

Advancing the Social Determinants of Health The Private Sector Community Benefits Movement

May 15, 2025 | 12 – 1:30 p.m. CT

Moderator



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Mid-States Region

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AGENDA

- **Introduction**

Moderator – Susan Fleurant, JD, MPH

- **Social Determinants of Health and Health in All Policies**

Phyllis Jeden, JD

- **Community Benefit Agreements and Ordinances**

John Philo, JD

- **Community Benefit Agreements in Action**

Linda Campbell, MPH

- **Question and Answer Session**



Q & A

Feel free to use the Q&A function throughout the webinar if you have questions.



Webinar Recording and Slides.

You will receive an email notification when the slides and recording of today's webinar have been posted on the Network website.

Social Determinants of Health and Health in All Policies



Phyllis Jeden, JD

Deputy Director
Mid-States Region
Network for Public Health Law

Equity

is assurance of the conditions for optimal health and well-being for all people. Achieving equity requires valuing all individuals and populations equally, recognizing and rectifying historical injustices, and providing resources according to need. “Group”-based disparities in health and well-being will be eliminated when equity is achieved.

COLLABORATIVE FOR
**Anti-Racism &
Equity**

Health Equity

means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty and discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.



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Equality vs Equity

Equality



Equity



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Everyone should have the opportunity to live a healthy life.

Here's an example of how we get there.

Not everyone has what they
need to be healthy.



lacks fresh
produce



lacks safe
walking trails



lacks nearby
doctors

Equity ensures everyone has
what they need based on their
unique situations.



access to
produce truck



access to parks
and recreation



telehealth
options

Equity ensures everyone has
an **equal** opportunity to
pursue their highest health.



— equal opportunity for health —

We can create a world where everyone has the opportunity to be as healthy as possible. Learn more at www.cdc.gov/health-equity.



Social Determinants of Health



We should all live in communities where we have the opportunity to pursue healthy lives.

Here are a few examples.



Cancer screening trucks help Marie get preventive care during her lunch break.



New wheelchair-accessible trails help Jon stay active.



An affordable housing program helped the Wesley family access safe, stable housing.

Health equity means ensuring each person and community has what they need to achieve their best health.

Learn more at www.cdc.gov/health-equity



Figure 1

Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education		Stress	
Support	Walkability				
	Zip code / geography				

Health Outcomes

Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

Health in All Policies

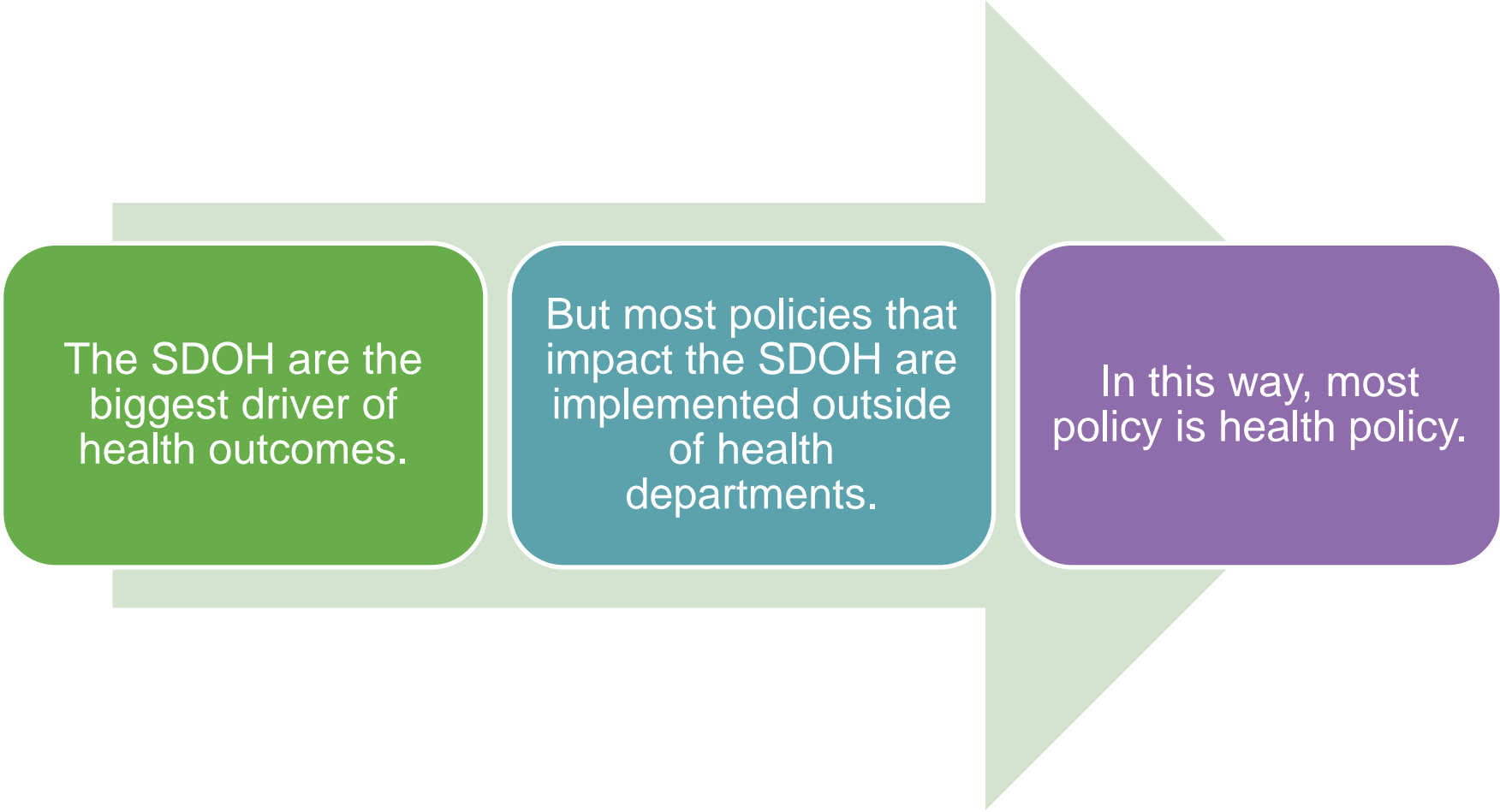
Definition of Health in All Policies

ASTHO's Health in All Policies Steering Committee developed the following definition:

Health in All Policies is a collaborative approach that integrates and articulates health considerations into policymaking across sectors, and at all levels, to improve the health of all communities and people.



Health in All Policies

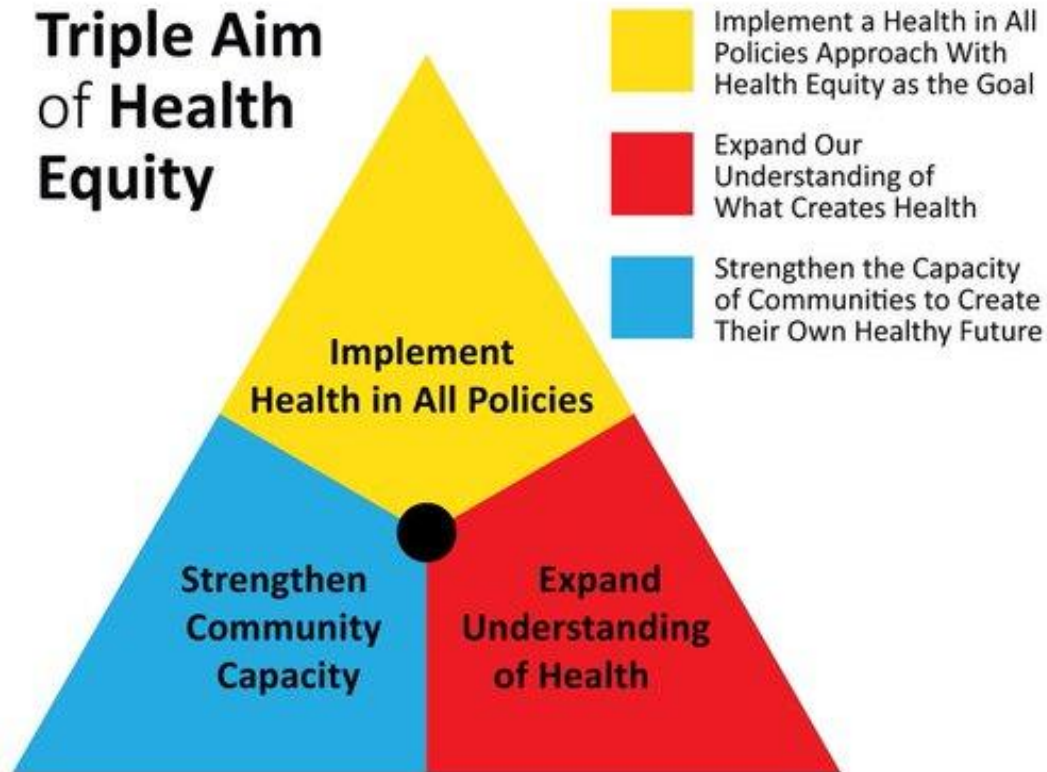


The SDOH are the biggest driver of health outcomes.

But most policies that impact the SDOH are implemented outside of health departments.

In this way, most policy is health policy.

Triple Aim of Health Equity



Community Benefit Agreements and Ordinances



John Philo, JD

**Executive and Legal Director
Sugar Law Center
for Economic & Social Justice**

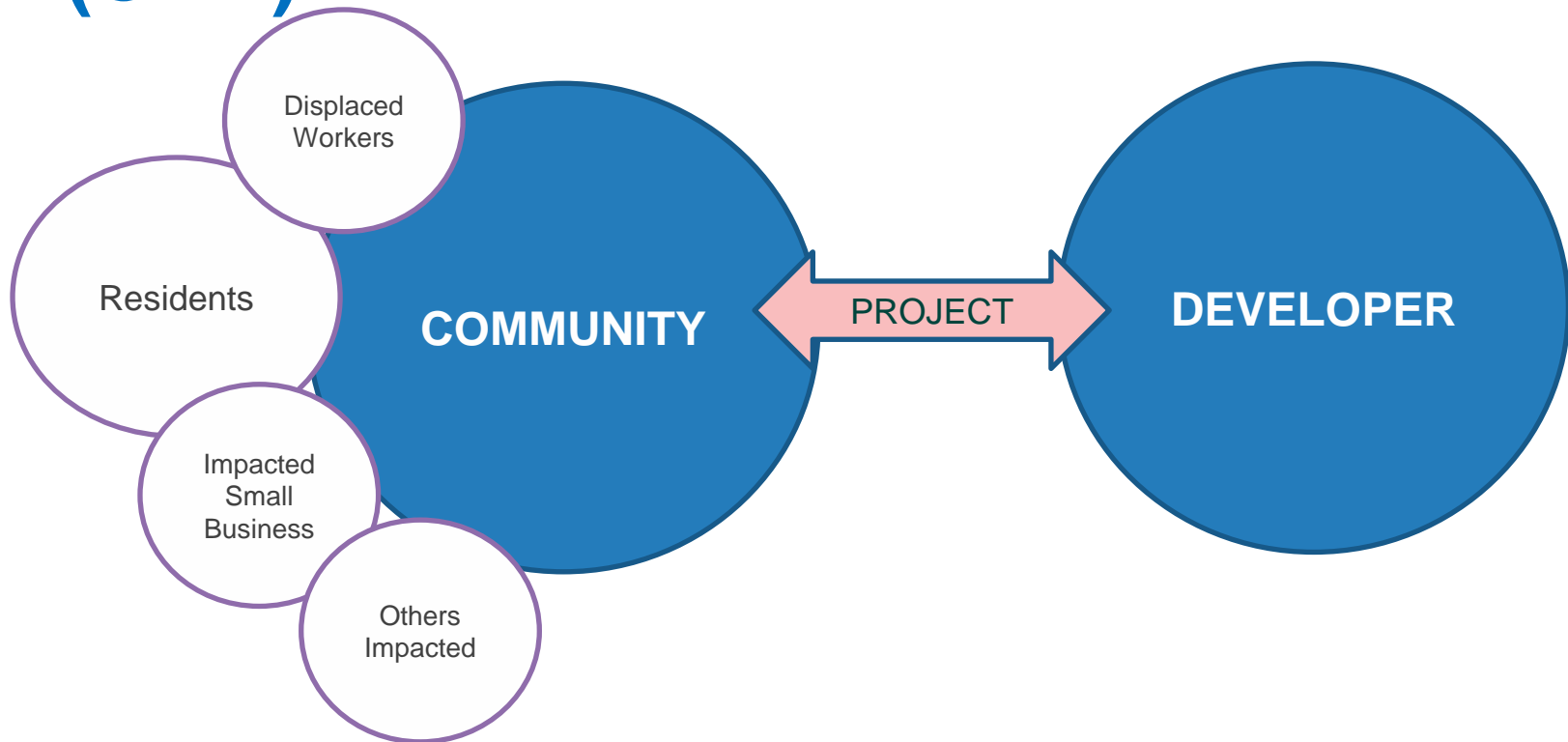
COMMUNITY BENEFITS AGREEMENTS: WHAT ARE THEY...

“A Community Benefits Agreement (CBA) is a project-specific agreement between a developer and a broad community coalition that details the project’s contributions to the community and ensures community support for the project. Addressing a range of community issues, properly structured CBAs are legally binding and directly enforceable by the signatories.”

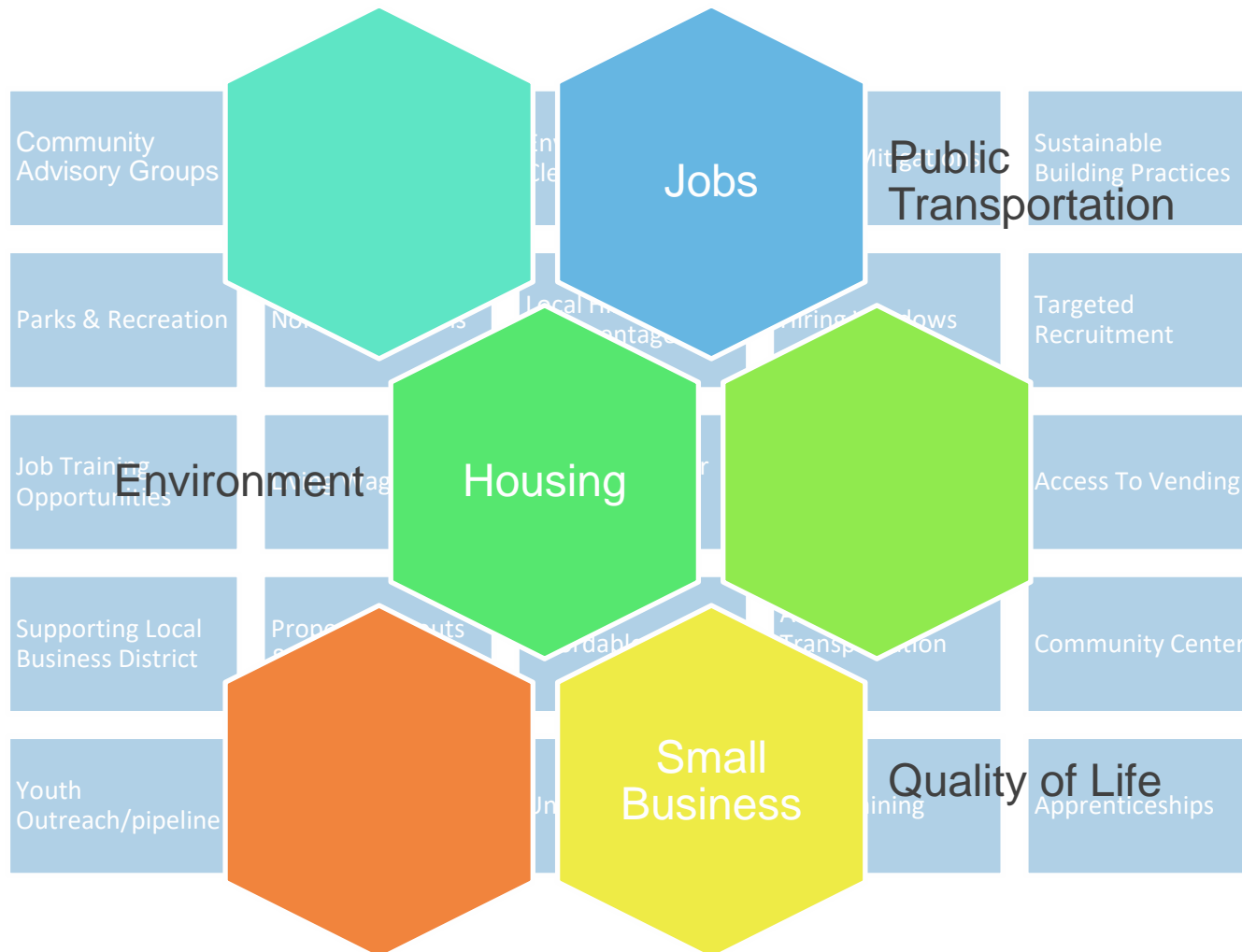
– Partnership for Working Families

.....

Community Benefits Agreements (CBA)



CBA: COMMON PROVISIONS ...



Some CBA
traditional
agreement cities

- Oakland
- Pittsburgh
- Baltimore
- Nashville
- New York
- Los Angeles

AGREEMENTS

- Los Angeles, CA (LAX, Staples Center, etc.)
- Oakland, CA (Oak to 9th)
- San Diego, CA (Ballpark Village)
- San Francisco, CA (Bayview-Hunters Pt)
- San Jose, CA (CIM Project)
- Wilmington, DE (Peninsular Compost Co.)
- Denver, CO (Gates Cherokee)
- New Haven, CT (Yale-New Haven Hosp.)
- New York, NY (Kingsbridge Armory)
- Pittsburgh, PA (Hill District)
- Nashville, TN (MLS Stadium)

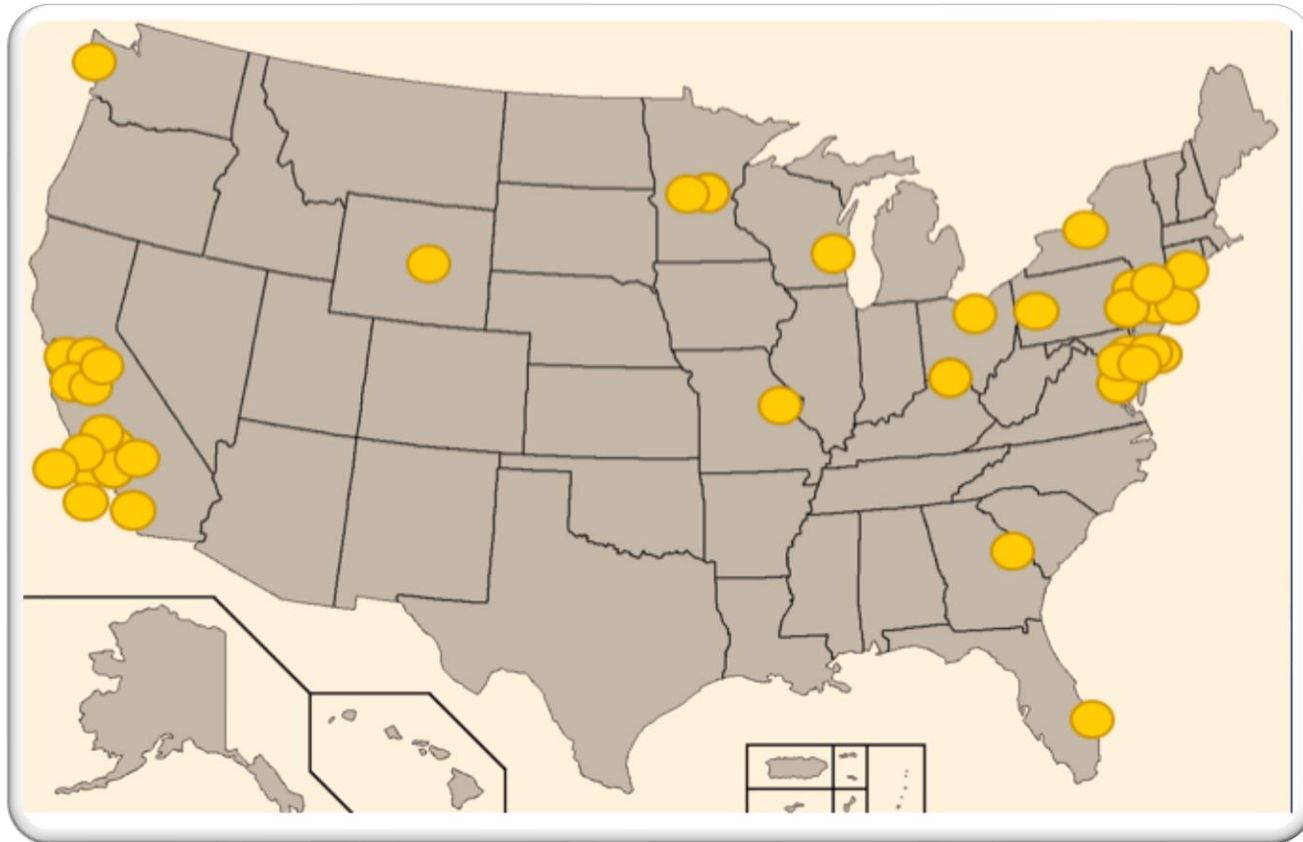
CBA Example



Pittsburgh Penguins Hockey Arena

- \$1 million for a Hill District [grocery store](#).
- Creation of a [First Source Employment Center](#) that will give neighborhood residents the first chance to apply for jobs created at the arena.
- The creation of a master planning committee that has until Feb. 19, 2010, to come up with guidelines for development of the Hill District and Uptown.
- The city, county and URA agreed to work with [Pittsburgh YMCA to build a community center](#) in the neighborhood.
- The Penguins agreed to pay [\\$500,000 a year for six to 12 years for a Neighborhood Partnership Program](#) focused on development and social services such as treatment for drug and alcohol addiction.

CBA: A National Movement



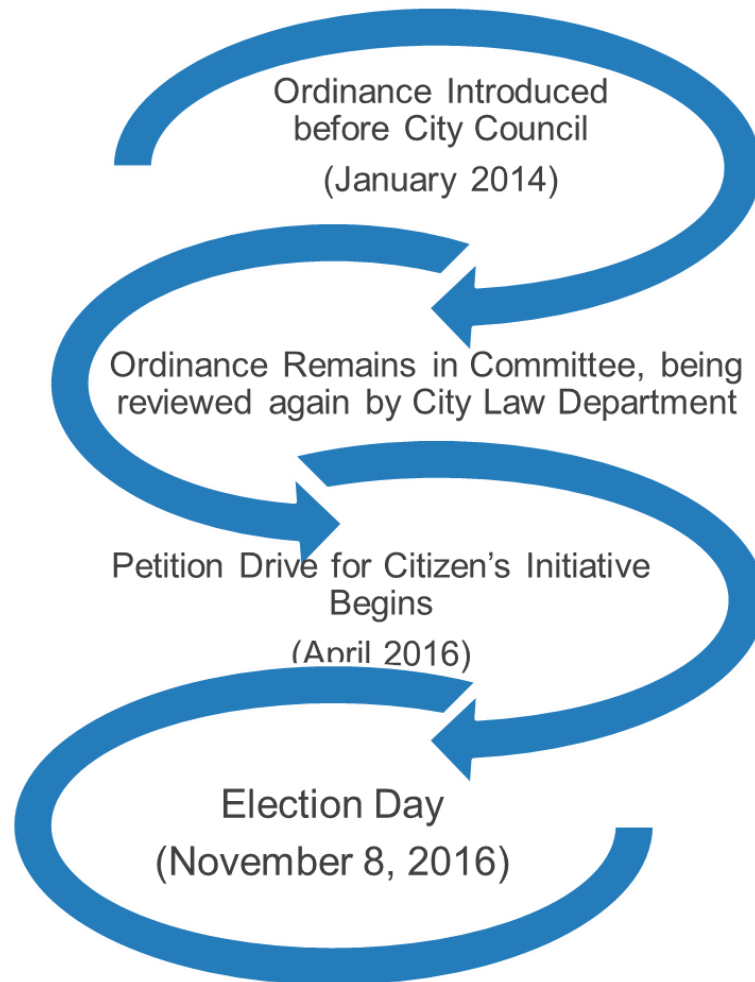
Some nontraditional CBA
ordinance Cities

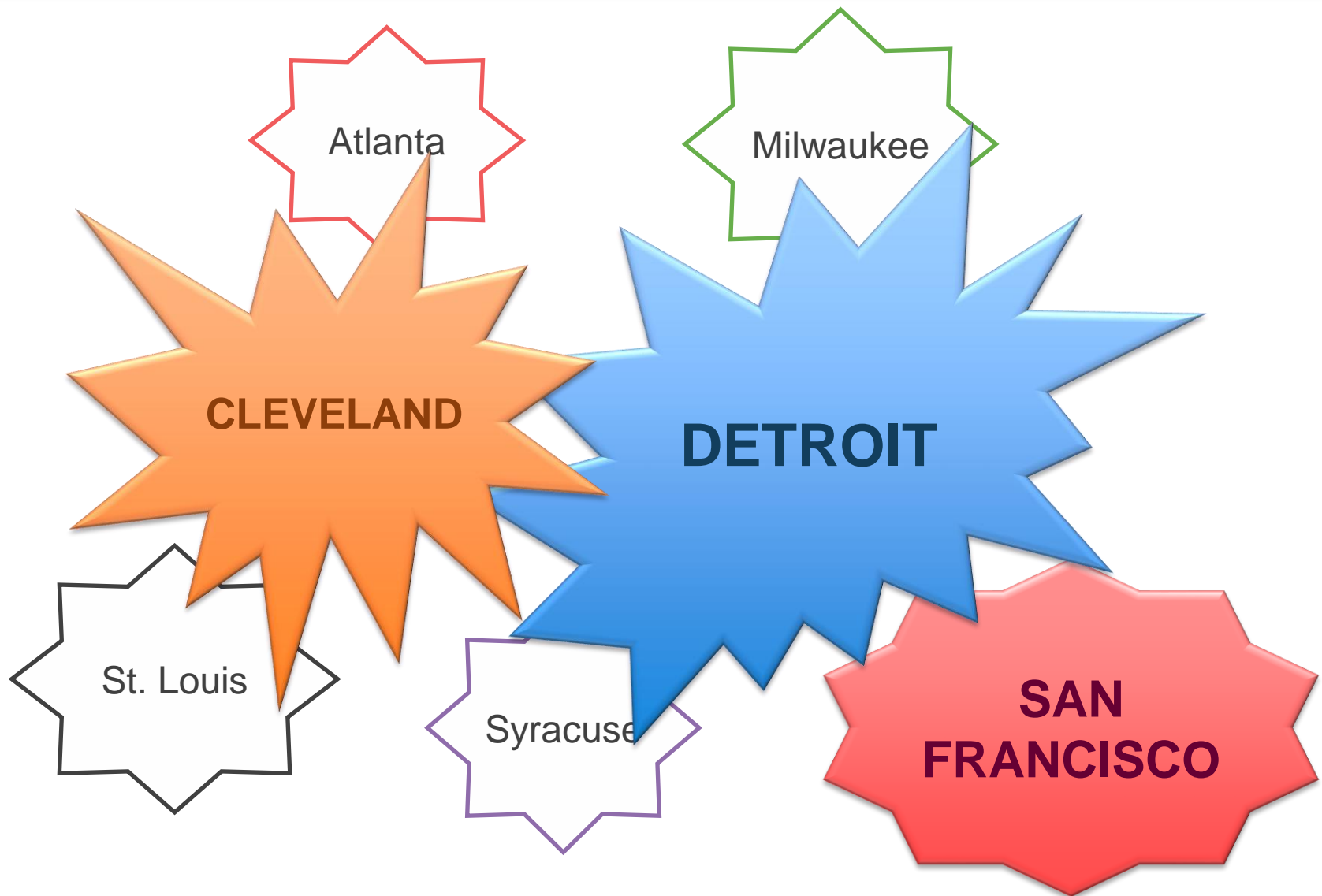
- Detroit
- Cleveland
- St. Louis
- San Francisco

ORDINANCES, REGS., POLICIES

- Atlanta, GA (Atlanta Beltline)
- Syracuse, NY (school constr.)
- Washington, DC (Shaw District)
- Cincinnati, OH (school constr.)
- Minneapolis, MN (Digital inclusion)
- Philadelphia, PA (SugarHouse Casino)
- Richmond, VA (Chevron)
- Seattle, WA (Seattle Center Arena)
- Milwaukee, WI (Park East Redev.)
- San Francisco, CA
- Seattle, WA
- Vancouver, BC

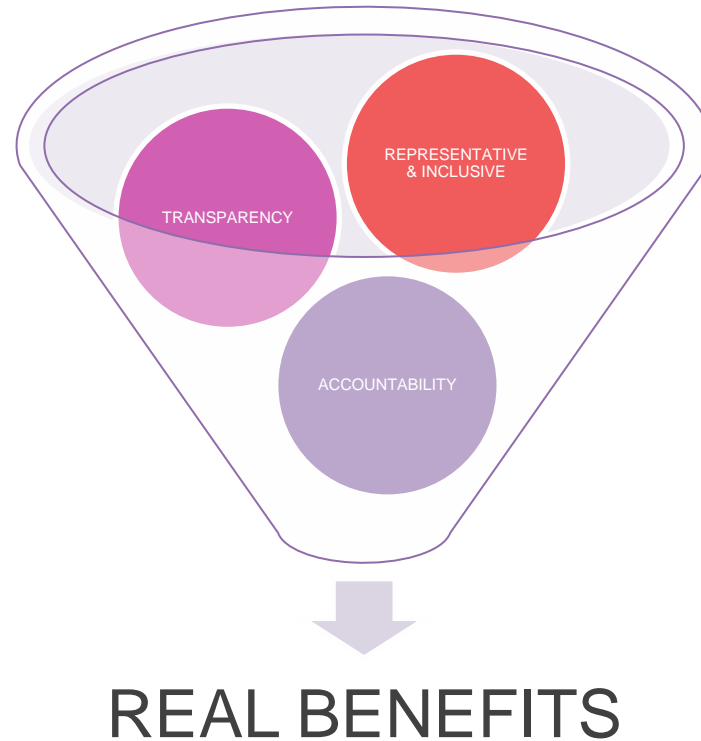
Detroit's Community Benefit Ordinance





COMMUNITY BENEFITS: CORE PRINCIPLES...

Representative
Inclusive
Transparent
Accountable





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Community Benefit Agreements in Action



Linda Campbell, MPH

Director

Detroit People's Platform

DETROIT People's PLATFORM

Detroit People's Platform **2025**

Detroit People's Platform: Who We Are



- Founded in 2013 in response to State government takeover
- Community based organizing and advocacy
- Centering priorities of majority Black and low income households with children

Key Platform Issues and alignment with Social Determinants of Health

- Public Transit
- Good Government
- Equitable Development
- Affordable Housing



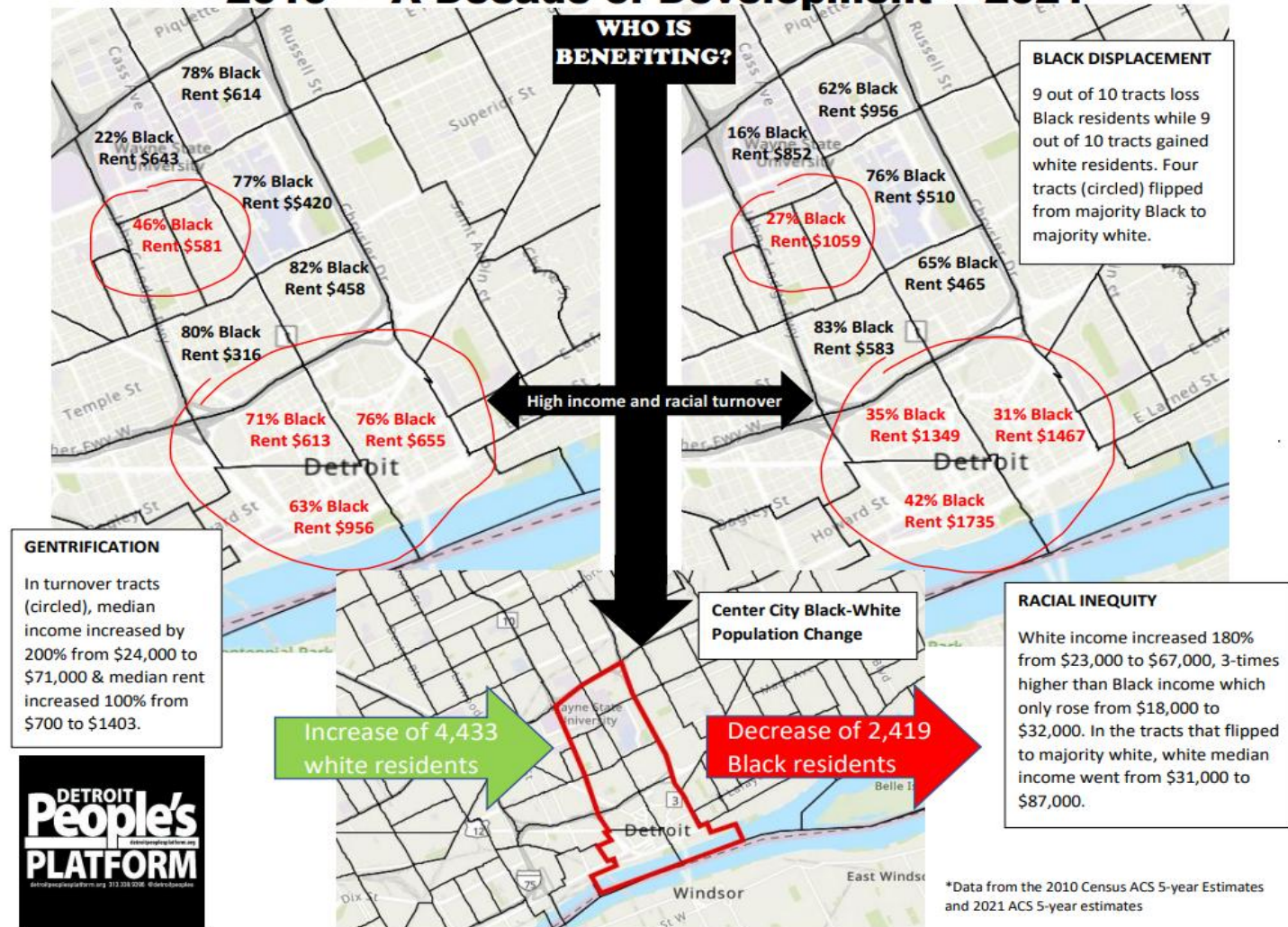
Detroit, Michigan - Nation's Largest Majority Black City

- Once the nation's richest city fueled by automotive industry
- History of progressive movements and Radical Black politics
- Downturn in manufacturing in mid 20th century
- 2013 – 2014 nation's largest Municipal Bankruptcy; Emergency Management
- Recovery emerges as *Tale of Two Cities*



Black Displacement

2010 A Decade of Development 2021



Community response to capture public investment for private development

- Emergency food pantry clients experience loss of public transit triggers organizing and formation of Equitable Detroit CBA Coalition
- Push for local ordinance to ensure CBA on large scale projects
- 2016 Detroiters put CBA ballot initiative before the voters

Ordinance adopted!



Case Example *Future of Health Campaign (FOH)*

- \$3 billion with \$297 million dollar public investment
- Developers include Detroit Pistons – Henry Ford Health Systems-Michigan State University
- Hospital, research and housing
- Commercial/retail and green space



Organizing Strategy

Assess the social, health and environmental conditions in impact area

- High renter population with median income less than 50% of AMI
- District 5 neighborhoods epi center for development and displacement
- Affordable housing emerges #2 priority in community health assessment
- HFHS community conversations informing FOH – "housing for Detroiters"

Mandated Community Benefits required by IRS for 501c3

- HFHS Community Health Needs Assessment (CHNA)
- Implementation Plan required to address priorities includes Community Benefits
- HFHS identifies investment in SDOH between 2023 -2025

Organizing Strategy (cont)

Build resident voice and power

- Eleven months timeline - train residents and community members/direct engagement in CBA process
- Cross Sector collaborations – i.e. Law; Affordable Housing Developers: Community Planners
- Along side data include racial equity analysis and identify the negative impacts/harms
- Avoid duplication of mandated (IRS) CBAs and call for CBA concessions to mitigate the harm of the FOH development



Outcome/WINS: Alignment with Detroit Community Health Goals

- *Ensure the basic housing needs and health of residents are supported and sustained by increasing access to safe and affordable homes in all neighborhoods.*
- Rental Assistance
- Community Land Trust (CLT)
- Affordable Housing Trust Fund



Cumulative Impacts of CBA

- 2017- 2024: 15 qualifying projects
- Building community capacity for inclusion in the process
- Individual CBA projects include neighborhood WINS as well as WINS that benefit citywide public policies for All Detroiters
- Examples of further alignment with SDOH - Green space development; neighborhood community funds; home repairs for healthier homes; student scholarships; improvements in recreational space; investment in youth and senior services; greater attention to environmental impacts

Considerations

- Systemic and structural Barriers – Racial Equity Tool
- Power Imbalances
- Cross sector alliances





Lessons to share:



- Narrative Building
- Systems Follow-up and Accountability
- Ecosystem Readiness



Thank You!

Detroit People's Platform

detroitpeoplesplatform.org

linktr.ee/detroitpeoples

@detroitpeoples



Q&A

Thank You!

Contact us with questions or for technical assistance. pjeden@networkforphl.org

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