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Place Matters is about shifting the balance of power...

The *Place Matters* initiative is part of the Alameda County Public Health Department's commitment to addressing health inequities by erasing social inequities. In 2009, nearly 100 ACPHD staff members pledged their time and talent in joining one of five issue workgroups—each group is charged with recommending local policies in specific arenas. Our workgroups cover Economics, Education, Criminal Justice, Housing, Land Use and Transportation policies. In the Spring of 2010, ACPHD will release its Local Policy Agenda: a blueprint for proactive policy advocacy built on evidence-based and community-driven criteria.

Place Matters members have a wide range of skills...

Our workgroup members, planning team, and leadership come from all divisions within the public health department, and all levels of organizational responsibility. All members will be trained in identifying the social determinants of health, using effective policy analysis tools and employing powerful advocacy techniques. Place Matters participants have a lot to offer: many have come to this group after decades advocating for their clients and communities. Place Matters members are also building bridges to partner organizations inside and outside government.

ACPHD is experienced in providing policy recommendations...

Examples of recent policy work include:

- Releasing a brief, in partnership with Just Cause Oakland, on the intersection of foreclosures and poor health
- Testifying on transportation, land use, and housing related issues, such as opposition to AC Transit fare increases, support for Transit-Oriented Development in San Leandro, and opposition to facets of the Oakland Housing Authority disposition plan.
- Working with community organizations and residents in lobbying for more stringent air quality and employment standards at the Port of Oakland.

Place Matters adheres to Core Values...

Members of Place Matters are committed to addressing the remnants of structural and institutional "isms"—specifically the legacy of racism that is apparent in the County's marginalized communities today. Place Matters is committed to both process and outcome equity, while still balancing the needs for efficiency. We believe that while public policies, historically, have created and deepened inequity in our neighborhoods, public policies have the power to erase those inequities as well. *This belief guides our work.*