

To: Gary Kleiman
Elise Woodward
Comprehensive Long Range Plan Committee

From: Susan Rask, Public Health Director on behalf of the Concord Board of Health

Re: Board of Health Input on Comprehensive Long Range Plan SWOT Analysis

CC: Elizabeth Hughes, Town Planner

Date: September 25, 2017

At its September 25, 2017 meeting, the Board of Health discussed the Comprehensive Long Range Planning SWOT analysis and request from the Comprehensive Long Range Plan Committee for input towards the plan. The Board of Health provides the following information.

SWOT Analysis—What’s Missing?

The Board feels the SWOT analysis is very thorough and incorporates many Healthy Community principles. It should be shared widely with town residents to assist them in better understanding the planning process.

Board of Health--Core Values

- Health, well-being and safety of all residents
- Employ a broad definition of health which includes physical, mental, emotional and spiritual health, and is not merely the absence of disease or infirmity.
- Incorporate “health in all policies” into town planning efforts. Health should have parity with other planning goals.
- Healthy Community principles should guide town planning. A healthy community is one that continuously creates and improves both its physical and social environments. Such communities help people to support one another in aspects of daily life and to live to their fullest potential.
- Healthy Community principles should be as important as Sustainability principles in town planning efforts.

Board of Health Current issues

- Opioid crisis
- Need for resources for increased public outreach/education on current and emerging public health issues
- Youth mental health
- Continuing need for health education in schools
- Transportation—for all ages including seniors and youth; need for traffic reduction in town.
- Tensions between bicyclists and drivers.

Anticipated Future Needs that should be addressed

- Needs (social, mental health, housing, transportation) associated with increasing senior population.
- Programs and resources that assist seniors to maintain independent living.
- Cultivation of community relationships for mutual social support.
- Increasing need for mental health services, especially for youth and geriatric populations
- Anticipated increased need for preventative health services
- Capacity of town to respond to environmental threats and emergencies and plan for the needs of vulnerable residents in disasters.

Tensions/Conflicts/Roadblocks to Board of Health work

- Limited staff/resources in Health Division to deliver proactive public health programming and respond to emerging public health needs.
- Many Concord residents have a perception of “we have no problems” in Concord; it is difficult to change this perception.
- It is difficult to promote non-auto transport in the town without expanding alternatives such as bike lanes, sidewalks, adequate parking at train stations or providing alternate methods of transport (van service, etc.).

Recent Accomplishments

- Healthy Community Planning and Implementation program: Healthy Concord
- Recently awarded grant from CHNA15 for Community Substance Use Assessment project
- Tobacco Control efforts—prohibitions on: sale of tobacco and nicotine delivery products to persons under age 21; sale of flavored tobacco and nicotine delivery products; sale of tobacco products in pharmacies.
- Education programs on prevention of tick borne illnesses