HOW TO: WEBINAR SERIES
How To Use Data for Community Engagement and Improving Well-Being

National League of Cities

NYU City Health Dashboard

City of Rancho Cucamonga, CA – Healthy RC
Speakers

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Manager of Engagement & Partnerships

Hope Velarde  
Management Analyst
Goals

- Identify ways in which decisions in multiple sectors affect health and collaborative methods for incorporating health considerations into public policy, partnerships, and community engagement strategies.

- Learn how cities like Rancho Cucamonga, CA have leveraged the City Health Dashboard to drive their own cross-sectoral partnerships and community engagement strategies for improving health and equity.
WHO WE ARE

The National League of Cities (NLC) is the voice of America’s cities, towns and villages, representing more than 200 million people across the country.
To strengthen local leadership, influence federal policy and drive innovative solutions.
Our Health & Wellness Work:

Local Leaders address social determinants that converge in cities – changes in policies, practices and programs
**Cities of Opportunity** are places where all people can reach their full potential and live productive, fulfilling and healthy lives.

*City Leaders are uniquely positioned to advance cross-cutting approaches to address underlying factors that affect the health of residents and the vibrancy of the city.*
Cities of Opportunity

3 Issue Areas – and relations to HEALTH:
• Economic Opportunity
• Housing (Affordable, Healthy)
• City Planning and Design

6 Core Capacities:
• Civic Engagement, Data, Equity, Financing, Multisector Collaboration, Sustainability

Meeting Cities Where They Are
City Health Dashboard

Empowering Cities to Create Thriving Communities
37 measures of health, the factors that shape health, and the drivers of health equity to guide local solutions for 500 U.S. cities.
Who Should use the Dashboard?

- Mayors and City Managers
- Local health Departments
- City government agencies
- Community Organizations
- Health and Education Advocates
- Philanthropies
- Researchers
- Media
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

- 60 years
- 80 years
- 68 years
### Measures by Category

#### Clinical Care

<table>
<thead>
<tr>
<th>Measure</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prenatal care</td>
<td>NVSS</td>
</tr>
<tr>
<td>Primary care physicians</td>
<td>AMA</td>
</tr>
<tr>
<td>Preventive services</td>
<td>500 Cities (BRFSS)</td>
</tr>
<tr>
<td>Dental care</td>
<td>500 Cities (BRFSS)</td>
</tr>
<tr>
<td>Uninsured</td>
<td>ACS</td>
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</table>

#### Health Behaviors

<table>
<thead>
<tr>
<th>Measure</th>
<th>Source</th>
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</thead>
<tbody>
<tr>
<td>Teen Births</td>
<td>NVSS</td>
</tr>
<tr>
<td>Smoking</td>
<td>500 Cities (BRFSS)</td>
</tr>
<tr>
<td>Binge Drinking</td>
<td>500 Cities (BRFSS)</td>
</tr>
<tr>
<td>Physical Inactivity</td>
<td>500 Cities (BRFSS)</td>
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</table>

#### Physical Environment

<table>
<thead>
<tr>
<th>Measure</th>
<th>Source</th>
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</thead>
<tbody>
<tr>
<td>Air pollution – particulate matter</td>
<td>ALA</td>
</tr>
<tr>
<td>Park access</td>
<td>ParkServe®</td>
</tr>
<tr>
<td>Walkability</td>
<td>Walk Score®</td>
</tr>
<tr>
<td>Limited access to healthy foods</td>
<td>USDA</td>
</tr>
<tr>
<td>Housing with potential lead risk</td>
<td>ACS</td>
</tr>
<tr>
<td>Lead exposure risk index</td>
<td>ACS</td>
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#### Health Outcomes

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Source</th>
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<tbody>
<tr>
<td>Breast cancer deaths</td>
<td>NVSS</td>
</tr>
<tr>
<td>Premature deaths (all causes)</td>
<td>NVSS</td>
</tr>
<tr>
<td>Cardiovascular disease deaths</td>
<td>NVSS</td>
</tr>
<tr>
<td>Low birthweight</td>
<td>NVSS</td>
</tr>
<tr>
<td>Colorectal cancer deaths</td>
<td>NVSS</td>
</tr>
<tr>
<td>Opioid overdose deaths</td>
<td>NVSS</td>
</tr>
<tr>
<td>Obesity</td>
<td>500 Cities (BRFSS)</td>
</tr>
<tr>
<td>Diabetes</td>
<td>500 Cities (BRFSS)</td>
</tr>
<tr>
<td>High blood pressure</td>
<td>500 Cities (BRFSS)</td>
</tr>
<tr>
<td>Frequent physical distress</td>
<td>500 Cities (BRFSS)</td>
</tr>
<tr>
<td>Frequent mental distress</td>
<td>500 Cities (BRFSS)</td>
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<tr>
<td>Life expectancy</td>
<td>USALEEP (NCHS)</td>
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#### Social and Economic Factors

<table>
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<tr>
<th>Factor</th>
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<tbody>
<tr>
<td>Absenteeism</td>
<td>NCES/Civil Rights</td>
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<tr>
<td>Third-grade reading proficiency</td>
<td>State data</td>
</tr>
<tr>
<td>High School Graduation</td>
<td>State data</td>
</tr>
<tr>
<td>Children in poverty</td>
<td>ACS</td>
</tr>
<tr>
<td>Income inequality</td>
<td>ACS</td>
</tr>
<tr>
<td>Neighborhood racial/ethnic segregation</td>
<td>ACS</td>
</tr>
<tr>
<td>Racial/ethnic diversity</td>
<td>ACS</td>
</tr>
<tr>
<td>Housing cost, excessive</td>
<td>ACS</td>
</tr>
<tr>
<td>Unemployment</td>
<td>ACS</td>
</tr>
<tr>
<td>Violent Crime</td>
<td>UCR</td>
</tr>
</tbody>
</table>
Empowering cities to create thriving communities

Explore health in your city

Enter city or state
**Select a Metric**

**Health Outcomes**
- Breast Cancer Deaths
- Cardiovascular Disease Deaths
- Colorectal Cancer Deaths
- Diabetes
- Frequent Mental Distress
- Frequent Physical Distress
- High Blood Pressure
- Life Expectancy
- Low Birthweight
- Obesity
- Opioid Overdose Deaths
- Premature Deaths (All Causes)

**Social and Economic Factors**
- Absenteeism
- Children in Poverty
- High School Graduation
- Housing Cost, Excessive
- Income Inequality
- Neighborhood Racial/Ethnic Segregation
- Racial/Ethnic Diversity
- Third-Grade Reading Proficiency
- Unemployment
- Violent Crime

**Physical Environment**
- Air Pollution - Particulate Matter
- Housing with Potential Lead Risk
- Lead Exposure Risk Index
- Limited Access to Healthy Foods
- Park Access
- Walkability

**Clinical Care**
- Dental Care
- Prenatal Care
- Preventive Services
- Uninsured

**Health Behavior**
- Binge Drinking
- Physical Inactivity
- Smoking
- Teen Births

[View Kalamazoo, MI Overview]
10.2% of Kalamazoo's population under age 65 were uninsured, compared to an average of 12.9% across the Dashboard cities.
Census Tract Values for Uninsured
Kalamazoo, MI

Ranges from
4.2% to 17.9%
Uninsured by Race/Ethnicity
Kalamazoo, MI

15.8% among Asian residents
(2.2% of total city population)

9.6% among Black residents
(21.3% of total city population)

20% among Hispanic residents
(7.1% of total city population)

9.6% among White residents
(69% of total city population)
Metric Comparison: Uninsured & Children in Poverty
Kalamazoo, MI

Uninsured
- Lower values indicate better outcomes
- 4% to 18%

Children in Poverty
- Lower values indicate better outcomes
- 5% to 69%

Dashboard-City Average
Data into Action

- What types of policies have been successful in reducing childhood poverty?
- How can I fund my idea?
- How do I know if what I'm doing is having the intended effect?
Community Surveys and Census Engagement with the Dashboard

- Understand city demographics, helping you target resources and outreach towards hard-to-count communities

- Identify neighborhoods with higher unemployment rates to recruit temporary field and office staff – especially in hard-to-count communities

- Get a snapshot of the issues facing your community to engage diverse stakeholders on the importance of the Census and coordinate local ‘Complete Count Committees’.
City of Rancho Cucamonga

Healthy RC - a community where all generations lead vibrant, healthy, happy lives
As a result of alarming health statistics and environmental conditions, the City developed the Healthy RC initiative in 2008.

With the vision of creating a community where all generations lead vibrant, healthy and happy lives.

The City recognizes that health is a shared responsibility and that it is in an excellent position to modify environments that directly affect health.
Healthy RC is sustained through innovative partnerships and new alliances for change.

Healthy RC is building the capacity of local leaders to advocate for policy change.

These collaborations are influencing policymakers – in the public, business, and nonprofit sectors – producing real change in communities.

reach of organizations participating in stakeholder meetings = 32,660

Almost 1 in every 5 RC residents!
Empowering Leaders and Building Communities

- Recognize that **EVERYONE** has something to contribute to the process
- Balance internal & external governance and participation
- Participate in decisions that affect their community
- Sense of ownership
- Increases trust and bridges cultural gaps
- Long-term sustainability
Youth Leaders and Community Champions

Environmental Changes
- Park Assessments
- Sidewalk assessments
- City mapping exercises
- Healthy Food Access
- Trail enhancement strategies
- Farmer’s Market assessments

Health Promotion
- Cooking classes
- Container gardening

Policy engagement
- Farmer’s Markets
- Community Gardens
- Nutrition Standards
- E. Cigarette Policy

Grant/funding opportunities
- Safe Routes to School
- Infrastructure
• Formalize best practices with a Community Engagement Policy with a health equity framework.
• Goal: establish best practices in anticipation of the upcoming General Plan Update.
Community Engagement Policy with a Health Equity Framework

Equitable Community Engagement

is the practice of using

Multiple Strategies

to provide opportunities for

All Rancho Cucamonga Residents

particularly those historically excluded, underrepresented, or under-resourced

to be informed and participate

in

Public Planning and Decision Making

to achieve an

Equitable Outcome that Improves Quality of Life

Rancho Cucamonga

Healthy RC
Using Data to Drive Outreach Efforts
HEALTHY RC
QUALITY OF LIFE SURVEY

COMMUNITY CONNECTIONS & BELONGING
We would like to know more about your experience in your community and the City of Rancho Cucamonga.

26. People in my neighborhood are helpful when I need help. (Resource: People from my neighborhood)
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree
   - No
   - Yes

27. I feel connected to my community. (Resource: People from my neighborhood)
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree
   - No
   - Yes

28. Please tell us whether you have any of the following (please select the best answer)

ACCESSO A CUIDADO MEDICO
Las siguientes preguntas son acerca de cómo obtiene servicio de atención de salud.

19. ¿Dónde va a ver un médico cuando está enfermo? Por favor elija dos:
   - Oficina de doctor
   - Consulta de farmacia
   - Departamento de salud
   - Clinica medica comunitaria
   - Hospital
   - Centro de cuidado de urgentes

   - Canalea natural, herboristeria o sitio tradicional
   - Otro
   - No tiene un médico cuando está enfermo

20. RO es útil para el cuidado de mi salud (elige una de las siguientes opciones)
   - 0 veces
   - 1-2 veces
   - 3-4 veces
   - 5-6 veces
   - 7-8 veces
   - 9-10 veces
   - Más de 10 veces

21. En caso de emergencia, ¿tiene problemas para entender el idioma del servicio médico (Resource: Personas de emergencia)?
   - Sí
   - No (Resource: Personas de emergencia)

22. ¿Ha tenido problemas para encontrar un servicio médico (Resource: Personas de emergencia)?
   - Sí
   - No
   - Otro
   - No tiene servicios de emergencia

29. Please tell us whether you "strongly disagree", "disagree", "neutral", "agree" or "strongly agree" with each of the next 5 statements. Check the option that best represents your opinion.

QUALITY OF LIFE STATEMENTS

1. Rancho Cucamonga is a good place to raise children.
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree

2. Rancho Cucamonga is a good place to age.
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree

3. There is plenty of economic opportunity in Rancho Cucamonga.
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree

Please look at the map of the City of Rancho Cucamonga provided to you by your survey administrator, which may be seen in a smaller version below. The map displays different colored quadrants with ID numbers from 1 through 20. Based on your zip code, please select the number that best represents the area where you live.
Uninsured by Race / Ethnicity in Rancho Cucamonga

- **Asian**: 13.4% of Rancho Cucamonga’s total population is Asian.
- **Black**: 8.8%
- **Hispanic**: 37.5%
- **White**: 37.6%
- **Other**: 7.1%
Park Access by Race / Ethnicity in Rancho Cucamonga

**Asian**
- 13.4% of Rancho Cucamonga's total population is Asian.
- 34% of Asian individuals have access to parks.
- 63% of Asian individuals do not have access to parks.

**Black**
- 8.5% of Rancho Cucamonga's total population is Black.
- 34% of Black individuals have access to parks.
- 63% of Black individuals do not have access to parks.

**Hispanic**
- 37.5% of Rancho Cucamonga's total population is Hispanic.
- 34% of Hispanic individuals have access to parks.
- 63% of Hispanic individuals do not have access to parks.

**White**
- 37.6% of Rancho Cucamonga's total population is White.
- 34% of White individuals have access to parks.
- 63% of White individuals do not have access to parks.

**Other**
- 7.1% of Rancho Cucamonga's total population is Other.
- 34% of Other individuals have access to parks.
- 63% of Other individuals do not have access to parks.
Limited Access to Healthy Foods by Race / Ethnicity in Rancho Cucamonga

Asian
12.2% of Rancho Cucamonga's total population is Asian.

Black
8.5%

Hispanic
35.6%

White
39.5%

Other
7.3%
If you live in RC, what is your zip code?  
*HRC Quality of Life Survey Responses*

- 91701: 22%
- 91730: 39%
- 91737: 14%
- 91739: 20%
- 92336: 5%

City of Rancho Cucamonga Population by Zip Codes  
*ACS Data*

- 91701: 22%
- 91730: 39%
- 91737: 14%
- 91739: 20%
- 92336: 5%
The Power of Local Data

Local data shows us the neighborhoods that may require different approaches to data collection in order to better address health determinants and outcomes as a community.

Whether that means providing the survey in a different language or providing different incentives to fit the needs of the community, we are using data to tailor our approaches to meet the community where they are at.
Stay in touch

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Questions?