

Good Health Counts:

Community
Indicator Reports
as Tools for
Change

Larry Cohen, MSW
Executive Director

November 7, 2007
APHA 2007
Washington, DC



www.preventioninstitute.org

Reports and Indicators

“Good reports are inarguable. They are what they are. When the community has been involved in identifying the indicators and measures, the community can accept and argue about what they want to do about it, and not argue about the information on the report and not trusting or believing it.”

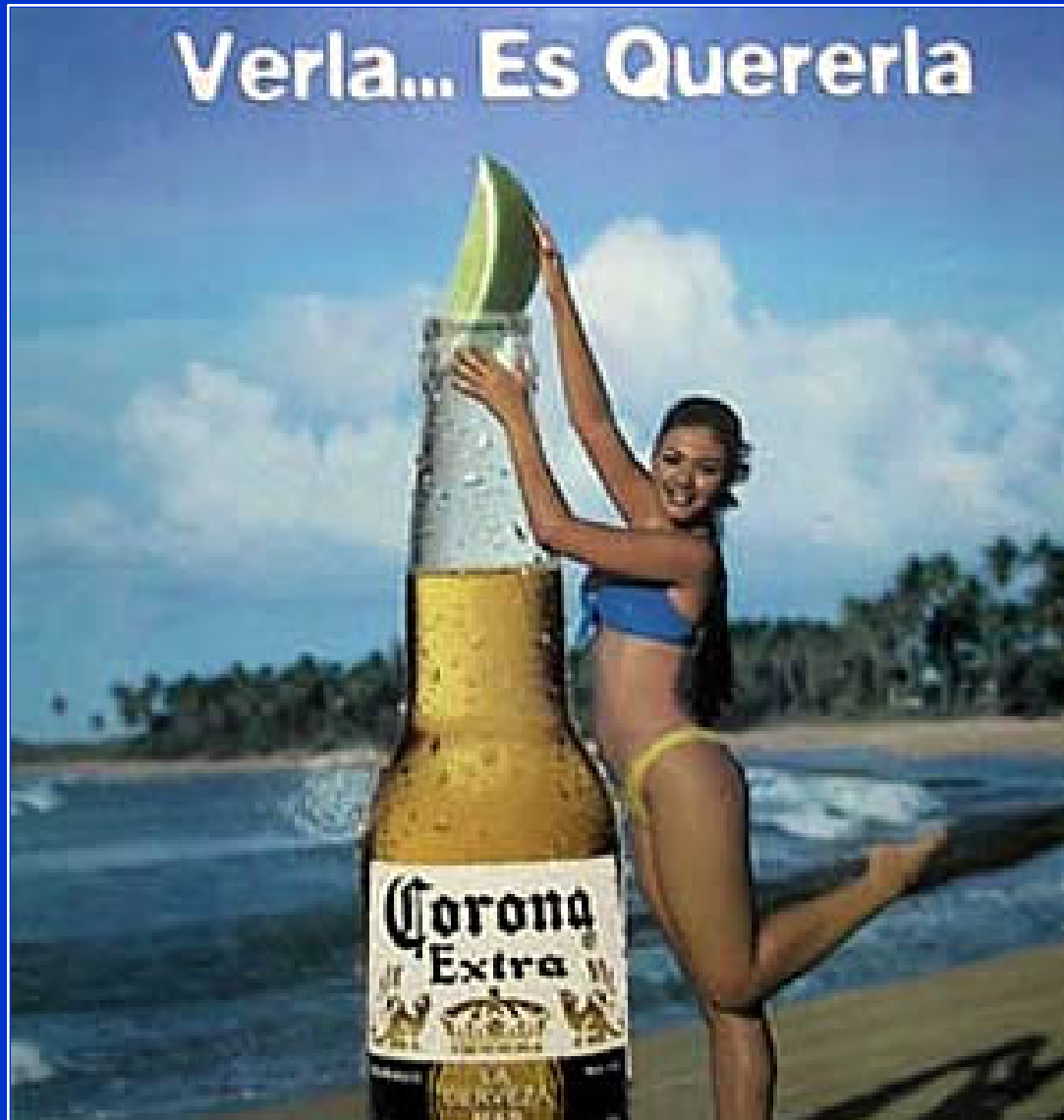
Ben Warner, JCCI

What's wrong
with this picture?

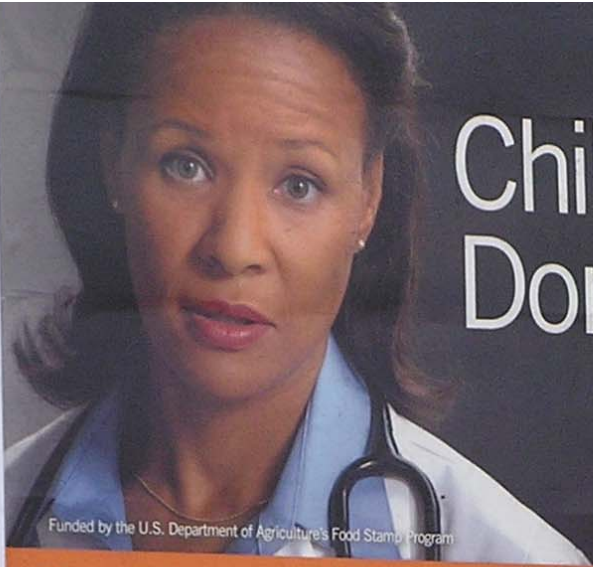


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Verla... Es Quererla



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Childhood obesity. Don't take it lightly.

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AND BE ACTIVE**

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4151

VIACOM



i'm lovin' it



my kinda shoppin' spree



Dollar Menu

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APRIL 2007

Good Health Counts

A 21st Century Approach to
Health and Community for California



Prepared by:

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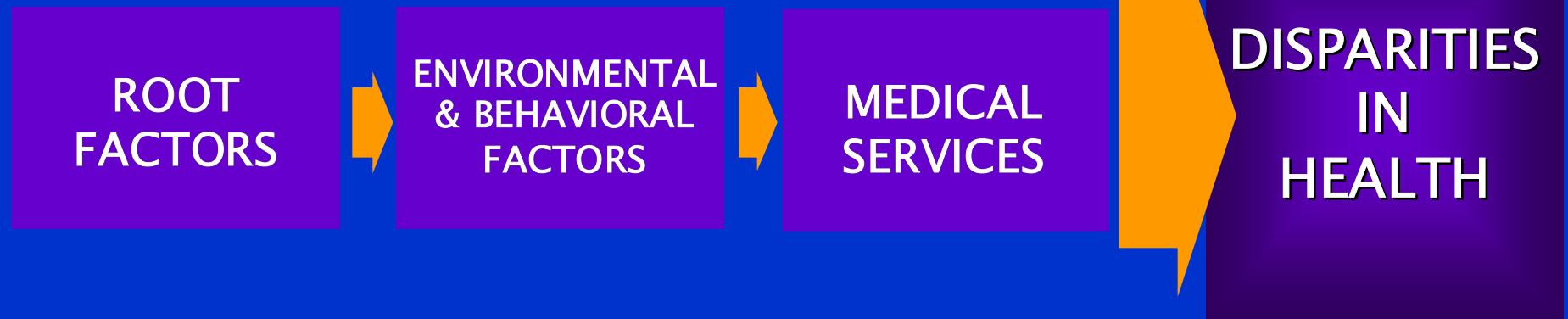
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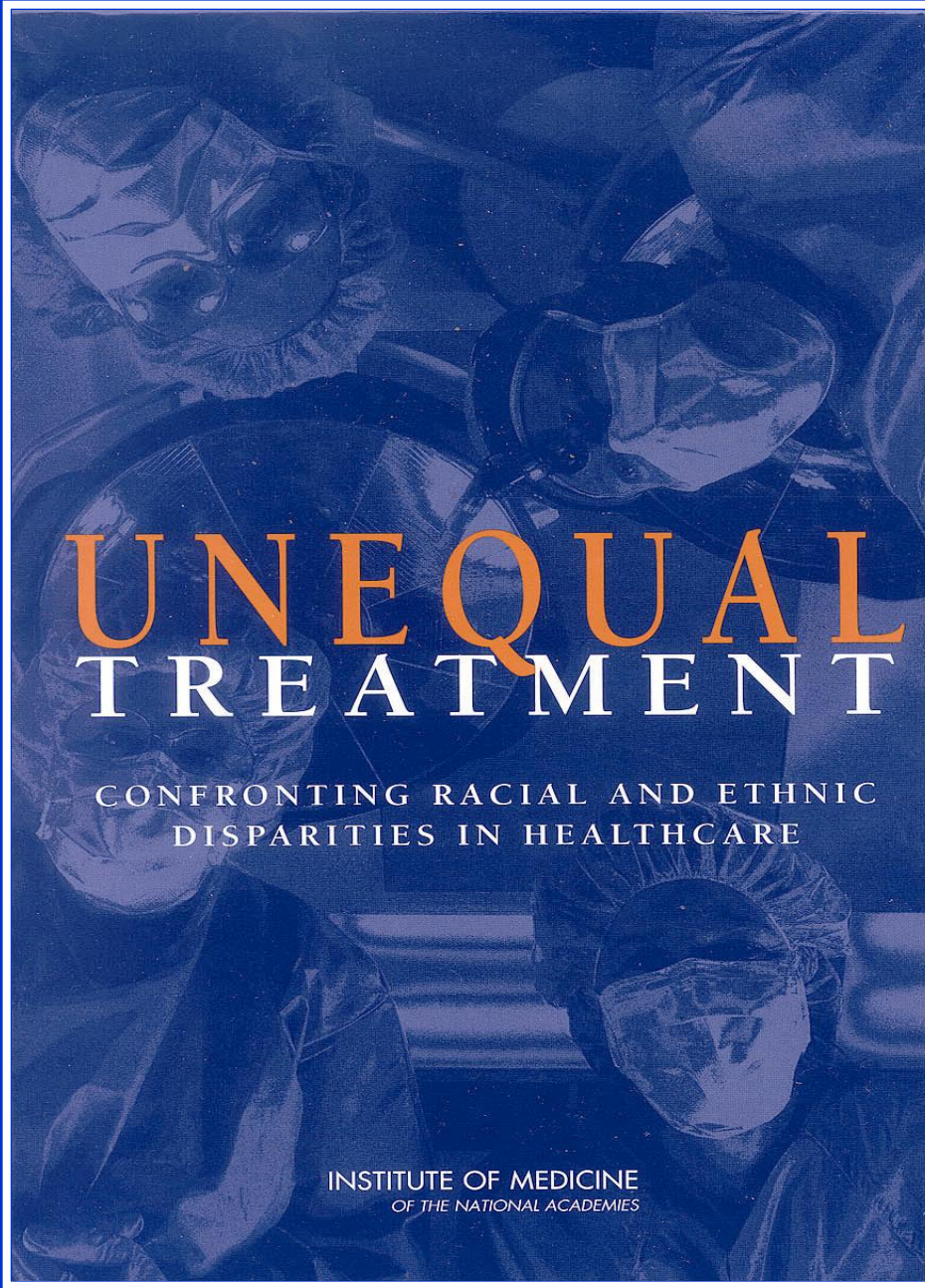
The California Endowment
1000 North Alameda Street
Los Angeles, CA 90012
800.449.4149
www.calendow.org



The Trajectory of Health Disparities

**A Key
Opportunity
for
Prevention**





UNEQUAL TREATMENT

CONFRONTING RACIAL AND ETHNIC
DISPARITIES IN HEALTHCARE

INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

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Let's
take a
step
back....



Making Links to Actual Causes of Death

Diet &
Activity
Patterns



Tobacco



Alcohol
& Drugs



Heart Disease

Cancer

Stroke

Diabetes

Injuries
& Violence

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Fryday at Burger King



PHOTO BY SAM DEANER/THE CHRONICLE



“ It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change. ”

Institute of Medicine

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ENVIRONMENT

TOXINS

HEALTH

BEHAVIOR

Let's
take
another
step
back...



Community
Factors

Actual
Causes

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What is sold
& how it is promoted?

Elements of Community Health

THE PLACE

- ◆ What's sold & how it's promoted

Elements of Community Health

EQUITABLE OPPORTUNITY

- ◆ Racial justice
- ◆ Jobs & local ownership
- ◆ Education

THE PEOPLE

- ◆ Social Networks & trust
- ◆ Participation & willingness to act for the common good
- ◆ Acceptable behaviors & attitudes

THE PLACE

- ◆ What's sold & how it's promoted
- ◆ Look, feel & safety
- ◆ Parks & open space
- ◆ Getting around
- ◆ Housing
- ◆ Air, water, soil
- ◆ Arts & culture

Community
environment
+
Medical Services

Community
Health

Prevention
Institute

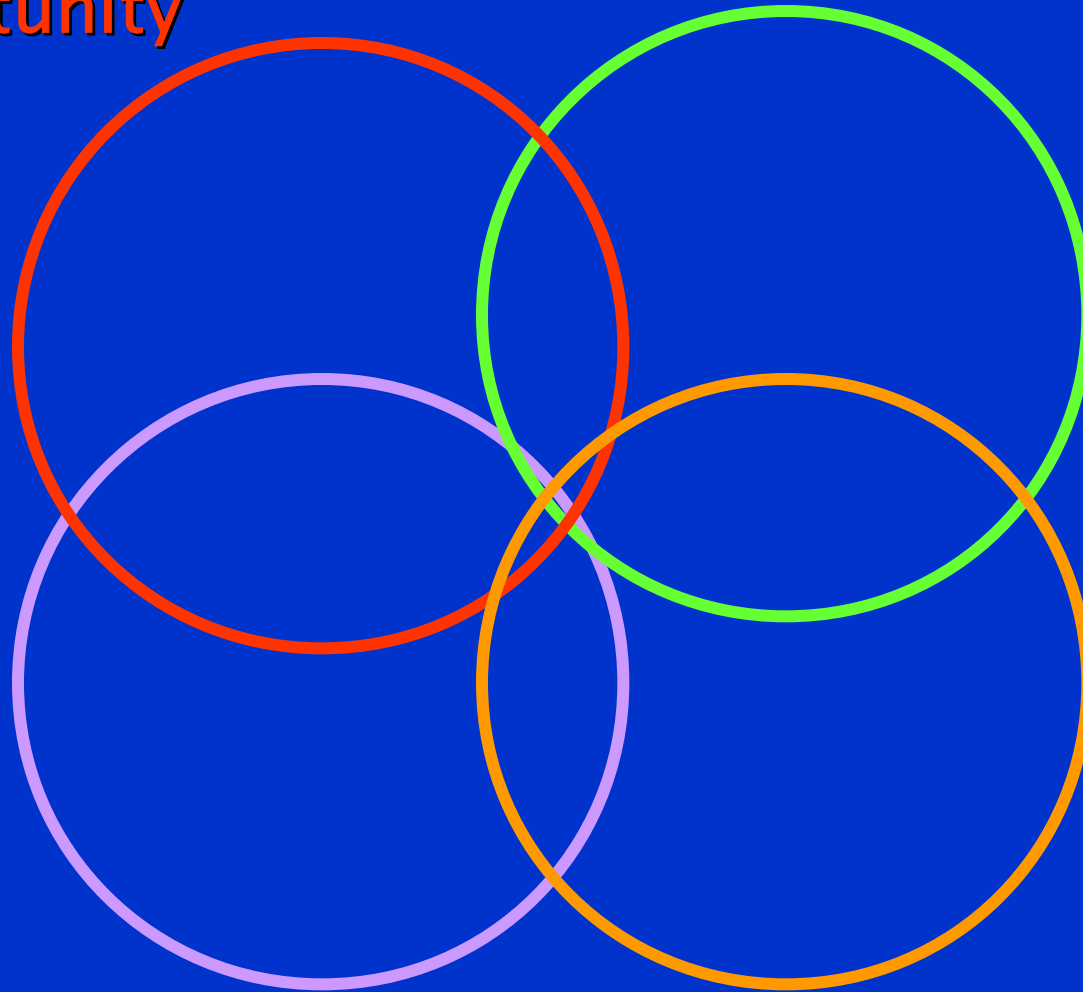
Community Health Factors

Equitable
Opportunity

Place

People

Medical
Services



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Medical Services

- ◆ Preventative Services
- ◆ Access
- ◆ Treatment Quality, Disease Management, In-patient Services & Alternative Medicine
- ◆ Cultural Competence
- ◆ Emergency Response

APRIL 2007

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Purposes of Reports and Report Cards

- Community engagement and multiple stakeholder collaboration
- Health care quality improvement
- Framing accountability
- Informing policy
- Getting media attention

What Works, When and How?

Elements of an Effective Tool

- Tracks progress and trends
- Actionable
- Establishes accountability
- Asset orientation
- On the whole, captures what is important
- Credibility and trustworthiness
- Meaningful language
- Accessible and user-friendly
- Values-based
- Grounded in a plausible theory of change

Elements of an Effective Process

- A vision for community health
- Focused goals based on key opportunities
- Relationship-based inter-sector collaboration
- Selection of the right indicators for maximum leverage in a given sector
- Establishment of accountability
- A commitment to data source development
- A commitment to ongoing community input

Strengths and Limitations of Community Indicator Report Cards

Strengths

- Intuitive
- Attention getting
- Conversation starters
- Summarizes a lot of information
- Awareness raising
- Simple

Limitations

- Marginalizing effect
- Potential for inaction
- Potential for irrelevance
- Grade Inflation
- Challenge in establishing a baseline

Model Indicators

◆ # of preventable hospital room visits

◆ Parents reading to their children on a daily basis

◆ Commute Time

◆ Access (safety) to parks and playgrounds

◆ Salmon Spawning

Sample Community Health Tools

Business

- ◆ *The 100 Top Businesses in California Promoting Community Health*
- ◆ *Community Health Business Certification*

Government

- ◆ *County Rankings on Community Health*
- ◆ *Hurts us/Helps Us: An Analysis of State Policies and Community Health*

Media

Grading the Media

TOOLS



www.preventioninstitute.org

www.eatbettermovemore.org

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Prevention is **PRIMARY**

*Strategies for
Community Well Being*

Larry Cohen
Vivian Chavez
Sana Chehimi

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SPECIAL TOPIC

Community Health: A Critical Approach to Addressing Chronic Diseases

Lissette M. Flores, MPH, Rachel Davis, MSW, Patti Culross, MD, MPH

Suggested citation for this article: Flores LM, Davis R, Culross P. Community health: a critical approach to addressing chronic diseases. *Prev Chronic Dis* 2007;4(4). http://www.cdc.gov/pcd/issues/2007/oct/07_0080.htm. Accessed [date].

PEER REVIEWED

Abstract

Many public health solutions to chronic diseases involve individual lifestyle choices: eating more healthfully, increasing physical activity, and quitting smoking. This approach neglects barriers in the community environment that make modifying unhealthy behaviors challenging. Addressing environmental barriers is an essential strategy to supporting behavioral changes. Changing community environments that contribute to unhealthy behaviors can improve community health.

Community indicator reports can be used to strengthen community environments for optimum health. The reports are comprehensive evaluations of community well-being that reflect community factors that influence health. Prevention Institute studied community indicator reports for The California Endowment and produced *Good Health Counts: A 21st Century Approach to Health and Community for California*. This commentary on that document highlights recommendations for the use of community indicator reports.

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Background

Thinking about health as a function of environmental influences in our communities shifts the focus from individual behaviors to health needs and barriers that can be addressed through broad strategies such as policy change. Good health is a cornerstone of community members' quality of life and productivity and of the community's economy. Community indicator reports and report cards can be used to enhance the process of restoring good health in a community.

Most people understand prevention of chronic disease on an individual level. Accordingly, many public health solutions involve individual and lifestyle changes: eating more healthfully, increasing physical activity, and reducing or quitting smoking. Environmental barriers in the community can make modifying unhealthy behaviors challenging. Poor environmental quality; inadequate access to affordable, nutritious food; and safety issues often make healthy living impractical, particularly in low-income communities and communities of color. Although education can play a role in influencing individual behavioral choices, addressing environmental variables is an essential strategy to supporting behavioral change. Analyzing the underlying causes of inadequate diets and low levels of physical activity, for example, shows that community conditions play an important role in shaping

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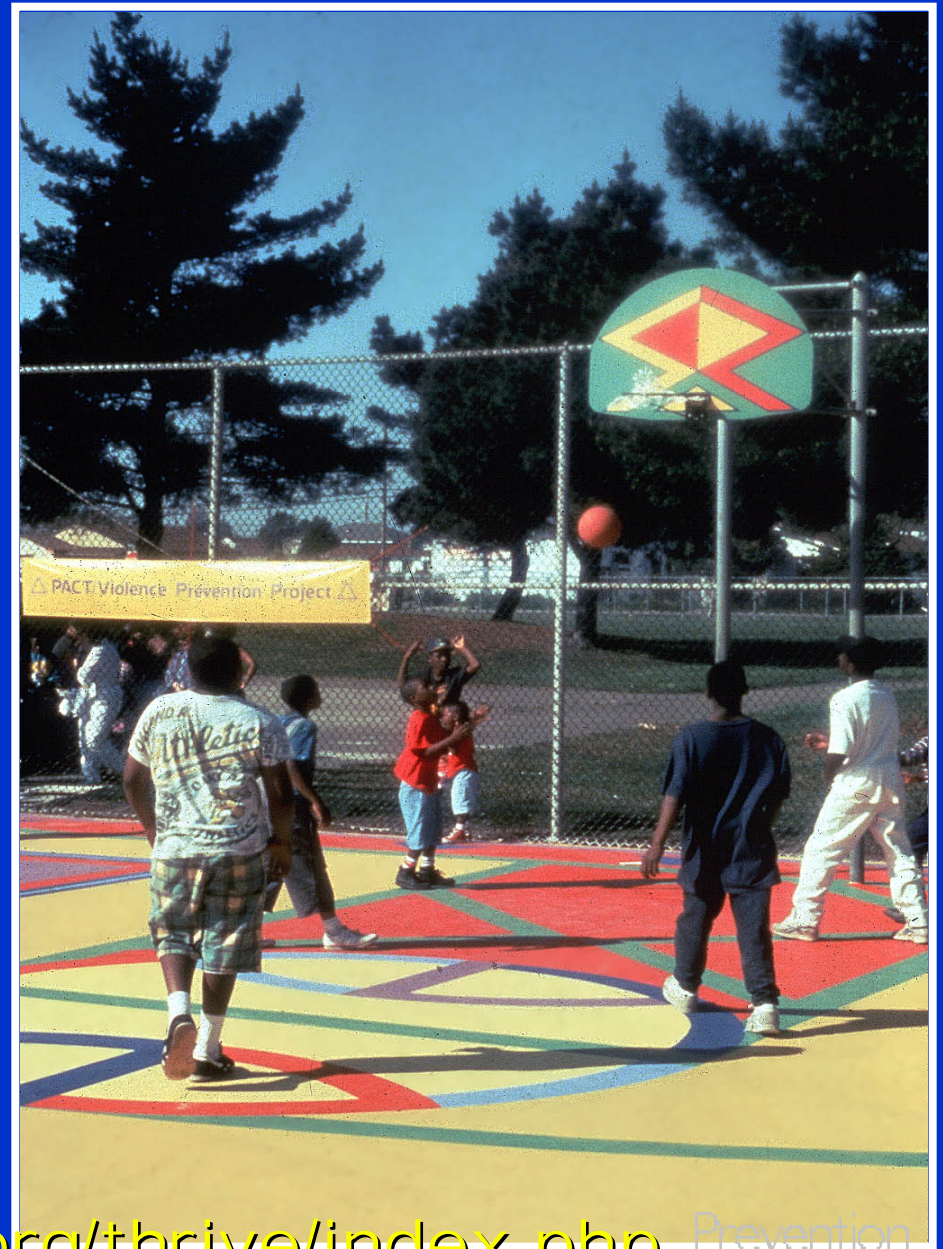
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THRIVE

Tool for
Health and
Resilience
In Vulnerable
Environments



<http://preventioninstitute.org/thrive/index.php> Prevention Institute

Local Policy Database

Promising Practices in Nutrition and Physical Activity



Catalogues promising policies in nutrition and activity at the local level

<http://www.preventioninstitute.org/sa/policies/>

The Spectrum of Prevention

Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge and Skills

Developing Effective Coalitions: The 8-Step Process



Collaboration Math

	Data	Concepts	Funding	Training	Partners	Key Issues	Outcomes
Crisis Centers							
Education							
Health							
Faith							
Business							
Media							
Law Enforcement							
TOTALS	Sum Remainder	Average:	Sum:	Product:	Sum:	Sum:	Exponential Product:

The Tension of Turf



Prevention Institute

Putting prevention
at the center of community well-being

www.preventioninstitute.org

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