Local Public Health Data
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Definition

Community Health Improvement Processes:
• Working intentionally, strategically and collaboratively at the local level to improve the health of the community
• All-encompassing concept which incorporates:
  ▪ CHIPP (public health in Wisconsin)
  ▪ CHNA (hospitals)
• All with similar steps
• All with the same goal: to make the community a healthy place to live, learn, work and play
Benefits

- Increase effectiveness of efforts through collaboration
- Reduce duplication of efforts in the community
- Increase community engagement and awareness around health issues
- Improve health of community
- Reduce health care costs (and indirect costs such as lower productivity and absenteeism)
- Build the community’s infrastructure

Assess Needs & Resources

- Collect and analyze community health data
- Include data to analyze health disparities
- Examine data on the underlying determinants of health
- Consider issues and themes identified by the stakeholders and the community
- Identify community assets and resources
- Get input from community members on health issues and assets

Prioritize Strategic Issues

- Identify a set of priority community health issues to address
  - Use a set of criteria for considering priorities
  - Choose a manageable number of priorities
  - Use a skilled facilitator
- Align the local health improvement plan with state and national priorities
- Summarize and disseminate the results of the assessment to the community
What matters to health?

Access to high-quality, affordable healthcare

What matters to health?

Access to high-quality, affordable healthcare = 10%
What Makes a Community Healthy?

Adequate, Appropriate and Safe Food and Nutrition

Adequate, appropriate and safe food and nutrition means the regular and sufficient consumption of nutritious foods across the life span, including breastfeeding, to support normal growth and development of children and promote physical, emotional, and social well-being for all people.

Key Findings

- The rate of overweight and obesity residents is growing faster than the state average.
- Adams County ranks 66 out of 72 counties for adult obesity rates.
- Over 50% of the county area has been designated a food desert by the USDA.
- Parents are relying on assistance to provide enough food for their families.
- Locations for food assistance and education are limited to one food stamp application site, four senior nutrition sites, and three WIC clinics, and one food pantry.
- The Adams-Friendship Area School District students had a free and reduced lunch rate of 74% in 2012.
Key Findings

- There is a higher percentage of people living alone over the age of 65 than the state average.
- There is a higher rate of single parent households compared to the state average.
- Adams residents were more likely than the rest of the state to report they didn’t get the social support they needed (20% compared with 18% in WI).
- There is a high rate of volunteerism perceived by community partners.
- The large retired population represents a community asset for social support.
Employment

Key Findings
• The Adams County Population is older than the statewide population.
• Ten–year population growth was highly dependent on migration.
• The unemployment rate is higher and the labor force participation rate is lower than the statewide rates.
• Key industries include: Natural Resources and Mining, Leisure and Hospitals, Trade, Transportation and Utilities, Education and Health Services, and Manufacturing.
• Over half of employed Adams County residents commute to jobs outside of the county.
• Adams county has a high rate of children living in poverty (29% compared with 19% in WI).
• Projected employment growth varies by industry and occupation, but job openings will be available even in occupations with declining employment.

Social Determinants of Health

Social, economic, and educational factors that influence health are estimated to be responsible for as much as 40 percent of the variation in health outcomes between different populations.

They include:
➢ Income and wealth
➢ Education
➢ Quality of key needs like shelter and food
➢ Healthy social connections between people

Together these factors are essential to many other health determinants, including healthy physical and social environments (in homes, schools, workplaces and neighborhoods); adoption of healthy behaviors and choices; healthy intellectual and economic achievement; and for communities to protect their health effectively in a crisis.
Determinants of Health

Swim upstream

Upstream | Midstream | Downstream
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Action at Societal Level | Action at Community Level | Action at Individual and Family Level

Individual
Family & Home
Neighborhood & Community
Institutions & Policy

Action at Societal Level
Action at Community Level
Action at Individual and Family Level
Data drives health policy…

- Other data uses in local public health
  - Grant writing
  - Grant management
  - Updating local policy – internal or external
  - Quality Improvement
  - Accreditation
  - Staffing
  - Budgeting
  - Marketing/outreach
  - Many others…
Identified by the WI Department of Children and Families as at risk for child maltreatment in the Wisconsin Home Visiting Needs Assessment.

Adams County Child Abuse and neglect rates continue to rise since 2010.

There is a higher rate of single parent households compared to the state average.

Adams residents were more likely than the rest of the state to report they didn’t get the social support they needed (20% compared with 18% in WI).

Teen Pregnancy rate is the 3rd highest in the state at 51 per 1,000 from 2001-2010.
Nurse-Family Partnership is Cost-Effective

- The RAND Corporation estimates Nurse-Family Partnership can return up to $5.70 for each $1 spent on the program.*

  Savings accrue to government from decreased spending on:
  - health care
  - criminal justice
  - child protection
  - mental health
  - education
  - public assistance
  - And increased taxes paid by employed parents.

- Nurse-Family Partnership returns more than $18,000 over and above program costs for each family enrolled.** (Washington State Institute for Public Policy, 2008)

** Savings related to low birth weight, child injuries and immunizations not included.

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Additional Tips

- Use the data your audience would understand
- Use both positive and negative data. Don’t spin
- Highlight your successes
- Think about what’s important to you
- Share it!
- Don’t be afraid to ask.
Questions?