

greater rochester

Health
foundation

**COLLECTING AND USING DATA
AT THE COMMUNITY LEVEL:
NEIGHBORHOOD HEALTH STATUS IMPROVEMENT INITIATIVE**

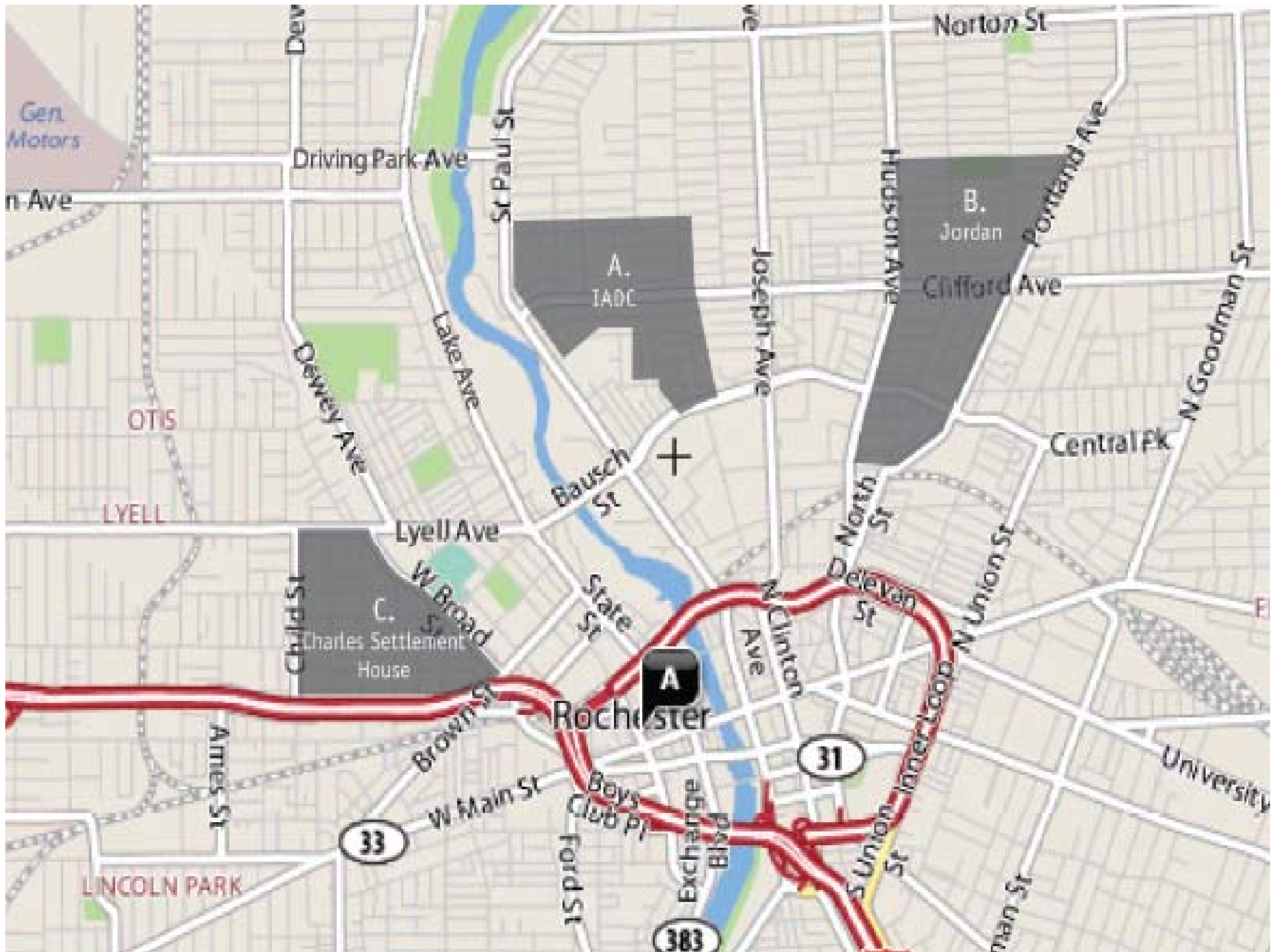
Presented by:

Barbara J. Zappia, MPA

Greater Rochester Health Foundation

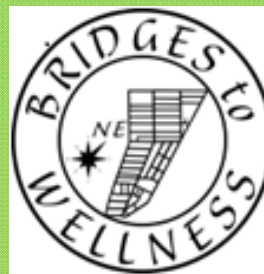
Content of Presentation

- Introduction: Neighborhood Health Status Improvement Initiative and Grantees
- The Starting Point: Getting to know the neighborhood
- Evaluation Framework
 - How grantees collect/use data
 - Secondary data sources
- Challenges and Opportunities

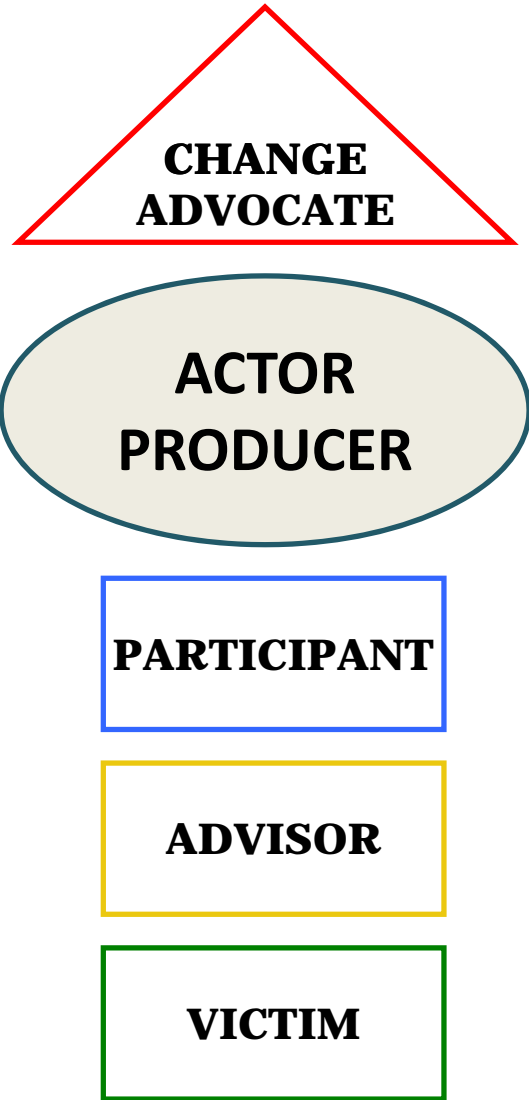


Our Opportunities for Better Health Begin where we Live, Work, and Play

- Authentic neighborhoods
- Attention to physical, social, economic environments
- Asset-based
- Resident-driven, grassroots
- Partnerships



Empowering Co-Producers of Health

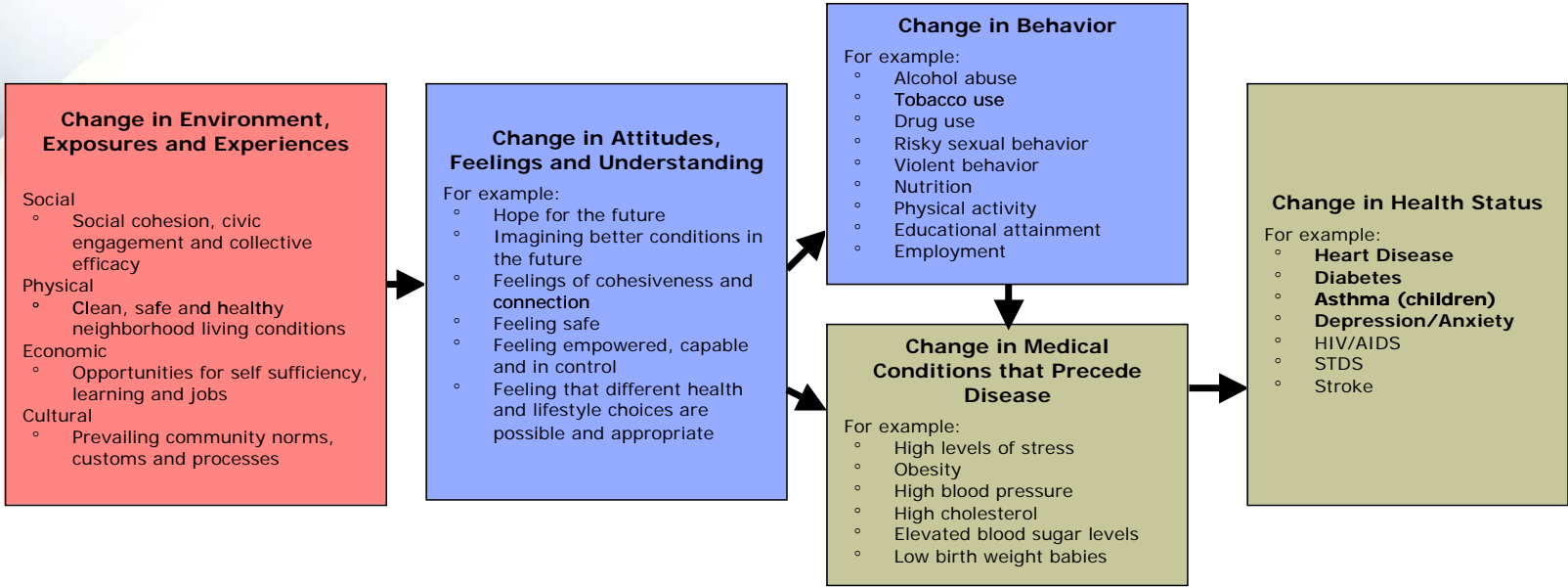


Getting to Know the Neighborhood

- **Census Data:** demographics
- **City of Rochester Data:** housing, crime, land use
- **Community Health Studies:** Latino/African-American health studies, County Health Data
- **Primary Data Collection:**
 - “Health” conditions of concern to residents
 - Health services needed
 - Social conditions of concern
 - What residents like most/least about neighborhood
 - Neighborhood assets

**GRHF Neighborhood Health Status Improvement Project
Evaluation Framework – Long-Term Indicators**

Social Determinants of Health:
Social Physical Economic Cultural



Measurement

Exposure and Experiences

- Output measures (e.g., activities undertaken)
- Outcome measures of community conditions
- Participant and community surveys about these exposures and experiences

Baseline: 2010
Updates: 2011, 2012

Attitudes, Feelings and Understanding

- Outcome measures about participants and community residents
- Participant and community surveys about these feelings and attitudes

Baseline: 2010
Updates: 2011-2016
(Annual or biennial)

Change in Behavior

- At the community level through secondary data

Medical Conditions

- At the community level through secondary data
- At the community level through primary data collection

Baseline: 2010
Updates: 2011-2020
(Annual or as available)

Health Status

- At the community level through secondary data
- At the community level through primary data collection using surveys

Baseline: 2010
Updates: 2011-2020
(Annual or as available)

Data Collection Tools

Project Hope

Tool	Universe	Method
Survey Questionnaires	Households, Block Club members, students	Mail, Door-to-Door, Meetings, School
Discussion Group Guides	Walk Participants, Senior Housing	Group
Observation Tools	HOPE Neighborhood, El Camino Trail	
Monitoring Tools	Participant Tracking	

Secondary Data Reports

Document	Source
Monroe County Adult Health Survey Report	Monroe County Department of Health
Yates Community Health Assessment	Yates County Department of Health
Rochester City School District (RCSD) Youth Behavior Survey Report	RCSD
Dundee Student Risk and Protective Factor Survey	Dundee Central School District
Rochester Police Department Crime Data	Rochester Police Department
SPARCS	New York State Department of Health
Mortality Data	New York State Department of Health

Challenges

- Geography of neighborhoods
- Reaching residents for primary data collection
- Small numbers
- Finding data sources for “health” broadly defined
- Mental health data
- Resources and expertise

Demonstrating Long-Term Outcomes

