## **Metrics for Healthy Communities**

Building a culture of health through better measurement.

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## **Session Overview**

Welcome / Session Overview / Attendees

Logic Models for Community Health Improvement Initiatives Exercise 1 Reflection: Advice from the field

Metrics for Healthy Communities Site Tour Exercise 2 Reflection: Advice from the field

➢ Final Discussion

## Who is here today?



Initiatives planned? Underway? Completed?

Which action area(s) relate to your work?

Affordable Housing Community Health Center Childcare Center Fresh Produce Access Physical Activity Supportive Housing

Use, or have used, logic models?

# Logic Models for Community Health Improvement Initiatives

## Logic Model



## Logic Model Basics

OInputs: Resources – money, staff …

Activities: What you do; actual events

 Outputs: Measurable counts of what you do – participants, number of events, etc.

 Outcomes: What impacts you have – initially and later on

## Logic Model: Child Care Center



## Logic Model: Community Health Center



## Logic Model: Community Health Center



## Quick Questions

## How have you used logic models?

How have your organizations or clients benefited?

## Some Measurement Considerations

- Outputs vs. Outcomes
  - Acknowledge the difference
    - Major issue in national study of community health improvement initiatives
  - Conversion of (some) outputs to outcomes
- Relative terms: "Initial" "Intermediate" "Long-Term (Ultimate)"

- Time necessary to measure Long-Term Outcomes
  - Evidence-based links between Intermediate and Long-Term Outcomes
  - Monitoring other correlates of Long-Term Outcomes "leading indicators"

## Exercise 1: Logic Models

## Using the template provided, Develop a logic model for an initiative related to your practice

## Reflection: Measurement Advice from the Field Part 1

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# Metrics Site Tour

www.metricsforhealthycommunities.org

## Background and Purpose

 Wilder Research and the Federal Reserve Bank of Minneapolis

 Research Underlying the Metrics for Healthy Communities Site



http://metricsforhealthycommunities.org/



## **Metrics for Healthy Communities**

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### What is Metrics for Healthy Communities?

Designed with cross-sector collaboration in mind, Metrics for Healthy Communities is a site to get you started in planning for and measuring the impact of initiatives funded and developed to improve community health and well-being.

This site can help you evaluate community health improvement initiatives, especially cross-sector initiatives. You'll find tools to help define goals, identify appropriate measures to inform progress over time, and use available data. This site can serve as a resource for measuring the impacts of community development and health initiatives.

About this site Search Logic models
Read more about the purpose of this site and what it offers. Search an activity or intended outcome to quickly find which cross-sector logic models apply to your work. Find logic models for cross- sector initiatives intended to improve community health. Logic models can help you identify outputs, outcomes, and

#### \* http://metricsforhealthycommunities.org/logic-model/home

### About logic models

Metrics for Healthy Communities offers six logic models to guide the following crosssector initiatives.

- Affordable Housing
- · Community Health Center
- · Childcare Center
- Fresh Produce Access
- Physical Activity
- Supportive Housing

#### Search for a logic model

Find logic models and outcomes commonly associated with a specific community development or public health activity. Search for an activity, output, or outcome.

#### Search »

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### What is a logic model?

Logic models are a road map to thinking through a problem—how to get from A to Z, the path from intervention to impact. Logic models can provide a way to see and agree on the interventions and outcomes, and the pathway between the two. Logic models also help you talk through assumptions about your work's impact.

If you want to lower obesity in a community, where do you start? You know the long-term outcome is less obesity, but how do you get there? A logic model will help you figure that out.

### Example logic model





\* http://metricsforhealthycommunities.org/logic-model/search

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### Search for a logic model

Find examples of logic models and outcomes, and discover metrics, commonly associated with a specific community development or public health activity. Enter an activity, output, or outcome that's commonly associated with community development or public health, and you'll find related logic models and metrics.

To search, click the drop-down arrow or type key words here.

### What is a logic model?

Read our about logic models page to find out what logic models are and how you can put them to use for your work. Name of Column

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### Example logic model for Cross-Sector Community Health Initiatives

### **Community Health Center**

#### Influence on social determinants of health:

Federally qualified community health centers (CHC) provide access to health care in underserved communities.

New/rehabbed community health center buildings can serve as anchor institutions by providing an access point for other community services and by serving as catalysts for other economic development.

This logic model provides a menu of typical inputs, activities, outputs, and outcomes for community development and health organizations that work in the Community Health Center field.

The outcomes listed in this example logic model link, whenever possible, to measures already collected through existing data sources and to measures that might require users to collect their own data through a survey, or other means. Measures with existing data sources are highlighted in blue.

Click on highlighted outcome measures to access existing data, or to identify question wording that can be used to collect your own outcome data. Use the model as a map for understanding how the work of community development and health organizations collaboratively leads to improved community health.



Community Health Center			OUTCOME MEASURES			
INPUTS		OUTPUTS (Service Volume/Reach)	SHORTER-TERM OUTCOMES (Changes In Access/Awareness)	MEDIUM-TERM OUTCOMES (Changes In Individual Behavior)	LONGER-TERM OUTCOMES (Changes In Population Health Changes In Community Conditions)	
Community plans Evidence-based practice iterature .ocation, site Source of funds Staffing	Computer lab Employment training services Exercise classes Financial education Financing for federally qualified community health center (FQHC) or look-alike Food assistance Health care services (e.g. dental, substance abuse treatment, mental health treatment, hospital/specialty care) Health insurance exchange navigation Healthy food distribution Housing assistance Mental health treatment services Nutrition education Smoking cessation programs Youth programming	Dollars invested (amount of) FQHC or look-alike facilities financed (number of) Jobs created/retained as a result of financing or programming (number of) Mental health treatment program participants (number of) Participants served by human service programs offered by community health center (number of) Patient visits, total (number of) Patients who receive dental services (number of) Patients who receive mental health treatment services (number of) Patients who receive mental health treatment services (number of) Patients who receive primary care services (number of) Patients who receive substance abuse treatment services (number of) Residents with increased access to primary care	Access to dental care increases Access to mental health services increases Employment skills increase Facilities for out-of- school-time activity increase Food security increases Health care coverage rates increase Immunization rate (on time) increases Medical home increases Primary care provider - regular (proportion with) increases Wait-time for appointments decreases	Adverse childhood experiences decrease Consumption of fresh fruits and vegetables increases Family health care cost burden decreases Health and well-being self-reports improve Identification of social, physical, and learning problems occurs earlier Increased understanding of available jobs Physical activity increases Preventative screening rates increase Savings rate increases School attendance increases Sense of community (social connectedness) increases Social-emotional skills of children improve Tobacco use decreases Work absenteeism decreases	Academic proficiency scores increase Child abuse/maltreatment/negled decreases Child residential treatment placements decrease Diabetes rate decreases Disability rates for chronic conditions decrease Emergency room admissions decrease Employment rate increases Graduation rate increases Health disparities decrease Inpatient mental health hospitalizations decrease Mental health problems decrease Obesity rate decreases Out-of-home placement rate disparities decrease Preventable hospitalizations decrease Property values increase Smoking rate disparities decrease	

Fresh Produce Access			OUTCOME MEASURES			
INPUTS	ACTIVITIES	OUTPUTS (Service Volume/Reach) Commercial buildings	SHORTER-TERM OUTCOMES (Changes In Access/Awareness)	MEDIUM-TERM OUTCOMES (Changes In Individual Behavior) Adverse childhood	LONGER-TERM OUTCOMES (Changes In Population Health Changes In Community Conditions)	
Evidence-based practice literature Location, site Source of funds Staffing	operation Community gardening EBT, produce coupons, "healthy food" prescriptions or other programs that support LMI consumer purchases Financing alternative retailers that supply fresh produce (e.g. mobile food markets/produce carts) Financing building features that support healthy eating Financing nonprofit businesses that supply healthy foods (e.g. soup kitchens, food shelves, meal programs, farmer's markets, alternative food distributors) Financing small businesses involved in the fresh produce supply chain Financing small grocery stores that carry fresh produce Healthy food distribution Training on nutrition/healthy foods preparation	financed (number of) Commercial kitchen users (number of) Community garden plots (number of) Cooking and nutrition class participants (number of) Dollars invested (amount of) Entrepreneurs who receive training on produce handling and marketing (number of) Food Bucks used (number of) Healthy food access points (number of) Healthy food socess points (number of) Healthy food socess programming (number of) People receiving nutrition education (number of) Residents who purchase or receive healthy food (number of) Residents who receive information on nutrition/healthy food	kitchen facilities for community organizations and small businesses increases Access to credit for small business owners increases Food security increases Knowledge of nutrition and healthy food preparation increases Proximity to fresh produce increases	experiences decrease Consumption of fresh fruits and vegetables increases Health and well-being self-reports improve Sense of community (social connectedness) increases	Soores increase Diabetes rate decreases Disability rates for chronic conditions decrease Emergency room admissions decrease Employment rate increases Food desert designated areas decrease Health disparities decrease Obesity rate decreases Preventable hospitalizations decrease Property values increase Voter turnout rate increases	

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\* http://metricsforhealthycommunities.org/logic-model/fresh-produce-access

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nd to measures that might require users to collect their own data through a survey, or other means. Measures with existing data

Measures for outcome: Obesity rate decreases

### BRFSS - weight classification by Body Mass Index: data set

National level resources ASCII data file at bottom of the webpage in "Data Files" box.

### BRFSS - weight classification by Body Mass Index: interactive database

#### National level resources

Interactive database: Scroll down to graph on the webpage and hover the mouse over bars to see detailed data.

#### State level resources

Interactive database: Select state on the dropdown "location" menu. Click "go." Scroll down to graph on the webpage and hover the mouse over bars to see detailed data.

#### Metro level resources

Interactive database: Click "access local area health risk data". Click metro area from drop-down menu. Click relevant year from drop-down menu. Click "overweight and obesity (BMI)" from drop-down menu. Click "go." Click on "Weight classification by Body Mass Index."

### County Health Rankings and Roadmaps: adult obesity

### County level resources

Interactive database: Select state in the drop-down menu. Select "adult obesity" from the "measures" menu. Click, "go." Scroll down to find county of interest.

Data set for Youth Risk Behavior Surveillance System (YRBSS) - obese, overweight youth

### **BRFSS Prevalence & Trends Data**

Home Explore by Location

Data Portal | Help

Behavioral Risk Factor Surveillance System > Prevalence Data and Analysis Tools > BRFSS Prevalence & Trends Data

Explore by Location f У 🕂 Location Nationwide (States, DC and T Class Topic Year **BMI** Categories  $\checkmark$ 2013 ~ Overweight and Obesity (BN 🗸 Nationwide (States, Dc And Territories) States Conducting Surveillance, by Year Hide Footnotes Topic: BMI Categories 🔁 Save as PDF Select questions to view (1 of 1 selected) Weight classification by Body Mass Index (BMI) ŝ 💼 🔲 Nationwide (States, Dc And Territories) Year ~ View by Overall All responses Response Nationwide (States, Dc And Territories) - 2013 Weight classification by Body Mass Index (BMI) View by: Overall Response: (All) 40 35 30 8 25 **to** 20 **b** 15 10

Supportive Housing			OUTCOME MEASURES			
INPUTS	ACTIVITIES	OUTPUTS (Service Volume/Reach)	SHORTER-TERM OUTCOMES (Changes In Access/Awareness)	MEDIUM-TERM OUTCOMES (Changes In Individual Behavior)	LONGER-TERM OUTCOMES (Changes In Population Health Changes In Community Conditions)	
Community plans Evidence-based practice literature Location, site Source of funds Staffing	Afterschool program activities Community gardening Cooking/nutrition classes Employment training services Financing on-site health promoting facilities (e.g. community garden, exercise facility, green space, walking path, playground equipment, community recreation room, commercial kitchen, wood flooring, washable window treatments, HEPA heating and ventilation system, low VOC and lead free paints) Financing safety features Financing supportive housing (new or rehab) Fitness classes/activities Mental health treatment services Substance abuse treatment services Using building materials that reduce asthma problems	Affordable housing units (number of)   Afterschool program participants (number of)   Community garden plots (number of)   Community garden users (number of)   Community gatherings held (number of)   Community gatherings held (number of)   Community recreation room users (number of)   Cooking and nutrition class participants (number of)   Dollars invested (amount of)   Employment training program participants (number of)   Exercise facility/playground equipment users (number of)   Individuals housed (number of)   Jobs created/retained as a result of financing or programming (number of)   Mental health treatment program participants	Access to exercise opportunities increases Access to mental health services increases <b>Asthma trigger</b> exposure decreases Employment skills increase Food security increases Housing quality improves Knowledge of nutrition and healthy food preparation increases Parenting skills improve <b>Resident stability</b> increases	Adverse childhood experiences decrease Asthma problems among children decrease Caregiving burden decreases Consumption of fresh fruits and vegetables increases Health and well-being self-reports improve Physical activity increases School attendance increases School attendance increases School attendance increases Sense of community (social connectedness) increases Social-emotional skills of children improve Substance abuse decreases	Academic proficiency scores increase Crime rate decreases Diabetes rate decreases Disability rates for chronic conditions decrease Emergency room admissions decrease Employment rate increases Graduation rate increases Health disparities decreases Homelessness decreases Housing cost burden decreases Mental health problems decrease Obesity rate decreases Preventable hospitalizations decrease Property values increase School readiness improves Voter turnout rate increases Workforce quality increases	

http://metricsforhealthycommunities.org/home/measurement-advice

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### Measurement advice

In a national survey conducted in 2014 by Wilder Research and the Federal Reserve Bank of Minneapolis, community development and health practitioners offered the following advice to others who want to measure the impacts of initiatives intended to improve community health and well-being.

### **Benefits of Measurement**

"A comprehensive data system, while initially resource-intensive in terms of and funds, will, in the long-run, be worth the investment. It will yield returns through use of the data to inform process and program improvement and to measure and report the impacts of investments through changes in access, awareness, knowledge and behavior."

Child-Focused Community Foundation, Southeast U.S.

"If you start slowly with a few key metrics, you will learn a lot, find like-minded investors and partners, and over time be able to better focus resources in areas that can have the greatest impact and leverage the combined resources of your partners. Resources continue to shrink, so the ability to attract investments and make changes in the communities we serve will only happen if we can demonstrate that the investments are having positive and desired outcomes."

Credit Union, Northeast U.S.

"Adding a health focus to the work of 'non-health' efforts and organizations often brings a new energy, additional ways to assess impact, and often a new focus on data."

City Health Department, Midwest U.S.



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### Contact us

Please let us know what you think of Metrics for Healthy Communities.

We welcome all feedback and suggestions that you might have as a user of this website.

Contact info@buildhealthyplaces.org at any time and someone will respond to you as soon as possible.

Thanks for your interest in measuring the impact of investments on community health and well-being!





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## Exercise 2: Identifying Indicators

## a. Develop a logic model for an initiative related to your practice (Could be the same as for Exercise 1, if you wish)

b. Use the Metrics for Health Communities web site to identify possible indicators for your outcomes Questions about the Site / Demonstration of Features

## Reflection: Measurement Advice from the Field Part 2

Final Discussion