

HEALTHY PLACES FOR HEALTHY PEOPLE



HEALTHY PLACES FOR HEALTHY PEOPLE

- ◎ New technical assistance program to help communities partner with their health care facility partners (community health centers, nonprofit hospitals, etc.) to create healthy, walkable, vibrant neighborhoods and downtowns
- ◎ Modeled on Local Foods, Local Places technical assistance approach
- ◎ Health care facilities provide medical care, but also can coordinate other community services (access to fresh food and physical activity) and can anchor economic development and downtown revitalization efforts

- ③ Coal-reliant community in transition
- ③ Health challenges: obesity, diabetes
- ③ Their approach = creating a culture of health
- ③ Workshops in 2012 and 2015 (Livable Communities in Appalachia and Local Foods, Local Places)

WILLIAMSON, WV



WILLIAMSON HEALTH AND WELLNESS CENTER



- Federally Qualified Health Center
- Located in a formerly vacant building on main street
- Locus of activities around health, wellness, local food, and an anchor for economic development

CREATING A CULTURE OF HEALTH



Federally Qualified Health Center , LEED certified, located in formerly vacant building on main street



Diabetes Coalition, adjacent to WHWC, organizes walking programs and fitness classes, provides nutrition education, and coordinates prescription veggies program



Farmers Market located downtown; & new Mobile Market in place



Ramella Park Community Garden adjacent to low-income housing facility

CREATING A CULTURE OF HEALTH



Growing Warriors program gives veterans the tools to become farmers



Local restaurants serving local food downtown



Health Innovation HUB



Federal Roundtable to discuss economic diversification in Williamson and Central Appalachia

- ① Town in decline, with many assets
- ① Health & economic challenges
- ① Their approach = capitalizing on their natural, arts/cultural, and institutional (health care) assets
- ① Workshop in 2016 (Local Foods, Local Places)

MIDDLESBORO, KY



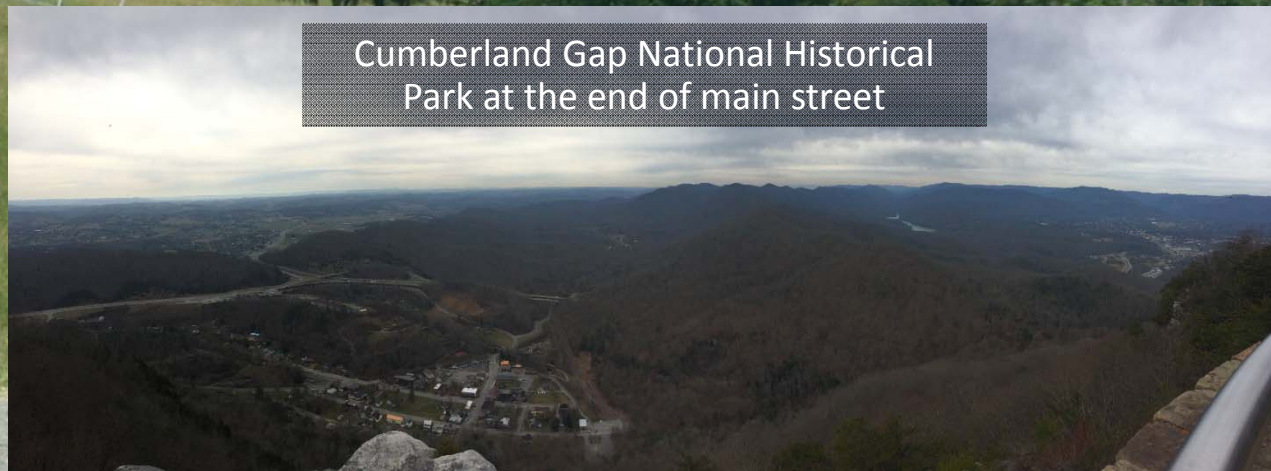
BUILDING ON THEIR ASSETS



The Palace – business incubator for growing local artists



Pop Up Park on main street– bringing music and people downtown



Cumberland Gap National Historical Park at the end of main street



HEALTH CARE AS A PARTNER



Strong presence of the regional healthcare system (ARH) downtown – hospital was searching for “attractive, affordable space downtown” and wants to create a community where they can be successful at recruiting docs and nurses



Building on the role of Appalachian Regional Healthcare as an economic anchor and catalyst for redevelopment; partnering in implementing their Community Health Needs Assessment



HEALTHY PLACES FOR HEALTHY PEOPLE: NEXT STEPS

- ③ Develop a set of case studies of FQHCs, nonprofit hospitals, and other health care facilities that have partnered with communities on economic development and community revitalization
- ③ Develop toolkit/technical assistance approach, based on Local Foods, Local Places model
- ③ Announcement of the program and a call for communities to apply in October
- ③ Pilot technical assistance in a few communities this year, with a focus on rural, economically challenged communities