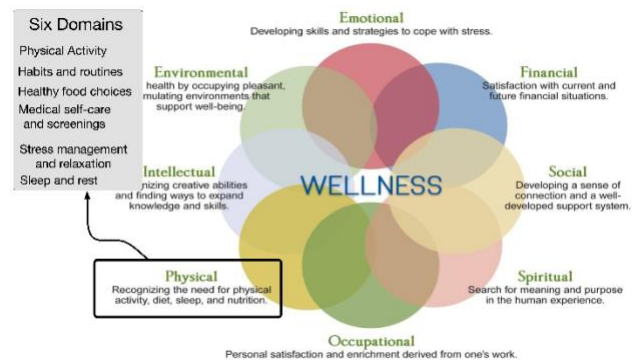


# CENSUS TRACT LEVEL ANALYSIS OF BEHAVIORS & PRACTICES IN SIX DOMAINS OF PHYSICAL HEALTH FOR NORFOLK, VA

Kevin O'Brien, Virginia Zamponi, Jessica O'Brien, Ross Gore, Christopher J. Lynch, & Erik Jensen

## BACKGROUND

The topic of the Datathon is Community Wellness: analyzing and promoting mental, financial, social, spiritual, occupational, physical, intellectual, and environmental wellness in Hampton Roads. These eight dimensions of wellness were developed by Dr. Margaret Swarbrick and are commonly cited and used in programs focusing on the wellness of individuals and communities. Our team is focusing on the six domains of physical health identified by Dr. Swarbrick.



## DATA

PLACES is a collaboration between CDC, the Robert Wood Johnson Foundation, and the CDC Foundation. PLACES provides health data for small areas across the country. This allows local health departments and jurisdictions, regardless of population size and rurality, to better understand the burden and geographic distribution of health measures in their areas and assist them in planning public health interventions. PLACES provides model-based, population-level analysis and community estimates of health measures to census tracts in many cities across the United States.

## OBJECTIVE AND METHOD

To understand the Peggy-Swarbrick six domains of physical health at a fine-grained geographic level in Norfolk, VA we analyzed the city's CDC Places Data. We then identified which physical behaviors are highly correlated to different health outcomes to then provide possible recommendations to improve overall health in each of Norfolk's census tracts.



To make our findings more accessible, we developed a web-based dashboard. For each census tract in Norfolk, VA the dashboard shows percent of individuals engaging in healthy behaviors in each domain and how that compares to other census tracts. (QR code, left)

Some of the domains, like healthy food choices, are not well represented in the CDC Places data set. To address this limitation, we have created additional data sets and visualized them on an interactive map. (QR code, right)



## RECOMMENDATIONS

For each domain we identified multiple changes in behaviors and practices that could improve health outcomes by identifying high correlations between them.