



HEALTHY COMMUNITY ELEMENT

Scottsdale has long been viewed as a healthy community. Clean air, sunshine, and natural desert beauty attracted early settlers to the city. The warm, dry desert air made Scottsdale a magnet for health seekers searching for relief from ailments. This trend is still prevalent today, with tourists seeking abundant sunshine, rejuvenation, and medical care in our many resorts, spas, and high-quality healthcare system. This visitation trend is also largely responsible for the development of Scottsdale's excellent healthcare system. The health of a community, however, involves more than just remedy for ailments. A healthy community balances exceptional healthcare services and prevention aids, with the physical, social, cultural, and environmental needs of all community members. (NEW)

Today, Scottsdale has one of the largest per capita senior citizen populations in the country. The community celebrates and prepares for its increased human longevity through intergenerational opportunities; providing a continuum of care; and offering activities that allow seniors to age-in-place. Scottsdale also provides exceptional recreational amenities that serve residents and visitors of all ages.

Furthermore, the city has been repeatedly recognized for its efforts to improve the well-being of local youth and families, such as classes and programs for children, sports and recreation programs, critical human services, and promoting family self-sufficiency. (NEW)

Scottsdale's citizens have long valued that every resident should have the opportunity to share in all aspects of health and human services. As such, Scottsdale has maintained a culture of wellness and a high-quality system of healthcare providers and human services.

While the city aspires to provide services for all of its residents and families, it is impossible for government to address every aspect of human need in Scottsdale. As the population continues to evolve, it will be critical for the private sector, non-profits, and schools to provide services, activities, and care to various generations in the community. (NEW)

Through the goals and policies of the Healthy Community Element, Scottsdale will maintain a leadership role in providing wellness for all citizens, respond to the needs of families, take care of our neighbors and our elders, promote lifelong learning, and provide opportunities for youth to grow and become leaders in our future community. (NEW)



Goals and Policies

Goal HC 1 (NEW)

Promote access to health and human services for citizens of Scottsdale.

Policies

HC 1.1 (NEW) Support the development, preservation, and enhancement of critical healthcare facilities, particularly in underserved areas. Work with hospital administrators to plan and develop facilities of the most suitable size, location, quality, and type. *[Cross-reference Economic Vitality Element]*



HC 1.2 (NEW) Work with public and private partners to develop and maintain pre-hospital emergency medical and advanced life support programs. *[Cross-reference Safety Element]*

HC 1.3 Identify locations throughout the city for human service care centers (e.g. for families, youth, senior citizens, victims of domestic violence, homeless, persons with disabilities) and design facilities to accommodate the types of service provided. *[Cross-reference Housing; and Public Buildings Elements]*

HC 1.4 Consider human service needs in future plans for city services and facilities. *[Cross-reference Housing and Public Buildings Elements]*

Goal HC 2 (NEW)

Strive to provide access to healthy, local foods throughout the community.

Policies

HC 2.1 (NEW) Encourage fresh food markets as an important part of neighborhood retail centers.

HC 2.2 (NEW) Support public and private locations for community gardens, farmers markets, and other local food sources. *[Cross-reference Neighborhood Preservation & Revitalization Element]*

HC 2.3 (NEW) Consider using city land, to expand our capacity to grow, process, distribute, and access local foods. *[Cross-reference Recreation and Public Buildings Elements]*

HC 2.4 (NEW) Work collaboratively with regional partners and local organizations to assess and identify areas lacking access to healthy food resources. *[Cross-reference Public Services & Facilities Element]*



Goal HC 3 (NEW)

Build on Scottsdale’s leadership role in wellness and healthful living.

Policies

- HC 3.1** **(NEW)** Provide and expand quality recreation and neighborhood services that foster physical activity and encourage healthful living. *[Cross-reference Recreation Element]*
- HC 3.2** **(NEW)** Develop and maintain city programs and educational opportunities that encourage healthful lifestyle choices.
- HC 3.3** **(NEW)** Publicize the health-related successes of the city, residents, and local employers.
- HC 3.4** **(NEW)** Continue to foster and market Scottsdale as a resort, wellness, rejuvenation, and healthcare destination. *[Cross-reference Economic Vitality Element]*



Goal HC 4 (NEW)

Strengthen educational and life-long learning opportunities for all Scottsdale residents.

Policies

- HC 4.1** **(NEW)** Support life-long learning opportunities by partnering with institutions of higher learning. *[Cross-reference Economic Vitality Element]*
- HC 4.2** **(NEW)** Promote libraries, community centers, and other city facilities as destinations for learning and mental growth. *[Cross-reference Public Services & Facilities Element]*
- HC 4.3** Encourage a variety of education facilities in the community. *[Cross-reference Land Use; Public Buildings; and Economic Vitality Elements]*

Goal HC 5 (NEW)

Promote Scottsdale as a welcoming city, supportive and inclusive of all people.

Policies

HC 5.1 (NEW) Recognize and celebrate diversity and inclusion through community activities and events. *[Cross-reference Arts, Culture & Creative Community and Economic Vitality Elements]*



HC 5.2 (NEW) Improve access to city and community programs that allow people to receive the services they need. *[Cross-reference Public Services & Facilities Element]*

HC 5.3 Ensure that Scottsdale citizens with disabilities have equal access to facilities, services, transportation, education, training, and employment. *[Cross-reference Housing; Circulation; Economic Vitality; and Recreation Elements]*

Goal HC 6 (NEW)

Accommodate the physical, social, and economic needs of Scottsdale’s senior citizen population.

Policies

HC 6.1 Address the increasing needs of Scottsdale’s senior citizen population by:

- Providing opportunities for older citizens to interact with the community;
- Promoting a variety of choices in residential living options;
- Supporting and promoting the provision of elder care services from public and private providers, including employers;
- Meeting their changing mobility needs; and,
- Promoting aging-in-place initiatives. *[Cross-reference Public Services & Facilities; Circulation; and Housing Elements]*

HC 6.2 (NEW) Work collaboratively with public and private partners to plan for the needs of Scottsdale’s aging population. *[Cross-reference Public Services & Facilities; Recreation; Circulation; and Housing Elements]*

Goal HC 7 (NEW)

Foster a caring community where people are involved in community life, citizens help each other, and youth and families are nurtured and supported.

Policies

HC 7.1 Create a sense of belonging among residents and visitors by:

- Promoting opportunities that bring people together;
- Enhancing intergenerational activities; and
- Encouraging broad participation in local neighborhoods and community-wide activities.



[Cross-reference Neighborhood Preservation & Revitalization; Recreation; and Community Involvement Elements]

HC 7.2 Promote social responsibility and development of personal capabilities among Scottsdale’s youth and family members, and emphasize prevention and early intervention to enable youth to make healthy choices.

HC 7.3 Encourage public land uses, such as parks and schools, to act as neighborhood centers, and promote community interaction. *[Cross-reference Land Use; Public Buildings; and Neighborhood Preservation & Revitalization Elements]*

HC 7.4 **(NEW)** Promote a culture of volunteerism and community service through improved access to information about community service opportunities. *[Cross-reference Community Involvement Element]*

HC 7.5 **(NEW)** Cultivate future community leaders by involving youth in civic affairs and community service. *[Cross-reference Community Involvement Element]*

HC 7.6 **(NEW)** Encourage quality, accessible daycare, including preschool, after-school care, and adult/elder daycare, to support working families. *[Cross-reference Housing Element]*

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