

Welcome. This module focuses on the fourth step in the HIA process, reporting.

Introduce the module by stating the goal.

The goal of this step is to determine the best way to report HIA findings. Remember:

- To report on the HIA in a format that is appropriate for the audience
- To include findings from the analysis for various target audiences
- To use the reporting process as a tool for relationship building

Review the module objectives.

The objectives for this reporting module include:

- Formulate recommendations including alternatives and/or additional plans of action
- Describe effective and appropriate ways to present results that address the perspectives and concerns of policy makers, stakeholders and the general public
- Identify persons and organizations that will receive a report or presentation

Components of Good Reports

- Deliver clear recommendations
- Address the needs of the audience
- Include only what is necessary
- Provide findings that will support decision making
- Use a format that addresses the audience
- Involve the audience



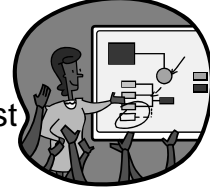
Introduce reporting by describing the components of a good report.

Good reports:

- Deliver clear recommendations*
- Address the needs of the audience*
- Include only what is necessary*
- Provide findings that will support decision making*
- Use a format that addresses the audience*
- Involve the audience*

How to Formulate Recommendations

- Explore what had been done elsewhere
- Use common sense
- Determine what is feasible
- Provide several options reflecting different cost and impact levels
- Look to the community and stakeholders for creative solutions
- Provide incentives such as tax breaks or a quick approval process
- Indicate who is responsible for specific actions



Discuss ways to formulate recommendations.

As you gather what you've learned during the assessment process, explore what recommendations you will make. Take your time to reflect with your team and stakeholders about recommendations.

- *Explore what had been done elsewhere*
- *Use common sense*
- *Determine what is feasible*
- *Provide several options reflecting different cost and impact levels*
- *Look to the community and stakeholders for creative solutions*
- *Provide incentives such as tax breaks or a quick approval process*
- *Indicate who is responsible for specific actions*

In many cases the stakeholders will take cheaper solutions and ignore those that have higher costs attached to them. Be sure to frame your report so that everyone knows the benefits and liabilities of each recommendation.

Note: When you indicate who is responsible for a specific action, there's a difference between saying something should be done and identifying who will do it. For instance, recommending that a project should include affordable housing is different from recommending that the city housing authority should insure that a certain percentage of housing in the project is affordable.

As you write your report be sure that recommendations are prioritized.

How to Produce Effective HIA Documents

- Who is the audience?
- What are the barriers **for that audience**?
- What is the point of view of the audience?



Discuss the importance of knowing the audience.

The first step in producing effective HIA documents is to understand the audience. And remember, there may be more than one audience. Stakeholders can include politicians, developers, or community leaders. Each of these groups may have a different and sometimes conflicting perspective on a given issue.

Explore the perspectives of each audience and define what success or failure will look like. This might involve meeting with the different groups, walking the neighborhood, reading the local papers, and attending civic association meetings. All of this will enrich your knowledge of the audience beyond the basic demographics.

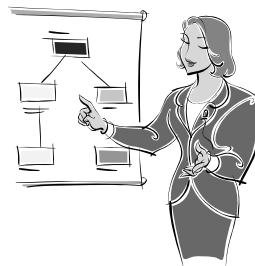
Example: A metro area is interested in getting mass transit. As plans are made for transit around the inner city, organizations are planning to create parks, develop high density housing and office spaces along the transit line. One developer wanted to build two 30 story high rise buildings near an existing park. The neighborhood adjoining the area protested loudly as they saw their homes being ‘in the shadow’ of the high rise development. An HIA in this situation needs to address the different audiences and make an unbiased case.

Ask:

Who are the audiences in this scenario? Can you list some barriers for each audience? What biases do these audiences have?

Reports for Different Audiences

- A detailed report for stakeholders with technical expertise
- A brief summary for the public, stakeholders and the media
- A manuscript for academics (sometimes)



Describe how different groups will respond to different types of reports.

It is important to recognize that most stakeholders are not neutral and few believe they have a need for more objective information. You can identify the needs and positions of the audience and anticipate how the audience might react to the information that is supportive or antagonistic to their stated position. It's best to know your enemies, and your friends, so you can respond appropriately. Some of the different types of reports include:

- *A detailed report for stakeholders with technical expertise*
- *A brief summary for the public, stakeholders and the media*
- *A manuscript for academics*

Other Forms of Reporting

- Formal comprehensive report of HIA process and findings
- Comment letter on a plan or project
- Testimony at a public hearing
- Presentations to stakeholders
- Outreach to the media
- Posting reports on a website for wide distribution
- HIAs can be integrated into EIA findings



Describe the different methods and media you can use for your report.

Reports can come in different types and sizes depending on the audience. They may include:

- *Formal comprehensive report of HIA process and findings*
- *Comment letter on a plan or project*
- *Testimony at a public hearing*
- *Presentations to stakeholders*
- *Outreach to the media*
- *Posting reports on a website for wide distribution*
- *HIAs can be integrated into EIA findings*

Examples

The San Francisco Health Department (SFHD) has sent letters to stakeholders informing them of the health impacts of a building project they are considering.

The SFHD has recently integrated results from HIA of land use plans on air quality noise and pedestrian collisions into the city's EIA for rezoning in four neighborhoods, leading to additional mitigations for known environmental exposure hazards.

Some of these examples can be found in Appendix A and B. In many instances you may have to prepare PowerPoint presentations. Use the presentations that are included in the CD "Health Impact Assessments for Healthy Places: A guide for Planning and Public Health" as a starting point.

What to Include?

- HIA questions
- Potential impacts
- Research methods
- Mitigation strategies
- Recommendations that have been prioritized
- Existing conditions
- Applicable federal, state, local goals, objectives, standards and regulations



Describe the issues to include in your HIA report.

It is important to ensure that the audience knows what **questions the HIA addressed**. By being clear about the scope, you can avoid unreasonable expectations.

The HIA report will define **potential impacts** of the policy or project. For example, if you build a sidewalk you would expect a positive impact on the physical activity levels of the kids walking to school. Equally important is to address the impact on the kids' physical activity levels if you do not build a sidewalk.

A description of the **research** is another critical part of the report. The research gives credibility to the content. Remember that an academic audience will want more details about the research methods. Stakeholders may only need to know that the content is valid.

And finally, you need to present the **recommendations** in a way that lessens the negative impact on the audience. For instance, if the cost of redesigning a congested highway is more expense than the audience will bear, you may want to present the redesign in stages, so that the financial burden is not overwhelming. Providing options at different cost levels can help.

As you review your report be sure to include:

- *HIA questions*
- *Potential impacts*
- *Research methods*
- *Mitigation strategies*
- *Recommendations that have been prioritized*
- *Existing conditions*
- *Applicable federal, state, local goals, objectives, standards and regulations*

Involving the Community

- Present findings to community residents and stakeholders
- Have community stakeholders jointly interpret and prioritize findings and recommendations
- Have community stakeholders jointly present results to public officials



Describe ways to involve the community.

When you prepare your report for the community remember to create a variety of reports including a structured report as well as letters, or comments for the regulatory process.

Allow the community to help present these reports when appropriate. When presenting to a legislator it may be helpful to have a powerful constituent present the results of the HIA.

- *Present findings to community residents and stakeholders*
- *Have community stakeholders jointly interpret and prioritize findings and recommendations*
- *Have community stakeholders jointly present results to public officials*

TABLE ACTIVITY: Sunnyvale Highway



Introduce activity

Materials:

Case study materials

Examples of reports are found in appendix A and B.

State the purpose of the exercise:

We've reviewed the components of a good HIA report. Now we're going to look at some examples of these reports. Study the different reports and ask yourselves these questions:

- *Is the case stated clearly for a particular audience?*
- *Were only necessary items included?*
- *Did the findings support decision making?*
- *How was the community involved?*

Now review the Sunnyvale Highway case study and determine what type of reports would be the most appropriate for the different audiences involved.

Review the responses with the large group.