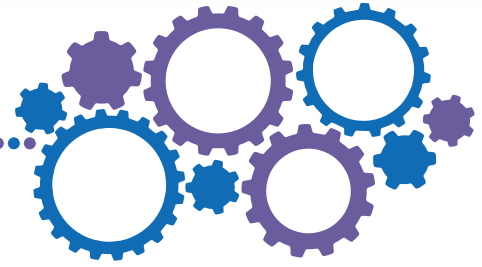


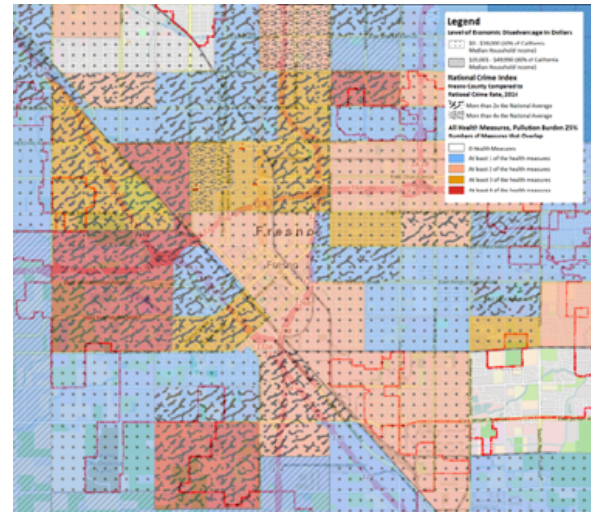
Fresno County Partners Develop Mapping Tool to Prioritize Healthy Community Investments



OVERVIEW

When Fresno County decided to tackle rising rates of chronic disease and obesity, they took an unusual approach to use local data to effectively communicate community health priorities. Fresno's Community Health Improvement Partnership (FCHIP) collaborated with multiple sectors to identify and analyze a complex set of key data points related to health and social well-being. They developed colorful visual maps that dramatically illustrated that communities in certain census tracts suffered the highest burden of chronic disease and should be prioritized for community health improvements. Through their work they achieved the following:

- Developed a multi-jurisdictional data tool identifying communities disproportionately impacted by chronic disease
- Collaborated with over 30 partners to develop the mapping tool
- Established an online map that can be replicated by other jurisdictions to prioritize healthy community improvements



CHALLENGE

To better understand health disparities in Fresno County, a core team of Fresno health and planning stakeholders identified the need for data to inform where to prioritize chronic disease prevention investments. They sought to develop a map-based tool that would identify communities with the highest burden of chronic disease, in order to prioritize planning strategies to create healthy, active communities.

HIGHLIGHTS

FCHIP is a network of multi-sector stakeholders that began meeting in 2013 to realize measurable improvement in health through collaboration, alignment, and leveraged resources. To support FCHIP's goal to focus health and planning resources in areas of most need, the FCHIP Land Use Planning Workgroup, chaired by the Executive Director of Fresno Metro Ministry, embarked on a collaborative effort with numerous planners, Fresno Council of Governments, community stakeholders, and public health professionals to help communicate health priorities through data. The product of that collaboration is the Health Priority Index, a tool that maps indicators related to health and social well-being.

Faced with a number of potential health and social well-being indicators to map, the group worked with a Fresno County Department of Public Health epidemiologist, with guidance from the Centers for Disease Control and Prevention, to narrow the list of indicators by developing indicator groupings. Four key indicators were then selected by the group to approximate the burden of chronic disease: (1) pollution burden from CalEnviroScreen, (2) pre-term birth rates, (3) years of potential life lost, and (4) a chronic disease mortality index calculated by analyzing death records for all causes of death related to physical inactivity. The Index identified census tracts in the lowest 25th percentile for each indicator, as compared to the other census tracts in the county (pollution burden is the worst 25% as compared to the state). Each tract was color-coded by how many indicators fall in the lowest quadrant. In addition, the Index included place-based data such as bike paths and trails, crime rates, and economic status.

“Fresno’s investment in cross-sector partnerships and meaningful community engagement has resulted in significant progress toward integrating the unique and diverse elements of our ecology to achieve greater health and resilience.”

- Keith Bergthold, Executive Director, Fresno Metro Ministry

The Index has been developed in beta format online. It displays the areas in the county most in need of healthy community improvements, including active transportation, recreation space, and food access. As the online version is developed, more indicators related to health and social well-being will be included in the layers that can be selected. The index serves as a replicable model - other jurisdictions can replace with their own data sets.

SUSTAINING SUCCESS

For the FCHIP partners, the goal is to make the Health Priority Index a policy development and resource allocation tool that community members can use to improve their neighborhoods. Next steps for FCHIP are to review and refine the beta online tool, develop recommendations for improvements to the census tracts with the highest burden of disease, promote the Index, provide recommendations to key city and community stakeholders, and engage additional planners.



TO LEARN MORE CONTACT:

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