



ARKANSAS DEPARTMENT OF

Health

Keeping Your Hometown Healthy



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Publicizing and promoting the BRFSS in Arkansas: Community Use of BRFSS

LaTonya Bynum
Arkansas BRFSS Survey Coordinator
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Overview

- Need for local level health data
- Solution: Hometown Health Improvement (HHI)
- HHI Activities: County Adult Health Survey (CAHS)
- CAHS Process
- Behavioral Risk Factor Surveillance System (BRFSS) County Data Estimates



Community Health Problem

- Not sufficient data to plan community health improvement projects.
- State data unable to project on local level community health.





Solution: Hometown Health Improvement Initiative

- 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 in 1999.





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



Positive Outcomes of HHI



- Hometown Health Improvement (HHI) Initiatives exist in all 75 counties of Arkansas.
- The community focus allows for local control and data-based decision making
- Members include consumers, business leaders, health care providers, elected officials, religious leaders and educators. HHI Coalitions do powerful and unique public health work.

Activities of the HHI Coalition

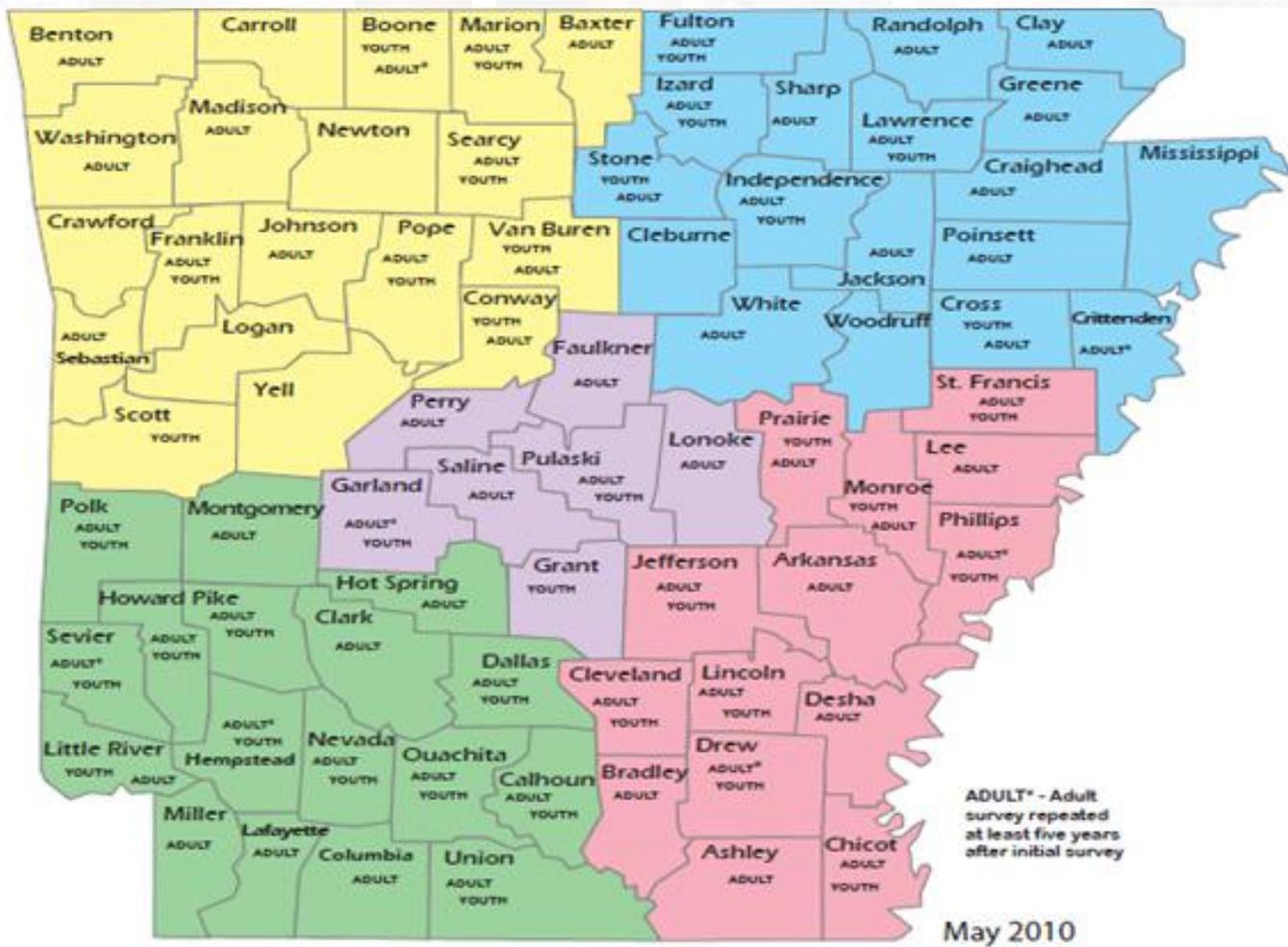


Conducting County Adult Health Survey (CAHS)

- is a questionnaire used to collect and evaluate personal risk behaviors that may affect the health of Arkansans.
- Community members join together to identify health issues related to the county
- CAHS is based on the BRFSS questionnaire
- BRFSS questions selected based on the need
- CAHS costs ~ \$ 25,000 per county
- Counties selected based on funding and need for survey



County Adult Health Survey (CAHS)



All counties have HHI Coalitions/Initiatives/planning groups

118 CAHS have been completed since 1999. An average of 6 CAHS per year.



CAHS: An activity of the HHI Coalition

Funding Sources for County Adult Health Survey:

- Arkansas Assessment Initiative (CDC grant)
- Office of Rural Health and Primary Health Care
- Preventive Health and Health Services Block Grant
- Delta Hills Rural Health Network (HRSA grant).



The Department's 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
- Training
- Evaluation



Local community plans contribute to the achievement of state level goals

Need for Community Baseline Data



County Adult Health Survey Process

Stages:

Pre-Survey

Ongoing Survey

Post-Survey

Pre-Survey Stage

Pre-Survey HHI Presentation includes:

- Introduction to the County Adult Health Survey (CAHS)
- 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

- State BRFSS protocols are followed
- Sample purchased from Genesys
- University of Arkansas at Little Rock, Institute of Government as data collection agency
- Data collection monitored by the Department
- Sample includes ~ 800 complete interviews per county or ~600 per county if two counties collaborate
- Raw data delivered to department 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
- Presentation of survey results is made to the HHI coalition members
- Print and electronic reports are made available for review and data-based decision making.



Post-Survey Stage

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

- 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 community health resources.

Success Stories

Baxter county

- 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 for colorectal cancer among residents.



BRFSS County Data Estimates

BRFSS County Data Estimates

- The Arkansas Center for Health Statistics develops county-level BRFSS estimates from the state survey data.
- Data for single years are used and combined with data from adjacent counties to get enough interviews to develop a reliable estimate. This method is used for all 75 counties in Arkansas.
- Currently, county-level estimates are available for single years from 2001-2008 and combined estimates for years 1993-1999 and 2000-2002.



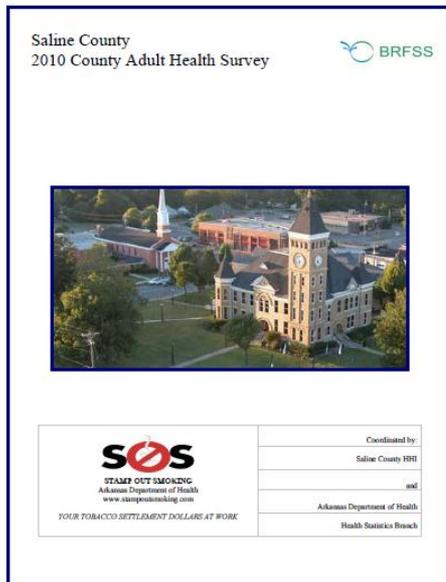
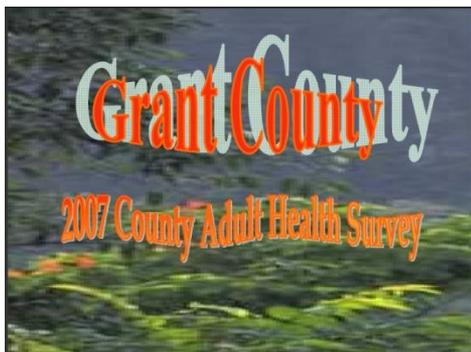
BRFSS County Data Methodology

- Responses are adjusted so that the age, race, and gender characteristics match those of the county population.
- A special weighting program considers the age, race, and gender composition of both the sample and actual population to appropriately project the sample to the population.
- Individual weights are developed for each county.



BRFSS website includes....

County Adult Health Survey (CAHS) Reports & Presentations



2008 COUNTY ESTIMATES (BRFSS)

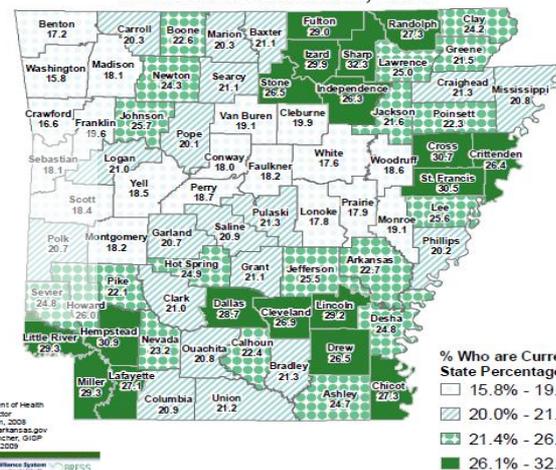
Question: "Considering all alcoholic beverages, how many times during the past 30 days ..."

Question (cont'd): did you have 6 or more drinks on one occasion...?"

County Name	Adult (18+) Population Estimate (2008)	Binge Drinker (Adults having 6 or more drinks on one occasion) Number	Binge Drinker %	Binge Drinker Standard Error	Lower Confidence Limit	Upper Confidence Limit
U.S.	N/A	N/A	16.6	N/A	N/A	N/A
State: AR	2,162,809	246,138	12.6	0.8	11.1	14.1
Arkansas	14,773	1,549	10.5	2.1	6.4	14.6
Ashley	15,928	1,729	10.2	3.1	4.1	16.3
Baxter	34,207	6,225	18.2	3.3	8.8	21.8
Benton	150,971	21,021	13.9	1.6	10.2	17.6
Boone	29,481	2,513	8.5	2.7	3.8	14.1
Bradley	9,218	693	7.6	2.3	3.1	12.1
Clarendon	4,358	339	7.8	2.0	2.8	12.7
Camden	21,298	2,818	13.2	2.5	8.4	18.0
Chicot	9,154	709	7.7	2.8	2.3	13.2
Clark	19,978	2,229	11.2	3.2	5.8	18.1
Clay	12,464	1,029	8.3	3.4	1.9	15.1
Cleburne	20,269	1,713	8.5	1.7	5.6	11.9
Cleveland	5,643	853	15.1	3.4	6.1	19.9
Columbia	19,782	2,265	11.4	3.2	5.7	19.4
Conway	18,872	1,912	10.1	2.3	7.8	16.6
Craighead	69,622	4,327	6.2	2.0	2.4	10.1
Crawford	49,211	6,221	12.7	1.7	7.6	19.3
Crittenden	36,981	3,381	9.1	2.0	5.2	13.0
Cross	14,282	1,493	10.5	3.2	4.1	16.8
Crawford	6,273	647	10.3	3.1	6.2	20.8
DeWitt	10,158	473	4.7	1.4	1.8	7.8
Drew	14,320	848	5.9	2.3	1.4	10.4
Faulkner	69,541	3,369	4.8	1.4	8.3	14.3
Franklin	13,928	1,880	13.5	2.1	7.1	19.6
Fulton	9,323	1,613	17.3	4.0	9.3	25.2
Garland	76,423	3,641	4.8	1.2	8.6	16.4
Grant	13,648	1,578	11.6	1.5	8.1	14.4
Greene	30,601	2,393	7.8	2.4	3.1	12.8
Hempstead	13,148	1,843	14.0	3.8	5.2	18.3
Hot Springs	24,652	3,812	15.5	3.7	10.1	20.8
Howard	10,950	1,392	12.7	3.6	6.1	20.3
Independence	25,528	1,851	7.3	2.1	3.2	11.4
Izard	10,410	1,300	12.5	2.8	6.8	18.1
Jackson	13,373	1,178	8.8	2.3	4.3	13.3
Jefferson	63,397	6,782	10.7	1.3	10.2	19.3
Johnson	18,648	2,258	12.1	2.5	7.1	19.2
Lafayette	8,043	714	8.9	4.4	3.2	20.4
Lawrence	13,126	1,261	9.6	1.8	6.8	14.5
Lee	6,913	1,002	14.5	2.7	8.8	17.1
Lincoln	11,173	1,378	12.3	3.3	6.9	18.8

BRFSS County Data Estimate Reports and Geographical Information Systems (GIS) Maps

Percentage of Adults 18+ Who are Current Smokers: Arkansas, 2008



Source: Arkansas Department of Health Behavioral Risk Factor Surveillance System, 2008
 County Data: Info Arkansas.gov
 Author: Amanda Frecher, GISP
 Date: December 4, 2008



Thank You!

LaTonya Bynum

Arkansas BRFSS Survey Coordinator

LaTonya.Bynum@arkansas.gov

www.brfss.ar.gov

Toll Free Phone: 1-800-462-0599 EXT. 2003