

## **Strategies for Addressing Disparities**

How the American Heart Association is utilizing data and mapping to plan, implement and evaluate initiatives

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## **How do we improve survival from sudden cardiac arrest?**

Vernon Parish - Population

US Census Demographic Data + National/State/Local Health Data + Marketing Data + Media Data + AHA Data + National/State/Local Infrastructure + GIS Mapping Capability

Needs Assessment and Problem Definition

Initiative Development and Implementation

Media Placement

Identifying Initiative Partners

Initiative Evaluation

Charlotte, Manatee and Sarasota Counties

## **Some Assumptions**

Appalachia: Life Expectancy at Birth by County

Map of US Appalachian region with counties outlined and shaded to indicate life expectancy in years

Boundaries, layers and time

"Birds of a feather flock together"

A cluster will have the same characteristics regardless of where it is located

Our "competitors" and "partners" are already utilizing similar techniques

## **Power to End Stroke**

You are the power

PTES Pledges by CBSA (02.05.08)

CBSA Name; African American Population; Pledge Total

Chicago, IL: African American Population - 1,790,520; Pledge Total - 8,810

New York City, NY: African American Population - 3,506,885; Pledge Total - 7,115

Cleveland, OH: African American Population - 429,049; Pledge Total - 6,567

St. Louis, MO: African American Population - 519,356; Pledge Total - 6,377

Atlanta, GA: African American Population - 1,555,447; Pledge Total - 5,614

Tampa, FL: African American Population - 315,037; Pledge Total - 4,849

Milwaukee, WI: African American Population - 262,731; Pledge Total - 4,499

Memphis, TN: African American Population - 573,818; Pledge Total - 4,137

Miami, FL: African American Population - 1,071,869; Pledge Total - 4,127  
Detroit, MI: African American Population - 1,048,906; Pledge Total - 4,045

### **PTES Characteristics**

December 2006, September 2007, January 2008

Number of Contacts

Dec06: 36,219; Sep07: 138,543; Jan08: 160,768

Location (Urban)

Dec06: 94.3; Sep07: 92.7; Jan08: 91.2

Hispanic Origin

Dec06: 10.9; Sep07: 10.1; Jan08: 11.4

Median Age

Dec06: 31.3; Sep07: 32.2; Jan08: 35.1

Median Home Value

Dec06: \$126,933; Sep07: \$130,611; Jan08: \$164,268

Average Household Size

Dec06: 2.63; Sep07: 2.60; Jan08: 2.55

Unemployment Rate

Dec06: 10.9; Sep07: 10.6; Jan08: 7.6

College Graduate

Dec06: 19.3; Sep07: 19.0; Jan08: 24.5

Median Home Income

Dec06: \$43,578; Sep07: \$43,988; Jan08: \$51,988

HH Type, Median Age, Income, Employment, Education, Residential,  
Race/Ethnicity, Activity, Financial, Activity, Media, Vehicle

Cleveland African American % by Block Group

Cleveland Dominant Tapestry Code by Block Group

### **Participants Preferences**

Internet: Use Internet less than once a week; Internet last 30 days: looked for employment; Internet last 30 days: made personal purchase; Internet last 30 days: obtained medical info

Media-Watch: Watch Syndicated TV (M-F): Divorce Court; Watch TV aired once per week: The Bernie Mac Show; Watch on TV: ice hockey; Watched last week: History Channel

Media-Read: Heavy magazine reader; read music magazines; heavy newspaper reader; read travel magazines

Media-Listen: Radio format listen to gospel; Listen to radio from 7:00 p.m. to midnight weekend; Radio format list to news/talk; Listen to radio from 6:00 a.m. to 10:00 a.m. weekday

Leisure: Bought lottery ticket in last 12 months, daily drawing; visited any Six Flags in last 12 months; played board game in last 12 months; went to zoo in last 12 months

Sports: attend sports event, basketball game (pro); participated in basketball; attend sport event, auto racing (NASCAR); participated in walking for exercise

Shopping: department/clothing/variety store, 3 months, Lerner; drug store shopped at last 6 months, Walgreens; department/clothing/variety store, 3 months, Macy's; drug store shopped at last 6 months, Longs Drug Store

### **Profiling Atlanta PTES**

'Tapestry Index by Households and Race/Ethnicity

### **Atlanta, GA PTES Ambassadors and Pledges**

African American Population by Zip

Atlanta, GA GWTG Stroke & JCAHO Primary Stroke Centers  
Percentage of Adults Using High Blood Pressure Drugs, PTES Ambassadors & Pledges

Atlanta, GA GWTG Stroke & JCAHO Primary Stroke Centers  
Percentage of Adults Using High Cholesterol Drugs, PTES Ambassadors & Pledges

Atlanta, GA Get With the Guidelines Stroke Hospitals  
Use Cholesterol Lowering Drug by ZIP Code with 5 & 15 Minute Drive  
Walgreens Locations, Power to End Stroke Ambassadors & Pledges

Atlanta, GA Get With the Guidelines Stroke Hospitals  
High Risk Population by ZIP Code & Power to End Stroke Ambassadors & Pledges

Atlanta, GA GWTG Stroke & JCAHO Primary Stroke Centers  
Adults 35+ Stroke Death Rate per 100,000 by County (1991-1998)  
Drive Times: 5 & 15 Minutes and PTES Ambassadors & Pledges.'

Atlanta African American Population: Drive Time from GWTG - Stroke & JCAHO Certified Hospitals

JCAHO Certified

10.2%: 5 minutes

41.9%: 6-15 minutes

39.8%: 16-30 minutes

8.1%: >30 minutes

GWTG Stroke Participating

16.1%: 5 minutes

56.1%: 6-15 minutes

23.3%: 16-30 minutes

4.5%: >30 minutes

### **Exercise**

The AHA has received \$200,000 grant to develop and implement a targeted "Know Your Numbers" educational campaign in Delaware, Pennsylvania, West Virginia, Ohio and Kentucky. Briefly:

Describe where the target audience is located

Describe what makes your target audience "unique" (health and lifestyle)

Describe a strategy to reach the target audience

Great Rivers Affiliate, Dominant Tapestry Code by County

### **Final Thoughts and Questions**