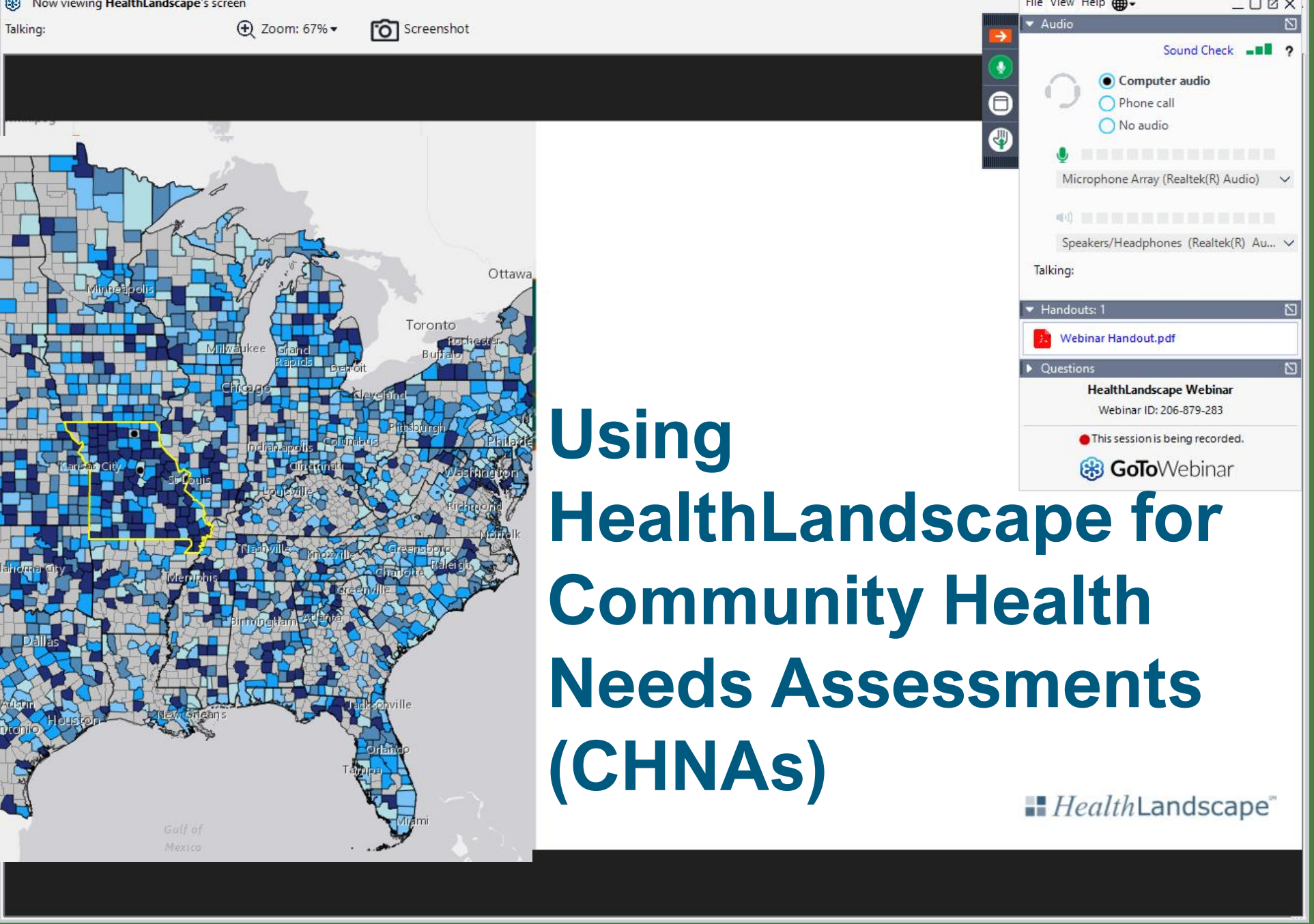
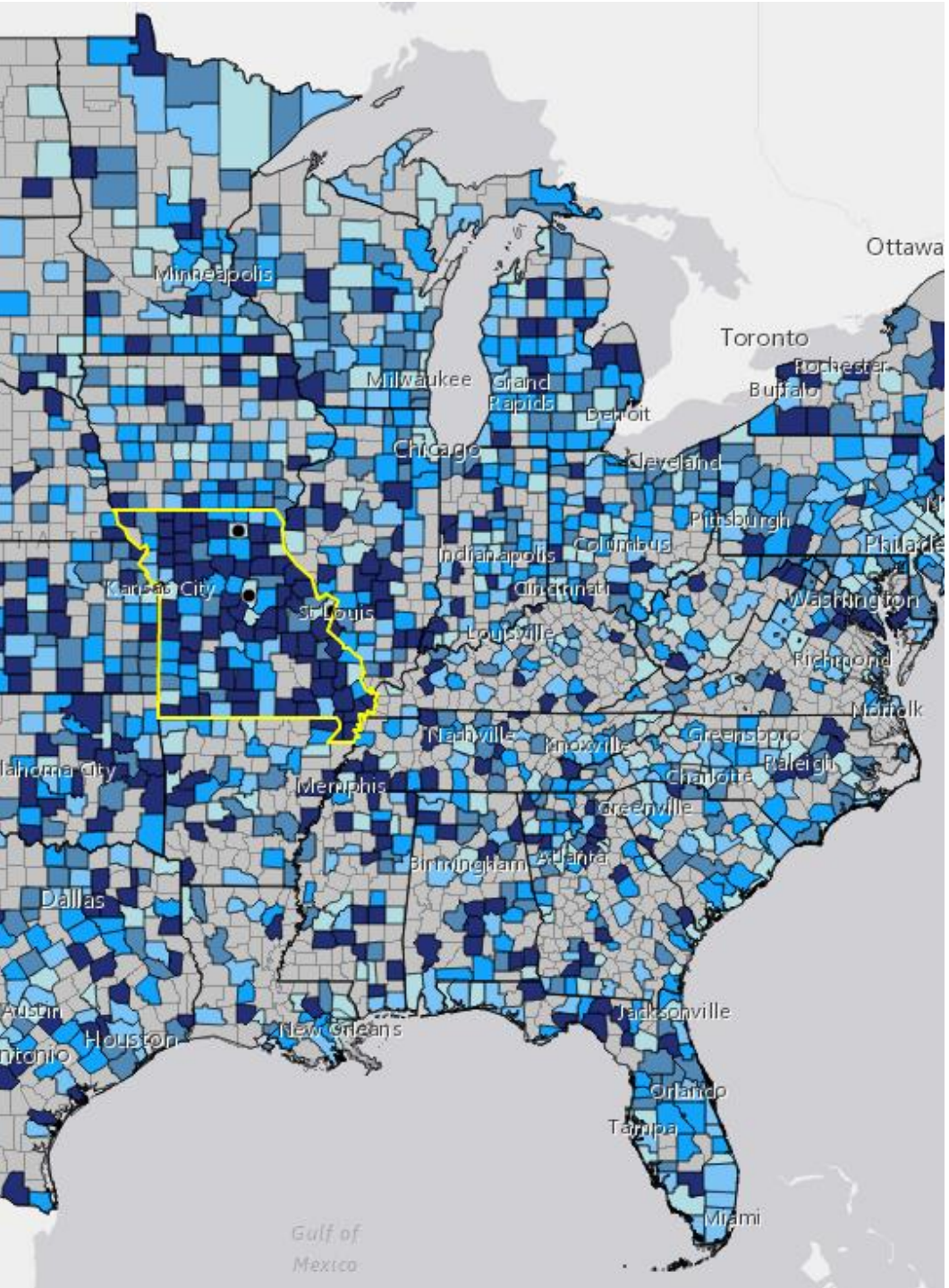


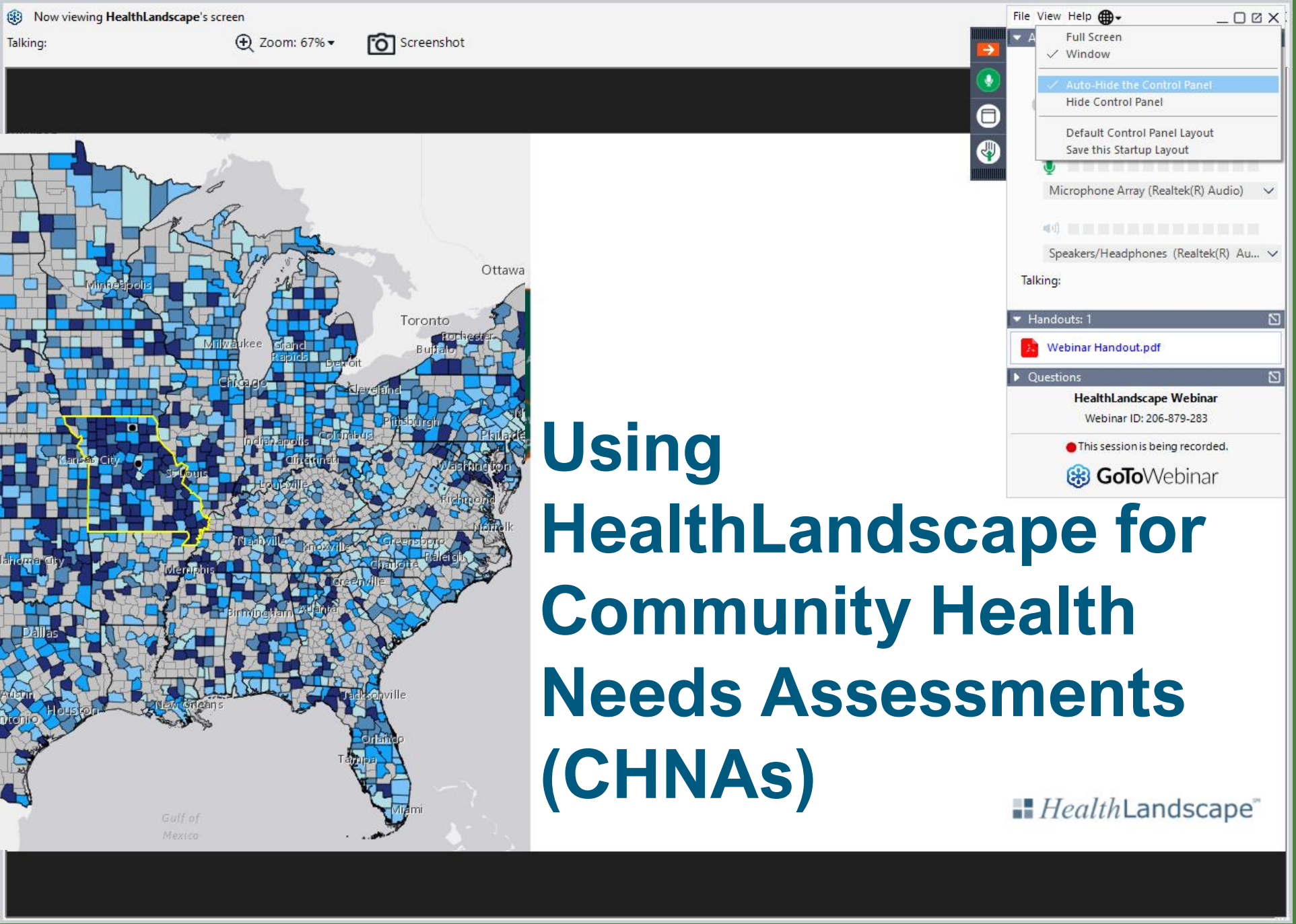
WE WILL START 2 MINUTES AFTER THE HOUR

Slides for today's webinar can be found in the Handouts section of the GoToWebinar attendee interface



Using HealthLandscape for Community Health Needs Assessments (CHNAs)

HealthLandscape℠



Using HealthLandscape for Community Health Needs Assessments (CHNAs)

HealthLandscape

GOTOWEBINAR ATTENDEE SCREEN

Open/close control panel with orange arrow

Keep control panel open by clicking **View** and unchecking **Auto-Hide the Control Panel**

Type questions into the question box (do not raise hand)

Today's Agenda and Objectives

We will cover the following topics:

- About HealthLandscape
- Community Health Needs Assessments (CHNAs)
- HealthLandscape Data Library
- Using HealthLandscape for CHNAs
  - Cincinnati Use Case
- Finding user support after the webinar

So that you will be able to:

- List the main components of CHNAs
- Identify data sources that can used as part of CHNAs
- Explain how mapping can be used as part of various stages of CHNAs

HealthLandscape is a social enterprise of the American Academy of Family Physicians (AAFP)

Mark Carrozza, MA
Director

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Senior Research Scientist

Jessica McCann, MA
User Engagement Specialist

Morgan Walker, MS
GIS Specialist

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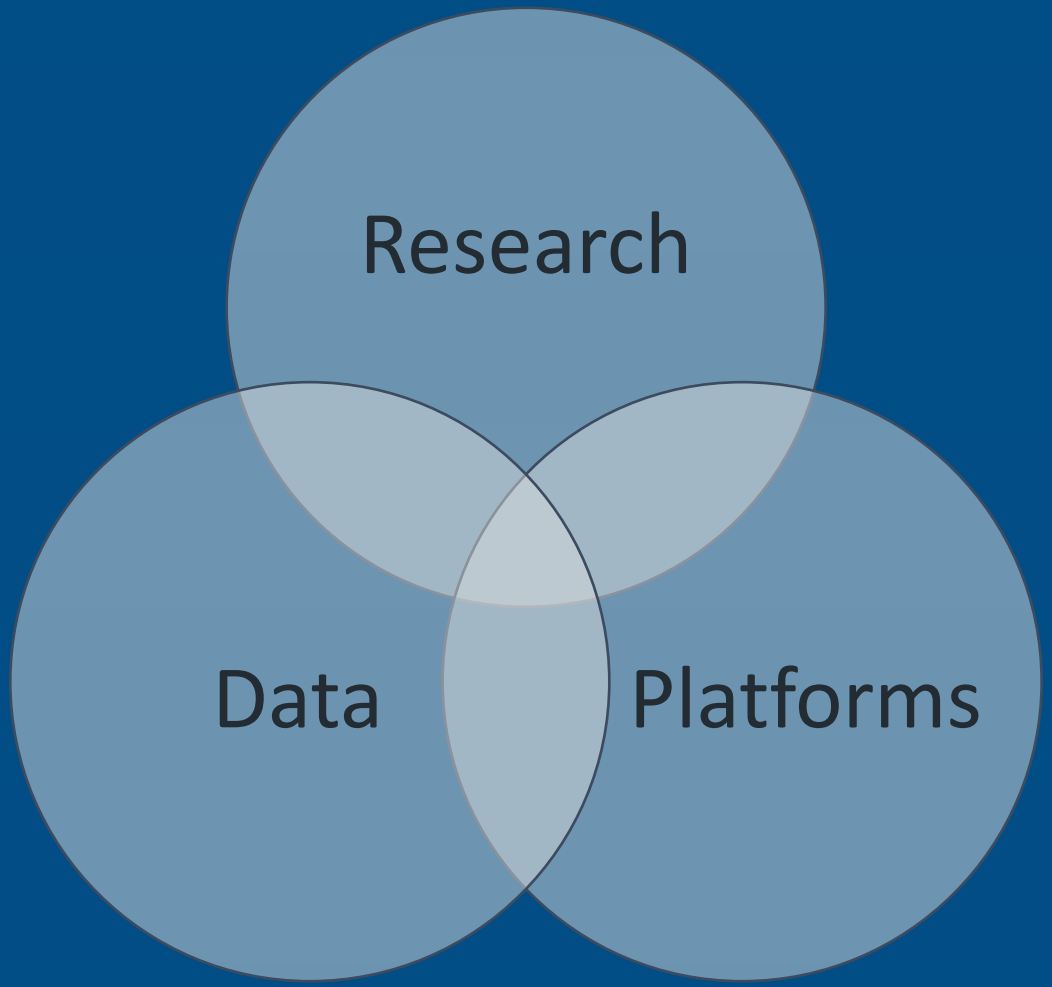
HealthLandscape works with internal and external clients according to their needs



Research - Geospatial Analysis

- Translate spreadsheets of information into modern visuals
- Search maps for disparities and areas of greatest need
- Filter information from the global view to the local level

Research - Geospatial Methods

Hot spot, cold spot, and bright spot analysis

Co-location mapping

Data Integration

Layer your data to discover actionable insights

Maximize your data while minimizing inconsistencies

A safe, secure, and simple way to analyze your proprietary data

Key Data Sets

- HealthLandscape Data Library
- CDC PLACES
- County Health Rankings
- Appalachia Regional Commission

Emerging Topics

- COVID-19
- Firearm deaths
- Maternal health

HealthLandscape Tools

- Service Area PoPulation Health ImpRovEment (SAPPHIRE)
- Local Area Needs Assessment (LANA)
- Community Data Portal (CDP)
- Workforce Mappers

Client Tools

- UDS Mapper
- Our Kids Network Data Portal
- HealthLandscape Virginia

Like what you see during this presentation?

Contact us to discuss a custom solution for your organization:

202-655-4933 or
info@healthlandscape.org

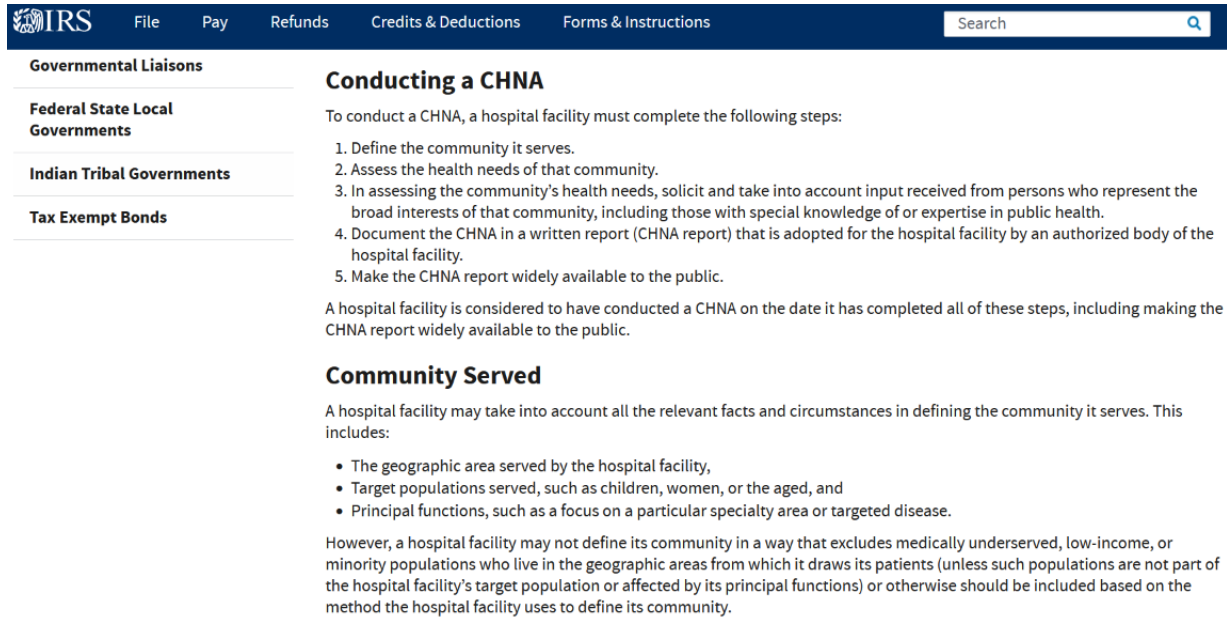
CHNAs

MO: KANSAS CITY
29095014400
KANSAS CITY, MO
Population: 2,239
35.7%
Obesity (%)
UNHEALTHY BEHAVIORS
1 2 3 4 5 6 7 8 9 10 11 12 13 14
Lenexa
Overland Park
Prairie Village
Raytown
No Physical Activity (%)
Current Smoking (%)
28.9
60
High Cholesterol (%)
38.1
High Blood Pressure (%)
Obesity (%)
28.9

Community Health Needs Assessments (CHNAs)

- CHNA is a systematic process for identifying community needs, highlighting community assets, and developing an implementation plan for addressing those needs
  - Key component is community involvement
  - CHNAs are also known as Community Health Assessments (CHAs)
    - Formalized as part of Affordable Care Act

- CHNAs Requirements
  - Required for hospitals (every 3 years), health departments (every 5 years), and health centers (every 3 years)
  - Must include specific components
    - Community needs
    - Strategies to address needs
    - Implementation plan



https://www.irs.gov/charities-non-profits/community-health-needs-assessment-for-charitable-hospital-organizations-section-501r3

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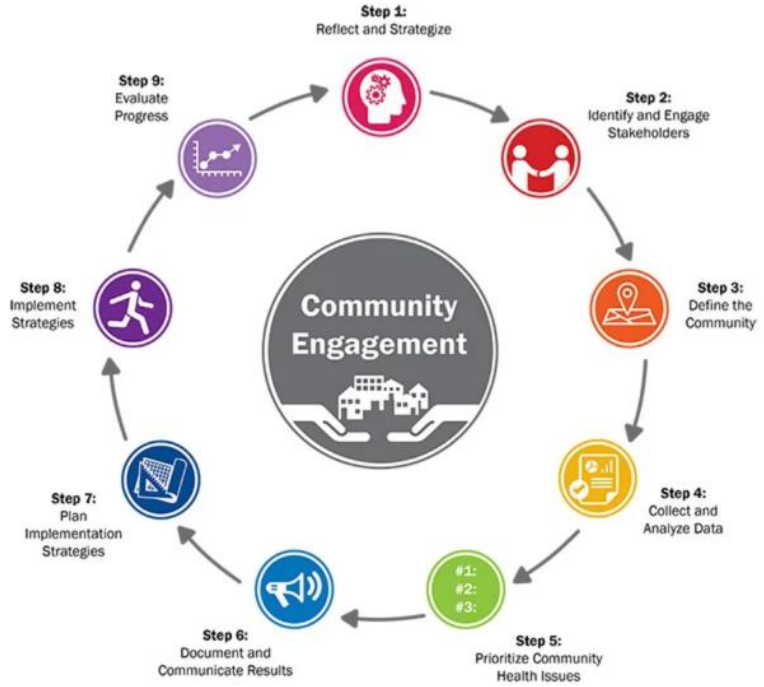
Community Health Needs Assessments (CHNAs)

- Different CHNA Models
  - No one way to do a CHNA
- Other CHNA Terms
  - Community Benefits Implementation Plan (CBIP)
  - Community Health Improvement Plan (CHIP)



https://www.healthycommunities.org/resources/community-health-assessment-toolkit

Figure 3: Alignment Across Revised and Historical MAPP Phases

Historical MAPP Framework	Revised MAPP Framework
Phase 1: Organize for Success Phase 2: Visioning	Phase 1: Build the CHI Foundation
Phase 3: Conduct the Assessments • Community Health Status • Local Public Health System • Community Themes and Strengths • Forces of Change	Phase 2: Tell the Community Story • Community Status • Community Partner • Community Context
Phase 4: Identify Strategic Issues Phase 5: Develop Goals & Strategies Phase 6: The Action Cycle	Phase 3: Continuously Improve the Community

https://www.naccho.org/uploads/full-width-images/MAPP-Evolution-Blueprint-Executive-Summary-V3-FINAL.pdf

CHNA timeline

https://healthcollab.org/community-health-needs-assessment/

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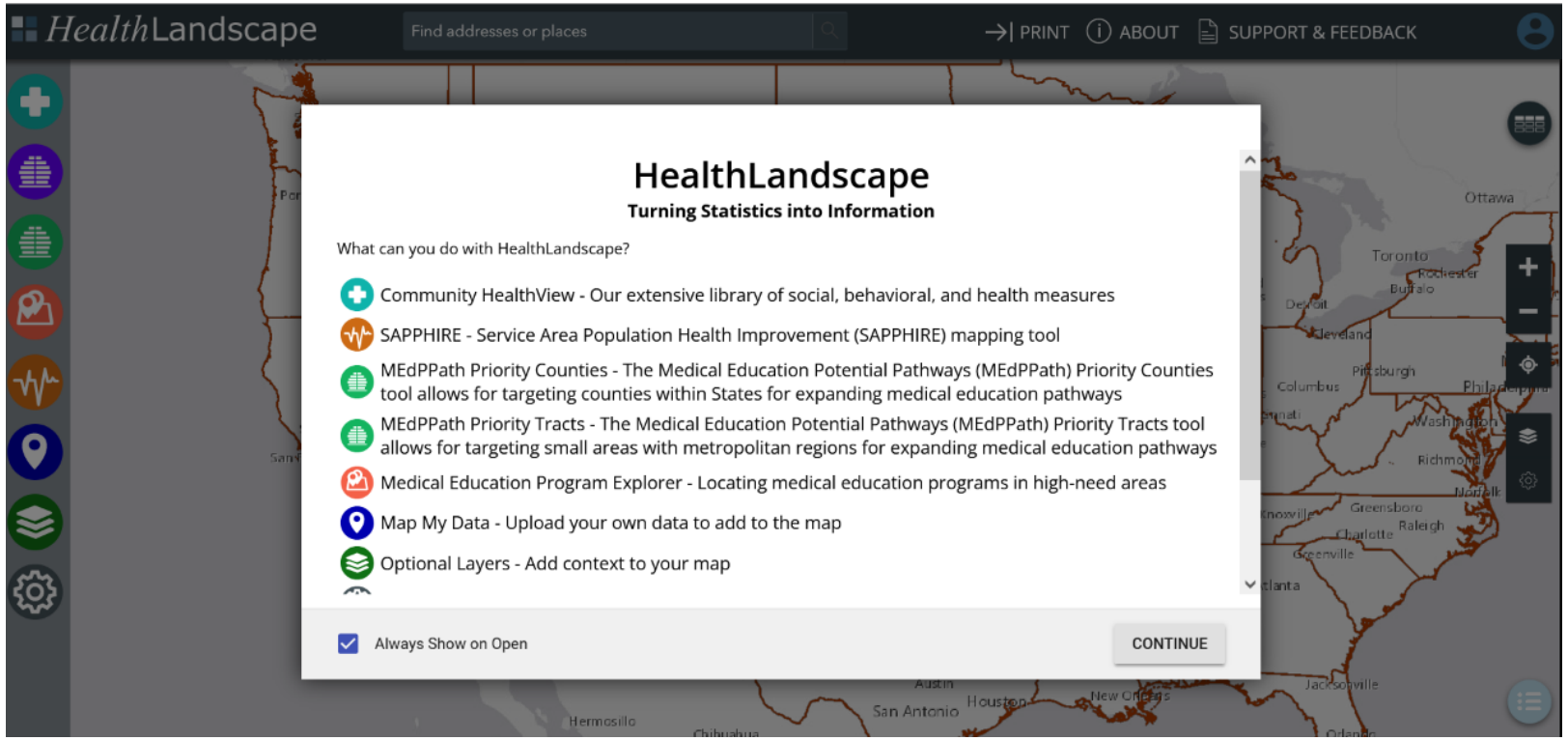
CHNAs – Common Elements

- Identify Service Area [Planning Stage]
  - Patient population
  - Well-defined geography
    - State, county
- Engage Relevant Stakeholders [Planning Stage]
  - Partners/collaborators
  - Community
- Identify Community Needs/Assets [Data Collection/Analysis Stage]
  - Prioritize based on data
    - Community input
    - Secondary data sources
- Develop Implementation Plan [Implementation Stage]
  - Strategies to address prioritized needs
- Evaluate Progress [Evaluation Stage]
  - Continuous
  - Should be basis for future CHNAs

CHNAs – How Can GIS/Mapping Help?

- Identify Service Area [Planning Stage]
  - **Identify and map service areas**
- Engage Relevant Stakeholders [Planning Stage]
  - **Identify and map potential collaborators**
- Identify Community Needs/Assets [Data Collection/Analysis Stage]
  - **Prioritize based on mapping data**
    - Secondary data sources
  - **Identify priority populations for community input**
    - Oversampling specific neighborhoods
- Develop Implementation Plan [Implementation Stage]
  - **Highlight results from CHNA and targeted resources**
- Evaluate Progress [Evaluation Stage]
  - **Can be used as dynamic tool to evaluate progress over time**
  - Should be basis for future CHNAs

HealthLandscape Mapping Tools & Data Library



PLACES
LOCAL DATA FOR BETTER HEALTH

County Health Rankings & Roadmaps
Building a Culture of Health, County by County

United States® Census Bureau

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CHNAs – How Can GIS/Mapping Help?

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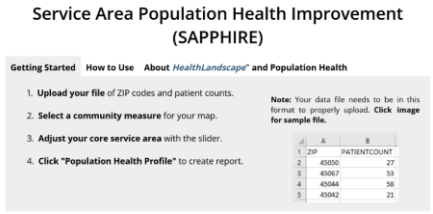

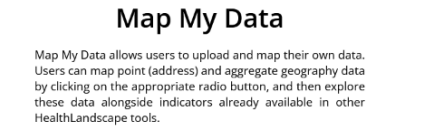

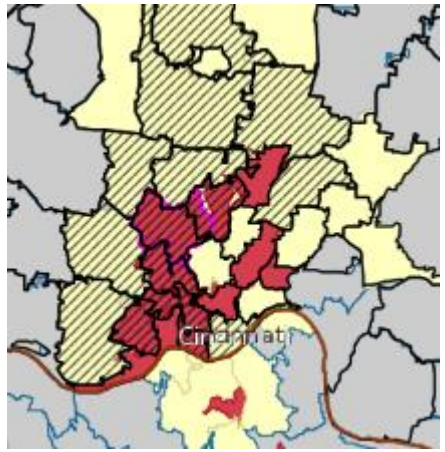

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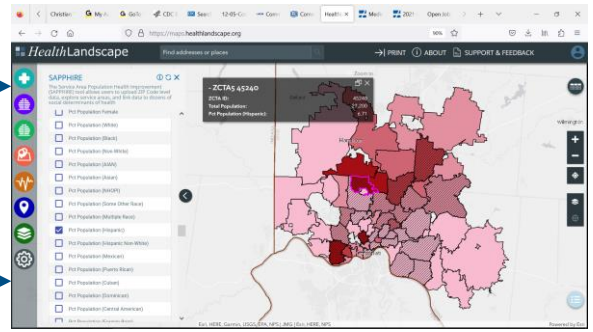

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PLEASE REMEMBER TO TYPE IN QUESTIONS

Open/close control panel with orange arrow

Keep control panel open by clicking **View** and unchecking **Auto-Hide the Control Panel**

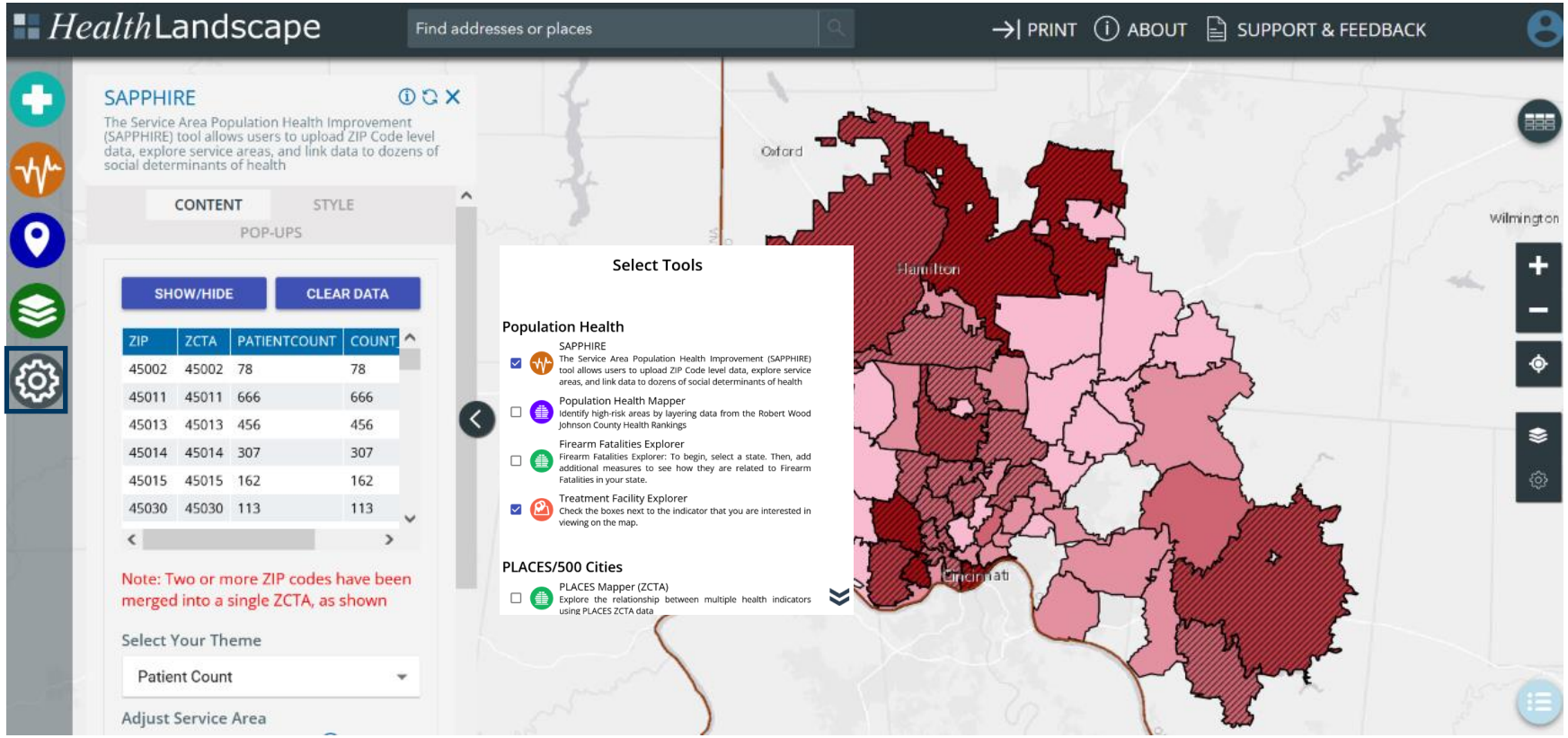
Type questions into the question box (do not raise hand)

CHNA – Cincinnati Use Case*

- Collaborative effort in city of Cincinnati (hospital, health department, health center)
  - Previous CHNA
    - **Identified opioid treatment as key priority**
    - **Ongoing evaluation of CHNA revealed opioid treatment is still priority**
  - Planning Stage
    - **Service area maps**
    - **Identify and map potential collaborators**
  - Data Collection/Analysis Stage
    - **Mapping secondary data**
    - **Identifying priority areas (for neighborhood oversampling)**
  - Implementation and Evaluation Stages
    - **Mapping survey results**
    - **Evaluating need vs. resources**

***Note that this use case uses the location of real school-based health centers in Cincinnati, but data on behavioral health specialists and Spanish-speaking providers are FAKE – FOR DEMO PURPOSES ONLY**

CHNA – Planning Stage (1)



- Use Existing Data
  - Previous CHNA
    - **Opioid treatment**
- Map Service Area
  - **SAPPHIRE**
- Identify Potential Collaborators
  - **Treatment Explorer**

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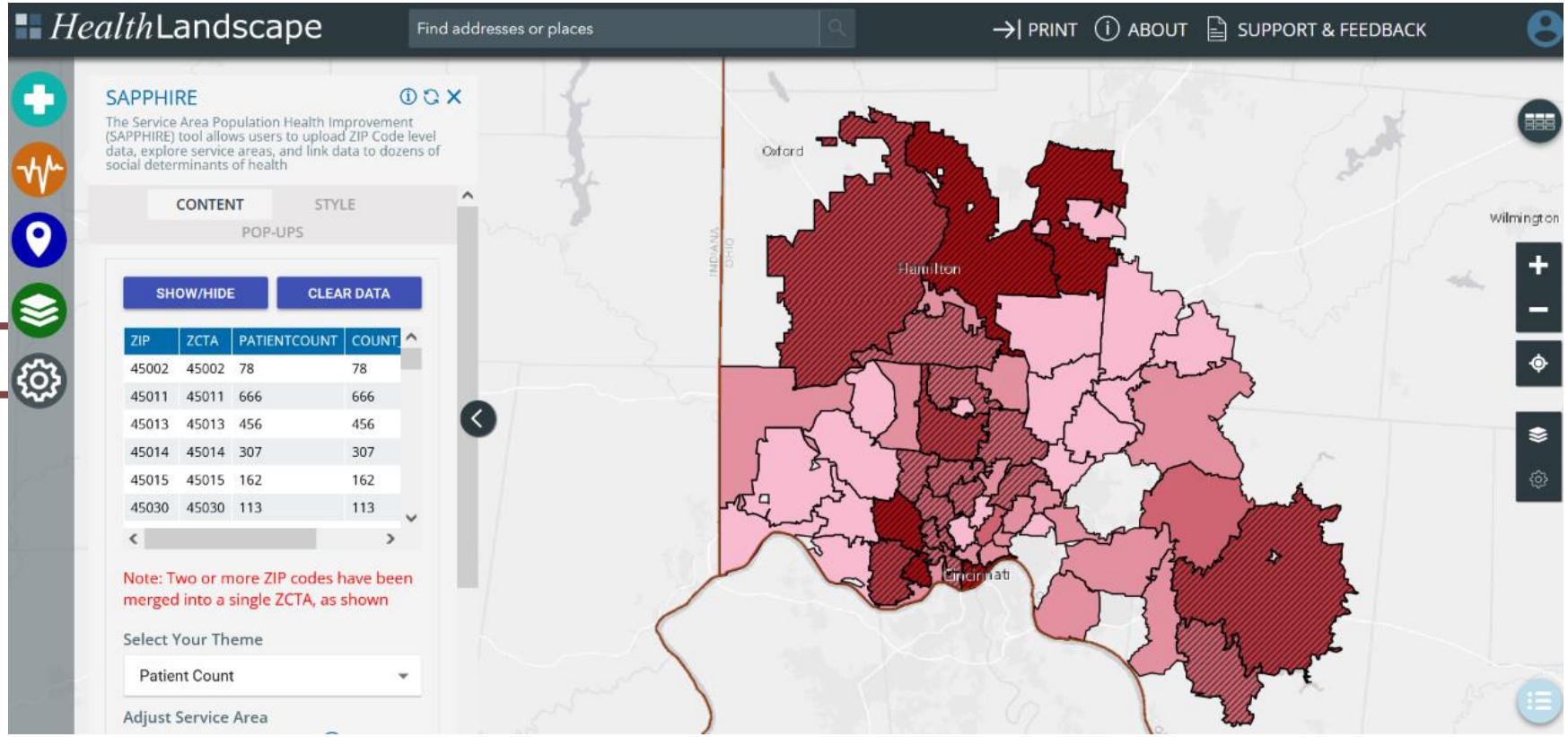
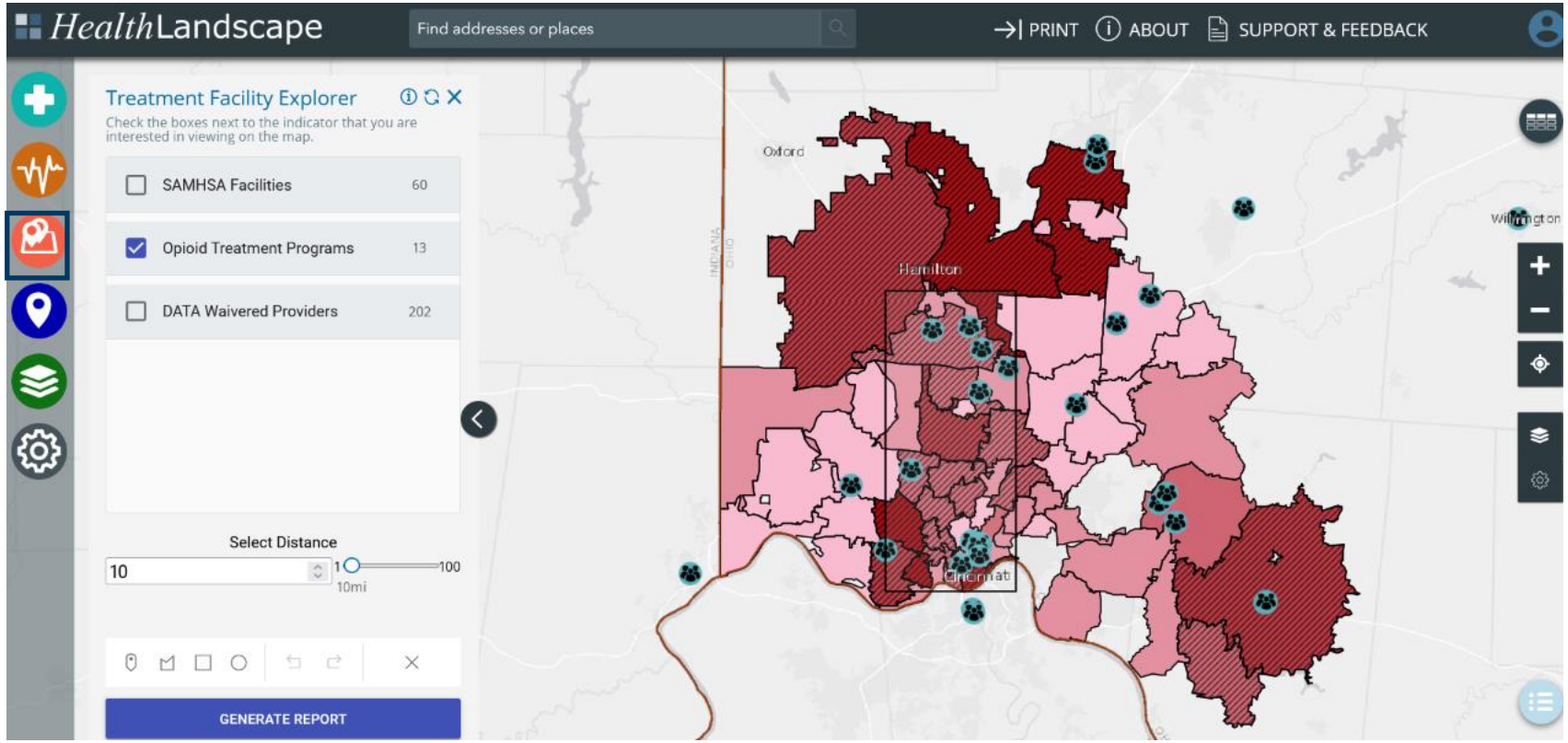
CHNA – Planning Stage (1) **Service Area Map**



- Click **SAPPHIRE** icon to open tool
- **Upload** data
- SAPPHIRE converts ZIP Codes to ZCTAs
- Map zooms to ZCTAs with patients
- Hashed lines cover core (70%) service area

CHNA – Planning Stage (1) **Identify Collaborators**



- Click **Treatment Facility Explorer**
- Select **Opioid Treatment Programs**

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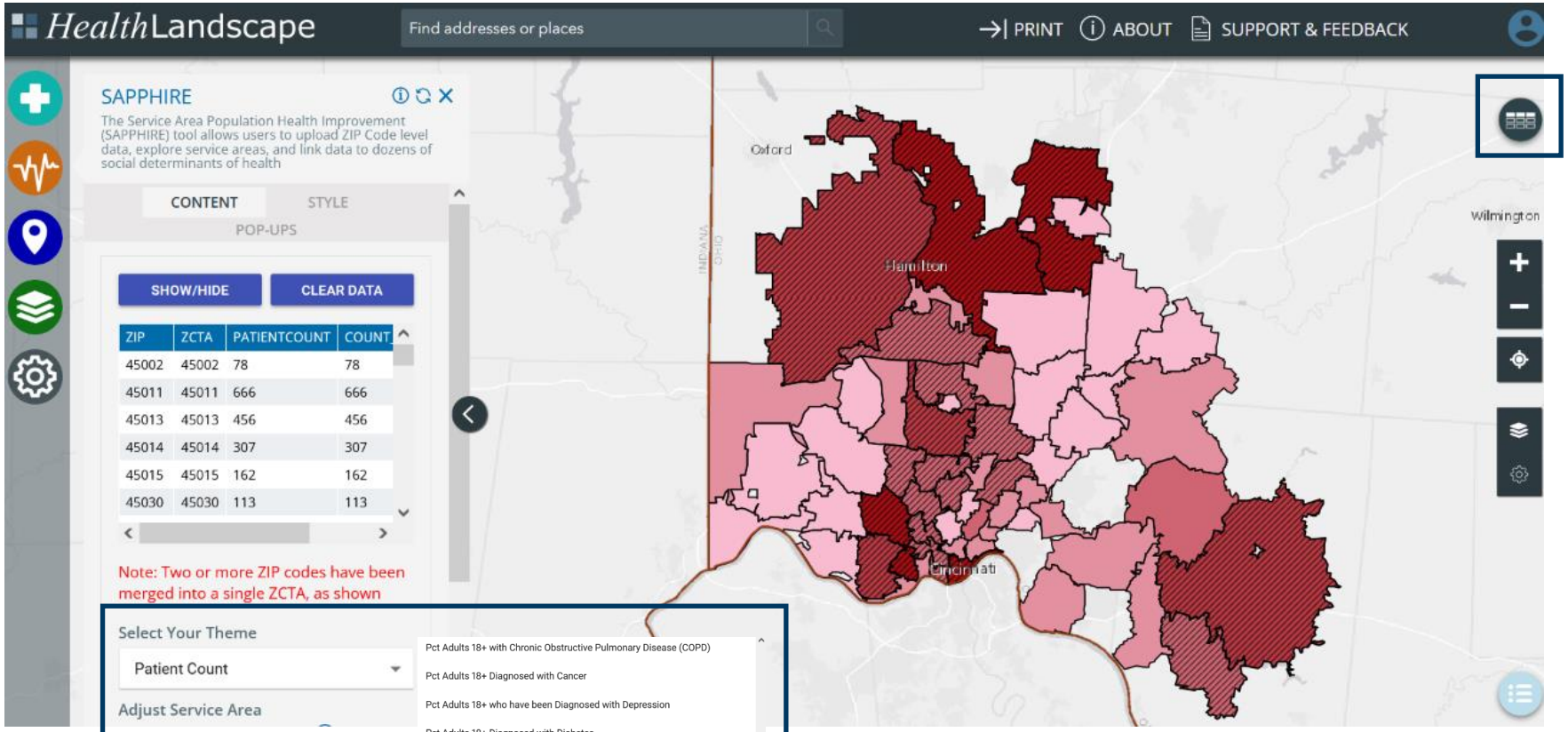
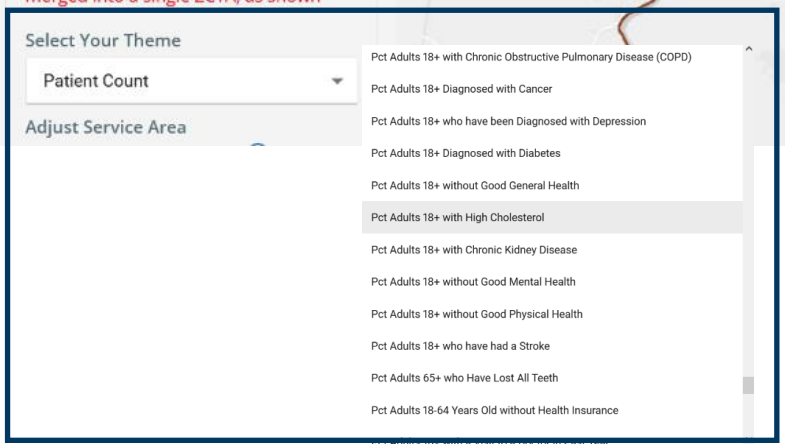
CHNA – Data Collection Stage (2) **Secondary Data**



- Click **Data/Analysis**
  - List of measures for service area
    - Risk factors
    - Health outcomes
    - Demographics
  - HealthLandscape Data Library



- **Select Theme**
  - Drop down of risk factors, health outcomes, etc.

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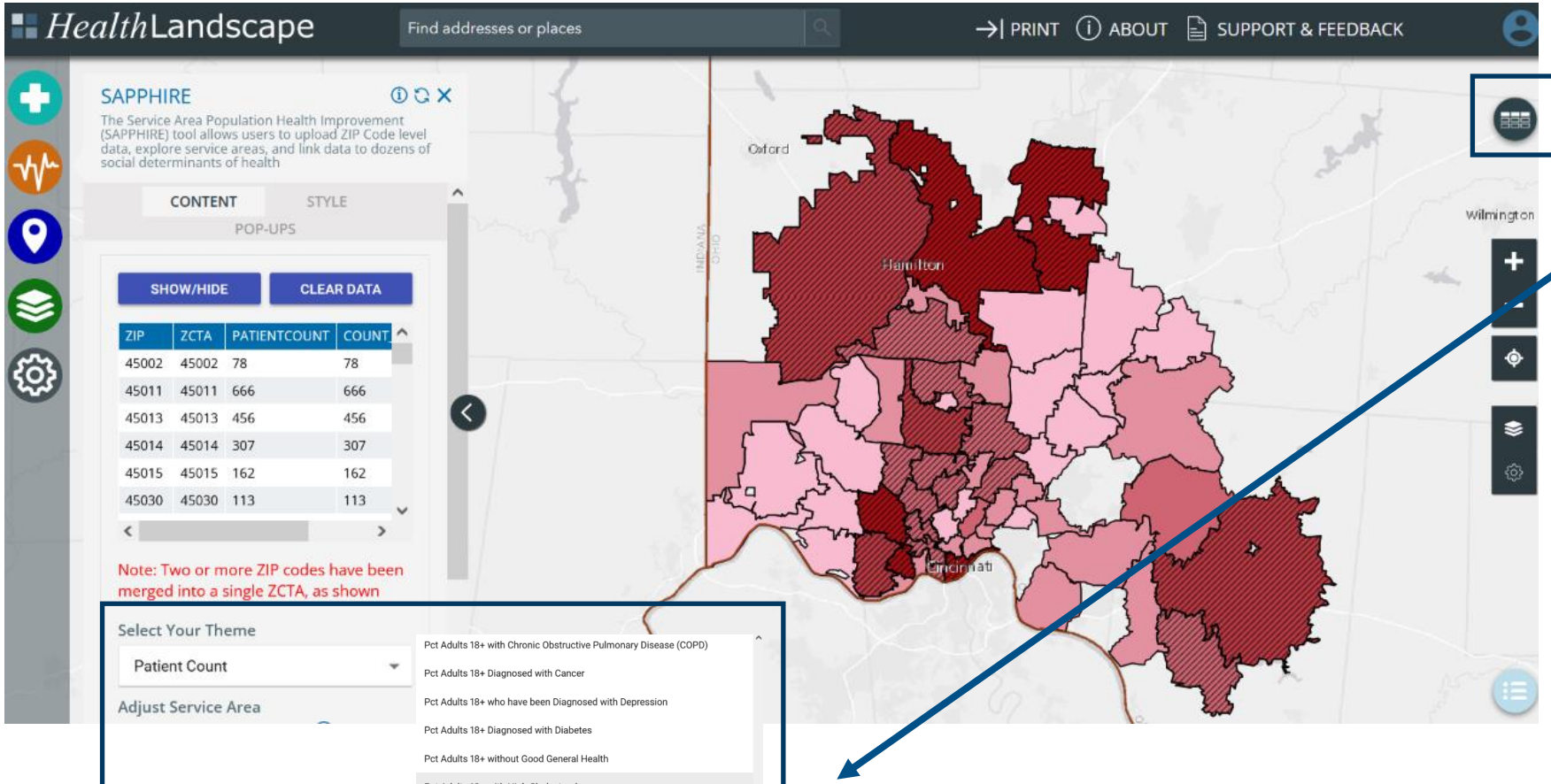
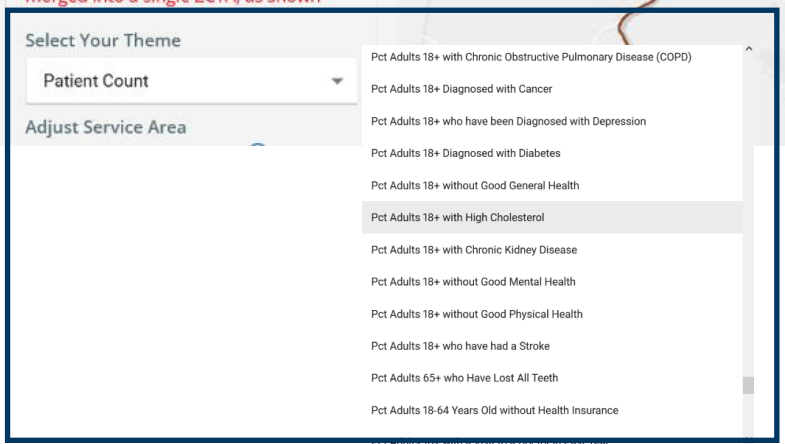
CHNA – Data Collection Stage (2) **Secondary Data**





- HealthLandscape Data Library
  - American Community Survey (ACS)
  - CDC PLACES

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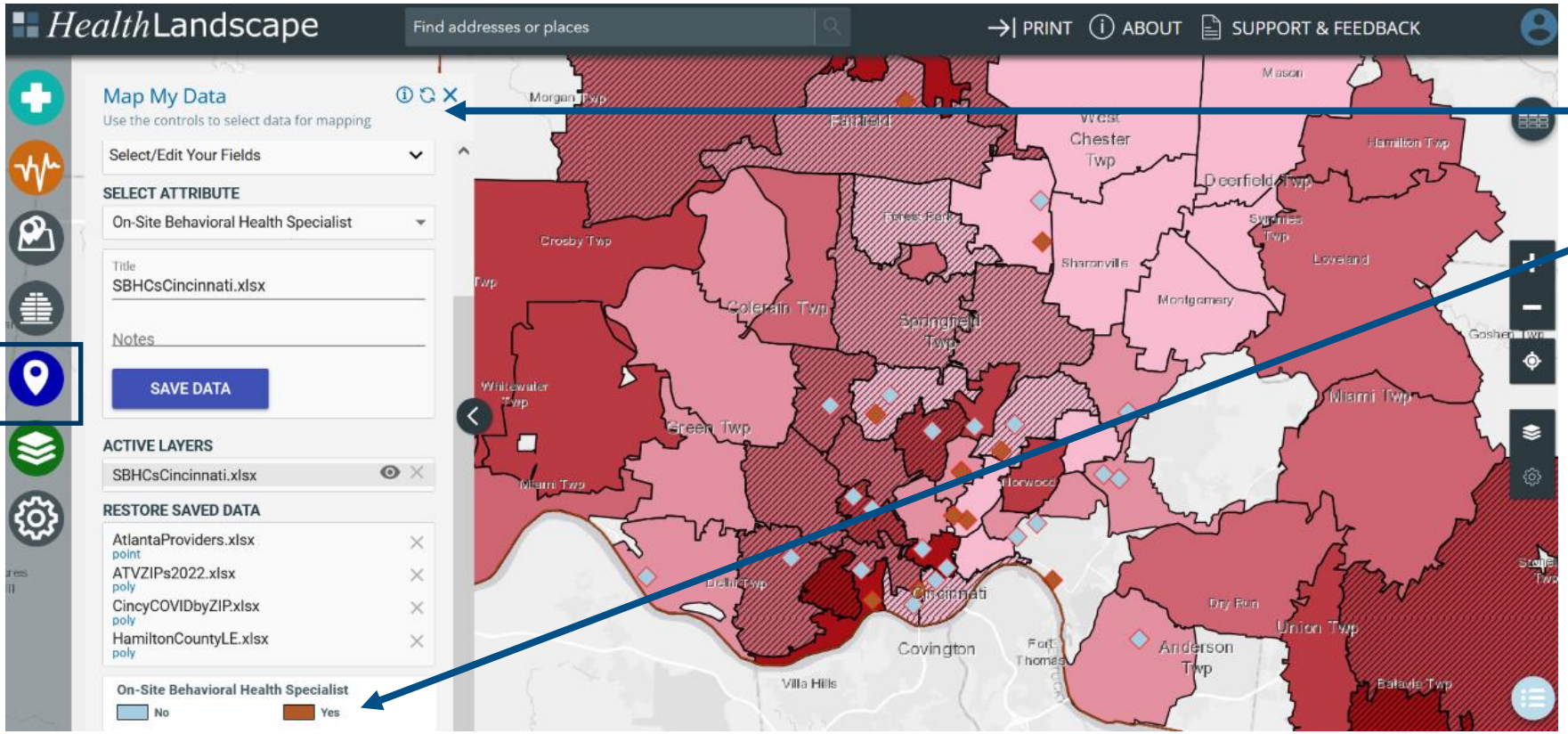
CHNA – Data Collection Stage (2) **Analysis**



- Map My Data
  - School-Based Health Centers (SBHCs) with behavioral health specialist
- Select Theme
  - SAPPHIRE
    - Depression

Pct Adults 18+ who have been Diagnosed with Depression

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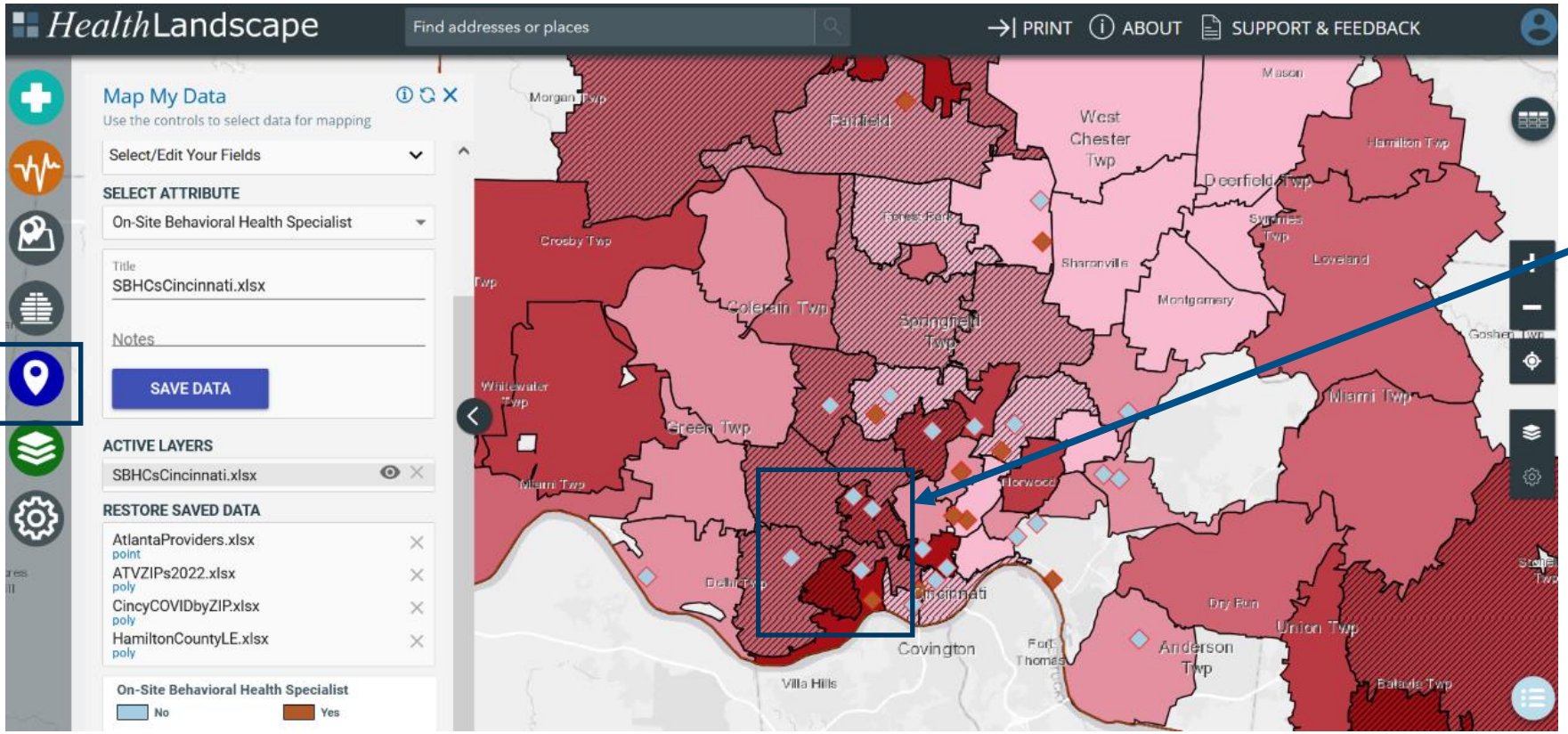
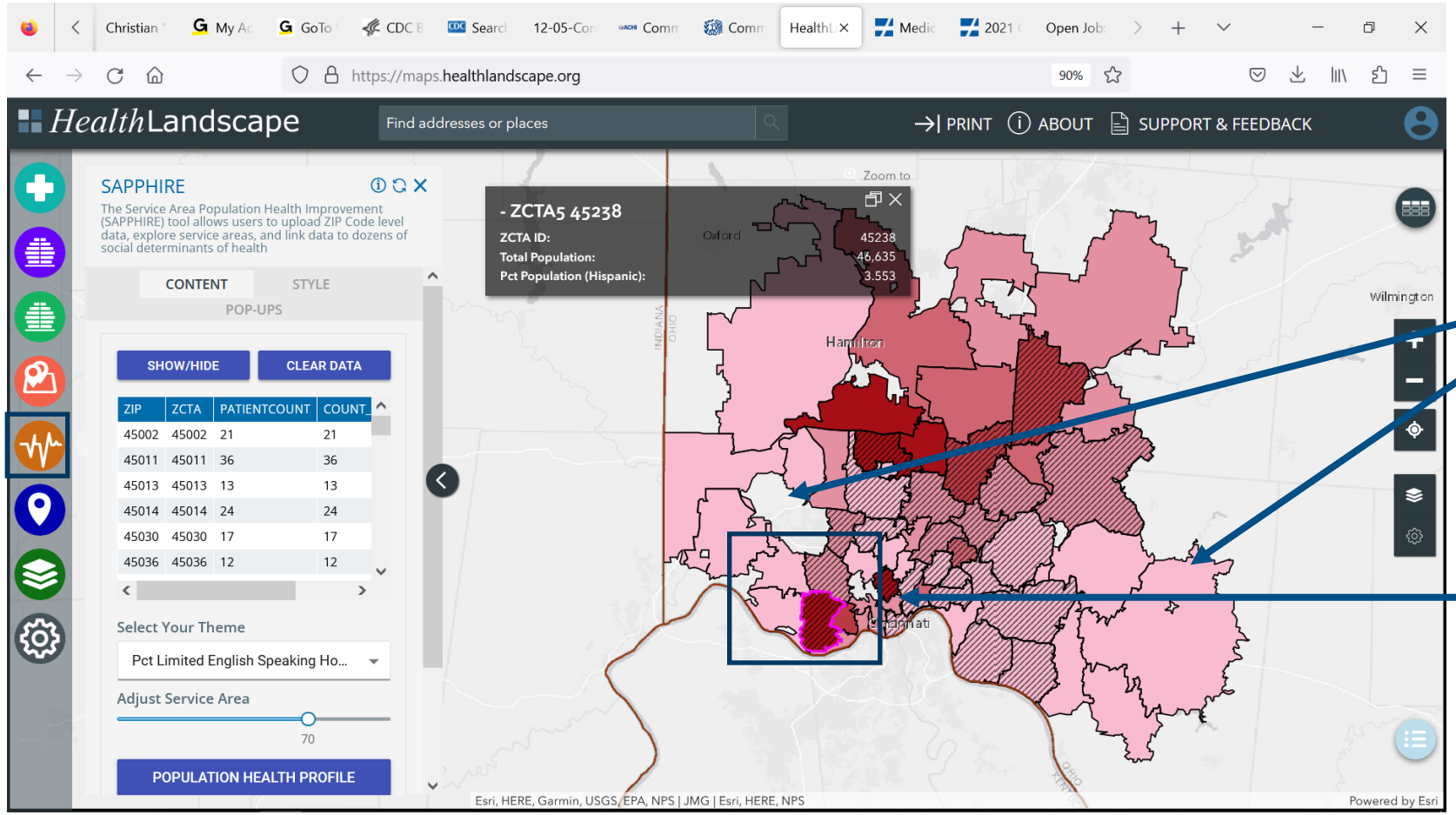
CHNA – Data Collection Stage (2) **Priority Areas**



- Oversample
  - Priority areas

Pct Adults 18+ who have been Diagnosed with Depression

CHNA – Implementation/Evaluation Stage (3)
Mapping Survey Results



- Mapping Survey Results
  - Helps reveal areas with low survey responses based on patient service area
  - Oversample in priority areas revealed lack of resources for Spanish-speaking population

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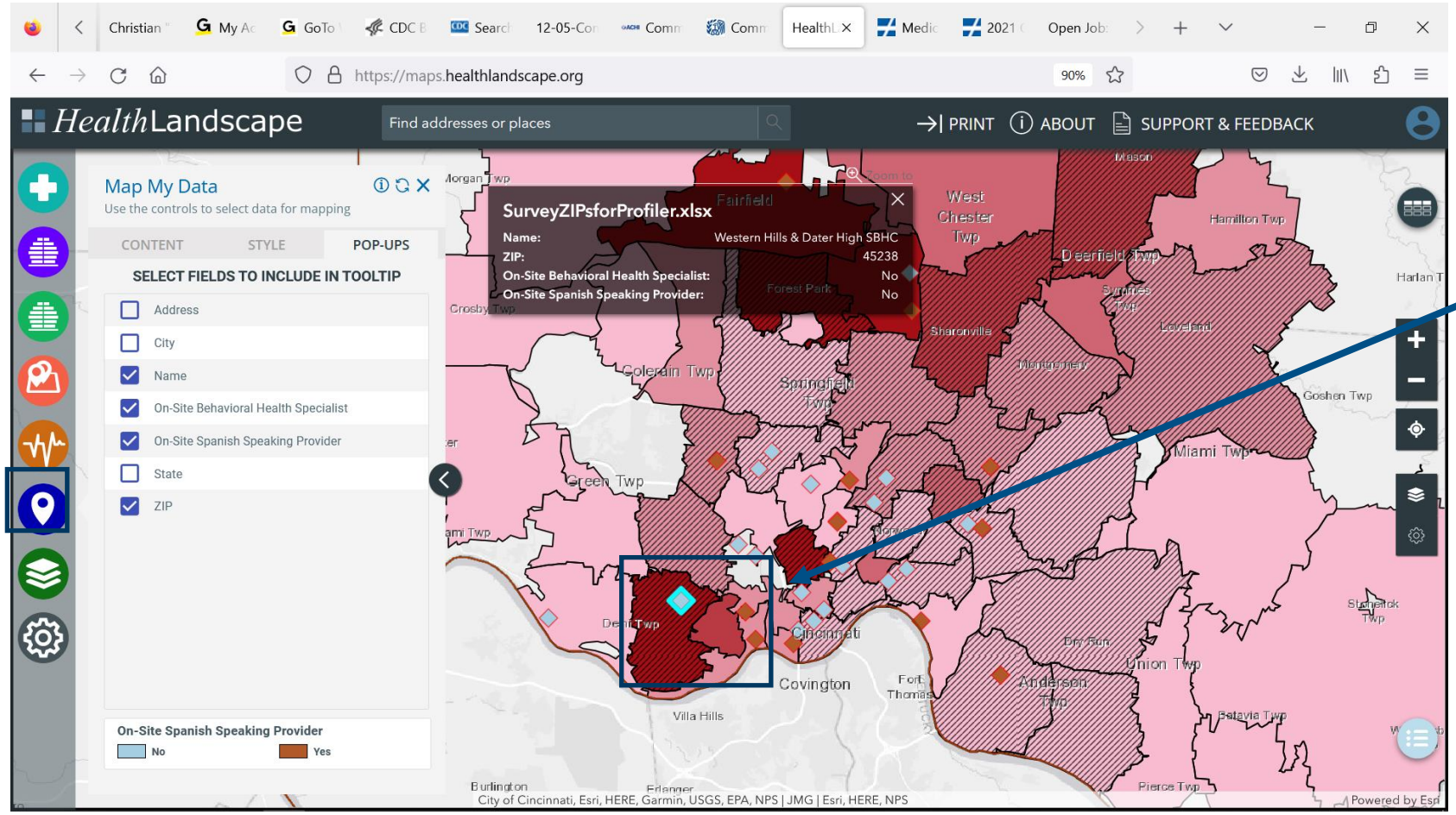
CHNA – Implementation/Evaluation Stage (3)
Matching Need & Resources



- Survey Results
  - Do resources match community needs?
    - Provider in high-need area lacks behavioral health specialist and on-site Spanish speaking provider

Conclusion

Using HealthLandscape for CHNAs

- Planning Stages
  - Mapping service area and identifying potential collaborators
- Data Collection/Analysis Stage
  - Linking service area to HealthLandscape data library
  - Mapping risk factors and other relevant indicators
  - Identifying priority areas and potential assets
- Implementation and Evaluation Stages
  - Mapping survey results
  - Exploring need vs. resources

Thank You

Questions? Comments? Concerns?

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www.HealthLandscape.org
www.UDSMapper.org