

Mapping for Community Driven Policy and Advocacy Activities

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ESRI HEALTH GIS CONFERENCE

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SOCIAL SERVICES



Denver, Colorado





- Policy advocacy
- Public Health and advocacy
- The power of community mapping for advocacy

Policy Advocacy

- Activities that groups engage in with the goal of changing government, institutional, or private sector policy.

Policy Advocacy

Persuasion

Public Health and Community Advocacy



- Focus of traditional medicine:
 - » Disease diagnosis, treatment, and care of *individual patient*
- Focus of public health:
 - » Disease prevention and health promotion for the *whole community*



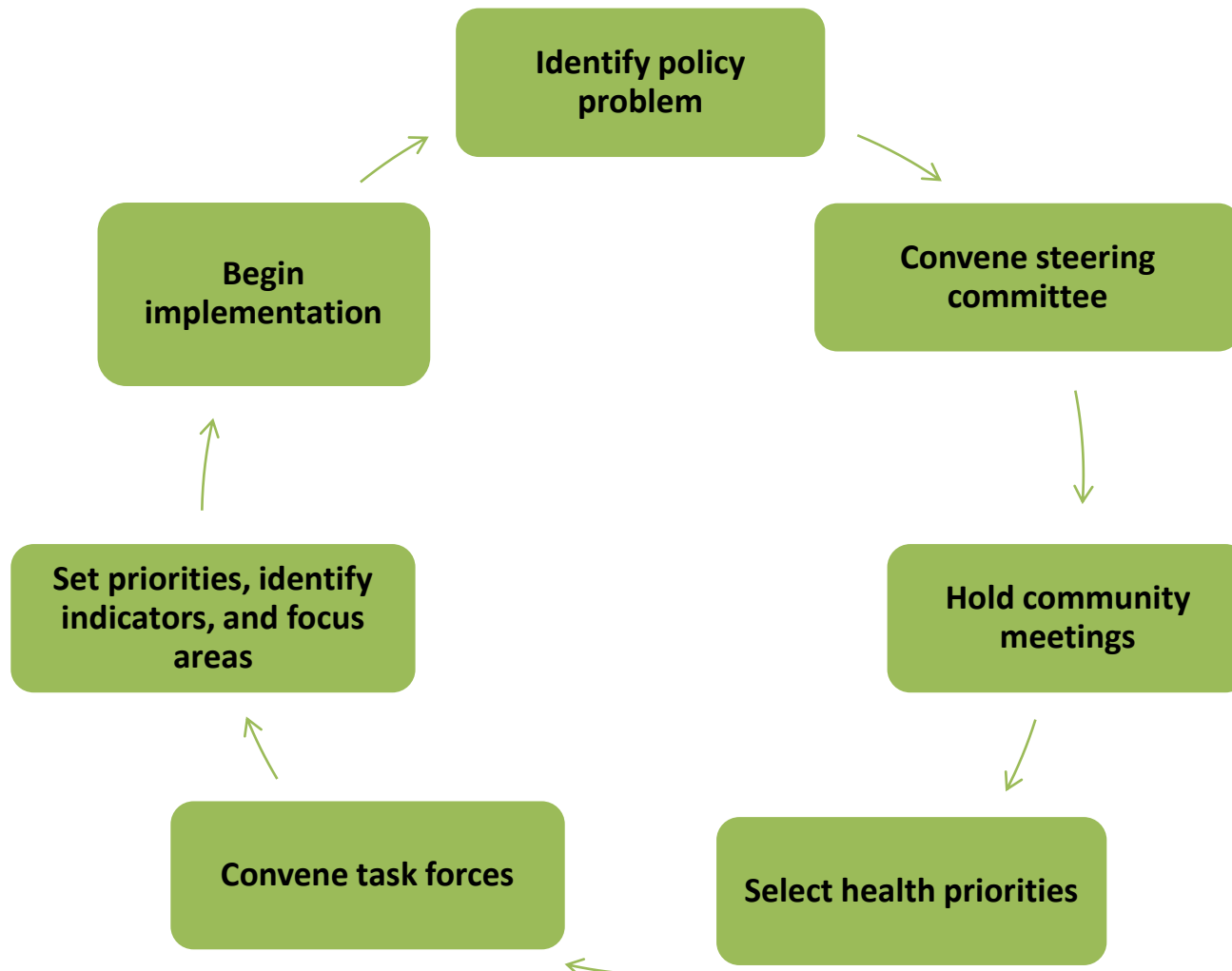


Steps to Policy Advocacy

1. Define a policy problem
2. Analyze the problem and potential solutions
3. Select a campaign strategy
4. Implement the campaign
 - Community engagement

Community Engagement

- Educate the public
- Communicate messages through the media
- Create/participate in coalitions



The power of mapping



**We have changed
how much we
walk or bike**

- Percent of children who walk or bike to school:
- 1974: **66%**
- 2000: **13%**
(CDC, 2000)

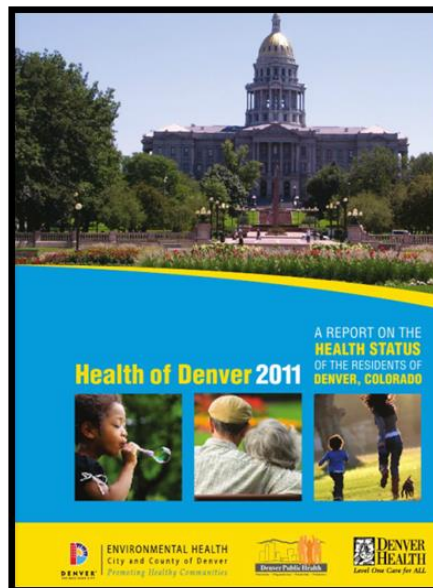
The power of mapping



Denver Advocacy Efforts

Denver Advocacy Efforts

Community Health Assessment (CHA)



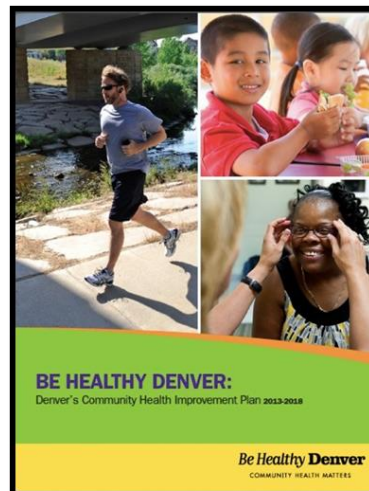
New CHA
January 2015

Denver Advocacy Efforts

Community Health Assessment (CHA)



Community Health Improvement Plan (CHIP)



Denver Advocacy Efforts

Community Health Assessment (CHA)



Community Health Improvement Plan (CHIP)



5 Year Goals

Access to Care

Healthy Eating, Active Living (HEAL)



DENVER
THE MILE HIGH CITY

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Be Healthy Denver

Search for services, locate city offices, more...

[Access to Care](#)
[Healthy Eating Active Living](#)
[Community Health Assessments](#)
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Be Healthy Denver



Be Healthy Denver

Be Healthy Denver is a joint effort between Denver Environmental Health, Denver Public Health, and numerous partner organizations and individuals throughout the city focused on improving the health of all Denver residents through collaboration. Be Healthy Denver envisions a community that provides ample opportunities for all residents to be healthy, regardless of their race, ethnicity, income level, or the neighborhood in which they live.

Through this collaboration, Denver's Community Health Improvement Plan (CHIP) has been developed to reflect two health priority areas selected by members of the community:

- Access to Care, including Behavioral Health
- Healthy Eating and Active Living, including the Built Environment

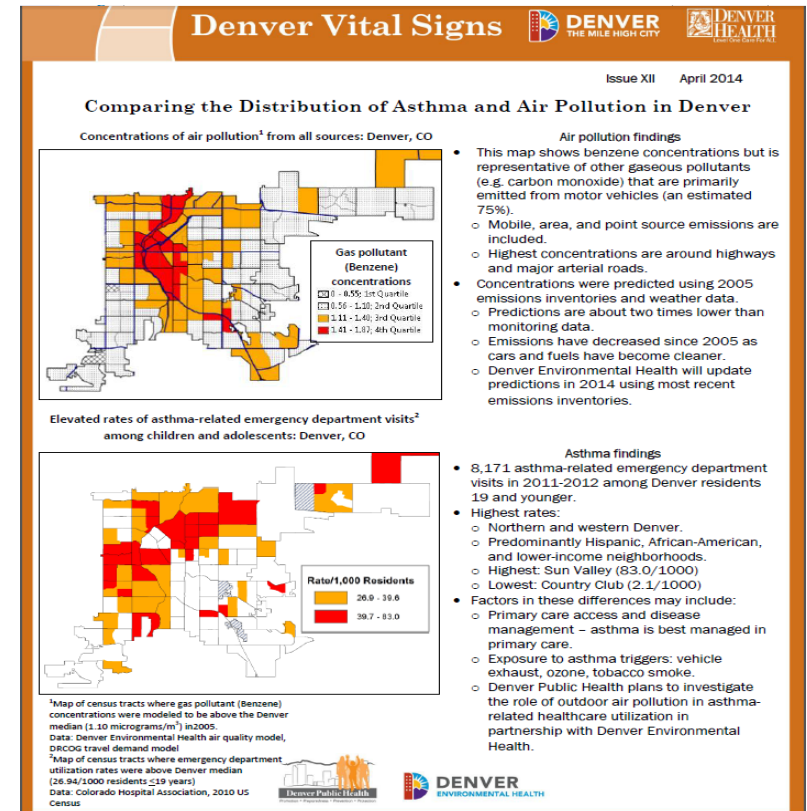
News & Information

Be Healthy Denver Releases Community Health Improvement Plan - Tuesday, February 04, 2014

Be Healthy Denver has released Denver's first ever five-year Community Health Improvement Plan, identifying two main areas of focus for citywide public health projects: Access to Care, including Behavioral Health and Healthy Eating and Active Living, including the Built Environment. View the full Community Health Improvement Plan here.

[View the Community Report of the plan here.](#)

Progress of Denver Residents Enrolling in Health Care Coverage - Thursday, May 22, 2014



Advocacy

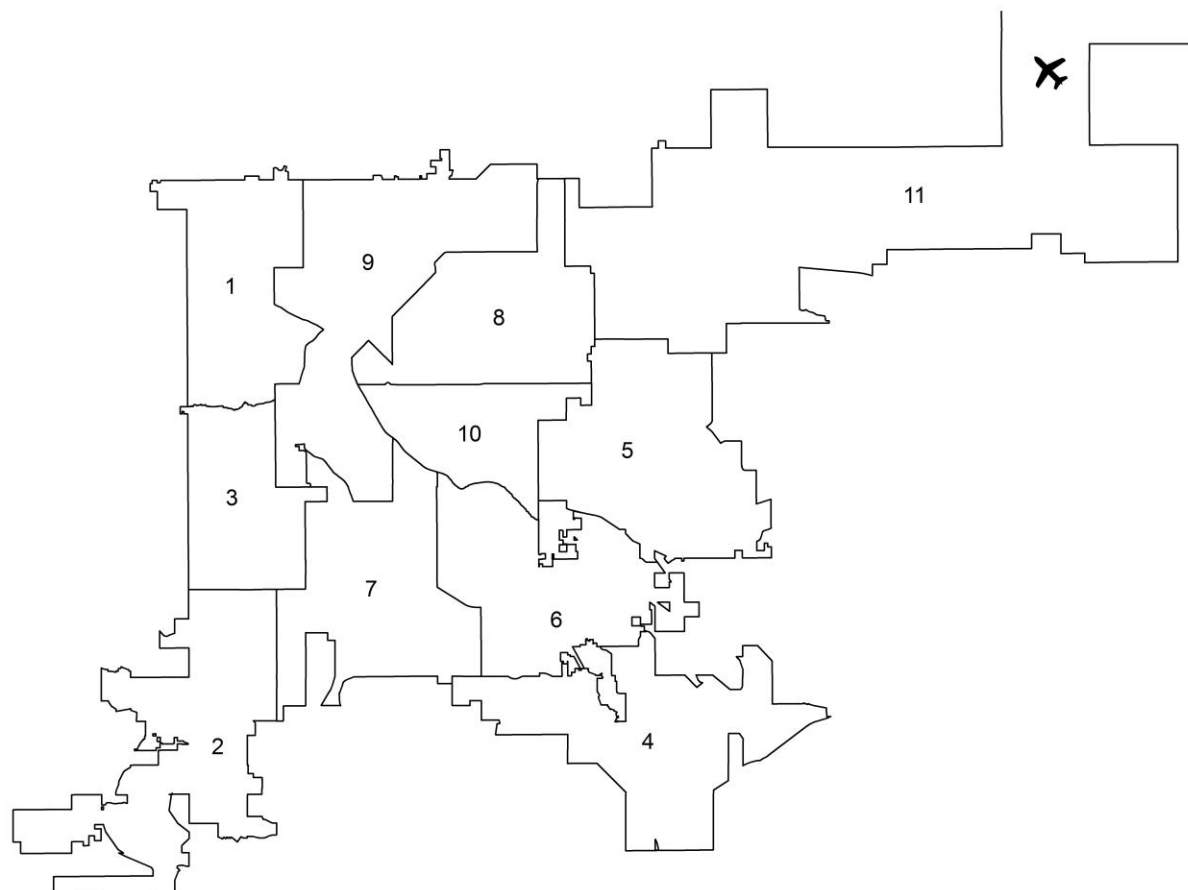


The Power of Community Mapping for Advocacy

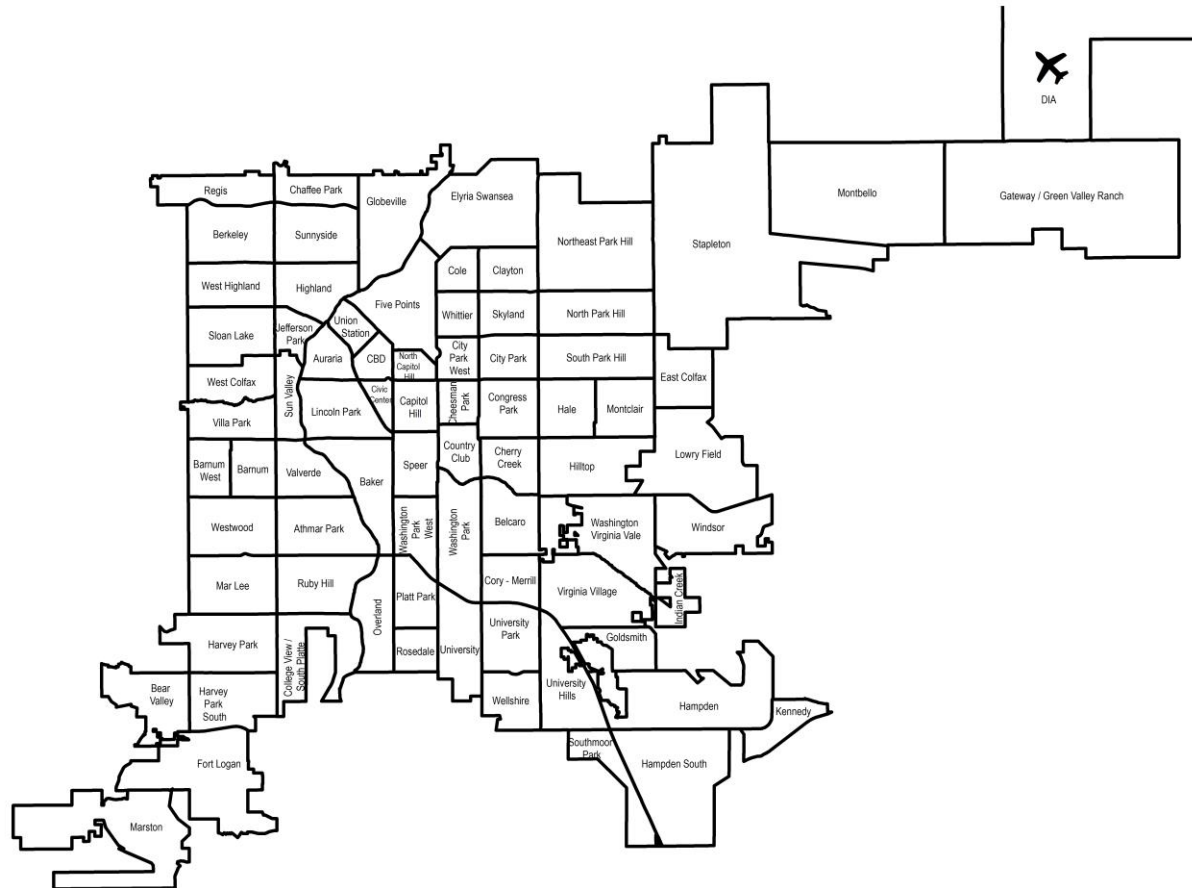
Maps Can Engage the Community!



The power of mapping

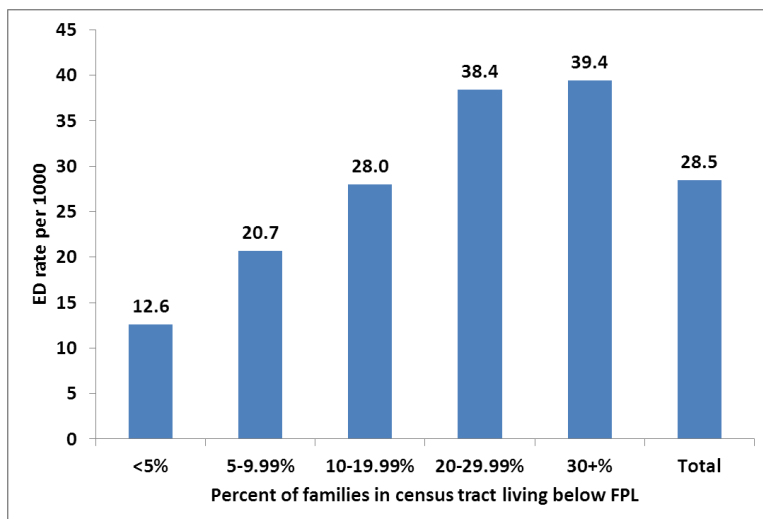
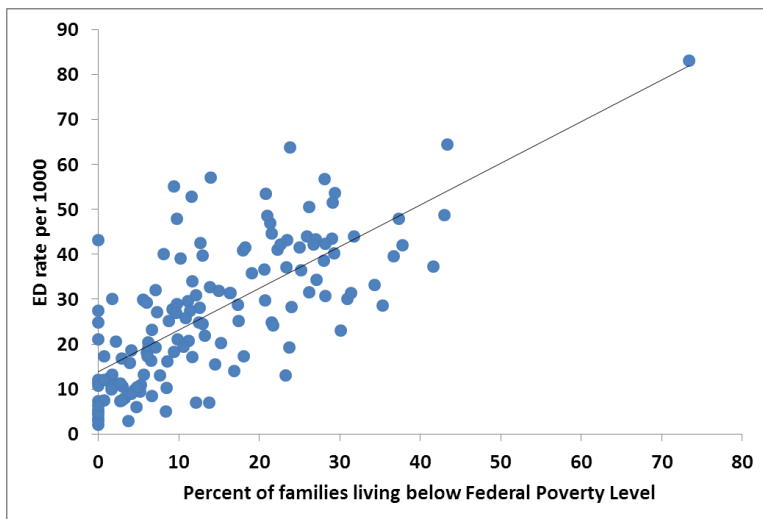


The power of mapping

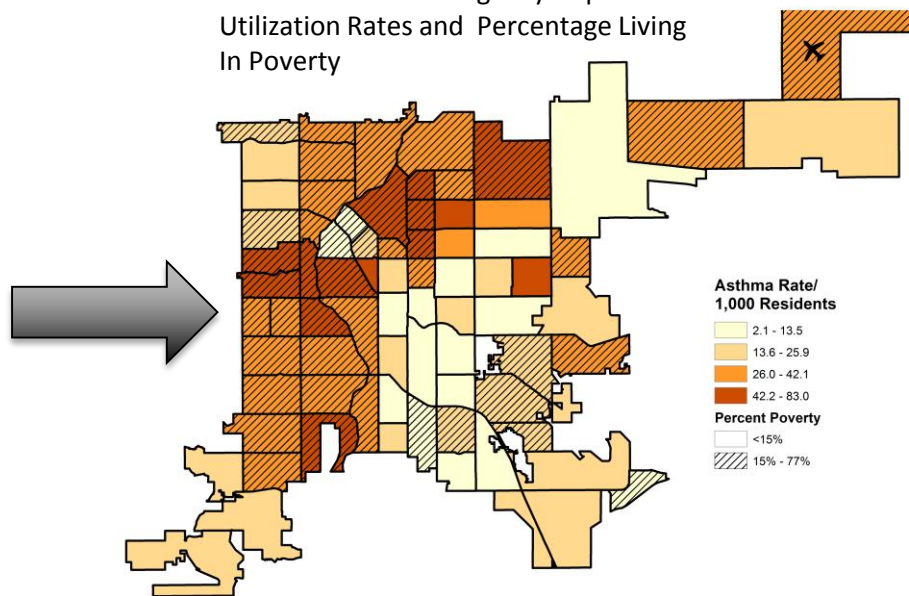


Community Mapping Advantages

The power of mapping: Advantages

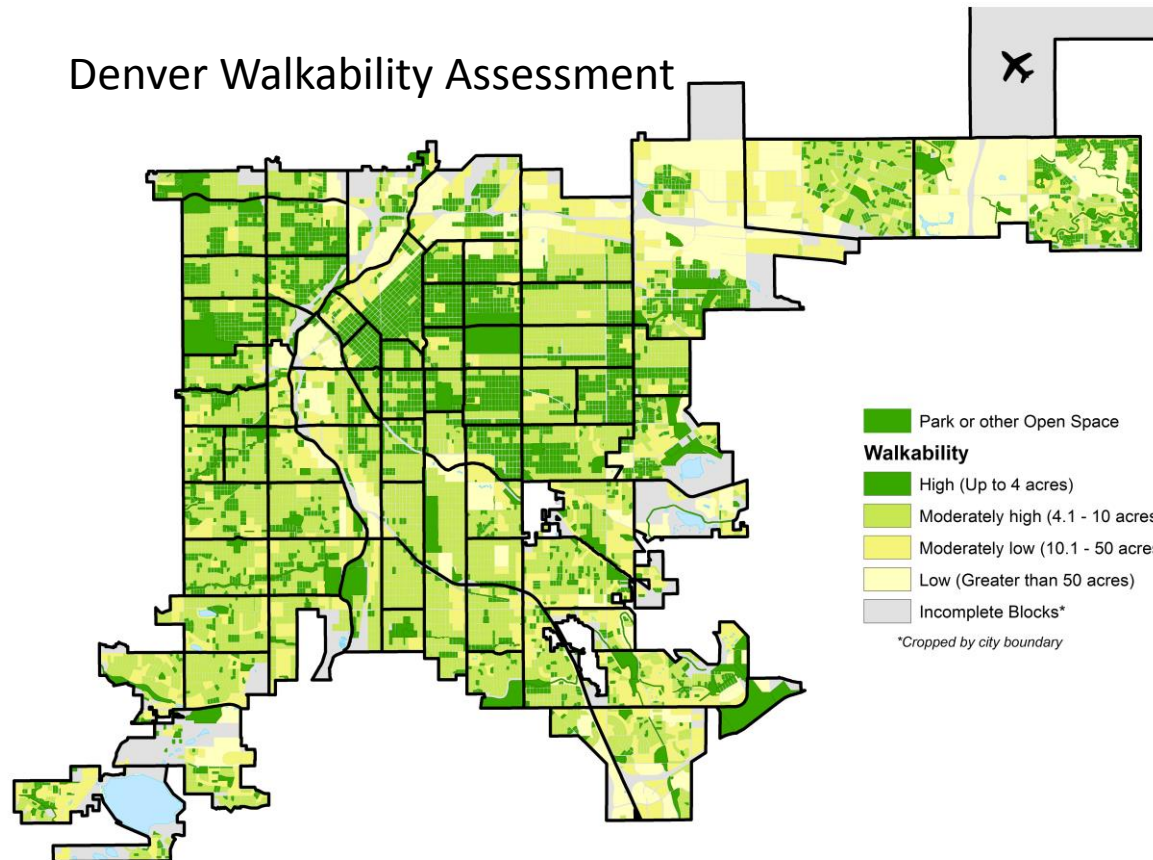


Asthma Related Emergency Department
Utilization Rates and Percentage Living
In Poverty



Source: Colorado Hospital Association (2011-2012) and 2010 US Census

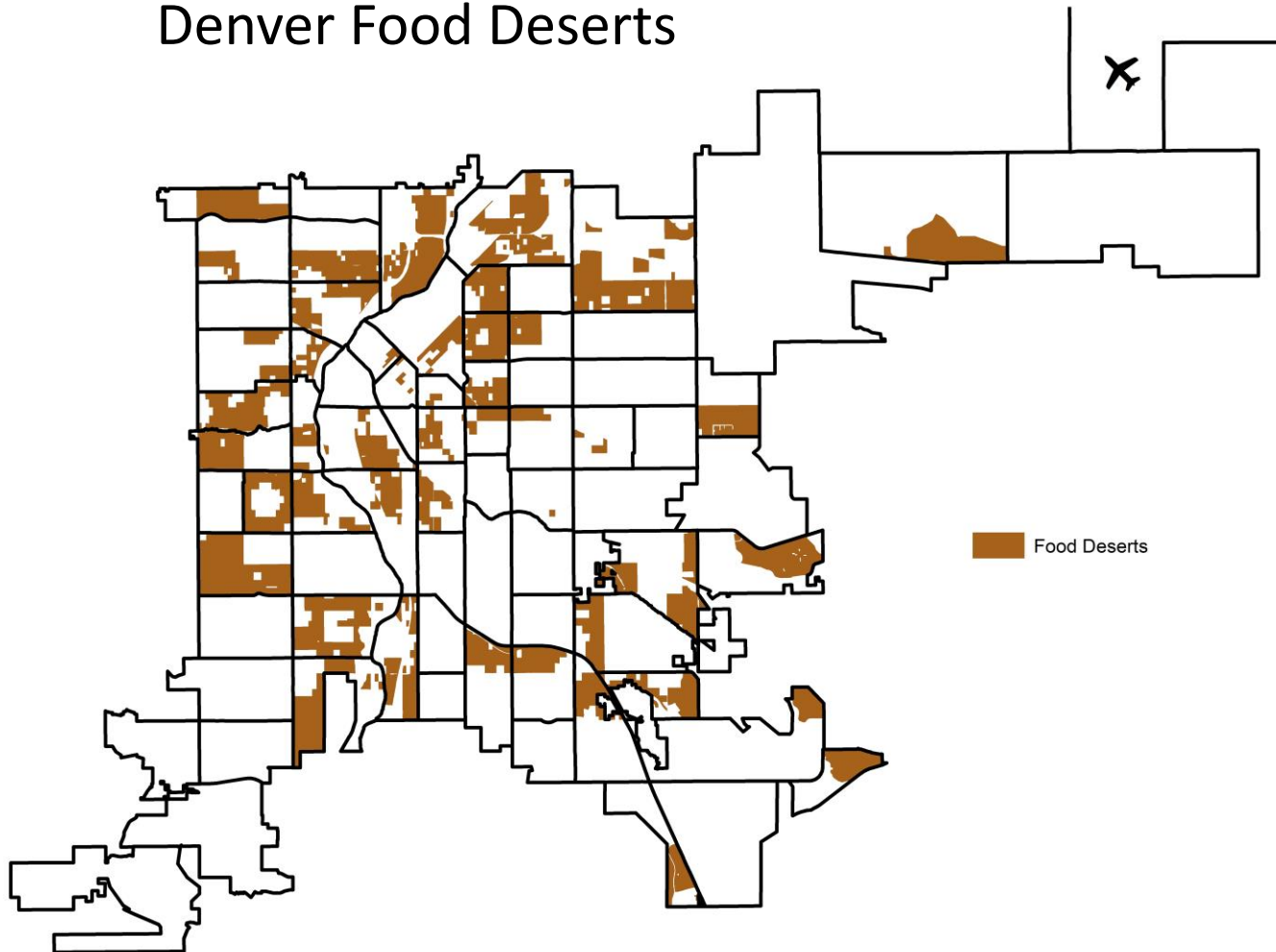
The power of mapping: Advantages



Source: Denver Environmental Health

The power of mapping: Understanding Conditions

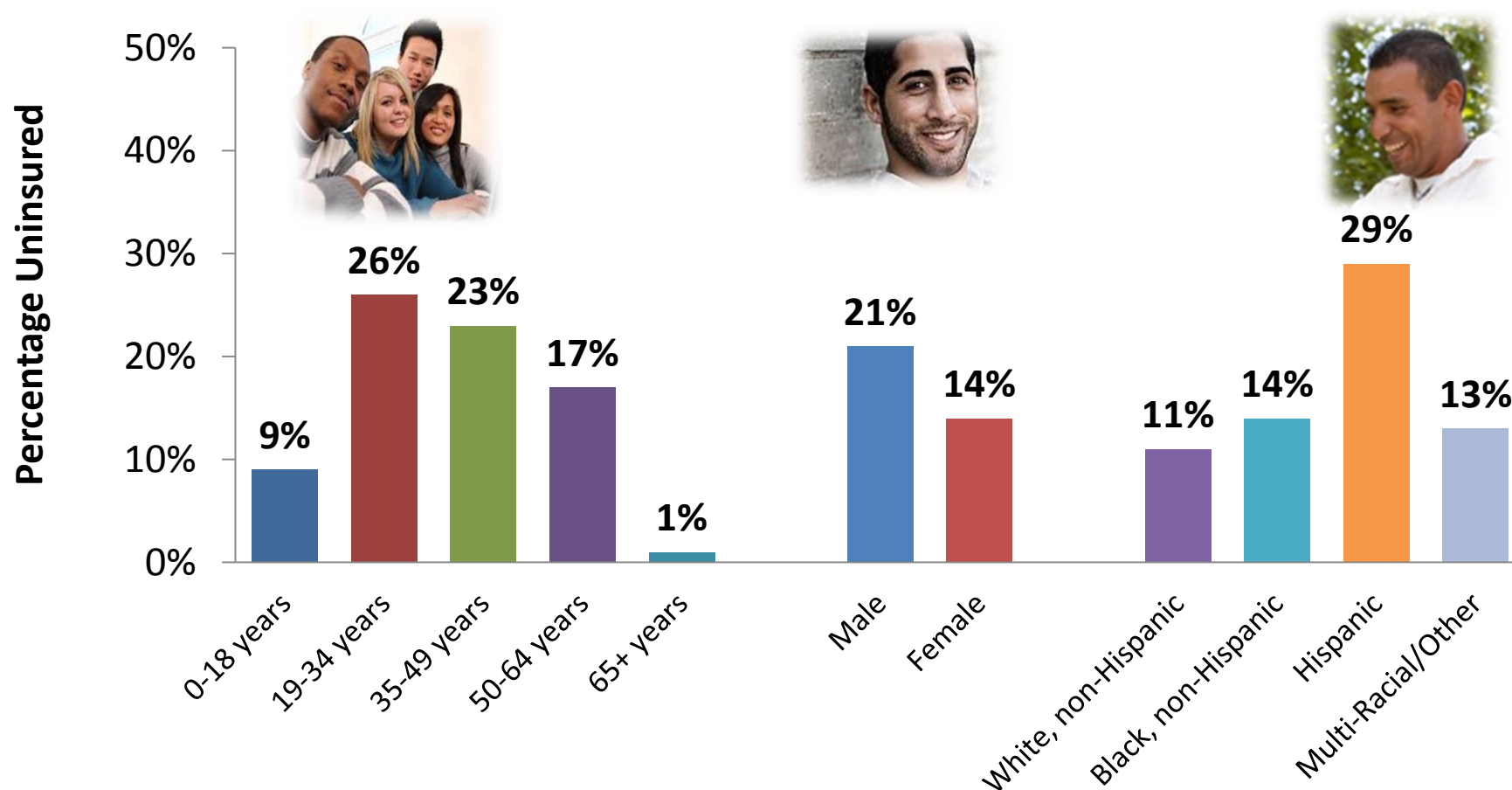
Denver Food Deserts



Source: Denver GIS, InfoGroup, Denver Environmental Health, HUD, 2010 US Census

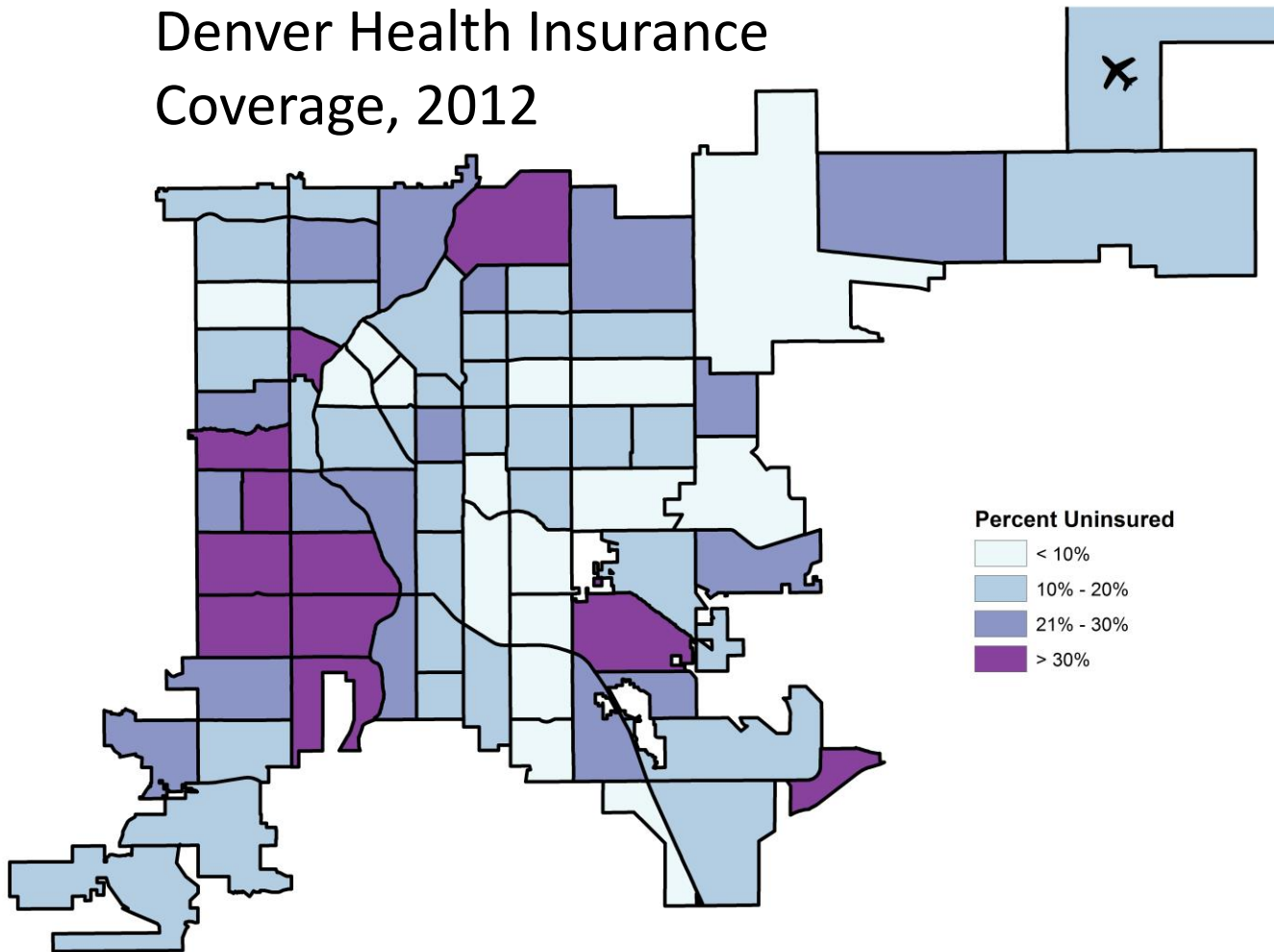
The power of mapping: Comparing Places

Roughly 1 in 5 Denver residents are uninsured:



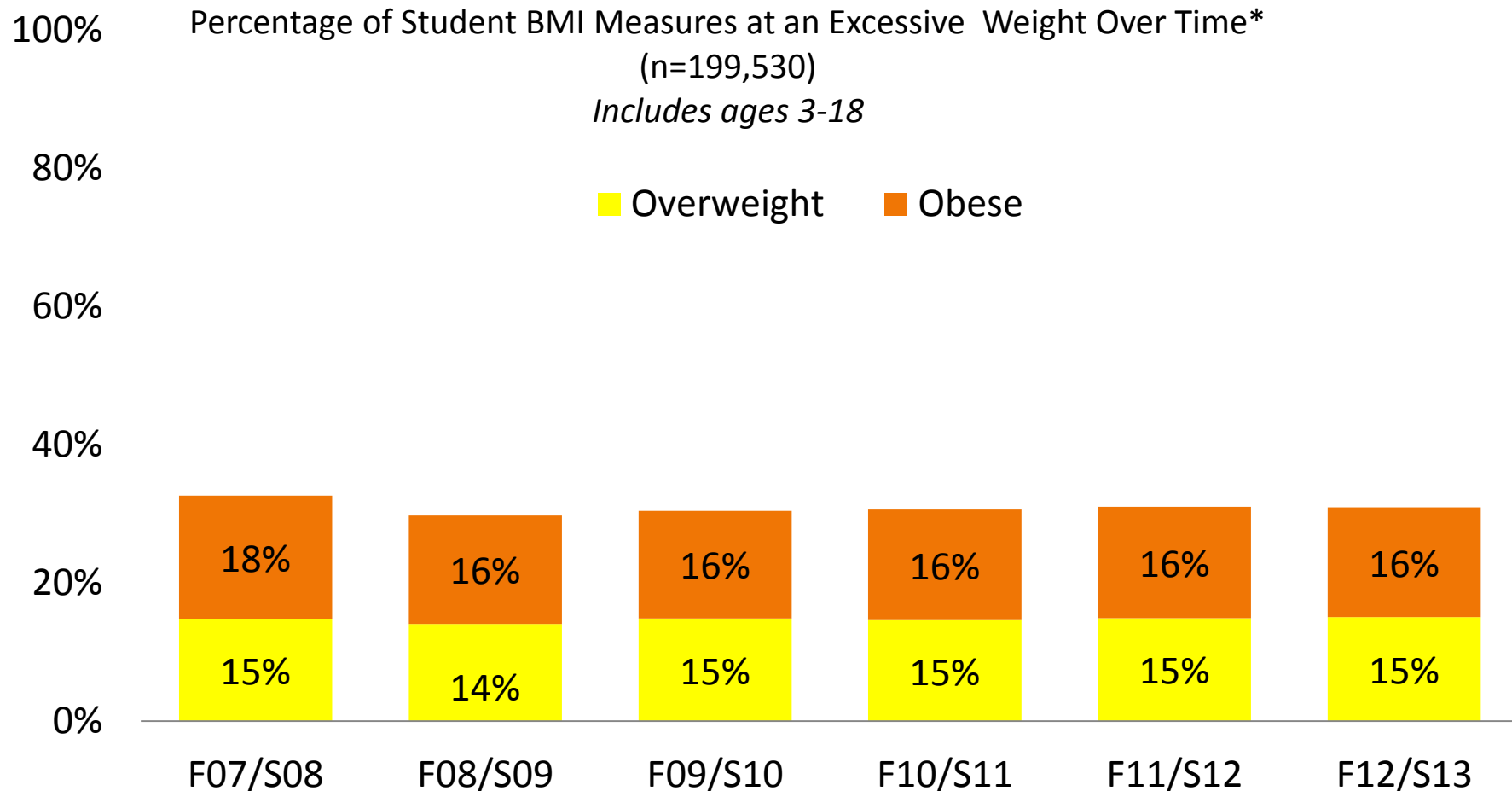
The power of mapping: Comparing Places

Denver Health Insurance Coverage, 2012



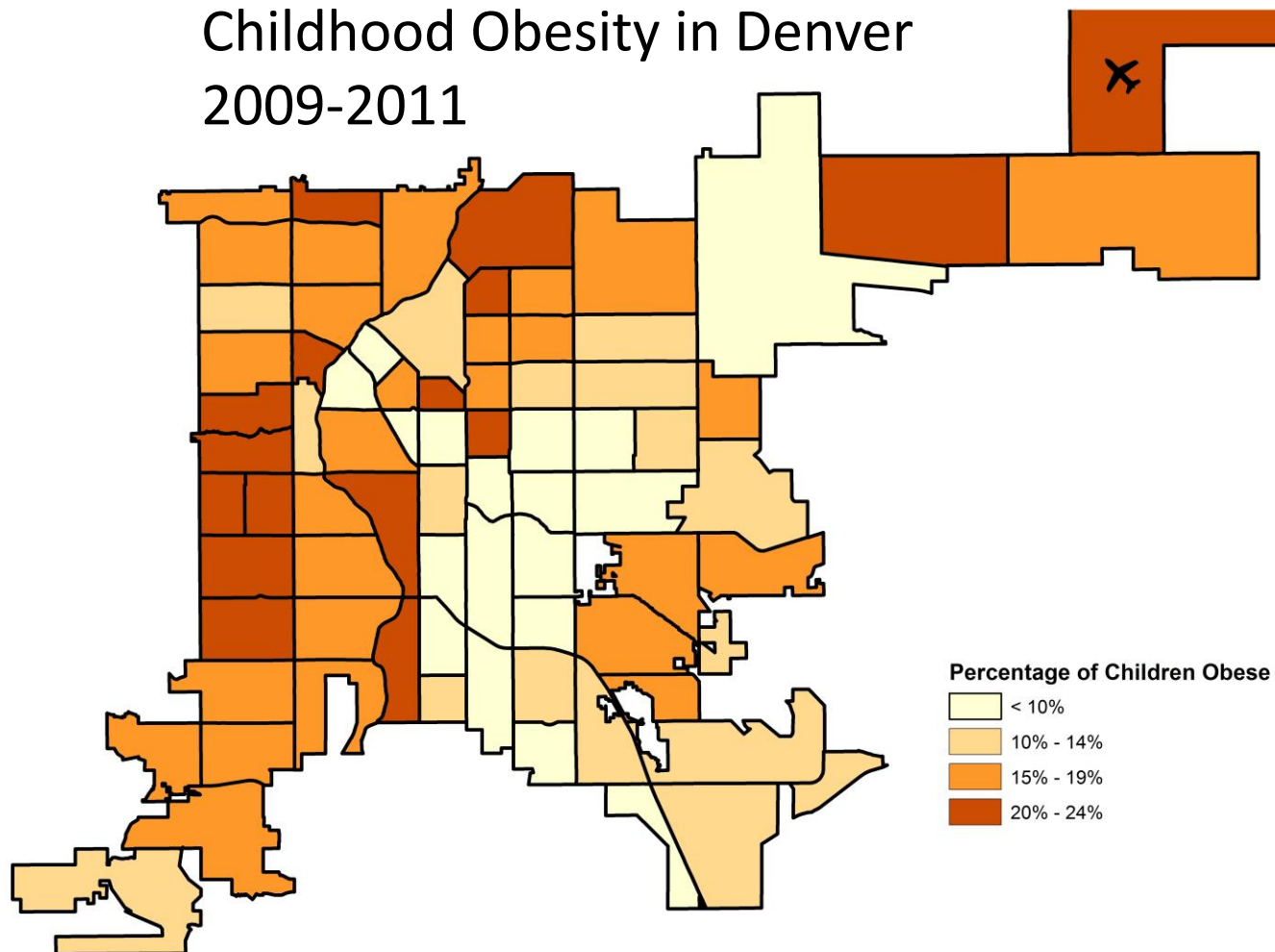
Source: American Community Survey 2008-2012

The power of mapping: Potential Relationships



The power of mapping: Potential Relationships

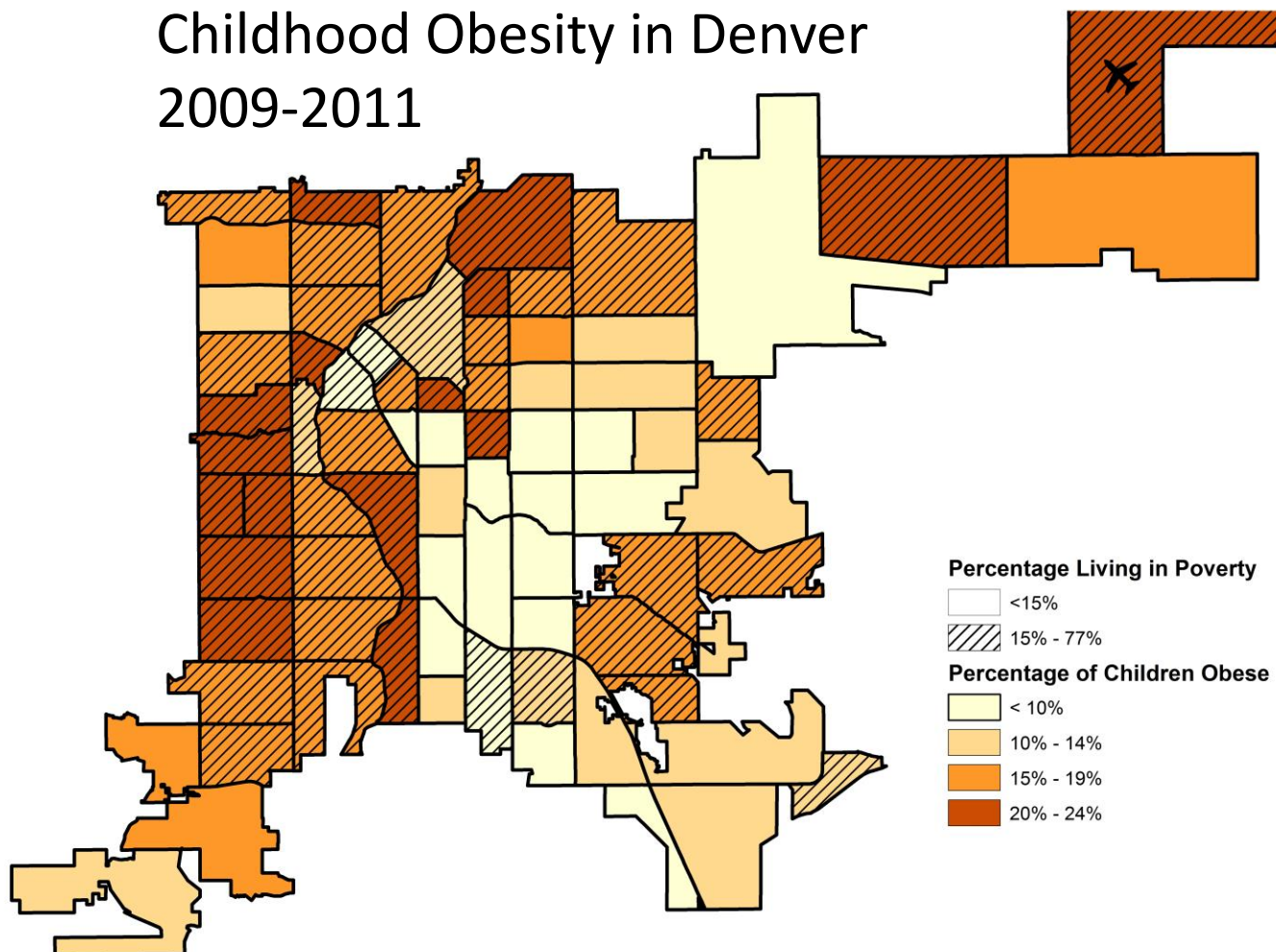
Childhood Obesity in Denver 2009-2011



Source: BMI Registry Project through the Colorado Health Foundation and Kaiser Permanente of Colorado

The power of mapping: Potential Relationships

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Challenges to Community Mapping



Data Access and Quality

- Confidentiality
 - Health data
 - Limited availability with geographic identifiers

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- Cost
- Accuracy & Completeness
 - US Census

Conclusions

- Maps can engage the community
 - Useful at multiple stages of advocacy
- Data access and sharing is crucial
- Lead with the policy goal, not the map!

Thank you!

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