

Using Data to Create Justice: the Neighborhood Indicators Project in Memphis and Shelby County

Phyllis Betts, Director

Center for Community Building and Neighborhood Action
InfoWorks Memphis Neighborhood Indicators Partnership

University of Memphis

CityMatCH Sanfrancisco

September 2011

CBANA and InfoWorks are affiliated with
the National Neighborhood Indicators
Partnership at The Urban Institute

CBANA's mission is to link research with
action through support for data-driven
interventions and place-based initiatives.

Contact Phyllis Betts at
pbetts@memphis.edu

Using Neighborhood Indicators to get started and sustain problem solving . . .

- Using data to understand who, where, why
- From raising awareness of health disparities as a justice and equity issue to identifying most promising levers for intervention
- From evidence-based *programs* to data-driven *strategies* . . . Starting with the Infant Mortality Initiative

Focus on Justice Infant Mortality and Birth Outcomes

- Like the canary in the coal mine . . .
- IM and birth outcomes reveal everything we know about health disparities in maternal and child health *and beyond* to other health outcomes and quality of life indicators
- *Poverty is a risk factor and . . .*
- *Being African American is an independent risk factor*

Health Disparity Basics

- Poverty as predictor of birth outcomes and other health disparities
- African Americans compared to whites *even within comparable income groups* fare more poorly
- From behavioral indicators to environmental indicators
- Geographic clusters and concentrated poverty
- Environment and neighborhood effects: role of stress

First, you have to be aware there's
a problem . . .

In March 2005, The Commercial Appeal ran a series of articles on infant death.

THE COMMERCIAL APPEAL | SUNDAY, MARCH 6, 2005

SPECIAL REPORT: INFANT MORTALITY IN MEMPHIS

BORN TO DIE

story by AIMEE EDMONDSON photographs by KAREN PULFER FOCHT



BORN TO DIE | PART TWO

38108

THE INFANT DEATH CAPITAL

story by AIMEE EDMONDSON photography by KAREN PULFER FOCHT



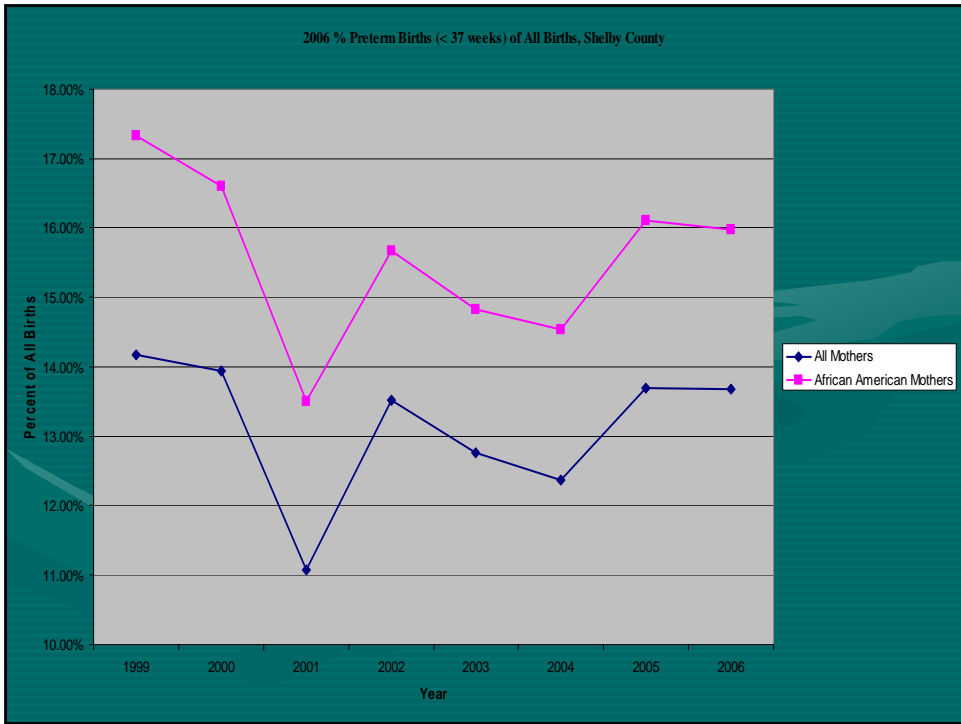
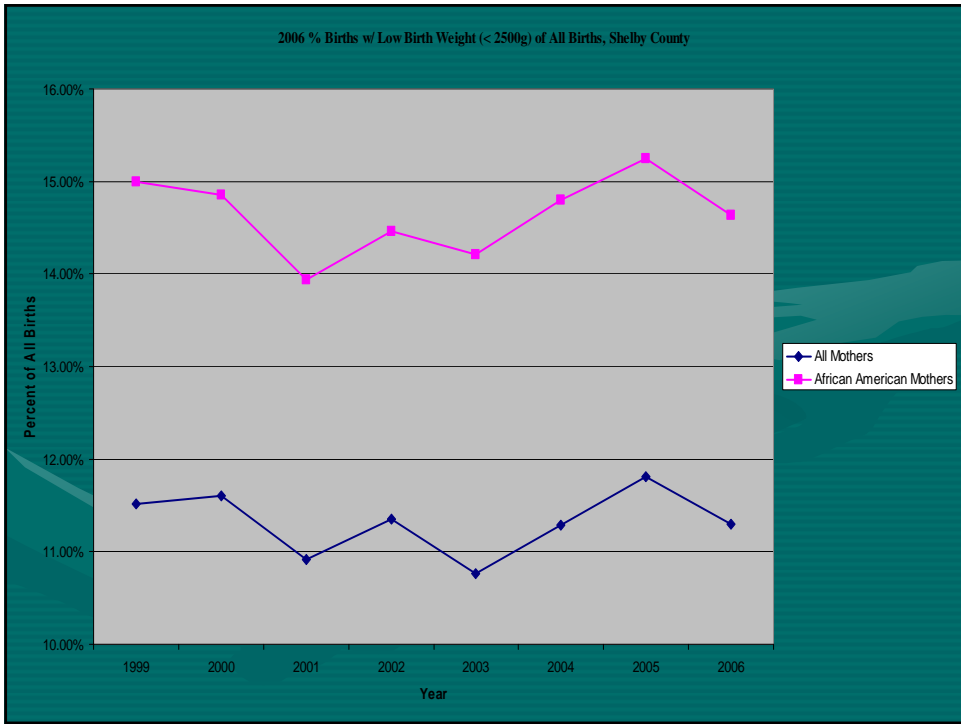
Shelby County Basics: Basic Data Scan

- Racial Disparity
 - African American women disproportionately represented among births with poor outcomes
 - *Very poor* (< \$10,000) African American households driving poor outcomes: 40-45% infant deaths
- Extreme Prematurity and low birth weight
 - 42% decrease in infant mortality rate if gestational age < 24 weeks excluded
 - From 12.66 per 1000 births to 7.24 over the time period 1994-2004
 - Fetal death plus infant death
 - But not the *whole* story: IM and prematurity do not vary in synch

Other findings . . .

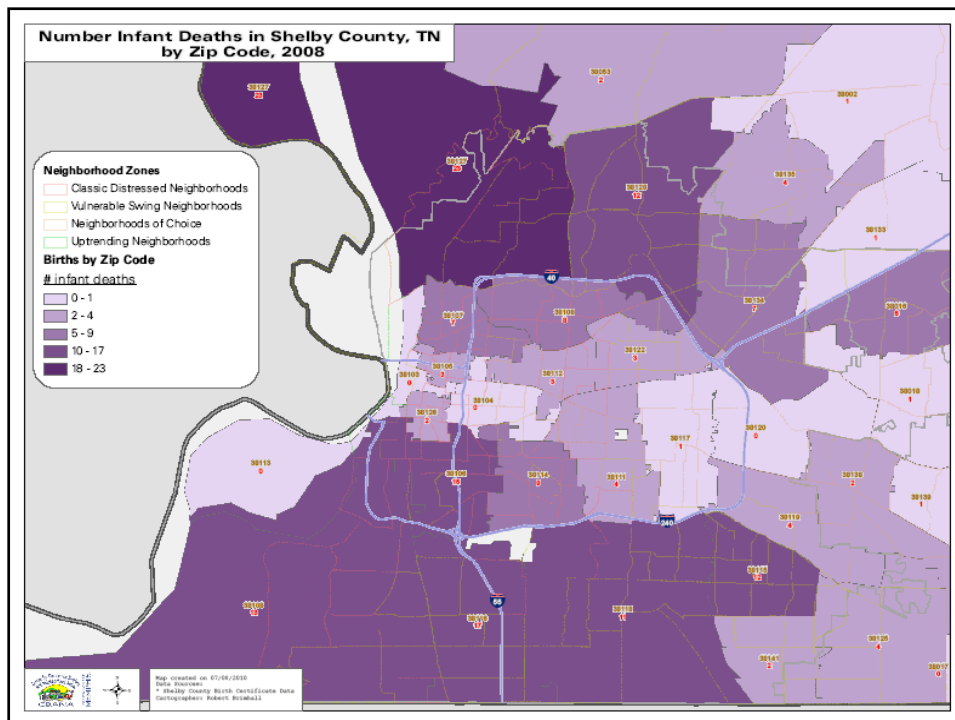
- First trimester care at 30% for mothers experiencing IM
- Mothers experiencing IM account for 75% of reported substance abuse
- Improvements in outcomes not sustained from year to year

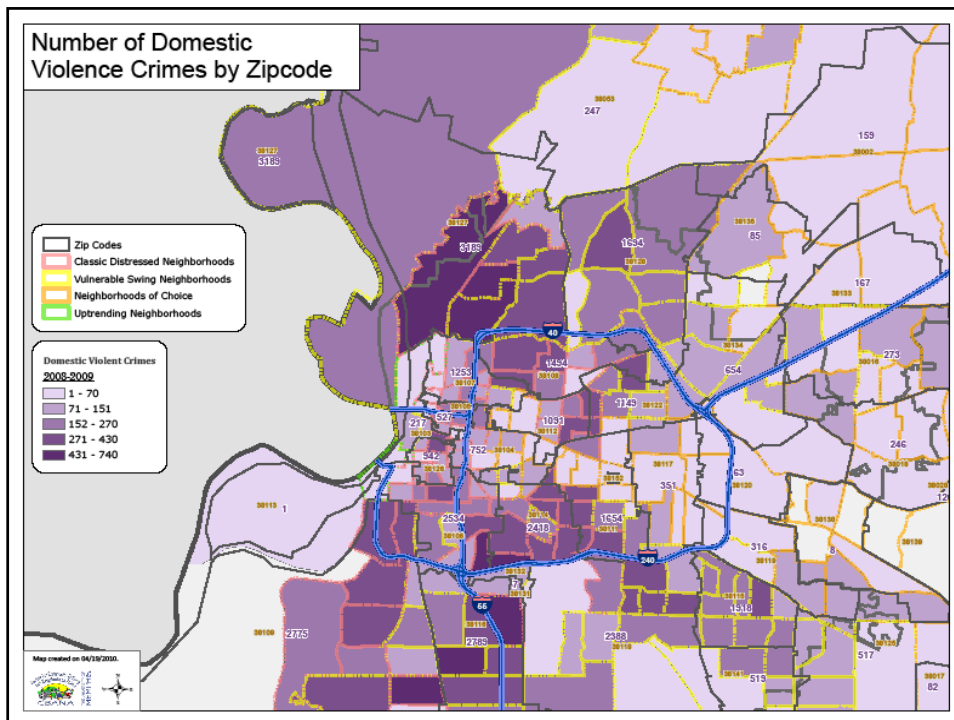




Shelby County Basics: Geographic Clusters

- GIS cluster analysis:
 - Esra Ozdenerol 1999-2003
 - Phyllis Betts 2006 and ongoing
- Geographic concentrations shifting from inner city to transitional neighborhoods
 - 38106 South Memphis
 - 38109 Whitehaven
 - 38118 Fox Meadows/Parkway Village
 - 38127 Frayser
- IM and poor birth outcomes track other social indicators *neighborhood by neighborhood*





Learning from Memphis and Shelby County

- Getting organized in 2007
- Early emphasis on awareness and education and *behavioral health*
 - 1 for All campaign
 - Community Voice
- Expansion of evidence-based programs:
 - Family Nurse Partnership
 - Centering Pregnancy

Expanding the Vision

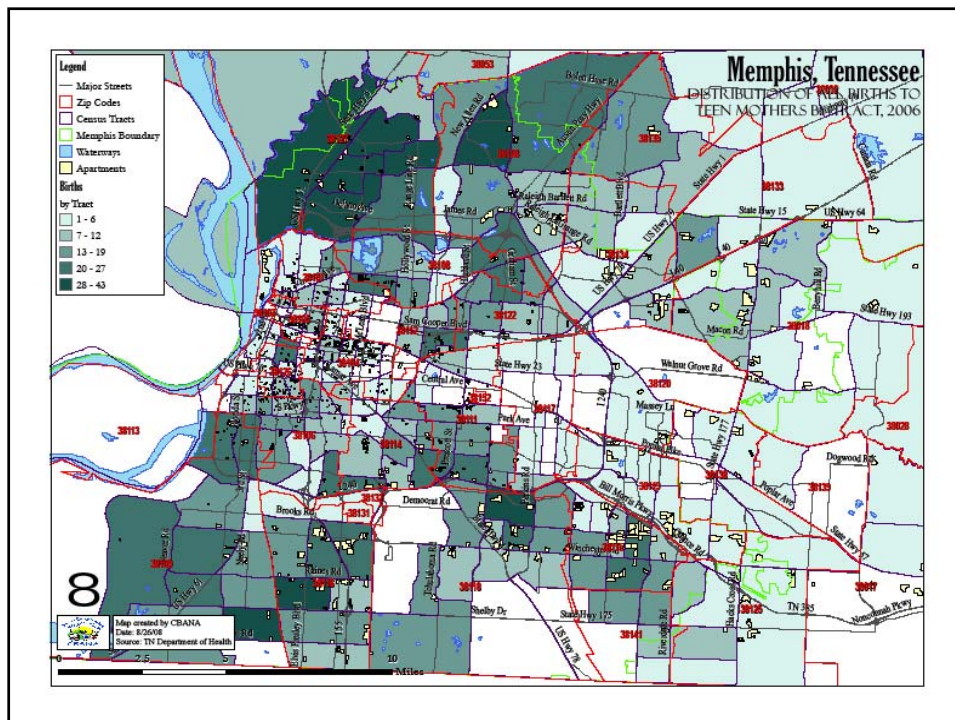
- Moving from programs to an integrated MCH strategy to address structural inequities
 - Fetal-Infant Mortality Review Team and Community Action Tea: Health Department
 - GIS mapping and analysis of neighborhood risks and assets: CBANA
 - Building a sustainable infrastructure for partnerships and coordination
 - Shelby County Office for Early Childhood and Youth
 - The Urban Child Institute

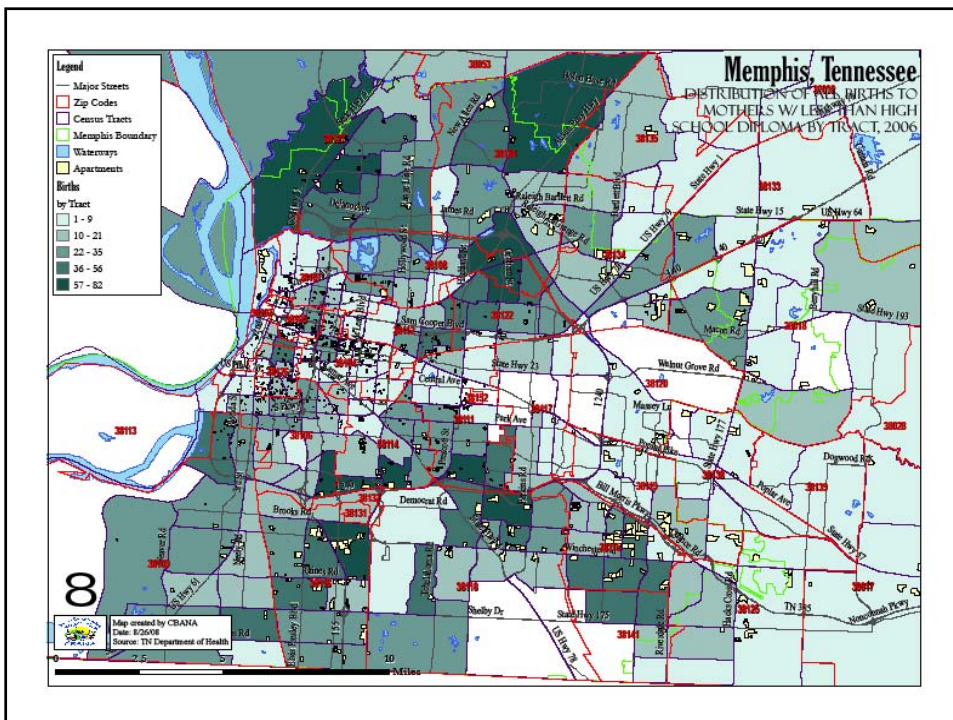
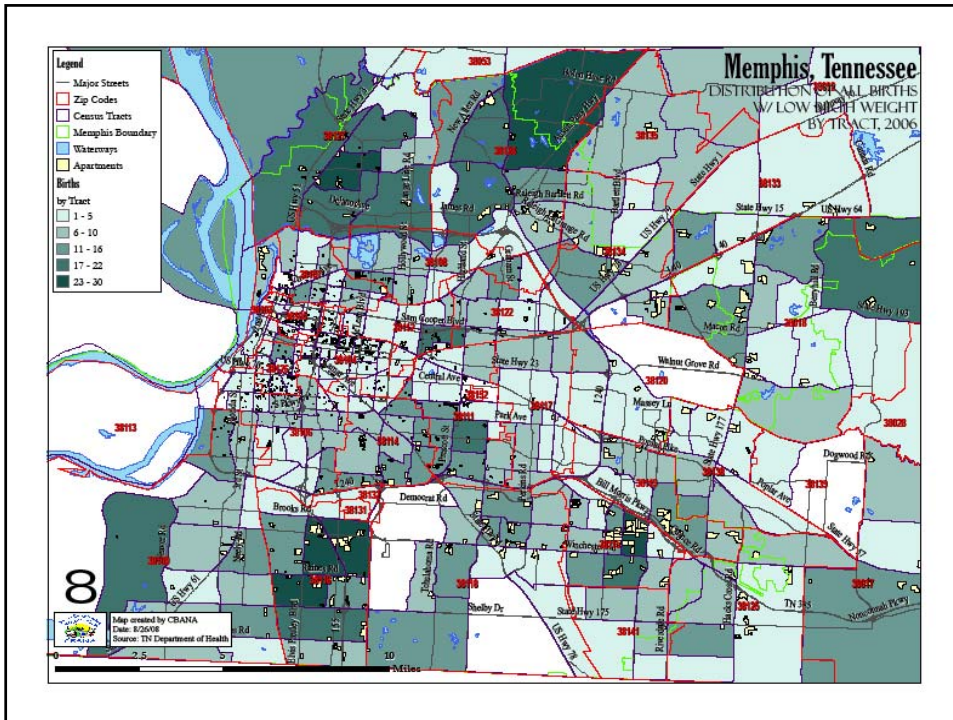
From Programs to Strategies for *System Change*

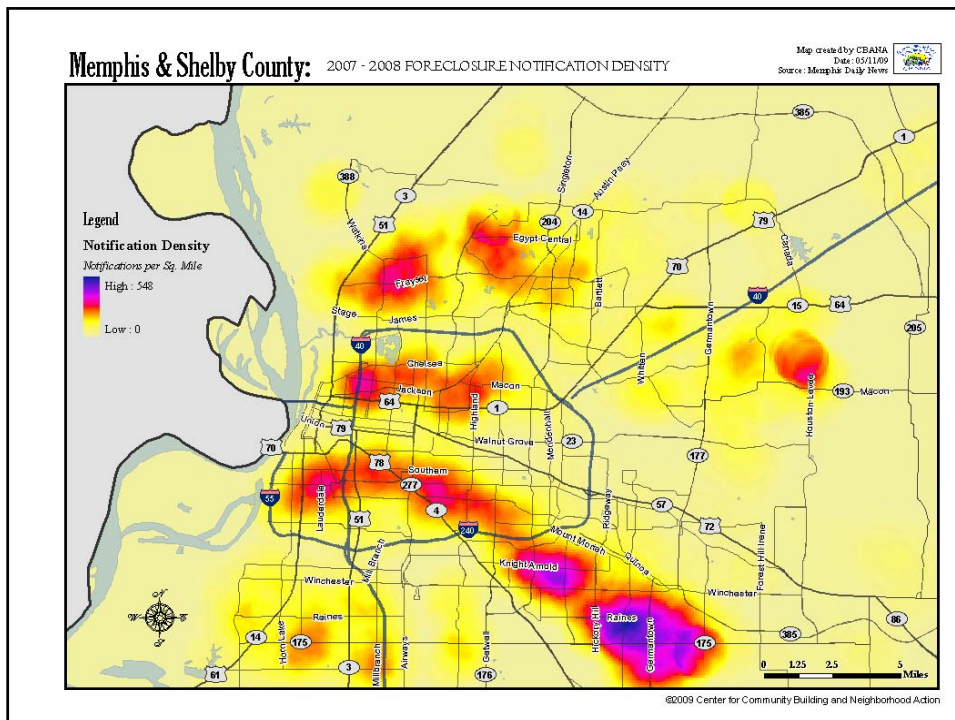
- System change means moving the dial on specified indicators through data-driven interventions
- Evidence based programs with good *program* outcomes are not enough
- Holistic strategies to confront *multi-dimensional* disparities are essential
- Integrated place-based collaboration to “reach families where they live” makes sense

Drilling Down to the Neighborhood Level

- IM and birth outcomes map with other risks and assets
- Key predictor: concentrated poverty
- Poverty and other risk factors misaligned with resources

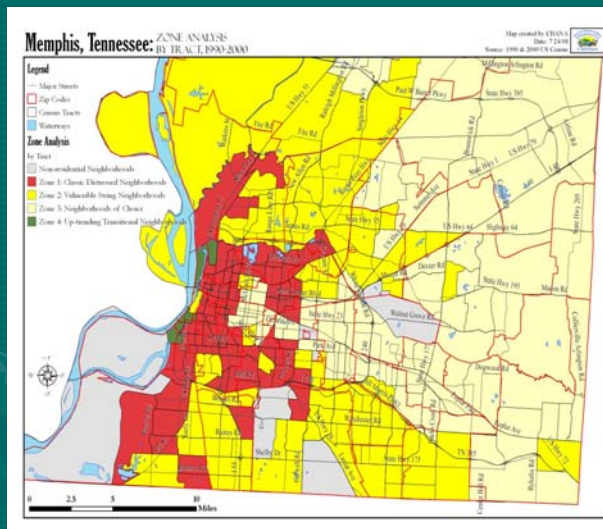


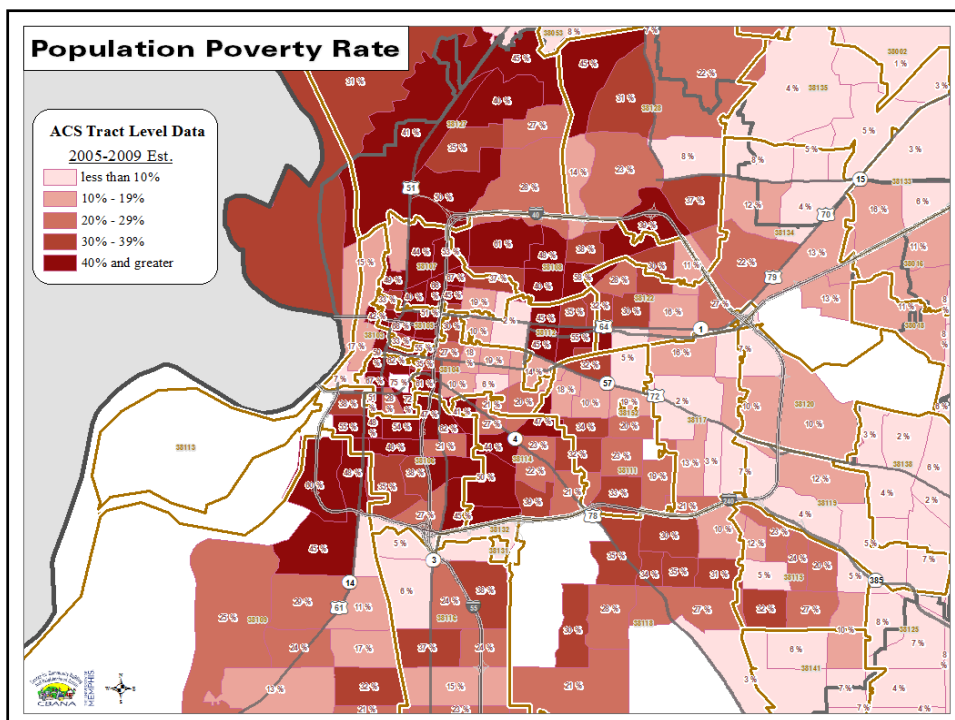
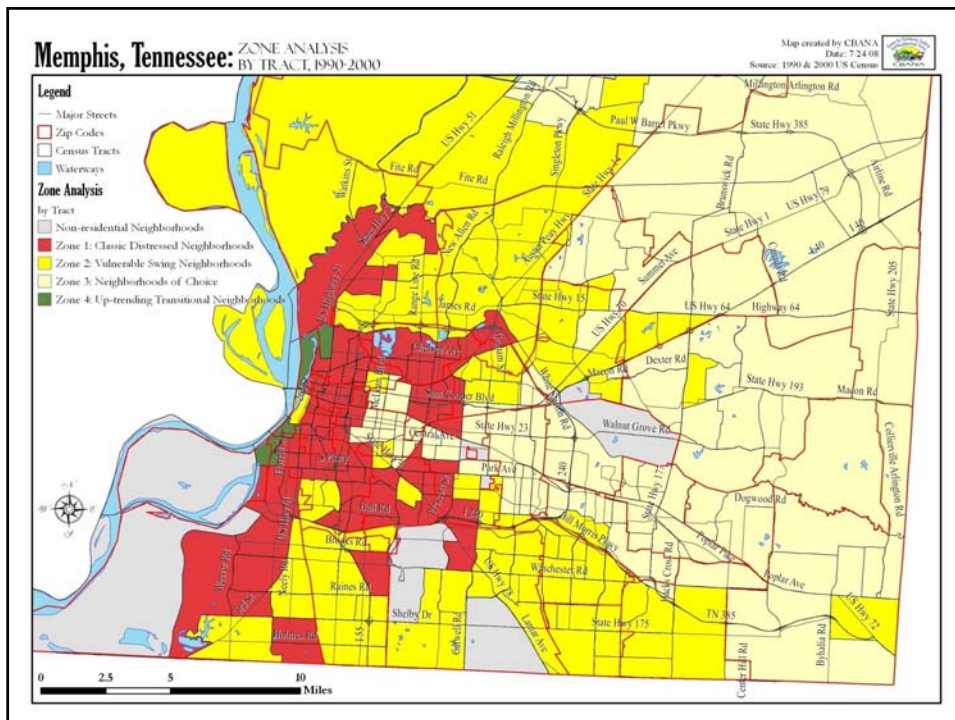


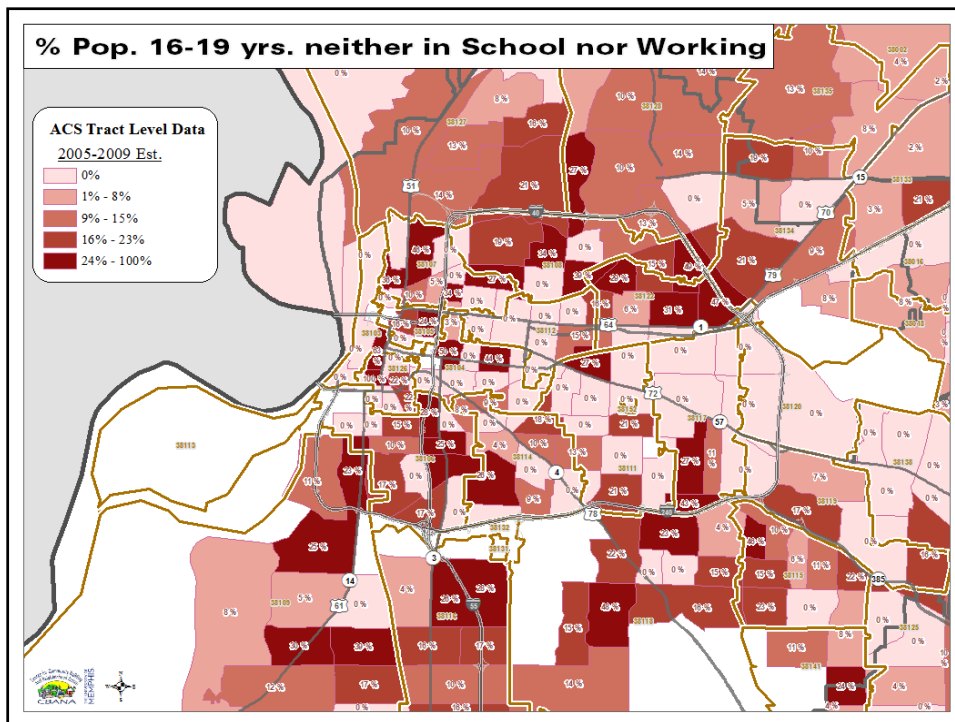
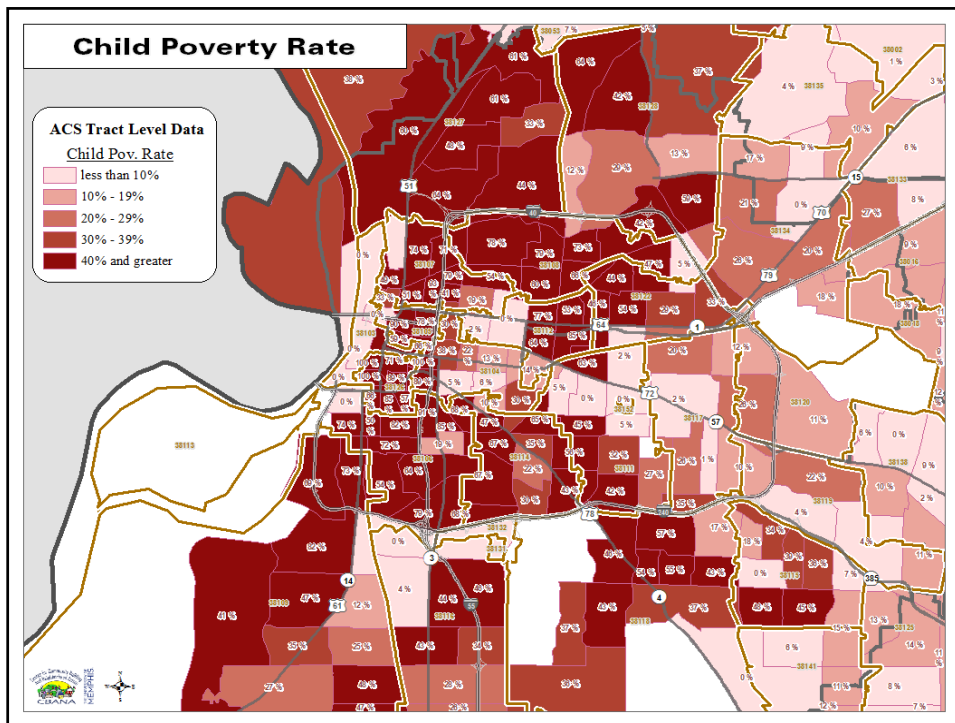


Concentrated Poverty

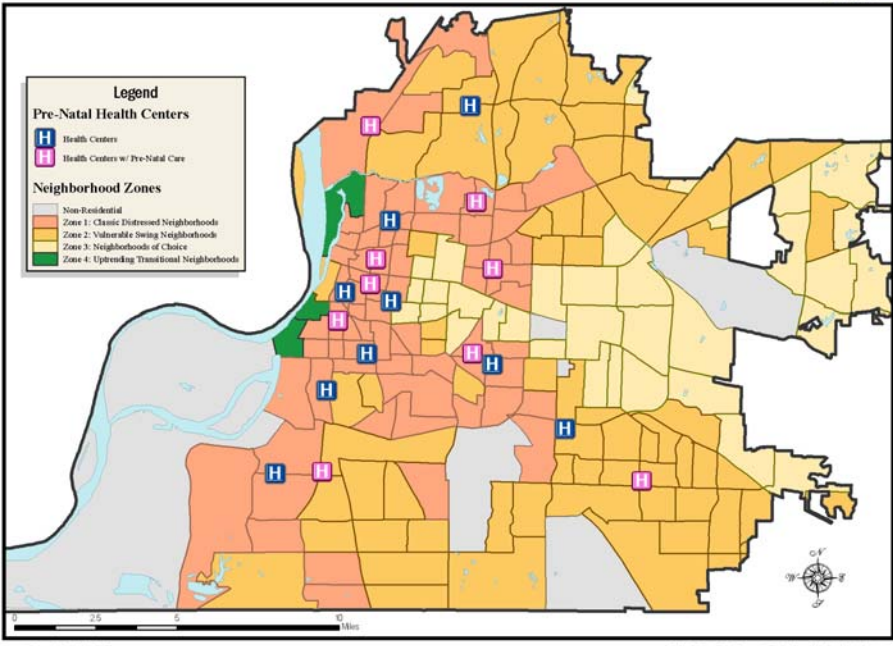
- **Getting Started:**
Neighborhood Risk and Asset Zones
- **InfoWorks Memphis Neighborhood Indicators Partnership**
 - Toward on-line access to community and neighborhood indicators
 - Ten Domains, including Health and Mental Health
 - Mapping Risks
 - Mapping Assets







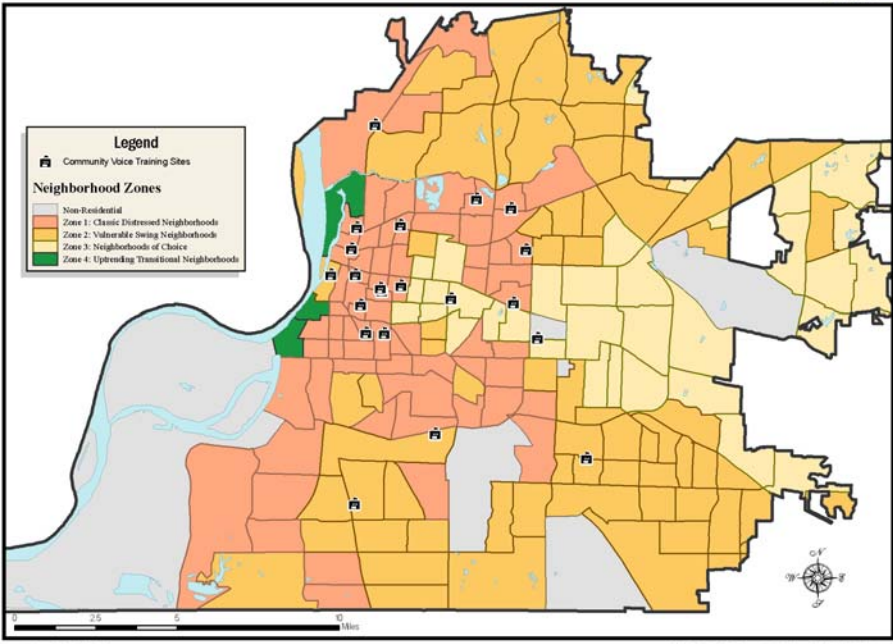
Health Centers w/ Focus on Pre-Natal Care - Memphis, TN



Creation Date: May 19th, 2009

© 2009 - Center for Community Building and Neighborhood Action

Community Voices Training Sites (2008) - Memphis, TN



Creation Date: May 19th, 2009

© 2009 - Center for Community Building and Neighborhood Action

Key Initiatives for System Change

- Early Success Coalition
- Defending Childhood Initiative
- Teen Pregnancy and Parenting Success

Using Data to *Drive* Interventions

- Mining the data: who, where, why
- Triaging risk
- Asset and capacity mapping for proven resources at different risk levels
- Route mapping outreach, referral, participation, and outcomes
- Identifying levers to expand capacity, customize participation, and strengthen outcomes

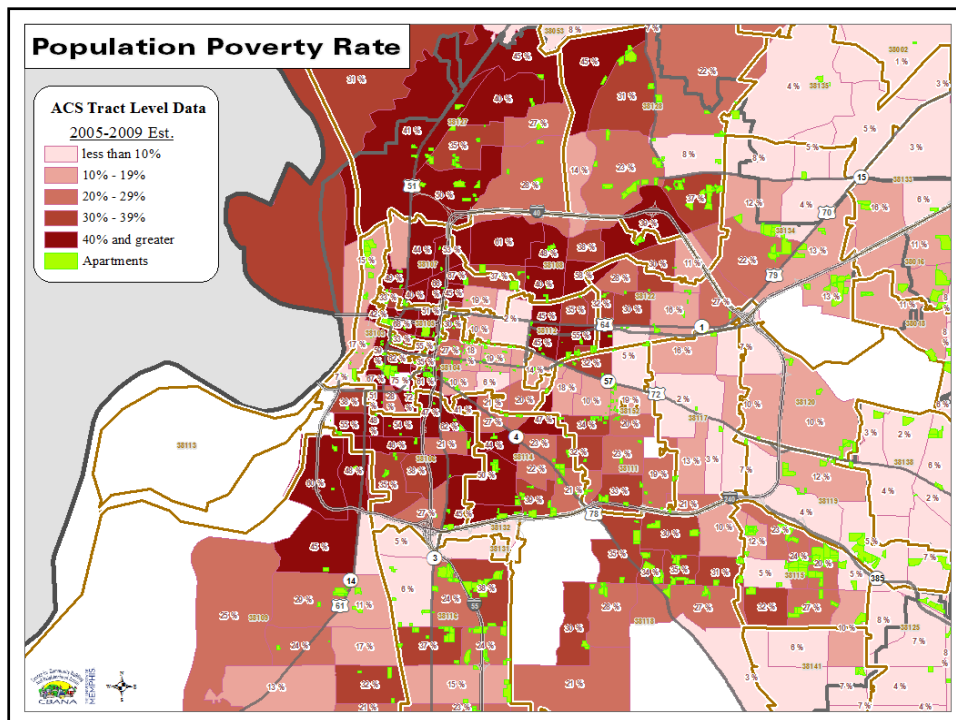
Common Pitfalls

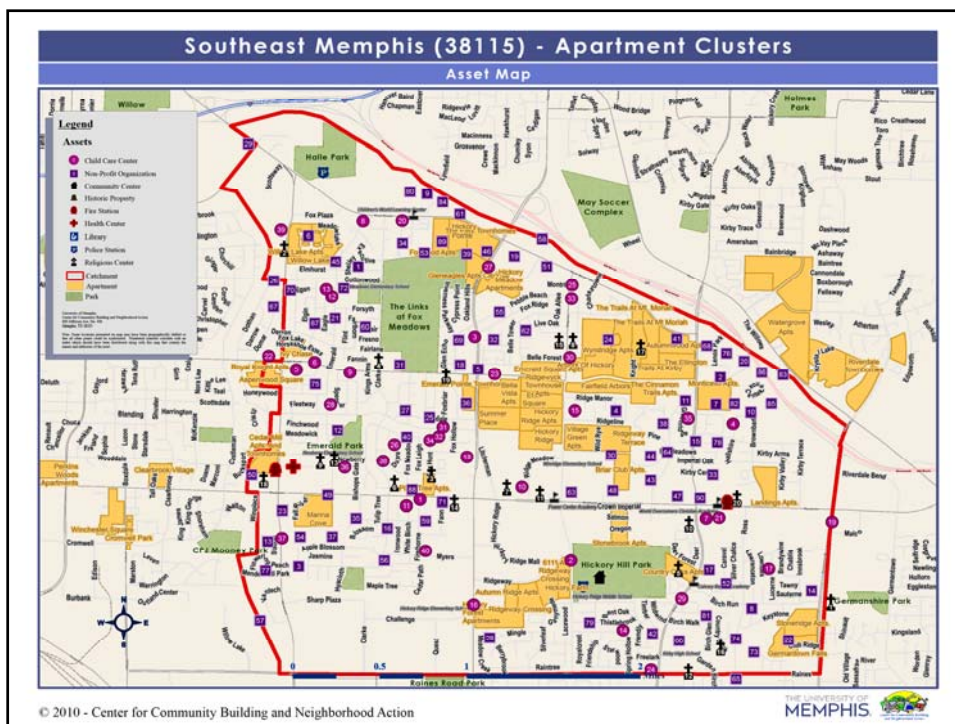
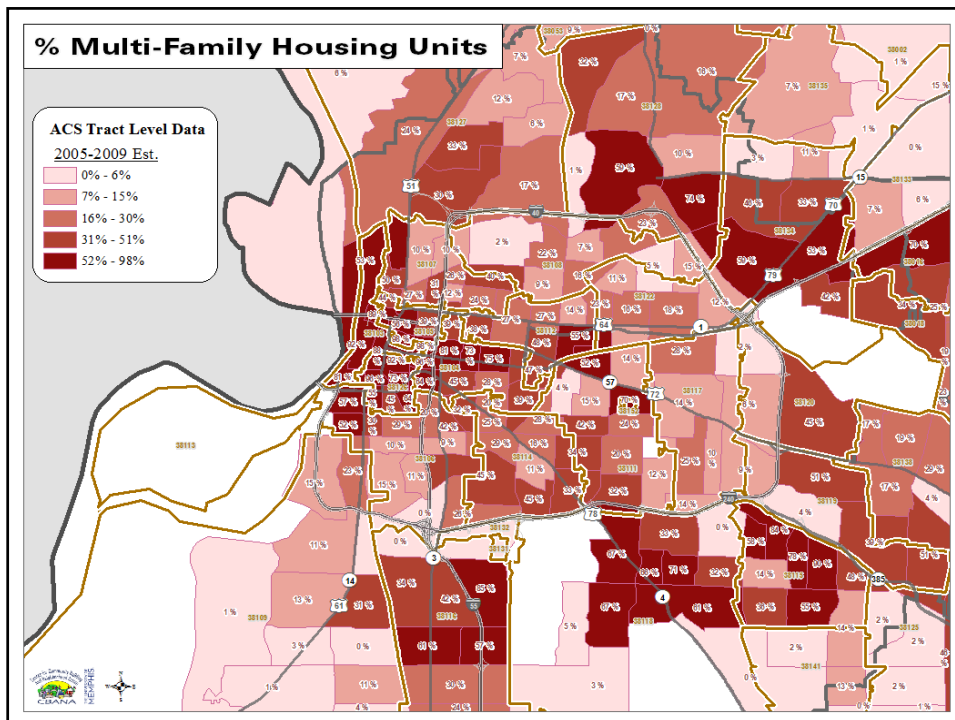
- Settling for low hanging fruit:
 - from referral to recruitment
- Mobilizing volunteers to deliver more of the same
- Substituting process for outcomes
- Neglecting tactical considerations
- Over-reliance on the “one stop shop”

Place-Based Initiatives: Identify Risk Factors and Mobilize Assets

- Identify risk factors and map their distribution neighborhood by neighborhood
- Inventory, build capacity, and mobilize neighborhood assets to confront risk factors
- Redeploy community-wide strategic assets to the neighborhood level to “reach families where they live”

The Memphis-Shelby County Safeways Community Action Partnership focuses on apartment complexes to reach families where they live . . . articulating with the Early Success Coalition, Defending Childhood, and the Teen Parenting and Parenting Success initiative.





Reaching Families Where They Live:
Peacemaking Circles at Autumn Ridge

