HEALTH HAPPENS IN NEIGHBORHOODS (AND WHAT TO DO ABOUT IT)

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IAN GALLOWAY, FEDERAL RESERVE BANK OF SAN FRANCISCO

Purpose Built Communities Conference, October 1, 2014
DEFINING THE PROBLEM
HEALTH IS WORSE THAN IT SHOULD BE BE

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CONTRIBUTIONS TO PREMATURE DEATH

Behavioral Patterns 40%
Genetic Predisposition 30%
Environmental Exposure 5%
Social Circumstances 15%
Health Care 10%
Health Care 10%
Behavioral Patterns 40%
Genetic Predisposition 30%
Environmental Exposure 5%
Social Circumstances 15%
Health Care 10%
HEALTH = EDUCATION

Educational Attainment

- Less than high school
- High-school graduate
- Some college
- College graduate

LIFE EXPECTANCY AT AGE 25

MEN
- Less than high school: 47.1
- High-school graduate: 51.4
- Some college: 52.3
- College graduate: 56.4

WOMEN
- Less than high school: 51.7
- High-school graduate: 57.0
- Some college: 58.1
- College graduate: 60.3
ACROSS ALL RACIAL/ETHNIC GROUPS

Family Income (Percent of Federal Poverty Level)
- <100%
- 100-199%
- 200-399%
- ≥400%

PERCENT OF PERSONS WITH POOR/FAIR HEALTH*

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>&lt;100%</th>
<th>100-199%</th>
<th>200-399%</th>
<th>≥400%</th>
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<td>Hispanic</td>
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<td>White, non-Hispanic</td>
<td>20.9</td>
<td>14.8</td>
<td>7.7</td>
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...BUT POVERTY IS CONCENTRATED

PERCENT OF PERSONS IN POVERTY, 2011

Racial or Ethnic Group
- **Black***
- Hispanic
- Asian
- White, non-Hispanic

<table>
<thead>
<tr>
<th>Racial or Ethnic Group</th>
<th>All Persons</th>
<th>Children (≤17 Years)</th>
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<tbody>
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<td>Black*</td>
<td>27.6%</td>
<td>38.6%</td>
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<tr>
<td>Hispanic</td>
<td>25.3%</td>
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<td>Asian</td>
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<tr>
<td>White, non-Hispanic</td>
<td>9.8%</td>
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IN CLIMBING THE INCOME LADDER, LOCATION MATTERS

RAJ CHETTY, ECONOMIST

The chance a child raised in the bottom fifth rose to the top fifth

- 35%
- 20%
- 15%
- 10%
- 4%

The top fifth is equal to family income of more than $70,000 for the child by age 30, or more than $100,000 by age 45.

In areas like Atlanta, upward mobility appears to be substantially lower than in any other rich country.
HEALTH VARIES OVER SPACE
IN DETERMINING YOUR HEALTH...
PEOPLE GET SICK BECAUSE OF THEIR SOCIAL AND PHYSICAL ENVIRONMENTS

- Schools
- Grocery Stores
- Housing
- Jobs
- Transportation
- Parks and Playgrounds
HEALTH SOLUTIONS HAPPEN IN NEIGHBORHOODS
WE ARE MAKING PROGRESS
“We are likely to look back at this time and wonder why community development and health were ever separate industries.”

RISA LAVIZZO-MOUREY
PRESIDENT AND CEO, ROBERT WOOD JOHNSON FOUNDATION

WHATWORKSFORAMERICA.ORG
STATE OF THE ART

- Comprehensive
- Place-based
- Evidence-based
- Cross-sectoral
PROGRESS TOWARD COLLABORATION

RWJF Commission to Build a Healthier America

SOCAP HEALTH
June 25-26, 2014 The New York Academy of Medicine - New York, NY
CREATING THE MARKET THAT VALUES HEALTH

HealthAffairs

SUCCESS MEASURES®

NeighborWorks® AMERICA

HOW HOUSING MATTERS
PROGRESS TOWARD COLLABORATION

• FUNDS CREATED
  • Healthy Futures Fund
  • Healthy Neighborhoods Equity Fund

• SOCIAL IMPACT BONDS EXPANDING
  • Early Childhood: South Carolina, Orange County, New York State, San Francisco
  • Diabetes: New York State
  • Asthma: Fresno and Alameda County, California
  • Special Education: Salt Lake City, Utah
80% of counties in America have fallen behind the life expectancy average of the world’s top 10 countries

3,570 Census tracts have poor populations above 40%

20.4 million Americans live in deep poverty

1,700 American high schools have dropout rates above 40%

Scope of the problem is enormous
SOLUTION SCALE ≠ PROBLEM SCOPE

1 ReFresh Project
1 Neighborhood Centers, Inc
8 Purpose Built Communities

How are these individual efforts going to solve such a big, big problem?
WE NEED SYSTEMS CHANGE
The future is here, but is unevenly distributed....

-William Gibson
You can build your own Purpose Built; your own community quarterback; your own institution to end multigenerational poverty.
WHO ARE THE PARTNERS?

Banks
Community Development Financial Institutions (CDFIs)
Public health departments
State and local government
Hospitals
Foundations
Insurance companies and pension funds
Religious organizations
High net worth investors
Social entrepreneurs
Community activists
JUMPING THE CHASM

Crossing the Chasm
Geoffrey Moore - 1991

Innovators | Early Adopters | The Big Scary Chasm in Question | Early Majority | Late Majority | Laggards
WHAT SYSTEMS NEED TO CHANGE TO CREATE A WELCOMING ENVIRONMENT FOR THE JUMP?

HOW DO WE BUILD AN ECOSYSTEM THAT FOSTERS HEALTHY COMMUNITIES?
DATA:
WE ALL NEED
TO USE THE
SAME COMPASS
POLICY:
BREAK DOWN SILOS AND ROW IN THE SAME DIRECTION
FINANCE: CREATE A MARKET THAT VALUES HEALTH
RESOURCES

Investing in What Works for America’s Communities
whatworksforamerica.org

Build Healthy Places Network
buildhealthyplaces.org

Partners in Progress
partnersinprogress.org