



# INVEST HEALTH

## Strategies for Healthier Cities

A Project of the *Robert Wood Johnson Foundation* and *Reinvestment Fund*

### Lansing Invest Health

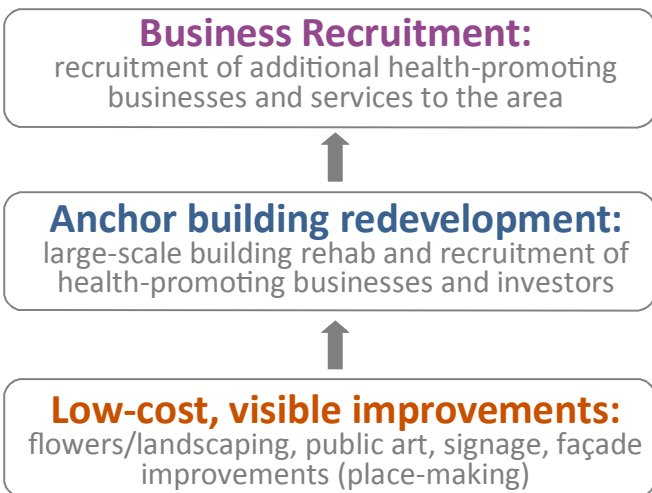
is partnering with the South West Action Group (SWAG) to identify opportunities for health-promoting investments centered on the Pleasant Grove and Holmes Road intersection in Lansing, MI.

Lansing Invest Health and Southwest Lansing Action Group collaborate with local and national partners to:

- Repurpose vacant spaces
- Redevelop obsolete buildings
- Attract health-promoting investments
- Create and improve community spaces

Healthcare, financial services and fitness and recreation are sectors with significant economic leakage from this targeted area. There is also a region-wide demand for senior-accessible homes.

Lansing Invest Health and SWAG provide a framework for residents, regional partners and national investors to create healthy communities through:



### Local Investments

- 2015-2016: Lansing Economic Area Partnership won funding from Michigan Economic Development Corporation to commission a market study and community visioning sessions of the area
- February 2017: Business and property owners formed SWAG and became a City of Lansing B3 (Block-by-Block) designated area
- February 2017: Greater Lansing Arts Council awarded an Arts Impact Grant to create a center-piece sculpture for a new Town Square at the intersection of Pleasant Grove and Holmes
- March/April 2017: Southside Community Coalition won “Love Your Block” grant funds from City of Lansing to enhance community garden spaces, and partnered with Michigan State University to host two youth-build event days
- March 2017: SWAG won “Love Your Block” and Community Development Block Grant funds for business façade improvements in 2017-2018
- Lansing Invest Health and SWAG are partnering with local and national stakeholders to explore community development investment opportunities



### National Priorities

Invest Health is a national initiative of Robert Wood Johnson Foundation and Reinvestment Fund to leverage public and private investments in neighborhoods facing the biggest barriers to good health by accelerating strategies that increase access to:

- world-class preK-12 education and on-time high school graduations
- high quality housing that requires 30% or less of household budget
- full-service grocery stores
- affordable banking and loan products
- living wages
- safe, reliable transportation options
- exercise & fitness facilities & activities
- healthcare services

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