RULES, REGULATIONS, & NORMS

Rules, regulations, and norms involve standards of behavior—inherent in legal mandates, funding priorities, regulatory measures, best practices, and/ or social ideals—that encourage developers and property owners to adopt habits and routines that reflect a consciousness of the role of civic leadership in promoting and preserving the health of the public.

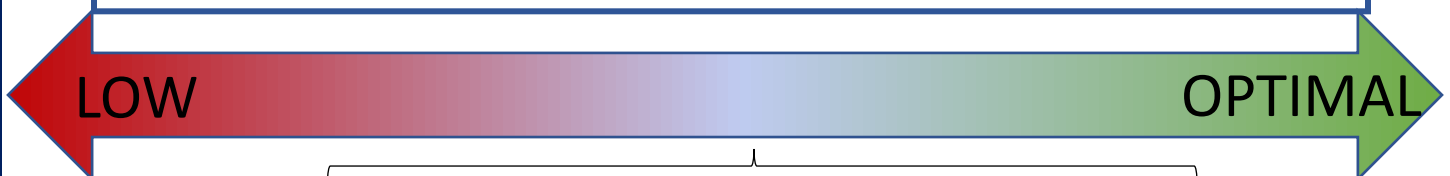## WHAT RULES, REGULATIONS AND NORMS MIGHT LOOK LIKE IF ...

CIVIC INVESTMENT IN PUBLIC HEALTH IS LOW:

Community leaders and residents adopt a reactive stance, considering health primarily in times of crisis. Few to no public dollars are allocated to minimize disaster impacts. State health surveillance is monitored infrequently, and local surveillance is minimal or absent. Planning and development efforts rarely include public health from the outset. Developers and homeowners see little reason to prioritize health promotion or crisis mitigation; no tax incentives or other motivations for health promotion or risk reduction activities exist.

CIVIC INVESTMENT IN PUBLIC HEALTH IS HIGH:

Aware of local conditions and thinking ahead, community leaders and residents take proactive steps to anticipate and respond to community health needs. Elected officials consider health in their day-to-day decision-making: e.g., public health has a voice in development decisions, and PH budgets include funds for engaging the community on health policies and concerns. Land use regulations and building codes reduce health risk. Incentives prompt health-promoting development. Property owners expect and support physical, built and civic environments that are conducive to health.

INSTRUCTIONS: Think about **rules, regulations, and norms** in your community, and mark on the horizontal line where you think your community falls between the description of '**low capacity**' and '**optimal capacity**'. Once you have made your mark, please list the opportunities and strengths that your community faces in **rules, regulations, and norms**.

LOW   OPTIMAL

OPPORTUNITIES   STRENGTHS