



# 500 Cities: Local data for better health

## How to Engage your Community with Health Data: Hosting a 500 Cities Event

Oktawia P. Wojcik, Robert Wood Johnson Foundation

Kathryn L.S. Pettit and Corianne Payton Scally, Urban Institute

Kathleen Pritchard, Data You Can Use

# Overview

1. 500 Cities project and available resources
2. How to use the new guide to plan a local event
3. Example: Data You Can Use

*Oktawia P. Wojcik*

Robert Wood Johnson Foundation

# Robert Wood Johnson Foundation and the 500 Cities Project

- Creating a Culture of Health
- Why the 500 Cities Project
- Brief Project Overview

# 500 Cities Project Resources Available

**Data:** [List of 500 Cities](#); [Data Portal](#); [Maps and Reports](#); [Introduction to the Data](#) (webinar); [Using the Interactive Map](#) (webinar)

**National Conference Materials:** [Proceedings](#); [Plenary Videos](#); [Presentation Materials](#)

[\*\*Communications Toolkit\*\*](#)

**Workshop Guide:** [How to Engage Your Community with Health Data: Hosting a 500 Cities Event](#)

*Kathryn L.S. Pettit &  
Corianne Payton Scally*

Urban Institute  
Metropolitan Housing and Communities Policy Center

# Guide Overview

**Section 1:** An overview of the 500 Cities data, describing the indicators, estimation methods, and appropriate data uses

**Section 2:** How to plan an event, including choosing goals, format, speakers, and participants

**Section 3:** Additional resources available, including complementary health datasets and other small-area data on demographics, housing, employment, neighborhood assets, environment, and others

# 500 Cities Indicators

## 500 Cities Indicators by Category

Unhealthy behavior	Health outcomes	Prevention measures
<ul style="list-style-type: none"><li>■ Binge drinking</li><li>■ Smoking</li><li>■ No leisure-time physical activity</li><li>■ Obesity</li><li>■ Sleeping less than 7 hours</li></ul>	<ul style="list-style-type: none"><li>■ Arthritis</li><li>■ Asthma</li><li>■ High blood pressure</li><li>■ Cancer</li><li>■ High cholesterol</li><li>■ Chronic kidney disease</li><li>■ Chronic obstructive pulmonary disease</li><li>■ Coronary heart disease</li><li>■ Diabetes</li><li>■ Mental health not good</li><li>■ Physical health not good</li><li>■ All teeth lost</li><li>■ Stroke</li></ul>	<ul style="list-style-type: none"><li>■ Lack of health insurance</li><li>■ Routine checkup</li><li>■ Dental visit</li><li>■ High blood pressure medication</li><li>■ Cholesterol screening</li><li>■ Mammography use (women)</li><li>■ Papanicolaou smear (women)</li><li>■ Fecal occult blood test, sigmoidoscopy, or colonoscopy</li><li>■ Core prevention services: Men: flu shot, PPV shot, colorectal cancer screening; Women: same as men, plus mammogram)</li></ul>

**Notes:** PPV = pneumococcal polysaccharides vaccine. For full definitions of the indicators, see "Measure Definitions," 500 Cities, Centers for Disease Control and Prevention, last modified December 12, 2016, <https://www.cdc.gov/500cities/measure-definitions.htm>.

# Data Overview & Limitations

Provides **flexibility across multiple geographic scales**: city, neighborhood, service areas

But...

- May not be accurate in all circumstances
- Cannot measure change over time, or be used for evaluation
- Do not cover all aspects of community health or disparities, such as children, other indicators, race/ethnicity

So...

- Tap into local knowledge & other data sources to help

# Why Host a 500 Cities Event?

Bring together diverse stakeholders who may not have met before to develop shared language, data literacy & agenda for action:

- Advocacy
- Cross-sector collaborations
- Plans to address local health needs
- Resource allocation
- Health impacts of local actions

# Setting Goals

- What is the purpose of the event?
- What is the geographic scope?
- Who should participate?
- What is the existing level of participant knowledge?

Answers influence format, location, venue type, & other logistics

# Choosing Format

- **Presentations and panels** – learning from speakers & topics
- **Roundtable discussions** – generating & exchanging ideas
- **Skill-building workshops** – step-by-step introduction to tools, often hands-on
- **Data and technology fairs** – demonstrations of a variety of data and tools

# Inviting Partners & Speakers

- **Government:** mayor, city council, public health, public housing, school district, city agencies
- **Community partners:** neighborhood assn, health care, universities, housing & community development, community services, advocates, funders
- **External partners:** health insurance/MCOs, employers, religious organizations, Federal Reserve, Census, state & national orgs

# Keeping Momentum

- Concrete next steps around goal or action
- Broad dissemination of ideas & outcomes
- Continuing conversations through working groups

# Neighborhood Data & Resources

- Highlight the 500 Cities data & its online tools
- Share other data on health and social determinants of health
  - Nationally-available datasets
  - State & local agency data
- Learn about policy and program resources (not covered today)

# 500 Cities Tools

- [Map the data](#)
- Compare city data
- View & filter data
- Download maps for all measures by city

# National Sources of Health Data

Dataset	Geographic Level	Indicators
<a href="#"><u>County Health Rankings</u></a>	County	Health outcomes for length of life and quality of life and health factors for behaviors, clinical care, social and economic factors, and physical environment
<a href="#"><u>Big Cities Health Coalition</u></a>	28 large cities	Behavioral health and substance abuse, cancer, chronic disease, environmental health, food safety, HIV/AIDS, infectious disease, injury and violence, maternal and child health, life expectancy or death rate, and demographics
Life Expectancy Data	Census tracts	Estimates of life expectancy at birth for census tracts (forthcoming)

# National Sources of Neighborhood Data

Topic	Data Source
Multitopic	<a href="#">American Community Survey</a> US Census
Housing	<a href="#">Picture of Subsidized Households</a> US Department of Housing and Urban Development
Income & employment	<a href="#">Longitudinal Employer-Household Dynamics's Origin-Destination Employment Statistics</a> US Census
Neighborhood assets	<a href="#">Food retailers accepting Supplemental Nutrition Assistance Program</a> US Department of Agriculture
Environment	<a href="#">Toxics Release Inventory</a> US Environmental Protection Agency

# Local Sources of Neighborhood Data

Topic	Data Source
Health	Maternal and birth outcomes Lead poisoning
Housing	Tax delinquency Vacant and abandoned housing
Public Safety	Reported crime 911 calls
Education	High quality child care centers Absenteeism
Environment	Lead poisoning

Other resources:

- [Catalog of Administrative Data Sources for Neighborhood Indicators](#)
- [List of National Data Sets with Small-Area Data](#)

# National Neighborhood Indicators Partnership (NNIP)

- NNIP is a peer-learning network of local organizations in over 30 cities
- Partners share a mission to help community stakeholders use neighborhood data for better decisionmaking.
  - All partners organize neighborhood data across topics and over time.
  - They facilitate the practical use of data by community and government leaders.
  - They focus on building the capacity of organizations and residents in low-income communities

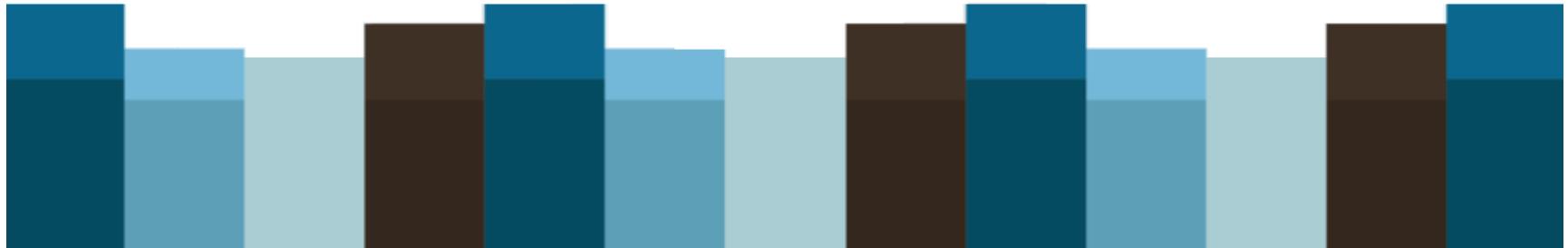
# Expanding Training on Data and Technology to Improve Communities

- NNIP & Microsoft partnered to develop resources to support and expand training for nonprofits and government staff.  
<http://www.neighborhoodindicators.org/training>
- Includes a brief, guide, and catalog of example materials for organizations interested in providing training



*Katie Pritchard*

Data You Can Use

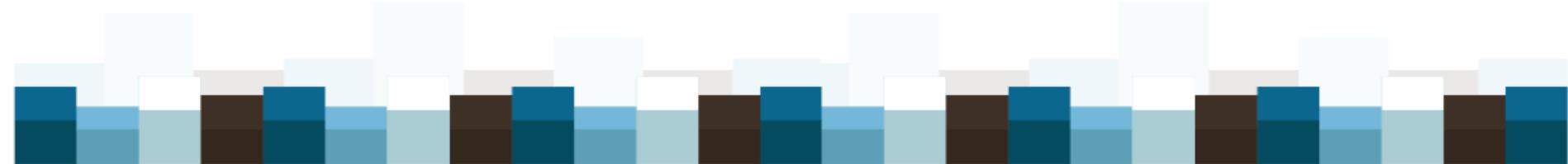


# New Data For Better Neighborhood Health Connecting New Partners, Using New Resources



NATIONAL NEIGHBORHOOD  
INDICATORS PARTNERSHIP

DATA YOU CAN USE



# New Data for Better Neighborhood Health

500 Cities Webinar in Summer of 2016

- Aware of it through NNIP – attended with DYCU staff

Launch meeting in December of 2016

- Attended with faculty from School of Public Health, hosted session
- Preview with Zilber Neighborhood Initiative

Local Convening March, 2017

- Connecting neighborhood and health partners
- Introducing three new data resources

Data Day, May 2017

- Maps on the wall

What's next?

Early Thoughts



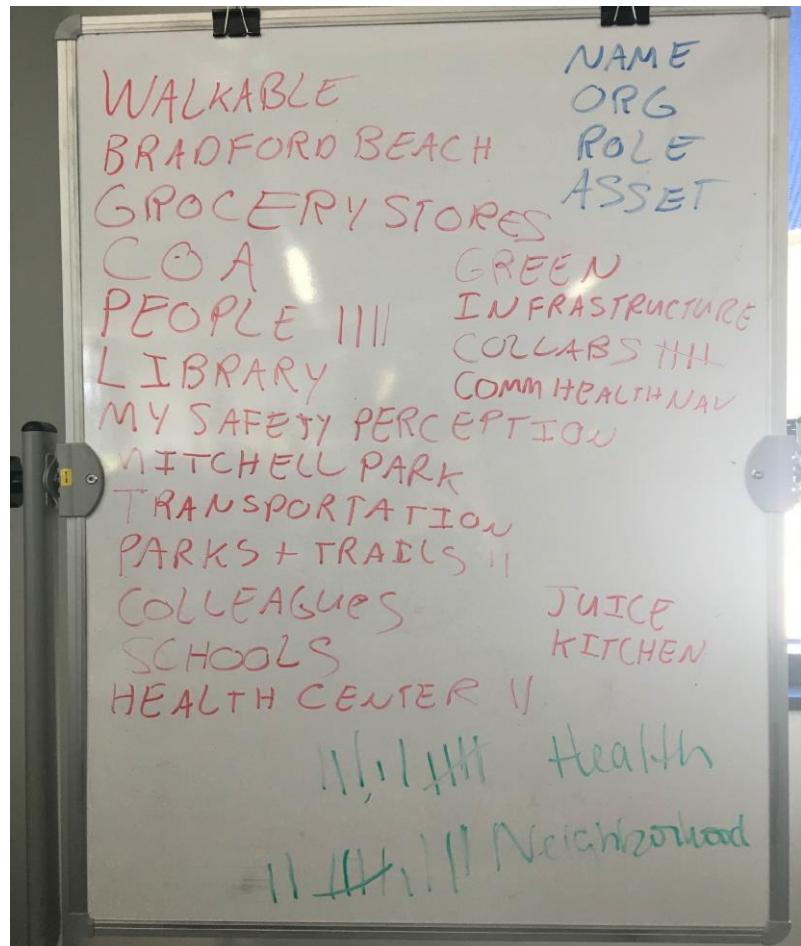
# Dataphyles Unite!

**Better Data.**  
**Better Decisions.**  
**Better Communities.**



# Connecting New Partners

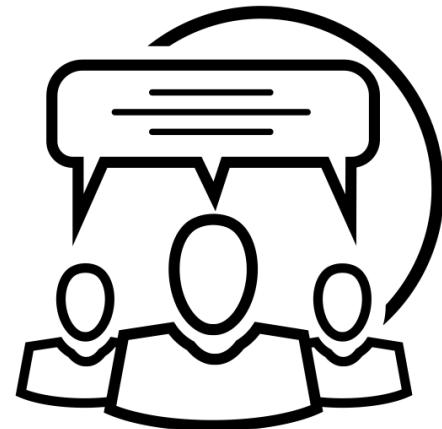
- Neighborhood organizations
- Community Clinics
- Public Health Academics
- City Public Health Officials and Planners
- Hospital community outreach staff
- United Way
- Funders





# AGENDA (initial convening)

- Welcome and Introductions
- Health and Wealth- what's the connection?
- New Data sets
  - Healthy **Cities**
  - Healthy **Neighborhoods**
  - Healthy **Homes**
- How can you USE this?
- What's next?



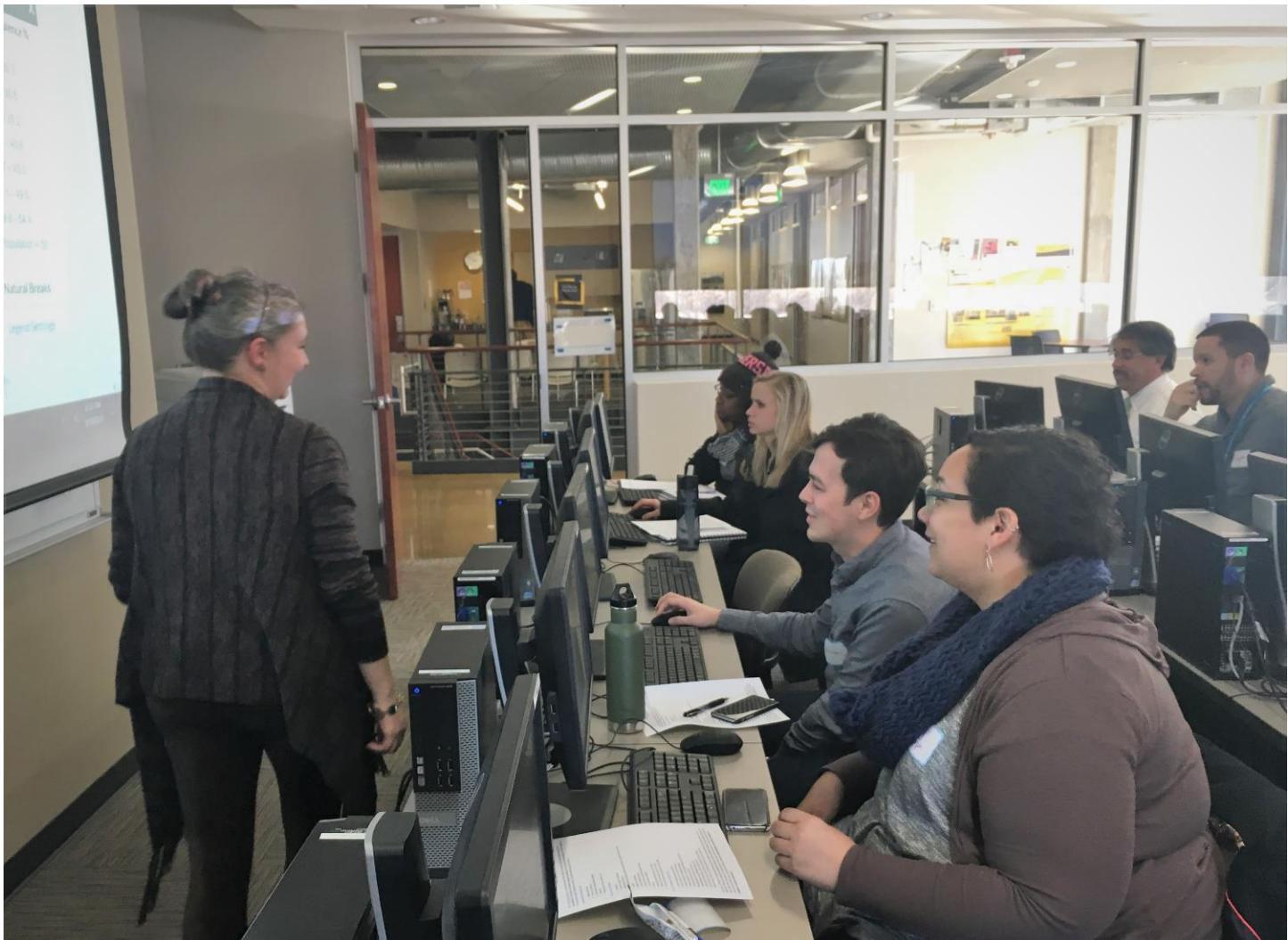
Created by Laura Golben  
from Noun Project

# **Initial Convening**

## **Three New Resources**

- 1. CityHealth**, de Beaumont Foundation Policies that affect Health
- 2. 500 Cities Data**, Robert Wood Johnson Foundation, Health data at census tract level
- 3. Community Data Base**, data resource for lead in Milwaukee





## 500 Cities: Local Data for Better Health

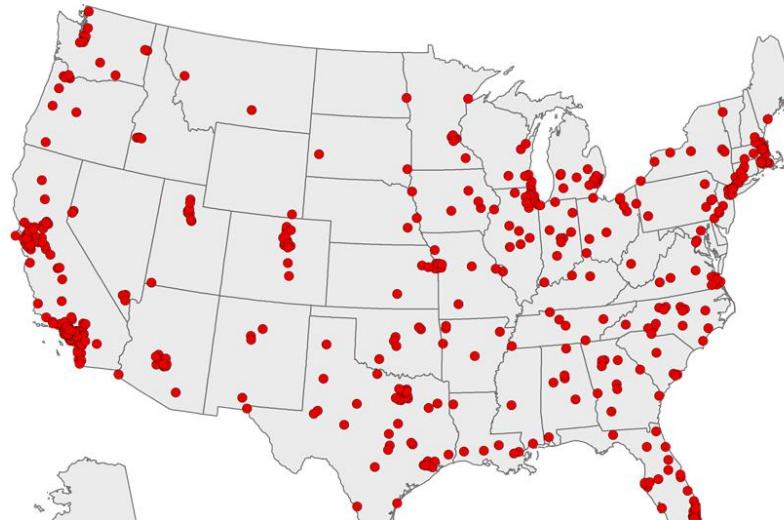


The 500 Cities project is a collaboration between CDC, the Robert Wood Johnson Foundation, and the CDC Foundation. The purpose of the 500 Cities Project is to provide city- and census tract-level small area estimates for chronic disease risk factors, health outcomes, and clinical preventive service use for the largest 500 cities in the United States. These small area estimates will allow cities and local health departments to better understand the burden and geographic distribution of health-related variables in their jurisdictions, and assist them in planning public health interventions. [Learn more about the 500 Cities Project.](#)



## 500 Cities: Local data for better health

[View data across the United States for the largest 500 cities](#)



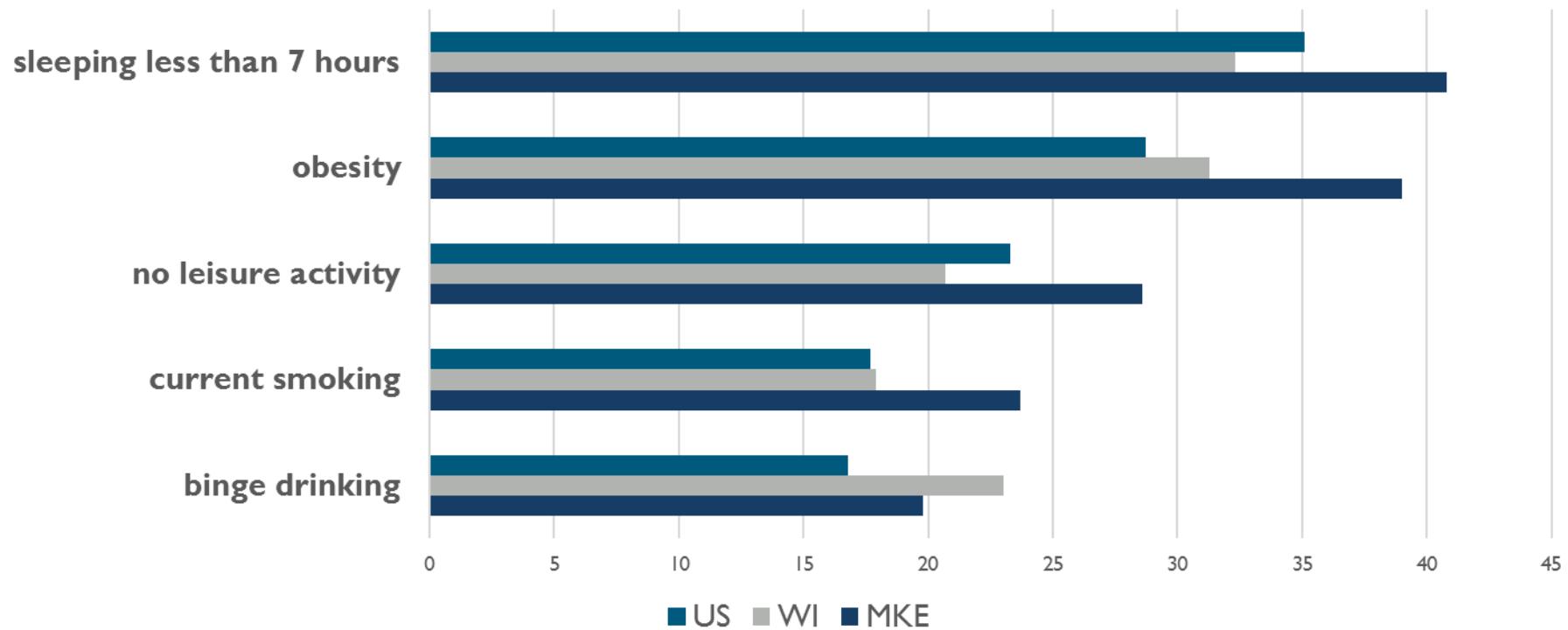
CDC A-Z INDEX ▾

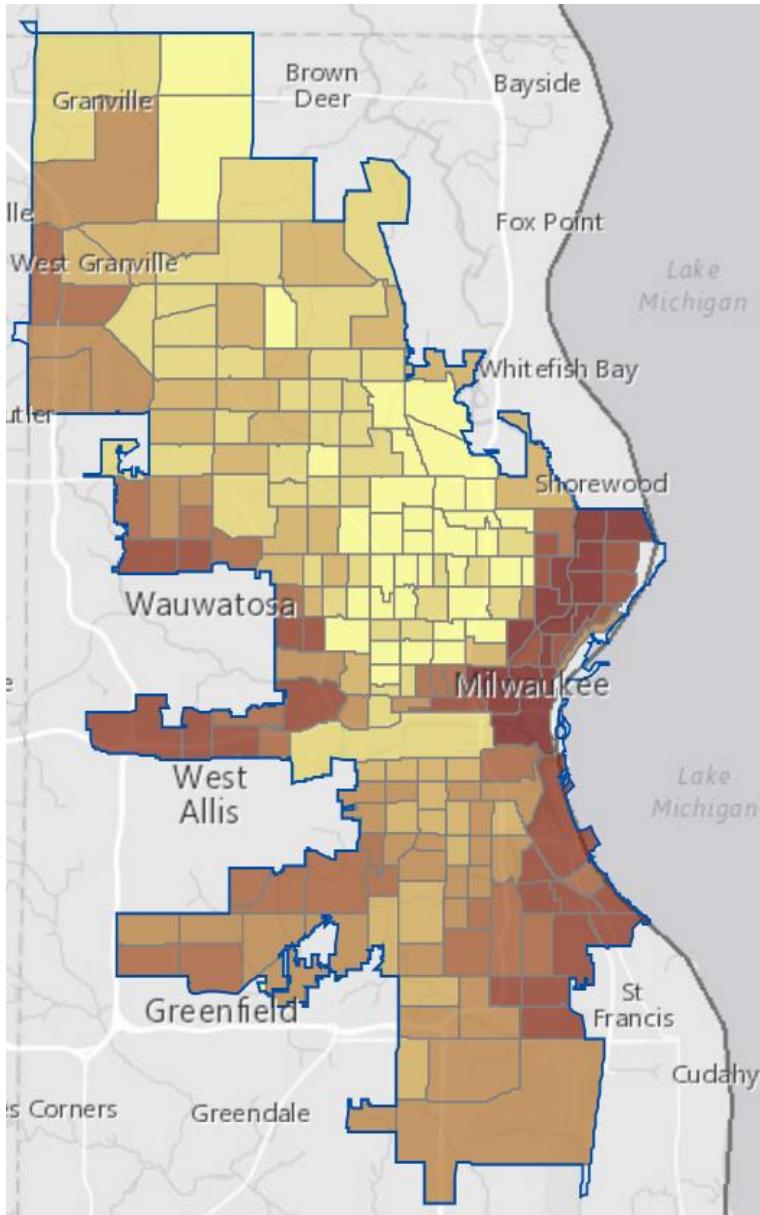
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## Unhealthy Behaviors

Milwaukee/Wisconsin/US

**Milwaukee fares worse than both the state and the nation on all but binge drinking!**



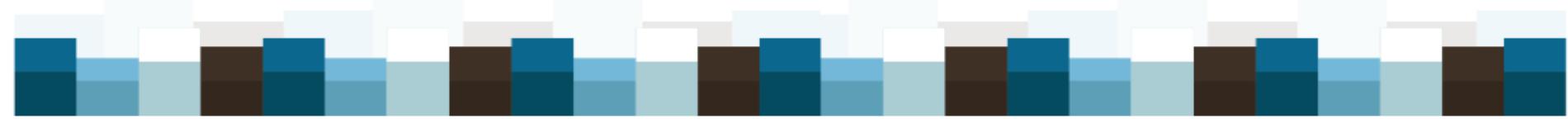
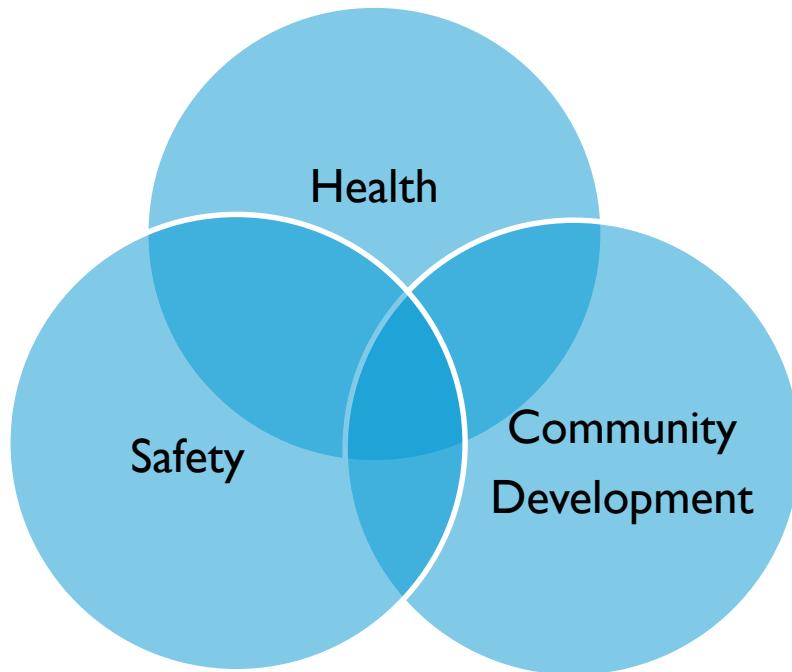


**Citywide, the prevalence of binge drinking is 21.4%**

**But among census tracts, it ranges from 4.8 to 35.3% !**

Data source: 500 Cities, interactive mapping section

# Introducing 500 Cities data at Data Day MKE

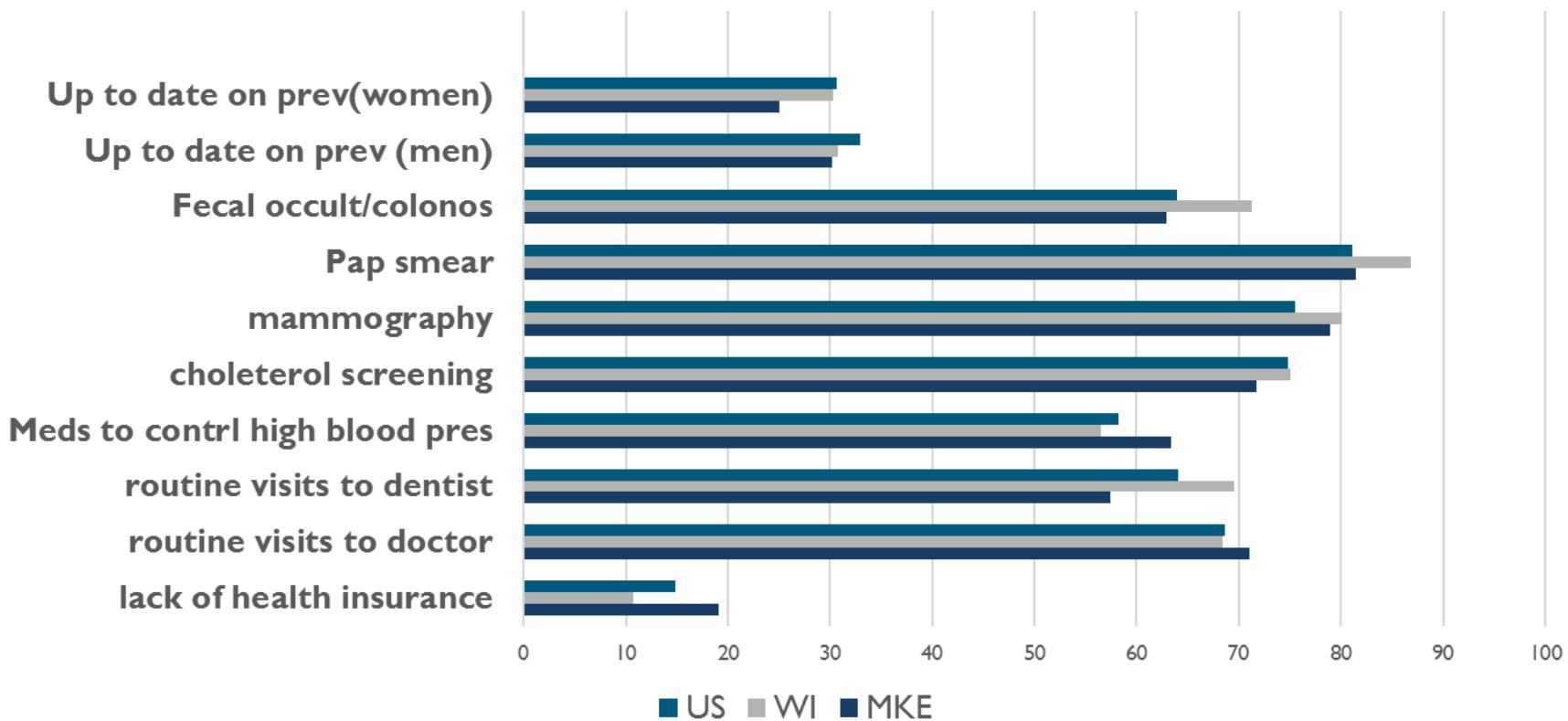


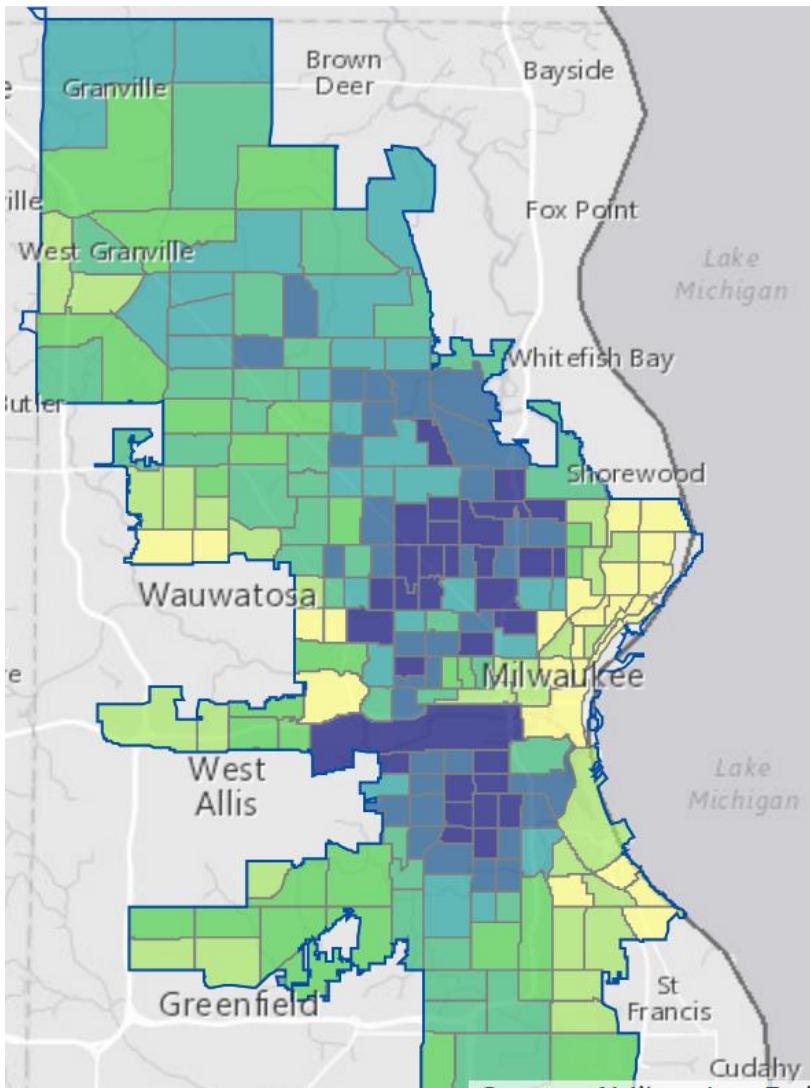
# HIGHLIGHTS at THE CITY LEVEL

## Use of Preventative Services

Milwaukee/Wisconsin/US

**Milwaukee fares poorly on the use of most preventative health measures**





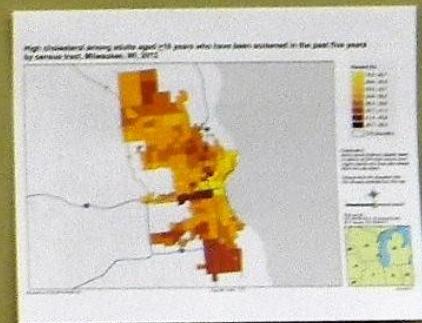
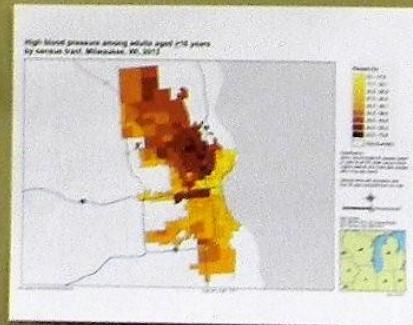
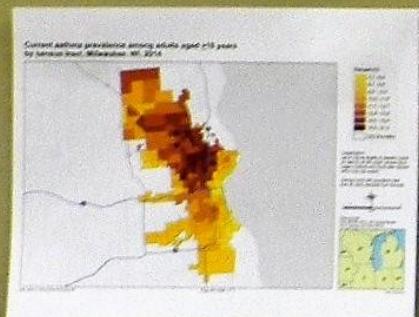
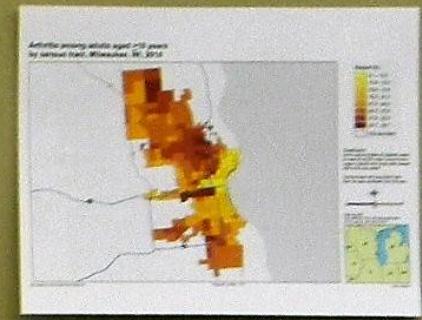
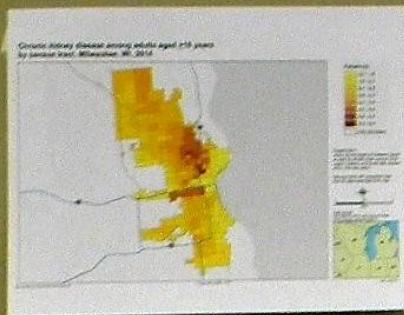
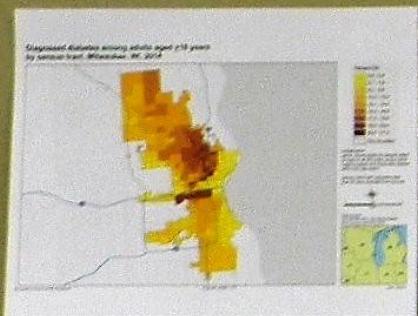
**Disparities at the neighborhood level**

# Applying 500 Cities data to Milwaukee Neighborhoods:

Model-based estimates for no leisure-time physical activity  
among adults aged  $\geq 18$  years

Data source: 500 Cities data

# Print and post the Map Book





# What's Next?

- Posting the 500 Cities MapBook for Milwaukee on our Website
- Convening a “user group” to explore applications of the 500 City data in Milwaukee
- Establishing a learning community with University of Wisconsin-Milwaukee Zilber School of Public Health and neighborhood groups
- Launching a new blog post on neighborhood health data
- Integrating the data with a new tool for identifying neighborhood assets
- And...

# Early thoughts

- Connect people to each other and to the data
- Better health as common goal
- Mapping and visualization makes it real
- Show the connection between health and things neighborhoods know and care about
- Connect with assets -- the unhealthy behaviors and prevention indicators were of greater interest than the disease indicators
- Involve the funders

# Thank you!

Data You Can Use  
From People You Can Trust

Kathleen Pritchard, PhD  
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# Share Your Examples

If you decide to bring your neighborhood or city together to explore health disparities using the 500 Cities data, the Robert Wood Johnson Foundation would love to hear about it.

Please send your examples and feedback to [500cities@cdc.gov](mailto:500cities@cdc.gov).

# Stay in touch!

- [NNIP newsletter](#)
- [NNIP website](#) and [500 Cities examples](#)
- [NNIPNews public discussion group](#)
- Follow NNIP on Twitter @NNIPHQ
- Contact us!
  - Corianne Scally, [cscally@urban.org](mailto:cscally@urban.org)
  - Kathy Pettit, [kpettit@urban.org](mailto:kpettit@urban.org)