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
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

<table>
<thead>
<tr>
<th>Unhealthy behavior</th>
<th>Health outcomes</th>
<th>Prevention measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Binge drinking</td>
<td>Arthritis</td>
<td>Lack of health insurance</td>
</tr>
<tr>
<td>Smoking</td>
<td>Asthma</td>
<td>Routine checkup</td>
</tr>
<tr>
<td>No leisure-time physical activity</td>
<td>High blood pressure</td>
<td>Dental visit</td>
</tr>
<tr>
<td>Obesity</td>
<td>Cancer</td>
<td>High blood pressure medication</td>
</tr>
<tr>
<td>Sleeping less than 7 hours</td>
<td>High cholesterol</td>
<td>Cholesterol screening</td>
</tr>
<tr>
<td></td>
<td>Chronic kidney disease</td>
<td>Mammography use (women)</td>
</tr>
<tr>
<td></td>
<td>Chronic obstructive pulmonary disease</td>
<td>Papanicolaou smear (women)</td>
</tr>
<tr>
<td></td>
<td>Coronary heart disease</td>
<td>Fecal occult blood test, sigmoidoscopy, or colonoscopy</td>
</tr>
<tr>
<td></td>
<td>Diabetes</td>
<td>Core prevention services:</td>
</tr>
<tr>
<td></td>
<td>Mental health not good</td>
<td>Men: flu shot, PPV shot, colorectal cancer screening; Women: same as men, plus mammogram</td>
</tr>
<tr>
<td></td>
<td>Physical health not good</td>
<td></td>
</tr>
<tr>
<td></td>
<td>All teeth lost</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stroke</td>
<td></td>
</tr>
</tbody>
</table>

**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](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
<table>
<thead>
<tr>
<th>Dataset</th>
<th>Geographic Level</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Health Rankings</td>
<td>County</td>
<td>Health outcomes for length of life and quality of life and health factors for behaviors, clinical care, social and economic factors, and physical environment</td>
</tr>
<tr>
<td>Big Cities Health Coalition</td>
<td>28 large cities</td>
<td>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</td>
</tr>
<tr>
<td>Life Expectancy Data</td>
<td>Census tracts</td>
<td>Estimates of life expectancy at birth for census tracts (forthcoming)</td>
</tr>
</tbody>
</table>
## National Sources of Neighborhood Data

<table>
<thead>
<tr>
<th>Topic</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multitopic</td>
<td>American Community Survey&lt;br&gt;US Census</td>
</tr>
<tr>
<td>Housing</td>
<td>Picture of Subsidized Households&lt;br&gt;US Department of Housing and Urban Development</td>
</tr>
<tr>
<td>Income &amp; employment</td>
<td>Longitudinal Employer-Household Dynamics’s Origin-Destination Employment Statistics&lt;br&gt;US Census</td>
</tr>
<tr>
<td>Neighborhood assets</td>
<td>Food retailers accepting Supplemental Nutrition Assistance Program&lt;br&gt;US Department of Agriculture</td>
</tr>
<tr>
<td>Environment</td>
<td>Toxics Release Inventory&lt;br&gt;US Environmental Protection Agency</td>
</tr>
</tbody>
</table>
## Local Sources of Neighborhood Data

<table>
<thead>
<tr>
<th>Topic</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>Maternal and birth outcomes</td>
</tr>
<tr>
<td></td>
<td>Lead poisoning</td>
</tr>
<tr>
<td>Housing</td>
<td>Tax delinquency</td>
</tr>
<tr>
<td></td>
<td>Vacant and abandoned housing</td>
</tr>
<tr>
<td>Public Safety</td>
<td>Reported crime</td>
</tr>
<tr>
<td></td>
<td>911 calls</td>
</tr>
<tr>
<td>Education</td>
<td>High quality child care centers</td>
</tr>
<tr>
<td></td>
<td>Absenteeism</td>
</tr>
<tr>
<td>Environment</td>
<td>Lead poisoning</td>
</tr>
</tbody>
</table>

**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
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!

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?
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.

View data across the United States for the largest 500 cities
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
Applying 500 Cities data to Milwaukee Neighborhoods:

Model-based estimates for no leisure-time physical activity among adults aged >=18 years

Data source: 500 Cities data
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
katie@datayoucanuse.org
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.
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
  - Kathy Pettit, kpettit@urban.org