Sustainable Jersey’s Gold Star Standard in Health

An initiative funded by the Robert Wood Johnson Foundation
A Framework for Action

Sustainable Jersey, circa 2009
Sustainable Jersey for Schools, circa 2014

• Coordinate priorities, resources, and policy among public and private, state and local actors to identify actions to achieve their sustainability goals

• Collaboratively develop tools, resources, and guidance to make progress
Benefits of the Sustainable Jersey Program

✓ Technical assistance
✓ Connecting communities with existing resources
✓ Sharing success between communities
✓ Grants program
✓ Recognition throughout the year
Grassroots Meets Top-Down

- Municipalities / Schools choose from menu of actions to accumulate points
- Actions created by issue-based Task Forces:
  - subject matter experts
  - local leaders
  - state / federal agencies
  - stakeholders
SUSTAINABLE JERSEY COLLECTIVE IMPACT

89% of NJ population lives in a registered or certified community.

204 municipalities certified, 55 silver certified, 149 bronze certified.

80% of municipalities participating.

242 schools certified, 15 silver certified, 227 bronze certified.

55% of NJ public school districts registered with Sustainable Jersey for Schools.

13,000 sustainability actions completed by both municipalities and schools.

$4.9 million in grants for municipalities, schools & school districts.
Regional Hubs

- Network of Leaders
- Quarterly Events
  - Trainings
  - Social
  - Service projects
- Shared Models
- Increased Collaboration
- Help Peers Get Certified
- Online Communication Platform
Gold Star Standards

✓ Highest level of certification
✓ Recognizes that a municipality is on course to becoming sustainable
✓ Has actions that are linked to needed levels of performance
✓ If every municipality were to perform at the Gold level, collectively municipalities would be “doing their part” to achieve our goals
Current Gold Star Standards

• Existing Gold Star Standards
  – Energy
    o Reduce GHG emissions every year to meet state and global targets
  – Waste
    o Achieve state target recycling rate & reduce solid waste every year

• Up next ... Water & Health
“Health Gold”

• Provide evidence based actions to address a community’s priority issues

• Must be w/in authority & influence of local governments

• Action development
  ✓ Improve existing Sustainable Jersey actions
  ✓ Identify existing best practices to fold into Gold
  ✓ Develop new standards

• Resources to help municipalities implement actions
“Health Gold” Will …

• Build a Culture of Health
  – Municipal decision making through a health lens
  – Collaboration with community stakeholders
  – Institutionalize procedure

• Address ‘Upstream’ Determinants
  – Tackle the issues impacting public health
  – Influence individual behavior where appropriate
  – Develop programs & policies
“Health Gold” Outcomes

✓ Convene experts and stakeholders *(Spring 2019)* Complete

• Define goals & standards *(Spring – Summer 2019)* Ongoing

• Develop new actions & certification content *(Spring 2019 - Winter 2020)*

• Develop collective-impact implementation plan *(Winter 2019 – Fall 2020)*
  – Identify resources and support that communities will need to implement the certification actions

• Roll-out, outreach, & technical support *(Spring 2020 – Summer 2021)*

• Track implementation & estimate impact *(Spring 2021 – Fall 2021)*
Steps in the Gold Star Standard in Health (proposed)

1. Municipal Health Needs Assessment
2. Municipality Develops Roadmap
3. Implements Short-Term Slate of Actions
4. Complete 1st Round of Actions
5. Gold Star Issued
6. Re-Certification for Gold Star
Categorizing Municipal Roles and Influence

• Municipal Governance and Decision-Making
  – Responsibly executing legal health authorities
  – Institutionalized consideration of health impacts of all decisions
  – Institutional capacity and organization
  – Equitable representation
  – Equitable, informed civic engagement

• Health and Social Services
  – Access to affordable, healthy food
  – Access to affordable health care
  – Prevention and behavioral health

• Development Patterns and the Built Environment
  – Urban design and planning
  – Healthy and affordable housing
  – Safe and accessible transportation [mobility] options
  – Additional infrastructure (water, sewer, energy, waste)
  – Resilience/adaptation to present and future hazards

• Environmental Quality
  – Air and water quality
  – Open space and green infrastructure
  – Environmental Justice (correcting disproportionate pollution and access)

• Sustainable Local Economy and Quality of Life
  – Local employment and economic vitality
  – Recreation and arts
  – Public safety and emergency management
  – Community well-being (inclusiveness, social safety net, organizations)
Roles of Stakeholders w/in Health Gold Process

• An Advisory Committee – “The Advisors”
  – Provides guidance and help to identify available resources on topics relevant to each individual’s area of expertise throughout the process
  – Able to join working groups as see fit
  – Will meet twice within this two-year initiative (today & towards its completion)
  – An online platform will be provided for communication and file sharing

• Working Groups – “The Worker Bees”
  – Created based on priority issue areas included in the framework
  – Responsible for the development of new actions & identification of resources
  – Will meet as needed, in person or online, as determined by the group itself

• The Health Gold Task Force - “The Decision-Makers”
  – Charged with finalizing the Gold framework and standards, or “actions”
  – Will meet regularly on a monthly or bimonthly basis