County-level Health Rankings Data Visualization Project Proposal

Target Audience: Public health researchers and the general public interested in understanding the connections between physical activity infrastructure, obesity, and socioeconomic factors.

Overview:

This project will analyze the relationship between access to physical activity opportunities and obesity rates in U.S. counties, with particular focus on how these factors interact with socioeconomic status.

By identifying exemplary counties that have successfully broken the cycle between poverty and poor health outcomes, this project aims to provide actionable insights for Public health researchers and the general public.

Big Idea

Strategic investments in accessible physical activity infrastructure can break the cycle between poverty and obesity, creating healthier communities regardless of socioeconomic status.

Narrative Arc

Plot	Rising Action	Climax	Falling Action	Ending

Plot
1. Americans lack safe exercise spaces
2. Obesity rates rising with socioeconomic disparities
3. Poverty and obesity strongly correlated
4. Complex relationship often misunderstood

Rising Action
1. Obesity diseases strain healthcare systems
2. Low-income communities stuck in health-poverty cycles
3. Individual-focused approaches fail to address structural barriers
4. Limited budgets force difficult investment decisions

Climax
1. "Outlier counties" break poverty-obesity correlation
2. Strategic physical activity approaches despite limited resources
3. Exercise access improves outcomes regardless of income
4. Potential model for other communities

Falling Action
1. Successful county interventions
2. Cost-benefit of infrastructure vs. healthcare
3. Approaches for different community types
4. Implementation challenges and funding

Ending
1. Prioritize physical activity infrastructure
2. Integrate health impact assessments
3. Implement evidence-based interventions
4. Cross-sector collaboration essential

Data Sources

National data & documentation

2025 Annual Data Release

NATIONAL DATA	TREND DATA
2025 County Health Release National Data	2025 CHR CSV Trends Data
2025 CHR CSV Analytic Data	2025 CHR SAS Trends Data
2025 CHR SAS Analytic Data	2025 CHR Trends Data Documentation
2025 CHR CSV/SAS Analytic Data Documentation	
2025 Data Dictionary (PDF)	
2025 Data Dictionary (XLSX)	
2025 Comparability Across States	
2025 Technical Document	

https://www.countyhealthrankings.org/health-data/methodology-and-sources/data-documentation