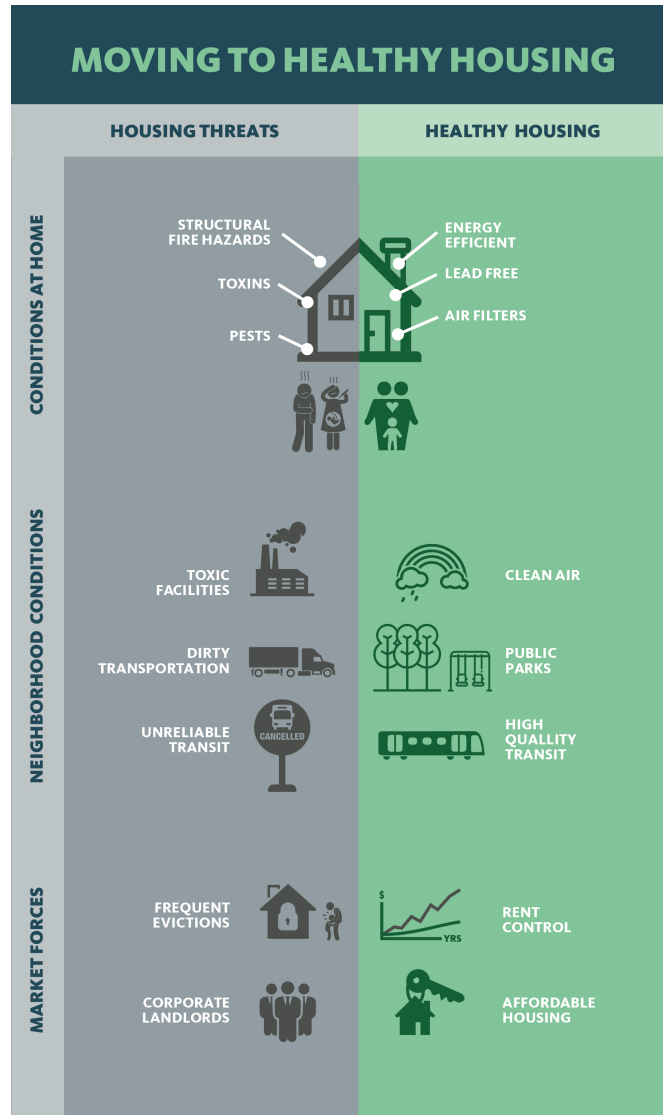# The Housing Prescription
A Curriculum for Improving Community Health via Housing Planning & Policy

Kalima Rose, Chione Flegal, Victor Rubin, and Mary Lee

*This presentation is accompanied by a Facilitator & Resource Guide of the same name and available here.

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MOVING TO HEALTHY HOUSING

HOUSING THREATS	HEALTHY HOUSING

CONDITIONS AT HOME

STRUCTURAL FIRE HAZARDS
TOXINS
PESTS

ENERGY EFFICIENT
LEAD FREE
AIR FILTERS

NEIGHBORHOOD CONDITIONS

TOXIC FACILITIES
DIRTY TRANSPORTATION
UNRELIABLE TRANSIT

CLEAN AIR
PUBLIC PARKS
HIGH QUALLITY TRANSIT

MARKET FORCES

FREQUENT EVICTIONS
CORPORATE LANDLORDS

RENT CONTROL
AFFORDABLE HOUSING

Definitions

1. Healthy Housing

2. Healthy Communities of Opportunity

3. Health Equity

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Context for Equitable Healthy Housing

The Oakland Superheroes Mural Project
designed by West Oakland Middle School Students of ArtEsteem
by the Attitudinal Healing Connection, Inc.

What Does Equitable Housing Policy Look Like?

Equity, the just and fair inclusion into a society where all can participate and prosper.

Housing must be more than affordable; it must also be in a healthy, racially inclusive environment, that connects workers and residents to the jobs, schools, services, and community assets that will enable them to thrive and be healthy.

Image courtesy of Satellite Affordable Housing Associates.

Why Healthy Housing Planning?

Housing plans typically address access to affordable housing, zoning concerns, blight, new construction, redevelopment.

Few systematically address the toxic exposures in homes and neighborhoods, high poverty communities, or plan explicitly for *health outcomes*.

Sam Ero Phillips leads a community planning session for Juxtaposition Arts in North Minneapolis. Credit: Juxtaposition Arts.

The Foundation for Equitable Healthy Housing

Three types of exposures that characterize most common health risks
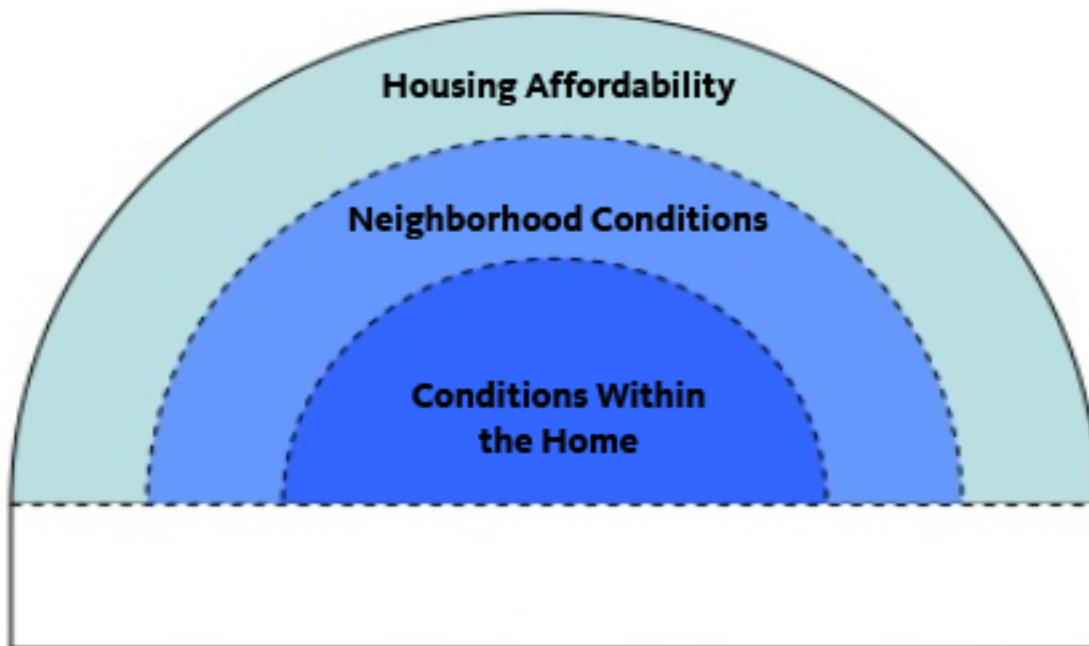
Strategies to Deliver Healthy Housing

Key remedies can be built into plan

Most Commonly Used Housing Planning Processes

- **Assessments of Fair Housing :** Under the new Affirmatively Furthering Fair Housing rule, a data-driven assessment undertaken by almost 5,000 cities, counties, states & Housing Authorities once every 5 years to assess barriers to opportunity—including health disparities resulting from neighborhood conditions

- **Consolidated Plans:** Conducted by same jurisdictions to detail use of federal resources to address findings of Assessments of Fair Housing—led every 5 years by Housing and Community Development agencies, with annual revisions

- **General Housing Planning Processes:** General Plans, Housing Equity Blueprints, Housing Elements, Specific Plans: Undertaken by cities voluntarily or required by states to address neighborhood redevelopment, jobs-housing balance, long term growth

What are related planning activities in the health sector?

What activities are undertaken by health care, health finance & public health sectors doing that could align with housing plans through this collaboration?

- Community Health Needs Assessments

- Health finance based on success

- Public health monitoring of code enforcement, asthma, lead, radon, pest and pesticide removal, physical environment of home, drinking water compliance

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Why bring health and housing leaders together? To what end?

- Share data

- Develop systems knowledge

- Redirect downstream health spending to upstream prevention through leveraging housing and health care financing strategies

- Align systems & resources to address most vulnerable people & communities

- Realize reduced toxic exposures and housing cost burdens

- Improved health & housing results

Curriculum Outline

This healthy housing curriculum will be presented in four modules:

I.   Setting the Table

**II.   Getting the Right Data,
        Assessing Risks and Disparities**

**III. Prioritizing Results,
        Setting an Agenda for Action**

**IV.   Implementing the Plan:
        Aligning Policy, Program,
        Resources, Responsible Actors**

Module 1: Setting the Table

Key steps for community engagement

1. Determine who to invite

2. Co-Design with community: How will community be authentically engaged?

3. Who is missing? Do successive outreach

4. Cultivate nontraditional partners & racial equity leaders

5. Practice internal/external equity through process

6. Acknowledge race: use disaggregated data, center community leadership

7. Use multimedia storytelling to convey diverse perspectives and priorities of community

8. Assign roles for community in implementation

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Multiple stakeholders create a strong table

Public Sector:

- **Housing and Community Development Agencies**
- **Public health departments**
- **Housing Authorities**
- **Transit Agencies**
- Housing Finance Agencies
- Community health clinics/centers
- Air quality districts
- State and local university public health/policy faculty, students, researchers
- Social Service providers

Private Sector:

- **Hospital and Health Systems Leaders**
- Housing developers
- Banks (particularly Community Reinvestment Act officers)
- Grocers and fresh food retail operators
- Chambers of Commerce

Non-Government:

- **Community Development Corporations**
- **Community Development Financial Institutions**
- **(CDFIs)**
- **Disability organizations***
- **Nonprofit hospitals serving low-income, Medicaid, and Medicare patients**
- **Tenant organizations***
- **Homeless advocacy*/services groups**
- **Faith-based service organizations***
- **Immigrant community organizations***
- **Senior Advocacy Groups**
- **Environmental**/Social **Justice** groups*
- Self-organized groups (e.g. barber shops, café meetups, sports leagues, book clubs, etc.)
- Legal Aid organizations
- Parent organizations*

BOLD=critical participants
Community organizations will engage affected communities and ensure their participation in leadership and planning.

Bridging Stakeholders

Public health leaders

- What they are responsible for that relates to housing, what data do they collect, how could working together support their outcomes?
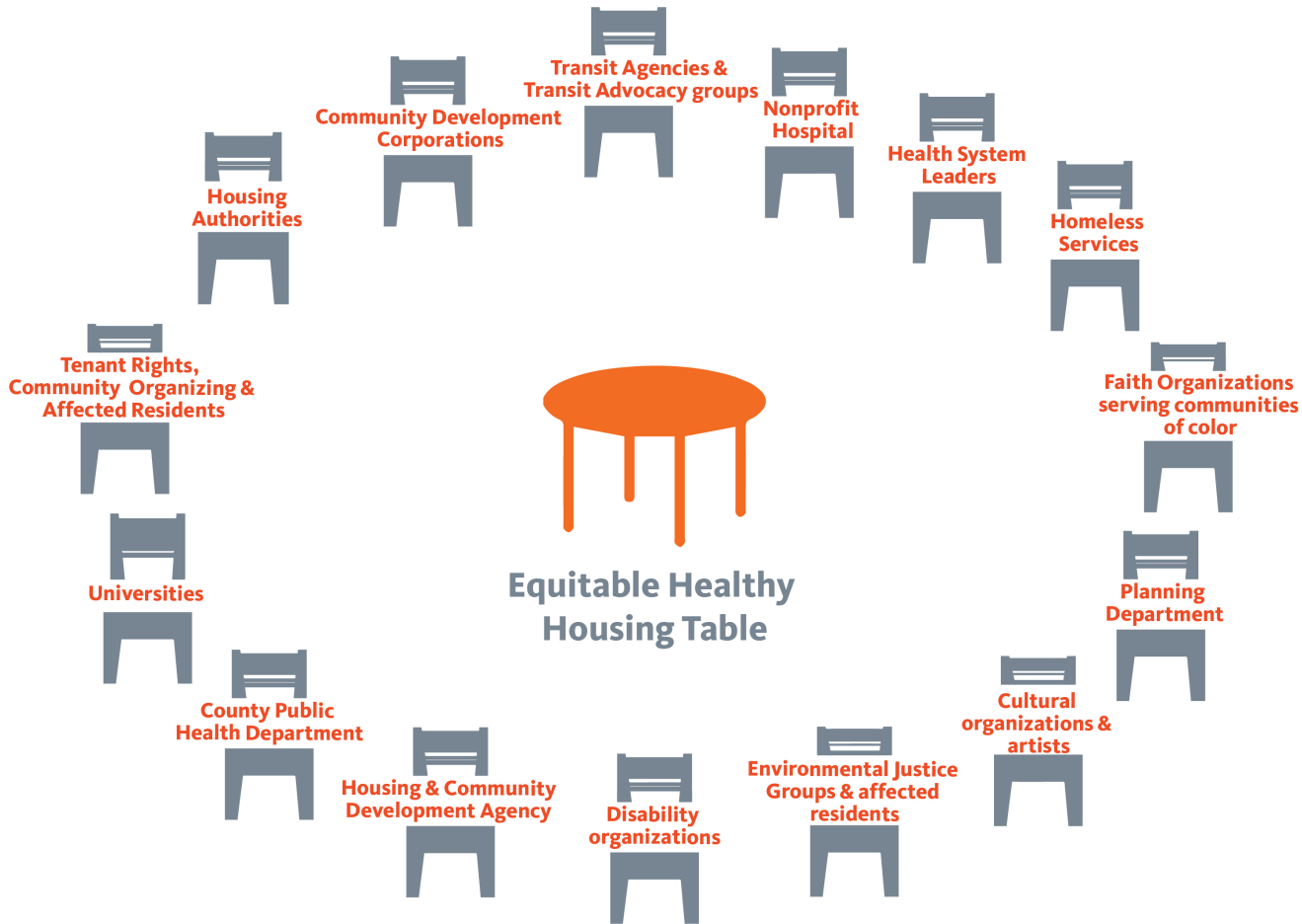
Health systems leaders

- What are their community health needs assessment requirements ? key population vulnerabilities? how can housing solutions help them meet their goals?

Health institutions

- Can planning leverage the power of health leaders for stronger housing outcomes?

Housing leaders, community leaders, environmental regulators...

Create a leadership structure

Transit Agencies & Transit Advocacy groups

Community Development Corporations

Nonprofit Hospital

Health System Leaders

Housing Authorities

Homeless Services

Tenant Rights, Community Organizing & Affected Residents

Faith Organizations serving communities of color

Equitable Healthy Housing Table

Universities

Planning Department

County Public Health Department

Cultural organizations & artists

Housing & Community Development Agency

Disability organizations

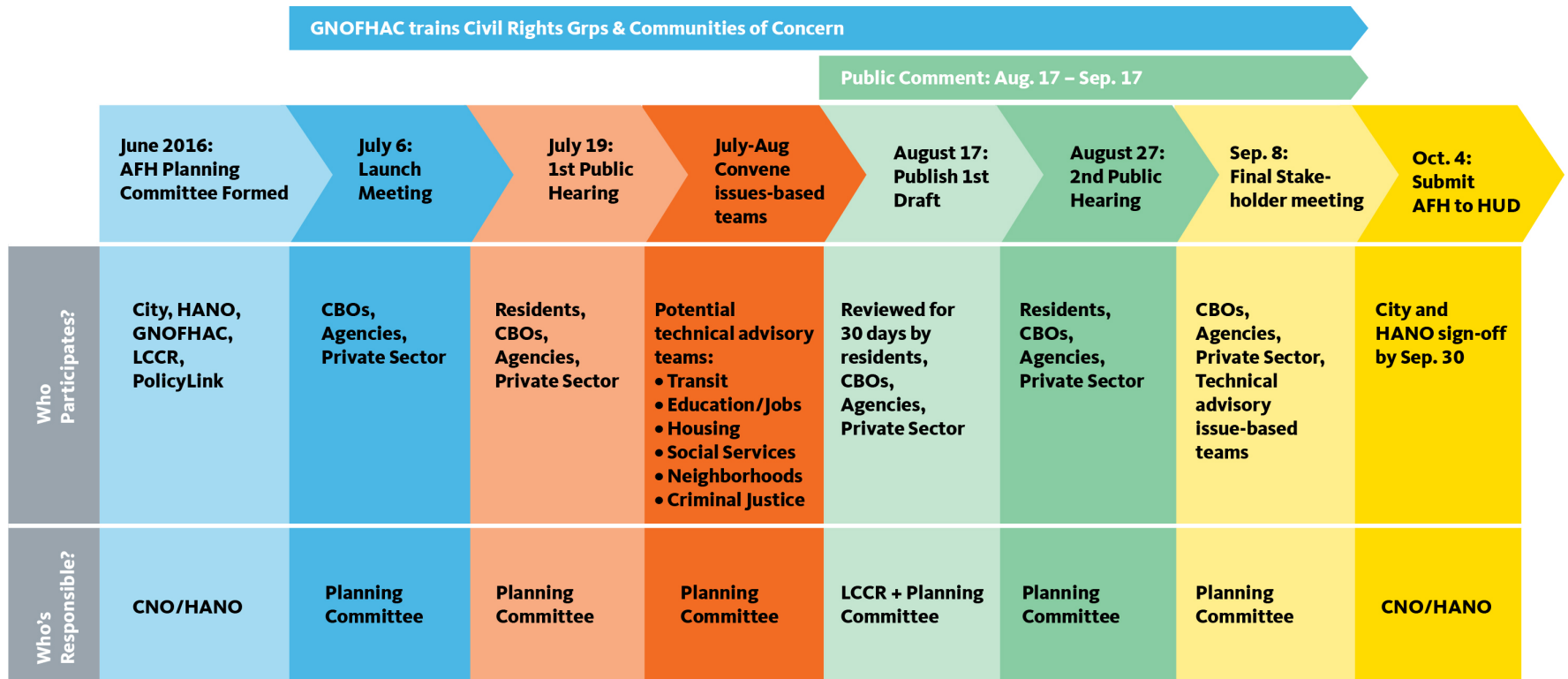**Environmental Justice Groups & affected residents**

First meeting: setting up for success

- Lay the foundation for equity

- Understand trajectory of inside and outside roles

- Bridge the players

- Know the timeline

- Share community engagement design/process leadership

- Bring creativity and cultural design

- Own results

- Take on implementation roles

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Create Plan Process Flow w/Key Dates

City of New Orleans, Housing Authority of NO, Others
Gathering Data & LCCR Drafting Assessment of Fair Housing

GNOFHAC trains Civil Rights Grps & Communities of Concern

Public Comment: Aug. 17 – Sep. 17

	June 2016: AFH Planning Committee Formed	July 6: Launch Meeting	July 19: 1st Public Hearing	July-Aug Convene issues-based teams	August 17: Publish 1st Draft	August 27: 2nd Public Hearing	Sep. 8: Final Stakeholder meeting	Oct. 4: Submit AFH to HUD
Who Participates?	City, HANO, GNOFHAC, LCCR, PolicyLink	CBOs, Agencies, Private Sector	Residents, CBOs, Agencies, Private Sector	Potential technical advisory teams: • Transit • Education/Jobs • Housing • Social Services • Neighborhoods • Criminal Justice	Reviewed for 30 days by residents, CBOs, Agencies, Private Sector	Residents, CBOs, Agencies, Private Sector	CBOs, Agencies, Private Sector, Technical advisory issue-based teams	City and HANO sign-off by Sep. 30
Who's Responsible?	CNO/HANO	Planning Committee	Planning Committee	Planning Committee	LCCR + Planning Committee	Planning Committee	Planning Committee	CNO/HANO

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Identifying challenges you want to solve for

Community, health sector, public agency input

Questions to ask:

- Where do people face serious in-home exposures? What are they?

- Where do people face serious neighborhood exposures? What are they?

- Where do people face serious affordability burdens? Who are they?

- Where do residents lack access to high quality schools, transportation, well paid jobs, health care, and other community services that create opportunity?

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Breakout Session: What lessons from sister cities and towns can inspire us?

Module 2:
Getting the Right Data, Assessing Risks & Disparities

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Which health issues can/should be addressed in housing plans and policies?

- **Physical conditions in the home** (e.g. mold, indoor air, asbestos, lead dangers, water quality, other dangers of dilapidated housing etc)

- **Characteristics of the neighborhood or community** (e.g., nearby toxics, differentially poor air quality, walkability, safety, etc)

- **The social determinants of health** (including but not limited to the consequences of racially concentrated poverty)

Key Health Challenges and Related Data Chart

Housing related health issues	In Home	• Lead • Mold • Asbestos • Water quality
	Neighborhood Level	• Air quality • Walkabilty • Safety • Exposure to pollution and toxics
Environmental or social conditions	Social Determinants of Health	• Racially/Ethnically Concentrated Areas of Poverty • Transit Access • School quality • Housing cost burden

What Type of Data Do You Need?

- **Nationally standardized information on housing costs and conditions** and socioeconomic status: often provided by HUD for federally-required housing plans, allowing for common measures across communities

- **Locally-specific information on housing costs and conditions:** more detailed and directly relevant to each place, but not easy to compare

- **Locally-specific information about environmental health conditions:** provided by

  1. State health departments and research institutions that compile hospital discharge data and other treatment/incidence measures

  2. Regulatory agencies for air, pesticides, water monitoring

  3. Health systems with patient data relevant to housing

  4. County public health departments

  5. Other key data providers/aggregators

What Makes Good Environmental Health Data for Housing Policy?

- **Geography and scale:** finding spatial information on conditions and incidence of health problems for households, parcels and relevant small areas

- **Measurement over time:** being able to track evidence at multiple points in time in order to document progress or worsening of conditions

- **Cumulative impact of multiple environmental burdens over time** as opposed to only serial measures of separate phenomena

- **Disaggregating by race and ethnicity** proximity to hazards and health outcomes in order to assess environmental justice and civil rights issues

- **Finding local data on specific hazards tied to housing:** With the exception of lead, data related to most environmental conditions indicative of health problems are often not part of the standard housing planning process nor tracked for most housing units

Resources for Documenting Community Conditions

Three very different types of information and providers of data can be brought to bear when documenting and analyzing community health and housing:

- **Local neighborhood indicators projects** are repositories of user-friendly spatial data relevant to environmental health and housing as well as social and economic conditions and can "cross-walk" among multiple sources at several levels of geography from parcel to block, neighborhood and city.

- **Community mapping projects** deploy local residents to document and measure the health and safety characteristics of properties in their community. These range from electronic mobile mapping technology to simple paper maps and cameras, and are valuable tools for organizing and informing residents as well as "ground-truthing" other data sources.

- National research endeavors **produce small area estimates for health outcomes and behaviors,** applying results from large-scale surveys onto local areas, so that estimates of the prevalence of health conditions are available for the first time at the neighborhood level.

Presenting the data to stakeholders; incorporating data into the planning process

- Effectively framing the data internally/externally (quality and reliability, relevance, accessibility of presentation)

- Documenting key risks and disparities for planning/action:

    - Identifying populations affected by each risk

    - Compiling evidence of risks in relationship to legal standards, planning goals and guidelines, overall population averages, and other ways of comparing disadvantaged communities to larger population

- Connecting health risks to responses that can be made through housing-related policy strategies

Sourcing the data

National Health Behaviors and Outcomes Data:

- [CDC's Behavioral Risk Factor Surveillance System](#) (BRFSS)

- [500 Cities Project](#) (which estimates BRFSS data for small areas)

- [Community Health Status Indicators](#) (from CDC)

- [National Center for Health Statistics](#)

National Housing Data Sources

- HUD [AFFH Data and Mapping Tool](#)

National Opportunity Data

- [Opportunity Index](#)

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Environmental Justice Data

- EJ Screen

- Regional Opportunity Index (for California) UC Davis Center for Regional Change

State/Local Sources

- National Neighborhood Indicators Partnership

- Healthy Communities Data Indicators Project

- Baltimore Neighborhood Indicators Project

- City of Raleigh, NC Open Data

Private or Nonprofit Spatial Data: maps, tools, and resources

- Community Commons

- Redfin WalkScore + TransitScore+OpportunityScore

Sourcing the data

National Housing Data Sources

HUD AFFH Data and Mapping Tool
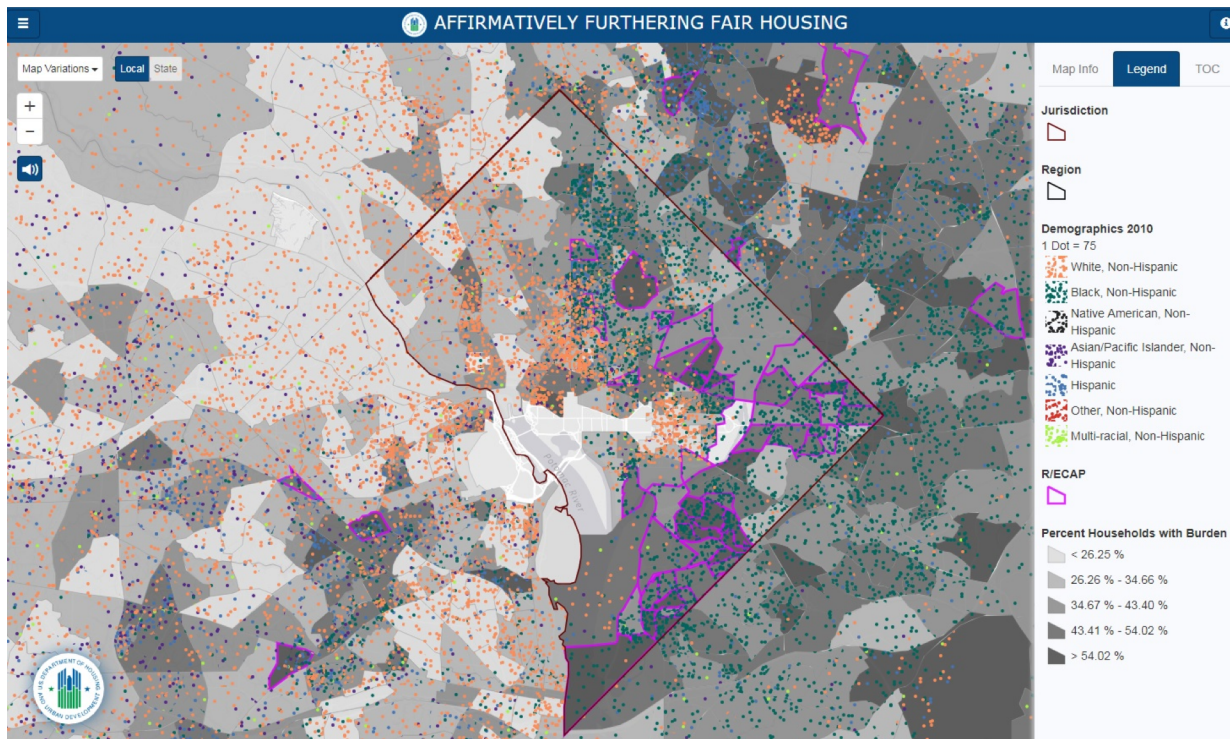
Sourcing the data

Private/Non-profit data tools and resources

Redfin WalkScore + TransitScore+OpportunityScore

Sourcing the data

Private/Non-profit data tools and resources

Community Commons

Breakout Session

Module 3:
Prioritizing Results,
Setting an Agenda for Action

Key Steps

1. Define your community

2. Review the data

3. Declaring your result

4. Measuring your impact

5. Choosing your strategies

6. Tracking your progress

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Define Your Community

1.   What are the geographic boundaries on which you will focus?

2.   On which population will you focus?

3.   Will adjusting your focus strengthen your impact?

Reviewing the Data

1. What are the health problems impacting the community?

2. Are there sub-populations that are uniquely impacted?

3. How does the community experience these problems?

4. What factors are contributing to the problems identified?

Identify the Community's Health Aspirations: Declare Your Results

1. What do we want to achieve?

2. What would it look like to be successful?

3. Formulating a clear results statement:

   • short and easily understood

   • articulates a desired set of conditions or quality of life, for the population you have identified, in a place

# Group Exercise to Identify Results

Select Indicators

1. How would you know if you were successful?

2. What would change?

3. Good indicators:

    •   Are easily understood

    •   Provide you with a meaningful picture of what is happening

    •   The data you need to track them is available or can be easily gathered.

Reviewing the Trendline

Current Asthma Trend among Los Angeles County Children (0-17 years) by Race/Ethnicity, LACHS 2002-2015
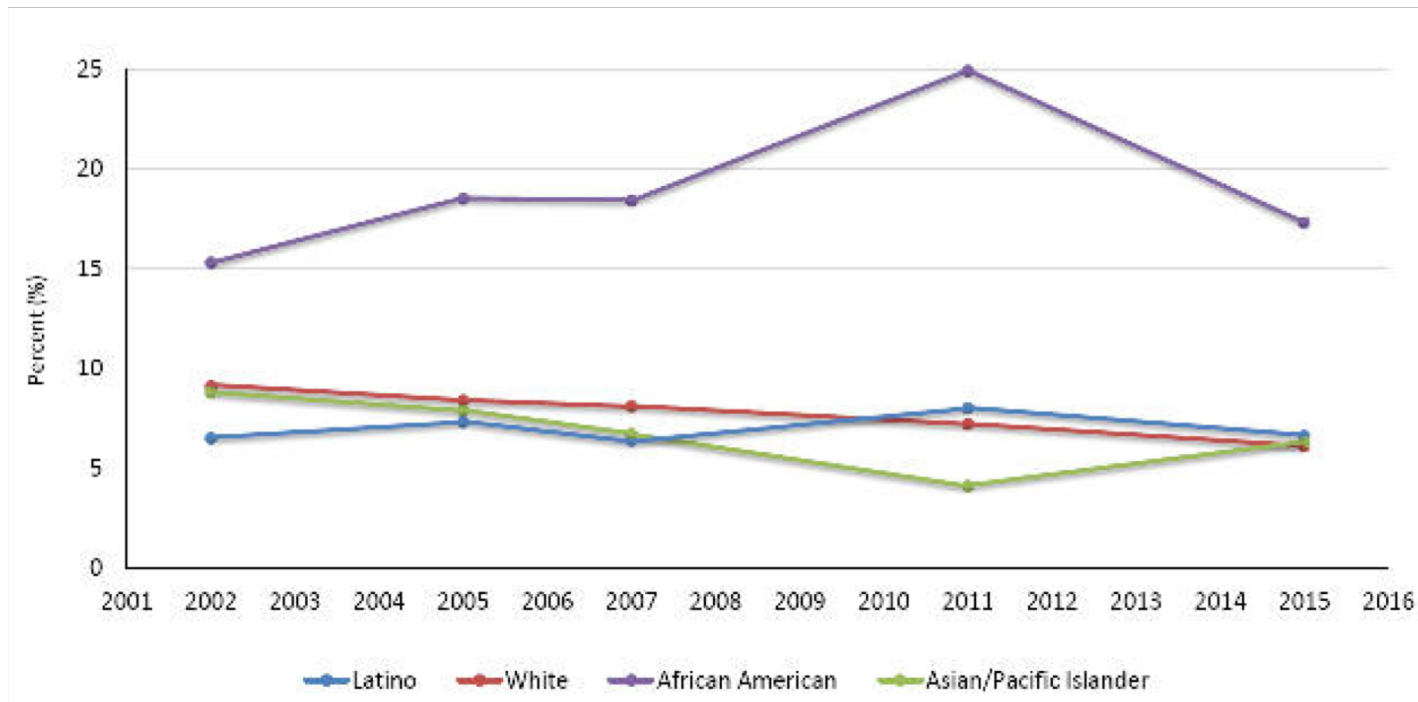
Source: : 2015, 2011, 2007, 2005, and 2002 Los Angeles County Health Survey; Office of Health Assessment and Epidemiology, Los Angeles County Department of Public Health. http://publichealth.lacounty.gov/mch/AsthmaCoalition/statsreports.htm

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Choose Strategies

1. What is effective?

2. What is actionable?

3. What is realistic?

Track Progress

1. Quantity: How much did we do?

2. Quality: How well did we do it?

3. Impact: What changed as a result of our work?

4. Is anyone better off?

Recommended Resources

Results Based Accountability Resources:

https://clearimpact.com/resources/publications/results-based-accountability-guide/

Baseline Indicators

Vital Signs (Baltimore Neighborhood Indicators Alliance):

Mapping Inequality: Redlining in New Deal America:

Community Health Status Indicators:

National Equity Atlas:

Planning Tools

Centers for Disease Control and Prevention Health Planning Tools: A wealth of health planning resources for practitioners and the public looking to integrate health into a variety of settings (community planning, transportation, parks and trails, and the built environment).

King County Equity Impact Review Tool: A helpful tool for understanding the positive and negative potential equity impacts from a given policy or program.

National Center for Health Housing's 1,000 Communities – taking action for healthy housing: a curated learning network for jurisdictions nationwide to share an array of tools, best practices, and resources for making healthy housing interventions

Recommended Resources

Planning Tools

[Enterprise Green Communities Criteria](): This comprehensive set of guidelines for improving green building practices in affordable housing includes an integrative design section on creating a Health Action Plan (starting on p. 27 of report).

Participatory Asset & Power Mapping

UCLA Center for Health Policy Research on [Asset Mapping]():

[Short Guide to Community Based Participatory Action Research]():

[Healthy City]():

[Community Mapping for Youth]():

AmeriCorps on [Asset Mapping]():

[Community Tool Box]():

Results.org on [Power Mapping]():

Module 4:

Implementing the Plan – Aligning Policy, Program, Resources, Responsible Actors

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Who Will Be Responsible for Implementation?

1.   Public Sector

   •   Cities or counties (Health, Human Services, Code Enforcement, etc)

   •   Housing Agencies

   •   Regulatory Agencies – particularly those with a focus on environmental issues

2.   Private Sector

   •   CEOs

   •   Boards of Directors

   •   Shareholders

Select the Appropriate Methods

1.   Land use tools

2.   Budget appropriations or bonds

3.   Incentives

4.   Penalties

5.   Voluntary measures

6.   Community health needs assessments

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Group Exercises:
Implementation and Role Plays

Taking Steps To Implement Your Strategy

1. Informal negotiations with decision makers

2. Utilize formal public process
   - city council sessions
   - commission meetings
   - public hearings

3. Or in the private sector
   - meetings with CEOs
   - shareholder meetings
   - meetings of board of directors

4. Media campaigns

5. Demonstrations and protests

6. Advocacy by civic leaders and stakeholders

Timeline

1. Set and track deadlines for the processes and systems you are using

2. Be respectful of your collaborators' time constraints

3. Set a realistic and flexible time line

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Communications

1. Set communications goals

2. Who is your audience?

3. What information do you need to communicate?

4. How will you make information accessible?

Resources that Keep the Momentum Going

1. Advocates

2. Organizers

3. Data and Research

4. Champions

5. Communication

6. Legal Assistance

7. Funding

Follow Up, Enforcing & Adjusting

1. Conducting inspections, audits, and monitoring compliance

2. Outreach to those affected or at risk

    •   Area residents,

    •   Landlords, property owners

3. Monitoring impact of strategy

4. Modify strategy as needed to ensure desired impact

Overcoming Inaction

- Pressure campaigns

- Media campaigns

- Community Benefits Agreements

- Litigation

Success Factors

1.   Patience

2.   Tenacity

3.   Positive attitude

4.   Discipline

5.   Results Focus

6.   Unity

Key Resources

- Denver Housing Authority's Mariposa Healthy Living Toolkit:

- City of New Orleans Assessment of Fair Housing. Showcase AFFH report. Including plan to adopt rental registry ordinance, health and safety standards and regular resources for rental housing, and repairs/maintenance assistance to low-income property owners.

- City of Seattle Equitable Development Implementation Plan:

- Equitable Access Implementation Playbook: the American Institutes for Research:

- A Roadmap Toward Equity: Housing Solutions for Oakland, California: and related Implementation plan from the Oakland Housing Cabinet.

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Breakout Session:
Remove plan and process to move through approval
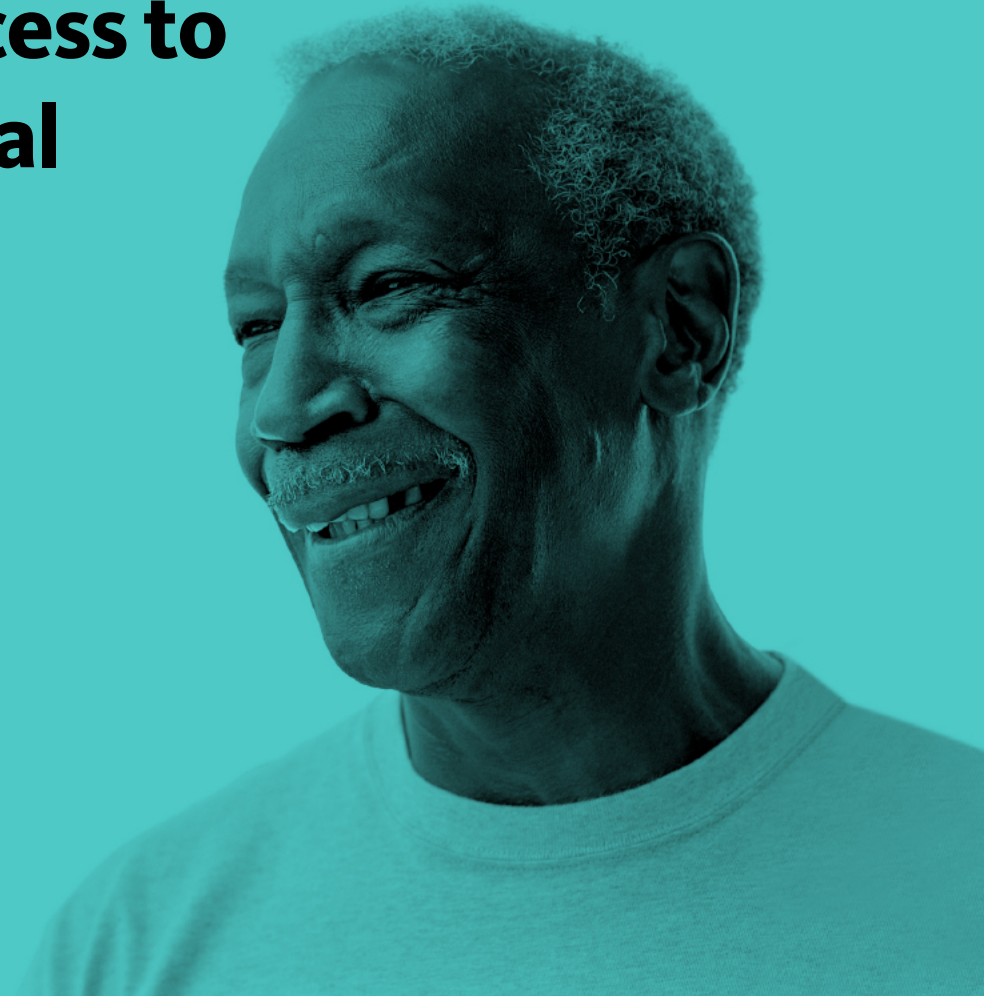
Celebrate Progress for Healthy Communities of Opportunity!