



## AN ENVIRONMENTAL PUBLIC HEALTH TRACKING STORY

# BETTER MAPPING FOR BETTER PUBLIC HEALTH OUTREACH

### THE PROBLEM

People working to address environmental public health issues in their community are often limited by data. Data are typically provided at the county level, but for many communities, county level data do not accurately reflect the public health of their jurisdiction.

For example, Milwaukee County has a population of nearly 1 million people spread over 19 cities and villages. These communities have unique public health assets and opportunities for improvement; data at the county level simply cannot encompass the complexities of all 19 communities.

The Wisconsin Environmental Public Health Tracking Program was very familiar with this data problem. While some data reported to the Tracking Program are given at census tract and other sub-county levels, the existing public data portal hosted by the Tracking Program did not have the capacity to display anything other than county-level data.

### WHAT TRACKING DID

The Tracking team worked with contractors to completely overhaul our existing data portal. The new portal is more efficient and user-friendly, with improved mapping, exporting, and mobility. The most critical upgrade was the integration of sub-county level data (census tract or zip code, depending on the data set). The Tracking portal can now map these sub-county level data when they are available, giving users a greater understanding of the environmental public health of their individual communities.

### THE PUBLIC HEALTH IMPACT

With the new mapping capabilities of the Tracking portal, users are able to view data that more accurately reflect their community's environmental health. With this new information, users can focus outreach and programming efforts to the areas of their community that need it the most.

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Have a question about your sub-county level data?

**We can help!**

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**WISCONSIN ENVIRONMENTAL PUBLIC HEALTH TRACKING PROGRAM**  
Bureau of Environmental and Occupational Health

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