

Case Study 3: Engaging Your Community

Learning Objectives:

- **Map data at the census tract level**
- **Describe how to use census tract data to inform community interventions**
- **Describe the importance of community engagement in developing interventions**

PRE-READING

Please read the accompanying Case Study 3 Pre-Reading document

Discussion questions:

- 1) What made the coalition successful?
- 2) How do plant closings affect health?
- 3) Name one economic development that has negatively affected your community. How has that change affected the health of your patients?

The following is a theoretical exercise. The clinic's involvement is hypothetical while the efforts of the North Quabbin Community Coalition occurred in real life.

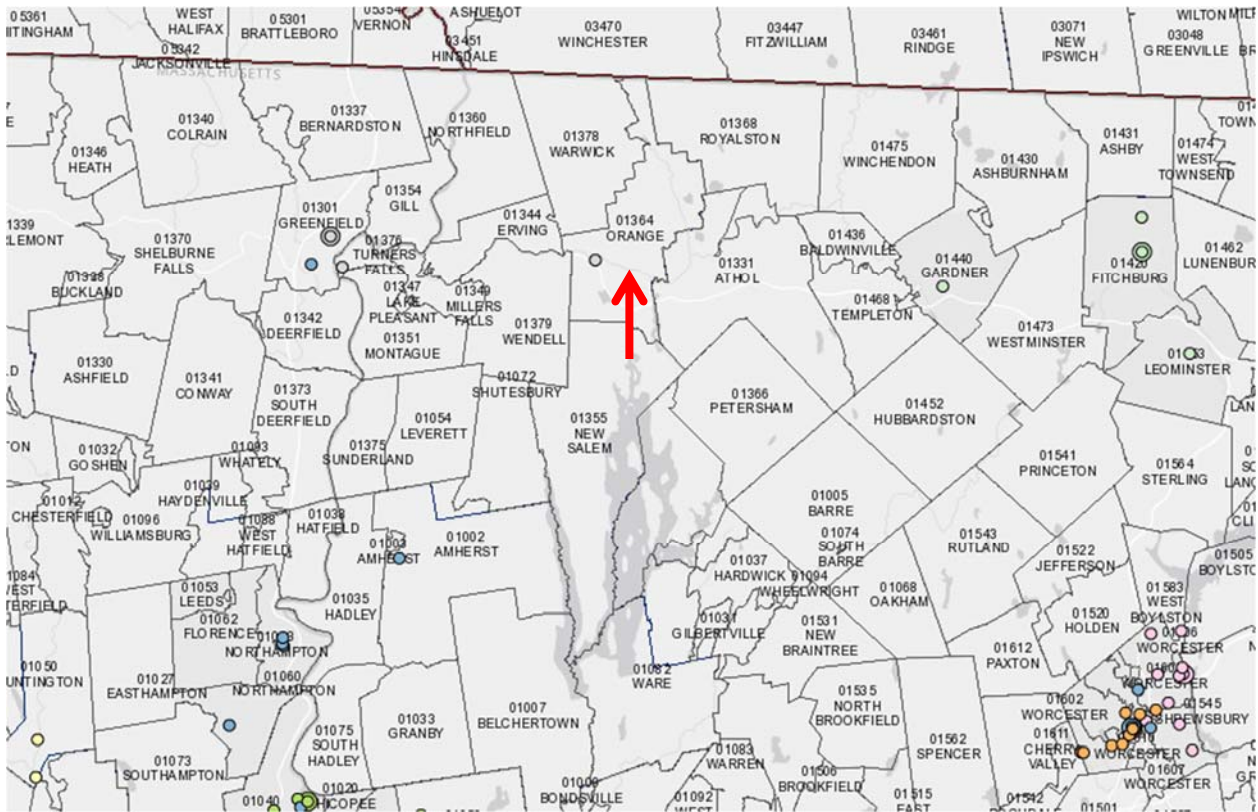
Now we are going to fast forward to the year 2010. You are working for a clinic in the town of Orange in central Massachusetts. Like the rest of the country, the community is still reeling from the Great Recession and has experienced increasing unemployment since 2007. The North Quabbin Community Coalition continues to serve your community. While you are aware of the Coalition's impact, you have never contributed to its work.

During a staff meeting at the clinic, your colleagues discuss the challenges facing patients. One provider notes a spike in patients who have worsening diabetes because they are unable to afford their medications. Another describes an increase in patients with difficult-to-control depression; several of these patients have been hospitalized for alcohol withdrawal and complications from substance use. The clinic's director asks you to contact the Coalition and see how you and the clinic can participate. Before reaching out to the Coalition, you want to learn more about your community by using the UDS Mapper.

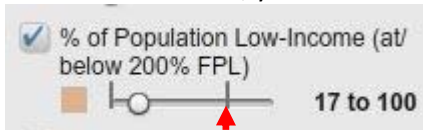
Now, it's your turn:

Use the UDS Mapper to learn more about this community

- Go to www.udsmapper.org (To use the tool, you will need to register, which is free and open to the public).
- Locate Massachusetts on the map
- In Central Massachusetts, locate Orange (zip code 01364)



- Select the “Population Indicators” option on the right side navigation pane.
- Under this section, make sure that none of the options are selected initially.
- Then, select “% of Population Low-income”.
- Below this indicator, you will see a scale with a range



- The second vertical line represents the maximum value for this indicator for the ZCTAs visible on this screen.
- When this indicator is set at “0”, all of the ZCTAs are highlighted, indicating that this value is greater than 0 for all ZCTAs.
- As you slide the selector (the circle) across the range, you will notice that some of the ZCTAs will no longer be highlighted. (Note: After you click on the selector, you can also use the right and left arrow keys to move the selector with greater precision).
- Slide the selector from the first vertical line to the second vertical line, and note the pattern that emerges.

Explore Service Area Tool G i x

Main Maps x

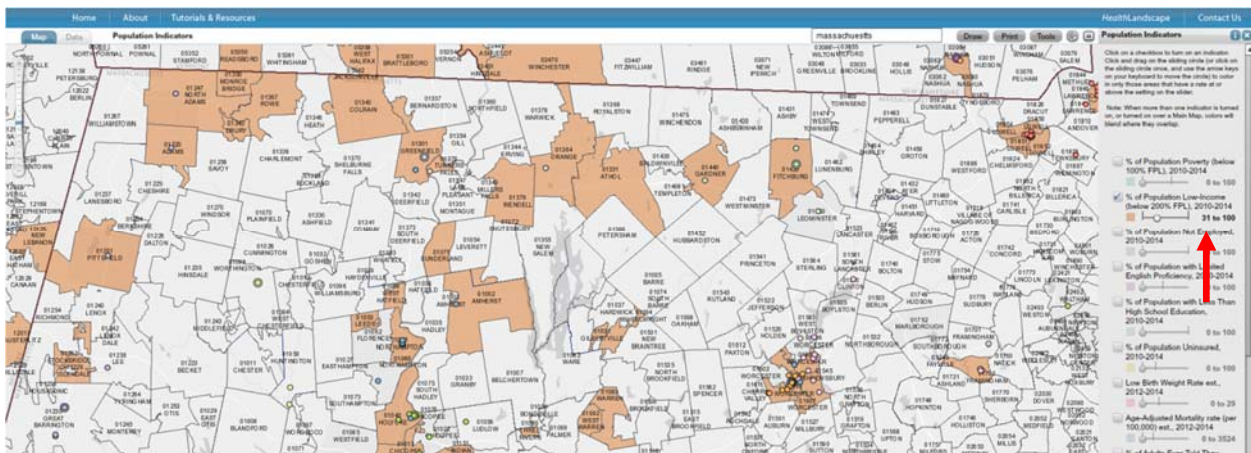
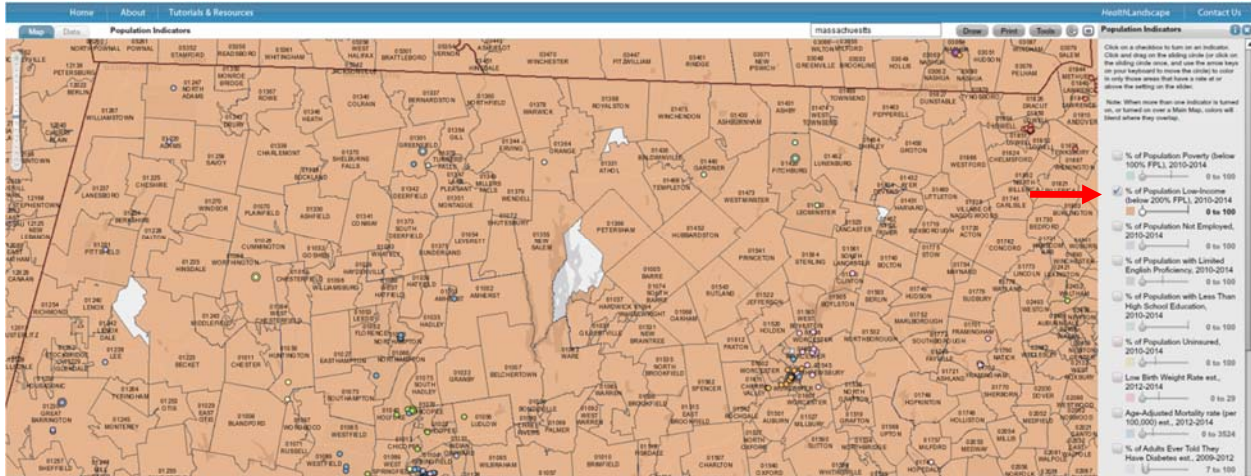
Population Indicators i x

Click on a to turn on an indicator. Click and drag on the sliding circle (or click on the sliding circle once, and use the arrow keys on your keyboard to move the circle) to color in only those areas that have a rate at or above the setting on the slider.

Note: When more than one indicator is turned on, or turned on over a Main Map, colors will blend where they overlap.

- % of Population Poverty (below 100% FPL), 2010-2014
- % of Population Low-Income (below 200% FPL), 2010-2014

- The ZCTAs that are no longer highlighted initially (i.e. when the selector is closest to the first vertical line) have a low percentage of the population that is low-income while the last remaining highlighted ZCTA (i.e. when the selector is closest to the second vertical line) has a high percentage of the population that is low-income.



- Notice that the indicator is now at 31%. Therefore, all of the remaining highlighted zip codes have 31% or more of the population earning less than 200% of the federal poverty level.

Task: Map unemployment in North Quabbin in 2010

Refer to the document “How to Map Thematic Data in HealthLandscape” for instructions on how to upload data. This document is located on this website:

<http://www.graham-center.org/rgc/maps-data-tools/tools/copc.html>

Using the UDS Mapper, Map the data on the file “Case Study 3 – Engaging Community – Data”.

Under the option, “Type”, select “Tract 2010”.

Under the option, “ID”, select “Tract 2010”.

Under the option, “Do any columns represent a”, select “Group / Category”: Unemployment Rate 2010.

QuickThemes

Select the geography type and FIPS or Abbreviation column

Type:

ID:

Load New File

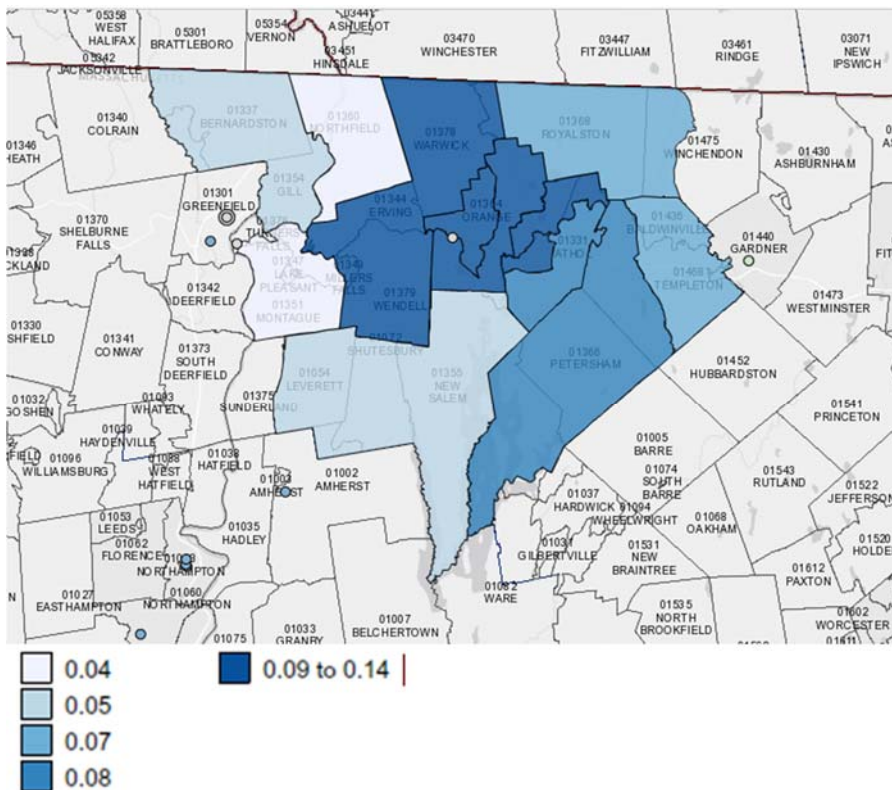
Do any columns represent a ...

Title:

Group/Category:

URL:

Note:



Discussion questions:

- 1) Describe the unemployment pattern that you observe.
- 2) What could explain the pattern?

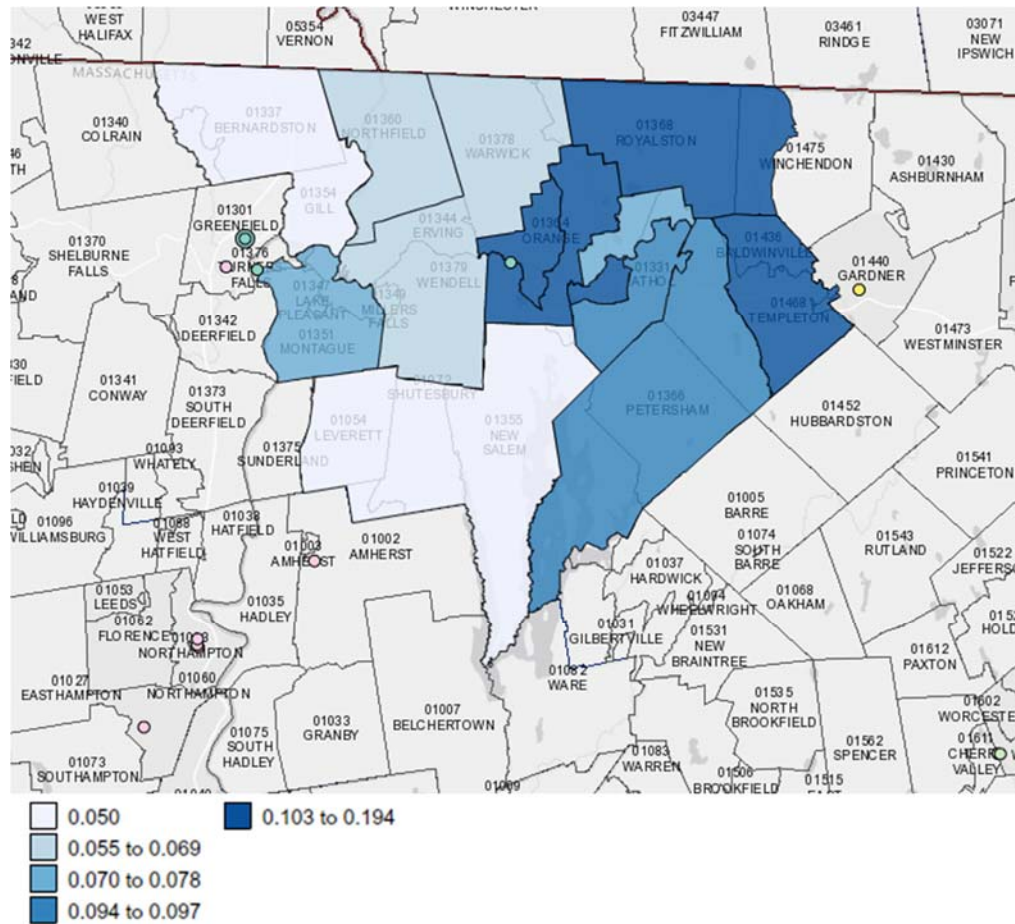
You contact the Coalition’s Executive Director, who is excited about collaborating with the clinic. You attend several community forums, careful to listen fully and not begin your introduction to their work by suggesting interventions. The Coalition meets monthly for approximately 90-minutes. Participants from the community hear about innovative programs and discuss community problems. During the meetings, you learn about the Coalition’s Task Forces, each of which is tackling a specific issue. You decide to join one of the Task Forces and hope to provide a health care perspective to problems the Coalition is addressing.

Fast forward again. The year is now 2015. Despite a difficult environment for attracting federal, state, and philanthropic funds, you are amazed at the Coalition’s successes. The Coalition provided the community perspective for a needs assessment which allowed the local hospital to stay open and merge with a hospital in nearby Gardner. The hospital system is now the community’s largest employer, providing jobs for phlebotomists, health care workers, environmental science engineers, and school-based liaisons. The Coalition’s Substance Abuse Prevention Task Force helped with programmatic planning for a new detox and recovery center. The Community Development Task Force worked with the Athol Town Economic Development Industrial Corporation to recruit developers for the North Quabbin Commons, a new retail space with a grocery store, movie theater, and clothing stores.



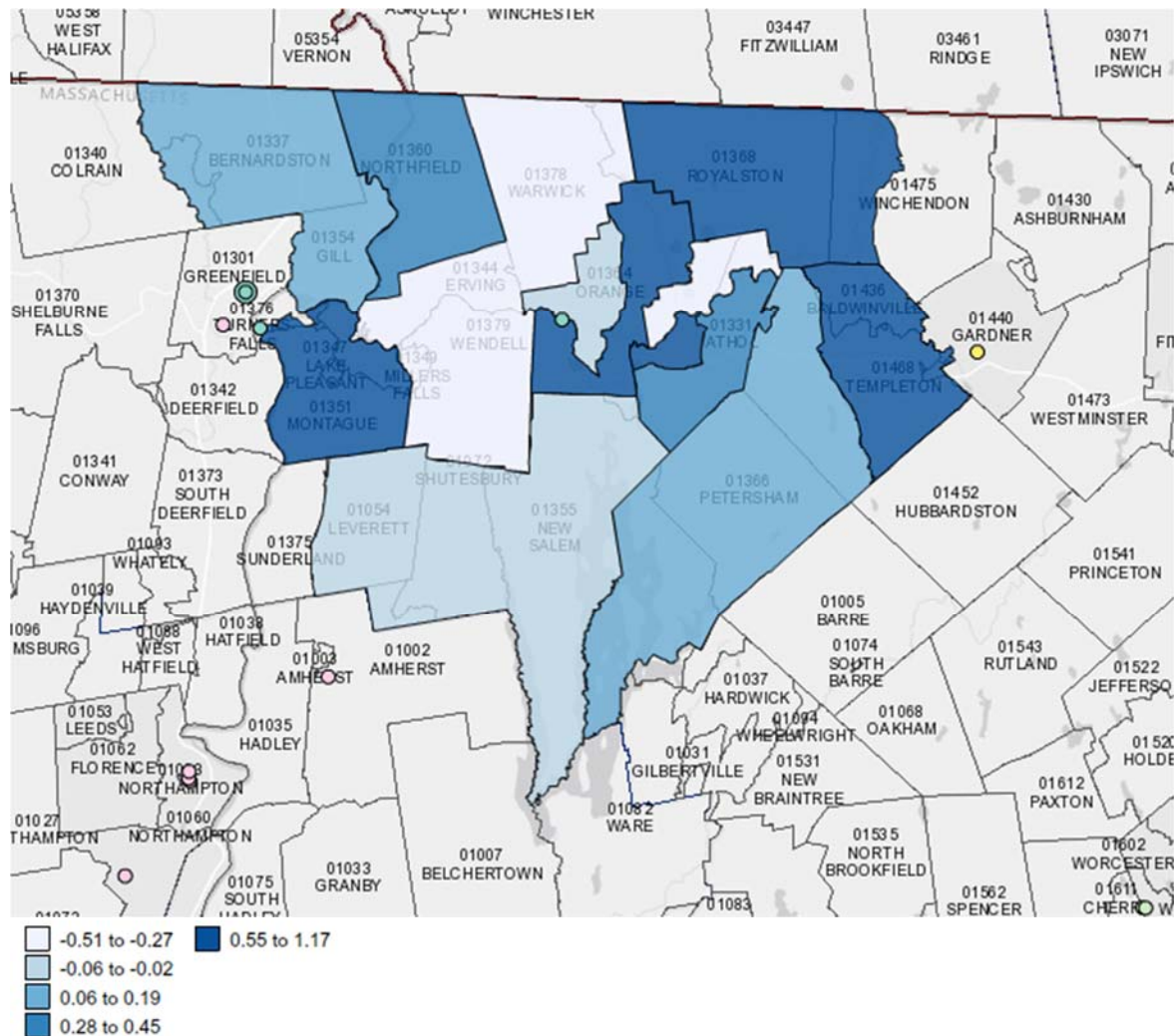
Task: Map unemployment in North Quabbin in 2015

Under the option, “Do any columns represent a”, select “Group / Category”: Unemployment Rate 2015.



Map the change in unemployment in North Quabbin from 2010 to 2015

Under the option, “Do any columns represent a”, select “Group / Category”: % Change in unemployment rate (2010-2015)



	Unemployment rate		% Change from 2010 to 2015
	January 2010	January 2015	
Massachusetts	8.8%	5.1%	-42%
United States	9.8%	5.7%	-42%

Source: BLS Data Viewer. Available at https://beta.bls.gov/dataViewer/view/timeseries/LASST25000000000003;jsessionid=99B7DB446B639DBEBB59BA60FFF056C3.tc_instance6.

Discussion questions:

- 1) How has the unemployment pattern changed from 2010 to 2015?
- 2) How would you determine whether or not the Coalition's efforts were successful?
- 3) What role(s) can health care providers play in the Coalition?
- 4) Who are your clinic's community partners? Is there an organization like the North Quabbin Community Coalition?

Appendix A: Relevant Family Medicine Milestones – Engaging Community

Family Medicine Milestones	Case Study 3
Collaborates with other practices, public health, and community- based organizations to educate the public, guide policies, and implement and evaluate community initiatives.	X
Identifies specific community characteristics that impact specific patients’ health.	X
Engages community partners to educate the public.	X
Collaborates with the participants necessary to address important health problems for both individuals and communities.	X
Identifies the roles of behavior, social determinants of health, and genetics as factors in health promotion and disease prevention.	X
Mobilizes team members and links patients with community resources to achieve health promotion and disease prevention goals.	X
Partners with the community to improve population health.	X
Recognizes social context and environment, and how a community’s public policy decisions affect individual and community health.	X
Lists ways in which community characteristics and resources affect the health of patients and communities.	X
Understands the process of conducting a community strengths and needs assessment.	X
Understands the importance of the health care team and shows respect for the skills and contributions of others.	X

Appendix B: Relevant Nurse Practitioner Competencies – Engaging Community

Competency	Case Study 3
Provides leadership to foster collaboration with multiple stakeholders (e.g. patients, community, integrated health care teams, and policy makers) to improve health care	X
Synthesize concepts, including psychosocial dimensions and cultural diversity, related to clinical prevention and <u>population health in developing, implementing, and evaluating interventions to address health</u>	X
Use conceptual and analytical skills in evaluating the links among practice, organizational, population, fiscal, and policy issues	X
Employ principles of business, finance, economics, and health policy to develop and implement effective plans for practice-level and/or system-wide practice initiatives that will improve the quality of care delivery.	X
Uses technology systems that capture data on variables for the evaluation of nursing care.	X
Critically analyze health policy proposals, health policies, and related issues from the perspective of consumers, nursing, other health professions, and other stakeholders in policy and public forums.	X
Demonstrates an understanding of the interdependence of policy and practice.	X