Identifying Community Priorities

Project Overview

Goals and Primary Objectives

- Identify geographic and demographic groups in Clark County experiencing health disparities or unusual 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

Selected 6 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

Selected Topic Areas:

- Mental Health
- Trauma and Youth
- Healthy Eating and Active Living
- Substance Use and Abuse
- Maternal and Child Health
- 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.