

Health is Hyper Local

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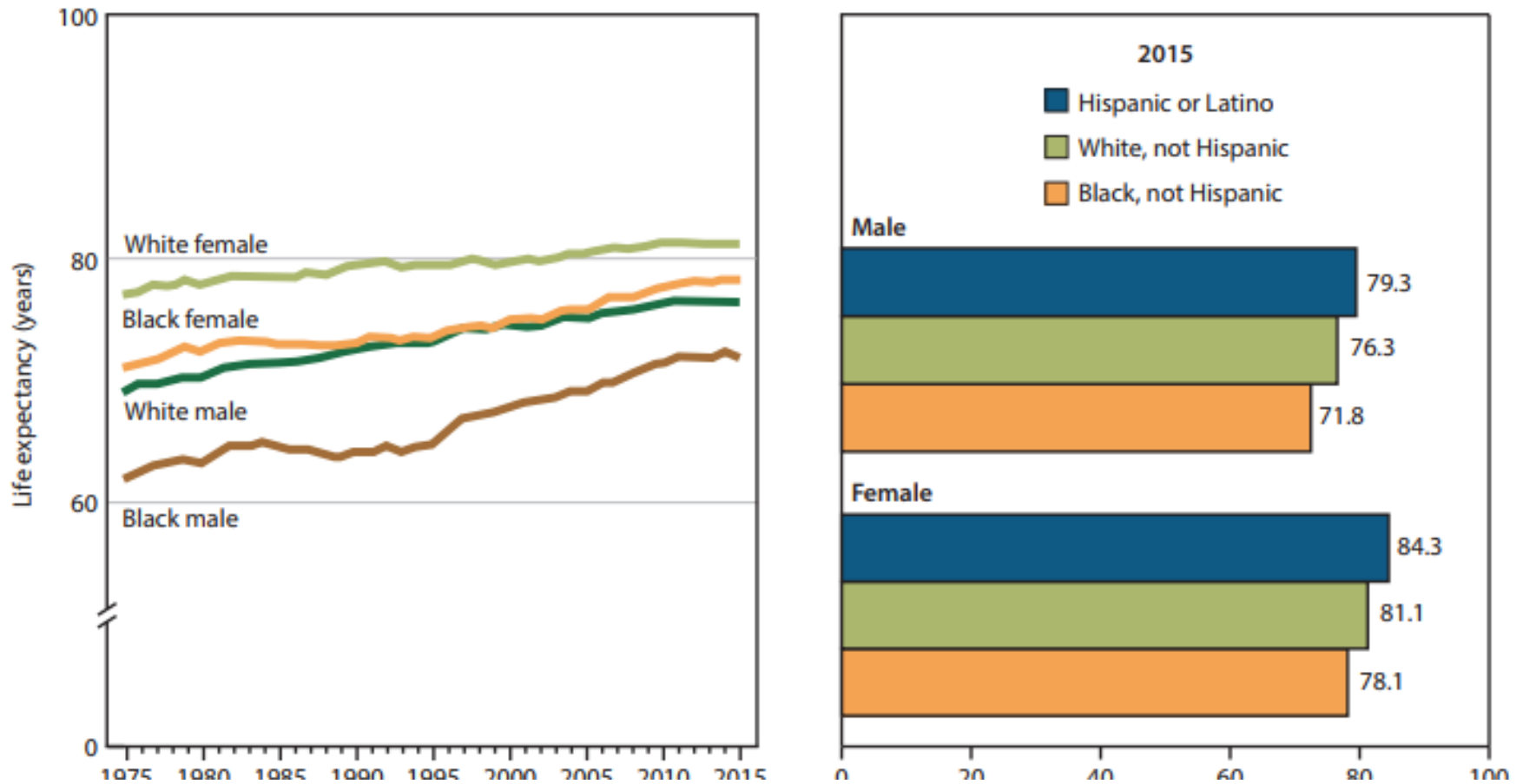
Milwaukee

Locus

- Health as a national event
- Health as a city event
- Health as a Neighborhood event
- Health as a individual event

National

Figure 6. Life expectancy at birth, by sex, race and Hispanic origin: United States, 1975–2015



City

Years of Potential Life Lost, Rate per 100,000 Population, Milwaukee County

2009-2011	2010-2012	2011-2013	WI	US	Status	Trend
7,939.7	7,818.2	7,945.4	5,952.5	6,605.3	✗	↔

Life Expectancy at Birth (Years), City of Milwaukee

2011	2012	2013	2014	WI	US	HP2020	Status	Trend
76.0	75.8	76.2	76.9	80.3	78.8	-	✗	+

Age-adjusted Mortality Rate per 100,000 Population, City of Milwaukee

2006	2009	2012	2014	WI	US	Status	Trend
975.0	850.4	904.5	823.6	719.9	732.8	✗	↔

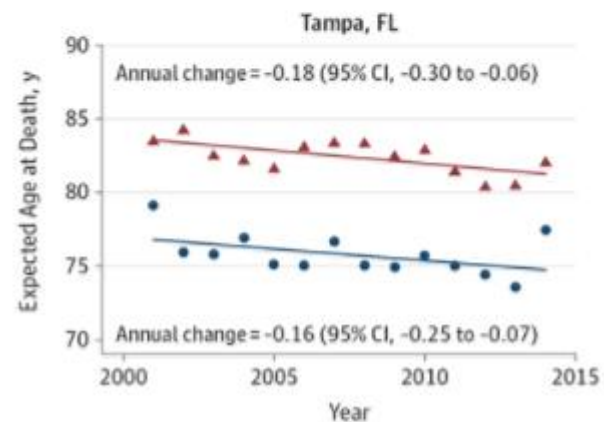
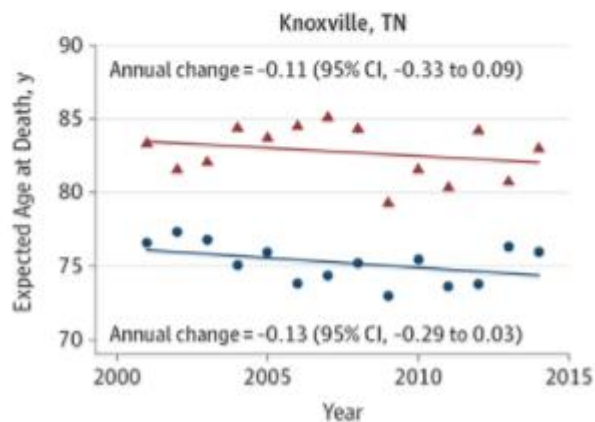
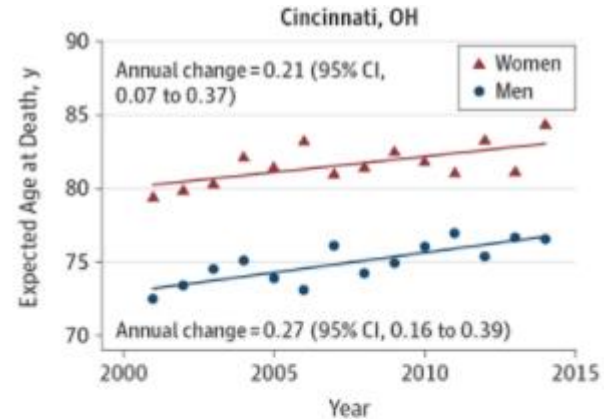
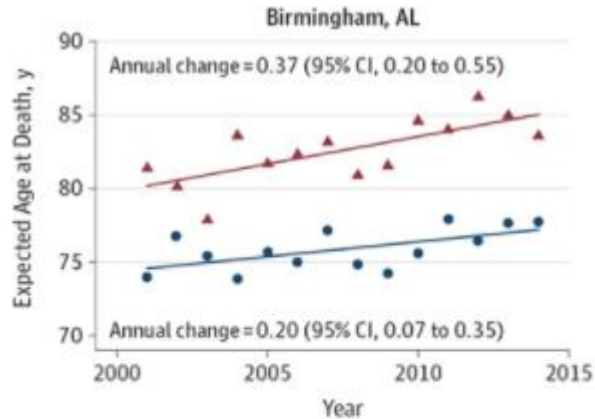
Deaths (All Causes) by Age Group, City of Milwaukee, 2014

Age	Number	Rate per 100,000
All Ages	4445	741
0-4	92	194
5-14	16	19
15-19	29	66
20-34	608	417
35-54	773	1248
55-64	791	2380
65-74	822	4780
85+	1,137	11,539

Neighborhood

?

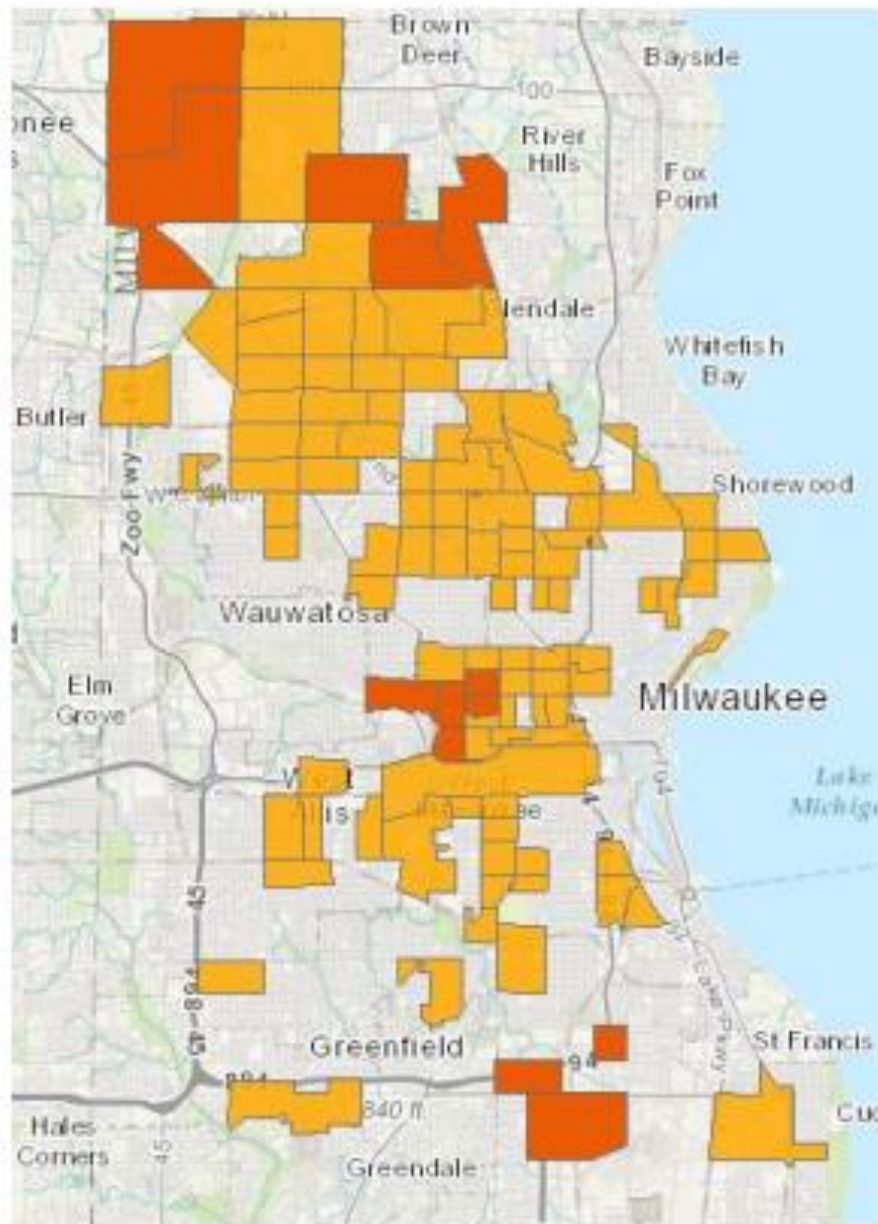
Death Comes Sooner to some Neighborhoods



Where are changes needed to fix disparities causing illness and death?



Food Access by Census Tract, 2012



Low Income and Low Access (1/2 mile or more to supermarket)

Low Income and Very Low Access (Food Desert: 1 mile or more to supermarket)



Who's Health is the Most Immediate?

- A recent review with physicians, advocates and patient regarding obesity helps remind us
- Performed using a Grounded Theory platform of open questions
- In all groups, the responses were environmental for a short period followed by discussions of personal experiences.

Health Issues are place dependent

- I refuse to say “Place-based”
- But look at two neighborhoods separated by a street and the doubt is resolved.
- And if 16% of GDP is spent on Medical Care shouldn't 16% be spent in every community?

Neighborhood Health Associations

- Addressing the health determining events in the neighborhood
- Comprised of residents only
- Trained in group organization and entrepreneurship

Neighborhood Health Associations

- Champions for NHAs Community Health Workers
- Translators, Resources, Navigators of Population Health of Neighborhood
- Bidirectional communicators of Health knowledge and medicine

Neighborhood Health Assessments

- Semiannual visit to every member of neighborhood
- Household inventory
- Individual health inventory
- Collection tool based on national surveys

Health is Hyperlocal

- Inventories provide data to Neighborhood Health Association to determine identifiable, changeable factors
- Influencing Food, Physical Activity, Messaging,
- Projects to alter these local influences on health outcomes
- Programs to support gaps and create neighborhood stability, sustainably

“Physical Activity? I won’t let the kids
out on that street.”

- Driving too fast and reckless on street for children to play safely.
- Solution unnecessary one block over but physical activity of 20 children on that block very local
- Identified and NHAs can pursue solutions hyperlocally

Health Data Hyperlocally Improves Problem to Solution Cost and Effectiveness

- One block gets the speed bump
- One block changes the park to include a walking track
- All by those most aware; the neighbors

What can Hyperlocal Health Data do?

- Reduce global expenditures and target resources
- Provide Milwaukee Health Department with better assessments
- Be part of a Neighborhood Health Association revenue stream

Doesn't this data exist?

- Zip Codes
- Census Tracts
- Outside Assessments

What would you use Hyperlocal Health Data for?

- Housing?
- Commerce?
- Employment?