learn from others, even when it is uncomfortable. I give honest respect and compassion.
- I seek to understand how I am seen by others, own it, and use my personal authenticity to connect **human** to **human**.
- I acknowledge the **generosity** of people to make time to participate, their **expertise**, and at times, their **courage** in sharing their stories and ideas.
- I don't empower others. I **recognize** the **power** and **sovereignty** that every person in the room already has.
- I trust the **wisdom of the group**.

courage etymology



## Origin

LATIN

OLD FRENCH

cor → corage → courage  
heart Middle English

Middle English (denoting the heart, as the seat of feelings): from Old French *corage*, from Latin *cor* 'heart'.

Translate courage to

Choose language



## Use over time for: courage



# CLIMATE ADAPTATION PLANNING

Translation among:

- PhDs to people with a 4<sup>th</sup> grade level western education
- Native English speakers from 2 countries and people whose first language is not English.
- Scientists, policy-makers, subsistence hunters, young leaders, Elders

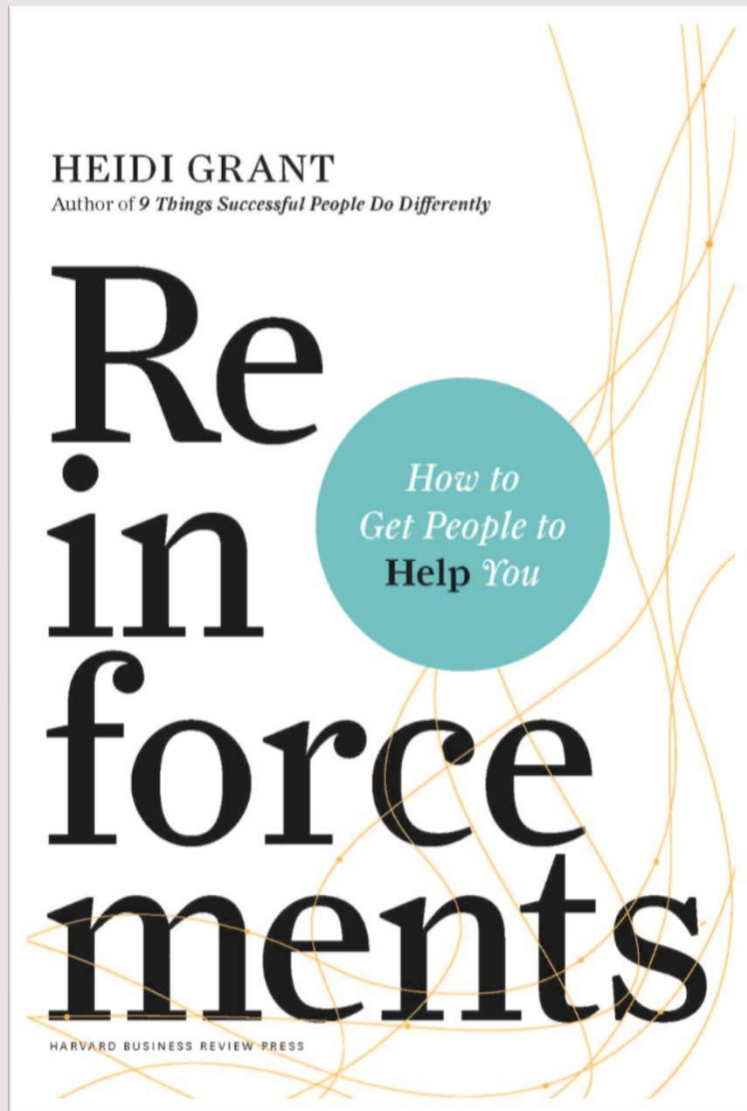


# CLIMATE ADAPTATION PLANNING

Requires collective impact and fluid power sharing:

- The science of climate change in this region is too complex to project with high confidence; it must be citizen-informed.
- Climate adaptation is bigger than any single entity to implement. We end up planning by and for a group with nothing to bind members to each other or the plan.
- Agencies, governments, organizations are made of humans. **It's on each of us to do what we can within our roles and responsibilities to achieve collective impact.**

# NO ONE'S IN CHARGE OF THIS PLAN?



- Having the ability to live and act with purpose and meaning are more important to people than material comfort.
- People love to help each other and contribute to the greater good, when they can do it **on their terms**, as a result of their choice, contributing the talents, goods and services they are uniquely (or relatively uniquely) able to contribute.
- **Create a culture of helping:** allow people the autonomy to give as they choose, not from obligation.

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# DISCUSSION

How can we, the people in this room, support the healthy exercise of personal power in our communities?

Which specific things could each of us do in our roles as professionals and community members to promote health and equity in our communities?

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