National Health Policy Forum

Addressing the Social Determinants of Health Through Housing and Community Development Policies

Presented by
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Madison Park Development Corp
Roxbury (Boston), MA

- Founded in 1966
- Community organizing roots
- Urban renewal history
- First Community Development Corporation (CDC) in MA
- 2,224 HUD-assisted homes for families & seniors
- 34 staff members and $2 million budget
Holistic Approach

- Preserve & build affordable and mixed-income housing
- Commercial office & retail development
- Programs
  - Youth
  - Health & wellness
  - Civic engagement
  - Violence prevention
  - Leadership development
  - Arts & culture
# Who We Serve

## Race/Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Roxbury</th>
<th>MA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/African American</td>
<td>76%</td>
<td>15%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>1%</td>
<td>13%</td>
</tr>
<tr>
<td>Asian</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
<td>11%</td>
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</tbody>
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## Level of education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Roxbury</th>
<th>MA</th>
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</thead>
<tbody>
<tr>
<td>Less than high school</td>
<td>42%</td>
<td>20%</td>
</tr>
<tr>
<td>High school or some college</td>
<td>46%</td>
<td>55%</td>
</tr>
<tr>
<td>Bachelor’s or above</td>
<td>12%</td>
<td>25%</td>
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Federal Funding

Critical Funding for Operations

• HUD – Neighborhood Reinvestment Corporation
• AmeriCorps – through Local Initiative Support Corporation (LISC)
• Centers for Disease Control and Prevention – through Boston Public Health Commission
  – Youth violence prevention
  – Health gaps among African-American and Latino communities
Critical Capital Funding Sources for Affordable Housing & Commercial Revitalization:

- HUD – HOME Program
- HUD – Community Development Block Grants (CDBG)
- Low Income Housing Tax Credits (Department of the Treasury and HUD)
- Federal Historic Tax Credits (National Parks Service and IRS)
- HUD – Choice Neighborhoods Planning and Implementation Grants
- US Department of Treasury, CDFI Fund, New Markets Tax Credit Program
Greater Boston
Critical & Growing Need for Affordable Housing

- Area’s high cost of living, led by housing and health care cost, has eroded our population’s standard of living
- “Cost-burdened” homeowners increased from <27% in 2000 to >38% today
- “Cost-burdened” renters has grown from 39% to 50%

Without significant production of affordable housing, low income residents will continue to bear the brunt of Boston’s housing crisis and have limited options.
Building Healthy Communities

Three Areas of Work:

• Physical Activity
• Healthy Food
• Healthy Environment and Social Well-Being
Building Healthy Communities
Physical Activity

• Peer Health Leader Model
  • Dana Farber Cancer Institute partner
  • Provides expertise in evidence – based strategies and funding for stipends
  • MPDC provides community organizing and resident engagement strategies to recruit and manage Resident Peer Leaders
  • Results - Fitness classes, walking groups, gardens, farm stand and CSA program

• Orchard Gardens – HOPE VI development
• Dudley Square Commercial Business District
• Safe Routes to School
Building Healthy Communities

Physical Activity

Orchard Gardens

Neighborhood Transformation

• Completed 331 rental homes in 1999
• Demolition and new construction of failed public housing
• $28 million LIHTC & Historic Tax Credit equity
• $30 million HUD HOPEVI grant
Building Healthy Communities
Physical Activity
Orchard Gardens

Encourage Physical Activity
• Design well-connected street networks at human scale
• Provide sidewalks and enticing pedestrian-oriented street scopes
Building Healthy Communities

Physical Activity

Orchard Gardens

Historic renovation of a former public school into housing
Building Healthy Communities
Physical Activity
Dudley Square Commercial District

• Advocated for Boston’s Hubway bikes in Roxbury
• Partner with Boston Bikes
  • Bike Giveaways
  • Bike Safety Programs
Building Healthy Communities
Physical Activity
Dudley Square Commercial District

Staff & youth trained to conduct walk audits that identified need for:
• Crosswalks
• Garbage cans

Public Safety strategies
Building Healthy Communities
Physical Activity
Safe Routes to School

Partnering with Boston public schools to encourage biking and walking to local schools
Building Healthy Communities

Healthy Food

Tropical Foods Supermarket

• Major expansion of a local grocery store (28,000 SF)
• Promote healthy food retail
• Economic Development
  • 270 construction jobs
    Worker hours:
    55% Minority
    41% Boston residents
• 30 new permanent jobs
Building Healthy Communities
Healthy Food

FEDERAL FUNDING:
- US Dept. of Treasury CDFI Fund New Market Tax Credit Investment of $12.15 million
- US Dept. of Health and Human Services, Office of Community Services $788,000 grant

BANK OF AMERICA CRA motivated lending
Building Healthy Communities

Healthy Food

Support resident-driven community gardens

High quality spaces for multi-generational recreation & engagement
Building Healthy Communities

Healthy Food

Hosted Farm Stands, Farmers Markets and CSA programs
Building Healthy Communities
Healthy Environment and Social Well-Being
National Night Out event attracts over 500 residents
Multigenerational event that celebrates community-police partnership
Building Healthy Communities
Healthy Environment and Social Well-Being

- Dudley Greenville 43 new affordable rental homes in 2014
- Smoke-free
- Material and products that support health indoor air quality
- Public spaces for social interaction
- Bike storage

Federal Funding:
- Low Income Housing Tax Credits
- HOME Program
- CDBG Program
Building Healthy Communities
Healthy Environment and Social Well-Being

• Facilitate social engagement
• ROXVOTE is a non-partisan voter education and engagement collaboration
Building Healthy Communities
Healthy Environment and Social Well-Being

- Youth Leadership Development
- Advocate for local needs
Learning and Conclusions

- CDC’S have the inherent organizational infrastructure to address social determinants of health
- Federal funding to support affordable housing projects and community development organizations is critical
- Encourage partnerships with hospital systems
- Community engagement and capacity building are critical to successful implementation of program