Community Commons: A Mapping, Networking, and Learning Utility for Creating Healthy, Equitable, and Sustainable Communities

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Dialogue4Health Web Forum ~ June 7, 2012
A Movement is Afoot...
Advancing the Movement

www.advancingthemovement.org

A network of leaders across sectors, fields, perspectives, jurisdictions
Collaborating on policy, systems and environmental change approaches
To improve the health of people and places
Towards a more equitable and prosperous United States of America

Foci:
• Build learning, efficacy and collective impact of place-based initiatives

• Connect and galvanize the a distributed, trans-partisan, boundary-crossing, co-benefit constituency for healthy public policy, and wise public and private investments

• Increase health equity and reduce the burden of disease and socio-economic challenges, while enhancing meaningful civic engagement in our democracy
ATM: Initiators, Reviewers, Partners

• **Community Sites:** Design partners: Seattle/King County, Philadelphia, Louisville, Birmingham, Cleveland, Hattiesburg, Omaha, Columbia, MO


• **Federal Agencies:** CDC, HRSA, HHS, *National Prevention Strategy* (bridging to DOI, DOT, USDA, HUD, EPA, DOE), *Let’s Move! and Partnership for a Healthier America*

• **National Program Offices** (Multiple: YMCA of USA, UNC/HKHC etc.)

• **State and Regional Convergences**

• **Technical Assistance and Policy Organizations:** (Many...including NACCHO, Prevention Institute, Public Health Law and Policy, Policy Link, RWJF Center for Childhood Obesity, Public Health Institute, Community Initiatives, Trust for Am. Health)

• **Technology, Communications, Social Networking, Evaluation....**
  (CARES @ U Missouri, NCCOR, Community Initiatives, Transtria, [www.preventobesity.net](http://www.preventobesity.net))
Community Commons

... an interactive mapping, networking, and learning utility for leaders from community to national levels, working to create healthy, equitable, and sustainable communities.

Designed to connect, enhance the performance, and track the long-term impact of place-based, multi-sector initiatives working toward the inter-related goals of improved population health, equitable prosperity, and meaningful engagement in our democracy.

Focus: funded, post-funded, and aspirational ‘capacity building’ communities
Community Commons To-Date

- 3,000 Initiative Sites on the Map of the Movement
- 2,500+ Registered Users
- 500+ Initiative Profiles

Growing interest from individuals and organizations to:
- Be on Map of Movement
- Be featured
- Make and utilize GIS maps
- Drive social media
Data sets and Tools

Datasets: Community Commons utilizes an Internet based GIS developed and implemented by the Center for Applied Research and Environmental Systems (CARES) at the University of Missouri.

This National GIS Engine makes public data publicly accessible - at no cost - for all communities in the United States as easy-to-understand data visualizations. This ‘pro-sumer’ public good utility, provides ongoing monitoring and regular updating of existing datasets, as well as identifying and incorporating additional datasets.
7,000 National Source Data GIS Layers organized by “Community Indicator” themes. Users select GIS layers from these themes to generate interactive maps at the local, state or national level (image clipped from *Community Commons Map Room*).

These National Source layers are datasets that are available across the United States at varying levels of aggregation (i.e., data at the state, congressional/legislative district, county, zip code, tract, block group, group, or point level).
What’s New on Community Commons

New Data Examples
• Smoke-free Ordinances
• Food Insecurity Rates
• Let’s Move! Sites

New Starter Maps
Community Commons Beta 2.0

- Niche Social Network (current feature: *Weight of the Nation* engagement)
- Individual Profile
- Organizational Profile
- Opportunities to engage and connect with other leaders, movement sites, and issue experts.
### Initiative Profiles

#### Local Initiative Profile:

**Basic Info**

- Name of local initiative: NE Iowa Food & Fitness Initiative
- Initiative cohort/network: Food & Fitness Collaborative Partnerships (WKKF)

**Focus Areas/Strategies**

- Focus areas/strategies:
  - Child Care and After School
    - Child Care and After School
    - Nutrition Policies
    - Physical Education and Activity
  - Community/Neighborhood
    - Community/Neighborhood General
    - Farm to Institution (Hospital, University, School, Public)
    - Land Use/Planning/Zoning (Smart Growth/General Plan)
    - Regional Food Hubs (Aggregation, Distribution, Processing and Wholesale/Commons)
    - Transportation
    - Land Use/Planning/Zoning (Smart Growth/General Plan)
    - City/Comprehensive Plans
    - Parks, Trails, Open Space, Active Public Places, Community Recreation Centers
    - Gardens/Greenhouses
    - Transportation
    - Master Plans/Planning Products (e.g., Transportation Plans, Ped/Bike Plan)
  - Faith-based Orgs/Youth orgs/Senior Ctrs/Community-based Orgs
    - Farm to Institution (healthy local food purchasing contracts)
    - Wellness Policies
    - Other Faith-based Orgs/Youth Orgs/Senior Ctrs/Community-based Orgs
    - Please describe below
  - Food and Beverage Environment
    - Food and Beverage Environment General
    - Community Supported Agriculture (CSA)
    - Farmers Markets
    - Farmers Markets/Mobile Markets/Community Supported Agriculture
    - Nutrition Assurances (e.g., SNAP, WIC, EBT, FMNP)
  - Health Care/Clinical
    - Farm to Institution (healthy local food purchasing contracts)
    - Farmers Markets
    - Schools

#### Target Population

- **Age (years):**
  - 5-10
  - 11-13
  - 14-18
- **Race/Ethnicity:**
  - Hispanic/Latino
  - White/Caucasian
- **Rural/Urban:**
  - Rural
- **Specific Populations:**
  - Lower income
  - Uninsured
- **Population Size:**
  - 100K-250K
- **Geographic Scope:**
  - Region
  - 6 counties in NE Iowa: Allamakee, Chickasaw, Clayton, Fayette, Howard, Winneshiek

#### Site Specifics

- **Initiative start year:** 2007
- **Types of organizations or individuals in the coalition, association or network:**
  - Local Health Departments
  - Schools or School Districts
  - Academic Institutions (higher education)
  - Community based organizations/civic groups (4H, YMCAs, Girls and Boys Clubs, Rotary, etc.)
  - Other public health organizations
  - Grass roots/community organizing groups/leaders
  - Elected or Appointed Officials
  - Community clinic, hospital, school-based health center, community health center, or other health provider
  - City or County Departments
    - Parks and Recreation
    - Planning
    - Technical assistance provider/intermediaries
    - Foundations
    - Businesses/business networks (Chambers of Commerce, BBB, etc.)

#### Sources of funding (past and present):**

- Direct
- Local Fundraising
- Federal Agencies
Looking Forward in 2012-2014

- Strategic Outreach to ‘co-benefit’ partners
- Free-to-end user Community Health Needs Assessment (CHNA) platform and resources
- Upgraded Tutorials and End User Support
- Systematic evaluation, feedback and adaptation
- Funding and Site Sustainability Planning
- Additional Function Build-out
  - Apps and widget development
  - Crosswalk to Custom Learning Systems
- Reaching Critical Mass and Advancing the Movement
Live Demonstration

www.communitycommons.org