

HEALTHY EATING AND ACTIVE LIVING (HEAL) AND ECONOMIC DEVELOPMENT

RESOURCES FOR MUNICIPALITIES

Increasingly, municipal leaders are implementing healthy eating and active living (HEAL) policies and practices to improve the health and quality of life of their city employees and residents. Municipal leaders, however, may not be aware that HEAL policies and practices can also contribute to a city's or town's economic development. These resources supplement the accompanying HEAL fact sheet, "Economic Benefits of Healthy Eating and Active Living," accessible [here](#), which describes many of the ways in which HEAL policies and practices can spur economic growth and development.



HEALTHY EATING

Cities and towns can implement various strategies to increase access to healthy food and stimulate the local economy.

- PolicyLink, The Food Trust. *Access to Healthy Food and Why it Matters: A Review of the Research*. 2013. Accessed at: http://www.policylink.org/sites/default/files/GROCERYGAP_FINAL_NOV2013.pdf
- PolicyLink. *Growing Urban Agriculture*. 2012. Accessed at: http://www.policylink.org/sites/default/files/URBAN_AG_FULLREPORT.PDF
- Farmers Market Coalition. *Farmers Markets Stimulate Local Economies*. Accessed at: <https://farmersmarketcoalition.org/education/stimulate-local-economies/>
- Robert Wood Johnson Foundation. *Economic and Community Development Benefits of Healthy Food Retail*. 2013. Accessed at: http://healthyeatingresearch.org/wp-content/uploads/2013/12/HER_IB_EconomicBenefitsHealthyEating_FINAL.pdf

ACTIVE LIVING

Making it easier for residents to walk and bicycle and providing well-maintained parks can encourage an active lifestyle and boost economic growth.

- Smart Growth America, National Complete Streets Coalition. *Safer Streets, Stronger Economies: Complete Streets project outcomes from across the country*. 2015. Accessed at: <https://www.smartgrowthamerica.org/app/legacy/documents/safer-streets-stronger-economies.pdf>
- AARP Livable Communities, Walkable and Livable Communities Initiative. 2014. *Economic Development: A Livability Fact Sheet*. Accessed at: <http://www.aarp.org/content/dam/aarp/livable-communities/documents-2014/Livability%20Fact%20Sheets/Economic-Development-Fact-Sheet.pdf>
- Eitler, Thomas W., Edward T. McMahon, and Theodore C. Thoeig. *Ten Principles for Building Healthy Places*. Washington, D.C.: Urban Land Institute, 2013. Accessed at: <http://uli.org/wp-content/uploads/ULI-Documents/10-Principles-for-Building-Healthy-Places.pdf>
- Smart Growth America. National Complete Streets Coalition. *Complete Streets Stimulate the Local Economy*. Accessed at: <https://www.smartgrowthamerica.org/app/legacy/documents/cs/factsheets/cs-economic.pdf>
- Trust for Public Land. *Measuring the Economic Value of a City Park System*. 2009. Accessed at: <http://cloud.tpl.org/pubs/ccpe-econvalueparks-rpt.pdf>

EQUITY BENEFITS AND DISPLACEMENT

As municipalities work to promote healthy eating and active living and become more “high-value” livable communities, there is a risk of displacing longtime residents (e.g., lower-income and older residents) who cannot afford the increase in rent and property taxes. Rising housing prices can also make these livable communities unattainable for low and moderate income families. There are strategies to prevent displacement and ensure that residents of all incomes can benefit from a city’s/ town’s community health improvements and economic growth.

- Aboelata MJ, Bennett R, Yanez, E, Bonilla A and Akhavan N. 2017. *Healthy Development Without Displacement: Realizing the Vision of Healthy Communities for All*. Oakland, CA: Prevention Institute. 2017. Available at: <https://www.preventioninstitute.org/publications/healthy-development-without-displacement-realizing-vision-healthy-communities-all>
- Transit-Walkability Collaborative. *Walkable Communities are Healthy, Wealthy, and Wise: A Fact Sheet from the Transit-Walkability Collaborative*. 2017. Accessed at: http://americawalks.org/wp-content/uploads/2017/04/AW_TWC-FactSheetDraft.pdf
- AARP Livable Communities, Walkable and Livable Communities Institute. *Revitalization Without Displacement: A Livability Fact Sheet*. 2014. Accessed at: <http://www.aarp.org/content/dam/aarp/livable-communities/documents-2014/Livability%20Fact%20Sheets/Revitalization-Without-Displacement-Fact-Sheet.pdf>
- Walljasper J. *The Positive Power of Walking: National summit showcases health, economic, and justice benefits of walkable communities*. America Walks. Accessed at: <http://americawalks.org/the-positive-power-of-walking/>

WORKPLACE WELLNESS

Promoting healthy eating and active living in the municipal workplace can result in a healthier workforce and provide economic benefits.

- Robert Wood Johnson Foundation. *Why Healthy Communities Matter to Businesses*. 2016. Accessed at: <http://www.wellnessindiana.org/wp-content/uploads/2016/05/RWJF-Healthy-Workplaces-need-Healthy-Communities.pdf>
- Robert Wood Johnson Foundation. *Healthy Policy Snapshot: How can wellness programs save employers money while making employees healthier and more productive?* August 2012. Accessed at: http://www.rwjf.org/content/dam/farm/reports/issue_briefs/2012/rwjf401183
- Trust for America’s Health. *Healthier Americans for a Healthier Economy*. 2011. Accessed at: <http://www.healthiamericans.org/assets/files/TFAH2011PreventEconomy05.pdf>

The HEAL (Healthy Eating Active Living) Cities and Towns Campaign of the Mid-Atlantic provides free technical assistance to local government leaders to help them create healthy, prosperous communities by adopting policies and practices that improve their communities’ physical activity and food environments. HEAL is a project of the Institute for Public Health Innovation, in partnership with the Maryland and Virginia Municipal Leagues, and funded by Kaiser Permanente, founding partner. For more information, visit the HEAL website at www.healcitiesmidatlantic.org and contact HEAL Cities and Towns Campaign Manager at Sdaigle@institutephi.org.



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