Goals and Primary Objectives

- Identify geographic and demographic groups in Clark County experiencing health disparities or unusual public health burden.
- Inform and support Healthy Communities team activities.
- Identify areas of emphasis for future funding sources.
- Provide data to partners and general public (through education, partnership, or digital communications).

General Methods

- **Identify, assess, and highlight** high need groups and areas around Clark County, taking a targeted look at public health issues in Clark County communities.
- Complete a more **in depth assessment of identified populations**, and other special groups of interest.
- Collaborate with Healthy Communities team and community partners to **develop ways to interact** with priority populations and **address identified disparities** and issues.
- Develop **final report** and **other products** for use in grant applications, accreditation, and community education.

Step 1: Community Profile

- A **“State of Clark County”** report, built from the lens of social determinants of health.
- Examine various **sub-populations** across the county, based on a variety of metrics.
- Include **trends and comparisons** geographically around the county, to regional and state goals, and over time.
- Potential metrics could include:

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Social Determinants of Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race/ethnicity</td>
<td>Health insurance status</td>
</tr>
<tr>
<td>Age</td>
<td>PCP and access to healthcare</td>
</tr>
<tr>
<td>Gender</td>
<td>Housing</td>
</tr>
<tr>
<td>Income, poverty, and living wage</td>
<td>Food deserts</td>
</tr>
<tr>
<td>Sexual orientation and gender identity</td>
<td>Transportation</td>
</tr>
<tr>
<td>Education</td>
<td>Crime</td>
</tr>
<tr>
<td>Immigration status</td>
<td>Built environment</td>
</tr>
<tr>
<td>Disability status</td>
<td>Racism and discrimination</td>
</tr>
</tbody>
</table>
Step 2: Disparity Identification and Community Assessment

Select 4-6 relevant public health subject areas to:
- Conduct disparity analysis by demographics, social determinants, geography
- Develop a “vulnerability score” as index/composite measure using social determinant of health data
- Complete trend analysis over time & make state and regional comparisons

While these (and many other!) topics are important to us all as public health professionals, we unfortunately can’t include them all. Some things to keep in mind when considering which categories to prioritize:
- What issues are most strongly impacting the health of our community, especially in particular demographic sub-populations or geographic areas of the county?
- For which topics do we need more information, especially regarding disparities in the community?
- What topics will best inform and support projects or initiatives we anticipate in the next 1-3 years?
- Are there ongoing or upcoming data needs for specific program areas? e.g. Maternal Child Health Block Grant Assessment – Fall 2018

Potential Topic Areas:

- Violence
- Trauma and Youth
- Mental Health
- Healthy Eating and Active Living
- Maternal and Child Health
- Injury
- Preventative Medicine and Care
- Oral Health
- Substance Use and Abuse
- Chronic Disease

Step 3: Reports, Data Products, and Community Action

Compose final products: These may include:
- Internal report (all results, detailed, complete).
- Online published report (distilled version, protecting small populations, with appropriate narrative).
- Executive summary report-style document to summarize project and findings (1-2 pages).
  - With infographics, relatively non-technical, easy to digest for lay population or community partners outside of public health.
- Infographics.
- Accreditation-supporting documents.

Collaborate with the Healthy Communities team to develop outreach strategies, interventions, qualitative data analyses, or community engagement and communication efforts.