

# THE INAUGURAL HEALTH BY DESIGN SYMPOSIUM

**An experiment in interdisciplinary community engagement  
and learning at Ball State University**

**Thursday March 17 – Saturday March 19, 2005**

This symposium is supported by the Ball State University Discovery Fund, and by a number of Ball State University academic units including the Departments of Architecture and Urban Planning, the Fisher Institute for Wellness and Gerontology and the Department of Economics. The Ball Memorial Hospital Foundation has offered financial support as well.

The symposium has five modules, each with a keynote speaker, an international panel of experts, and audience interaction. We also will have a student debate and exhibits of built work or student projects focused on health by design themes. The five modules are:

1. **THINK NATIONALLY – ACT LOCALLY** (a national perspective on health care with implications for Middletown America)
2. **SHIFTING ACCOUNTABILITY/ ALTERNATIVE STRATEGIES** (who is responsible for health care?)
3. **THE ECONOMICS OF HEALTH CARE** (reforming the health care system: controlling costs, improving quality, increasing access)
4. **HEALTH AND THE DESIGNED ENVIRONMENT** (the role of the environmental design professions in making a healthy environment)
5. **INTERDISCIPLINARY STUDIES in HEALTH BY DESIGN** (the design of an experimental interdisciplinary course of studies on health by design)

The website for the Symposium is: <http://web.bsu.edu/capweb/healthbydesign/index.html>

For further information on the Symposium, contact Dr. Stephen Kendall at [skendall@bsu.edu](mailto:skendall@bsu.edu)

**THE SYMPOSIUM SESSIONS ARE FREE OF CHARGE FOR STUDENTS and the  
GENERAL PUBLIC! The cost of lunch is \$10.00 but must be reserved by registering!**

# THE SYMPOSIUM PROGRAM

## THURSDAY March 17

### PITTINGER STUDENT CENTER

#### MODULE ONE: Morning Sessions

- 8:30 – 9:00 On-site registration
- 9:00 – 9:10 Welcome: Dr. Stephen Kendall and Thomas Kinghorn, Vice President of Business Affairs, Ball State University
- 9:15 – 10:00 Keynote lecture by Jamie Bussel, Robert Wood Johnson Foundation: **“The health impacts of where we live, work and play”**
- 10:00 – 10:30 Break
- 10:30 – 12:00 Panel Discussion: **“Think Nationally – Act Locally: Perspectives on Health-by-Design in Middletown America”**
- Jamie Bussel, Robert Wood Johnson Foundation
  - Tony Delucia, Eastern Tennessee State University
  - Toni Estep, Director, Open Door Clinic, Ball Memorial Hospital
  - Molly Flodder, Director, Teamwork for Quality Living, Muncie
- Moderator: Kelly Stanley, Ball Memorial Hospital Foundation
- 12:00 – 1:30 Lunch
- 12:00 – 1:30 On-site registration for afternoon session

#### MODULE TWO: Afternoon Sessions

- 1:30 – 2:30 Student Debate: Michael Bauer, debate coach: Resolved: “Health is a Right, not a Privilege”
- 2:45 – 3:15 Keynote lecture by Marcia Comstock, COO, Wye River Group on Health Care: **A National Perspective on Local Strategies**
- 3:15 – 3:45 Break
- 3:45 – 5:15 Panel Discussion: **“Shifting Accountability/Alternative Strategies”**
- Marcia Comstock, COO, Wye River Group on Health Care
  - Paul Glover, Ithaca Health Alliance, Ithaca, New York
  - Joyce Martin, Director, Environmental Policy Center, Department of Environmental Health, College of Medicine, University of Cincinnati
  - Norene Pumphrey, VP Affiliated Hospitals, Cardinal Health System
- Moderator: Dr. Beverly Pitts, Provost and VP for Academic Affairs
- 5:15 – 5:30 Wrap-up: Dr. David Gobble

**FRIDAY March 18**

**COLLEGE OF ARCHITECTURE AND PLANNING**

**MODULE THREE: Morning Sessions**

8:30 – 9:00	On-Site Registration
9:00 – 9:10	<u>Welcome and summary of the previous day</u> – Dr. David Gobble
9:10 – 9:15	<u>Welcome to the Economics of Health Session</u> : Dr. Beverly Pitts, Provost and Vice President of Academic Affairs, Ball State University
9:15– 9:20	<u>Introduction to The Phyllis A. Miller Professorship in Health Economics</u> – Dean Lynn Richardson, Miller College of Business
9:20 – 10:10	<u>First Lecture</u> : Dr. Kenneth E. Thorpe, Robert W. Woodruff Professor and Chair, Rollins School of Public Health, Emory University, Atlanta, Georgia
10:15 – 11:00	<u>Second Lecture</u> : Dr. John C. Goodman, President and CEO of the National Center for Policy Analysis, Dallas, Texas
11:00 – 11:15	Break
11:15 – 12:30	<u>Panel Discussion: “Reforming The Health System: Controlling Costs, Improving Quality, and Increasing Access”</u> <ul style="list-style-type: none"><li>• Dr. <u>Kenneth E. Thorpe</u></li><li>• Dr. <u>John C. Goodman</u></li></ul> <p><u>Moderator</u>: Dr. John Horowitz, Department of Economics</p> <p><i><b><u>This MODULE is supported by The Phyllis A. Miller Professorship in Health Economics</u></b></i></p>
12:30 – 2:00	Lunch
1:00 – 2:00	On-site registration for afternoon session

**MODULE FOUR: Afternoon Sessions**

2:00 – 2:45	<u>Keynote Lecture</u> by Rich Killingsworth, Director, Active Living by Design, UNC School of Public Health: <b>Active Living by Design – Health and the Designed Environment</b>
2:45 – 3:15	<u>Professor Martha Hunt</u> and Julie Cassata, Shawn Davidson, Mayra Cruzado, Jonathon Geels, Karma Hack, Matthew Sparling, Adam Voirin - Landscapes for Healthy Living: <b>Landscapes and the Assessment of Community Health: Mapping Muncie's Health, Phase I</b>
3:15 – 3:45	<u>Break: Viewing Exhibits of Professional and Student work</u>
3:45 – 5:00	<u>Panel Discussion: Health and Environmental Design: Reflective Practices</u> <ul style="list-style-type: none"><li>• <u>Rich Killingsworth</u>, - UNC School of Public Health</li><li>• <u>Mary Jane Lovering</u>, - Vertechs Design, Toronto</li><li>• <u>Deane Rundell</u> – Rundell Earnstberger Associates, Muncie</li><li>• Dr. <u>Alan Dilani</u>, - Head of Research Center Design and Health, Stockholm</li></ul> <p><u>Moderator</u>: Dr. Joe Bilello, Dean, College of Architecture and Planning, Ball State University</p>
5:00 – 5:30	<u>Wrap-up: “Where do we go from here”</u> : Dr. David Gobble; comments from participants

**SATURDAY March 19<sup>th</sup>**

## **COLLEGE OF ARCHITECTURE AND PLANNING**

### **MODULE FIVE: Morning Session**

9:00 – 12:00      Panel discussion on an Interdisciplinary Course of Study  
Open to all interested symposium attendees

#### Working Group

- Dr. Jim McKenzie, Physiology and Health Sciences
  - Dr. David Gobble, Director, Fisher Institute of Wellness and Gerontology, BSU
  - Dr. Charles Jones, Director, Center for Teaching and Learning Advancement, BSU
  - Dr. Joyce Martin, Director, Environmental Policy Center  
Department of Environmental Health  
College of Medicine, University of Cincinnati
  - Tony Delucia, Eastern Tennessee State University
  - Dr. Alan Dilani, Head of Research Center Design and Health, Stockholm
- Moderator: Dr. Bruce Frankel

## **THE COURSE**

“Health By Design” an experiment in interdisciplinary community engagement and learning, and is a course of study for academic year 2005-06. Students, both matriculants at Ball State and “off-campus,” may enroll for 3 or 6 credit hours for the fall semester, which is a prerequisite for the spring semester offering. Students are encouraged to commit to both semesters. Registration is with *permission by instructor* [refer to form below]. On-campus students would register for PLAN 498/598, or by course arrangement (e.g. independent study/ special topics) with your department. If not a degree candidate at Ball State, registration is through the School of Extended Education and also listed as PLAN 498/598.

This immersion experience is designed to instill leadership skills through collaborative problem-solving, focused on issues faced by constituencies external to the University, including Cardinal Health Systems, one of the sponsors of this course. Learning formats include classroom, workshop and uniquely varied field experiences, mentored by a team of faculty and practitioners from several disciplines. The targeted enrollment of 15-20 will be multi-disciplinary as well, promoting a healthy exchange in a learning-oriented environment. Problems are commonly framed by discipline, but may only be solved through inter-disciplinary action. Results of the fall semester’s work will be presented at a January 2006 symposium, and thereafter honed for presentation to institutional health care players.

Invited are assertive learners who will be juniors, seniors or graduate students at Ball State next academic year. Mid-career, continuing education students with experiences to contribute are also welcome.

Those interested should contact Professor Bruce Frankel at [bfrankel@bsu.edu](mailto:bfrankel@bsu.edu) or 765-285-5869 prior to fall '05 registration, or by completing the form below and delivering it to the registration table at the March 17-19, 2005 Symposium. Your questions and a dialogue of ideas are most welcomed. For more information, please see the website: <http://web.bsu.edu/capweb/healthbydesign/index.html>

## **THE STEERING GROUP**

The steering group of this initiative includes

Dr. Stephen Kendall, Director of the Building Futures Institute and Professor of Architecture;  
Dr. David Gobble, Director of the Fisher Institute of Wellness and Gerontology;  
Dr. Bruce Frankel, Professor in the Department of Urban Planning;  
Dr. Charles Jones, Director, Center for Teaching and Learning Advancement;  
Norene Pumphrey, Vice President of Affiliated Hospitals, Cardinal Health System, Inc.

Several graduate students are assisting, including Kim Rausch and Melissa Noparstak (Wellness and Gerontology), Amy Morris (Urban Planning), Sabreena Shrestha (Architecture) and Hattie Holmes (Journalism).