



ADVISORY COMMITTEE MEETING

October 23, 2018



WELCOME & INTRODUCTIONS



TODAY'S AGENDA

- Welcome and Introductions
- Review of the Camden Health Element
- Outreach Efforts So Far
- Vision Statement
- Goals and Strategies
- Small Group Discussions
- Next Steps



WHAT IS DVRPC?

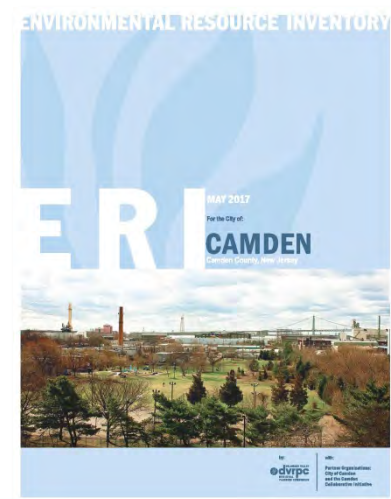
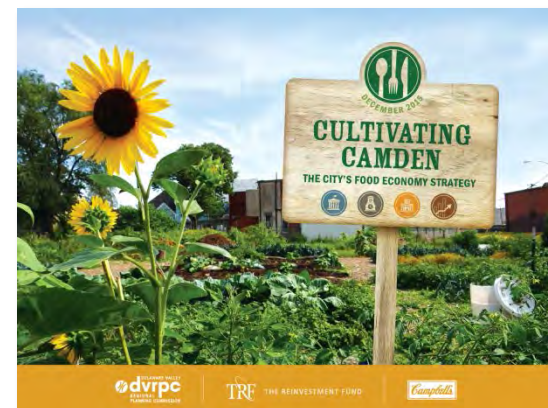


<https://youtu.be/zarHpgSQdhU>



DVRPC'S RECENT WORK IN CAMDEN

- *Cultivating Camden: The City's Food Economy Strategy* (food access, food economy)
- *The Road to Health* (community engagement around access to healthy destinations)
- *Camden County Bicycling and Multi-Use Trails Master Plan*
- *Circuit Trails* (funding design and construction)
- *Transportation Improvement Program Funding* (includes funding for roadway resurfacing, ADA improvements, and new sidewalks and bike lanes)
- *City of Camden Environmental Resource Inventory*





INTRODUCTIONS

- Name
- Organization
- What is your favorite Campbell's product?

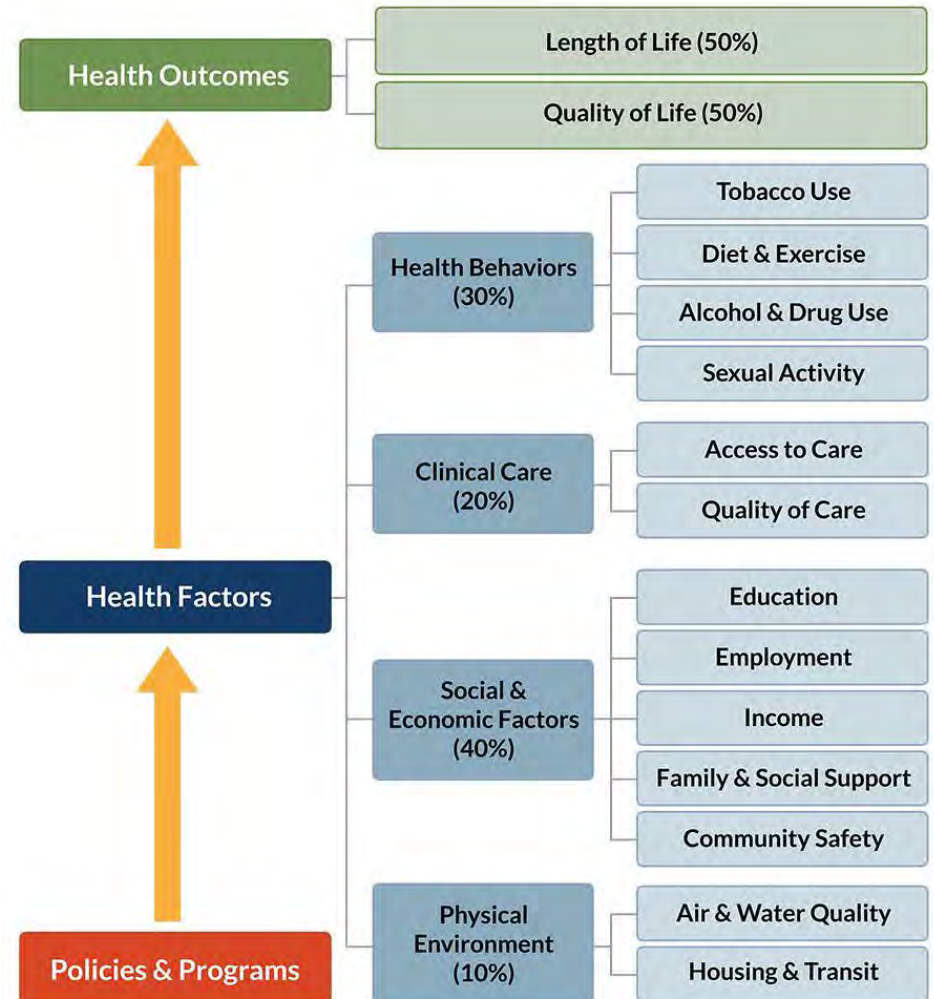


REVIEW OF THE HEALTH ELEMENT



WHAT IS HEALTH?

Social Determinants of Health are conditions in the places where people live, learn, work, and play that affect a wide range of health risks and outcomes.
– CDC



Source: RWJF County Health Rankings

County Health Rankings model © 2016 UWPHI



WHAT IS A HEALTH ELEMENT?

The Camden Health Element will:

- Provide a high-level vision and concrete strategies to promote health as a priority for Camden's future growth and development.
- Establish a strong policy framework for developing conditions that will improve the physical health and emotional well-being of Camden residents.



HEALTH ELEMENT TIMELINE

FALL 2017

Collect data on demographic, health, land use, transportation, and environmental factors.



SPRING 2018

Based on community feedback, develop a vision for a healthy Camden and identify priority focus areas.



SUMMER & FALL 2018

Draft specific actions that the city and local organizations can take to realize the vision of a healthy Camden.



SUMMER & FALL 2017

Better understand what it means to be healthy in Camden and which issues are important to residents.



2018

Continue to engage with the community, and convene an Advisory Committee at least twice in 2018.



SUMMER 2019

Present Health Element to Advisory Committee for review and Planning Board for adoption.

Camden Health Element - DRAFT

[About](#)[Demographics](#)[Community Health](#)[Environmental Health](#)[Housing](#)[Land Use, Transportation, and Mobility](#)[Survey](#)

[HTTPS://GOO.GL/2N1PDN](https://goo.gl/2N1PDN)

Photo Source: DVRPC

In recent years, both planning and health professionals have come to understand that a person's address plays an important role in how long they live and how good they feel. The way we design and build our communities—including factors like walkability, food access, and air quality—can have a significant impact on an individual's well-being and the broader public's health.

Within the past ten years, the City of Camden has seen a renewed focus on improving the health and well-being of its residents. Given these efforts and this momentum, now is a great time to develop a Health Element in partnership with government officials, key stakeholders, and community members. As an element of the city's Master Plan, the Camden Health Element will provide a high-level vision and concrete strategies to promote health as a priority for Camden's future growth and development. By developing specific policies and actions that relate to both physical and socioeconomic conditions, the city and its partners can work towards improving the health and quality of life of all Camden residents.

This tool compiles and analyzes data for the City of Camden on five categories: Demographics, Community Health, Environmental Health, Housing, and Land Use, Transportation, and Mobility. It provides a snapshot of Camden that can be helpful in highlighting some of Camden's strengths and determining where to focus programs and investments.

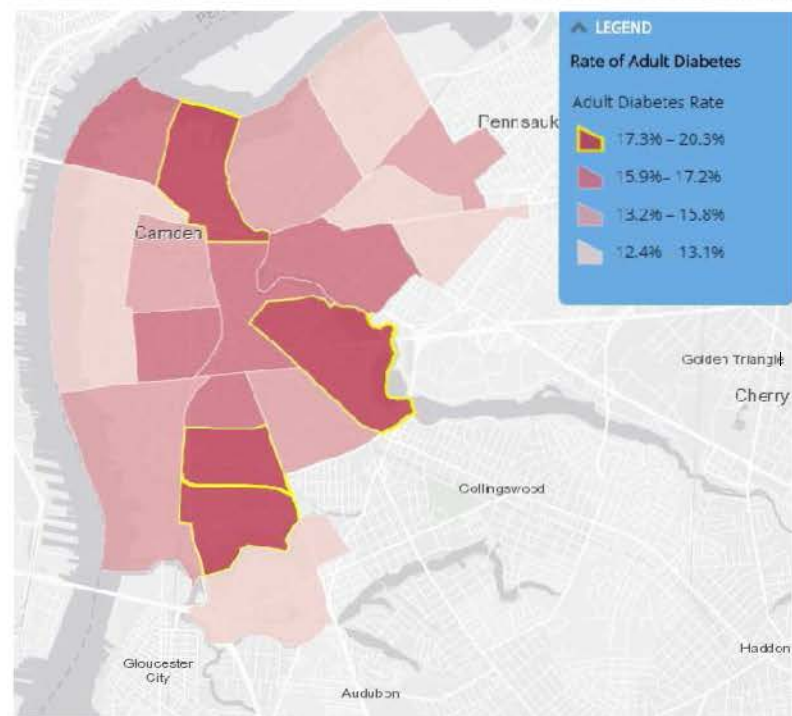
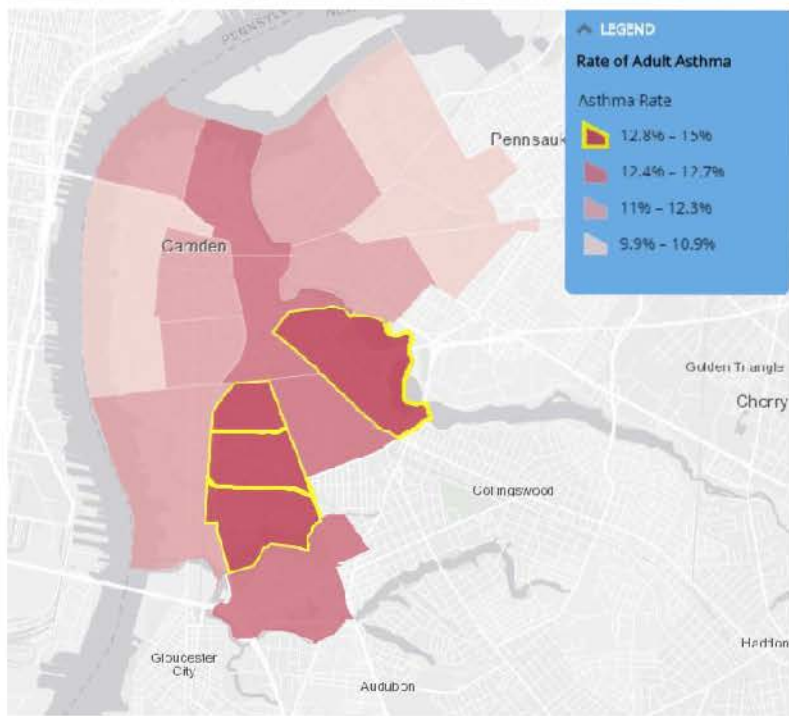
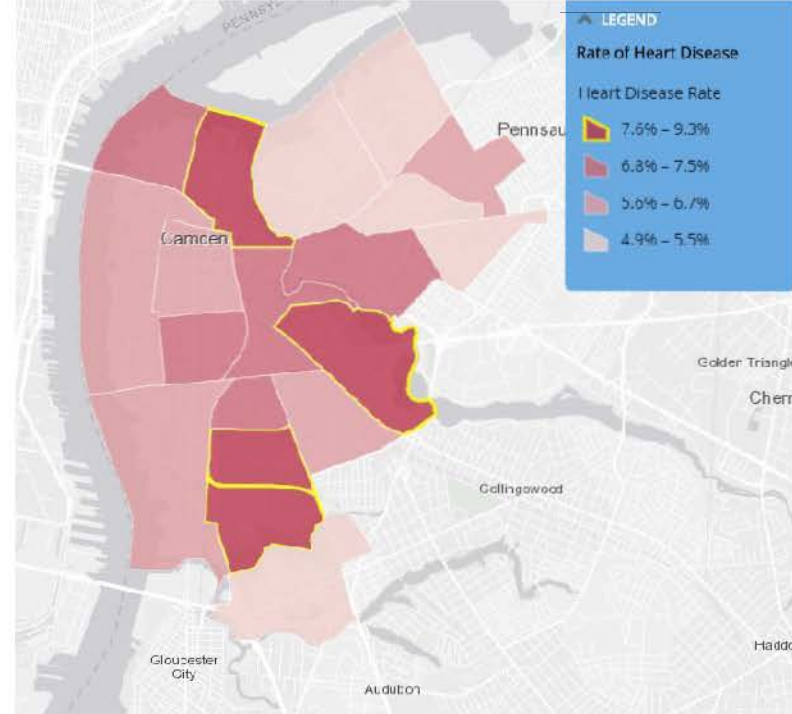
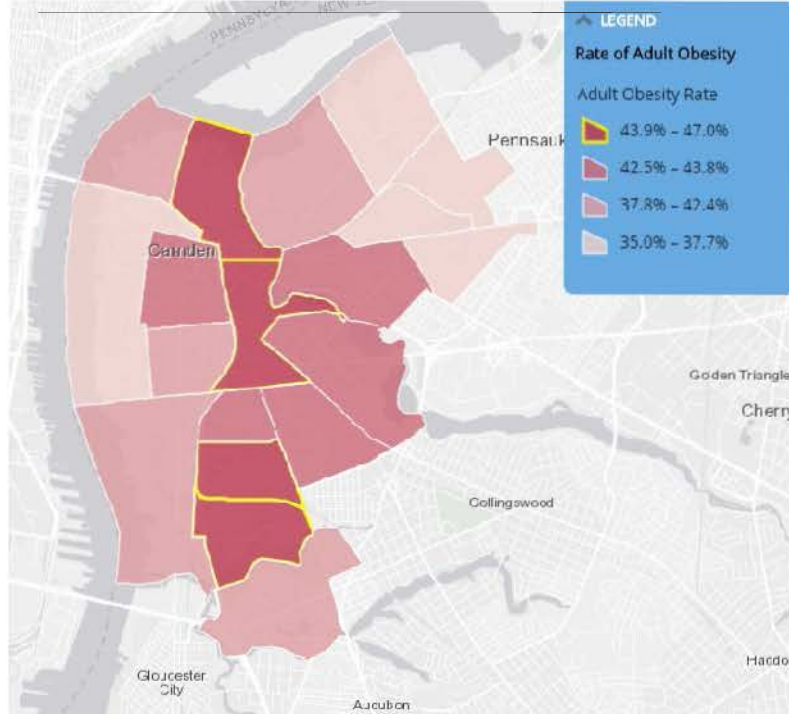




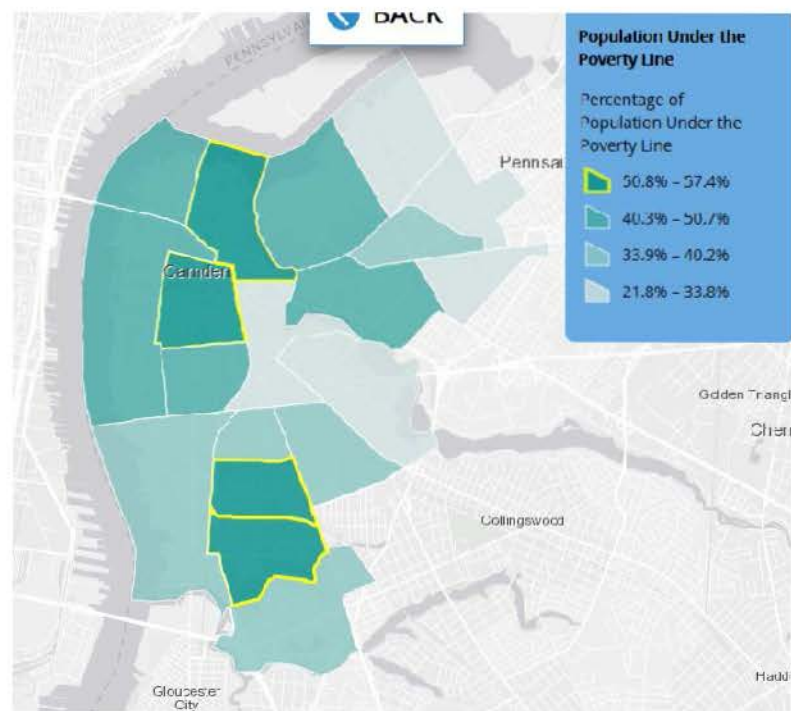
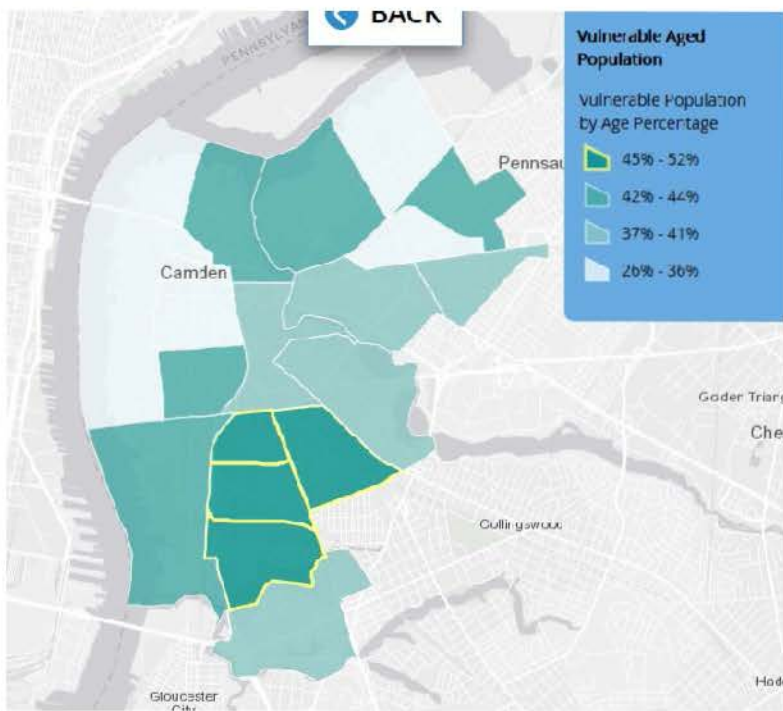
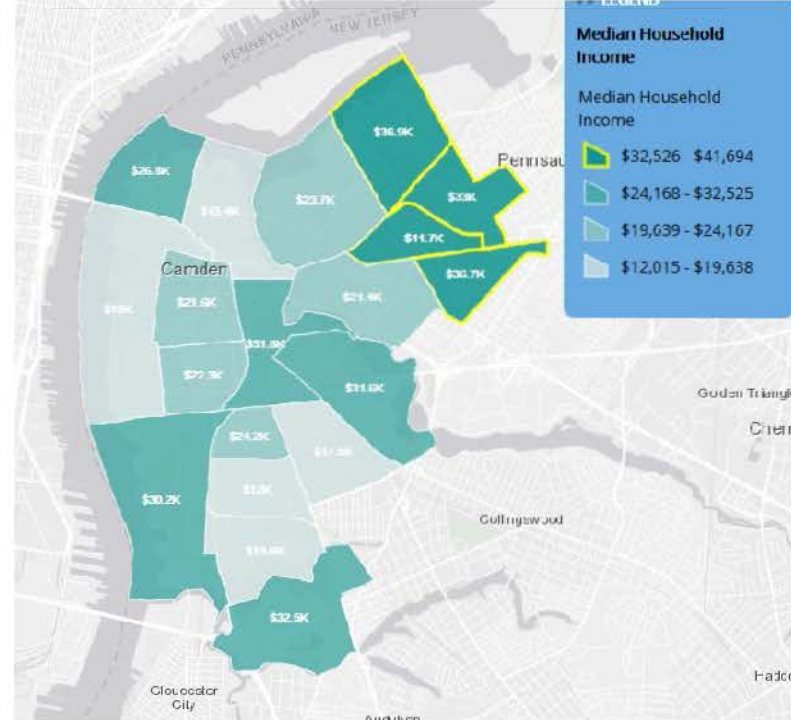
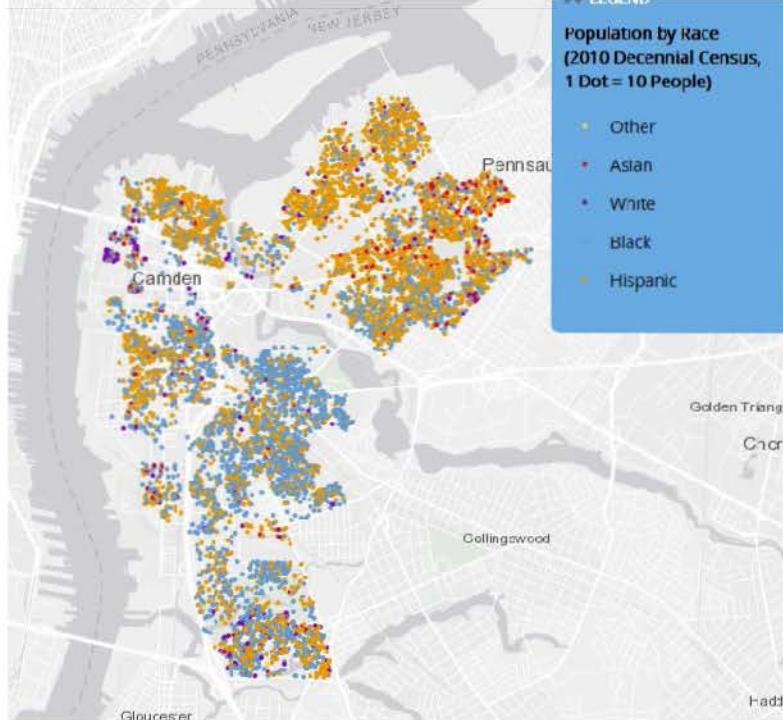
EXISTING CONDITIONS TAKEAWAYS

	<u>Camden City</u>	<u>New Jersey</u>	<u>U.S.</u>
Obesity	33%	24%	28%
Heart Disease	6.6%	4.1%	4.1%
Diabetes	15.2%	8.8%	9.5%
Asthma	11.8%	9.0%	9.1%

EXISTING CONDITIONS FINDINGS



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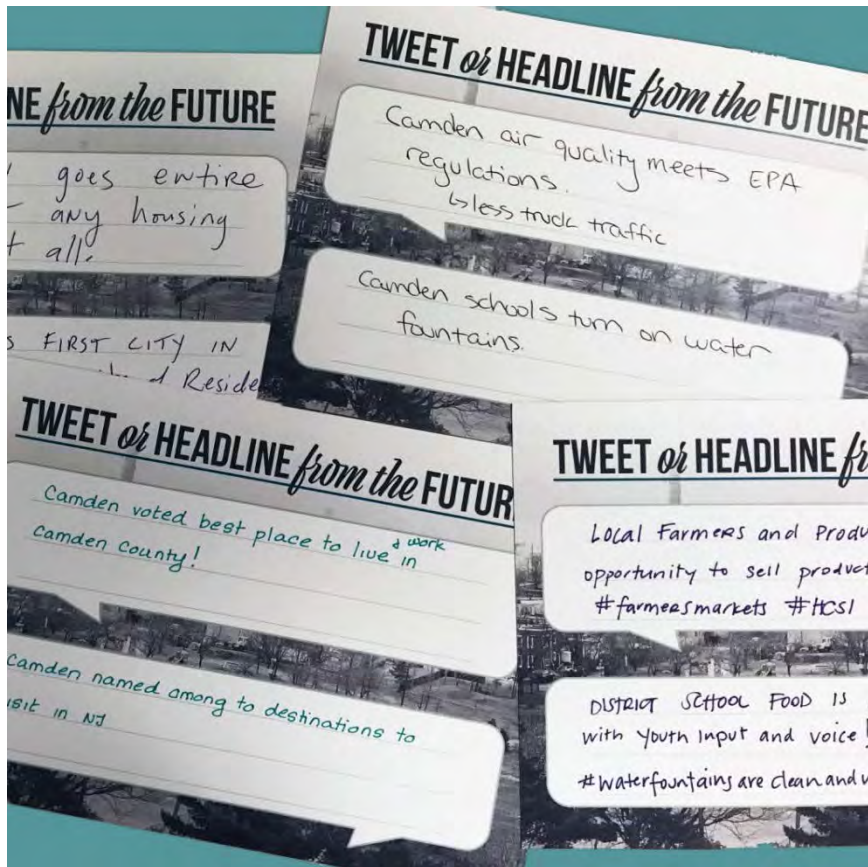


OUTREACH TO DATE

- Camden Night Garden (May 2017)
- Camden Jam (September 2017)
- Presented to Camden Planning Board (January 2018)
- Advisory Committee Meeting (March 2018)
- Roadshows (April – June 2018)
 - Rutgers-Camden Nursing Students
 - Campbell Healthy Communities
 - Cooper Hospital Patient Care Coordinators and Health Coaches
 - Camden County Health Department
- Family Pop-up Food Market at Kipp Whittier School (May 2018)
- Other presentations (June – September 2018)
 - DVRPC Public Participation Task Force
 - DVRPC Regional Technical Committee
 - Rowan University Faculty
- Hopeworks GIS Day (November 2018)



ABOUT THE CHE ROADSHOWS

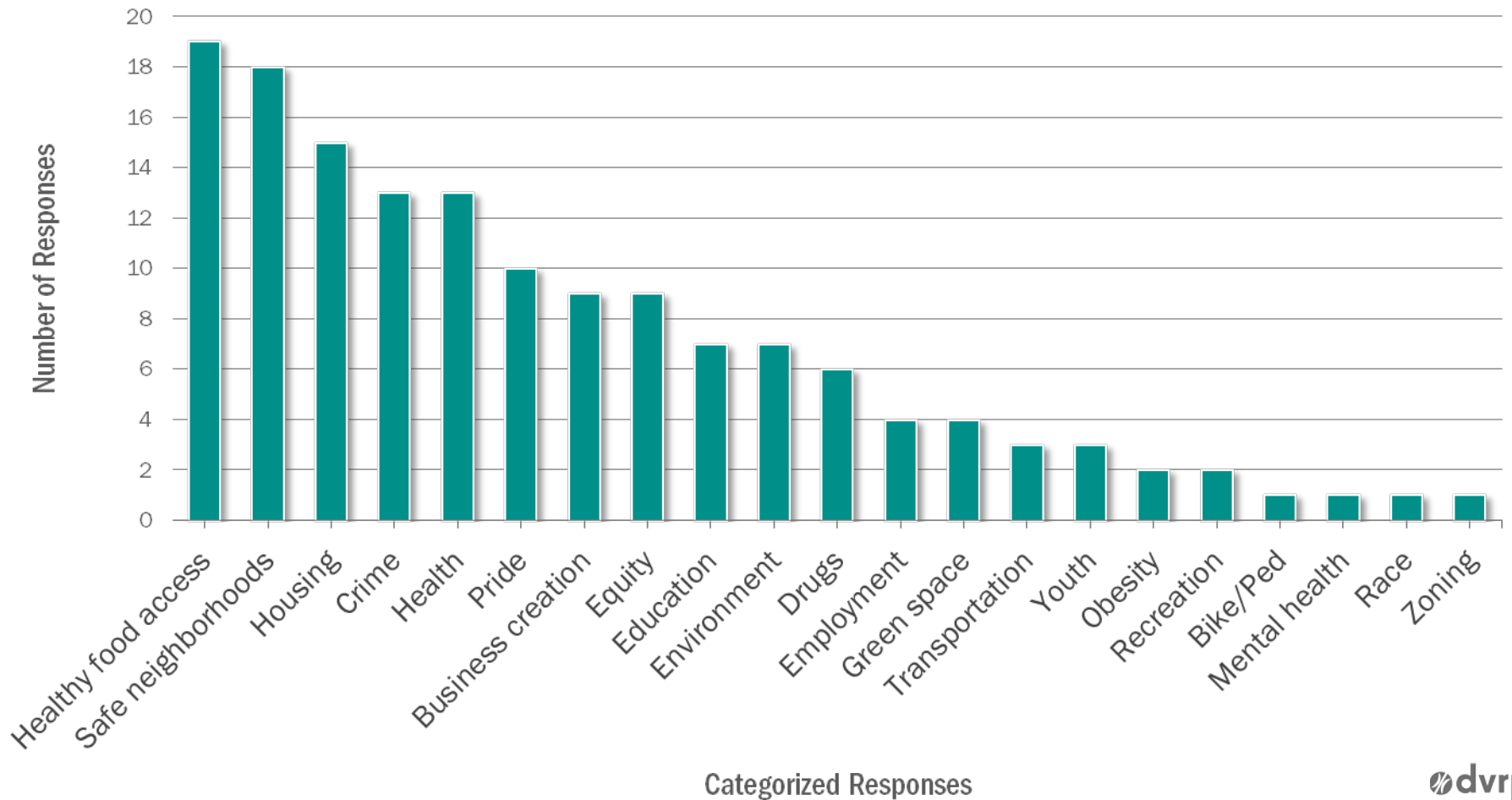


Conducted four roadshows

- We will come to you!
- Customizable presentation, including:
 - Existing Conditions and Story Map
 - Challenges and Opportunities Discussion
 - Visioning Exercise
- Feedback used to generate vision statement and focus areas.



ROADSHOW FINDINGS





ROADSHOW FINDINGS

"District school food is delicious, healthy -- with youth input and voice!"
#myplate #HYPE
#waterfountainsareclean
andworking #youthmatter

"Camden becomes model community for business development."

"Community Safety Award presented to Camden City Mayor; Ranked in the top 50 for safety."

"Young families moving back to Camden in droves; safe housing, safe neighborhoods; good schools."

"Great work @cityofcamden for providing accessible housing options to all those who want it."



VISION STATEMENT

Camden will be a leading example of a healthy city, where residents are empowered and equipped to improve their well-being; where rates of chronic disease, including substance abuse, have reached their lowest levels in decades; and where cleaner air and water reflect strong stewardship of and commitment to a sustainable environment. Camden will be a city transformed by investments in its people and places. The City of Camden, in partnership with the County, State, and a variety of stakeholders, will work together to provide high-quality public spaces, programs, and opportunities that will enable healthier lifestyles for all community members.

By embracing and leveraging its diverse population, ongoing economic revitalization, and existing neighborhood assets and amenities, Camden will become a community where residents have access to:

- Affordable and healthy food options throughout the city;
- A healthy and sustainable natural environment;
- Comprehensive medical care, including effective prevention and treatment services for physical, mental, and substance abuse conditions;
- An efficient and sustainable multi-modal transportation system with safe and affordable options for all users;
- Safe and complete neighborhoods, where residents have access to community resources and feel safe pursuing healthy activities;
- Affordable, healthy, and safe housing for residents of all ages and income levels; and
- Educational and economic opportunities that offer the resources necessary to lead healthy lives.



GOALS & STRATEGIES



PLAN FORMAT

Goals



Strategies



Actions



PLAN FORMAT

Goals: Broad or general outcomes to be achieved through implementation of the health element. Each is represented by a chapter.

☐ *Example: The city will support a healthy and sustainable natural environment.*

Strategies

Actions



PLAN FORMAT

Goals: Broad or general outcomes to be achieved through implementation of the health element. Each is represented by a chapter.

☐ *Example: The city will support a healthy and sustainable natural environment.*

Strategies: Describe a more measurable end state. Fulfilling a strategy will depend on available funding to implement the proposed programs.

☐ *Example: The city will foster greater community resilience to climate change.*

Actions



PLAN FORMAT

Goals: Broad or general outcomes to be achieved through implementation of the health element. Each is represented by a chapter.

☐ *Example: The city will support a healthy and sustainable natural environment.*

Strategies: Describe a more measurable end state. Fulfilling a strategy will depend on available funding to implement the proposed programs.

☐ *Example: The city will foster greater community resilience to climate change.*

Actions: Acts taken in pursuit of a goal.

☐ *Example: The city will increase the share of climate-friendly vehicles through a city fleet transition program.*



PLAN FORMAT

7 GOALS

x 4 to 6 STRATEGIES per GOAL

x 2 to 6 ACTIONS per STRATEGY

= 50 to 250 ACTIONS

- Want to include many different actions in the plan but will not be able to provide details on all of them.
- Plan to expand on 2 to 5 Actions per Goal, based on Advisory Committee and public's priorities.



GOAL TOPICS

- Healthy Food Access
- Clean Environment
- Access to Health Care
- Mobility and Active Transportation
- Safe and Complete Neighborhoods
- Housing and Homelessness
- Education and Employment



GOAL & STRATEGY EXERCISE



SMALL GROUP DISCUSSIONS

Instructions

- Break into small groups
- Individually complete the worksheet (*5 min*)
 - Prioritize strategies
 - Add you own
 - Focus on the strategies
- In your small group discuss the proposed strategies, your priorities, and what is missing (*15 min*)
- Repeat



SMALL GROUP DISCUSSIONS

ROUND 1

- Healthy Food Access
- Clean Environment
- Mobility and Active Transportation
- Housing and Homelessness

ROUND 2

- Healthy Food Access
- Access to Healthcare
- Safe and Complete Neighborhoods
- Education and Employment



REPORT OUT

“ What’s the most **exciting**, **inspiring**, or **compelling** thing you heard today? ”



NEXT STEPS



REVIEW ENGAGEMENT STRATEGY

- Healthy Communities Open Houses
 - Working with The Food Trust
 - Jan/Feb 2019
 - Get feedback on strategies



**JOIN US AT
KIPP WHITTIER'S FIRST
FAMILY POP-UP FOOD MARKET**

Participating families will receive a coupon for an bag of groceries at the market!

Enjoy cooking demonstrations and fun activities for the whole family!

Access community resources while having fun!

Thursday, June 7th
5:00 - 7:00 PM |
Whittier Cafeteria

The Food Trust



REVIEW ENGAGEMENT STRATEGY

- Surveys and Boards
- Roadshows to groups throughout Spring 2019
 - Do you know of groups that would want to meet with us?
- Public Meeting in Late Spring/Early Summer 2019 to present draft plan



NEXT STEPS

- Draft Goals, Strategies, and Actions
 - We will refine and develop the strategies and actions based on feedback from today, as well as public comments
- Please hand in your worksheets
- Stay tuned for information on the next meeting (Spring 2019)



CONTACT US

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STORY MAP

<https://goo.gl/2N1pdN>