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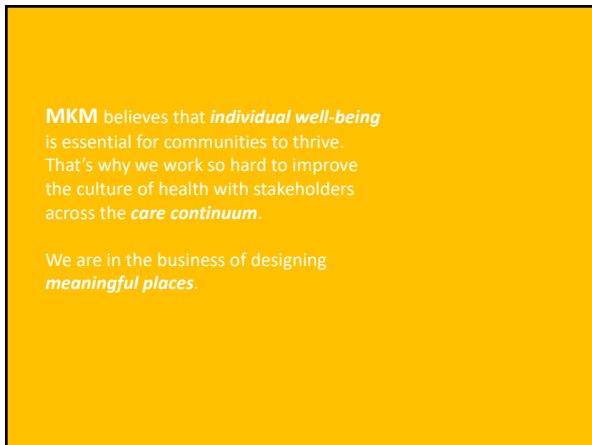
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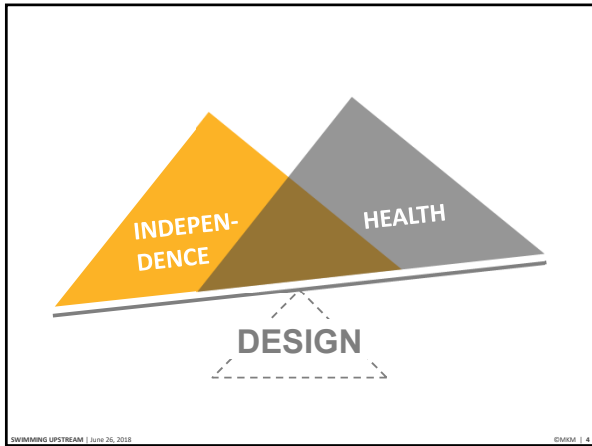
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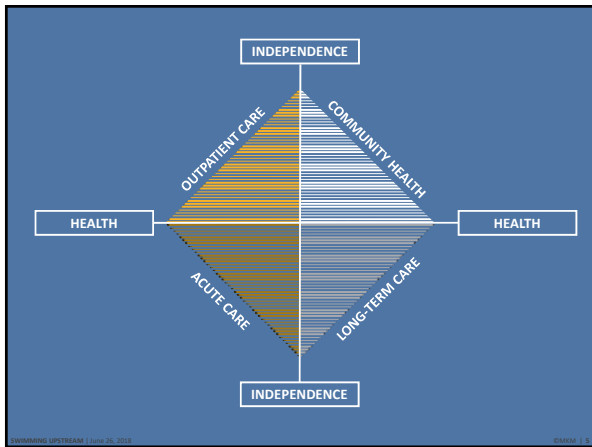
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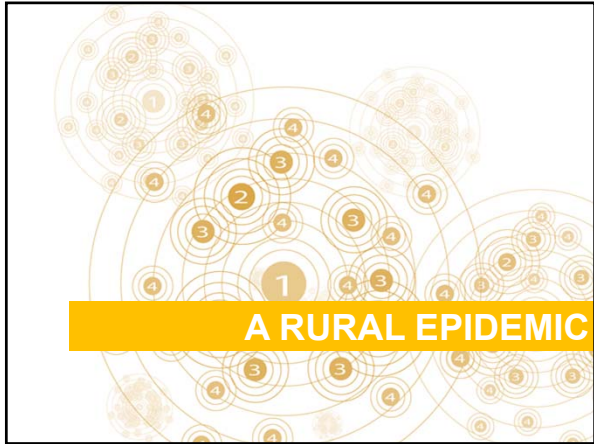
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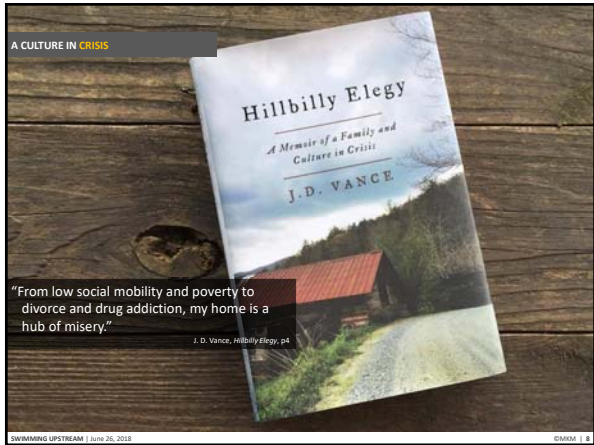
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"From low social mobility and poverty to divorce and drug addiction, my home is a hub of misery."

J. D. Vance, *Hillbilly Elegy*, p4

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"This was my world: a world of truly irrational behavior. We spend our way into the poorhouse. We buy giant TVs and iPads. Our children wear nice clothes thanks to high-interest credit cards and payday loans."

J. D. Vance, *Hillbilly Elegy*, p146

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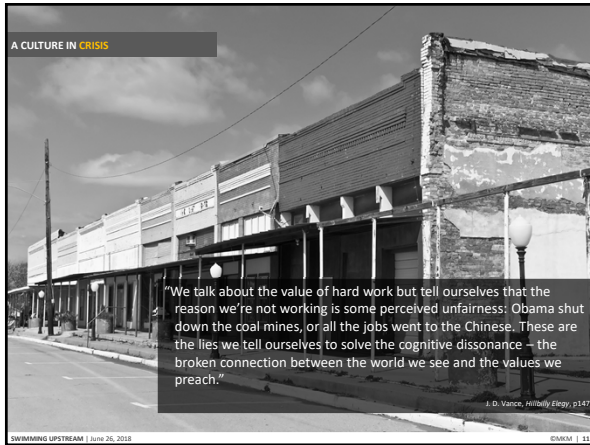
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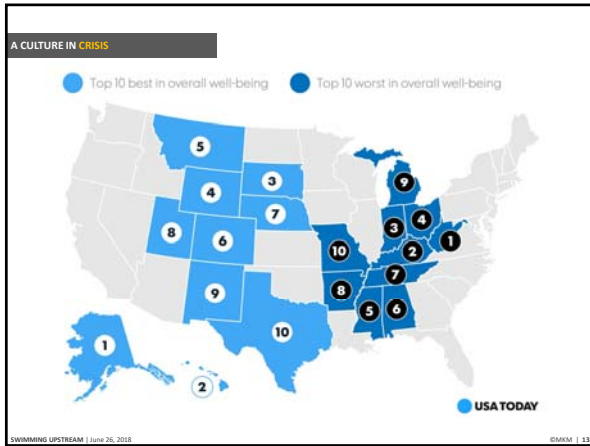
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**A CULTURE IN CRISIS**

COMPARING WELL-BEING ACROSS U.S. ZIP CODES

	NO HIGH SCHOOL DEGREE	POVERTY RATE	ADULTS NOT WORKING	HOUSING VACANCY	MEDIAN INCOME RATIO	CHANGE IN EMP.	CHANGE IN EST.
United States	14%	16%	42%	9%	100%	5.6%	1.2%
Average Distressed Zip Code	23%	27%	55%	14%	68%	-6.7%	-8.3%
Average Prosperous Zip Code	6%	6%	35%	5%	146%	17.4%	8.8%

Source: EIG's Distressed Communities Index, 2016

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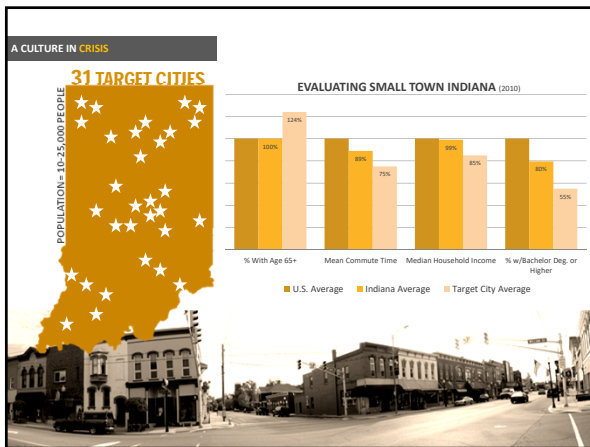
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**A CULTURE IN CRISIS**

Since 2010, 82 rural hospitals have closed nationwide. As many as 700 are at risk of closing within the next ten years. There are simply not enough patients with good insurance to keep a hospital from losing money.

— Lauren Weber, *A Hospital Crisis Is Killing Rural Communities* (September 2017)



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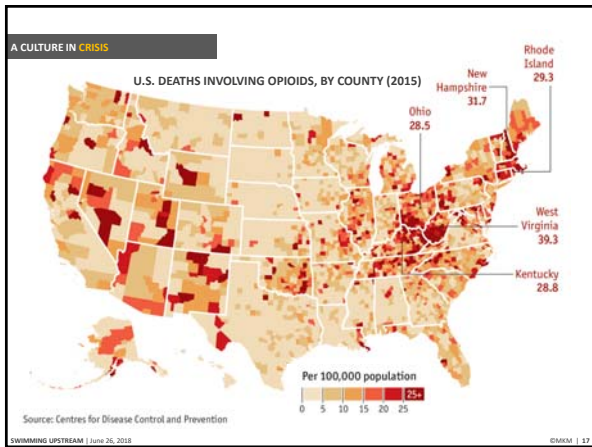
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**DEFINING THE PROBLEM**

**The Rise and Decline of League Bowling**




The suburban sprawl popularized in the 1960s had a dramatic impact on how communities behaved socially. Like an epidemic, a new behavioral model transformed our social patterns and, as a result, radically altered our health.

Source: "Bowling Alone: The Collapse and Revival of American Community," Richard Putnam, p. 112 (2000)

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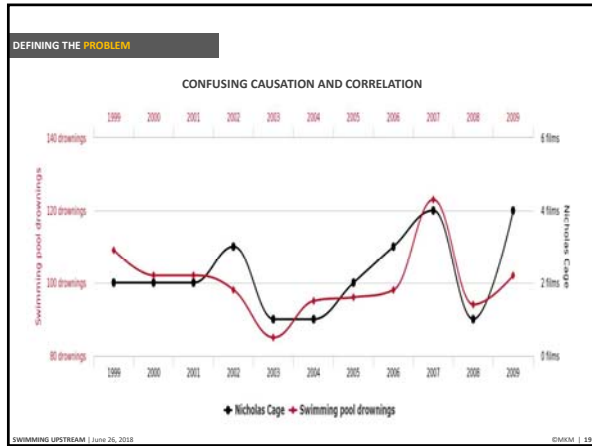
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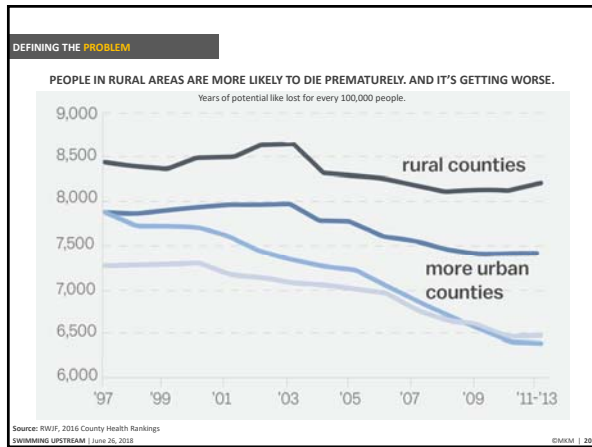
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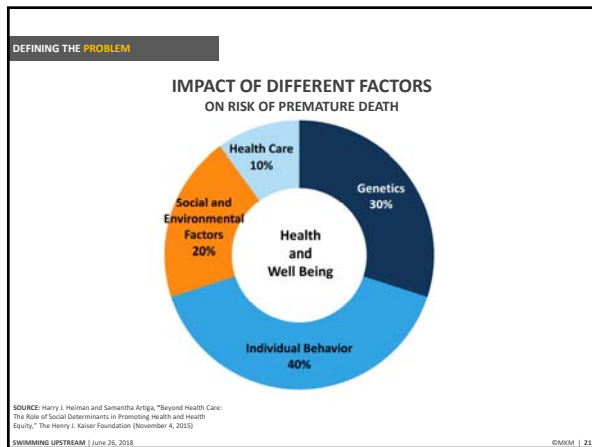
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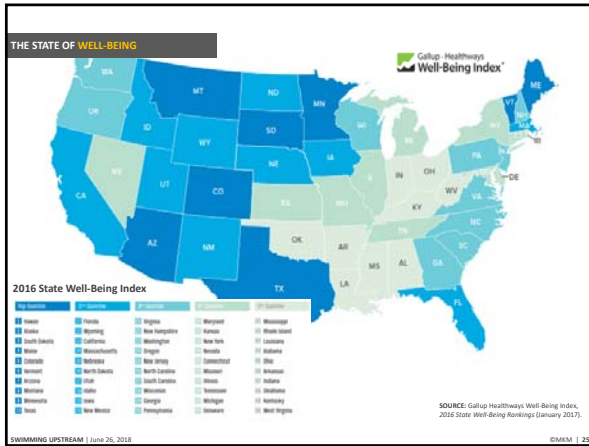
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THE STATE OF WELL-BEING

The Gallup Healthways Well-Being Index

Gallup and Healthways have developed a comprehensive, definitive source of well-being measurement, the Gallup-Healthways Well-Being Index. This scientific survey instrument measures, tracks and reports on the well-being of populations. The five essential elements of well-being are:

- Purpose:** liking what you do each day and being motivated to achieve your goals.
- Social:** having supportive relationships and love in your life.
- Financial:** managing your economic life to reduce stress and increase security.
- Community:** liking where you live, feeling safe and having pride in your community.
- Physical:** having good health and enough energy to get things done daily.

SOURCE: Gallup Healthways Well-Being Index, 2016 State Well-Being Rankings (January 2017).

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THE STATE OF WELL-BEING

2016 State Well-Being Index

ZOE R Rank	Well-Being Index Score	Purpose Rank	Social Rank	Financial Rank	Community Rank	Physical Rank
41. Mississippi	61.3	3	16	49	37	45
42. Rhode Island	61.3	49	50	43	50	18
43. Louisiana	61.0	25	30	48	42	41
44. Alabama	61.0	28	43	47	28	46
45. Ohio	60.9	43	40	31	35	42
46. Arkansas	60.8	32	47	45	31	47
47. Indiana	60.5	47	49	30	38	44
48. Oklahoma	60.5	35	48	46	33	48
49. Kentucky	60.5	44	41	40	29	49
50. West Virginia	58.9	50	45	50	49	50

SOURCE: Gallup Healthways Well-Being Index, 2016 State Well-Being Rankings (January 2017).

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HEALTH AND HAPPINESS


Research has shown that lonely people are 30% more likely to suffer from a stroke or heart disease.

Some researches though this was simply due to less people noticing when a person was ill. However, last year Harvard University found that having no friends was linked to increased level of blood-clotting protein, which can cause heart attacks and strokes.

— Sarah Knappson, Loneliness is deadlier than obesity, study suggests. The Telegraph, August 2017.

Source: Johnathan Haidt, The Happiness Hypothesis, p68 (2006).

Evidence shows that people who hold pervasive positive illusions about themselves, their abilities, and their future prospects are mentally healthier, happier, and better liked than people who lack such illusions.\*\*




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HEALTH AND HAPPINESS

"Vital engagement does not reside in the person or in the environment; it exists in the relationship between the two."

—Johnathan Haidt, The Happiness Hypothesis, p225

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HEALTH AND HAPPINESS

HAPPINESS FORMULA

$H = S + C + V$

H: EXPERIENCED HAPPINESS  
S: BIOLOGICAL SET POINT  
C: LIFE CONDITIONS  
V: VOLUNTARY ACTIVITIES

Source: Johnathan Haidt, The Happiness Hypothesis, p61 (2006).

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HEALTH AND HAPPINESS

EQUALITY	EQUITY	EMPOWERMENT
		
The assumption is that everyone benefits from the same supports. This is equal treatment.	Everyone gets the support they need (e.g., affirmative action), thus producing equity.	All become empowered without supports or accommodations because the limiting cause(s) of the inequity are removed.

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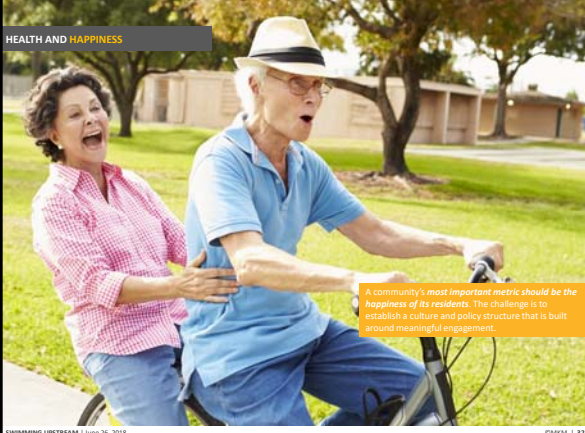
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HEALTH AND HAPPINESS



A community's most important metric should be the happiness of its residents. The challenge is to establish a culture and policy structure that is built around meaningful engagement.

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**A NEW PLACEMAKING**

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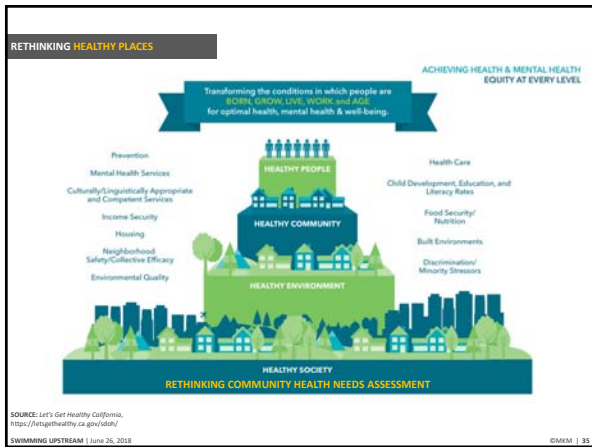
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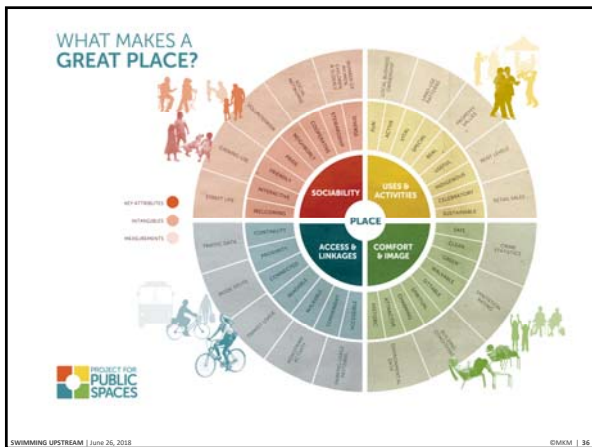
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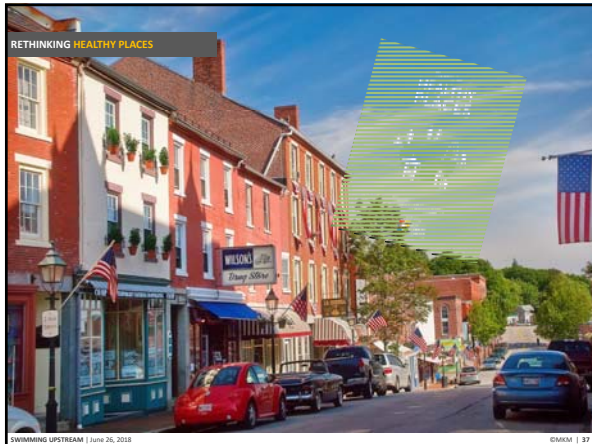
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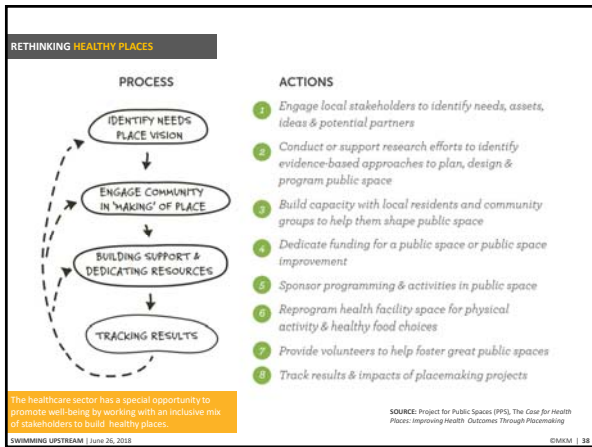
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**SOCIAL SUPPORT AND INTERACTION**

- Placemaking projects improve social capital, sense of community, and individual well-being, including decreased reports of depression.
- People who have a stronger sense of belonging to their local community tend to live healthier lives and have fewer mental health challenges than those with a weaker sense of belonging.
- Public space features and amenities that facilitate face-to-face interaction have been linked to reduced levels of psychological distress.

SOURCE: Project for Public Spaces (PPS), The Case for Health Places: Improving Health Outcomes Through Placemaking

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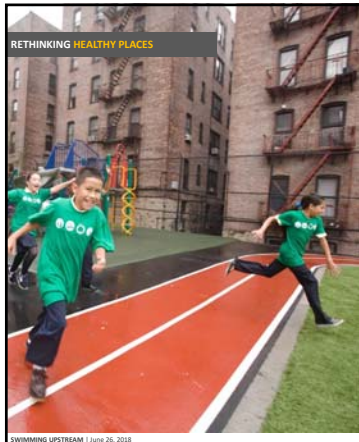
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RETHINKING HEALTHY PLACES

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**PLAY AND ACTIVE RECREATION**

- Having clean and nearby park access has been associated with healthier weights and greater life satisfaction amongst users.
- Parks with higher levels of social capital generate more physical activity.
- Play streets can increase children's physical activity, at no cost to their families.

SOURCE: Project for Public Spaces (PPS), The Case for Health Places: Improving Health Outcomes Through Placemaking

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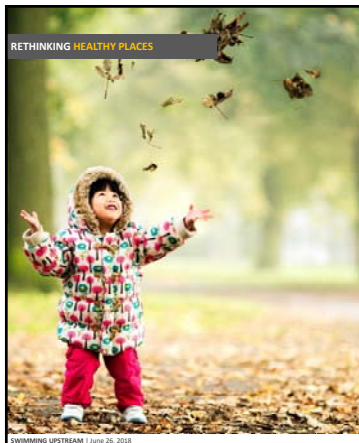
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RETHINKING HEALTHY PLACES

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**GREEN AND NATURAL ELEMENTS**

- Close proximity to parks and green spaces positively impacts physical activity levels, mental health, and cognitive function.
- People living in neighborhoods with high-quality parks or other public spaces report better mental health than those with low-quality spaces.
- Green spaces and placemaking activities may reduce crime by creating "eyes on the street".

SOURCE: Project for Public Spaces (PPS), The Case for Health Places: Improving Health Outcomes Through Placemaking

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RETHINKING HEALTHY PLACES

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EMMM | 42

**HEALTHY FOOD**

- Neighborhood food environments can determine obesity levels.
- There is a positive correlation between community gardens and mental health.
- Adding a farmers market to a neighborhood lacking supermarkets can increase the availability and affordability of fresh produce.
- Incentives to purchase fruits and vegetables can help low-income populations to purchase and consume more of these products.
- Community Gardens can increase fruit and vegetable consumption.

SOURCE: Project for Public Spaces (PPS), The Case for Health Places: Improving Health Outcomes Through Placemaking

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RETHINKING HEALTHY PLACES



**WALKING AND BIKING**

- Social places encourage walking.
- Walkable neighborhoods foster social interaction and community cohesion, while perceptions of a neighborhood's walkability is often higher in those with higher levels of social capital.
- Low-income communities often face additional barriers to physical activity that reduce the health benefits of living in walkable and bike-friendly communities.

SOURCE: Project for Public Spaces (PPS), The Case for Health Places: Improving Health Outcomes Through Place-making

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THE OPPORTUNITY FOR LIBRARIES

Health Happens in Libraries



40% of health outcomes are influenced by socioeconomic factors



- EDUCATION
- EMPLOYMENT
- INCOME
- FAMILY & SOCIAL SUPPORT
- COMMUNITY SAFETY

SOURCE: Health Happens in Libraries, <http://www.webjunction.org/Content/Docs/WebJunction/DocuMts/WebJunction/2016-04/Health-happens.pdf>

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RETHINKING HEALTHY PLACES

## Public libraries on the frontlines of community health

40% of the information that patrons search for online at the library is related to health.

Did you know that:

- 9 out of 10 American adults have difficulty understanding and using the health information they encounter every day through the media, retail stores, and in their communities.<sup>1</sup>
- Over 3/4 of health information searches start online and the searcher does not check the date or source of information.<sup>2</sup>
- Public libraries are the only free provider of access to the internet and public access computers in over 60% of U.S. Communities.<sup>3</sup>
- Less than 1/4 of U.S. public libraries offer instruction on finding and using health and wellness information online.<sup>4</sup>

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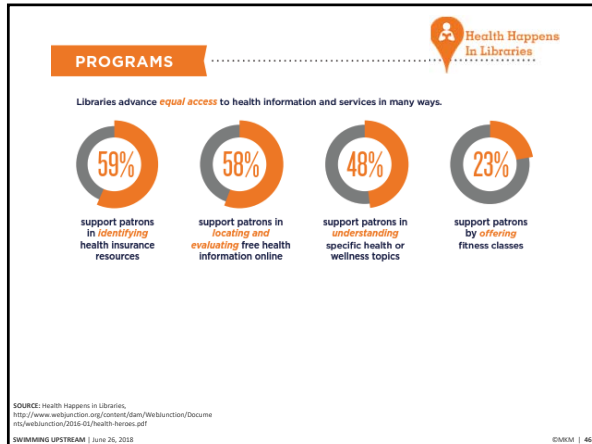
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