

# Connecting the Dots: Community Health & Economic Vitality

*Georgia Rural Health Association*

*Callaway Gardens*

*September 20, 2011*



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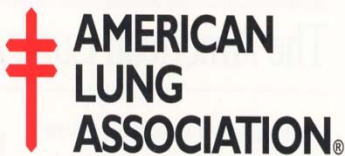
Facebook: Partner Up! for Public Health

Twitter: @GAPublicHealth

# Partner Up! Advisory Board



GEORGIANS FOR A HEALTHY FUTURE



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“Testimony made it clear that due to the current and worsening shortage of public health nurses, during a time of significant medical emergency, Georgia will not be able to perform as is required and expected by the public. **[Federally required Emergency Support Functions] 6 & 8, [Strategic National Stockpile] distribution, telephone triage, and emergency support will not function as designed, and will lead to mass disruption, unavailability and degradation of care, perhaps leading to panic or civil unrest. In the event of pandemic, the medical system in Georgia will collapse due to unprecedented volume without improvement to existing public health infrastructure.”**

*- Study Committee on Public Health  
Georgia House of Representatives  
2006*



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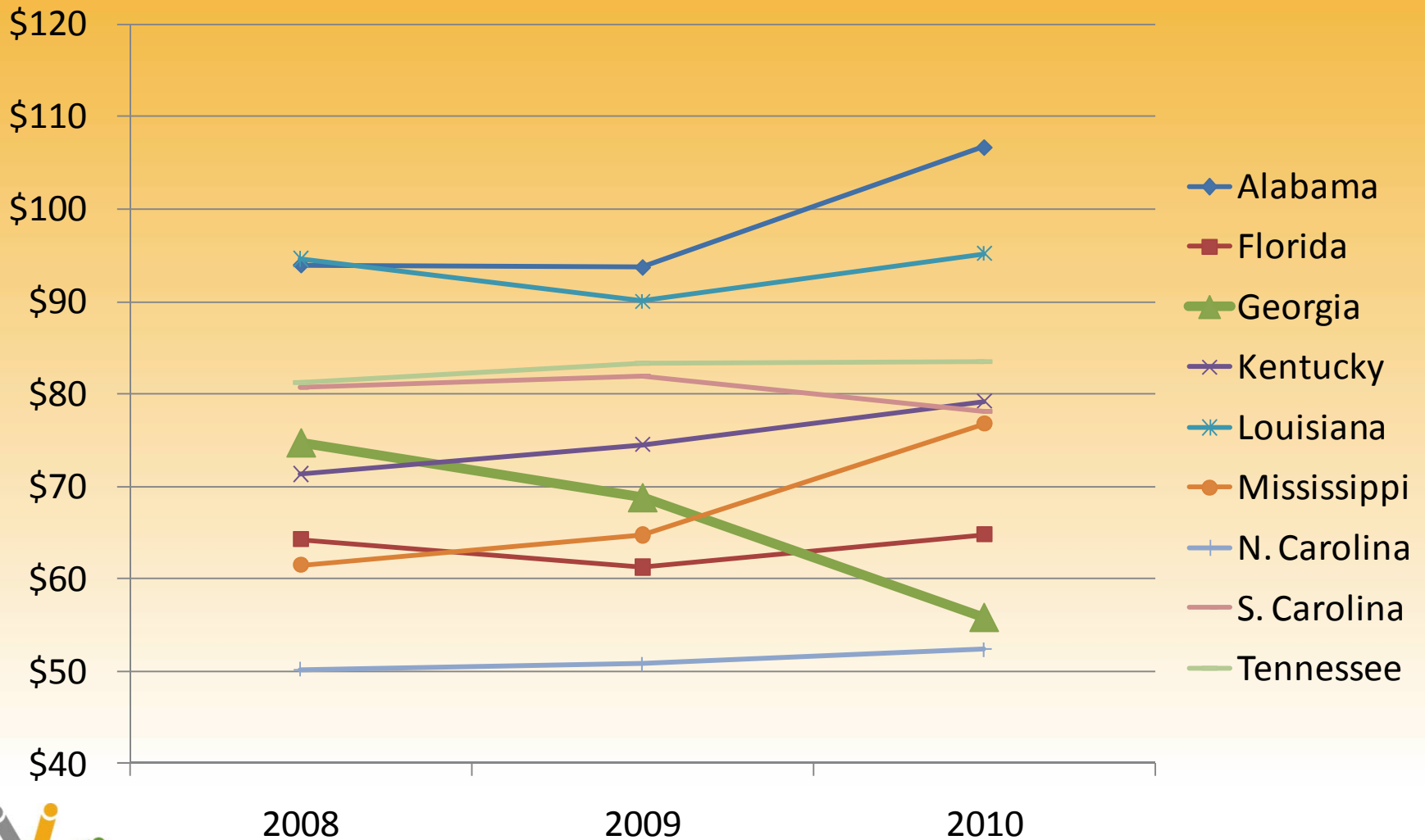
“The Committee recognizes that Georgia’s Public Health System is in a state of crisis due to increasing responsibilities, increasing population, emergency infectious disease, the problems of immigration, the threats of terrorism and pandemic influenza, a shrinking public health workforce, and decreasing funds.”

**-Study Committee on Public Health  
Georgia House of Representatives  
2006**



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# Per Capita Public Health Spending: 2008-2010



Source: America's Health Rankings

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# Georgia's 2010 Health Rankings

Category	2010 Ranking	Georgia Value	No. 1 State Value
Premature Death (Years Lost Per 100K Population)	38	8,324	5,382
Infant Mortality (Deaths per 1,000 Live Births)	41	8	4.8
Cancer Deaths (Deaths per 1,000 Population)	24	193.9	142
Cardiovascular Deaths (Deaths per 1,000 Population)	40	304.3	206.3
Teen Birth Rate (Births/1,000 Women 15-19)	40	54.9	20
Low Birthweight (Pct Births under 2500 grams)	45	9.5%	5.7%
Preterm Birth (Pct Births under 37 weeks)	40	13.9%	9.1%
Infectious Disease (Cases/100,000 Population)	47	24.5	2.4
Lack of Health Insurance (Pct Population)	44	19.2%	5.0%



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# Georgia Competitiveness Initiative

This Initiative is bringing state government and the business community together at the request of Governor Nathan Deal to develop a long-term strategy for economic development.

## Our Competitiveness Compared to the 50 States

\*see what these numbers mean (click them to find out)



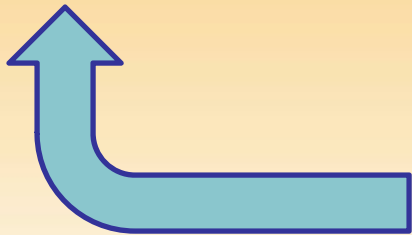
## Unhealthy Communities

- Dangerous roadways
- Food deserts
- Unsafe and inaccessible parks



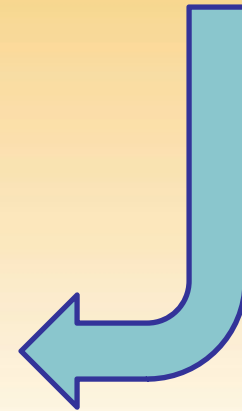
## Unhealthy People

- Obesity
- Diabetes
- Heart disease
- Cancer



## Unhealthy Economy

- High health care expenditures
- Lost productivity
- Less community investment



--New York Academy of Medicine "Health & Economic Development"

# Obesity-Attributable Health Care Spending

	Georgia	Colorado
2008 Obesity Rate	32.0%	23.8%
2018 Obesity Rate (Proj)	41.4%	29.8%
<b>2008 Adult PC Obesity-Attributable Spending</b>	<b>\$385</b>	<b>\$235</b>
2018 Adult PC Obesity-Attributable Spending (Proj)	\$1,442	\$864
2008 Total Obesity-Attributable Spending	\$2.54B	\$809M
2018 Total Obesity-Attributable Spending (Proj)	\$10.85B	\$3.24B
<b>Pct Increase 2008-2018</b>	<b>327%</b>	<b>300%</b>

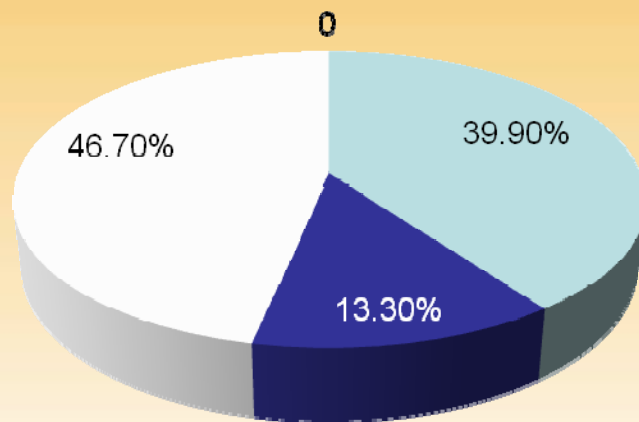
“The Future Costs of Obesity: National and State Estimates of the Impact of Obesity on Direct Health Care Expenditures” – United Health Foundation, APHA & Partnership for Prevention



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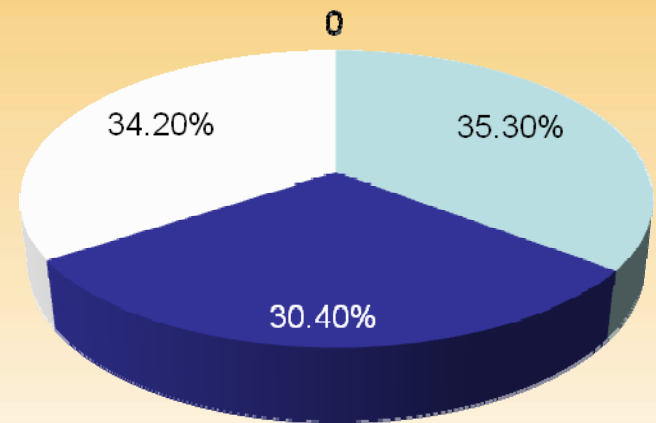
# Georgia Weight Classification

1995



Overweight Obese Normal Weight

2010



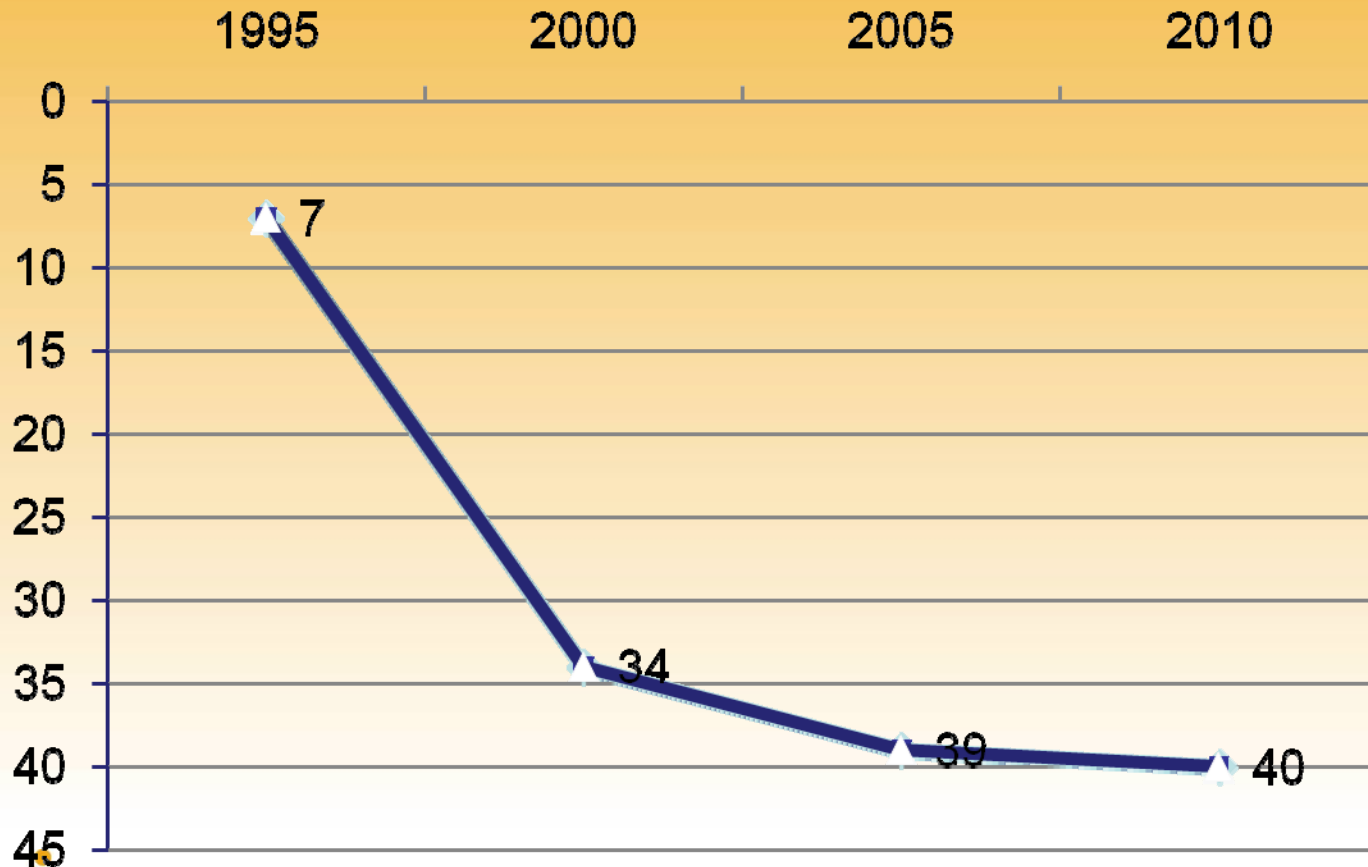
Overweight Obese Normal Wght

Source: CDC Behavioral Risk Factor Surveillance System



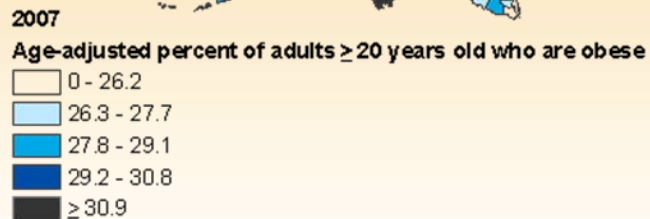
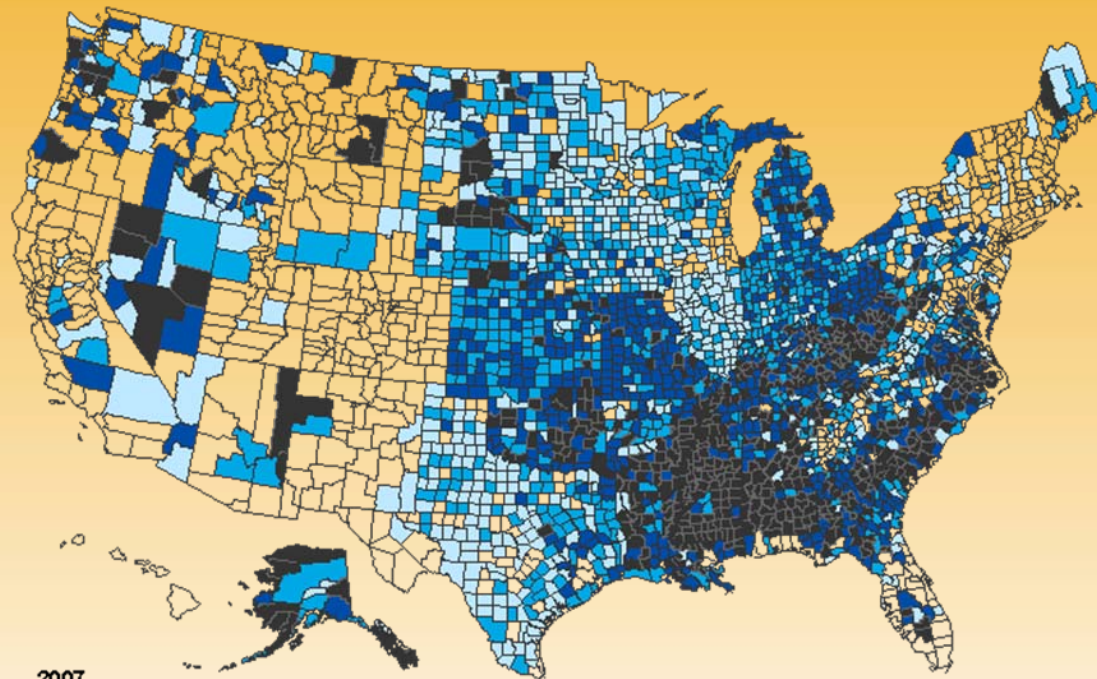
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# Georgia Obesity Rankings: 1995-2010



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# Age-adjusted percentage of adults aged $\geq 20$ years who are obese, 2007

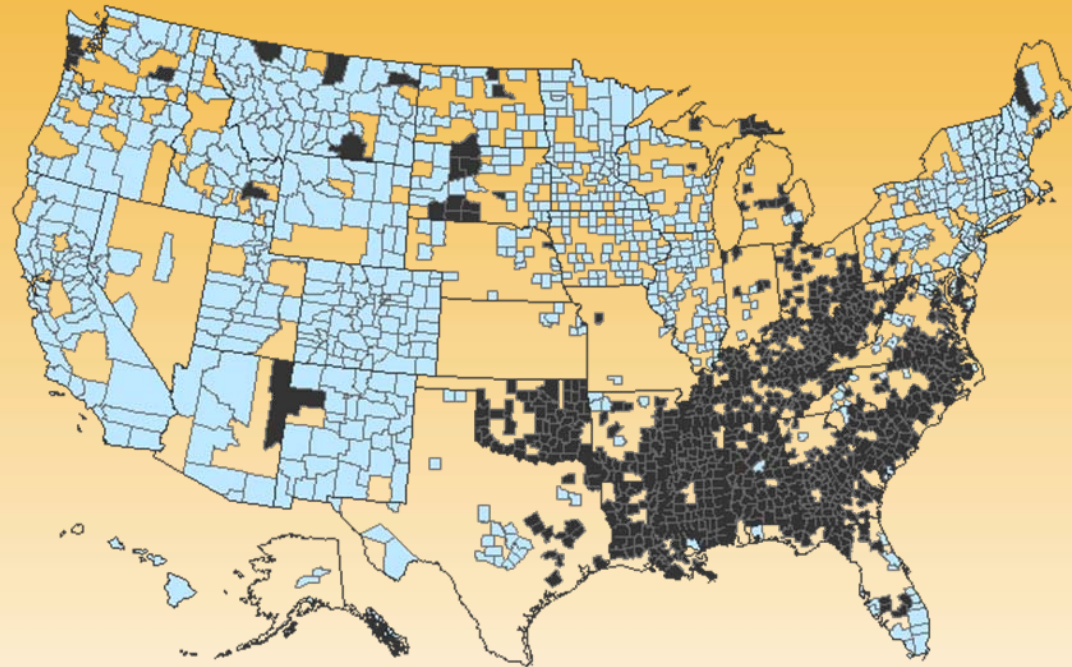


MMWR 58:1259-1263, 2009



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# Counties in the top and bottom two quintiles of both diabetes and obesity, 2007



■ Counties in top 2 quintiles for both diabetes and obesity  
■ Counties in bottom 2 quintiles for both diabetes and obesity

MMWR 58:1259-1263, 2009



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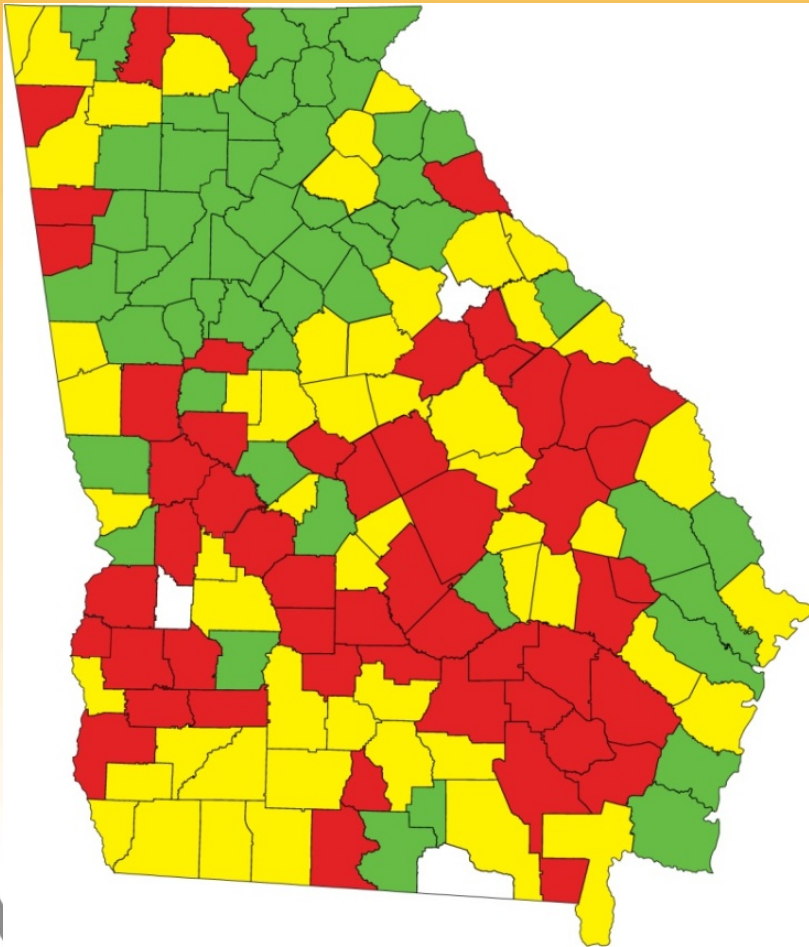
# Connecting the Dots: Public and Economic Health

- University of Wisconsin 2011 Health Outcomes Rankings
  - Premature Death
  - Poor or Fair Health
  - Poor Mental & Physical Health Days
  - Low Birth Weight
- <http://bit.ly/Wisconsinhealth>
- Georgia DCA 2011 Job Tax Credit Rankings
  - Average Per Capita Income
  - Unemployment Rate
  - Poverty Rate
- <http://bit.ly/DCArankings>



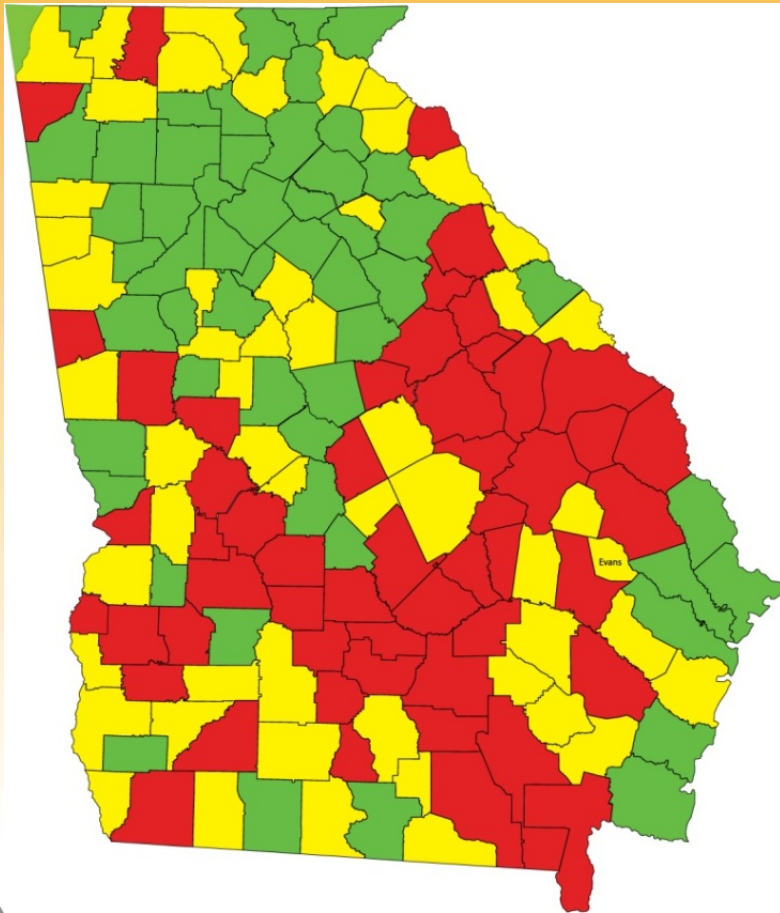
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# University of Wisconsin 2011 Health Outcome Rankings



- Mortality: Life expectancy
- Morbidity
  - % Poor/fair health
  - Poor physical health days
  - Poor mental health days
  - % Low birth weight babies

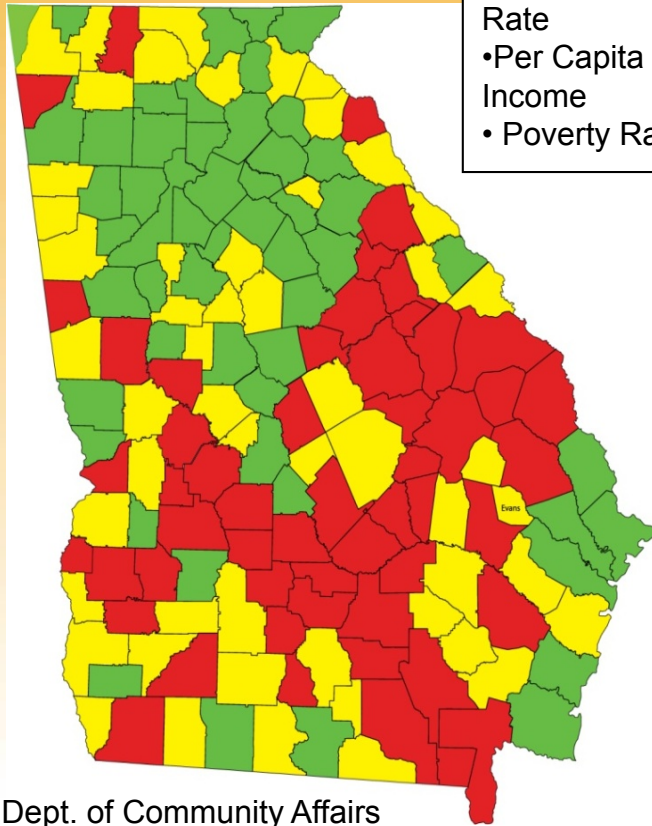
# DCA's 2011 Job Tax Credit Rankings



- Unemployment rates
- Poverty rates
- Per capita income

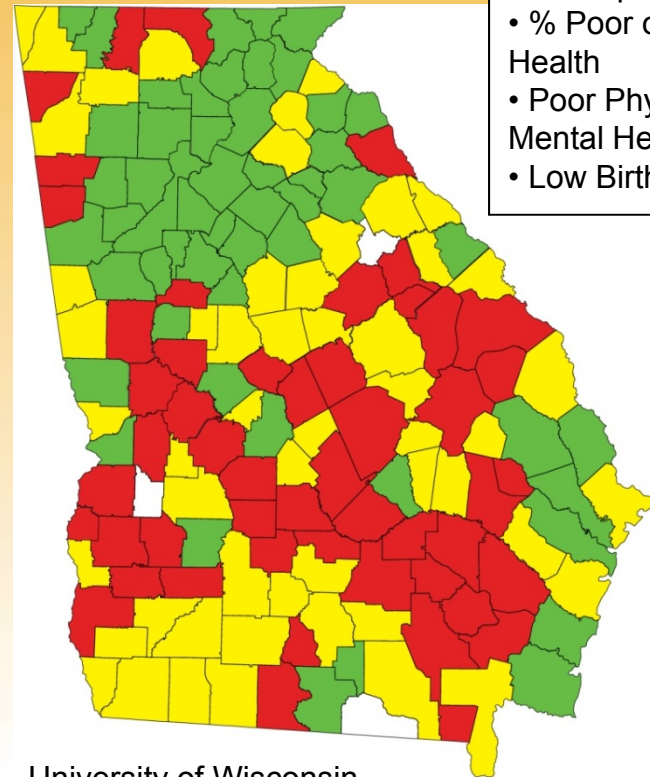
# Economics & Public Health

## 2011 Tax Credit Rankings



- Unemployment Rate
- Per Capita Income
- Poverty Rate

## 2011 Health Outcomes Rankings



- Life Expectancy
- % Poor or Fair Health
- Poor Physical & Mental Health Days
- Low Birthweight

Georgia Dept. of Community Affairs  
2011 Job Tax Credit Rankings



University of Wisconsin  
2011 County Health Rankings  
for Mortality & Morbidity

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# Top & Bottom 10

County	2011 Job Tax Credit Rankings (Reversed)	2011 Wisconsin Health Outcomes Rankings
Oconee	1	2
Columbia	2	8
Harris	3	14
Fayette	4	1
Forsyth	5	3
Bryan	6	23
Cherokee	7	6
Cobb	8	5
Effingham	9	27
Houston	10	17

County	2011 Job Tax Credit Rankings (Reversed)	2011 Wisconsin Health Outcomes Rankings
Calhoun	150	156
Warren	151	146
Macon	152	140
Treutlen	153	81
Johnson	154	101
Atkinson	155	58
Taliaferro	156	NR
Jenkins	157	134
Telfair	158	145
Hancock	159	113



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# Partner Up! Power Ratings & Rankings

- Economic Ranking  
x Health Ranking  
= ***Partner Up! Power Rating***
- Best Possible Rating:  $1 \times 1 = 1$
- Worst Possible Rating:  $159 \times 159 = 25,281$

# Partner Up! Power Rankings: Top 10

County	Economic Ranking	Health Ranking	Partner Up Power Rating
<b>Oconee</b>	<b>1</b>	<b>2</b>	<b>2</b>
Fayette	4	1	4
Forsyth	5	3	15
Columbia	2	8	16
Cobb	8	5	40
Cherokee	7	6	42
<b>Harris</b>	<b>3</b>	<b>14</b>	<b>42</b>
Gwinnett	14	4	56
<b>Bryan</b>	<b>6</b>	<b>23</b>	<b>138</b>
Houston	10	17	170



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# Partner Up! Power Rankings: Bottom 10

County	Economic Ranking	Health Ranking	Partner Up Power Ratings
<i>Calhoun</i>	<i>150</i>	<i>156</i>	<i>23,400</i>
<i>Telfair</i>	<i>158</i>	<i>145</i>	<i>22,900</i>
<i>Warren</i>	<i>151</i>	<i>146</i>	<i>22,046</i>
<i>Quitman</i>	<i>143</i>	<i>154</i>	<i>22,022</i>
<i>Turner</i>	<i>148</i>	<i>144</i>	<i>21,312</i>
<i>Macon</i>	<i>152</i>	<i>140</i>	<i>21,280</i>
<i>Jenkins</i>	<i>157</i>	<i>134</i>	<i>21,038</i>
<i>Burke</i>	<i>142</i>	<i>148</i>	<i>21,016</i>
<i>Crisp</i>	<i>139</i>	<i>149</i>	<i>20,711</i>
<i>Jefferson</i>	<i>147</i>	<i>135</i>	<i>19,845</i>



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# Partner Up! Power Rankings: Top 10

County	Economic Ranking	Health Ranking	Partner Up Power Rating
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# Tier Profiles: Size Matters

Tier	No. Urban Counties	No. Rural Counties	Combined Population
Top Tier	31	21	6,775,499
Middle Tier	13	30	1,912,922
Bottom Tier	7	45	1,773,866

- Top Tier rural counties tend to be attached to urban areas
- Most Bottom Tier urban counties aren't much above the 35,000 person threshold
- 30 counties have populations under 10,000; none are in the Top Tier, 11 are in the Middle Tier, 18 are in the Bottom Tier, and 3 are unrated.



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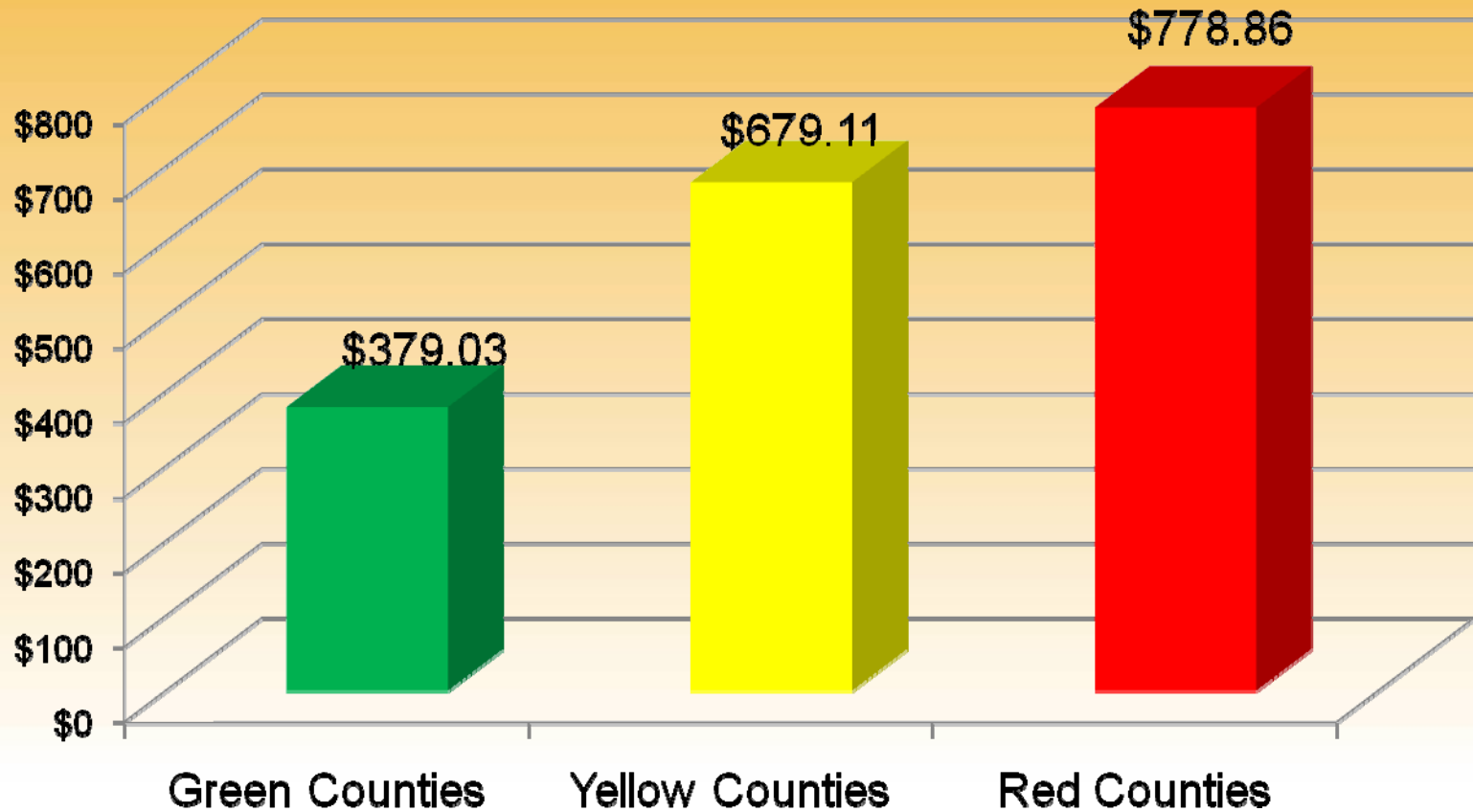
# Urban Greens vs. Rural Reds

	Urban Greens	Rural Reds
No. Counties	31	45
2010 Population	6,297,803	632,698
Medicaid Rate	11.93%	22.51%
Avg. Medicaid \$ Per Enrollee	\$3,149	\$3,625

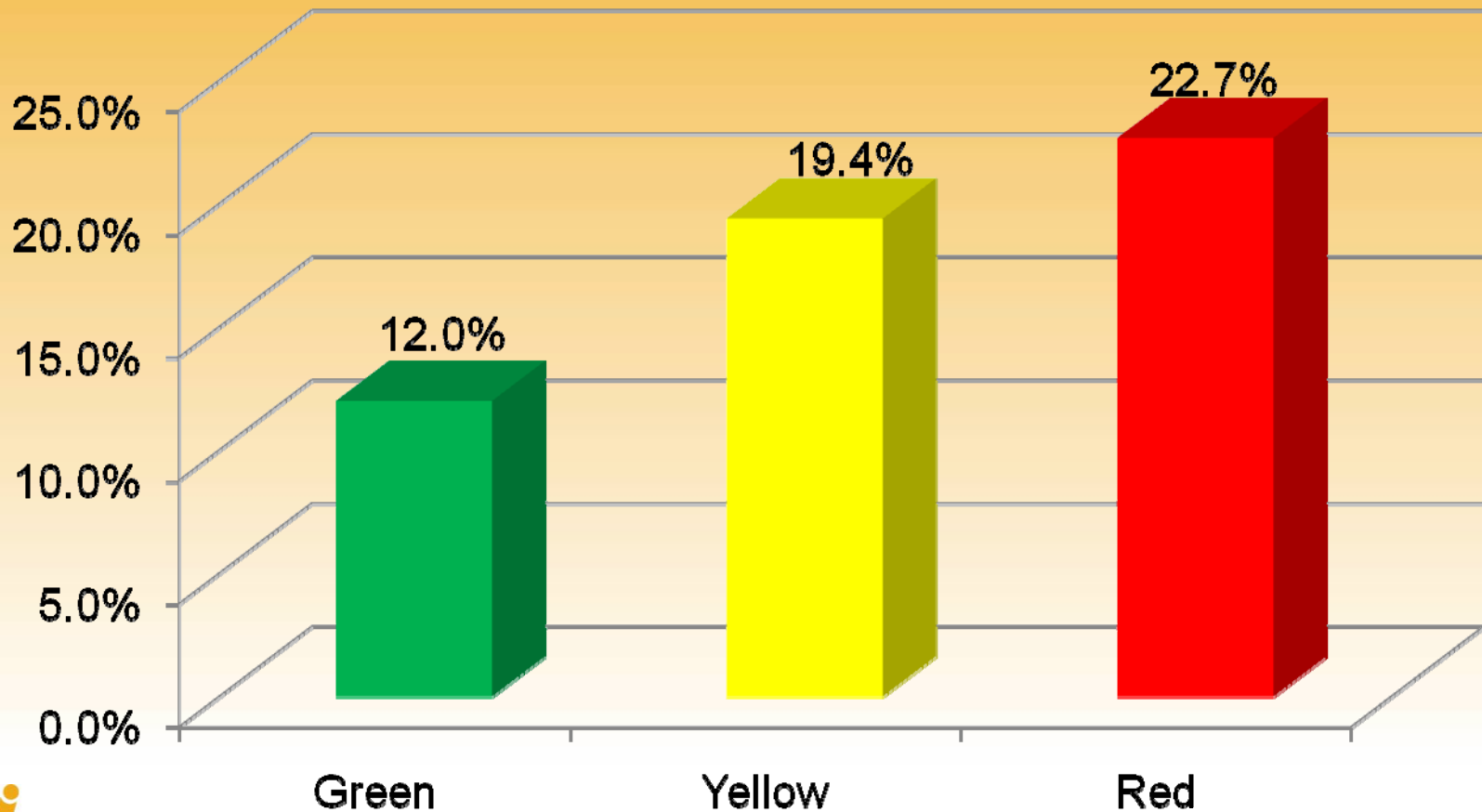
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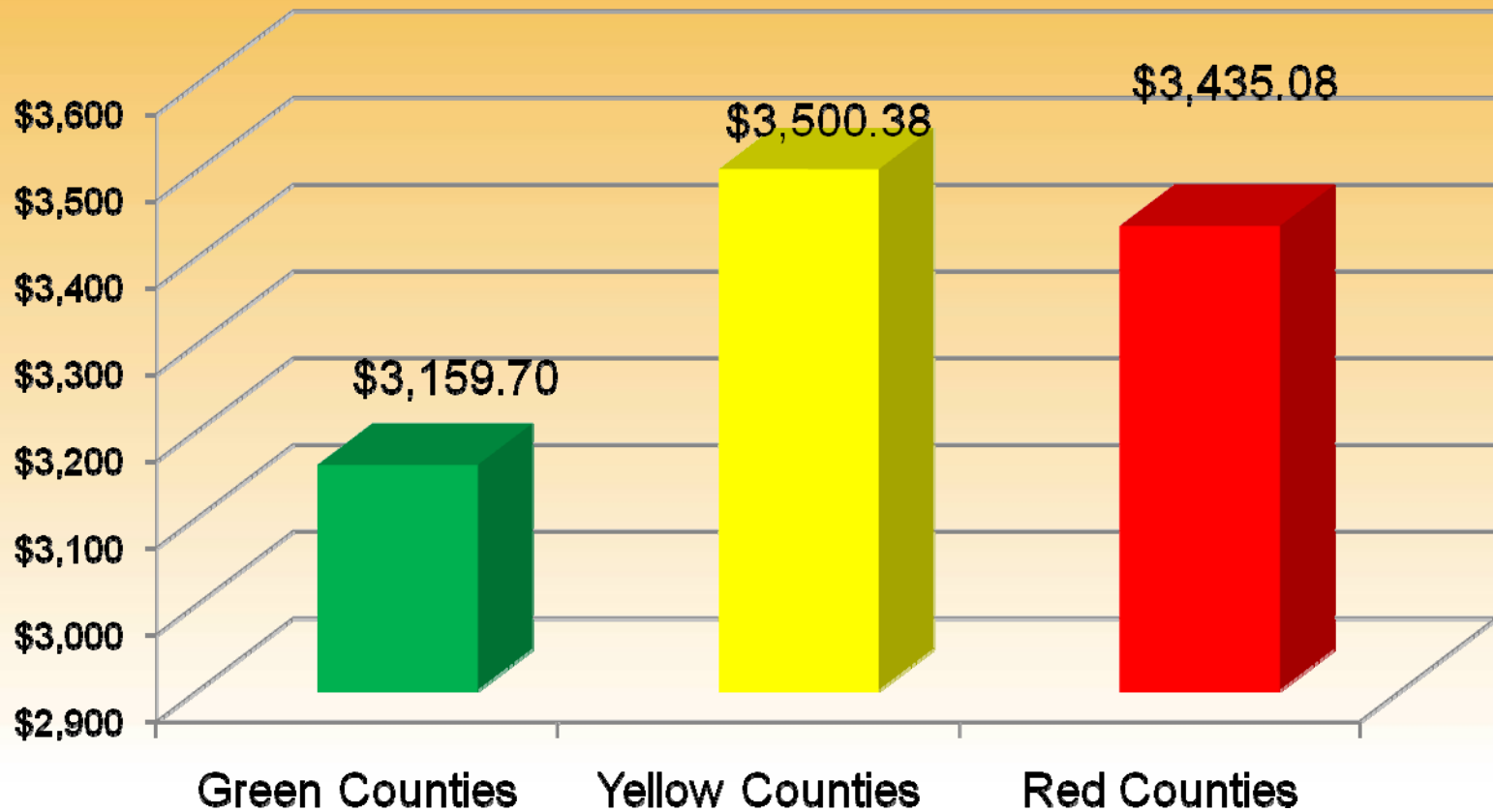
# Average Medicaid Spending *Per Capita* By Power Ranking Tier



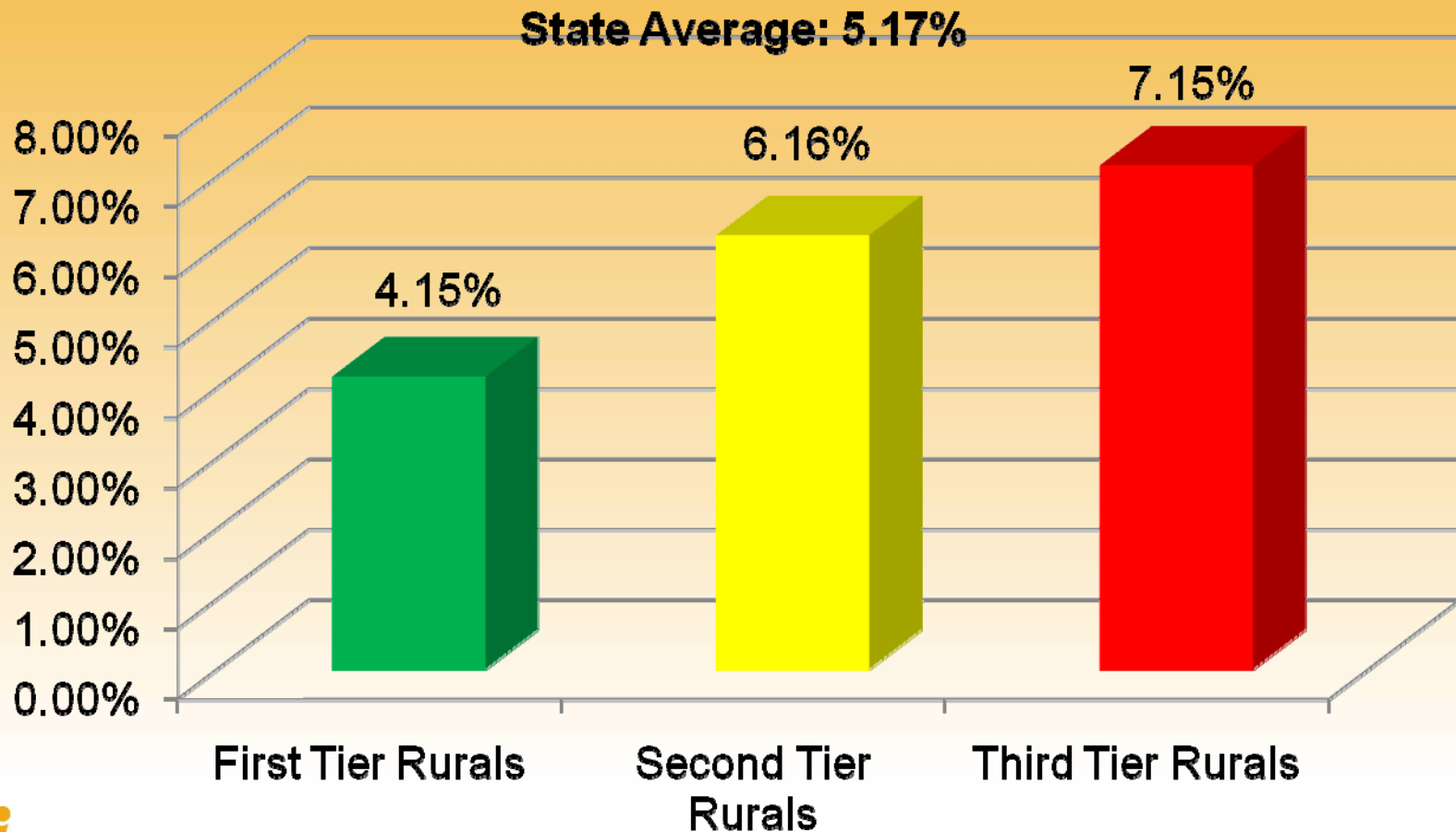
# Average Medicaid Rate By Partner Up! Rating Tier



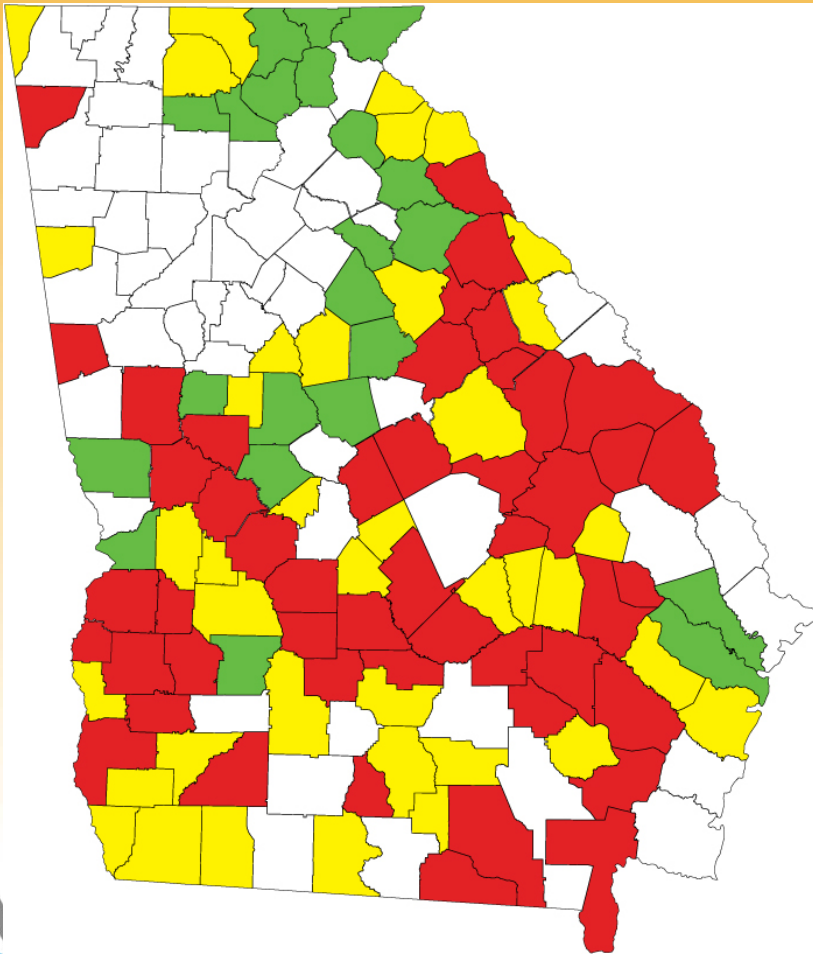
# Average Medicaid Spending *Per Enrollee* By Power Ranking Tier



# Rural Hospital Indigent Care Percentages by Power Ranking Tier



# Rural Counties by Power Rankings



## Questions

- Why do Green rurals around Athens prosper when Reds between Augusta & Savannah don't?
- What's driving the Yellow tide along the SW Georgia border?
- Is there an explanation for the chain of Red counties in West Central Georgia?
- What's up with Chattahoochee County?

# A Few Modest Suggestions

- Call the Question: *What should be the state's commitment to, and strategy for, rural Georgia?*
- Create a 'burning platform' approach to dealing with rural health, education and economic 'disasters'
- Ask Gov. Deal to create inter-departmental Task Force (DEcD, DPH, DCH, DOE, DCA, University System + GRHA, ACCG, GMA)
- Develop/organize multi-county pilot program



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