

Our Healthy Community: Planning, Designing & Building for Health

The built environment — the design of our towns, streets, sidewalks, homes and businesses — affects rates of obesity with attendant cardiovascular disease, diabetes, and some cancers. The design of our communities also affects traffic injuries, asthma rates, levels of crime, family violence and even depression.

With the beautiful and historic Ridgewood Ranch as a backdrop, discuss how planners, local elected leaders, doctors and the general public can promote healthier communities through changes in land use and community design.



With keynote speaker Dr. Richard Jackson, Adjunct Professor of Environmental Health and of City & Regional Planning at the University of California, Berkeley, former California State Health Officer, and author of *Urban Sprawl & Public Health*.

Dr. Jackson will speak on “What’s Good for the Planet and the Economy is Good for Health: With the Right Leadership”. For many of us, things just don’t feel quite right. We are using more land, water, energy, and natural resources. We get fatter, and the planet gets hotter. Young people worry about the future; older folks wonder what went wrong. Is this all inevitable, or could a synergy of health and environment produce better results? Dr. Jackson will lay out health and environment data and propose ways to reverse our course and create a sustainable future for our children.

Saturday, October 20, 2007, from 9:00 am to 4:00 pm at Ridgewood Ranch, Mendocino County

Pre-register by October 5th to reserve your lunch.

Agenda

9:00-9:30	Breakfast: local food by Tamara Frey
9:30	Welcome: Alan Falleri, Director, Willits Community Development Department
9:45-11:00	Keynote Address: Dr. Richard Jackson, “What’s Good for the Planet and the Economy is Good for Health: With the Right Leadership”
11:00-11:15	Break
11:15-12:15	Paul Zykofsky, AICP, Director, Land Use & Transportation Programs, Local Government Commission, “Design Matters: Creating Walkable, Livable, Healthy Communities”
12:15-1:30	Lunch: local food by Tamara Frey
1:30-3:00	Panel Discussion: What can elected leaders, health professionals and planners do to improve community health? Moderated by Marvin Trotter, MD, Mendocino County Health Officer Panelists: Jake Mackenzie, Vicemayor, City of Rohnert Park Kristin Bradford, MD, MPH, Family Practice Physician, Little Lake Health Center Alan Falleri, Director, Willits Community Development Department Megan Wier, MPH, Epidemiologist, Program on Health Equity & Sustainability, San Francisco Department of Public Health Linda Helland, Prevention Svcs Coordinator, Mendocino Co. Public Health Branch
3:00-3:15	Physical Activity Break: Jennifer Barrett
3:15-4:00	Discussion facilitated by Brian Weller: Where do we Go From Here?
4:00	Adjourn

To register, send a check for \$10 made out to City of Willits, and send to:

Cathy Sanders
City of Willits
Community Development Dept.
111 East Commercial Street
Willits, CA 95490

Please Complete:

Name: _____

Organization: _____

Address: _____

Email (to send registration confirmation and directions): _____

Phone (if no email): _____

Vegetarian Vegan
Food allergies? _____

Sponsored by the Willits Community Development Department, with support from Willits Action Group, North Coast Opportunities, the Mendocino County Public Health Branch, & the Willits Chamber of Commerce. Special thanks to the Golden Rule Church at Ridgewood Ranch for generously offering the use of their property and facility.

Ridgewood Ranch, the home of the racehorse Seabiscuit, is wheelchair accessible.

Questions? Contact Cathy Sanders at 459-7128 or cathys@willitscity.com