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

- **White female**
- **Black female**
- **White male**
- **Black male**

<table>
<thead>
<tr>
<th>Year</th>
<th>Hispanic or Latino</th>
<th>White, not Hispanic</th>
<th>Black, not Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>79.3</td>
<td>76.3</td>
<td>71.8</td>
</tr>
<tr>
<td></td>
<td>84.3</td>
<td>81.1</td>
<td>78.1</td>
</tr>
</tbody>
</table>
### Years of Potential Life Lost, Rate per 100,000 Population, Milwaukee County

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td>7,939.7</td>
<td>7,818.2</td>
<td>7,945.4</td>
<td>5,952.5</td>
<td>6,605.3</td>
<td>🟥</td>
<td>⬡</td>
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</tbody>
</table>

### Life Expectancy at Birth (Years), City of Milwaukee

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>WI</th>
<th>US</th>
<th>HP2020</th>
<th>Status</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>76.0</td>
<td>75.8</td>
<td>76.2</td>
<td>76.9</td>
<td>80.3</td>
<td>78.8</td>
<td>-</td>
<td>🟥</td>
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### Age-adjusted Mortality Rate per 100,000 Population, City of Milwaukee

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>975.0</td>
<td>850.4</td>
<td>904.5</td>
<td>823.6</td>
<td>719.9</td>
<td>732.8</td>
<td>✅</td>
<td>⬡</td>
</tr>
</tbody>
</table>

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

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