

HEALTHY COUNTIES FORUM

Using Data to Create Effective Health Policies

2017



NACo LEGISLATIVE CONFERENCE



NATIONAL
ASSOCIATION
of COUNTIES

Washington, D.C. / February 25–March 1, 2017



HEALTH

Using Data to Demonstrate Progress

February 28, 2017

WHY MEASURE?

Framework

- Organize and plan
- Engage the community
- Develop a goal or vision
- Conduct community health assessment(s)
- Prioritize health issues
- Develop community health improvement plan
- Implement and monitor community health improvement plan
- Evaluate process and outcomes

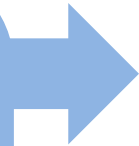
TYPES OF DATA

Data collection

Quantitative data

Qualitative data

Network data



Examples

- Surveys
- Databases
- Records you've kept of how many times you've performed a given service

Advantages

- Standardized
- Can be collected in large numbers
- Applied across intervention

Disadvantages

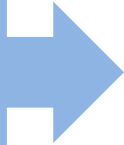
- Collection is expensive
- Lacks context

Data collection

Quantitative data

Qualitative data

Network data



Examples

- Interactions with people – interviews, focus groups
- Text analysis – word clouds, media analysis

Advantages

- Why does an intervention work?
- Ask what people really want from a program

Disadvantages

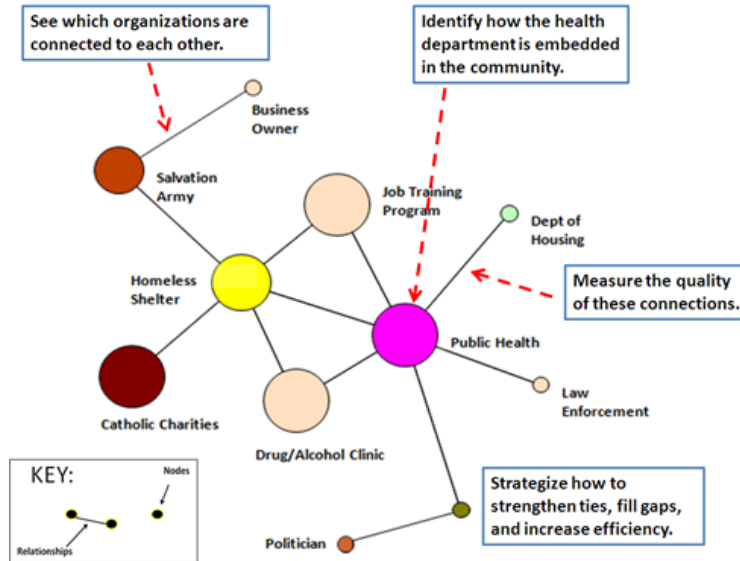
- It can't track what happened
- It's important to ask the “right” questions

Data collection

Quantitative data

Qualitative data

Network data

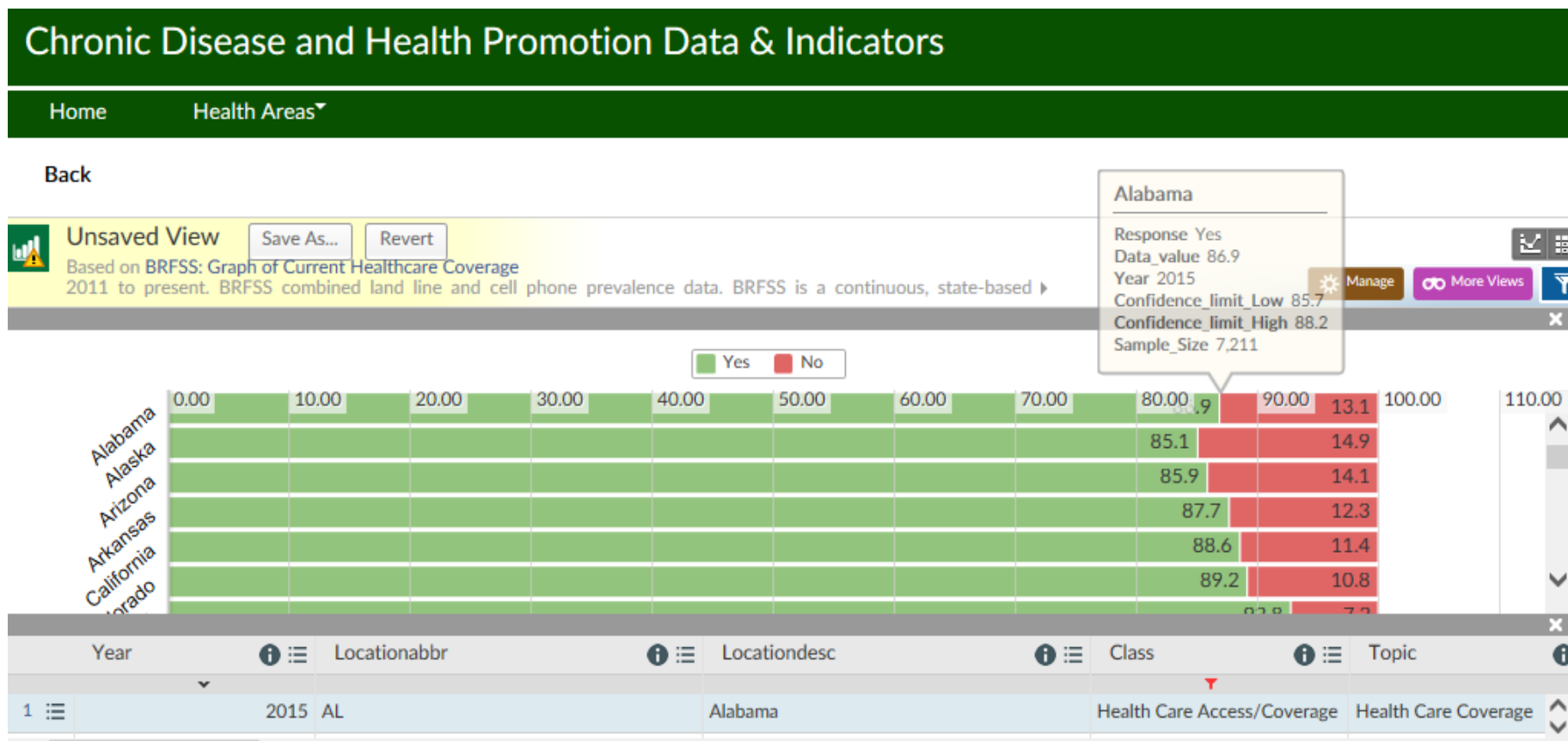


Measures the success of partnerships and resource sharing

- Assessment
- Analysis
- Systems building
- Relationship strengthening

DATA SELECTION

BRFSS- State Level Data



CDC 500 Cities Project

500 Cities Data



500 Cities: Local Data for Better Health
Explore the complete dataset



Analyze two related measures by city and state
Choose a state to explore data for two related measures

Related Links

[500 Cities Project](#)

[More Information \(Webinar\)](#)

[500 Cities - Listed by State](#)

[Small Area Estimation Methodology](#)

[Small Area Estimation Validation](#)

[Contact Us](#)

<https://www.cdc.gov/500cities/>

CDC 500 Cities Project

Chronic Disease and Health Promotion Data & Indicators

Home

Health Areas▼

Back



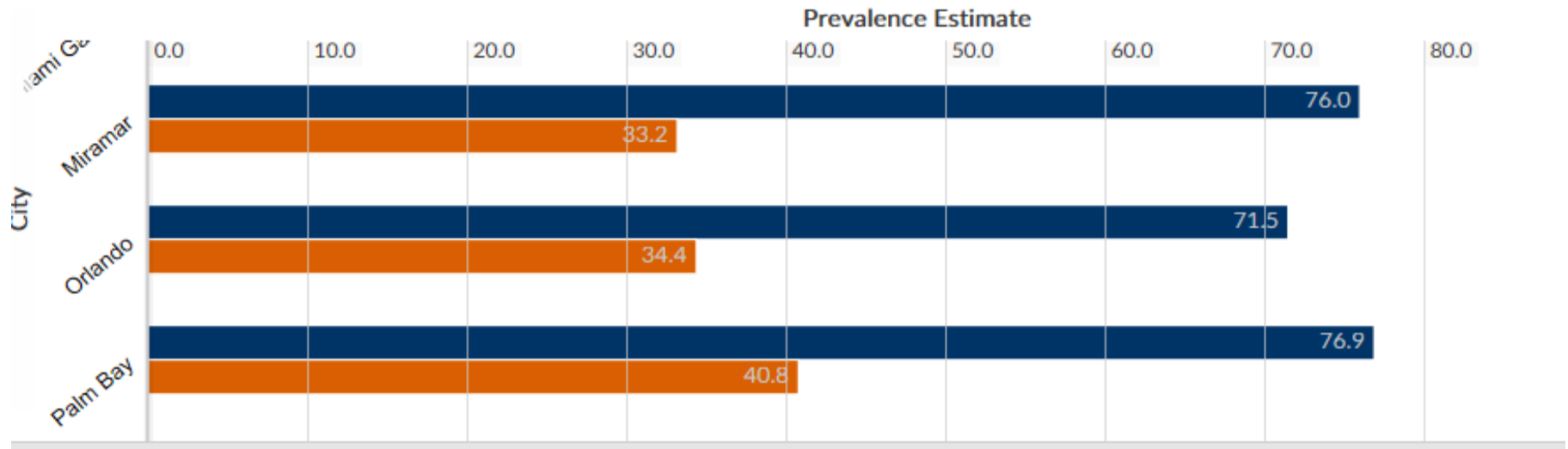
500 Cities: Bar graph comparing prevalence of adults with high cholesterol to the prevalen...

Based on 500 Cities: Local Data for Better Health

This is a bar graph comparing the prevalence of adults with high cholesterol to the prevalence of adults who have been ►



Cholesterol Screening High Cholesterol



RWJ: County Health Indexes



RWJ: Looking at Counties

SOUTH CAROLINA 2016 Select another state

[Tweet](#) [G+1](#) 0 [Like 0](#)

Overview Rankings Measures Downloads Compare Counties Select a county Print Help

[Back To Map](#)
Select a Ranking:
LOADING...
OVERALL RANK

Rank	County
1	Beaufort (BE)
2	Dorchester (DO)
3	York (YO)
4	Charleston (CH)
5	Greenville (GR)
6	Berkeley (BK)
7	Lexington (LX)
8	Edgefield (ED)
9	Richland (RI)
10	Calhoun (CA)

Charleston (CH)

☐ Show areas to explore ☐ Show areas of strength

County Demographics +

	Charleston County	Trend	Error Margin	Top U.S. Performers	South Carolina	Rank (of 46)
Health Outcomes						4
Length of Life						3
Premature death	6,800		6,500-7,100	5,200	8,200	
Quality of Life						5
Poor or fair health	15%		15-15%	12%	19%	
Poor physical health days	3.3		3.2-3.4	2.9	4.0	
Poor mental health days	3.9		3.8-4.0	2.8	4.2	

RWJ: Comparing Counties

Compare Counties

New! Compare counties in different states.

South Carolina

Enter or select a county

Ranked Measures | [Additional Measures](#)

	South Carolina	Charleston (CH) , SC X	York (YO) , SC X
Health Outcomes		4	3
Length of Life		3	5
Premature death	8,200	6,800	7,100
Quality of Life		5	2
Poor or fair health	19%	15%	15%
Poor physical health days	4.0	3.3	3.6
Poor mental health days	4.2	3.9	3.7
Low birthweight	10%	9%	8%
Health Factors		3	4
Health Behaviors		7	3

DATA IN ACTION

Public Health Promotores, El Paso, TX

2006 Heavy Flooding

Data Identifies a Solution:

- GIS mapping of flooding zones
- Cross-referenced with English proficiency

Partnerships to form solutions

- City partnered with 2 colleges for “promotores” support
- Promotores provided bilingual communication
- Connected LEP to other organizations & resources



Kentucky Outreach Information Network (KOIN)

Frankfort, KY

Data identifies the organizations:

- Survey of special needs populations (cross-sector)

Survey helped identify potential member groups

- Grown to 400 members since 2004
- Assist with communicating emergency messages, acting as trusted go-betweens



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QUESTIONS?