

Traditional and Non-Traditional Data Sources for Community Health Needs Assessment

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UNIVERSITY OF WISCONSIN

Population Health Institute

Translating Research into Policy and Practice



Outline

How to Assess Community Health?

Getting Started: *County Health Rankings*

Getting to the Details: Other Sources and Types of Data



Key Ingredients of a CHA

- S: Subjective Information
- O: Objective Information
- A: Assessment or Diagnosis
- P: Plan & Intervention



Subjective: The Stories

Patient

- What makes it better & worse
- Timeframe
- What other issues might have an impact on this situation
- Obtained through patient interview

Community

- Attitudes
- Beliefs & Values
- Behaviors
- Political Environment
- Obtained through surveys, focus groups, observation, qualitative review



Objective: The Data

Patient

- Physical Exam
- Laboratory Data
- Radiology

Community

- Mortality Data
- Morbidity Data
- Birth Data
- Injury Data
- Socioeconomic Data
- Environmental Data
- Sub-analysis by Age, Gender, Geography



Assessment: What's Wrong

Patient

- Diagnosis

Community

- Needs



Plan Action Steps

Patient

- Surgery
- Therapies
- Activity Restrictions
- Dietary Changes

Community

- Environmental Changes
- Institutional Policy Changes
- Mass Media Campaigns
- Screening Programs
- Public Policy Changes



Roles

- Local Health Department Led Assessment
- Hospital Led Assessment
- United Way Led Assessment
- Integrated Collaborative Approach:
 - Shared Resource, Independent Assessment
 - Shared Governance, Shared Resources,
One Agency Primary Responsibility for Work
 - Shared Governance, Pooled Resources,
Collaborative Employs Staff



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www.countyhealthrankings.org

The screenshot shows the homepage of the County Health Rankings website. At the top, there is a navigation bar with links for "About the Project", "FAQs", "News", "For Media", and "Site Search". Below this is a main header with the logo "County Health Rankings" and the tagline "Mobilizing Action Toward Community Health". To the right of the logo are four icons representing "OUR APPROACH", "RANKING METHODS", "ACTION STEPS", and "YOUR STORIES". A search box labeled "Find Health Rankings:" is also present, with the placeholder text "Enter a County or State".

The central feature is a map of the United States with state abbreviations. The state of Georgia is highlighted in orange. To the left of the main map are two smaller maps: one for Alaska (AK) and one for Hawaii (HI).

Below the map is a section titled "OUR APPROACH" with a "View Full Rankings Model" button. This section is divided into three columns:

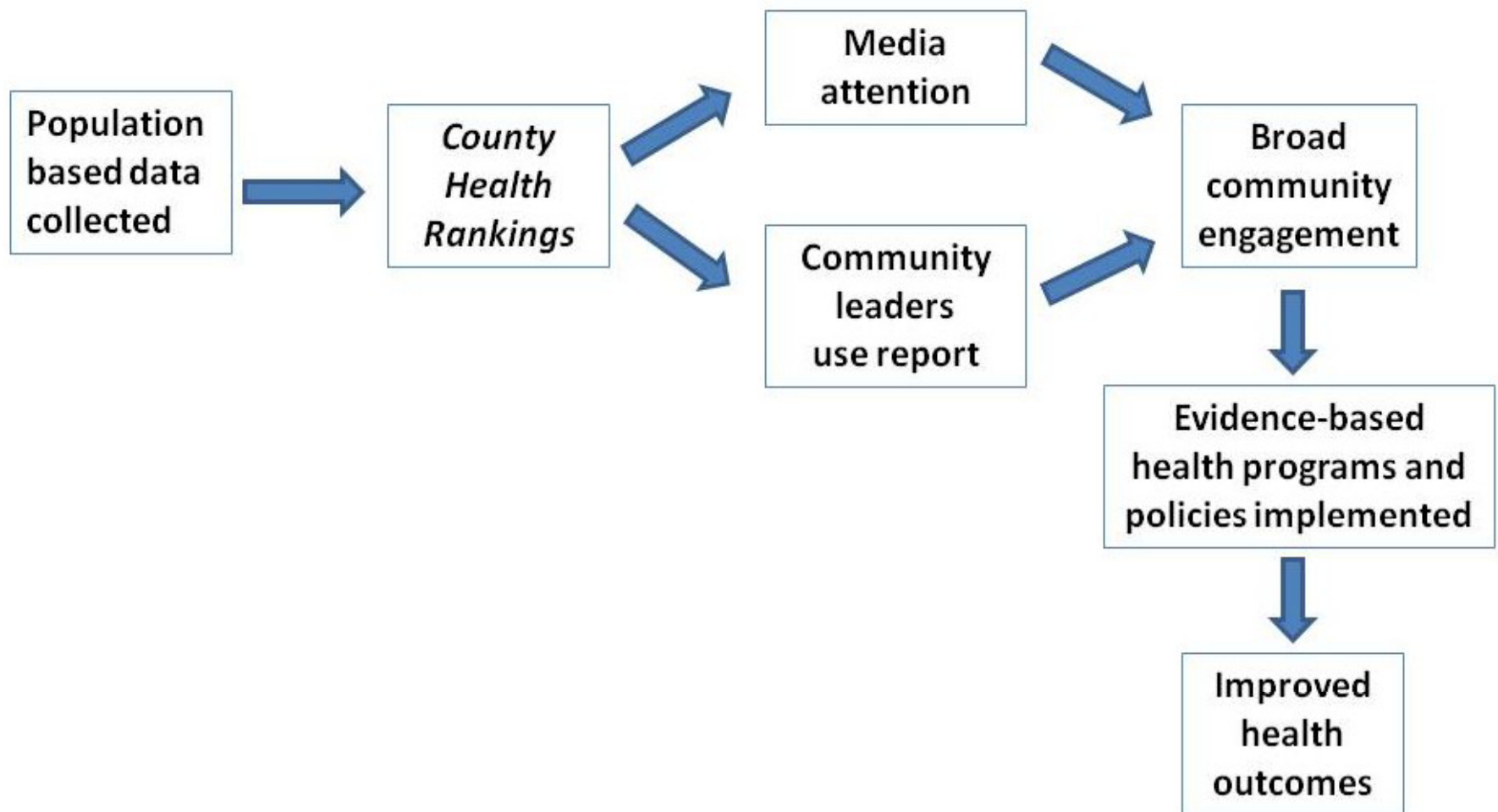
- Programs and Policies**: Our County Health Rankings model is grounded in the belief that programs and policies implemented at the local, state, and federal levels have an impact on the variety of factors that, in turn, determine the health outcomes for communities across the nation.
- Health Factors**: A number of different health factors shape a community's health outcomes. Our County Health Rankings model includes four types of health factors: health behaviors, clinical care, social and economic, and the physical environment.
- Health Outcomes**: We measure two types of health outcomes to represent how healthy each county is: how long people live (mortality) and how healthy people feel (morbidity). These outcomes are the result of a collection of health factors and are influenced by programs and policies at the local, state, and federal levels.

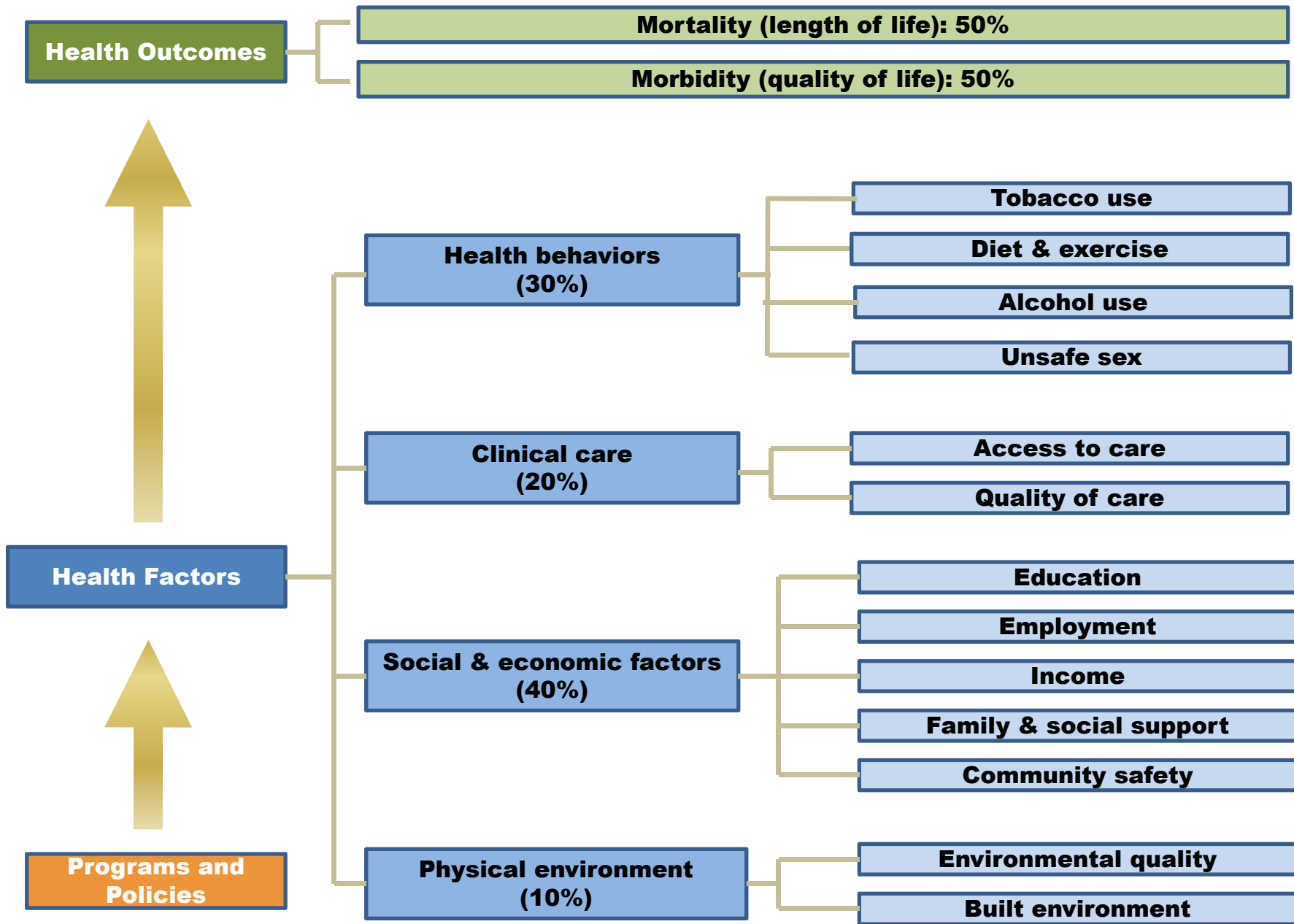
Below the "OUR APPROACH" section is a section titled "IN THE SPOTLIGHT" with a "View All" button. This section features three news items:

- News, March 25, 2011: County Health CALCULATOR
- News, March 29, 2011: Improving Access to Healthy Food
- News, March 25, 2011: 2/20 How healthy is

Logic Model

Logic Model for the *County Health Rankings*





2011 Health Outcomes - Maryland



Rank 1-6 Rank 7-12 Rank 13-18 Rank 19-24

2011 | BALTIMORE, MARYLAND

Snapshot

Additional Measures

Find Programs and Policies

To see more details, click on a measure.

	Baltimore County	Error Margin	National Benchmark*	Maryland	Rank (of 24)
Health Outcomes					15
▼ Mortality					15
Premature death	7,603	7,384-7,822	5,564	7,537	
▼ Morbidity					16
Poor or fair health	14%	13-15%	10%	13%	
Poor physical health days	3.2	3.0-3.5	2.6	3.2	
Poor mental health days	3.8	3.5-4.0	2.3	3.3	
Low birthweight	9.2%	9.0-9.5%	6.0%	9.1%	



	Baltimore County	Error Margin	National Benchmark*	Maryland	Rank (of 24)
Health Factors					10
▼ Health Behaviors					8
Adult smoking	19%	18-21%	15%	18%	
Adult obesity	27%	25-29%	25%	27%	
Excessive drinking	16%	15-18%	8%	15%	
Motor vehicle crash death rate	11	10-11	12	13	
Sexually transmitted infections	312		83	439	
Teen birth rate	27	26-27	22	34	



	Baltimore County	Error Margin	National Benchmark*	Maryland	Rank (of 24)
▼ Clinical Care					4
Uninsured adults	15%	13-17%	13%	17%	
Primary care providers	614:1		631:1	713:1	
Preventable hospital stays	71	70-72	52	70	
Diabetic screening	82%	79-85%	89%	81%	
Mammography screening	64%	61-67%	74%	64%	



	Baltimore County	Error Margin	National Benchmark*	Maryland	Rank (of 24)
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▼ Social & Economic Factors					11
High school graduation	85%		92%	80%	
Some college	68%		68%	66%	
Unemployment	7.4%	7.3-7.5%	5.3%	7.0%	
Children in poverty	10%	8-11%	11%	10%	
Inadequate social support	21%	20-23%	14%	21%	
Single-parent households	34%		20%	32%	
Violent crime rate	678		100	649	



	Baltimore County	Error Margin	National Benchmark*	Maryland	Rank (of 24)
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▼ Physical Environment					21
Air pollution-particulate matter days	7		0	4	
Air pollution-ozone days	22		0	16	
Access to healthy foods	77%		92%	62%	
Access to recreational facilities	15		17	12	



2011 | BALTIMORE, MARYLAND

Snapshot

Additional Measures

Find Programs and Policies

To see more details, click on a measure.

	Baltimore County	Maryland
▼ Demographics		
Population	789,814	5,699,478
% below 18 years of age	22%	24%
% 65 and older	14%	12%
% African American	26%	29%
% American Indian and Alaskan Native	0%	0%
% Asian	4%	5%
% Native Hawaiian/Other Pacific Islander	0%	0%
% Hispanic	3%	7%
% not proficient in English	4%	6%
% Females	52%	52%
% Rural	6%	14%

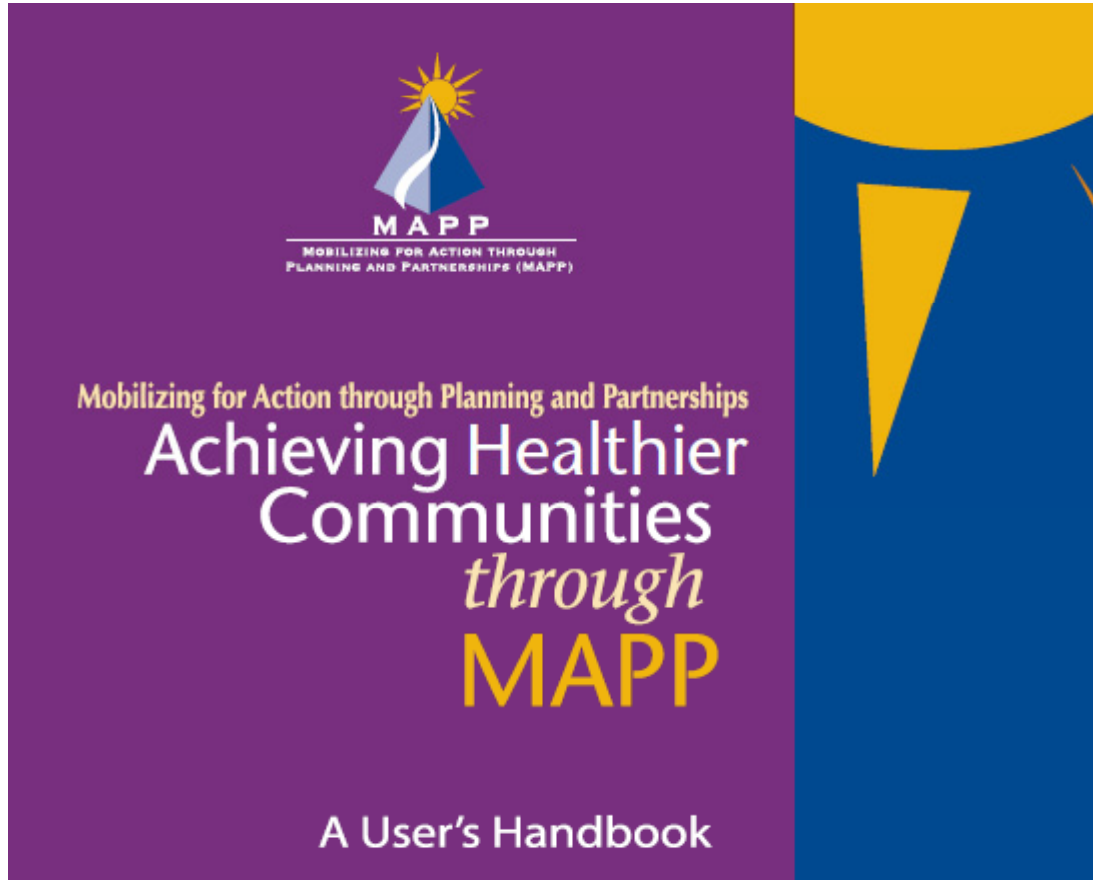


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- Strategic Planning
- Dialogue
- Systems Thinking
- Shared Vision
- Collaboration & Partnership





MAPP Community Health Status Assessment Categories

- demographic and socioeconomic characteristics;
- health resources availability;
- quality of life;
- behavioral risk factors;
- environmental health;
- social and mental health;
- maternal and child health;
- deaths, injuries and illnesses;
- communicable diseases; and sentinel events.

TAKE ACTION

WORK TOGETHER



Action Steps

Improving community health requires people from multiple fields to work collaboratively on an ongoing cycle of activities. Communities may be at different points in this process. Click on various components of our action cycle model for additional, tailored resources and materials.

Our Guides

[Funding Your Community Health Initiative](#)

Suggestions for identifying funding sources to tackle issues raised in your community's rankings.

[Data Drilldown](#)

Suggestions for finding more detailed information about key areas in your community's rankings.

DATA DRILLDOWN GUIDE

Finding Out More About Your Community's Health

The *County Health Rankings* provides a snapshot of a community's health and a starting point for investigating and discussing ways to improve health. Beyond the measures provided in the Snapshot and Additional Measures sections of this web site, other community health data are available from national and state organizations. We recommend reviewing the information in your community's snapshot and then identifying key areas where you may wish to look for additional data. (Be sure to check out the [Exploring the Data](#) section so that you do not miss any of the information in our site.)

Download a PDF version of this guide [here](#).

On the *County Health Rankings* Site:

1. Look at your Health Outcomes ranks and measures:

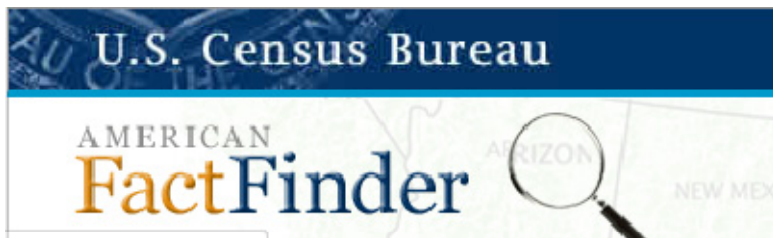
- How does your county rank and how do your measures compare to your state? To the national benchmarks? Keep in mind that each measure has a confidence interval or error margin surrounding it—if a measure is above the state average AND the state average is beyond the error margin for your county, then further investigation is recommended.

2. Next, look at your four Health Factors ranks:

- Is there one area where the rank is much lower than the others? If so, this may be a good place to start. Keep in mind that each area carries a different [weight](#) so before picking a focus area too quickly, consider both your relative rank and the contribution of each factor in [our model of population health](#).
 - Once you have identified one or more of the health factors to examine more closely, how do your county's measures compare to your state averages? Again, keep in mind that each measure has a confidence interval or
-

National Data Sources

National Data Sources	Types of Data Available	Specificity of Data Available	Factors/Focus Areas and Examples of Indicators Available
<p>American FactFinder: The website serves as a clearinghouse for information on social, economic, and housing characteristics, as well as the most recent demographic estimates from the American Community Survey.</p>	<p>Public use data sets including demographic information from the Census, the American Community Survey, Other annual economic surveys.</p>	<p>Data are available by state, county, ZIP code, city/town, combined statistical area, congressional district, public use microdata sample, and county subdivisions (cities, towns, villages, etc). Select indicators are available by race, ethnic, and ancestry groups at the county level.</p>	<p>General demographics</p> <ul style="list-style-type: none"> • Average household size • Foreign born population <p>Social and economic factors</p> <ul style="list-style-type: none"> • Median household income • Population age 16 and over in labor force <p>Built environment</p> <ul style="list-style-type: none"> • Mean travel time to work • Vacant housing units



<http://factfinder2.census.gov>

National Data Sources

National Data Sources	Types of Data Available	Specificity of Data Available	Factors/Focus Areas and Examples of Indicators Available
<p>CDC Wonder, developed by the Centers for Disease Control and Prevention (CDC), is an integrated information and communication system for public health. WONDER allows users to access statistical research data published by CDC, as well as reference materials, reports and guidelines on health-related topics.</p>	<p>Public-use data sets about mortality (deaths), cancer incidence, HIV and AIDS, tuberculosis, vaccinations, natality (births), census data and many other topics are available for query</p>	<p>Data are available by state and county. Mortality and birth data can be examined by gender, age, race and ethnicity. Mortality data can also be broken out by cause of death.</p>	<p>Health outcomes</p> <ul style="list-style-type: none"> • Cause-specific mortality rates • Leading causes of death for different age groups



<http://wonder.cdc.gov/>

National Data Sources

National Data Sources

Community Health Status Indicators (CHSI), developed by the Human Resources Service Administration (HRSA), provides over 200 health indicators at the county level. CHSI allows users to select a county and view a range of data published by different federal agencies. The site also suggests 'peer counties' that have similar demographic characteristics.

Types of Data Available

Summary tables showing demographics, summary measures of health, leading causes of death, measures of birth and death, relative health importance, vulnerable populations, environmental health, preventive services use, risk factors for premature death, and access to care.

Specificity of Data Available

Data are available by county. Infant mortality data are available for race/ethnic groups and leading causes of death data are available for race/ethnic groups and by age.

Factors/Focus Areas and Examples of Indicators Available

- General demographics
 - Peer counties with similar demographic characteristics
 - Age distribution for youth, working , and retired population
- Social and economic factors
 - Size of vulnerable populations (e.g. unemployed, disabled, no high school diploma)
 - Uninsured individuals
- Environmental quality
 - Infectious disease cases reported (e.g. E. coli, salmonella)
 - Air quality indicators
- Clinical care
 - Presence of community/migrant health centers
 - County designation as health professional shortage area



U.S. Department of Health & Human Services



**Community Health Status Indicators
CHSI 2009**

Our Mission: Provide Information for Improving Community Health

www.communityhealth.hhs.gov/

National Data Sources

National Data Sources

The [Food Environment Atlas](#) provides access to food environment indicators and gives users a spatial overview of communities' ability to access healthy food using data from the Census Bureau, USDA, Department of Commerce, and other federal and local agencies.

Types of Data Available

Public use datasets and maps showing county-level access and proximity to grocery stores, availability of restaurants, health indicators (e.g. obesity and diabetes rates), local farm characteristics, and socioeconomic characteristics

Specificity of Data Available

Data and maps are available by state, county, FIPS code, region (Nielsen) for different indicators. Maps are user-adjustable to show different regions from country-level to zip code. Racial and ethnic information is limited to county-level demographics.

Factors/Focus Areas and Examples of Indicators Available

General demographics

- Population loss counties
- Persistent child poverty counties

Social and economic factors

- Household and child food insecurity
- Food taxes

Environmental quality

- Vegetable acres harvested
- Natural amenity index

Built environment

- Presence of fast food restaurants
- Presence of farmers' markets

The screenshot shows the homepage of the Food Environment Atlas. At the top, there is a navigation bar with links: Home, Go to the Atlas, About the Atlas, Documentation, Help, and Download the Data. Below the navigation bar is the title "Your Food Environment Atlas" with a compass icon. A main heading reads "Get a spatial overview of a community's ability to access healthy food and its success in doing so." Below this, there is a section titled "Assemble county-level statistics on:" with three checked items: Food choices, Health and well-being, and Community characteristics. A red "Enter Atlas" button is positioned below the list. To the right, there is a map of the United States with several counties highlighted in orange. In the background, there is a screenshot of the atlas's interactive map interface, showing a detailed view of a county with various data points and a legend. At the bottom left, the logo for the U.S. Department of Agriculture Economic Research Service is visible.

www.ers.usda.gov/FoodAtlas/

National Data Sources

National Data Sources	Types of Data Available	Specificity of Data Available	Factors/Focus Areas and Examples of Indicators Available
<p>Kids Count, produced by the Annie E. Casey Foundation, tracks a range of demographic, health, and economic data on children and families and ranks states on the well-being of children. Kids Count allows users to view data within a state by county or compare ranks and indicators across states.</p>	<p>Summary tables by county featuring children-focused data on demographics, education, economic well-being, family and community, health, safety and risk behavior, and others.</p>	<p>Data are available by state and county. Racial and ethnic information is limited to county-level demographics.</p>	<p>General demographics</p> <ul style="list-style-type: none"> • Children living in poverty <p>Social and economic factors</p> <ul style="list-style-type: none"> • Renters unable to afford fair market housing <p>Health Behaviors</p> <ul style="list-style-type: none"> • Births to teen mothers • Births to mothers who smoked during pregnancy <p>Built environment</p> <ul style="list-style-type: none"> • Licensed child care slots available

The Annie E. Casey Foundation *Helping vulnerable kids & families succeed* [Major Initiatives > KIDS COUNT > Data Center](#)

KIDS COUNT DATA CENTER

[HOME](#) | [DATA BY STATE](#) | [DATA ACROSS STATES](#) | [DATA BOOK/REPORTS](#) | [HOW-TO](#)

Access hundreds of measures of child well-being, including all those regularly used in our popular *Data Book* and *The Right Start for America's Newborns*, and local data from our 53 grantees (formerly CLIKS).

Data By State ▶

- Data within the bounds of a single state or territory
- Includes community-level data
- Search by location or topic
- Create profiles, maps, rankings, line graphs, or raw data

Data Across States ▶

- Data spanning the U.S.
- Compare states or cities
- Search by topic
- Create maps, rankings, line graphs, or raw data

<http://datacenter.kidscount.org/>

National Data Sources

National Data Sources

The [Health Indicators Warehouse](#), maintained by the CDC's National Center for Health Statistics, provides access to national, state, and community health indicators collected from many sources including Healthy People 2020, the County Health Rankings, Community Health Status Indicators, and the Centers for Medicare and Medicaid Services.

Types of Data Available

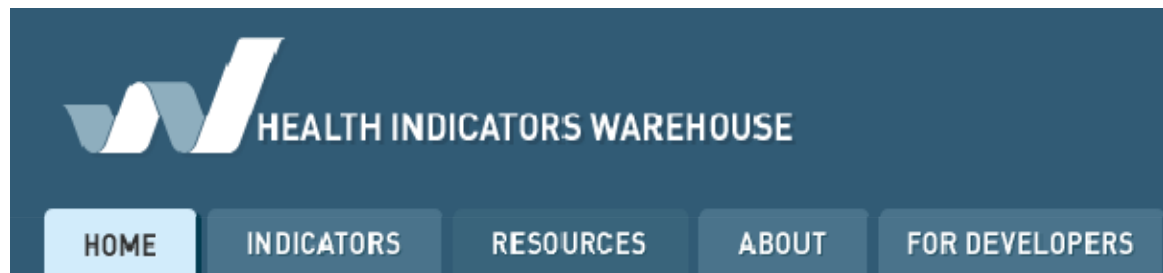
Aggregated data, tables, trend charts, and maps from nearly 200 sources including national surveillance systems and surveys.

Specificity of Data Available

Depending on the indicator, data are available by race, ethnicity, gender, school grade, age, state, county, and other characteristics. Many indicators are available for multiple years.

Factors/Focus Areas and Examples of Indicators Available

Over a thousand indicators covering all outcomes and many factors and focus areas.



www.healthindicators.gov/

State-Specific Data Sources

- [MD Department of Health and Mental Hygiene](#)
 - [Searchable Health-Related SURVEY databases](#) allows users to construct county-level summaries of information contained in MD's Behavioral Risk Factor Surveillance System (BRFSS), Pregnancy Risk Assessment Monitoring System (PRAMS), Maryland Cancer Surveys (MCS), and Maryland Youth Tobacco Surveys (YTS).
 - Maryland Assessment Tool for Community Health ([MATCH](#)) gives users access to birth, death, population, and hospitalization information by county.



Key Points

- *County Health Rankings* are a good starting point
- Other sources of quantitative data are available but ...
 - many data elements only available at state-wide level, making real time assessment more limited
 - ability to obtain **current** data may be limited
- Also should gather qualitative data to get community input on strengths and weaknesses
 - Key informant interviews, focus groups and/or surveys (paper, telephone, or online)

The County Health Rankings Team

- **UW Population Health Institute**
 - Including Patrick Remington, David Kindig, Julie Willems Van Dijk, Jessica Athens, Angela Russell
- **Robert Wood Johnson Foundation**
 - Including Brenda Henry, Michelle Larkin, Jim Marks, Joe Marx, Abbey Cofsky
- **Our Partners**
 - Including CDC, NCHS, ASTHO, NACCHO, NNPHI, Dartmouth Institute



For More Information

www.countyhealthrankings.org

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