



Publicizing and Promoting the BRFSS in Arkansas



Neha Thakkar
BRFSS Data Coordinator



The BRFSS in Arkansas

- State BRFSS Limitations:
 - No geographic strata
 - Smaller sample size
 - Over and Under representation of counties
 - No special geographic over-sample

Year	Sample
1993	1764
1994	1622
1995	1800
1996	1800
1997	1800
1998	3002
1999	2997
2000	3007
2001	2928
2002	3897
2003	4207
2004	4091
2005	5280

Community Health

- Increasing demand of community health data.
- Not sufficient data to plan community health improvement projects.
- State data not good enough to project on local level community health.

Hometown Health Improvement (HHI) Initiative - 1999

- Arkansas Strategic Planning Initiative for Results and Excellence (ASPIRE) -1996
- Strategy: A decision to shift the focus to emphasize assisting communities in assessing and responding to their unique health needs.
- Birth of Hometown Health Improvement (HHI) Initiative.

**Hometown
Health Improvement**



HHI Initiative

- HHI is a locally owned and locally controlled initiative that stresses:
 - Collaboration,
 - Coalition building,
 - Community health assessment,
 - Prioritization of health issues, and
 - The development and implementation of locally designed and sustained community health strategies

Healthy Arkansas Plan

- Governor's Healthy Arkansas Plan:
 - Local community plans will contribute to the achievement of state level goals by Jan '07
- Goals:
 - Reduce adult obesity from 23% to 15%
 - Reduce adult smoking from 24% to 12%
 - Increase physically active adults from 15% to 30%
- Strategies:
 - Assist interested businesses in implementing worksite wellness program
 - Establish community level interventions promoting healthy eating, exercising and discouraging smoking
- Need of Community Baseline Data



The Department Role

- The Department provides leadership to help communities meet their needs for improving the health of their own hometown through:
 - Data collection, interpretation and use
 - Coalition building
 - Dissemination of information
 - Brokering
 - Training
 - Evaluation

Positive Outcomes of HHI

- 70 Hometown Health Improvement Initiatives exist in Arkansas.
- HHI Coalitions do powerful and unique work.
- Members include consumers, business leaders, health care providers, elected officials, religious leaders and educators.
- The community focus, local control and data-based decision making.

Activities of the HHI coalition

- Conducting community assessments:
 - County BRFSS (40 counties completed BRFSS, 4 in-progress)
 - County YRBS (32 counties completes YRBS)
 - Other types of assessments
- Community members join together to identify health issues related to the county
- The BRFSS questionnaire - based on the need
- Financing options: County BRFSS costs
 - ~ \$ 25,000 per county
 - Coalition has funds or
 - Support from the Department

Activities

Continued...

- Funding Sources:
 - Arkansas Delta Rural Development Network (ADRDN) grant: 38 counties \$38,000 for each
 - Preventive Health Block Grant for the Department
 - Tobacco Prevention Program
 - BreastCare Program
 - Cardiovascular Diseases Program

County BRFSS Questionnaire

- Core Sections

SECTION 1 - HEALTH STATUS
SECTION 2 - HEALTH CARE ACCESS
SECTION 3 - EXERCISE
SECTION 4 - HYPERTENSION AWARENESS
SECTION 5 - CHOLESTEROL AWARENESS
SECTION 6 - ASTHMA
SECTION 7 - DIABETES
SECTION 8 - ARTHRITIS
SECTION 9 - IMMUNIZATION
SECTION 10 - TOBACCO USE
SECTION 11 - ALCOHOL CONSUMPTION
SECTION 12 - FIREARMS
SECTION 13 - DEMOGRAPHICS
SECTION 14 - DISABILITY
SECTION 15 - PHYSICAL ACTIVITY
SECTION 16 - PROSTATE CANCER SCREENING
SECTION 17 - COLORECTAL CANCER SCREENING
SECTION 18 - HIV/AIDS

- Optional Modules

MODULE 1 - HEALTH CARE COVERAGE AND UTILIZATION
MODULE 2 - WOMEN'S HEALTH
MODULE 3 - ORAL HEALTH
MODULE 4 - HEART ATTACK AND STROKE
MODULE 5 - CARDIOVASCULAR DISEASE
MODULE 6 - WEIGHT CONTROL
MODULE 7 - TOBACCO
MODULE 8 - OTHER TOBACCO PRODUCTS
MODULE 9 - QUALITY OF LIFE AND CARE GIVING
MODULE 10 - SEXUAL BEHAVIOR
MODULE 11 - FRUITS AND VEGETABLES
MODULE 12 - ASTHMA HISTORY
MODULE 13 - FOLIC ACID

Pre-Survey Stage

- Pre-Survey Presentation includes:
 - Introduction to the BRFSS
 - Information on the health topics covered under the survey
 - Usefulness of the results
 - Examples from other counties and their best practices
 - Comparison of county, state and nation

Ongoing Survey Stage

- The state BRFSS protocols being followed
- Sample bought from Genesys
- University of Arkansas at Little Rock, Institute of Government (IOG) as data collection agency
- Data collection monitored by the Department
- About 800 complete interviews per county or 600 per county if two counties collaborate
- Raw data delivered in ASCII format, encrypted and password protected

Post Survey Stage

- Raw data weighted and analyzed by the Department
- Automated report generation process
 - SAS to EXCEL to WORD
- Reports printed and distributed in the community for review and data-based decision making
- Presentation of survey results to the HHI coalition members

Post Survey

Continued...

- Presentation on survey results include:
 - Analysis of risk factors by Demographics namely age, education and income
 - Comparison of county results with state and nation
 - Good News / Bad News
 - Suggestions on maintaining 'Good' & turning 'Bad' into 'Good'
 - Examples from other counties' best practices and success stories

Success Stories

- Boone county: 1999
 - First HHI Coalition in the State
 - As a result of BRFSS the Boone county coalition found following weakness:
 - Lack of awareness of health resources

Action: Developed and distributed a resource guide and kept it updated with information on available resources including physical activities.

Success Stories

Continued...

- **Baxter county: 2000**

- First county to conduct BRFSS survey under HHI coalition
- The BRFSS revealed the lack of colorectal cancer screening among Baxter county residents.

Action: The Health Education and Promotion Committee of Baxter county HHI Coalition, organized a health event in the Big Flat community to screen the colorectal cancer among residents.