Changing the Built Environment so that the Healthy Choice becomes the Easy Choice

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In too many American places the healthy choice is the hard choice.
Neighborhoods with no place to buy healthy food
What is available is unhealthy
No place in which to be physically active
NO LOITERING ON CAMPUS

VIOLATORS MAY BE SUBJECT TO ARREST

FAIRMEAD SCHOOL
BUSINESS HOURS
7:45 AM - 4:00 PM
Obesity rates in the developed world
Public policy tools: Land Use Plans & Zoning

Summary: Land Use plans are the legal bedrock of a local government’s actions influencing land use.

A plan could establish polices that:

- Ensure that sources of healthy foods are accessible in all neighborhoods
- Avoid a concentration of fast food and other unhealthy retail
- Create dense, mixed use, attractive, walkable environments
- Create safe routes to school.
- Prioritize transit oriented development
- Establish CPTED principles
- Encourage Joint Use of School recreational facilities
Public policy tools: Economic Development & Redevelopment

- **Business attraction and retention for healthy food**
  - Market analysis and **feasibility studies**

- **Real estate development – for dense & walkable neighborhoods**
  - Land acquisition and location assistance
  - Expedited permitting and review process

- **Workforce development**
  - Job referrals
  - Work readiness training

- **Commercial district revitalization**
  - Façade improvement and streetscape improvements
  - Public safety
Mixed-Use/ Smart Growth Developments
Attract grocery stores to low-income neighborhoods
Creating safe and attractive streets
Building parks and neighborhood centers
Local land use and economic development decisions have multiple health implications

Source: http://flickr.com/photos/rikajenzhomekitchen/164156995/