



HealthyCity

Information + action for social change

Now a Resource for all of
California

Healthy City is a project of...



A National civil rights POLICY/ ACTION TANK

Who is Healthy City?



Healthy City is

an **information + action** resource

that unites

rigorous research, **community voices**

and innovative technologies

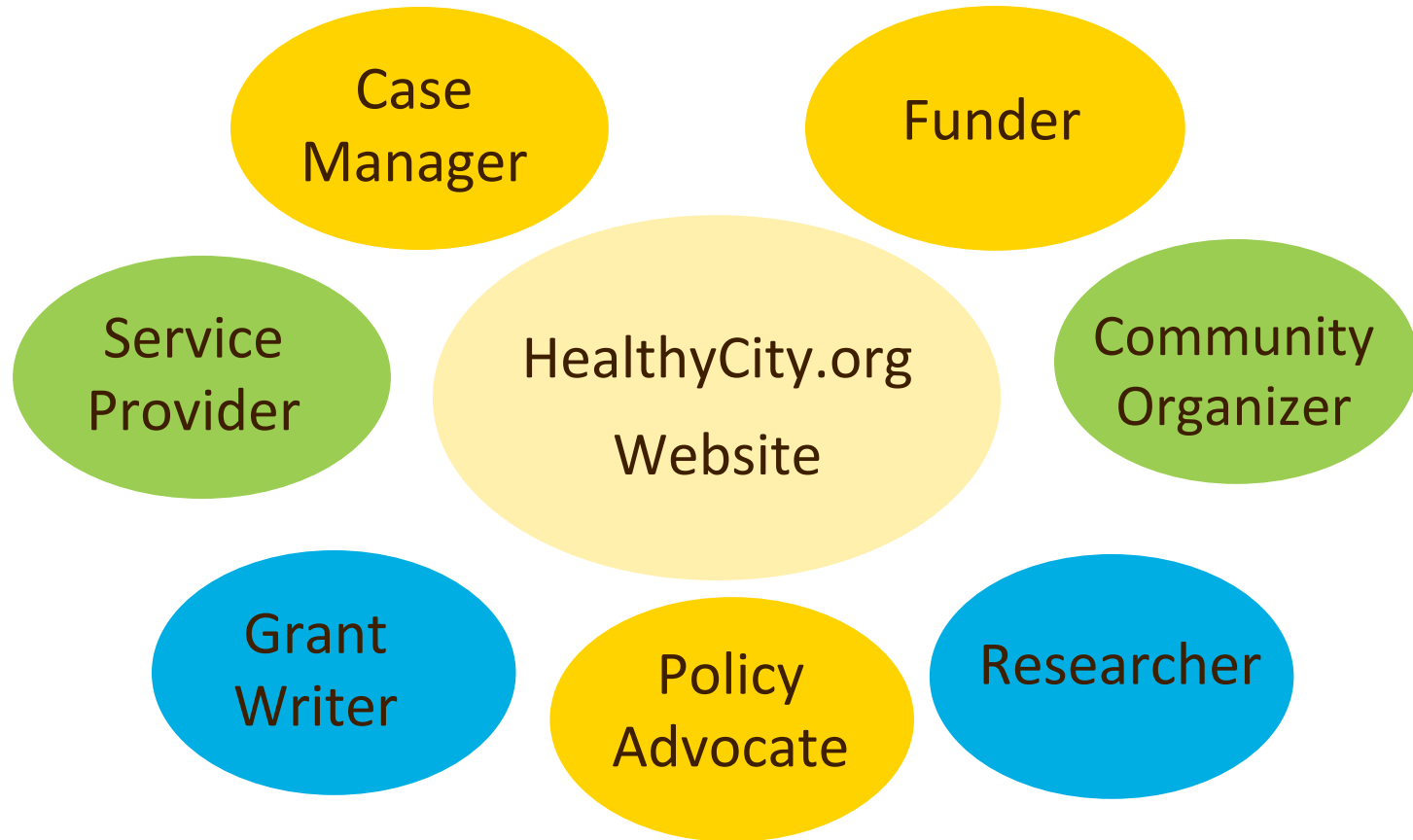
to solve the root causes of social inequity

Use [HealthyCity.org](https://www.healthy-city.org) to:

- Find services
- Conduct Research
- Share *your community's* story

Anywhere in California!

Who Uses HealthyCity.org?



...to fuel social change and improve our communities

HealthyCity.org

Let's Get Started!



Introduction to HealthyCity.org

In this training, you will learn:

- How to create a HealthyCity.org account where you can save all of your maps, data searches and story elements
- How to use basic HealthCity.org features, such as Building a Map to compare multiple data points and/or compare different geographies and Accessing Data
- A brief introduction to the “Share and Connect” feature to share maps, data sets and stories with your collaborative, FNL chapter or coalition
- A brief introduction to the “Tell Your Story” feature where you can package your community’s story, including maps, photos and more, to share with your group, with stakeholders or with the general public.

WHO is Healthy City: Healthy City is a project of Advancement Project. Advancement Project is a public policy change organization rooted in the civil rights movement. We engineer large-scale systems change to remedy inequality, expand opportunity and open paths to upward mobility. Our goal is that members of all communities have the safety, opportunity and health they need to thrive.

www.advancementprojectca.org

ABOUT Healthy City: HealthyCity.org is an information + action resource that unites community voices, rigorous research and innovative technologies to solve the root causes of social inequity. The first of its kind in the country, our team consists of authorities in public policy, research, technology, planning & data analysis.

MORE about Health City: Visit www.HealthyCity.org to explore all of the features available, request more information or request an advanced training for your group.

Additional “Introduction to HealthyCity.org for FNL” trainings will be held via Webinar at these times:

- **Friday, August 17th 10:00-11:00am**
- **Wednesday, August 22nd 3:30-4:30pm**
- **Monday, August 27th 3:30-4:30pm**
- **Friday, August 31st 12:30-1:30pm**
- **Wednesday, September 5th 9:00-10:00am**

For more information or to schedule an “Introduction to HealthyCity.org” training for your FNL group, contact Megan Joseph at mjoseph@unitedwaysc.org or 925-726-1326

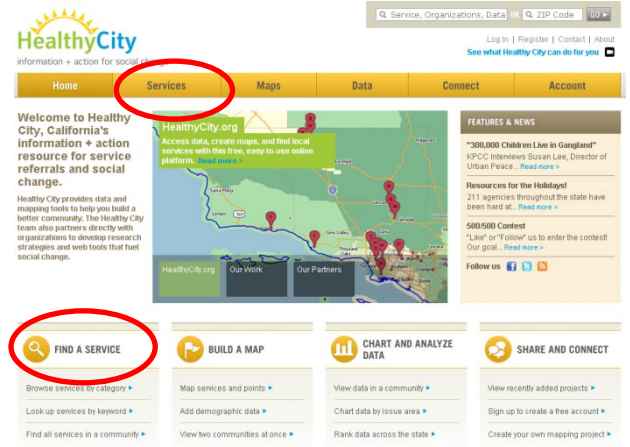


Quick Tips for “Test Driving” HealthyCity.org

How to FIND A SERVICE

Find a Service allows you to search for specific services (from emergency shelter to cultural programs) within a particular area (e.g., zip code, city, etc.) anywhere in the state of California. The data in this room comes from multiple sources, such as:

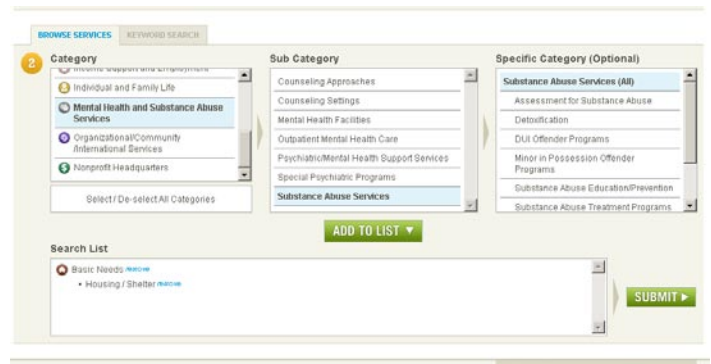
- 2-1-1 (detailed information on social services from multiple 2-1-1 agencies)
- Office of Statewide Health Planning and Development (hospital locations)
- California Department of Education (data at the individual school level, including student demographics, API and Physical Fitness scores)



YOUR TURN:

Create a list of **Housing/Shelter** resources and **Substance Abuse Services** in ZIP 94110.

(Remember to click ADD TO LIST after each category you wish to add.) Your Results will appear in a list. Click on the name of the service to view more details about that agency.



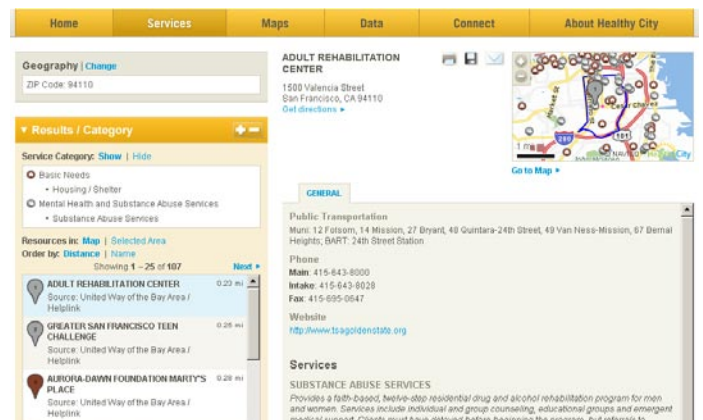
Do your results look like this? →

Now you can try the following steps:

Limit your search to the resources ONLY within the selected geography (94110)

Email yourself a link to this list you’ve created

Make changes to your list: click the +- button to add or remove service categories



How to BUILD A MAP

The Map room enables you to map demographic, health and other data to learn more about your community. You can create asset maps and find gaps in services, and even map two geographies or two variables at a time. To begin mapping, select a geography. To begin adding data to your map, click on any of the options on the left hand side such as “Services and Points”, “Demographic Data”, “Economic Data”, etc.

YOUR TURN:

You want to look at the distribution of resources in low-income areas in the city of San Francisco.

Select your geography (City of **San Francisco**)
 Map the **Median Household Income** (2005-2009 ACS)

- o Hint: Economic Data > Income & Poverty

Map all **Basic Needs** services

- o Hint: Services and Points

Does your map look like this? →

Now you can try one or more of the following:

Add a second thematic layer – e.g. Total Population

- o Hint: Demographic Data > Population Characteristics > Population (2005-2009 ACS)

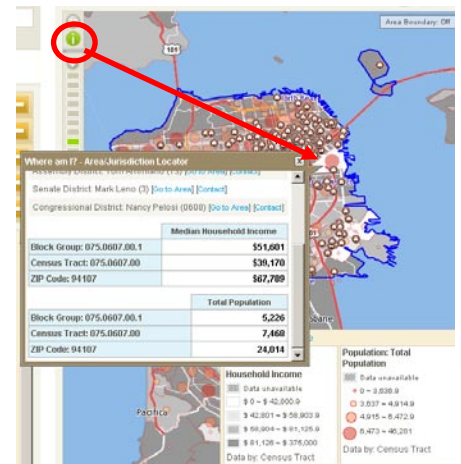
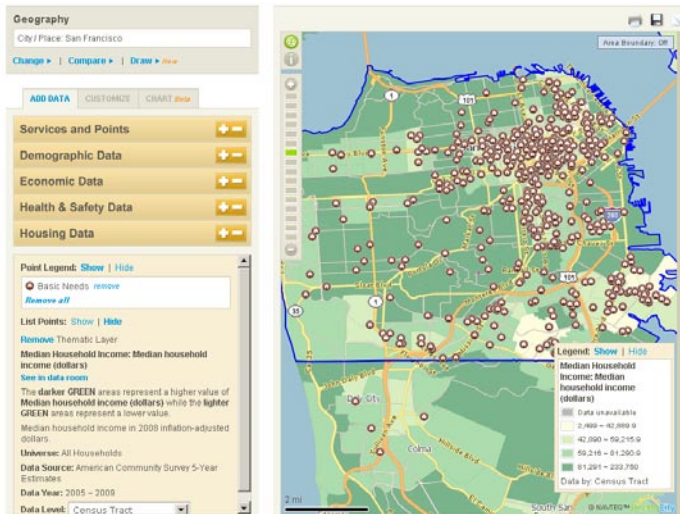
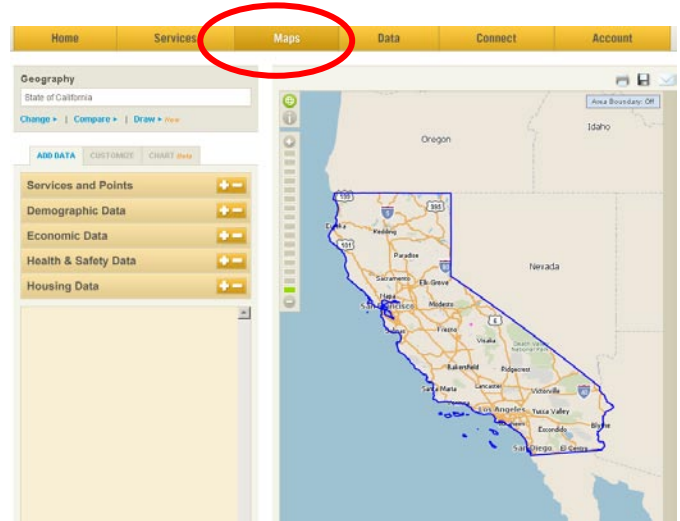
Customize your map – change color, classes, or data level

- o Hint: Click on the CUSTOMIZE tab
- Use the i-tool to find more information about a certain location

- o Hint: Click on the  icon above the zoom bar, then click anywhere in the map

Remember:

You can compare two geographies, add boundary labels, and print, email, or save the map you’ve created.



How to CHART AND ANALYZE DATA

In the Data room you can view this same demographic, economic, health & safety and housing data, in a chart and table. You can use this room to grab a quick stat, or find a chart and table to include in a report.

YOUR TURN

You want to look at data on births by mother's age, comparing the cities of Sacramento and San Jose.

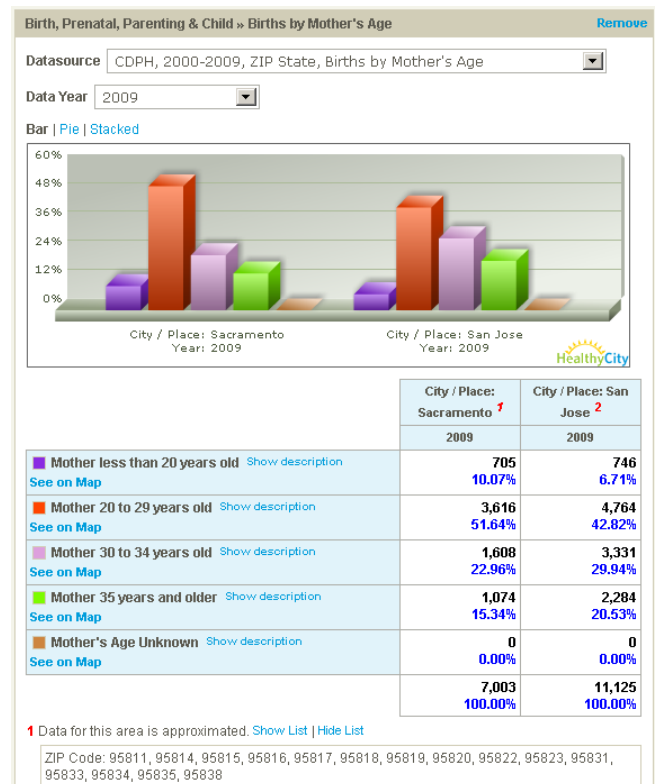
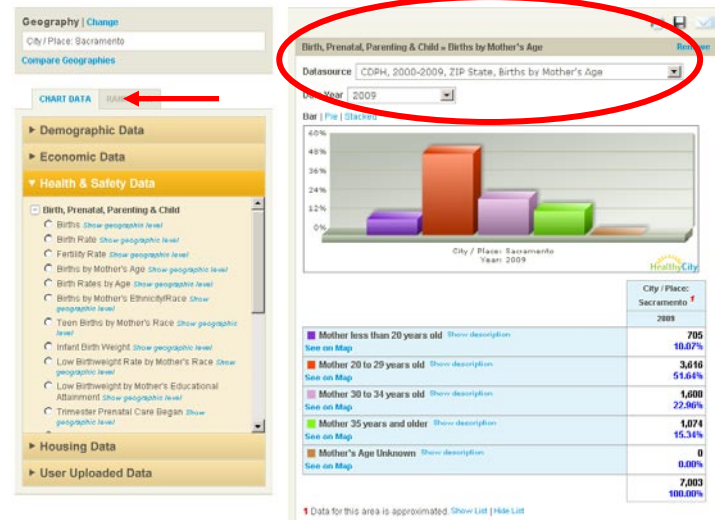
- Select your first geography (City of **Sacramento**)
- Chart **Births by Mother's Age** (2009, CDPH)
 - o Hint: scroll down to find Health & Safety data > Birth, Prenatal & Child
- Click on Compare Geographies and choose the city of **San Jose**

Does your chart look like this? →

You will be able to view a chart and table with this birth data. You can see number (and %) of births to teen moms is higher in Sacramento. Note that the data for cities is approximated (by aggregating ZIP code level data).

Now you can try one or more of the following:

- Change the display of your data. View it as a pie chart.
 - o Click on **Pie**
- View all years of data for this indicator
 - o Click on the dropdown next to Data Year and select All Data Years
- View a particular variable on a map
 - o Click on the **See on Map** link (it will default to the first geography you selected)

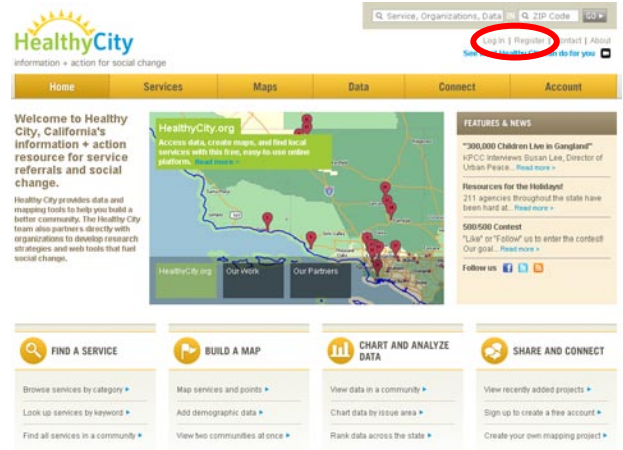


Remember:

You can also **rank data** by geography. For example, you could rank the cities with the highest percentage of families in poverty, or the counties that have the highest percentage of adults with diabetes. Just click the RANK DATA tab, the +/- button, and make your data selection.

About YOUR Healthy City Account

Starting your own free account on Healthy City provides you with access to several advanced features. You can save your maps, charts, and searches as well as create neighborhood boundaries and upload your own datasets. With the new SHARE AND CONNECT room, you can actively promote the great work you're doing!



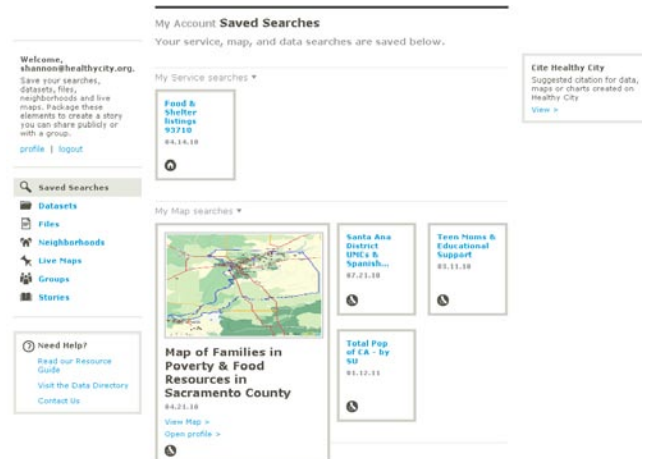
YOUR TURN

Sign up for a free Healthy City account

- o Hint: from the homepage, click on Register, then fill in the Sign Up form

You will receive a confirmation in your e-mail inbox. Be sure to confirm your Healthy City registration, and make note of your password.

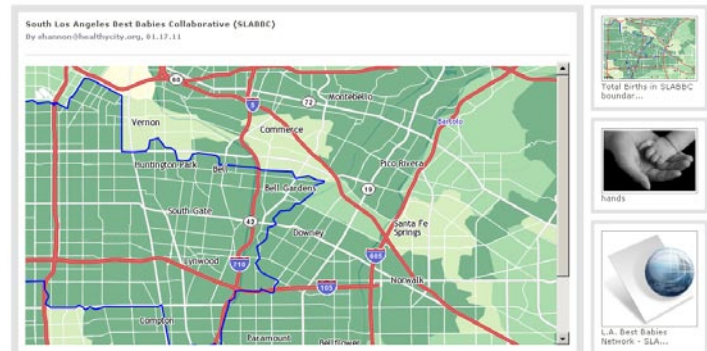
Your account stores your saved maps, data more →



Tell your Story

The "Tell your Story" feature enables you to package your community's story or statewide initiative and share it within a private group, or make it public for all to see.

Package your saved maps, charts, live mapping sessions, reports, multi-media and more into a "story" that you can share. (The image to the right is one story example). The Tell your Story feature even allows you to embed an interactive story on your own website.



Remember

Visit www.HealthyCity.org for more information, including help guides and upcoming training opportunities.

Thank you for using HealthyCity.org!