Putting Local Data into Action
2018 Health Equity Summit
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Kathleen Pritchard, Ph.D.
Data You Can Use, Inc.
Dataphyles Unite!

Better Data.
Better Decisions.
Better Communities.
1. Disaggregate Social Determinant Data
2. Find the Bright Spots (Positive Deviance)
3. Link to Action Involving the Population
4. Resources
Social Determinants
What happens when we go upstream and look at Social Determinants?
<table>
<thead>
<tr>
<th>Race</th>
<th>Percent of Population Living in Poverty</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Milwaukee</td>
<td>28.4</td>
</tr>
<tr>
<td>White Alone</td>
<td>14.8</td>
</tr>
<tr>
<td>Black/ African American</td>
<td>39.9</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>31.8</td>
</tr>
</tbody>
</table>

Source: US Census Bureau, American Community Survey 2012-2016 5 year estimates
### Percent of Children Living in Poverty by Place

<table>
<thead>
<tr>
<th>Place</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>State of Wisconsin</td>
<td>17.5</td>
</tr>
<tr>
<td>Milwaukee County</td>
<td>31.3</td>
</tr>
<tr>
<td>City of Milwaukee</td>
<td>41.2</td>
</tr>
<tr>
<td>ZIP 53204</td>
<td>56.9</td>
</tr>
<tr>
<td>Clarke Square neighborhood</td>
<td>57.3</td>
</tr>
</tbody>
</table>

Source: US Census Bureau, American Community Survey 2012-2016 5 year estimates
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.
HIGHLIGHTS at THE CITY LEVEL

Use of Preventative Services
US/Wisconsin/Milwaukee

Milwaukee fares poorly on the use of most preventative health measures

- Up to date on prev (women)
- Up to date on prev (men)
- Fecal occult/colonos
- Pap smear
- Mammography
- Cholesterol screening
- Meds to control high blood pres
- Routine visits to dentist
- Routine visits to doctor
- Lack of health insurance

Comparison: US, WI, MKE
Milwaukee fares worse than both the state and the nation on all but binge drinking!
Binge Drinking in Milwaukee

Data source: 500 Cities, interactive mapping section
How do Neighborhood Conditions affect the health of Individuals?

- Access to healthy foods
- Built environment
- Advertising
- Housing
- Transportation
- School systems
- Jobs and Health Care
- Environmental pollution
- Disinvestment
37. % of the adult population in Clarke Square get no leisure time physical activity.
18.2% of the adult population in Clarke Square suffer from poor mental health.
43.3% of the adults in Clarke Square get less than 7 hours of sleep.
41.3% of the adult population in Clarke Square had an annual dental visit.
Physical Activity

Mental Health

Sleep

Dental Care
2. Find the Bright Spots
“observable exceptions recognized by their peers as producing results above the norm with only the same kinds of resources available to others”
Bright Spots aka Positive Deviation

Ask the experts

Discover practices that are effective, realistic and sustainable

Study them

Replicate them

Especially important in times of change
<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading</td>
<td>B</td>
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<td>Math</td>
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<tr>
<td>English</td>
<td>A</td>
</tr>
<tr>
<td>Art</td>
<td>B</td>
</tr>
</tbody>
</table>
NOTHING ABOUT US WITHOUT US
The Method

Step 1:
Identify “positive deviants”, e.g., organisations, teams, or individuals that consistently demonstrate exceptionally high performance in an area of interest.

Step 2:
Study positive deviants in-depth using qualitative methods to generate hypotheses about practices that allow organizations to achieve top performance.

Step 3:
Test hypotheses statistically in larger, representative samples of organizations.

Step 4:
Work in partnership with key stakeholders, including potential adopters, to disseminate the evidence about newly characterized best practices.
Milwaukee, WI

Milwaukee receives no overall medal, with three or fewer gold-, silver-, or bronze-rated policies.

LEARN MORE
References and Resources:

- Center for Disease Control Foundation and Robert Wood Johnson Foundation [500 Cities data]
- Data Across Sectors for Health (DASH) Health Data 101 February 2018
- Data You Can Use, Milwaukee Mapbook for 500 Cities Data
- Data You Can Use, Neighborhood Data Portraits
- Data You Can Use – Health Data Users Group
- DeBeaumont Foundation CITY HEALTH data deep dive
- Heath, Chip and Dan Switch; How to Change Things when Change is Hard. (Broadway Books, 2010)
Questions???

Kathleen Pritchard PhD
Data You Can Use
katie@datayoucanuse.org
414-331-7616

Thank you!!!
COMMON GOAL

When “I” becomes “We”, Illness becomes Wellness

#UHN2014