

Healthy Neighborhoods

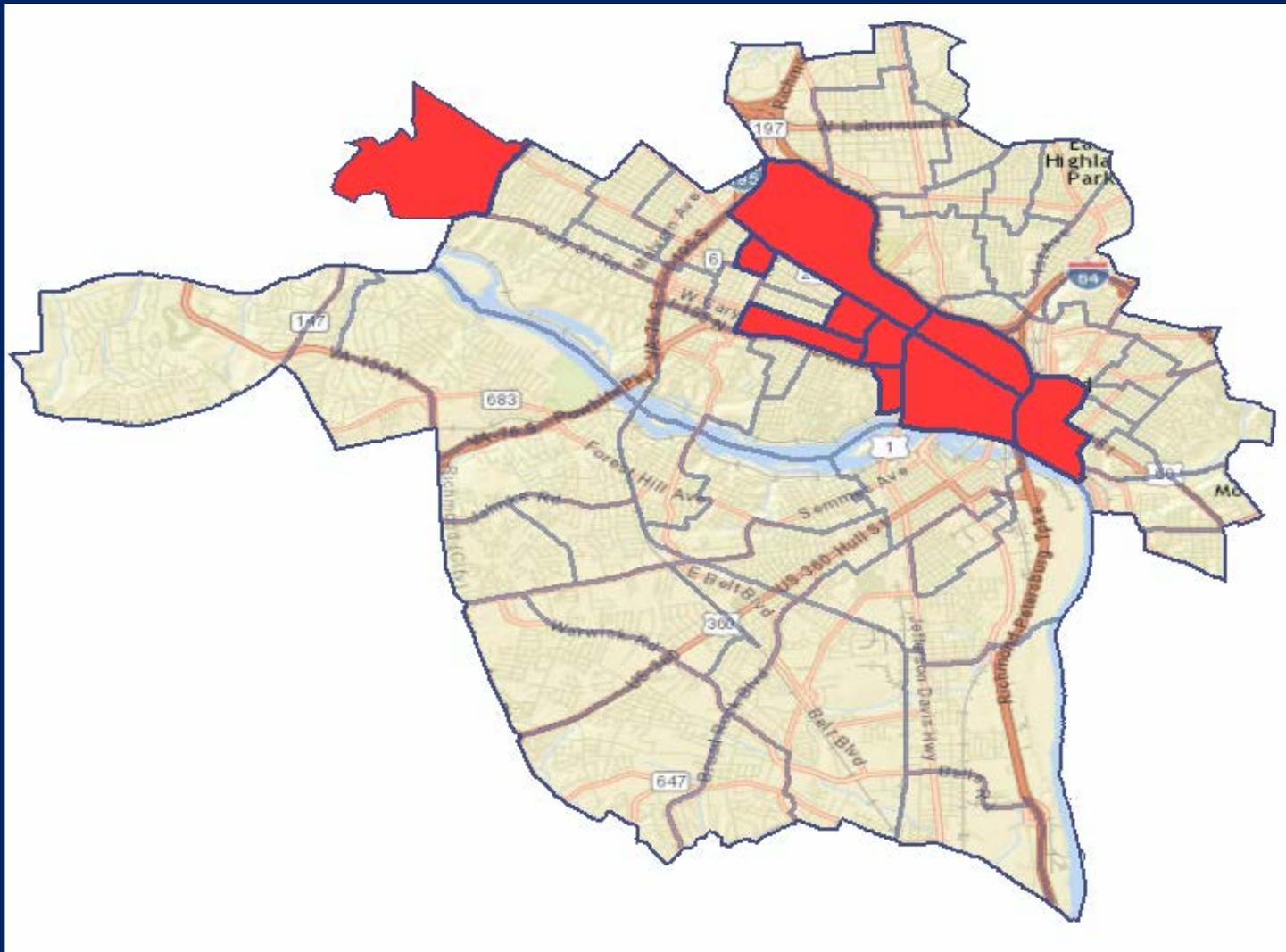
Increasing healthcare program access for citizens

Micro-targeting neighborhoods

- Question: Will delivering the right health messages to the right people increase citizen access to health resources?
- Strategy:
 - Build a data fabric
 - Leverage Nextdoor social media platform
 - Pilot with City of Richmond

Healthy Neighborhoods Channels

- Families
- Seniors
- Students
- Choices (smokers)
- Lives (health screenings)
- Bridges (languages other than English)
- Lifestyle (food, exercise, obesity)



Census tracts with high student populations

Open Data Sources

- ArcGIS Open Data Census Tracts
- Virginia Medicaid provider directory
- American Community Survey demographics: families, race, students, uninsured
- Richmond City Health Department Flu clinics
- Farmer's Markets accepting SNAP payments

Calendar Event Sources

- Richmond City event calendar
- Bon Secours Care-a-van mobile clinic
- Governor McAuliffe's proclamation calendar
- DHS National Health Observance Calendar

Today ◀ ▶ July, 2015							Day	Week	Month	Agenda	Timeline
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday					
28	29	30	01	02	03	04	Juvenile Arthritis Awareness Month ▶				
05	06	07	08	09	10	11	◀ Juvenile Arthritis Awareness Month ▶				
12	13	14	15	16	17	18	◀ Juvenile Arthritis Awareness Month ▶				
			Farmers Market		Medicare Locations						
19	20	21	22	23	24	25	◀ Juvenile Arthritis Awareness Month ▶				
							Victim Advocate Day				
28	27	28	29	30	31	01	◀ Juvenile Arthritis Awareness Month ▶				
		World Hepatitis Day									
02	03	04	05	06	07	08					

Custom web application for matching events to the right people

Is it effective?

- A/B test of citywide versus micro targeting
- Google Analytics measures click-throughs
- Do citizens respond to messaging?
- Are we starting conversations?