

Mayors Wellness Campaign Unlocking the Power of Local Health Data:

How MWCs Can Leverage the City Health Dashboard



February 22, 2023



MAYORS WELLNESS CAMPAIGN[®]

Objectives


By the end of today,
we will cover:

- 1 How you can leverage the City Health Dashboard to assess health related challenges.
- 2 How to apply to the Put Us on the Map Challenge.
- 3 How to utilize the City Health Dashboard to support your efforts locally.
- 4 How Cranbury Township is putting this data to use through the MWC.



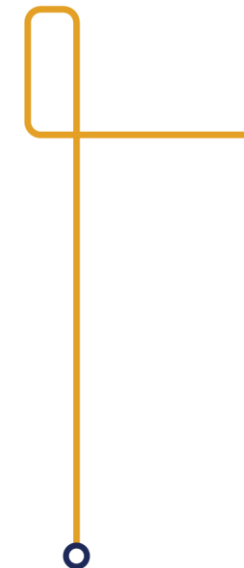
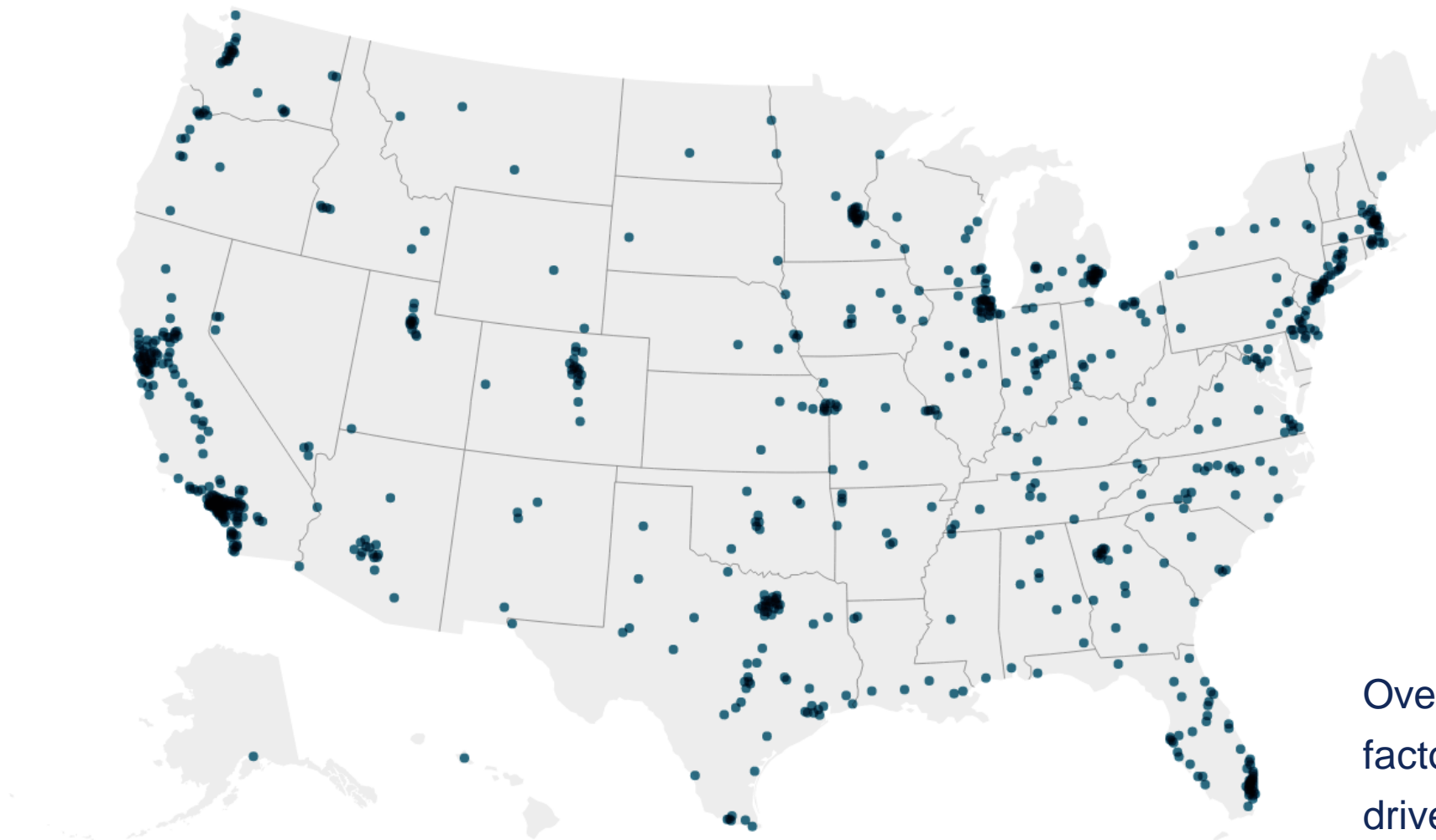
Unlocking the Power of Local Health Data: How MWCs Can Leverage the City Health Dashboard

Wednesday, February 22nd, 2023



Our goal is to help cities across the U.S. leverage the power of data to improve the health and well-being of everyone in their community.

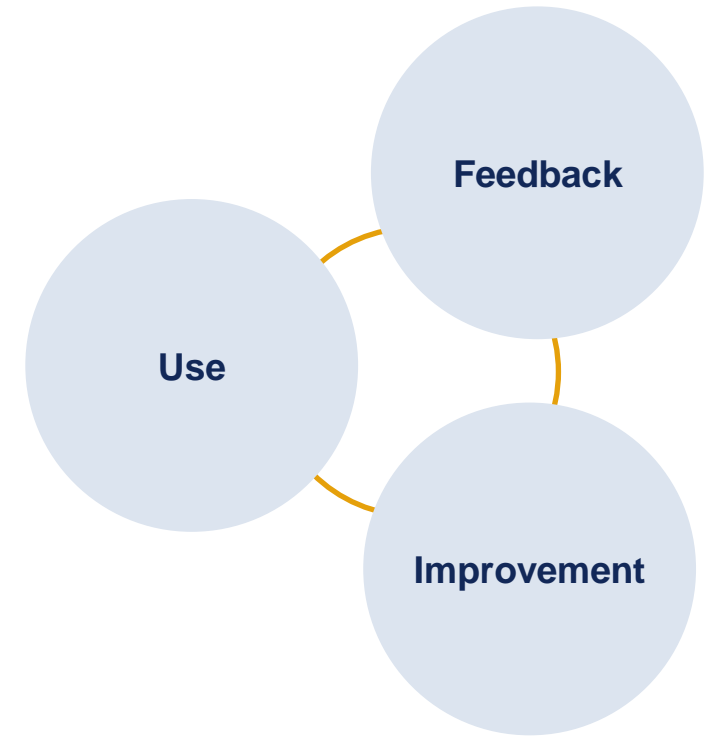
www.cityhealthdashboard.com



Over 40 measures of health, the factors that shape health, and the drivers of health equity to guide local solutions for 900+ U.S. cities.

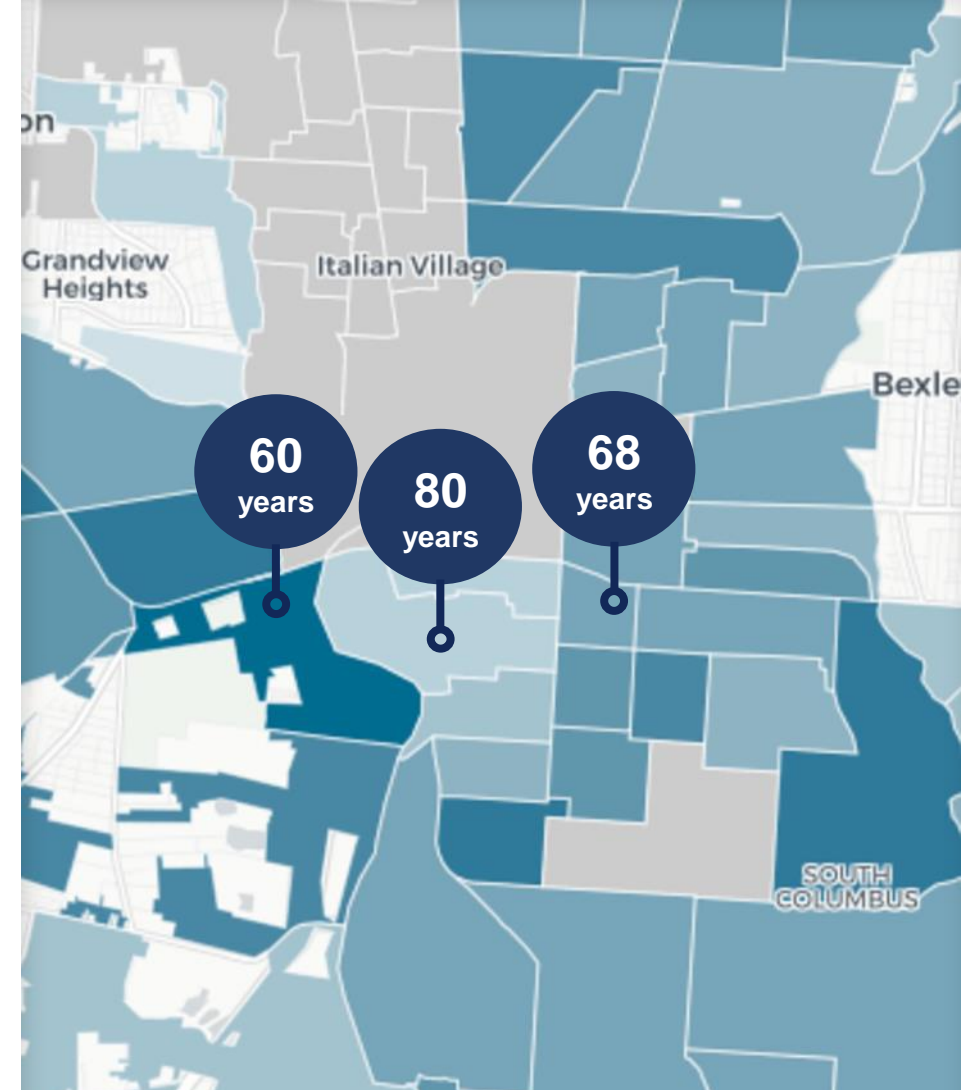
Creating An Easy-To-Use, One-stop Resource

- Developed and tested by community and city leaders
- Ongoing improvement/upgrades



Use the City Health Dashboard to...

- Compare health gaps across neighborhoods
- Compare your city to cities in other regions or with similar population
- Set priorities and better target resources



Life Expectancy by Census Tract in Columbus, Ohio

A decorative orange line graphic on the left side of the slide. It starts with a small circle at the top, goes down vertically, then turns right to form a horizontal segment, then turns down again to form a vertical segment that extends to the bottom of the slide.

Measure Selection Criteria

- National datasets
- Rigorous methods underlying original data collection
- Reflect public health priorities
- Amenable to city-level intervention
- Updated regularly
- Balanced across 5 over-arching domains

City Health Dashboard Measures by Category

HEALTH OUTCOMES	
City level	Breast cancer deaths
City & neighborhood level	COVID Local Risk Index
City level	Cardiovascular disease deaths
City level	Colorectal cancer deaths
City & neighborhood level	Diabetes
City level	Firearm homicides
City level	Firearm suicides
City & neighborhood level	Frequent mental distress
City & neighborhood level	Frequent physical distress
City & neighborhood level	High blood pressure
City & neighborhood level	Life expectancy
City level	Low birthweight
City & neighborhood level	Obesity
City level	Opioid overdose deaths
City level	Premature deaths (all causes)

City level

City & neighborhood level

SOCIAL & ECONOMIC FACTORS	
City level	Absenteeism
City & neighborhood level	Broadband connection
City & neighborhood level	Children in poverty
City & neighborhood level	Credit Insecurity Index
City & neighborhood level	High School Completion
City & neighborhood level	Housing cost, excessive
City & neighborhood level	Income inequality
City level	Neighborhood racial/ethnic segregation
City & neighborhood level	Racial/ethnic diversity
City level	Third-grade reading proficiency
City level	Unemployment – Current, City-Level
City & neighborhood level	Unemployment – Annual, Neighborhood-Level
City level	Violent Crime

HEALTH BEHAVIORS	
City & neighborhood level	Binge Drinking
City & neighborhood level	Physical Inactivity
City & neighborhood level	Smoking
City level	Teen Births

CLINICAL CARE	
City & neighborhood level	Dental care
City level	Prenatal care
City & neighborhood level	Preventive services, 65+
City & neighborhood level	Routine checkups, 18+
City level	Uninsured
PHYSICAL ENVIRONMENT	
City & neighborhood level	Air pollution - ozone NEW
City & neighborhood level	Air pollution – particulate matter
City & neighborhood level	Housing with potential lead risk
City & neighborhood level	Lead exposure risk index
City & neighborhood level	Limited access to healthy foods
City & neighborhood level	Park access
City & neighborhood level	Walkability



MENU



Empowering cities to create thriving communities

Explore health in your city

Enter city or state



SUBSCRIBE

Metric Detail for Children in Poverty in 2020 ▾

[Change Metric](#)

Children living in households $\leq 100\%$ of the federal poverty level (%) [MORE ABOUT METRIC](#) ▾

Select minimum and maximum values for data display: ? ☐ Dashboard-City min/max ☒ Rocky Mount, NC min/max

City Value for Children in Poverty in Rocky Mount, NC



28.8% of **Rocky Mount's** children were in poverty, compared to an average of **17.4%** across the Dashboard's cities.

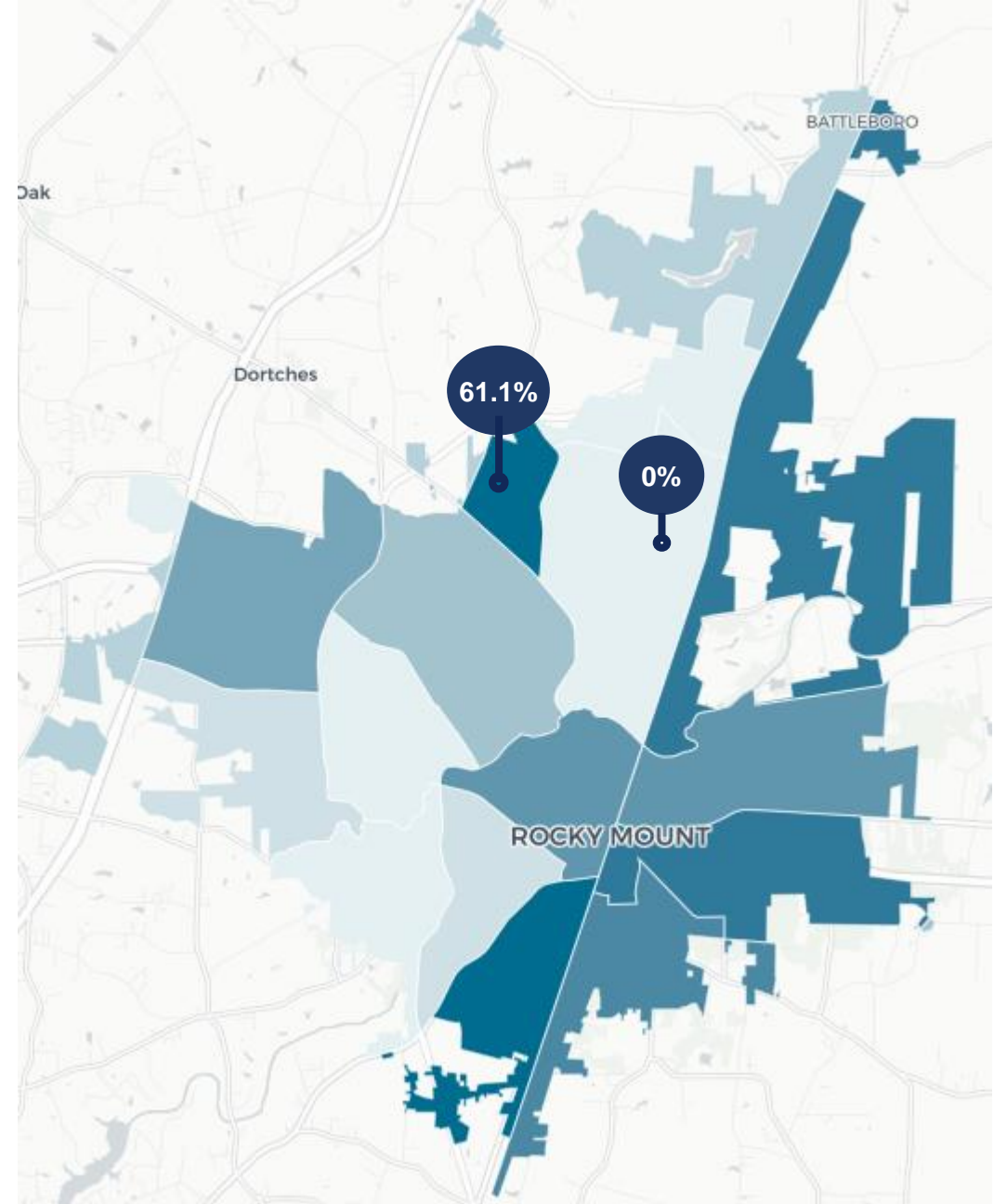
City or census tract value
 Dashboard-City Average
 Present when value is better
 than Dashboard-City Average
 Better Outcomes

Census Tract Values for Children in Poverty

Rocky Mount, NC

Ranges from

0% to 62%



Children in Poverty by Race/Ethnicity

Rocky Mount, NC

0% among Asian residents

(1% of population)



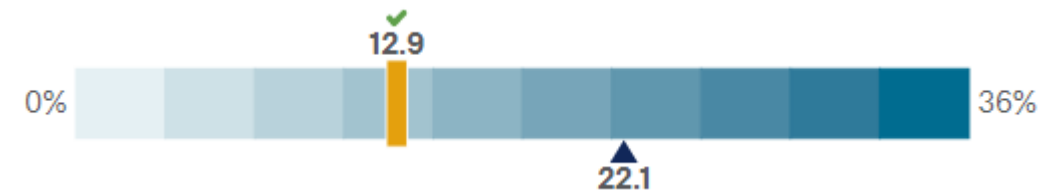
35.6% among Black residents

(67.1% of population)



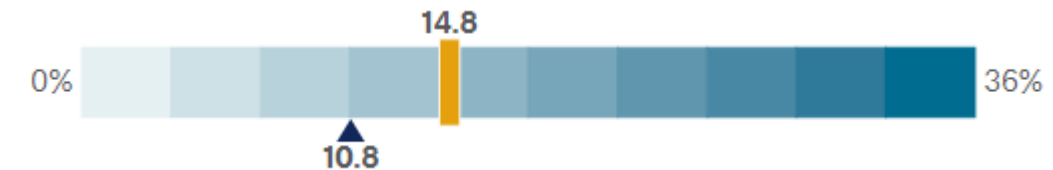
12.9% among Hispanic residents

(5.9% of population)



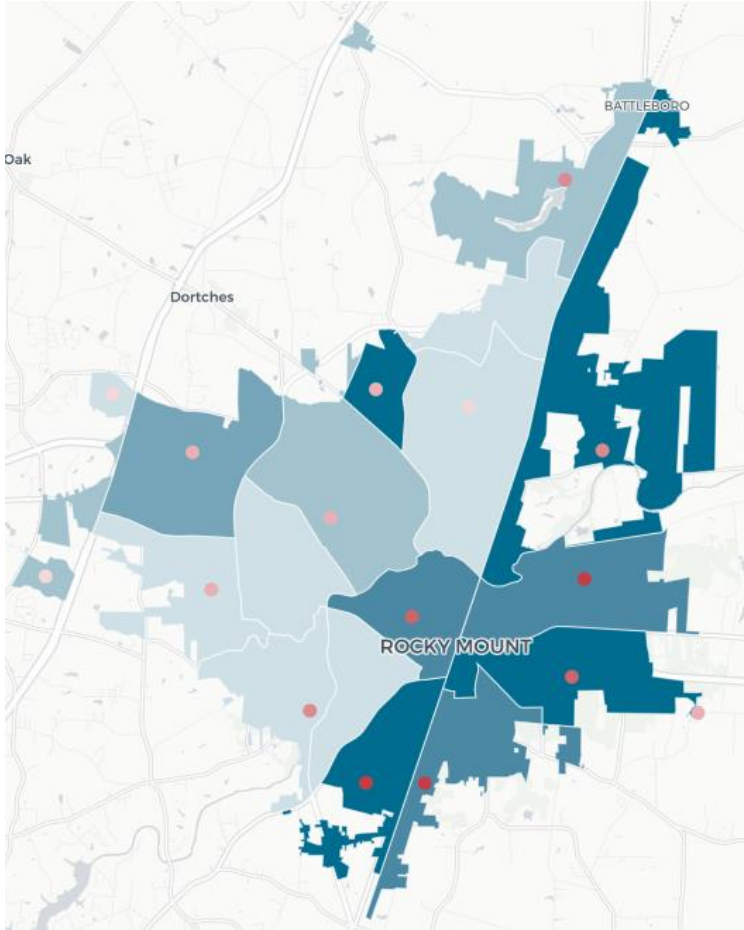
14.8% among White residents

(21.6% of population)



Metric Comparison: Children in Poverty & Diabetes

Rocky Mount, NC



Children in Poverty

Lower values
indicate better
outcomes



0%



62%

Dashboard-City
Average

Diabetes

Lower values
indicate better
outcomes



9%



23%

Dashboard-City
Average

Moving from Data to Action

Take Action

Explore tools for driving change in your community by selecting resources from the sets below.

What You Can Do

Find Policies
& Programs

[View](#)

How You Can Do It

Find Partners

[View](#)

Explore
Strategies

[View](#)

Find Funding

[View](#)

Measure
Impact

[View](#)

Filter by:

[✕ Clear all](#)

Metric

Children in Poverty [✕](#) [v](#)

Audience

Choose Any That Apply [v](#)

Policies or programs

Select One [v](#)

Evidence rating

Select One [v](#)

1-10 of 15 results

[Addressing segregation by income, race, and ethnicity](#) [↗](#)

Source Local Housing Solutions

Evidence Rating Evidence Backed

Target Audience Community Organization • Local Government • Community Member

Impacts Metrics Children in Poverty • Housing Cost, Excessive • Violent Crime • Income Inequality • Neighborhood Racial/Ethnic Segregation • Racial/Ethnic Diversity • Premature Deaths (All Causes) • Life Expectancy

[Bridging the Racial Generation Gap Is Key to America's Economic Future](#) [↗](#)

Source National Equity Atlas

Evidence Rating Evidence Backed

Target Audience Community Organization • Local Government • University or School

Impacts Metrics Children in Poverty • High School Completion • Housing Cost, Excessive • Income Inequality • Neighborhood Racial/Ethnic Segregation • Racial/Ethnic Diversity • Premature Deaths (All Causes) • Life Expectancy

How are local communities using Dashboard data?

Exploring Dashboard Impact

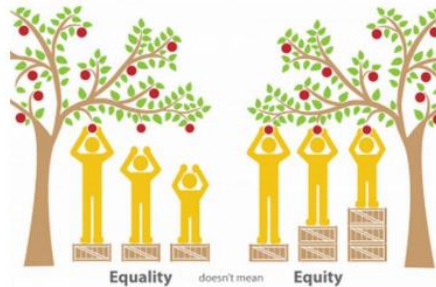
www.cityhealthdashboard.com/impact

NJHI: Glassboro, NJ Team



Cultivating Food Equity in Glassboro, NJ

Undergraduate Planning Studio 2021 | Geography, Planning, & Sustainability, Rowan University

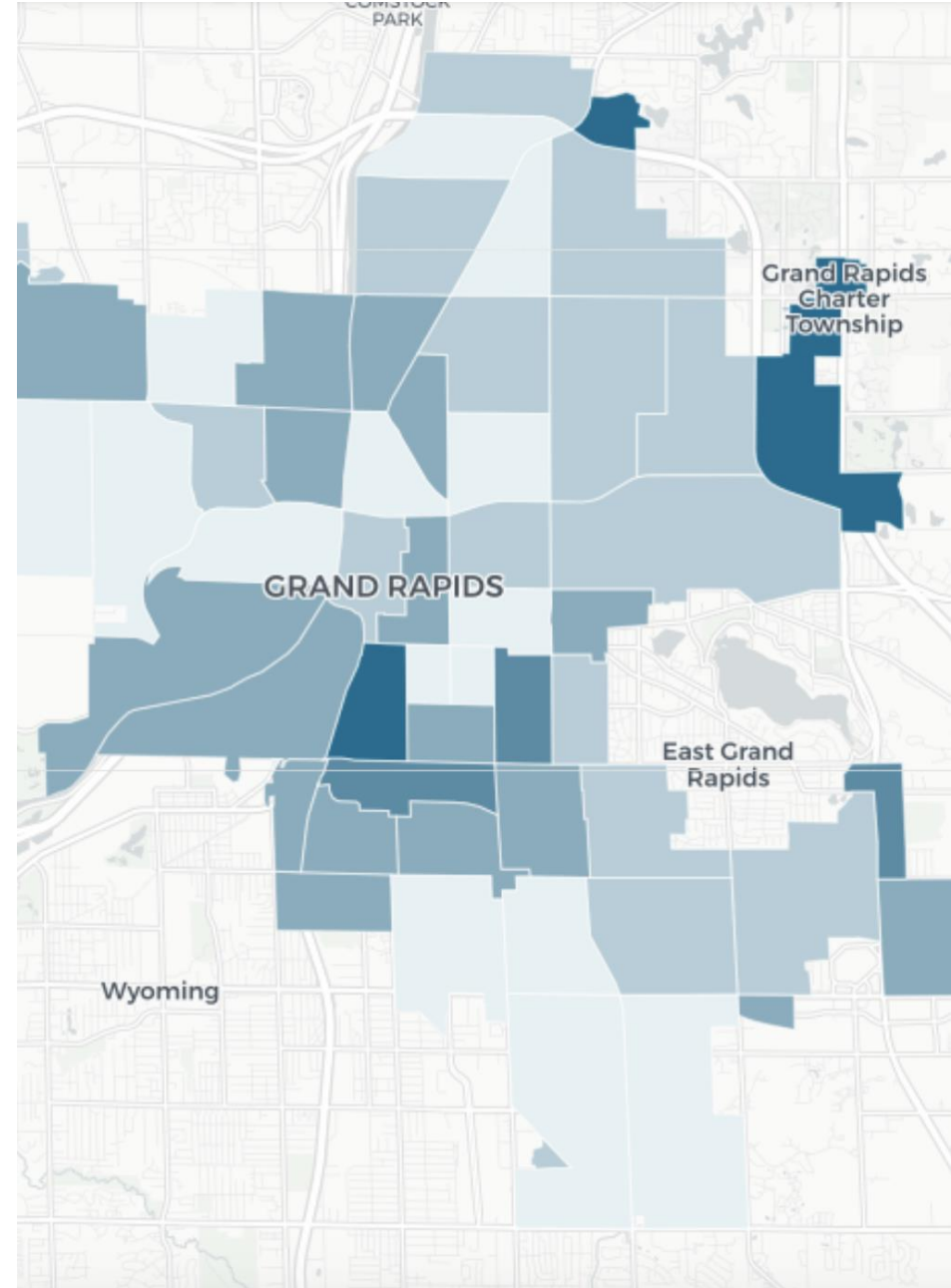


- Rowan University team includes professor, students and community members
- Identified **poverty** and **healthy food access** as top challenges for Glassboro community
- Student team administered surveys, held interviews, and organized focus groups to learn how food insecurity affected residents
- Data and work led to recommendations for how to improve food access including the training of certified health coaches, and growing household gardens

Grand Rapids, MI

Impact Story

Working with Invest Health and local funders, Grand Rapids used Dashboard metrics to identify 17 census tracts to focus city investments and partnerships. By mapping income inequality, unemployment and life expectancy, they determined these Neighborhoods of Focus to invest in local health and equity projects.



Put Us on the Map Challenge

What is the Put Us on the Map Challenge?

- A FREE, opportunity for residents and local governments from smaller cities to apply to have their city added to the City Health Dashboard.
- Cities will be selected this spring and added summer 2023.



Who Can Apply?

- U.S. municipalities, including cities, towns, townships, boroughs, and villages with populations 3,000 to 50,000
- Individuals or teams represented by community members, policymakers, city government leaders and staff, students/student groups, teachers, and others
- Partnerships showing existing cross-sector collaboration are a bonus

What will selected cities get?

- Access to your city's data on the City Health Dashboard and all website features
- Support from the Dashboard team
- A featured blog or Impact Story on the site

Metric List	
1. Air pollution — ozone	2. Air pollution — particulate matter (PM 2.5)
3. Binge drinking	4. Broadband connection
5. Children in poverty	6. COVID local risk index
7. Credit insecurity	8. Dental care
9. Diabetes	10. Excessive housing cost
11. Frequent mental distress	12. Frequent physical distress
13. High blood pressure	14. High school completion
15. Housing with potential lead risk	16. Income inequality
17. Lead exposure risk index	18. Life expectancy
19. Limited access to healthy foods	20. Neighborhood racial/ethnic segregation
21. Obesity	22. Park access
23. Physical inactivity	24. Preventive services, 65+
25. Racial/ethnic diversity	26. Rent burden
27. Routine checkups, 18+	28. Smoking
29. Unemployment — annual, neighborhood-level	30. Unemployment — monthly, city-level
30. Uninsured	32. Walkability

How to Apply?

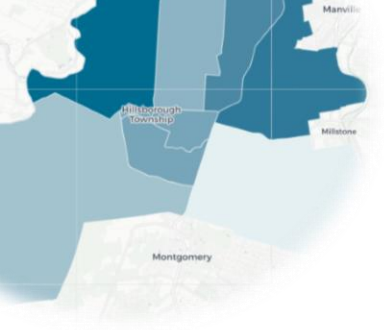
- Fill out the **easy** [application form](#)
- Tell us why local data is important to your city, what you hope to accomplish with the data, and how data will make a difference in your community's health
- If the applicant is not from city government, a letter of support from a partner within a city department should be included (a template is provided on the application)
- **Applications close March 1st at 5pm ET**

Project Timeline

Milestone	Date
Applications close	March 1st
Selected cities announced	April
Cities launched on the Dashboard	July
Webinar	August
Support	Ongoing

Spotlighting 2022 PUTM Cities

How have last year's winners put the data into action?



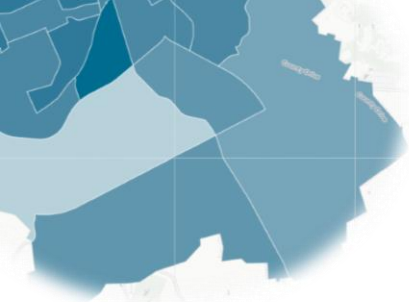
Targeted COVID Response in Hillsborough, NJ

Hillsborough Township needed to better understand how COVID impacted their residents. Used the Dashboard's **COVID Local Risk Index**, **preventive services**, and **uninsured** metrics to determine which populations they should target for COVID education, vaccine promotion, and free rapid test kit distribution and outreach accordingly.



Becoming Nationally Accredited in Marietta, OH

As part of their application to become a nationally accredited health department, the Marietta/Belpre Health Department is in the process of implementing a CHA/CHIP. They plan to integrate the Dashboard's **children in poverty, diabetes, high blood pressure, uninsured, and housing with potential lead risk** metrics as well as racial/ethnic data to improve their understanding of community challenges and drive their implementation strategy.



Deploying Mobile Farmers Markets in Petersburg, VA



The Petersburg team used the Dashboard's neighborhood-level metrics on **healthy food access, obesity, diabetes, high blood pressure, and children in poverty** to decide where to place their mobile farm markets across the City of Petersburg. They have also used the Compare Cities feature for a research project proposal that will focus on planning, implementing, and evaluating community-led structural interventions to address health disparities and achieve health equity.

Questions?

Stay in touch



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info@cityhealthdashboard.com



www.cityhealthdashboard.com



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Next Steps

- Explore your data!
- Reach out to us with questions – Samantha.Breslin@nyulangone.org

Questions?





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GOLD



SILVER



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Thank you

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