Developing a Community Profile Tool for Improving Health in New Mexico Rural Communities

Quirin Martine, Andrea Cantarero, MS, MPH, and Sally Davis, PhD, Prevention Research Center, University of New Mexico

Introduction

Village Interventions and Venues for Action II (VIVA II) is an applied public health research project on the dissemination and implementation of evidence-based strategies for preventing chronic disease in rural communities in New Mexico. Implementation of VIVA programs requires characterized, identifiable community profiles to help determine which communities would benefit from the preventive strategies. As part of the profiling process, we asked, “How are NM rural communities (NMRC) different from those in NM as a whole and the US as a whole in regard to social determinants of public health and health outcomes?"

Methods

NMRC were defined as Census-designated places (CDPs) with a population of 500-12,500 people in the 2010 US Census. CDPs were excluded if they were 100% urban areas or military bases. Demographic data about each CDP were collected from the 2009-2013 5-year American Community Survey. Age-adjusted mortality rates and 95% confidence intervals were obtained from the NM Indicator-Based Information System and the Centers for Disease Control Wide-ranging Online Data for Epidemiologic Research for 2009-2013. Small Area data were used to assign mortality estimates to each CDP based on geographic inclusion of a CDP within a Small Area. Mean values and 95% confidence intervals for community characteristics and age-adjusted mortality rates were calculated for all qualifying CDPs and compared with those for NM and the US.

Results

Race and Ethnicity in NMRC, NM, and the US 2013

Demographic Characteristics in NMRC, NM, and the US 2013

Mortality Rates in NMRC, NM, and the US 2009-2013

Conclusions

A large database previously created to facilitate work with NMRC became an integrated database that provides profiles of these communities. This database will help VIVA II to implement programs that affect preventable health problems such as obesity, diabetes, and cancer by making rural communities “active communities.” The integrated database allows accessible and easy profiling of any rural community in NM to examine the social determinants of health and associated disease outcomes. Community profiles are an essential first step in identifying where preventable diseases occur and addressing them.

Data Sources

1. US Census Bureau, 2010 Census. Available at http://factfinder.census.gov/
2. US Census Bureau, American Community Survey 5-year (ACS), 2013. Available at http://factfinder.census.gov/
3. New Mexico Department of Health, New Mexico’s Indicator-Based Information System (IBIS), 2009-2013. Available at http://ibis.health.state.nm.us/

Acknowledgments

Special thanks to Renée Robillard, MA, and Theresa Cruz, PhD.