Connecting Prevention to the People: the power of data

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Director of Communications
Public Health Institute
What can we do with data?

• Illustrate what’s happening
• Make the case
• Create media hooks
• Focus efforts
Findings from the Baseline Survey of Registered Voters in the 12 California Community Transformation Initiative Counties

Conducted by Field Research Corporation
(August 2012)

Funded by the Centers for Disease Control and Prevention, through the Prevention and Public Health Fund of the Affordable Care Act.
Table 1: Perceived seriousness of obesity problem in the United States overall

- Very serious: 66%
- Somewhat serious: 28%
- Not serious: 5%
- No opinion: 1%

Demographic Subgroup Findings

Voter subgroups more likely to rate obesity as a very serious problem in the U.S. include:
- Women (72%)
- Latinos (70%)
- Asian Americans, African Americans and other ethnics (71%)
- Age 60 or older (72%)
- Democrats (71%)
- Completed post-graduate work (73%)
Table 5: How much does the neighborhood where a person lives matter when it comes to avoiding the health risks associated with being overweight or obese?

![Pie chart showing the following percentages: 39% Matters a lot, 29% Matters some, 16% Matters a little, 15% Doesn't matter at all, and 1% No opinion.]

- **Demographic Subgroup Findings**
  - More likely to believe a person’s neighborhood matters a lot or somewhat when it comes to avoiding obesity-related health risks:
    - Democrats (75%)
    - Completed post-graduate work (78%)
Table 7: How much of a role should community groups and organizations play in obesity prevention efforts in your community?

<table>
<thead>
<tr>
<th>Group</th>
<th>Major Role</th>
<th>Minor Role</th>
<th>No Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors and nurses</td>
<td>77%</td>
<td>19%</td>
<td>96%</td>
</tr>
<tr>
<td>Health care providers</td>
<td>70%</td>
<td>22%</td>
<td>92%</td>
</tr>
<tr>
<td>Local K-12 schools</td>
<td>65%</td>
<td>26%</td>
<td>91%</td>
</tr>
<tr>
<td>Food and beverage companies</td>
<td>51%</td>
<td>28%</td>
<td>79%</td>
</tr>
<tr>
<td>Food retailers</td>
<td>40%</td>
<td>35%</td>
<td>75%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>35%</td>
<td>39%</td>
<td>74%</td>
</tr>
<tr>
<td>Local community and civic groups</td>
<td>31%</td>
<td>42%</td>
<td>73%</td>
</tr>
<tr>
<td>State government</td>
<td>34%</td>
<td>34%</td>
<td>68%</td>
</tr>
<tr>
<td>Local government</td>
<td>30%</td>
<td>38%</td>
<td>68%</td>
</tr>
<tr>
<td>Employers</td>
<td>20%</td>
<td>47%</td>
<td>67%</td>
</tr>
<tr>
<td>Churches/faith-based organizations</td>
<td>21%</td>
<td>45%</td>
<td>66%</td>
</tr>
<tr>
<td>Federal government</td>
<td>33%</td>
<td>32%</td>
<td>65%</td>
</tr>
</tbody>
</table>

Demographic Subgroup Findings:
Subgroups more likely than others to think most community groups should play a role in obesity prevention efforts:
- Ethnic voters
- Age 18-34
- Democrats
- Household income less than $40,000

Note: Differences between 100% and sum of the percentages for each item equal proportion with no opinion.
Table 8: Do public investments aimed at keeping people healthy, like building parks and promoting neighborhood safety, pay for themselves in the long run by preventing disease and reducing health care costs?

- Yes: 78%
- No: 16%
- No opinion: 6%

Demographic Subgroup Findings

While large majorities across all subgroups agree with this, most likely to say this are:

- Latinos (88%)
- Under age 35 (89%)
- Democrats (87%)
- Household income under $20,000 (87%)
- Not married (87%)
Table 1: Perceived seriousness of obesity problem in the United States overall

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Demographic Subgroup Findings:
Voter subgroups more likely to rate obesity as a very serious problem in the U.S. include:
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- Age 60 or older (72%)
- Democrats (71%)
- Completed post-graduate work (73%)
Field Poll: Mendocino County voters express concern about obesity

Ukiah Daily Journal Staff
Updated: 01/25/2013 02:11:07 PM PST

UKIAH, CA -- A survey of voters in rural California counties, including Mendocino, found that 85 percent of Mendocino voters describe obesity as a major problem and strong support for community action. The survey also found that 85 percent of Mendocino voters describe obesity as a problem in their neighborhoods where people live, affecting their risk for obesity and other health problems.

"Local data collected from recent health information surveys show that its children and teens are either obese or overweight, so this is a huge concern," said Colleen Schenck, Program Administrator with the Ukiah Valley Food Bank. "Community Transformation Grant funding is crucial to bringing prevention and education initiatives to our rural community."

The 12 rural California counties included in the survey are: Amador, Butte, Plumas, Nevada, Colusa, Del Norte, Lake, Mendocino, Glenn, Placer, Siskiyou, Solano, Tulare, and Tuolumne.

"These poll results show that we are on the right path with the local efforts already underway with the support of our Community Transformation Grant funding," said Colleen Schenck, Program Administrator with the Ukiah Valley Food Bank. "When healthier options are readily available, people can make healthier choices for themselves and their families."
Dr. Stolp says, "We are working closely with local schools, organizations, businesses and other leaders to move closer to our goal of creating a healthier community."

Dr. Stolp says "Our communities are designed for automobiles, not shoes, and we want to change that. We want people to be inclined to walk to the store and take advantage of the beautiful community that we live in so they can exercise. That will make all the difference in the world with chronic illnesses." Dr. Stolp noted, "This why one of the partners we are..."
More support soda tax if for kids' health

Erin Allday
Updated 10:40 pm, Wednesday, February 13, 2013

Support builds for soda tax on one condition

More California voters initially oppose than support the idea of taxing sugar-sweetened beverages... but, a large majority (68%) would favor a soda tax if its proceeds were devoted to improving school nutrition programs and expanding physical activity programs.

37% Oppose strongly
16% Oppose somewhat
16% Favor somewhat
7% Oppose somewhat
3% No opinion

Statewide, voters strongly supported a wide variety of ideas for promoting healthy eating and fitness in their communities, such as giving more money to schools for physical education programs, keeping playgrounds and athletic fields open for more hours, and bringing in urban gardens and farmers' markets.

NOTE: The telephone poll was conducted Oct. 17-24, 2012, among 1,184 California registered voters. The interviews were done in six languages and dialects. Sampling error is plus or minus three percentage points.

Source: The Field Poll

John Blanchard / The Chronicle
A third of people say the government should be deeply involved in finding ways to deal with the nation's obesity epidemic.

WASHINGTON (AP) — A new poll finds that Americans blame too much cheap fast food for fueling the nation's fat epidemic, but they're split on how much the government should do to save them from themselves.

Most draw the line at policies that would try to force healthier eating by limiting food choices, according to the poll by The Associated Press-NORC Center for Public Affairs Research.

"In the current environment, it's difficult to exercise that personal responsibility, said Jeff Levi of the non-profit Trust for America's Health. "We need to create environments where the healthy choice becomes the easy choice, where it's possible for people to bear that responsibility," he said.

While three-quarters of Americans consider obesity a serious health problem, most those surveyed said dealing with it is up to individuals.

That highlights the dilemma facing public health experts. Societal changes over recent decades have helped spur growing waistlines. Regular-sized food portions are larger, and a fast-food meal can be cheaper than healthier food.
Adult Obesity Rates among CA4Health Counties
Using a grading scale of A, B, C, D and F, how would you grade the efforts currently being made in your community to reduce obesity?

Data source: Field Poll, 2012

- A & B: 21.9%
- C, D, F: 78.1%
Figure 5. Do public investments aimed at keeping people healthy, like building parks and promoting neighborhood safety, pay for themselves in the long run by preventing disease and reducing health care costs?

<table>
<thead>
<tr>
<th>Party Registration - from voter record</th>
<th>Democrat</th>
<th>Green/Libertarian/American Independent/Natural Law/other party</th>
<th>Non-partisan/Independent/declined to state</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>90.8%</td>
<td>76.1%</td>
<td>88.0%</td>
</tr>
<tr>
<td>No</td>
<td>9.2%</td>
<td>23.9%</td>
<td>12.0%</td>
</tr>
</tbody>
</table>
Survey Results among Registered Voters in the 12 CA4Health Counties

Do public investments aimed at keeping people healthy, like building parks and promoting neighborhood safety, pay for themselves in the long run by preventing disease and reducing health care costs?

Data Source: Field Poll Corporation, 2012

<table>
<thead>
<tr>
<th>Party/Registration - from voter record</th>
<th>Democrat</th>
<th>Green/Libertarian/Independent/Declined to state</th>
<th>Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>87.7%</td>
<td>85.7%</td>
<td>68.8%</td>
</tr>
<tr>
<td>1 (Kesiuk Chesbro)</td>
<td>87.5%</td>
<td>85.7%</td>
<td></td>
</tr>
<tr>
<td>2 (Jim Nielsen)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 (Michael Allen) and 8 (Maniok Yamada)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 (Cathleen Galgaro)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 (Kristen Olson)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 (William W. Morning) and 28 (Luis A. Alejo)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 (David G. Valadao) and 34 (Connie Conway)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80 (C. Manuel Pinto)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Adult Obesity Rates among CA4Health Counties
Data Source: CHS, 2009

How serious a problem is obesity in your community?
Data Source: Field Poll, 2012

Using a grading scale of A, B, C, D, and F, how would you grade the efforts currently being made in your community to reduce obesity?
Data source: Field Poll, 2012

<table>
<thead>
<tr>
<th>Number of Respondents</th>
<th>0</th>
<th>100</th>
<th>200</th>
</tr>
</thead>
<tbody>
<tr>
<td>A &amp; B</td>
<td>23.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C, D, F</td>
<td>76.6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What is the CHNA Toolkit?
-A free, easy to use, intuitive web-based tool
-Starting point for data collection in assessment process
-Available user support and resources
-Recommended work flow:

Identify and Target Areas of Greatest Need

Reporting Tools and Downloadable Data Tables

Fast Food Restaurant Access
This indicator reports the number of fast food restaurants per 100,000 population. Fast food restaurants are defined as limited-service establishments primarily engaged in preparing fast foods (soup, sandwiches, and milk shakes) and nonalcoholic beverages using automatic, fast, or short order service. This indicator is relevant because it provides a measure of healthy food access and environmental influences on dietary behaviors.

<table>
<thead>
<tr>
<th>Report Area</th>
<th>Total Population, 2010 Census</th>
<th>Number of Establishments</th>
<th>Establishment Rate (per 100,000 Pop)</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Louis City, Missouri</td>
<td>319,234</td>
<td>260</td>
<td>92.20</td>
</tr>
<tr>
<td>Missouri</td>
<td>5,968,927</td>
<td>3,959</td>
<td>66.11</td>
</tr>
<tr>
<td>United States</td>
<td>308,745,938</td>
<td>213,013</td>
<td>68.14</td>
</tr>
</tbody>
</table>

Note: This indicator is measured with the 2010 Census. Referential data availability.

Interactive, Custom GIS Mapping

Access and Connect through the Community Commons
www.communitycommons.org
www.chna.org
Full Health Indicators Report

Physical Environment

Report Area: Hillsborough County, Florida; Pinellas County, Florida

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Social &amp; Economic Factors</th>
<th>Physical Environment</th>
<th>Clinical Care</th>
<th>Health Behaviors</th>
<th>Health Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast Food Restaurant Access</td>
<td>Grocery Store Access</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A community’s health also affects the physical environment. A safe, clean environment that provides access to healthy food and recreational opportunities is important to maintaining and improving community health.

Low Income Population with Low Food Access

This indicator reports the percentage of the total population that is low income and has low food access. Low food access is designated for urban populations living over 1 mile from a food retailer and for rural populations living over 10 miles from a food retailer. This indicator is relevant because it highlights populations and geographies facing food insecurity.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Area</td>
<td>2,145,768</td>
<td>149,602</td>
<td>6.97%</td>
</tr>
<tr>
<td>Hillsborough County</td>
<td>1,229,226</td>
<td>100,646</td>
<td>8.18%</td>
</tr>
<tr>
<td>Pinellas County</td>
<td>916,642</td>
<td>49,056</td>
<td>5.35%</td>
</tr>
<tr>
<td>Florida</td>
<td>18,801,310</td>
<td>1,428,338</td>
<td>7.60%</td>
</tr>
<tr>
<td>United States</td>
<td>308,745,638</td>
<td>19,347,047</td>
<td>6.27%</td>
</tr>
</tbody>
</table>

Note: This indicator is compared with the state average. No breakout data available.

Americans' Concerns About Obesity Soar, Surpass Smoking

More say obesity is “extremely serious” now than in the past

by Elizabeth Mendes

WASHINGTON, D.C. – Most Americans say obesity is an “extremely” or “very serious” problem to society, the 81% who do so is up significantly from 69% in 2005, the last time Gallup asked this question. Americans now see obesity as a more serious societal issue than cigarettes.

December 5, 2012

In U.S., More Cite Obesity as Most Urgent Health Problem

But access to and the cost of care remain Americans’ top concerns

by Elizabeth Mendes

WASHINGTON, D.C. – More Americans than in the past say obesity is the most urgent health problem facing the United States, climbing to a new high of 16%. That compares with 1% in 1999, when Gallup began asking the question on an annual basis.

What is the most urgent health problem facing this country at the present time?

Open-ended
Trend since 1999

% Obesity

Nov 15-18, 2012

GALLUP®
The Associated Press-NORC Center for Public Affairs Research conducted a nationally representative household survey with more than 1,000 adults to measure the general public’s opinions about obesity and obesity-related health issues in the United States. The survey assessed how the public understands the reasons behind the rising rates of obesity in the U.S., the connection between obesity and health issues including diabetes, and the role of government in addressing obesity. The results provide insight into the public’s perception of the severity of the obesity problem and their feeling about where responsibility lies for implementing solutions.

Significant findings include:

- The U.S. public considers obesity second only to cancer as the most serious health issue, with conditions closely related to obesity—diabetes and heart disease—tied for third.

- Eight out of ten people cite too much TV and computer time as the most important reason for high rates of obesity, with easy access to cheap fast food and lack of desire or knowledge about how to control one’s weight as other major factors.

- Discrimination is an issue with 95 percent of the public believing that obese people face some level of discrimination due to their weight.
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