Community Profile Worksheet

The child care and public health systems share the mutual goal of ensuring optimal child health. The purpose of this worksheet is to guide local health departments, child care resource organizations, and other aligned partners in creating a community profile of their service area(s) using the United States Pediatric Public Health & Early Care & Education Infrastructure map.

This profile will assist in identifying key community needs, assets, and potential partners. Ultimately, this information is intended to inform the development of collaborative health promotion strategies to improve child well-being.

Mapping Exercise

Instructions

Use the map dashboard and the table on page 6 to develop a community profile. Navigating the map dashboard on a desktop computer will work best. Instructions for navigating the map are provided below:

1. **Identifying Your Service Area:**

    a. Zoom in to your state on the map dashboard.

    b. Locate the specific geographic area you serve (e.g., county, city, neighborhood). This could be the area covered by your local health department, child care organization, or the specific community you're focusing on.

2. **Navigating the Child Opportunity Index (COI):**

    The layer that first appears on the map is the COI, which displays an index of child opportunity at the neighborhood (census tract) level. The COI is a composite measure that includes 44 indicators of health, education, and socioeconomic resources and conditions essential for healthy child development.

    a. Click on the census tract where your agency/organization is located. What is the child opportunity level and score?

    Note: These child opportunity figures are compared to other census tracts across the United States using data from 2021. The Child Opportunity Scores range from 1 to 100 and are expressed as a nationally normalized index. The Child Opportunity Levels range from "very low" to "very high" and are based on the national Child Opportunity Scores' quintiles.

    b. Click on census tracts that are in your service area(s) and note the COI levels and scores in the table on page 6.

    Note: A census tract is a statistical subdivision of a county, an area roughly equivalent to a neighborhood with a population size between 1,200 and 8,000 people. Learn more here.

3. **Navigating the Social Vulnerability Index (SVI):**

The Centers for Disease Control and Prevention's (CDC) SVI uses U.S. Census data to examine the relative social vulnerability of every census tract and to identify the communities most in need of support. The SVI is displayed at both the county level and the census tract level. The county level layer is useful when agencies/organizations have multi-county service areas, or when comparing information to surrounding counties.

   a. Click off the COI layer and click the Social Vulnerability Index in the Table of Contents.

   b. Click on the census tract where your agency/organization is located.
      - *What is the social vulnerability score and level?*
      - *Review the full pop-up description because the SVI has overall scores and levels, along with other data variables (e.g., age ranges, socioeconomic status) that could be helpful in identifying areas for potential prioritization.*

   c. Click on census tracts that are in your service area(s) and note the SVI levels and scores in the table on page 6.

4. **Exploring resources and assets:**

The map also includes information about local public health and child care entities. Instructions on accessing this information are below

   a. Child Care Centers: This dataset provides locations of child care centers. For example, if a community is an underserved/under-resourced area, then your agency/organization can identify nearby child care centers that may serve as community assets and/or may need resources.
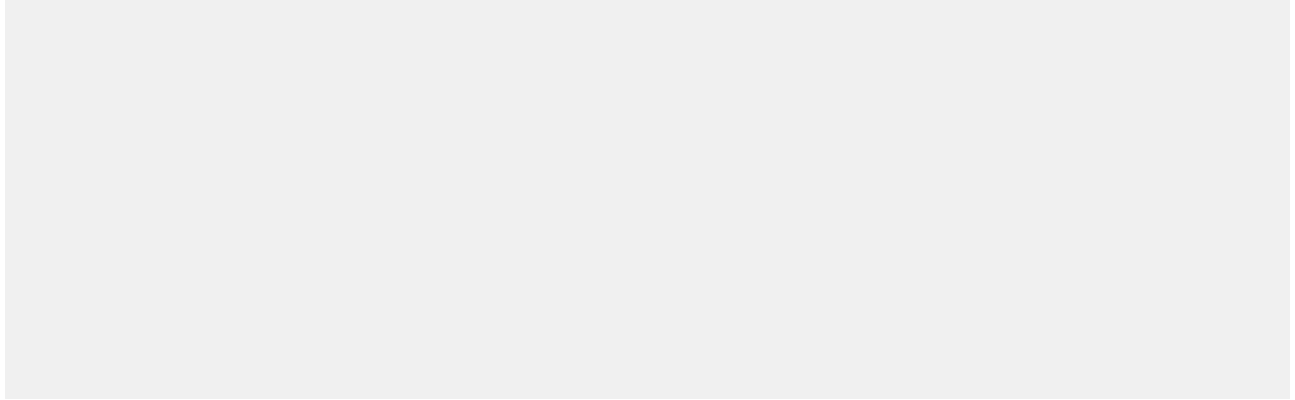
      Click off the SVI layer and click on the child care centers layer.

      Note: The dataset only includes center-based child care locations (including those located at schools and religious institutions) and does not include group, home, and family-based child care. The dataset was last updated in December 2022. Many children attend family-based child care homes, and these locations are not included in this dataset.
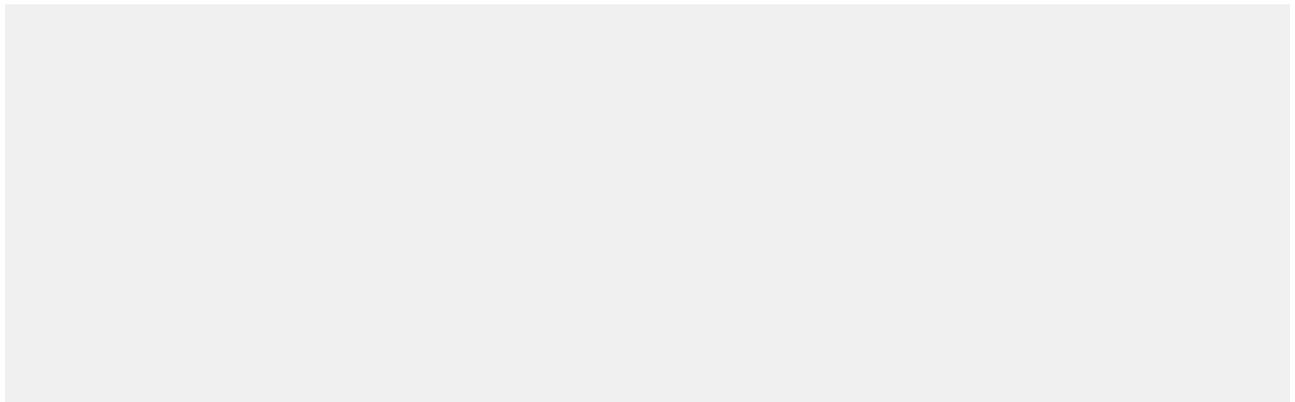
   b. Child Care Resource and Referral Agencies: A Child Care Resource and Referral (CCR&R) organization serves as a resource hub for families, child care professionals, and communities. CCR&Rs are trusted community organizations well suited to act as intermediaries between local health agencies and child care programs, facilitating collaboration on vaccine promotion and other health initiatives.

   c. Local Health Departments: Click on the local health departments (LHDs) layer. The default view highlights LHDs that are demonstration sites selected to increase immunization uptake through strategic community partnerships by the National Association of County and City Health Officials (NACCHO). These demonstration sites serve as models for other health departments across the country, showcasing best practices and lessons learned in addressing various public health challenges. Click the arrow and choose all LHDs in the drop down.
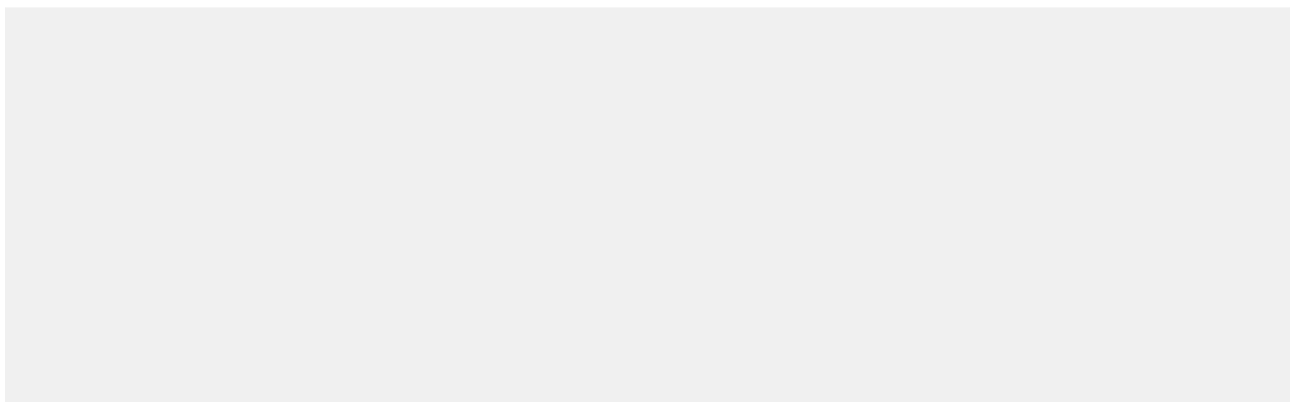
Assessment and Prioritization

1. **Review the COI and SVI levels and existing community assets by clicking all of the layers on and off as you explore your area.**

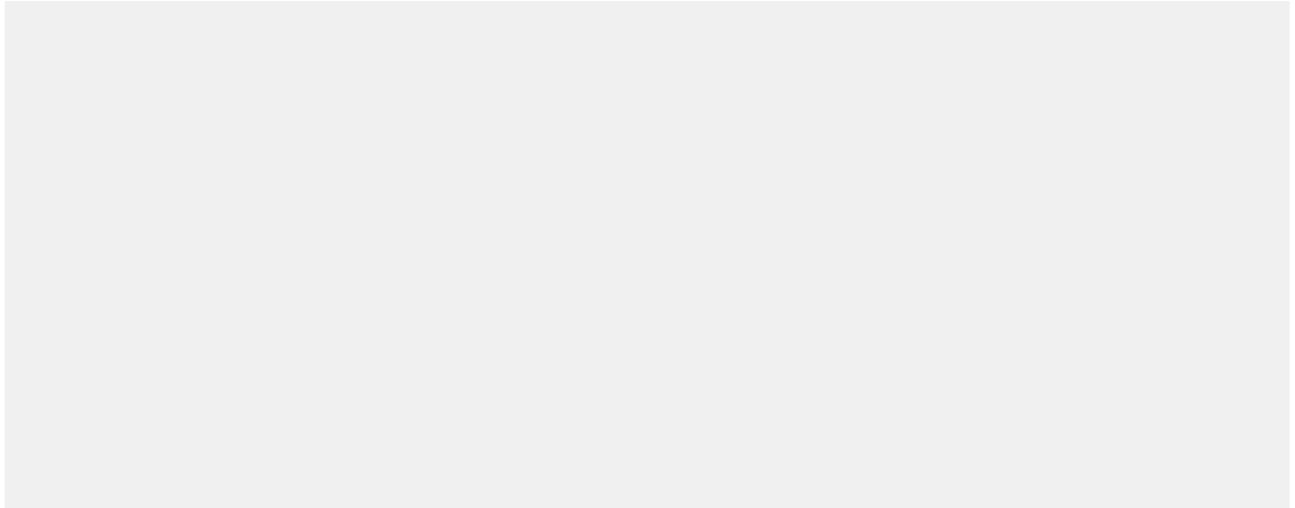2. **Compare the layers with your understanding of this community.**

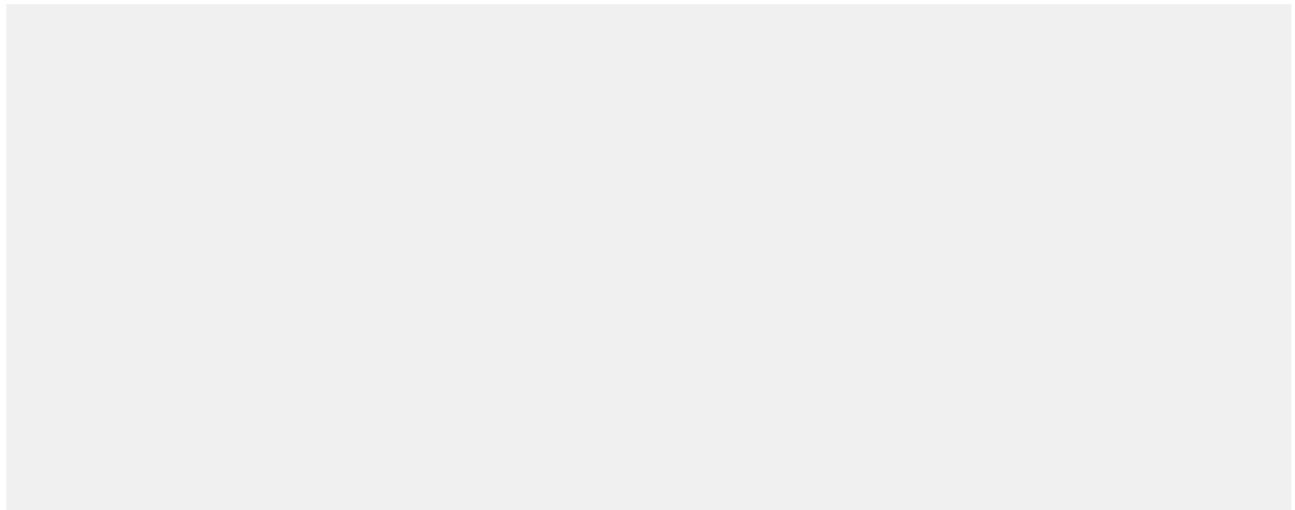3. **Do the data layers align with your knowledge of the community or area in question?**

4. **Based on the data and your local knowledge, how would you rate the priority for support in each community within your service area(s)? "Priority" refers to the allocation and focusing of resources, outreach efforts, and other forms of support to areas with the greatest need.**

    Score the communities on a priority scale of 0-5 (with 5 being the highest priority) based on your overall impressions considering all these factors.

5. **Lastly, reflect on what other datasets or points of interest would help you build your community profile. Review the next section to see additional resources.**

Community Profile Worksheet

My Community Profile   Child Care Resource and Referral Agency: _____
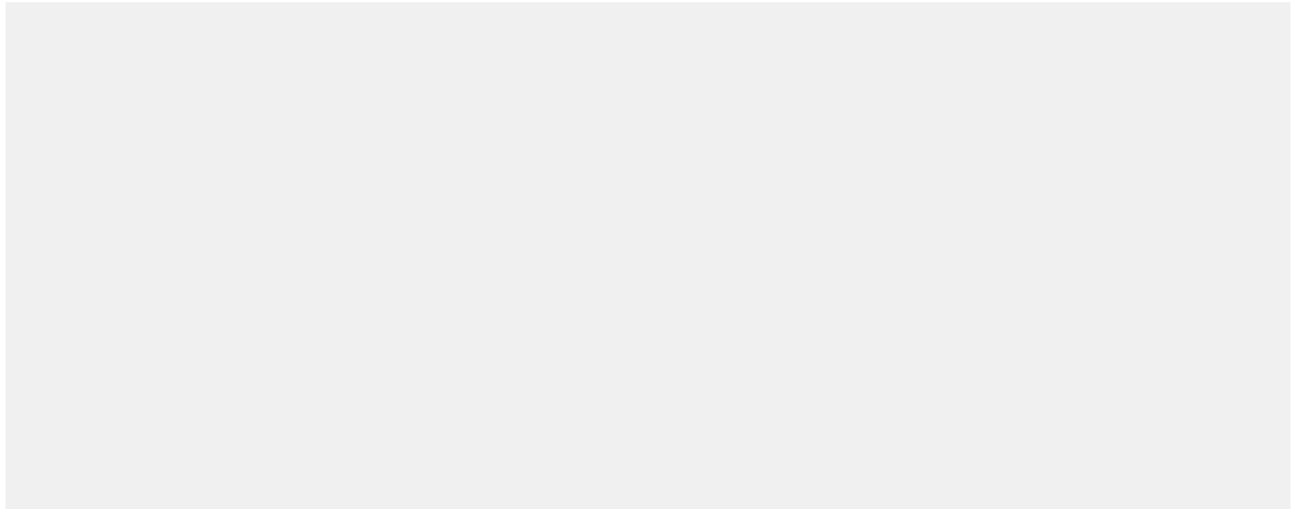
County/City: _____   Local Health Department: _____

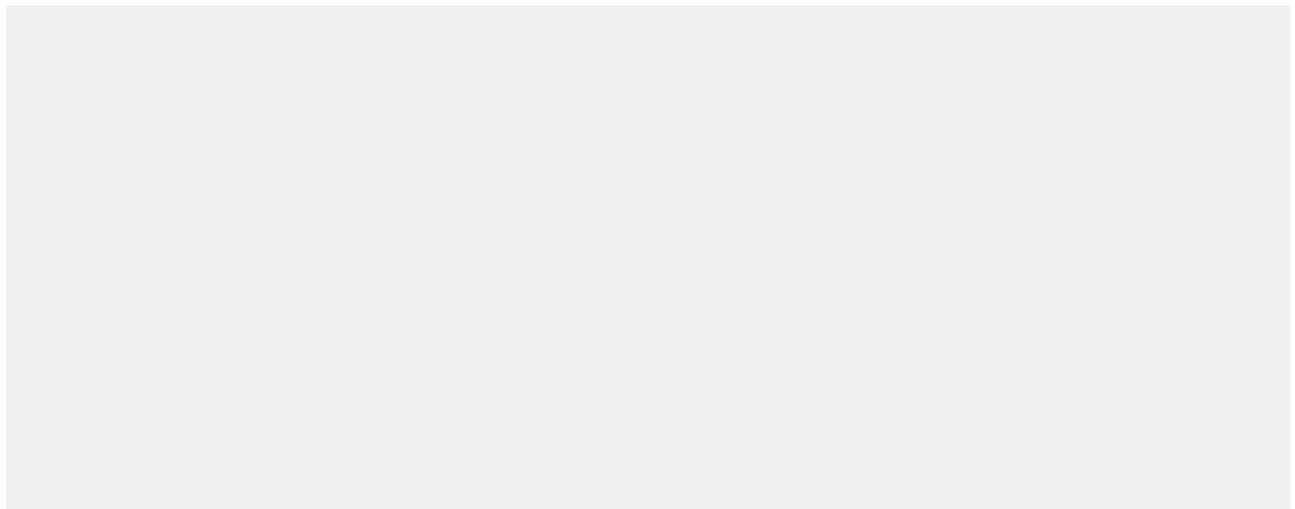| Census Tract	COI Score and Level	SVI Score and Level	Barriers Inhibiting Public Health Initiatives	Other Important Indicator	Priority (Scale of 0-5)	Notes

General Questions

Below are questions about your entire county or service area(s). Before answering them, please take a moment to consider the data you have observed so far for specific areas within your county. These questions are designed to help you step back and assess your entire service area(s), drawing conclusions based on the broader context provided by the data. Use the information from the table to help you identify overall trends and patterns the data and map are showing. This approach will help you identify strategies for and barriers to resource allocation, outreach efforts, and other support.

1. **How can your agency/organization use the information from this map to inform the development or implementation of specific health promotion strategies tailored to each community's needs?**
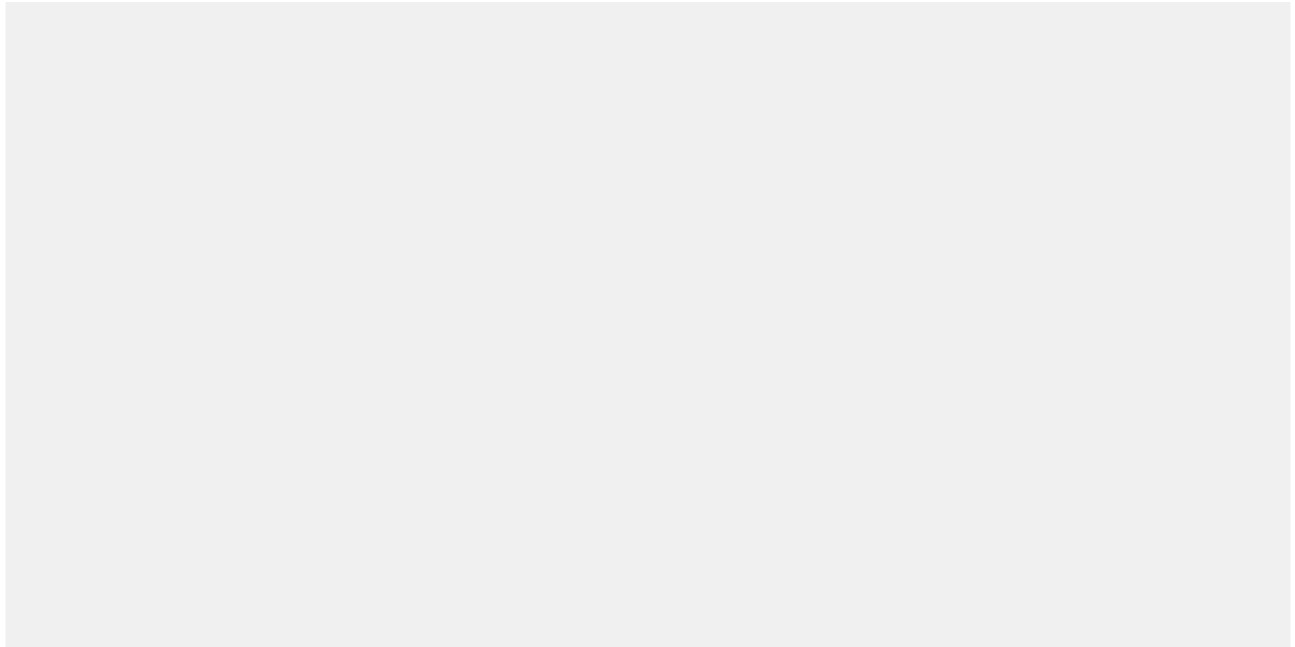
2. **How could you use a map like this in your city, county or state to make data-driven decisions, such as setting goals for increasing childhood COVID-19 vaccination rates or other health promotion?**
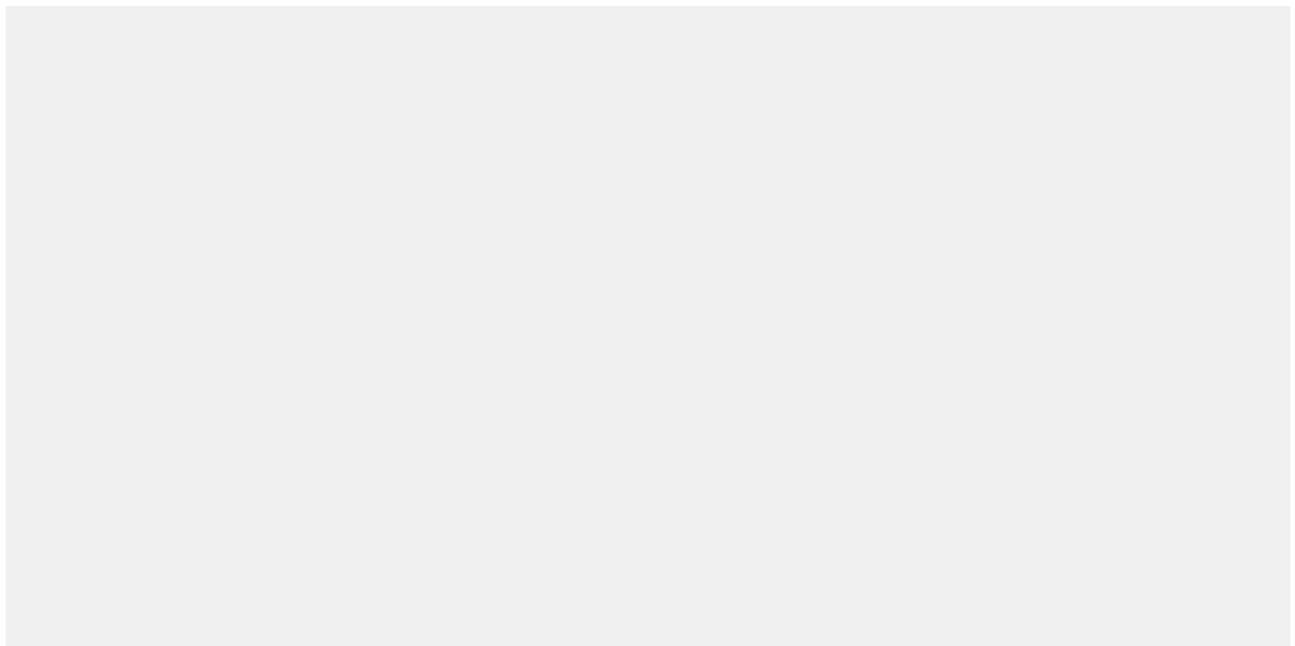
3. **What are the specific barriers preventing widespread COVID-19 vaccine coverage in your service area(s) (e.g., access to providers, transportation challenges, lack of health insurance)?**

4. **Identify potential partners that would be beneficial to bring into a conversation about the map findings and how to use them to make data-informed decisions.**

   a. *Which new or existing partners may be interested in the Child Opportunity Index and/or Social Vulnerability findings within your service area(s)? Consider agencies/organizations that could help address the specific needs and barriers identified in each community, as well as those who might be interested in using the data to inform their own work (e.g., food banks, housing agencies, faith-based organizations).*

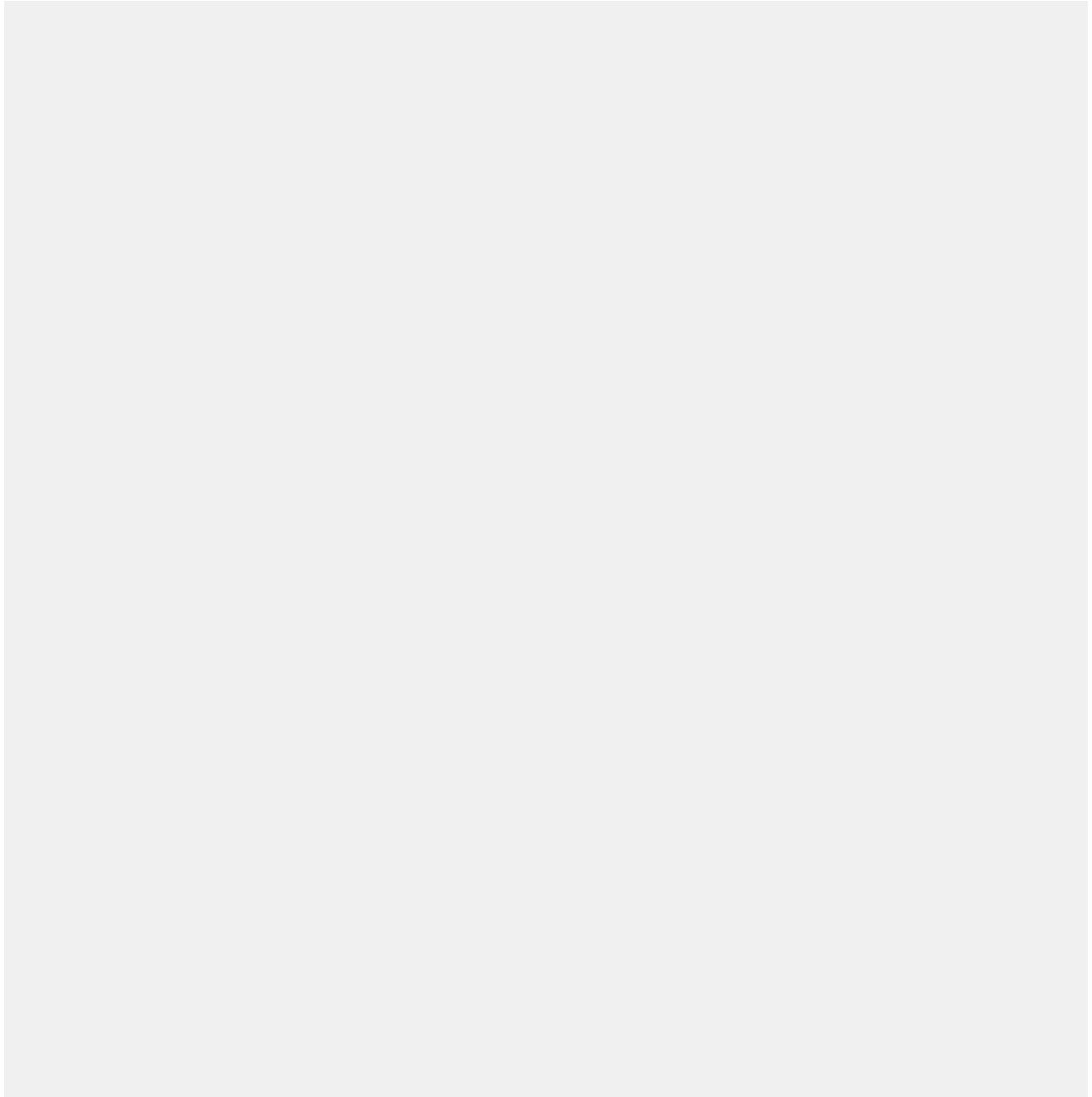b.   *Which partners could collaborate to disseminate and use these findings to maximize their impact?*

c.   *How might this tool be used to inform public policy discussions about supporting children and families?*

5. **Strategies for Change:**

   a. *Based on your analysis of the map data and your responses to the previous questions, what are some specific strategies you could implement to improve child health outcomes in your service area(s)? Consider interventions that address the identified barriers to vaccination, as well as other health promotion strategies (e.g., increasing access to healthy foods, improving access to safe play spaces, addressing social and structural determinants of health).*

Additional Resources

To gain a deeper understanding of your community's assets, needs, and potential areas for intervention, consider exploring these additional resources. They can provide valuable insights into specific health indicators, vaccination rates, and community assets.

1. **County Health Rankings & Roadmaps:** Use this resource to compare your county's health outcomes to others and identify areas for improvement.

2. **The CDC's Healthy People 2030 initiative:** Review the national objectives and goals for improving health and well-being in the United States.

3. **KIDS COUNT DATA CENTER:** Information on child populations (e.g., total population, demographic data or economic information)

4. **Recommended Childhood Vaccine Rates:** This dataset reveals the percentage of children vaccinated against common diseases, helping you identify areas with low vaccination rates and track trends over time.

5. **Locations of Vaccines for Children providers:** Identify where vaccines are available for eligible children.

6. **American Hospital Association (AHA) Hospital Lookup:** Use this tool to find hospitals and health systems by name, state, or healthcare professional. This information can help you assess the availability and proximity of hospitals and specific services (e.g., pediatric care, emergency care) in your community, identify potential partners for health initiatives, and understand the healthcare landscape in your area.

7. Measures of nutrition security.
   For example: Child Care Aware® of America (CCAoA) mapped **child care participation in the Child and Adult Care Food Program (CACFP)** in 20 states. These story maps and map dashboards can help identify areas with limited access to nutritious food for children to visualize CACFP participation, identify gaps in access to nutritious meals in child care settings, and consider strategies for expanding the program to better serve children and families.

8. Playgrounds, recreation centers, and other spaces for healthy childhood play.
   For example, CCAoA worked to understand access to playspaces in partnership with KABOOM! and Vanguard Strong Start for Kids by mapping **playspace equity in Philadelphia.**

9. Other child care systems leaders and partners (or collaborators).

10. Search maps of your community online to identify community assets (e.g., **Google Maps**).