

Contextual Factors/Economic Instability

Economic Measures for Local Wellness Funds (Chart)

Why should local wellness funds be interested in at economic measures?

The local, regional, and even state economy can directly impact the ability to establish and sustain a local wellness fund. By understanding the local economic outlook and identifying populations facing the greatest economic instability, local wellness funds will have the data to make the case to the community, funders, and partners; to drive decision-making around uses and strategy; and to develop a plan or make necessary adaptations. The table below includes some measures and indicators that local wellness funds might find useful.

What measures should a local wellness fund use?

Indicator or Measure	Pros and Cons	Utility for a Local Wellness Fund
<p>Social Vulnerability Index Developed by the Centers for Disease Control (CDC) and the Agency for Toxic Substances and Disease Registry, this index uses U.S. Census data to determine the social vulnerability of every census tract based on 15 social factors (e.g., poverty, lack of vehicle access, and crowded housing), which are into four themes (socioeconomic status, household composition, race/ethnicity, and housing/transportation). Vulnerability is provided as a ranking (high to low) both overall and by theme.</p> <p>Data</p>	<p>Pros:</p> <ul style="list-style-type: none">• Very user friendly and accessible• This index is becoming commonly used by government agencies• Indexes social factors• Source notes are easily accessible• Mapping capabilities <p>Cons:</p> <ul style="list-style-type: none">• Data are not the most up to date for these indicators available (2018)• Uses census tracts only and local wellness funds may not be as familiar with their census tracts as they are ZIP codes• Is a ranked or relative measure (versus absolute), meaning it can be influenced by the relative ranking of surrounding census tracts and a tract can go up or down without actually improving or declining itself	<p>Identifies the most vulnerable populations across 15 indicators and hotspots at-a-glance in a geographic area using one index relative to other areas</p> <p>Implement best or promising practices to address social indicators: socioeconomic status, housing, and transportation</p>

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	<ul style="list-style-type: none"> • Not flexible as it is indexed, if a variable is not deemed influential it still is figured into overall scores 	
<p>Community Needs Index Developed by Dignity Health and IBM Watson, this is an index of a community's socioeconomic barriers to accessing health care services. Five barrier scores (income, cultural, education insurance, and housing barriers) are developed by ZIP code based on nine socioeconomic indicators. The index provides a score (1.0 to 5.0, low to high need, respectively, with 3.0 serving at the U.S. national average). Data</p>	<p>Pros:</p> <ul style="list-style-type: none"> • User friendly and accessible • This is a ZIP code-level resource that provides mapping capabilities • Greater detail can be purchased, including current and five-year projected demographic (total pop. age, gender) and current data for education, race/ethnicity, and income, housing, population density, and LES • Updated annually <p>Cons:</p> <ul style="list-style-type: none"> • Requires payment to access the most detailed measures • Ranked versus an absolute measure • Not available by census tract • Not flexible as it is indexed, if a variable isn't influential it still is figured into overall scores 	<p>Identifies the most vulnerable populations nine indicators and hotspots at-a-glance in a geographic area using one index relative to other areas</p> <p>Trends are identifiable using data (available for a fee)</p>
<p>American Community Survey The American Community Survey is an ongoing initiative of the U.S. Census Bureau that provides yearly updates on social, demographic, economic, and housing-related factors. Economic data specifically includes class of worker, commuting status, employment status, food stamps, health insurance coverage, income, industry, occupation, poverty, and past-year work</p>	<p>Pros:</p> <ul style="list-style-type: none"> • Most comprehensive and adaptable data set available • Updated annually • Is an absolute measure that is trend able and free <p>Cons:</p> <ul style="list-style-type: none"> • Limited on-demand mapping, which requires greater skill to manipulate, calculate and visualize 	<p>Offers flexibility to the user to look at only data that relates to their population and to exclude data that is not relevant</p> <p>Identifies target populations, builds understanding of economic strength and weakness, and measures outcomes of any intervention</p>

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<p>status. Data is available in hierarchical format down to block group level.</p> <p>Data is presented as percentages of population for hundreds of factors. With this “hierarchical format” federal, state, county, and census tract comparisons can be made.</p>	<ul style="list-style-type: none"> • Only available at ZIP code level • Can be overwhelming to an entry-level user • Collected every 10 years with estimates annually in between <p>User note: Requires a moderate level of skill in data visualization and analysis to be valuable</p>	
<p>Spark Map Developed by the Center for Applied Research and Engagement Systems and hosted by the University of Missouri Spark Map strives to be a one-stop shop for accessible data and visual creation.</p>	<p>Pros:</p> <ul style="list-style-type: none"> • Very user friendly and accessible • Saves time with all data available in one place • Can add layers based on how COVID-19 is impacting your region • Offers health outcomes and socioeconomic indicators • Source notes are usually built in with links to data sources <p>Cons:</p> <ul style="list-style-type: none"> • Represents in layers and there is not a clear legend for what the colors represent • The data is not easily downloaded and can be difficult for a novice to navigate. 	<p>It provides 279 indicators to create community assessments and a Map Room to tell the unique story of your community using 32,000 map layers.</p>
<p>Local data (e.g., state and regional Chamber of Commerce)</p>	<p>Pro: Local economic data is usually already collected and available through municipal officials and the Chamber of Commerce.</p>	<p>These data reports often come with analysis and are connected to some measure of expertise and recommendations</p> <p>Collaborating with local resources supports relationship building and partnerships</p>
<p>Data warehouses like Community Commons, Conduent’s Community Health Platform (old Healthy Communities Institute), County Health Rankings & Roadmaps, or MySidewalk.</p>	<p>Pros:</p> <ul style="list-style-type: none"> • Usually offers both ZIP code and census-level data 	<p>These platforms offer user-friendly socioeconomic data and other economic indicators all in one place.</p>

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<p>These warehouses sometimes offer a free version with limited access to data and tools to define geographic area and all offer paid versions with on-demand mapping capabilities and pull data from most reputable sources, including ACS, Centers for Disease Control and Prevention, World Bank (Gini Index), and the U.S. Department of Education (EDFacts).</p>	<ul style="list-style-type: none"> • Provides on-demand mapping and other visualization capabilities • Saves time with all data available in one place • Greater detail can be purchased • Updated annually • Offers both relative (ranked) and absolute (rate and percent) measures • Offers health outcomes and socioeconomic indicators • Source notes are usually built in with links to data sources. <p>Cons:</p> <ul style="list-style-type: none"> • Some require payment to access all measures • Most data are percentage of population <p>User: Very user friendly and accessible, though the trend is for less and less data to be free.</p>	<p>Available data visualization tools are useful.</p> <p>Some offer resource sharing across networks of users with local datasets and relevant analysis and model sharing (e.g., COVID-19 data models created by data users are available on these platforms).</p> <p>Some of these platforms also offer best and promising practice repositories to make it easier to find strategies that complement data findings.</p> <p>Some of these platforms offer access to data analysts that offer technical assistance or help users build, analyze and visualize their data</p>