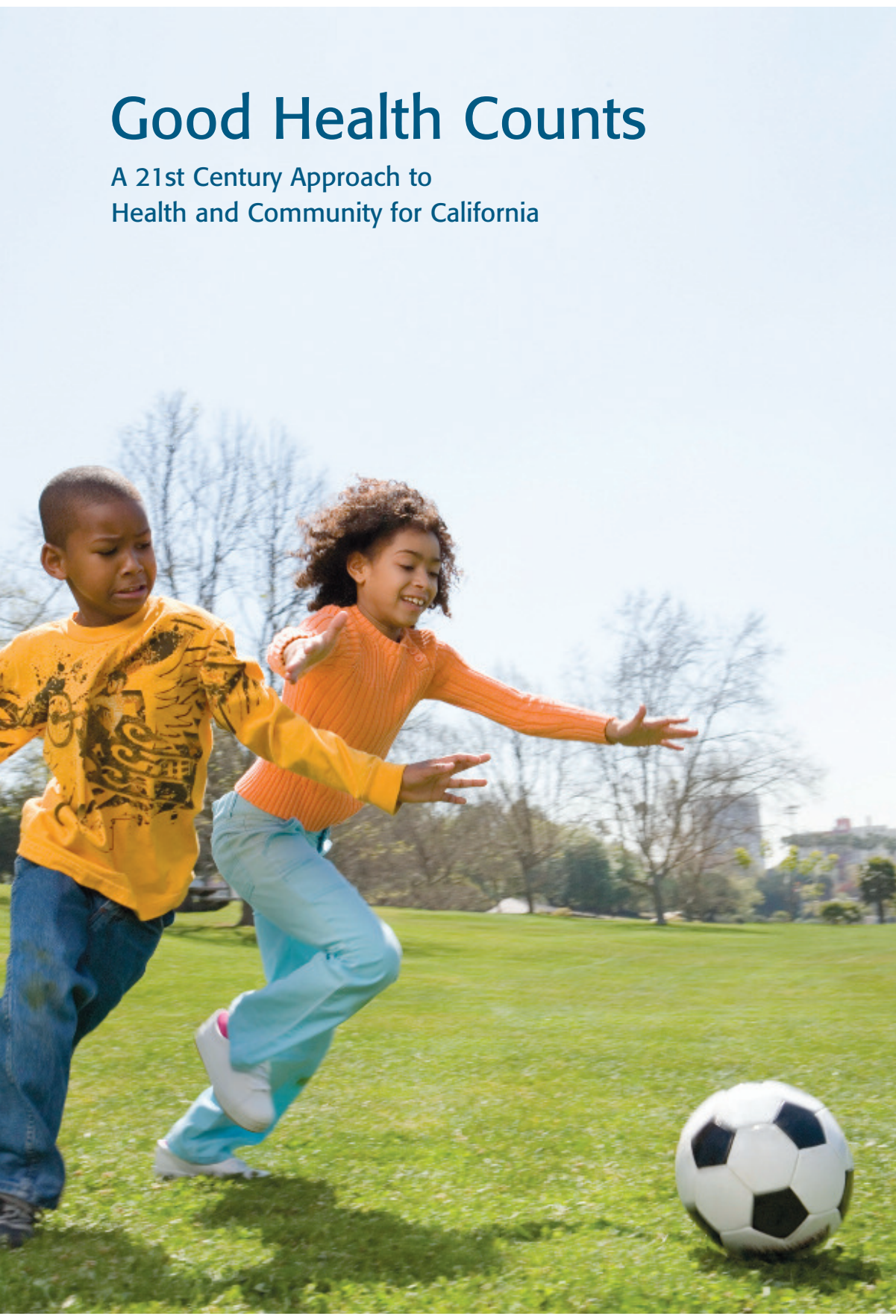


NOVEMBER 2007

Good Health Counts

A 21st Century Approach to
Health and Community for California



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Box 1: Key Community Factors

Equitable Opportunity Factors

1. **Racial justice**, characterized by policies and organizational practices that foster equitable opportunities and services for all; positive relations between people of different races and ethnic backgrounds.
2. **Jobs and local ownership**, characterized by local ownership of assets, including homes and businesses; access to investment opportunities, job availability, the ability to make a living wage.
3. **Education**, characterized by high-quality and available education and literacy development across the life span.

People Factors

1. **Social networks and trust**, characterized by strong social ties among persons and positions, built upon mutual obligations; opportunities to exchange information; the ability to enforce standards and administer sanctions.
2. **Participation and willingness to act for the common good**, characterized by local/indigenous leadership; involvement in community or social organizations; participation in the political process; willingness to intervene on behalf of the common good.
3. **Acceptable behaviors and attitudes**, characterized by regularities in behavior with which people generally conform; standards of behavior that foster disapproval of deviance; the way in which the environment tells people what is okay and not okay.

Place Factors

1. **What's sold and how it's promoted**, characterized by the availability and promotion of safe, healthy, affordable, culturally appropriate products and services (e.g., food, books and school supplies; sports equipment; arts and crafts supplies; and other recreational items); limited promotion and availability, or lack, of potentially harmful products and services (e.g., tobacco, firearms, alcohol and other drugs).
2. **Look, feel and safety**, characterized by a well-maintained, appealing, clean, and culturally relevant visual and auditory environment; actual and perceived safety.
3. **Parks and open space**, characterized by safe, clean, accessible parks; parks that appeal to interests and activities across the life span; green space; outdoor space that is accessible to the community; natural/open space that is preserved through the planning process.
4. **Getting around**, characterized by availability of safe, reliable, accessible and affordable methods for moving people around, including public transit, walking, biking.
5. **Housing**, characterized by safe, affordable, available housing.
6. **Air, water and soil**, characterized by safe and nontoxic water, soil, indoor and outdoor air, and building materials.
7. **Arts and culture**, characterized by abundant opportunities within the community for cultural and artistic expression and participation, and for cultural values to be expressed through the arts.