



**Making the case at the local level:  
partnerships between  
local institutions and a  
population-data resource**

**An Overview of PHMC's  
Community Health Data Base**

**Pennsylvania Public Health Association 2010**



## About PHMC

*Public Health Management Corporation (formerly Philadelphia Health Management Corporation) is a non-profit public health institute offering a diverse mix of programs and services. For more: [www.phmc.org](http://www.phmc.org)*

Addictions Services

Health Promotion, Injury Prevention

Criminal Justice Treatment Initiatives

Early Intervention Service for Infants and Toddlers

HIV/AIDS Prevention

Nurse Managed Care

Services to Homeless

Research and Evaluation (R&E)



**The CHDB is:**



# Strategic Local Research

A wide range of institutions and agencies use the Community Health Data Base for...

Needs assessments

Strategic growth decisions, facility planning

Disease management initiatives

Marketing & outreach

Grantwriting, development, & institutional advancement

Community health programming

Teaching & academic research

Advocacy & public relations



# The Need for **Local** Population Health Data

- Geographic and demographic communities have diverse needs
- National, state, and county-level data insufficient to assess and demonstrate local need
- Population research is cost-prohibitive for most organizations
- Organizations must often preserve resources for direct services
- Technical research capacity is not available at most organizations



# Methodology in Brief:

## The Household Health Survey

A responsive dataset developed in collaboration with  
community partners



# Southeastern Pennsylvania Household Health Survey

- Survey began in 1983
- Since 1994, fielded every other year
- Interviews conducted by telephone using **random digit dial**
- Interviews conducted in **10,000 households every two years.**
  - About 3,000 additional interviews about a selected conducted with a child proxy
  - Total sample size: about **13,000 adults and children**



# Southeastern Pennsylvania Household Health Survey

- Geographic Reach:

- Bucks
- Chester
- Delaware
- Montgomery, and
- Philadelphia Counties



- Adult & child respondents selected using last birthday method.
- Oversample of persons 60+ and 75+
- Interviews in English & Spanish. Foreign-language proxy, if needed.



# Southeastern Pennsylvania Household Health Survey

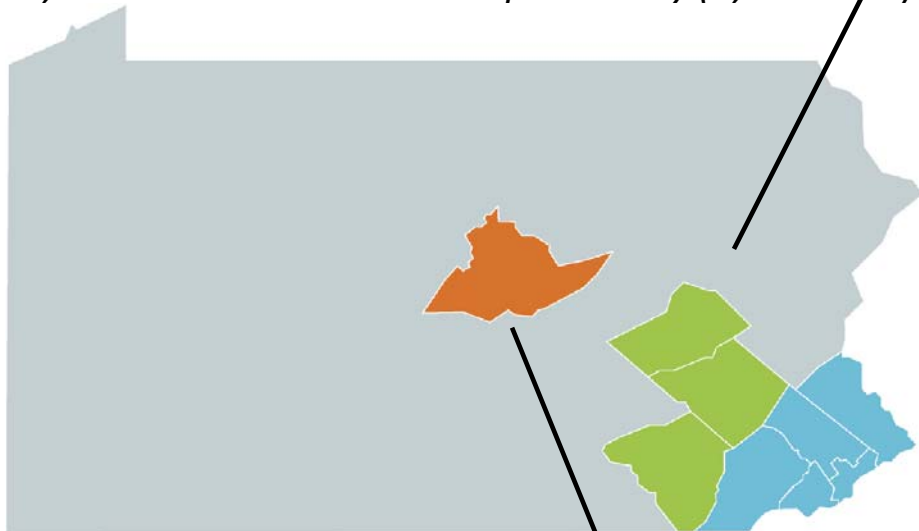
- Dramatic rise in wireless-only households in recent years
- To address: CHDB introduced a cell phone sampling frame in 2008
  - Philadelphia-only pilot study
  - 300 cell-based interviews
- New challenges:
  - Higher cost due to cell phone number portability, hand-dialing, compensation for participants, and high proportion of cell users under 18 years
- Cell phone interviews expansion in 2010!
  - 1,000 interviews across 5-county area



# Survey Expansion

## **Berks-Lancaster-Schuylkill Household Health Survey – 2008 and 2011**

*1,000 interviews conducted per county (3,000 total)*



## **Centre County Household Health Survey – 2009**

*1,250 interviews conducted including 250 cell phone interviews*



## **Topic Areas:**

**Health Status**

**Disease Prevention & Access to Care**

**Personal Health Behaviors**

**Health Insurance**

**Mental Health**

**Social Capital**

**Neighborhood**

**Socio-demographics**





# The CHDB Network

## Who participates in the Community Health Data Base?

**Foundations** – The Pew Charitable Trusts; William Penn Foundation; United Way of Southeastern Pennsylvania; CIGNA Foundation; Green Tree Community Health Foundation; Philadelphia Foundation; and the Thomas Scattergood Foundation.

**Members** – Hospitals, health systems, managed care organizations, colleges and universities, and government agencies.

**Affiliates** – more than 350 community-based organizations from across the five-county region.



# How to Develop a Regional Health Survey with 400 Partners



# Frequent contact with Members and Affiliates

Surveys

Focus Groups



## Core Variables

Health Status

Access to Care



## Core Variables

Health Status

Access to Care

## Timely Topics

Housing

Menu Labeling



## Core Variables

Health Status  
Access to Care

## Timely Topics

Housing  
Menu Labeling

## Research Interests

Sleep  
Commuting



## How the Data are Used:



In April 2006, CHDB findings were presented to Philadelphia's City Council to assist in the passage of a citywide public smoking ban. In January 2007, the new Clean Indoor Air Worker Protection Law went into effect.



The Philadelphia Corporation for Aging uses the data to plan services for older adults, to apply for funding for those services and to do innovative research into the factors influencing the health of older Philadelphians.



Susan G. Komen for the Cure uses CHDB data to profile the geographic region they serve, comparing breast health screening utilization in cities and the surrounding suburbs in several counties in Southeastern Pennsylvania.



# Pennsylvania House

## District 153

### Parts of Montgomery County

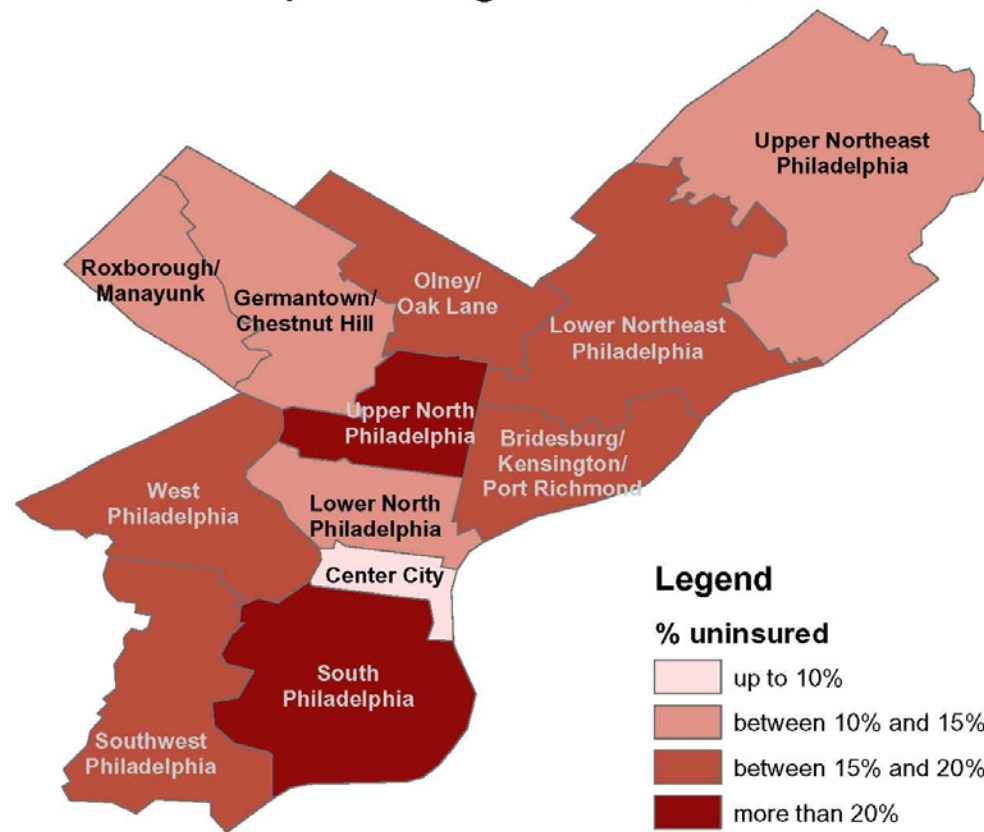
3600 adults with no regular source of care


3000 adults with no health insurance

34% of women had no breast exam in the past year



## Uninsured Adults 18-64, Philadelphia Neighborhoods, 2008





**For more information about the  
Community Health Data Base, please  
contact us at 215-985-2548 or visit  
[www.CHDBdata.org](http://www.CHDBdata.org)**

