Community Health Assessment
Public Health Madison & Dane County

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Presentation Overview

- Community health assessment in public health agencies and by public health nurses
- Factors that impact community health
- PHMDC Community Health Improvement Planning Process
- The community assessment process:
  - Defining the purpose and focus of the assessment
  - Defining the “community”
  - Planning for data collection
  - Compiling, analyzing and reporting existing (secondary) health status data
- Examples of PHMDC assessment projects
- After assessment: Action planning and moving forward
- Local partnerships
Community health assessment in public health

- Assessment, including disease surveillance, is a core function of public health at all levels of government.
- Assessment informs public health work - decisions about what we do, where and how we do it are all “data driven.”
- Our partners, including local government leaders, use our assessment findings and rely on our help with data compilation, analysis, reporting, and action planning based on assessed needs.
- Assessment is the step of the nursing process that informs planning and intervention, and aids in evaluation. In public health, the “community” is the patient.
Factors that impact the health of a community/population

- Who lives there: age, employment/economic class, educational/literacy level, ethnicity/culture, values/beliefs, access to affordable health care, other strengths and limitations
- Community environment: housing, transportation, “walkability”, safety (real and perceived), degree of access to things that promote healthy and unhealthy lifestyles, social support, aesthetics, programs/services...
- Access to understandable information (health literacy)
- Community values, politics and government
- Degree of health equity
- More...
PHMDC COMMUNITY HEALTH IMPROVEMENT PLANNING

Partnership Development & Planning

Community Assessment
- Internal Capacity
- Community Health Status
- Community Themes & Strengths
- Forces of Change

Data Organization & Presentation (Public Meeting)

Community Issue Prioritization/Strategy Development

Action Cycle
- Action Planning
- Evaluation
- Implementation

Repeat in 5 years

ENGAGE COMMUNITY

COMMUNICATION TO STAKEHOLDERS & COMMUNITY
Community Assessment Process
Defining the assessment

• What is the ultimate purpose of the assessment?
  - To understand how a disease or other health risk impacts a population
  - To plan, prioritize or target interventions/resources in the best way
  - To stimulate interest/action or advocate for change
  - To evaluate public health efforts

• What is the focus? (general vs. a specific issue)

• What is the “community” to be assessed?
  - Population of a geographic area
  - Special sub-population of concern
  - Community conditions that impact health
Defining the assessment

• What questions do you need to answer?
  o Who lives here and how do they compare to other populations in terms of factors that can impact health?
  o What are their important modifiable health risks/needs?
    • What might we expect, knowing who lives here?
    • Health status data: Comparison to other populations and national health goals, trends over time, disparities
    • Community concerns and perceptions
  o What are the biggest contributors to those health risks (factors that impact health), for individuals and the entire population?
Planning for data collection

- Start with the questions you need to answer

- Are there existing (secondary) sources of data that can help you answer your questions?

- Will you need to collect new (primary) data in order to answer your questions?
Existing (secondary) data
(quantitative data)
Types of secondary data

- Demographic/Socioeconomic
  U.S. Census/American Community Survey, municipal planning departments, neighborhood sources
- Assessments, data analyses and reports that have already been done by government and community agencies
- Environmental data
- Population health status data
Types of population health status data

- Mortality data (crude and age adjusted death rates)
- Birth data including various maternal and infant factors
- Infectious disease rates (reportable)
- Cancer incidence and mortality (reportable)
- Public health survey data (risk behaviors, screening practices, some health conditions)
- Hospitalization data (ED and inpatient discharge data)
- Some ambulatory health care data
- Primary care data
- Dane County Youth Assessment
- Other, e.g. police reports, EMS calls, AODA treatment
Health Status Data Websites

- Local health status data from PHMDC
  [http://www.publichealthmdc.com/healthAssessment/healthStats.cfm](http://www.publichealthmdc.com/healthAssessment/healthStats.cfm)

- Healthy Dane- local health & population data
  [www.healthydane.org](http://www.healthydane.org)

- U.S. Census and American Community Survey data for Wisconsin counties and communities
  [http://quickfacts.census.gov/qfd/states/55000.html](http://quickfacts.census.gov/qfd/states/55000.html)

- National health statistics
  - National Center for Health Statistics [www.cdc.gov/nchs](http://www.cdc.gov/nchs)
  - Behavioral Risk Factor Surveillance System (BRFSS) [www.cdc.gov/brfss/](http://www.cdc.gov/brfss/)
Health Status Data Websites

- Wisconsin Department of Health Services
  - WISH interactive query system with state and county-level birth, death, injury and BRFSS data
    [www.dhs.wisconsin.gov/wish/](http://www.dhs.wisconsin.gov/wish/)
  - Program specific data reports
    [www.dhs.wisconsin.gov/programs/publichealth.htm](http://www.dhs.wisconsin.gov/programs/publichealth.htm)

- SHOW (Survey of the Health of Wisconsin) - statewide data, released to registered researchers
  [www.show.wisc.edu](http://www.show.wisc.edu)

- County health rankings
  [www.countyhealthrankings.org/wisconsin](http://www.countyhealthrankings.org/wisconsin)
Health Status Data Websites

- Madison Neighborhoods Indicators Project
  [http://madison.apl.wisc.edu/](http://madison.apl.wisc.edu/)

- Youth data
  - CDC Youth Risk Behavior Survey (U.S., WI)
    [http://www.cdc.gov/HealthyYouth/yrbs/index.htm](http://www.cdc.gov/HealthyYouth/yrbs/index.htm)
  - Dane County Youth Assessment of 7th-12th graders
  - 2012 DCYA Overview Report (PHMDC website)
  - WI Department of Public Instruction – Aggregate student data by county, school district and school
    [http://dpi.state.wi.us/sig/dm-demographics.html](http://dpi.state.wi.us/sig/dm-demographics.html)
Analyzing health status data

- Select the best indicators and measures, and decide how to frame them
- Examine the data in various ways to determine the most important point you want to make about it
- Interpret data properly: avoid common errors
  - Generalizing to a larger population when you can’t
  - Saying there is a difference between groups when statistical margins of error were not considered
  - Saying there was a change over time when proper statistical methods were not used
  - Making assumptions about associations and causes without doing the necessary analysis
- Report and display data effectively
New (primary) data
(qualitative data)
Overview of collecting new (primary) data

- Identify partners, if needed
- Select best methods – should be effective, efficient, feasible and acceptable
- Develop tools and processes
  - Proper methodology so as to be valid and reliable
  - Acceptable and appropriate for your audience
  - Ask the right questions the right way to tell you what you really need to know, and be easy to compile, analyze/interpret
  - Determine the best way to prioritize/process the results
- Data collection
Collecting new (primary) data

- **Identify community partners:**
  - County-wide (geographic distribution)
  - Special populations: youth, older adults; Latino, Hmong, African American; homeless
  - Multidisciplinary partners around specific issues, e.g. safety & injury prevention (traffic safety, drug overdose), physical activity opportunities in neighborhoods
  - Local neighborhood or community (leaders & residents)
COMMUNITY ASSESSMENT METHODS
(Community Themes & Strengths)

- Key Informant Discussion Group
- Community Focus Groups
- Photomapping
- Community Surveys
- Community Issues
- Factors that Impact Health
- Strengths of Community
- Community Buy-In
PHMDC COMMUNITY ASSESSMENT

Community Themes & Strengths

Community Input

- Key Informant Planning Meetings
  - Data summary
  - Further info needed
  - Plan CG

- Local Community Key Informant Focus Groups (Geographic)
  - Assets
  - Local data
  - Issues/Factors
  - Recruiting

- Photovoice / Photomapping
  - Photos
  - Photo review

- Community Gatherings (larger local input)
  - Community residents,
    local key informants,
    local community
    service providers & stakeholders

• Strengths of community
• Community Issues
• Factors that Impact Health
• Community Ownership
• Community Leadership

For special populations – there will be Key Informant Focus Groups, but the process will vary as to the best way to get further input from a larger group

Targeted Stories
Potential people recruited at community gathering
Collecting new (primary) data

- Select methods, develop tools/processes and community data collection:
  - Key informant interview or discussion group
    - Efficient way to collect opinions of those who have expert knowledge of an issue or understanding of a target population or when you don’t have access to target group
  - Community listening session or focus group
    - Recruit participants: already existing group, outreach, or link with community leader, such as Parish Nurse
    - Methods and tips
    - PHMDC listening session questions: community assets, health & safety concerns, group guided to prioritize; opportunities for improvements
Collecting new (primary) data

- Select methods and develop tools/processes:
  - Surveys
    - Methods and tips
    - Distribute via events, newsletter insert, telephone, computer
    - Health issue opinion survey – e.g. Older Adult Oral Health survey; Opiate Overdose survey
      - Neighborhood/local community assessment survey - Brentwood
  - Community Gathering – provides wider community input
  - Observations – e.g. traffic safety (red light running, parent drop off)
  - Photomapping – e.g. Marshall walking & biking routes; school traffic safety
  - Others: e.g. windshield survey; “world café” rotating stations
PHOTOMAPPING IN MARSHALL

Mighty Marshalls – walk route # 1

Mighty Marshalls – bike route # 2
PHOTOMAPPING IN SUN PRAIRIE

Westside school identifies hazardous location

Engineering changes to make safer
Collecting new (primary) data

- Selecting areas or themes to pursue further:
  - Voting – dots or “dollars”
  - Community ballot
  - Rally around recent crisis, e.g. heroin death in community, pedestrian crash, shooting in neighborhood

- Collect information about the assets and resources that exist in the community

- Familiarize yourself with any policies (local and national) that have impact community

- Prioritize, according to capacity and partners
Additional benefits of community data collection

- Brings community together around an issue
- Provides voice for the community
- Mobilizes the community and sets the stage for action planning
- Unexpected benefits – links partners together (e.g. Oregon Listening Session identified drug abuse issues & MedDrop program looking for another permanent site)
Examples of PHMDC community assessment projects

- 2013 Health Status Overview Report
- 2012 Dane County Youth Assessment overview report
- 2012 Healthy Food System Report
- Analysis of Contributors to Obesity in Dane County Youth
- 2012 Oral Health Report
- 2012 Drug & Alcohol Harm Report
- 2012 Alcohol Outlet Density Report
- 2011 community listening sessions (PHMDC webpage)
- Neighborhood level assessments:
  - General: SW Madison, Brentwood
  - Issue specific: Northside walking & biking audit; Bayview/Hmong chronic disease
- Annual Environmental Report Card
Action planning & moving forward

- Community already empowered and engaged to take action (from data collection)

- Steps/considerations:
  - Identify partners & resources
  - Determine roles & responsibilities (need accountability)
  - Bring people together to identify solutions – workgroup, task force, summit
  - Develop workplan and timeline
  - Joint determination of action steps (and ideas for improvement)
  - Develop evaluation plan
PHMDC assists community coalitions

- Coalition development
- Data collection, analysis and reporting (to assess needs, set priorities, and evaluate impact)
- Identification of “best practice” strategies
- Project planning and support
Current PHMDC local partnerships

- Dane County Asthma Coalition
- Dane County Immunization Coalition
- Safe Communities and its task forces (Falls, Suicide)
  - Drug Poisoning/Overdose Initiative
- Madison Area Safe Kids Coalition
- Oral Health Coalition of Dane County
- Childhood Obesity Prevention Policy Collaborative
- Breastfeeding Coalition of South Central Wisconsin
- Tobacco-Free Columbia/Dane County Coalition
Community Assessment Planning Tools

- **Community Toolbox**
  - Useful tools for community health improvement including community assessment

- **CHANGE tool**
  - New CDC resource to help community coalitions identify needs, set priorities and develop an action plan
  - [www.cdc.gov/healthycommunitiesprogram/tools/change.htm](http://www.cdc.gov/healthycommunitiesprogram/tools/change.htm)
Contact information

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