

Healthy Savannah

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Get up. Get out. Get Healthy!

Healthy Savannah

3 Questions re: Healthy Savannah

1. Where is our community now?
2. What story do we want our community to tell in three years?
3. What are the steps we need to take to get there?



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Where is our community now?

Disjointed



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What story do we want
our community to tell
in three years?

United



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What are the steps we need
to take to get there?

Relationships



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“21st Century Citizenship”

- Led by NGOs
- Energy efficiency - fastest way to recovery from governmental perspective
 - Going green
 - Addressing climate change
 - Increasing jobs
 - Increasing the stock market -----> GDP -----> jobs
 - It is a rational but painful process
- Healthy -----> Wealthy
- None of us is as smart as all of us...



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Healthy Savannah:

- Mayor's initiative in May 2008
- Partnership with city, schools, and community leaders (107 partners)
- Why should business focus on health?
 - 1/6 of GDP is spent on healthcare
 - Georgia ranks #3 in childhood obesity
 - Economic Consequences of Physical Inactivity in Savannah
 - Medical costs: \$25 million/year
 - Workers' comp: \$3.76 million/year
 - Lost Productivity: \$108 million/year



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So, what are we doing?

- Creating environments that increase the opportunity for physical activity
- Changing policies that hinder progressive decisions
- “Making the healthy choice the easy choice”



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HEALTHYSELF



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HEALTHY SELF



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HEAL THYSELF



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Environmental changes

- Addressing the industrial/residential interface in Hudson Hill
- Converting an existing canal into a recreation feature in Woodville
- Working with the school district to convert historically black Beach High School into a community center including a gym for neighborhood use
- Establishing bike and walking trails and other recreational amenities in the 7 new schools using SPLOST funding
- Changing “Food Deserts” into “Food Oases”
- Building on our history through our Civic Master Plan for the next 300 years



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Eugene, OR

Franklin Boulevard



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Commissioned by City of Eugene

Policy changes

- Established the Farmers Market in Forsyth Park
- Working with school district to curtail the sale of unhealthy foods in the schools
- Creating community gardens throughout Savannah on empty lots, Forsyth Park



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So...Where do YOU find YOUR community partners?

- Look for those with a pioneering spirit
- Business leaders - those that have recently started a new business, perhaps newly retired from on field and entering another
- Companies/services that are re-tooling themselves (YMCA is dropping Young Men's Christian Association and going with Y)
- Academia - look for new, emerging majors from business, sociology, art (human geography, sustainable design?)
- Up and coming "lieutenants" in a corporation to begin building their resumes and freeing up the CEO to handle the day to day business
- Young people, technically savvy, not afraid to do something different (Facebook, Twitter, Usable Health)
- Ringers: Stratton Leopold. Influencers who have a positive impact on community's decision makers (mayors, etc.)
- Public Health! - Tons of tools, data, un-sung heroes



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