



## Community Grant Outcome Report

**Name: Expanded Behavioral Risk Factor Survey Coverage to Provide Local Tracking of Healthiest Wisconsin 2010 Priorities**

**Grantee:** Department of Health Services-Division of Public Health

**Contact Name; phone; email:** Anne Ziege, PhD, (608) 267-9821; anne.ziege@wisconsin.gov

**Academic Partner:** Paul Peppard, PhD, Assistant Professor, Department of Population Health Sciences

**Program:** Implementation

**Grant Duration:** 03-01-2006 to 05-31-2009 (39 months)

**Expenditures:** \$440,466 (100%)

**Use of Funds:** Development of Data and Information Systems

► **Description:** The Behavioral Risk Factor Surveillance System (BRFSS) is the world's largest, ongoing telephone health survey system, tracking health conditions and risk behaviors in the United States yearly since 1984. Data from the Wisconsin Behavioral Risk Factor Survey (BRFS) help county health departments and community-based organizations assess risks and set local goals. The traditional BRFS sample size, however, does not allow for specific estimates in Wisconsin's smaller counties. The purpose of this project was to increase the number of interviews in smaller counties so local public health agencies could work with county-specific estimates of health risks.

► **Results:** This project successfully designed and implemented an expanded survey. Two sets of risk estimates, specific to each of Wisconsin's 72 counties have been posted on the web-based Wisconsin Interactive Statistics on Health (WISH). These data include risk factors for smoking, overweight/obesity, exercise, alcohol consumption and general health status. Also available are data on Wisconsin residents' participation in health screening for conditions such as high cholesterol and hypertension as well as cervical, breast and colon cancer.

The data were especially useful for the Wisconsin County Health Rankings, now used by local groups to educate and inform the public and policy makers on health needs in their communities. The county-by-county breakdown allowed each local health department to set health priority areas. The focus on smaller counties led to specific BRFS estimates for American Indians. Other underserved population groups will be used in future surveys.

This success attracted funding from the Robert Wood Johnson Foundation for national county-by-county rankings.

► **Met Objectives:** Project completed

► **Baseline Progress on State Health Plan Objectives:** Yes, Data and Information Systems

► **Academic Partner Role:** Consultation, technical assistance and data collection/analysis. Academic partner successfully advocated for the data use in the Wisconsin County Health Rankings.

► **Matched Dollars (cash or in-kind):** The Wisconsin Department of Health Services made significant non-financial contributions for this project, including administrative and operational support.

► **Dissemination:** The county estimates have already been used in the Wisconsin Epidemiological Profile on Alcohol and Other Drug Use, 2008. County and local public health staff, researchers and others will also use this data. This data remains available through the All Counties query module on WISH. In addition, the county-by-county rankings received extensive media attention throughout the state upon their release.

Project partners produced two publications in the American Journal of Public Health and the Journal of Public Health Practice and Management

► **Sustained:** The Wisconsin Department of Health Services will continue to generate three-year data files for Wisconsin Counties.