



Effective Community Health Needs Assessments

Public Health Management Corporation
Center for Data and Innovation

May 27, 2014



About PHMC

Public Health Management Corporation is a non-profit public health institute offering a diverse mix of programs and services.

Services to Homeless Individuals and Families

Addictions Services

Health Promotion, Injury Prevention

Criminal Justice Treatment Initiatives

Early Intervention Service for Infants and Toddlers

HIV/AIDS Prevention

Nurse Managed Care

Center for Data Innovation

Research and Evaluation



PHMC Specialized Health Care Services

- Five FQHC sites in Philadelphia
- Two FQHC's funded Health Care for the Homeless





PHMC's Center for Data Innovation

- The Center for Data Innovation (CDI) **provides population-based data** to health and human services organizations, government agencies, and academic institutions interested in gaining a better understanding of the communities they serve and how to best meet their needs.
- The CDI **collects primary data** through its biennial Southeastern Pennsylvania Household Health Survey and provides access to secondary data sets such as the U.S. Census and Pennsylvania vital statistics.
- The CDI **conducts Community Health Needs Assessments** for hospitals, foundations, and community-based organizations.



What is a Community Needs Assessment?

A “snapshot” of the health of the community.

Needs assessments have been broadly defined as:

A community-based process for assessing a broad range of individual, environmental, cultural and health-related information on which to base future decisions and actions impacting the health of the community

(PA Rural Development Council)

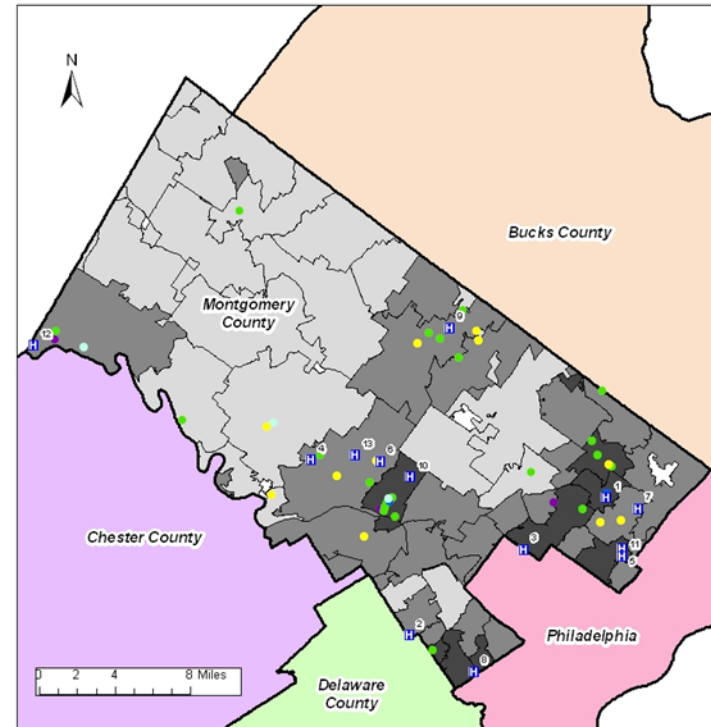




What is Usually Included in a CHNA?

- Health Status
 - Behavioral health
 - Physical health
- Access to Care
 - Insurance status
 - Transportation
 - Linguistic and cultural barriers
- Health behaviors
- Health care use
- Community resources and assets
- Gaps in services/resources
- Health priorities - goals
- Implementation plan

Montgomery County Assets - Health Care Services



Population Density (per square mile)	Hospitals	Health Care Services
<ul style="list-style-type: none"> < 1550 1550 - 3750 > 3750 	<ul style="list-style-type: none"> 1 Abington Memorial Hospital 2 Bryn Mawr Hospital 3 Chestnut Hill Rehabilitation Hospital 4 Eagleville Hospital 5 Einstein MC Elkins Park 6 Einstein MC Montgomery 7 Holy Redeemer Health System 8 Lankenau Hospital 9 Lansdale Hospital 10 Mercy Suburban Hospital 11 MossRehab Hospital 12 Pottstown Hospital 13 Valley Forge Hospital 	<ul style="list-style-type: none"> • Community Health Clinic • Mental Health/Substance Abuse Service • Planned Parenthood • Urgent Care Center • Visiting nurse

Unshaded zipcodes are postal or business zipcodes and do not have census population data. Prepared by The Research & Evaluation Group, PHMC, November 2012



Who “needs” a Needs Assessment?

- Any organization providing public health or social service needs to have a sense of *who* they’re serving and *what* their needs are.
- Local health departments as required by some states.
- Federally Qualified Health Centers every five years.
- For accreditation by the Public Health Accreditation Board
- Nonprofit hospitals every three years





The Need for **Population Health Data** When Conducting An Assessment

- **Clinical Data**
 - Provide a picture of those **receiving care**
- **Program Data**
 - Provide a picture of those attending sessions, **receiving services**
- **Population Data**
 - Provides a picture of the **entire population**
 - country, state, county, neighborhood



The Need for **Local** Population Health Data

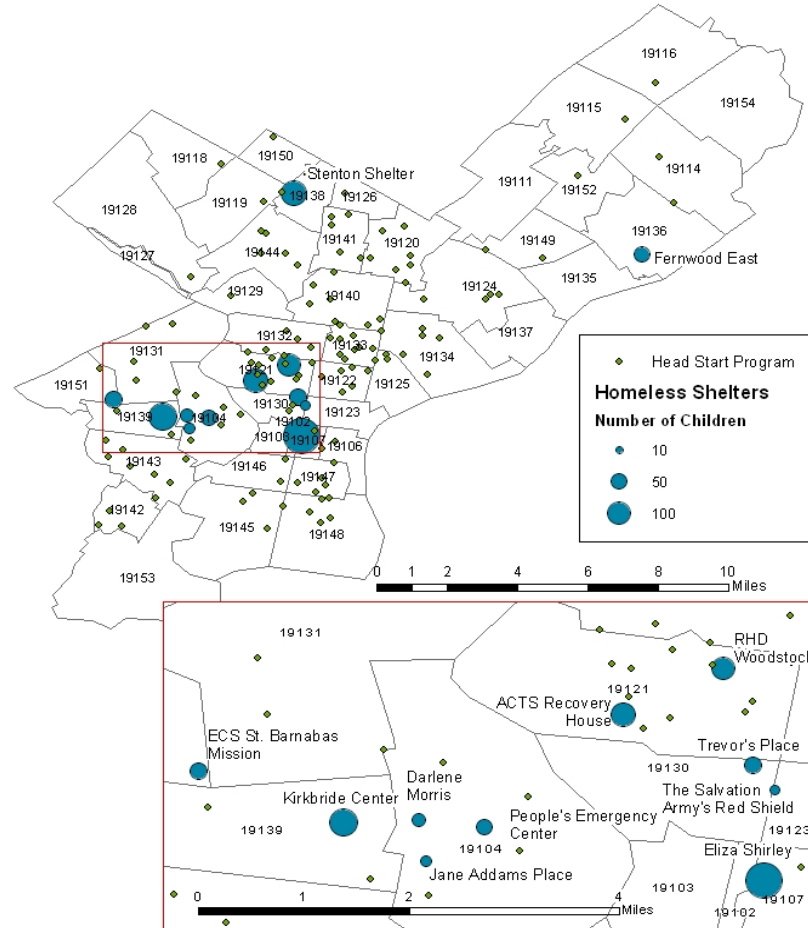
- Geographic and demographic communities have diverse needs
- **Health status varies due to local social determinants of health**
- National, state, and county-level data are insufficient to assess and demonstrate local needs



This map shows Philadelphia Zip codes and the number of homeless children in Philadelphia shelters compared to the number of School District of Philadelphia Head Start Programs.

Head Start programs are clustered in the poorest Zip codes.

Number of Homeless Children Ages 3-5 in Philadelphia Shelters, July 2009-June 2010



Sources: Philadelphia Office of Supportive Housing, ESRI. Prepared by PHMC.



The Need for **Local** Population Health Data

neighborhood factors influence health

proximity to resources

public transit
commute distance
access to healthcare providers
emergency response time
proximity to pharmacies



The Need for **Local** Population Health Data

neighborhood factors influence health

social environment

trust in neighbors
neighbors working together
risk of victimization
witnessing violence



The Need for **Local** Population Health Data

neighborhood factors influence health

socioeconomics

“poor neighborhoods” and poor health
lower quality schools
fewer employment opportunities



The Need for **Local** Population Health Data

neighborhood factors influence health

environmental exposures

pollutants
proximity to industry
traffic
deteriorating housing



The Need for **Local** Population Health Data

neighborhood factors influence health

food and physical activity

access to parks and playgrounds

walkability

access to supermarkets

fast food chains

corner stores



The Need for Local Population Health Data

Adults (18+) who Find it Difficult or Somewhat Difficult to Afford Housing Last Year

- **44.3%** in Bucks, Chester, Delaware, Montgomery and Philadelphia Counties
- **50.8%** in Philadelphia
- **57.3%** in North Philadelphia - Zip code 19122

Data Source: 2012 Southeastern Pennsylvania Household Health Survey





PHMC's Southeastern Pennsylvania Household Health Survey

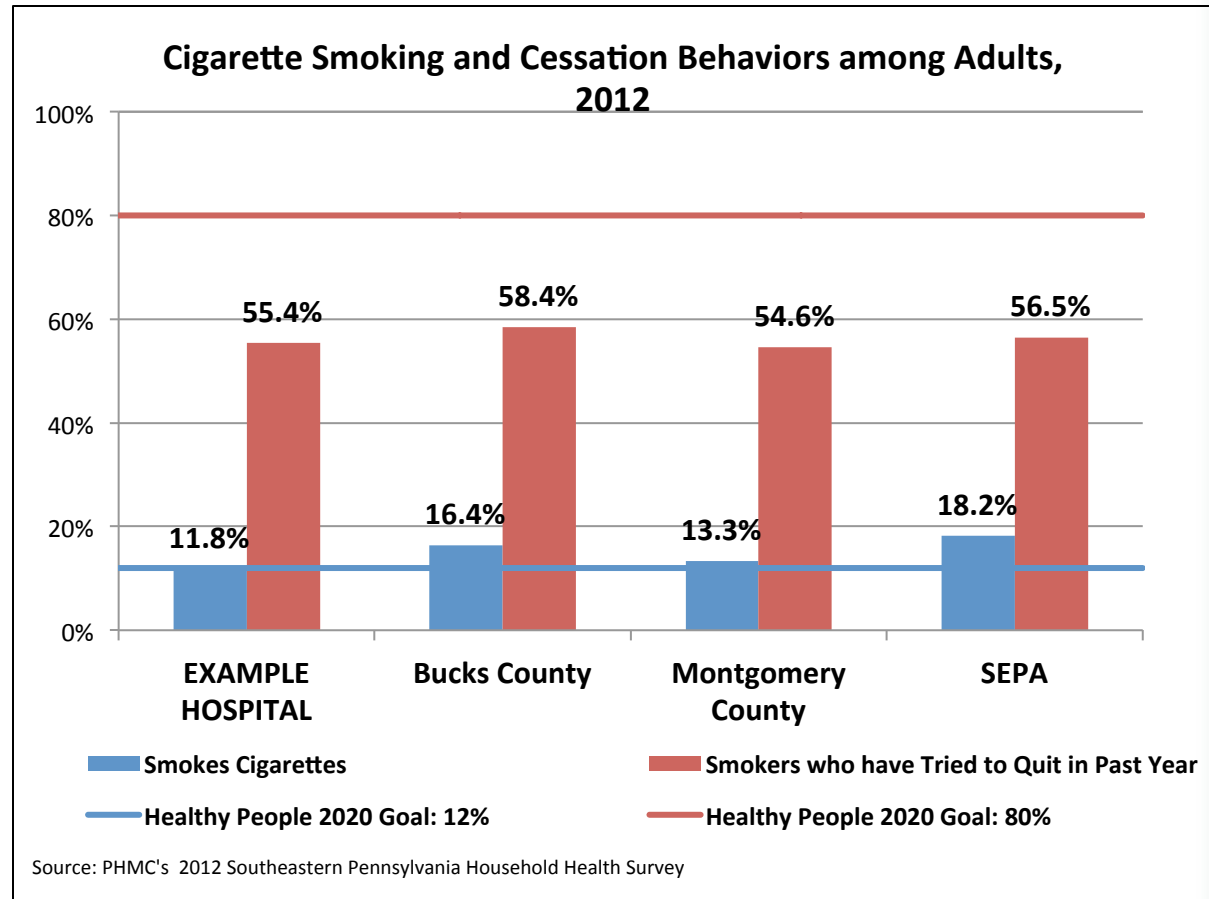
- Interviews conducted in **10,000 households every two years**
Total sample size: about **13,000 adults and children**
- Interviews conducted by telephone using **random digit dial**
- Oversample of persons 60+ and 75+
- Interviews in English & Spanish.
- Adult & child respondents selected using **last birthday method**.





Differences in **smoking** and **cessation rates** for a small hospital service area compared to:

- adjoining counties;
- the region; and
- goals from Healthy People 2020.



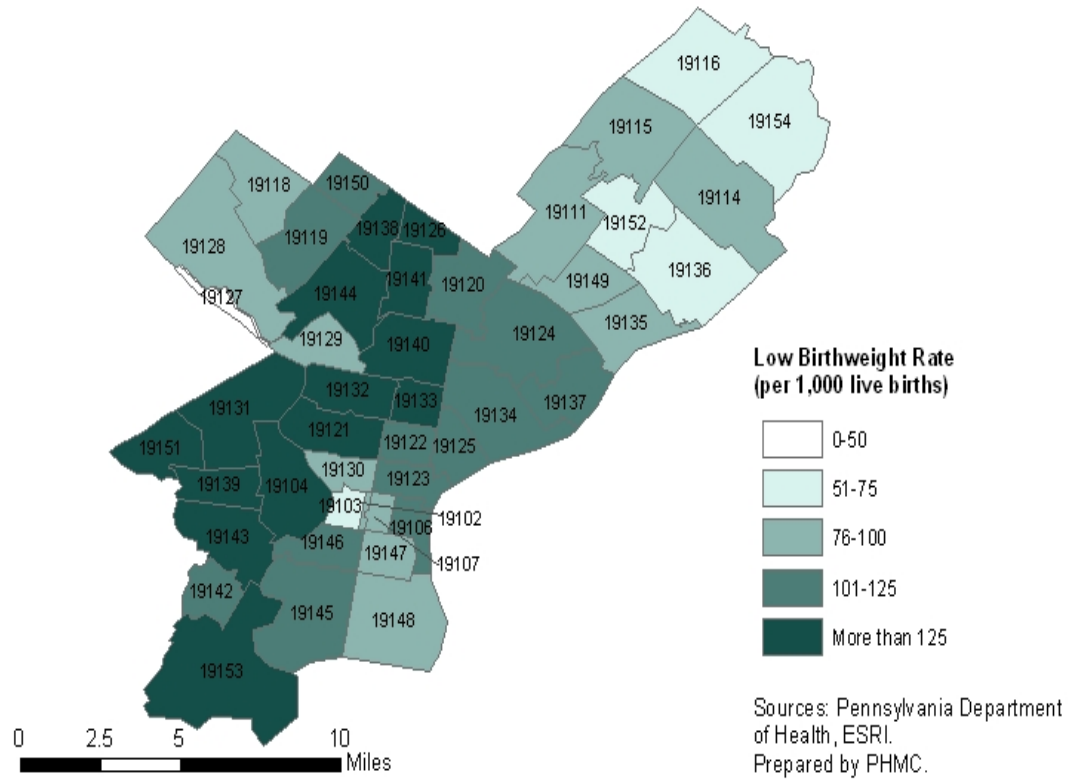


Vital statistics for small areas can also be used to show the need for health services in specific areas.

The rate of low birthweight births varies considerably in Philadelphia.

The highest rates are clustered in the lowest income areas.

Average annual rate of low birthweight births per 1,000 live births (< 2500 grams) in Philadelphia ZIP Codes, 2003-2006

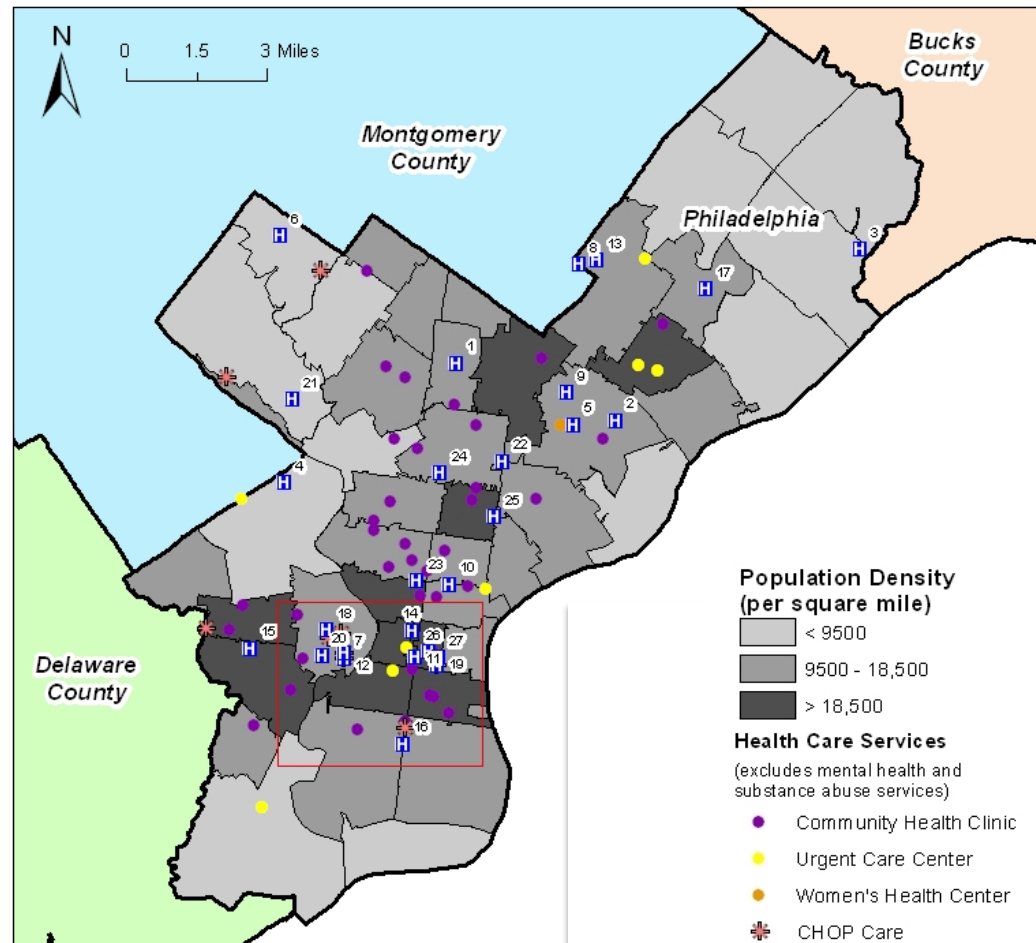




The **location** of health care services, including public health clinics, varies.

Some high density population areas do not have as many services.

Philadelphia Assets - Health Care Services





Sources of **National Population Data**

- **U. S. Census**
- **American Community Survey**
 - State, county, zip code, census tract, block, and township levels.



Sources of **National Population Health Data**

- National Health Interview Survey (NHIS)
- National Health and Nutrition Examination Survey (NHANES)
- Behavioral Risk Factor Surveillance System (BRFSS)
- Vital Statistics on Births, Birth Outcomes, Deaths, and Communicable Disease
- County Health Rankings

Sources: US Centers for Disease Control, your State Health Department, and County Health Rankings



The Need for a **Centralized Source** of Local Population Health Data

- Population research is cost-prohibitive for most organizations
- Organizations must often preserve resources for direct services
- Technical research capacity is not available at most organizations



How to Develop a Regional Health Survey with 400 Partners



Frequent contact with members and affiliates

Surveys of members

Member focus groups



Core Variables

Timely Topics

Policy Issues



How CDI's Partners **Use the Data**



Strategic Local Research

A wide range of institutions and agencies use the CDI for...

Needs
assessments

Strategic growth
decisions, facility
planning

Disease management
initiatives

Marketing &
outreach

Grantwriting, development, &
institutional advancement

Community health
programming

Teaching &
academic research

Advocacy &
public relations



**31 non-profit hospitals and health systems
across SEPA**

use CDI data for their
Community Health Needs Assessments
as required by the Affordable Care Act.



CDI findings were presented to
Philadelphia's City Council to assist
in the passage of a citywide public smoking ban.



The **Philadelphia Corporation for Aging** uses the data to plan services for older adults, to apply for funding for those services, and do innovative research into the factors influencing the health of older Philadelphians.



The Pew Philadelphia Research Initiative
uses CDI data in its State of the City report,
which covers economics, education, arts,
health and welfare, criminal justice
and other topics



THANK YOU!

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