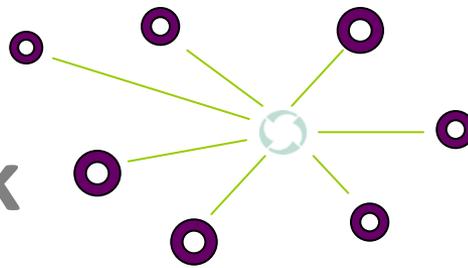


The  
**2010**  
**Southeastern Pennsylvania**  
**Household Health Survey**  
an overview



# Introduction:

## What is the Community Health Data Base?



# The CHDB Network

## Who participates in the Community Health Data Base?

### Core Foundations

- **The Pew Charitable Trusts**
- **William Penn Foundation**
- **United Way of Southeastern Pennsylvania**

Since our 2008 Survey, CHDB has begun receiving support from

The Green Tree Community Health Foundation,

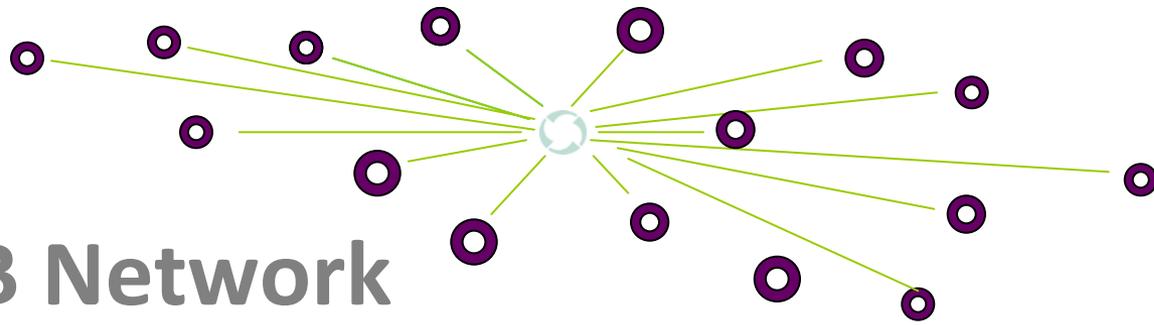
The Cigna Foundation,

The Philadelphia Foundation,

The United Way of North Penn,

The North Penn Community Health Foundation,

and the Thomas Scattergood Foundation



# The CHDB Network

## Who participates in the Community Health Data Base?

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

Since our 2008 Survey, several new Members have joined the CHDB Network

Bryn Mawr College

Haverford College

Notre Dame University

Franklin & Marshall College

The Altarum Institute



# The CHDB Network

Who participates in the Community Health Data Base?

**Foundations**

**Members**

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

# The CHDB: How Is It Used?

# 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

**May 2010**

Health Promotion Council of  
Southeastern Pennsylvania cites  
Household Health Survey data in  
testimony in support of Philadelphia  
soda tax.

# Strategic Local Research

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public relations

## June 2010

The Philadelphia Department of Public Health uses CHDB data about tobacco smoke exposure to plan programs to help smokers quit, prevent youth from using tobacco and protect nonsmokers from secondhand smoke

# Strategic Local Research

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programming

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academic research

Advocacy &  
public relations

## **November 2010**

The United Way of North Penn uses Household Health Survey data to look at health priorities for children across their region.

## Data Sources:

# What Data Can I Access Through the CHDB?

# Data Sources

- I. Southeastern Pennsylvania Household Health Survey:** This is the CHDB's proprietary data set.
- II. U.S. Census:** The CHDB provides selected data from the Census in useful aggregates and incorporates third-party data to provide interim projections
- III. Vital Statistics:** Data from the State of PA formatted to provide epidemiological information on births and deaths.

# Data Sources

- I. Southeastern Pennsylvania Household Health Survey:**  
This is the CHDB's proprietary data set.

New survey for 2010

Enhanced methodology

More representative sample

New topic areas

Capturing current issues in health

Continuity of core questions

Trends over time

# Methodology in Brief: **The Household Health Survey**

# 2010 Southeastern Pennsylvania Household Health Survey

- 12<sup>th</sup> Household Health Survey
- Interviews conducted by telephone using **random digit dial**
- 10,006 adults and 2,736 children included in sample



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

# 2010 Southeastern Pennsylvania Household Health Survey

- Dramatic rise in wireless-only households in recent years
  - AAPOR says 25% of households have no landline
- CHDB introduced a cell phone sampling frame in 2008
  - Philadelphia-only pilot study
  - Showed differences in landline and non-landline households
- Cell phone interviews expansion in 2010!
  - 1,000 interviews across 5-county area
  - One in ten HHS interviews conducted on a cell phone



# The Household Health Survey: **New questions for 2010**

Pet Ownership among Older Adults

Menu Labeling

Disability Status

Addiction and Recovery Experiences

Commuting

HIV status

Problem Gambling Behavior

Attitudes about Addiction

Cigarette Purchases

Sugary Beverage Consumption

Internet Access and Use

## Pet Ownership among Older Adults

Do older adults (60+) have pets at home?  
What types of animals do older adults keep as pets?

Pet Ownership among Older Adults

Menu Labeling

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## Menu Labeling

Do Philadelphia residents notice new nutrition data posted at chain restaurants?

Does this information influence food purchases?

Pet Ownership among Older Adults

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## Disability Status

Do adults 18+ have physical,  
mental or emotional  
disabilities or conditions ?

Pet Ownership among Older Adults

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HIV status

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## Addiction and Recovery Experiences

Are adults currently in recovery from alcohol or drug addiction?

Do adults have family members or know other people who are in recovery?

Pet Ownership among Older Adults

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## Commuting

In what ZIP Code do adults spend their time away from home?

How do SEPA residents travel to and from the places they go during the day?

Pet Ownership among Older Adults

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Have adults in SEPA been diagnosed with HIV?

HIV status

(In conjunction with  
existing HIV testing  
question:  
length of time  
since last HIV test)

Pet Ownership among Older Adults

Menu Labeling

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Problem Gambling Behavior

Attitudes about Addiction

Cigarette Purchases

Sugary Beverage Consumption

Internet Access and Use

Do adults in SEPA gamble?

Problem Gambling Behavior

Do adults in SEPA exhibit problem gambling behaviors?

Pet Ownership among Older Adults

Menu Labeling

Disability Status

Addiction and Recovery Experiences

Commuting

HIV status

Problem Gambling Behavior

Attitudes about Addiction

Cigarette Purchases

Sugary Beverage Consumption

Internet Access and Use

Do adults in SEPA believe that others with addictions can fully recover?

Should people with addictions be punished?

Should communities support addiction treatment?

Attitudes about Addiction

How is the quality of local addiction treatment?

Pet Ownership among Older Adults

Menu Labeling

Disability Status

Addiction and Recovery Experiences

Commuting

HIV status

Problem Gambling Behavior

Attitudes about Addiction

Cigarette Purchases

Sugary Beverage Consumption

Internet Access and Use

Where do smokers in Philadelphia buy their cigarettes?

Do Philadelphia smokers buy loose cigarettes?

Cigarette Purchases

Do Philadelphians know where loose cigarettes are sold?

Pet Ownership among Older Adults

Menu Labeling

Disability Status

Addiction and Recovery Experiences

Commuting

HIV status

Problem Gambling Behavior

Attitudes about Addiction

Cigarette Purchases

Sugary Beverage Consumption

Internet Access and Use

How often do adults  
and children in Philadelphia  
drink sodas?

How often do adults  
and children in  
Philadelphia drink  
fruit drinks and teas?

Sugary Beverage Consumption

Pet Ownership among Older Adults

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HIV status

Problem Gambling Behavior

Attitudes about Addiction

Cigarette Purchases

Sugary Beverage Consumption

Internet Access and Use

Do adults in SEPA have  
Internet access  
at home?

Do adults in SEPA use  
the Internet at home?

Why don't adults in  
SEPA use the  
Internet at home?

Internet Access and Use

[www.CHDBdata.org](http://www.CHDBdata.org):  
**What's to come**

# CHDB Website: Updates Coming

[contact us](#) | [site map](#) | [PHMC Home](#)

## COMMUNITY HEALTH DATA BASE

An Information Service of Public Health Management Corporation

home
about the chdb
find data
join today
community
press room

## Welcome

Since 1983, Public Health Management Corporation's (PHMC) Community Health Data Base (CHDB) has served the information needs of health and human service agencies in the Southeastern Pennsylvania region by providing up-to-date and reliable community-level health and social service data.

The CHDB is funded by the [Pew Charitable Trusts](#), the [William Penn Foundation](#), the [United Way of Southeastern Pennsylvania](#), & local hospital systems & health and human service organizations.

Please visit the CHDB website monthly for new data findings and member highlights!

### Data Analysis TOOL

Username  Password

[not a member?](#)  
[forgot your password?](#)

### Data Findings

**Focus on the Uninsured in SEPA: New data from the 2008 Household Health Survey**

Currently, there are approximately 46 million uninsured Americans; nine million of them are children. More than eight out of ten uninsured Americans are in working families. An extensive body of research has demonstrated that health insurance is integral to well-being and health and that being uninsured can harm health for both children and adults. In honor of National Cover the Uninsured Week (March 22-28, 2009) and National Public Health Week (April 6-12, 2009) this month the Community Health Data Base examines the current status of the uninsured in Southeastern Pennsylvania (SEPA) based on data from the recently released 2008 SEPA Household Health Survey. This article examines changes in the prevalence of uninsurance over the past 15 years, demographics of uninsured adults, and the insurance status of children in SEPA.

[View Details >>](#)

### Spotlight



**CHDB's New ONLINE REPORT CARD**

The Community Health Data Base is pleased to announce the debut of an important new web tool available to all CHDB Members and Affiliates: the Online Report Card! Click the link above for more!

### Announcements

[Berks, Lancaster, and Schuylkill Counties!](#)  
Introducing the brand new, 2008 Berks-Lancaster-Schuylkill Household Health Survey! (Click above for more.)

[2008 Data Release Slideshow!](#)  
Click the link above to download the slides shown at our 2008 Data Release Party and see new 2008 health findings.

[CHDB Spring 2009 Calendar](#)  
Click here for our downloadable calendar of events!

[New Panel on Maximizing Use of Data in Times of Scarce Resources](#)  
May 14, 2009, 2:30-4:00pm CHDB will host a panel to explore real-world experiences from Members and Affiliates using CHDB data for a wide range of purposes. Click link for more.

[Sexual Minorities & Health: Downloadable Brief](#)  
The CHDB's recent data brief on sexual minority populations and health in SEPA is now available as a pdf file for you to download.

[Sign up now for the April CHDB Orientation](#)  
Come find out more about the CHDB or refresh your skills, April 14, 2009. Refreshments served. RSVP to johannat@phmc.org.

[2008 Survey Is Now Available](#)  
The 2008 SEPA Household Health Survey is completed and new data are available now.

**New!**

## Data Corner

Welcome to the newest section of the CHDB web page. [Please click here to view current U.S. Census and Vital Statistics data for Southeastern Pennsylvania.](#)

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Web design & development by MostlyWeb, Inc.

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An Information Service of Public Health Management Corporation

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# Save the Date!

Please join us for

## PHMC's 2010 Household Health Survey Data Release Cocktail Party

Thursday, February 10<sup>th</sup>

4:30 – 7:00 pm

260 South Broad Street

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)