Community Wellbeing Primacy of Place – Thought Leadership around Useful Tools and Common Language for Placemaking in Indiana

Agenda

1. Welcome and Introductions 11:00
2. Review of Progress to Date and Introduction to this Session’s Key Ideas 11:20
3. Charting a Path – Mission and Vision Statements 11:30
4. TED Talk – Manchanda (Lunch) 12:00
5. Identifying and Prioritizing VALUES 12:30
6. Tool Development Planning 1:15

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Welcome to the third meeting for Ball State’s Community Wellbeing Primacy of Place Knowledge Group!

Aims
Primary aims for our meeting:
1. Reflect on our conversations to date;
2. Use our collective, interdisciplinary intelligence to inform new thinking that we can each bring to our current work;
3. Continue movement toward a Knowledge Group Charter (VALUES Statements); and
4. Tool Development and Deployment Discussion.

Review from first two meetings

February 2014
- Introduced definitions for Knowledge Group, Primacy of Place, Placemaking, Community, Wellness, and Wellbeing
- Highlighted groups collecting data and looking at the world in different ways
  - Gallup/Healthways Wellbeing Index
  - Gross National Happiness measure
  - Project for Public Spaces and the Placemaking Leadership Council
  - New Economics Foundation
- Identified some potential OUTPUTS
  - Share Stories/Bright Spots
  - Conduct Placemaking-Related Assessments
  - Encourage citizen-driven approaches
  - Identify needs related to training and supporting a placemaking workforce to enhance community wellbeing in Indiana communities
    - Identify new ways of doing
    - Continue discussing personal and professional needs of “citizen workforce”
    - Identify and develop tools to support work, conduct workshops to learn to use tools, and organize demonstration sites where those new to the initiative can practice using the tools and resources
    - Discuss the value of “core” economy

June 2014
- Introduced definitions for Primacy of Place, ALL-IN (now changed to Involve ALL), Boundary Spanning Leadership, and Collective Impact.
- Highlighted practices that could be borrowed to support our efforts
  - Agile Project Management
  - Human Ingenuity and the Maker Movement (Citizen Workforce-Related)
  - Last Mile Solutions/Solving Social Problems with a Nudge (Behavior Economics)
- Shared our favorite tools/resources
  - TED Talks (including Peter Kageyama’s For the Love of Cities)
  - Project for Public Spaces
  - Journaling
“Grass Roots” Groups – book clubs, community centers, lunches
Social Media and Cell Phone Apps

Wording for Mission and Vision statements
- **Mission** – The mission of the Primacy of Place Community Wellbeing initiative is to develop a network of confident and supported leaders who are working to create great places for people to live, work, and play by strengthening community assets and co-producing wellbeing-enhancing change for people from diverse groups.
- **Vision** – This network will encourage innovative community change resulting in thriving people in vibrant communities throughout Indiana.

Reflected on the Language of Placemaking (or at least the language we are using)

**Definitions**

**Placemaking**
Placemaking is “how we collectively shape our public realm to maximize shared value. Rooted in community-based participation, Placemaking involves the planning, design, management and programming of public spaces. More than just creating better urban design of public spaces, Placemaking facilitates creative patterns of activities and connections (cultural, economic, social, ecological) that define a place and support its ongoing evolution” (Project for Public Spaces @ http://www.pps.org/reference/what_is_placemaking/).

**Community Engagement**
Community engagement has a couple of relevant definitions for our work:
- CDC/ATSDR working definition – “community engagement is the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the health of the community and its members. It often involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners, and serve as catalysts for changing policies, programs, and practices (Fawcett et al., 1995). In practice, community engagement is a blend of social science and art. The science comes from sociology, political science, cultural anthropology, organizational development, psychology, social work, and other disciplines with organizing concepts drawn from the literature on community participation, community mobilization, constituency building, community psychology, cultural influences, and other sources” (CDC @ http://www.cdc.gov/phppo/pce/part1.htm).
- Carnegie definition - Community Engagement “describes collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity. The purpose of community engagement is the partnership of college and university knowledge and resources with those of the public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibilities; address critical societal
Civic Health

Civic Health is “a measure of how actively citizens engage in their communities” (2011 Indiana Civic Health Index @ http://ncoc.net/IndianaCHI). Of note, in the 2011 study, individuals living in Indiana rank near the national average (26.3%) for volunteering (Indiana – 26.1%) but below the national average (8.1%) for working with neighbors to solve community problems (Indiana – 6.5%).

Tool

A Tool is “an item or implement used for a specific purpose. A tool can be a physical object such as mechanical tools including saws and hammers or a technical object such as a web authoring tool or software program. Furthermore, a concept can also be considered a tool. ‘Creativity is the tool which allows a child’s mind to grow’” (Business Dictionary @ http://www.businessdictionary.com/definition/tool.html).

Background Information and Borrowed Practices

Upstream Interventionist (Blue Zones and What makes us get sick? Look upstream.)

Fixing...preventing...or further upstream? In his August 2014 TED Talk, Rishi Manchanda reminds us that in addition to health practitioners who are available to fix us when we have health problems (like the cardiology specialists who take care of us when we develop heart disease) and prevention practitioners who work to help keep us from getting sick (like our primary care practitioners and our health promotion specialists) we need practitioners who works with us to ensure that the policies and practices in our communities also have health protecting effects (like the public housing lawyer who makes sure our landlords are complying with good housing practices). Within the Public Health Practice structure, these individuals are often referred to as “upstream practitioners,” and Manchanda reminds us that we have far too few individuals who are functioning in this capacity.

Another popular movement has evolved from Dan Buettner’s Blue Zones work. Buettner and his team traveled all over the world studying communities where people lived very successfully beyond their 100th birthday. They identified the Power 9®: Blue Zones Lessons to help share their findings. Buettner has a TED Talk sharing these ideas. The Blue Zones website (http://www.bluezones.com/) has
many wonderful tools, including the Vitality Compass and the Blue Zones Pledges. Here is a graphic highlighting the Power 9®:

**Human Centered Design (IDEO)**
IDEO partnered with the National Institutes for Health, Office of Behavioral and Social Science Research to conduct innovative research around human-centered design. Related products range from GPS monitoring and notification to help addicts avoid “trigger” locations to medication adherence technologies. While many of the IDEO initiatives include technology, the community engagement practices discussed in their free Human Centered Design Tool Kit (available from [http://www.designkit.org](http://www.designkit.org)) offer promise for many different organizations interested in person-centered approaches.

The tool kit is divided into 3 areas. These include:
- **Mindsets** – “Human-centered design is as much about your head as your hands. These Mindsets explore and uncover the philosophy behind our approach to creative problem solving, and show that how you think about design directly affects whether you'll arrive at innovative, impactful solutions.”
- **Methods** – “Human-centered design is a practical, repeatable approach to arriving at innovative solutions. Think of these Methods as a step-by-step guide to unleashing your creativity, putting the people you serve at the center of your design process to come up with new answers to difficult problems.”
- **Case Studies** – “These inspiring stories of innovation and impact show how human-centered design gets real results. We breakdown each phase of process so you can see what the design teams did, what they learned, and how it all adds up to surprising solutions.”
Lighter, Quicker, Cheaper (Project for Public Spaces and BJ Fogg)

Initially proposed by Eric Reynolds at Urban Space Management, Lighter, Quicker, Cheaper, has become a rallying cry at Project for Public Spaces and within the International Placemaking Leadership Council. They suggest that the Lighter, Quicker, Cheaper spectrum of interventions should be seen as an iterative means to building lasting change.

Work by BJ Fogg, a persuasion researcher from Stanford, also supports Lighter, Quicker, Cheaper interventions. After studying human behavior for 20 years, he proposes that only 3 things will change behavior for the long term. These are: (1) having an epiphany, (2) changing your environment (what surrounds you), and (3) taking small steps. Changing your environment has a direct relationship with a placemaking approach. The small steps, or what Fogg has branded as “Tiny Habits” is consistent with the Lighter, Quicker, Cheaper recommendations of placemaking. Iterative experimenting allows for low-impact failures to be quickly remedied and small steps forward to lead to lasting forward progress.

Data Packaging

Finding ways to help make using data for decision-making and monitoring progress across time is difficult. The data dashboard developed by Healthy Communities Institute (http://www.healthycommunitiesinstitute.com) may prove useful. Recently, IU Health Ball Memorial Hospital began making plans to bring this to our community. Here are some key features:

Here is a screen capture of how it has been used in the Tampa Bay area (http://www.healthytampabay.com):
Group Assets – Activity 1

Take 2 minutes to think about the Community Wellbeing Primacy of Place initiative and reflect on what you value most in taking this type of an approach. Write your ideas down on sticky notes, one value per note...we will use these again later. Please continue writing new notes should new areas of value come to you as others share their ideas!

Take 60 second to introduce yourself and share the value you think is most important for us to think about when moving forward.

<table>
<thead>
<tr>
<th>Name</th>
<th>Key Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane Ellery</td>
<td>Co-production – if you don’t involve the people who will be impacted or value the “voice” of those most closely associated with the situation you are trying to change, how can you expect them to take part in developing the services/products and how can you expect them to use those services and products developed?</td>
</tr>
<tr>
<td>Chris</td>
<td>“Buy-in”</td>
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<tr>
<td>Julie</td>
<td>Coalition, positive “outside the box” thinking, broad and diverse and leave all egos at the door</td>
</tr>
<tr>
<td>David</td>
<td>Entrepreneurship – moving to the next level</td>
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<tr>
<td>Crystal</td>
<td>Value for environment that promotes physical activity</td>
</tr>
<tr>
<td>Zach</td>
<td>Joy, enjoyment, and creativity. Simple steps</td>
</tr>
<tr>
<td>Andrew</td>
<td>Diversity – greater exchange of ideas</td>
</tr>
<tr>
<td>Christina</td>
<td>Follow up action – putting ideas into action</td>
</tr>
<tr>
<td>Pete</td>
<td>Community investment and having the community’s voice throughout the process</td>
</tr>
<tr>
<td>Jim</td>
<td>Pay attention to social class</td>
</tr>
<tr>
<td>Kristina</td>
<td>Take action</td>
</tr>
<tr>
<td>Delaina</td>
<td>Education: sharing practices w/others</td>
</tr>
<tr>
<td>Tom</td>
<td>Diversity – Attend to SES</td>
</tr>
</tbody>
</table>
Developing a Charter for the Overall Initiative – Activity 2

Based on the notes from last meeting (starting point) and additional discussions today, develop a working mission and vision for our initiative.

*Mission and Vision*

Starting point:

**Mission** – *The mission of the Primacy of Place Community Wellbeing initiative is to develop a network of confident and supported leaders who are working to create great places for people to live, work, and play by strengthening community assets and co-producing wellbeing-enhancing change for people from diverse groups.*

**Vision** – *This network will encourage innovative community change resulting in thriving people in vibrant communities throughout Indiana.*

Using the last page of this packet, take 3-5 minutes to think about these statements and insert words and revise the sentences to improve impact and clarity.

Discussion – Large Group (5 minutes)
Values/Core Principles

Starting point:

**Key Values/Core Principles** –
1. Place is the issue/problem...people are the solution
2. Salutogenesis (origins of health)
3. Both professional and citizen workforces are important and knowledgeable
4. Data is key driver for decision-making
5. Both market and core economy solutions
6. Upstream practitioners

Discussion 1 – Large Group (5 minutes). Share general thoughts on Values statements (both specific to this initiative and general thoughts).

Discussion 2 – Pairs (5-10 minutes). Working in pairs, identify your top 5 Values Statements.

Diversity – Variety of ideas and representation, inclusion of diverse ideas, attention to social class/SES

Action – Strong plan of action, action orientation, move from think to do

Engaged and inclusive – Create a community where citizens are engaged, community ownership and sustainable change, feeling of belonging

Upstream practitioners

Concern with Quality over quantity
Sustainable and self-governing

Strong ties and weak ties – Trust, vulnerability, supported, confidence, transparent, high touch

Value how over what

Feel pride – Celebrate

Ecological view – built + natural + culture + living conditions (environment)

Quality of life

Best practices

Buy-in

Citizen voice

Practical Wisdom

Adaptability/flexibility

Innovation

Core economy

Discussion 3 – 2-3 Groups (10 minutes). Working in small groups, come to a consensus on key Values Statements.
Next Meeting...Clarifying Roles

Visual Representation of initiative groups (draft)

Knowledge Group (Do we want a different name)
Discussion to formalize the role for the Knowledge Group (5-10 minutes)
Starting Point:
To provide thought leadership from multiple disciplines and engage in meaningful discussions about placemaking that will allow both new knowledge and ideas for new practices to emerge. This diverse group will meet 3-4 times per year to share ideas and reflect on opportunities. This group will also refer new ideas to the Organizing Group to help the organizing group develop discussion areas for future sessions.

Others entities...
Organizing Group
To facilitate the activities of the initiative. This group meets 2-3 times per month to discuss activities, coordinate events, and manage communication.

Work Teams
To work on activities that will contribute to the collective impact. These groups will be both formally chartered and emerge naturally. Membership will be based on the specific activities.

Participating Organizations and Agencies
To do the work their charters encourage them to do. These groups will continue to do the work they are already engaged in while continuously evaluating opportunities to contribute to the collective impact of this initiative.

Activity - Learning Modules for Sustainable Community Development around Placemaking for Wellbeing (Encouraging Cooperative Adventuring).
Wrap Up

Brief Feedback
Do you see yourself using the ideas we discussed today in your current work?

Are you involved in activities that you think could make a good Work Team or that should be listed under our stories of success?
Work Team Activities

Project specific (defined start and end dates)

Team 1 – Tool Identification and Use: Resource Repositories and Educational Opportunities
- Develop an online Community Wellbeing Artifact Repository related to Primacy of Place Community Wellbeing (Project 1.1)
- Plan workshop sessions... maybe Power of 10 or HIA training...focus on using tools for change (Project 1.2)
- Develop a Scholarly Repository related to Primacy of Place Community Wellbeing (Ball State Documents) in the library (Project 1.3)
- Encourage movement toward “Complete Streets,” “Safe Routes to School,” and “Walk Friendly Community” designations
- Workplace Wellness and Community Wellness – AchieveWell
- Community Engaged Change – Community-driven Design of Blighted Spaces

Team 2 – Tool Development: Communicating around PoP
- Create a tool/presentation to communicate Primacy of Place focus that can be used by members of the group to share the messages of placemaking (Project 2.1)
- Create Agile project management tools for use in our initiative (Project 2.2)
  - Logic Model Module
  - Cultural Sensitivity Module
  - Involve ALL Tools
  - Achievement Coaching
- Infographic Development
- Dying with Dignity

Team 3 – Professional Development and Data Use: Shared Measurement
- Develop a proposal for the HIA Grant cooperative agreement RFP @ CDC (Project 3.1)
- Identify useful placemaking variables (Project 3.2)
- Explore the “Health Related Quality of Life” variables in the National Health Information Survey (CDC).

Team 4 – Placemaking focus: Festival Planning (community pride)
- Plan Muncie community festival (Project 4.1)

Team 5 – New ways of doing: Student Research and Writing
- Develop a research agenda for which students from the EdD and DNP programs can contribute...as well as masters and undergraduate students from multiple backgrounds (Project 5.1)
- Develop a whitepaper related to valuing core economy (5.2)
Mission and Vision - Worksheet

**Mission –** The mission of the Primacy of Place Community Wellbeing initiative is to develop a network of confident and supported leaders who are working to create great places for people to live, work, learn, and play by strengthening community assets and co-producing wellbeing-enhancing change for people from diverse groups.

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