

COMMUNICATION

A FOUNDATIONAL COMPONENT FOR HEALTHY COMMUNITIES PLANNING

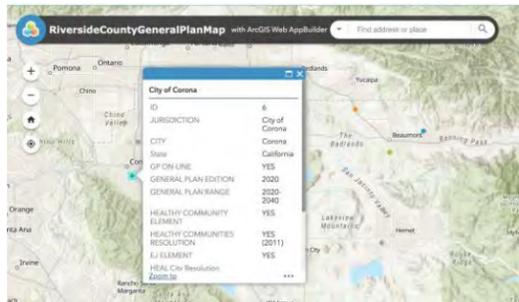
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INTRODUCTION & PURPOSE

The Riverside County Healthy Cities Resolution was adopted in 2011 because Riverside county ranked 35th out of 58 in California for adult obesity rates, and 52nd for its built environment conducive to health (Robert Wood Johnson Foundation, 2011). As a result of these resolutions, the county has introduced and established different initiatives to improve its residents' health and wellness. The following communication projects were renovated and implemented to provide residents with awareness and easier access to healthy community resources.

GIS MAPPING PROJECT



A new, interactive Riverside County Healthy Cities Network map was created on the ARCGIS platform, laying out the county's 28 cities and includes information regarding each cities' general plan, the cities' progress in the different elements, and will be available for public access. This will allow residents easy access to their cities' current built environment plans and allow residents to be informed on how these plans could personally affect them. Information used to make the GIS map was gathered from 28 Riverside County city websites, as well as through contacting each city's planning department for updated information. The data was then placed into an Excel spreadsheet and uploaded to the ARCGIS application.

PLANNERS4HEALTH

As a part of the APA CA Planners4Health (P4H) chapter, fellows are involved in advancing the P4H initiatives by organizing the annual P4H Summit, bringing together planners from all over California to discuss the need of inter-professional collaboration between urban planners and public health professionals to develop healthy communities and fight against health inequities.



RIV CO HEALTHY CITIES NETWORK NEWSLETTER

Since 2016, the Riverside County Healthy Cities Network publishes a monthly newsletter targeted towards public health professionals and the community, featuring the most current news and trends in developing healthy communities. This year, the newsletter has been transferred from a standard PDF format to MailChimp, allowing for more accessibility and a user-friendly interface. Some topics covered in the newsletter include bringing awareness to CBO's, the Tobacco Control Project, COVID-19 updates, Active Transportation Network events, and other resources. The newsletter reaches on average 300 people each month.



DRACAEA AVENUE CAMPAIGNS

The Dracaea Avenue campaigns consisted of both virtual and in-person events that brought awareness, surveyed, and received feedback from hundreds of Moreno Valley residents regarding street changes over the 4-mile stretch of Dracaea Ave. The social media campaign was in both English and Spanish to ensure accessibility for the large Latino population in Riverside County.



These projects demonstrate the significance and necessity of communication and developing new, innovative ways to bring together professionals and community members. Communication is the first step to opening discussion, bringing forth awareness on the needs of the community, and what needs to be done by planners for the built environment to best accommodate disadvantaged populations. Communication is an essential and vital tool needed to influence behavior change and for the advancement of healthy communities and health equity.