

GIS in the WIC Environment



PHFE-WIC

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NWA Tech Conference

PHFE-WIC

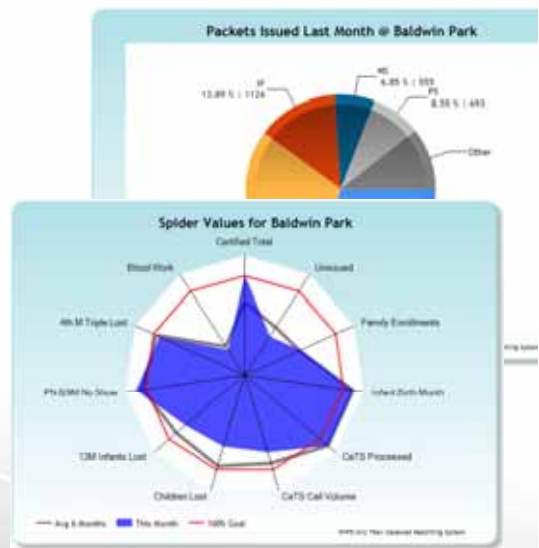
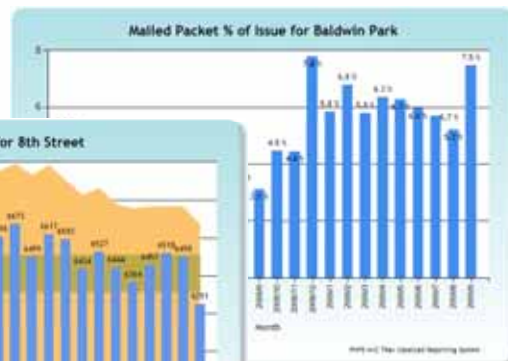
- California Local Agency
- 700 WIC employees, 63 WIC locations
- 330,000 enrolled in WIC in our local agency

- 46 Servers, 74 firewalls/routers, 750 workstations
- Software development, 15 systems developed



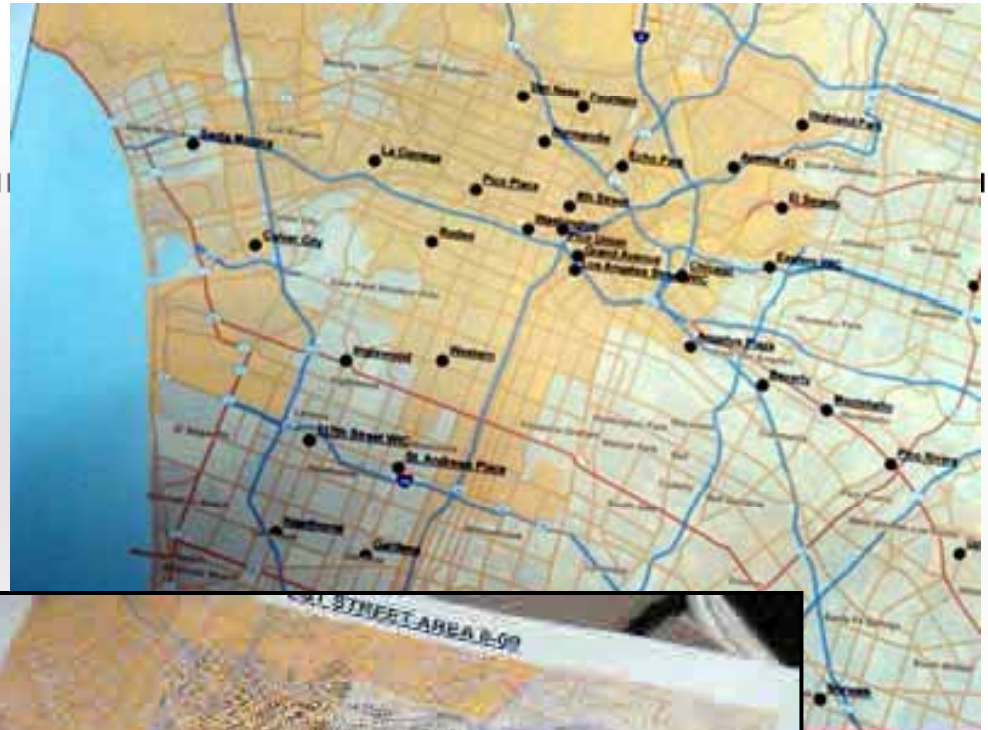
GIS Source Data

- California WIC MIS System – ISIS
- Share MONTHLY demographic information with us
 - 350,000 individuals monthly; 1.3 million unique
 - Addresses, WIC services, weights, risks, income, breastfeeding, education, language, ethnicity, DOB, EDD, etc...
 - Automated 2000 charts



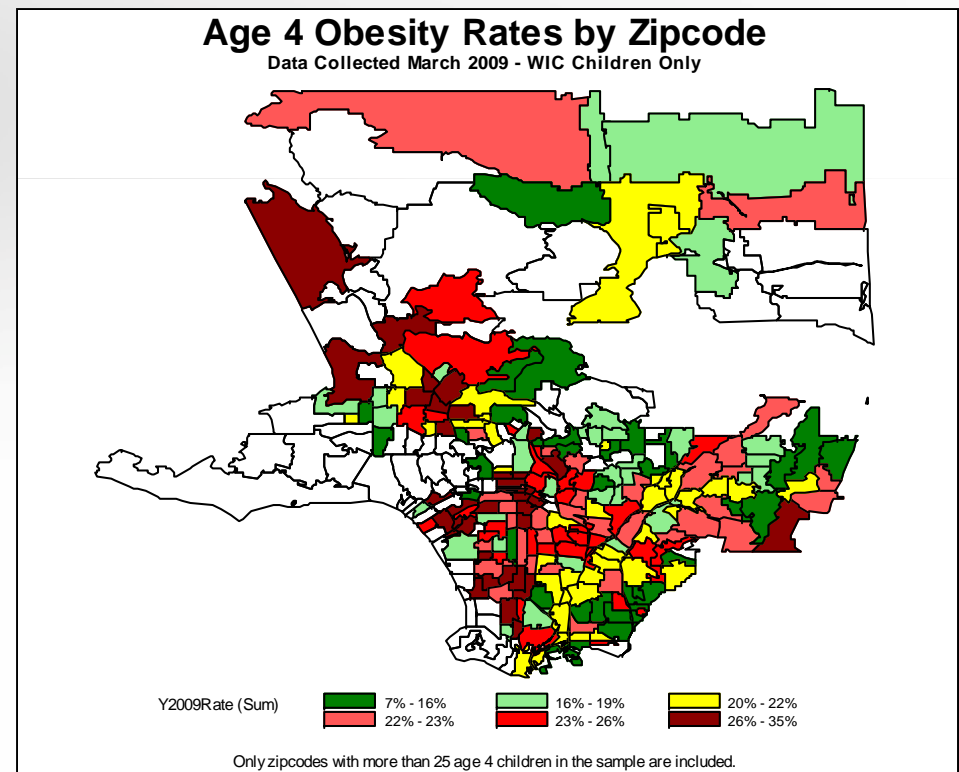
GIS Mapping

- Map center locations >
- Map participants in areas for center location planning >



WIC Data Used in Research

- Obesity rates in 4 year old children
- Green zip codes: < 20% of the kids are obese.



SAS Map

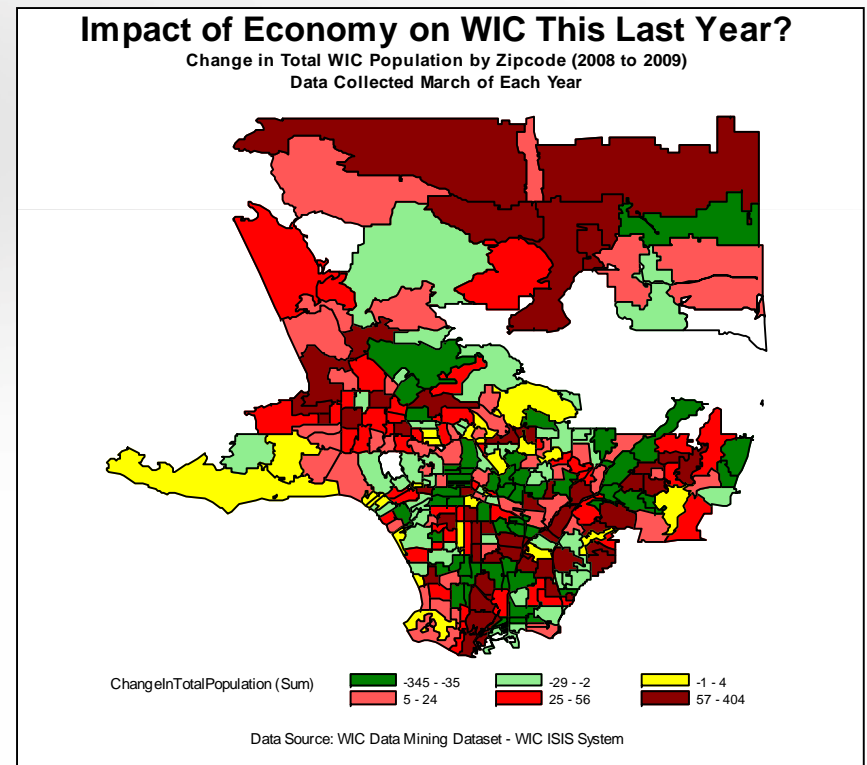


WIC Data in Outreach Planning

- Impact of the economy on WIC in the last year?
- March 2008 VS March 2009
- Green zipcodes have had a decrease in WIC participation.



- Overlay other data sources such as food stamps?



SAS Map

WIC Data for the Public

- Publish WIC data in a GIS format on the Internet.
- Available to:
 - the public
 - Politicians
 - Community groups

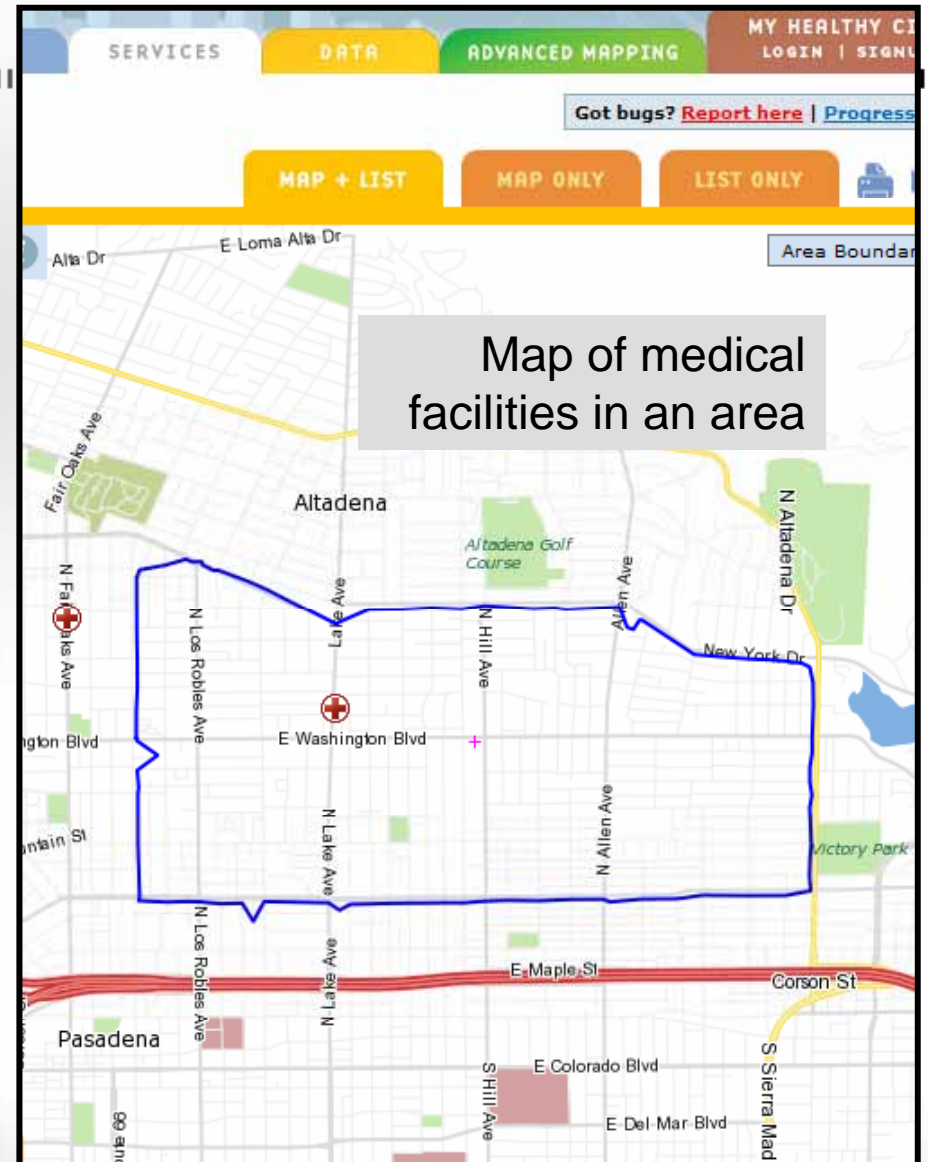


A screenshot of a web browser window displaying the HealthyCity.org website. The browser title is "HealthyCity.org - Windows Internet Explorer". The address bar shows "http://www.healthycity.org/". The website features a navigation menu with "HOME", "SERVICES", and "DATA" buttons. A central banner reads "Connect Today Envision Tomorrow" with a background image of a family and a map. Below the banner is a "New to Healthy City?" section with a "Start Here" button. At the bottom, there are buttons for "COMMUNITY SERVICES" and "COMMUNITY DATA".

WIC Data for the Public

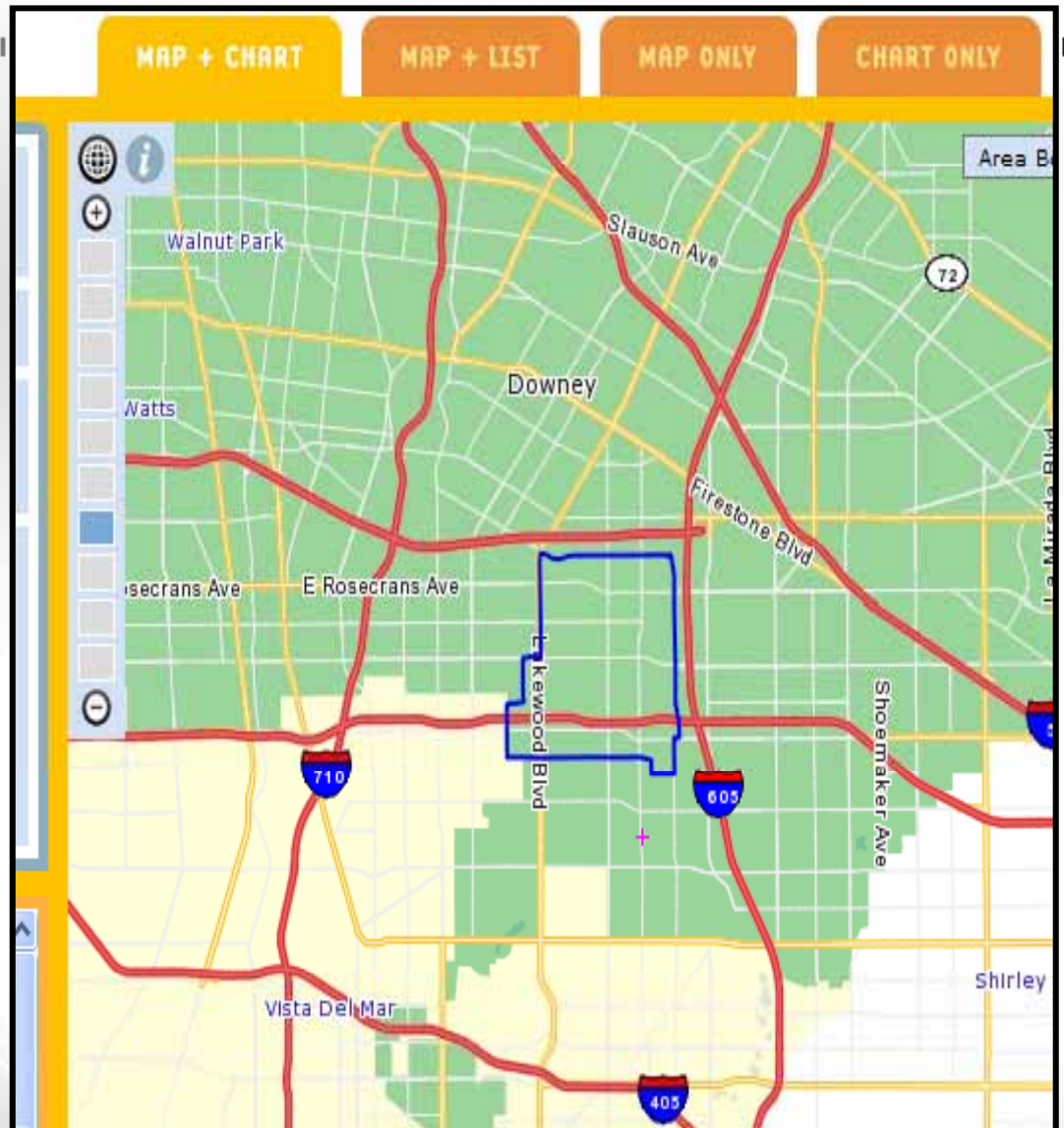
- We entered into a partnership with a non-profit. (\$7000/yr)
 - HealthCity.org
- Contains community services information.

Education,
legal services,
animal services,
public assistance,
disaster services,
arts & culture,
volunteer activities,
counseling, etc...



Healthy City Data Sources

- Population datasets
- Adults lacking health insurance
 - *Green areas are bad*

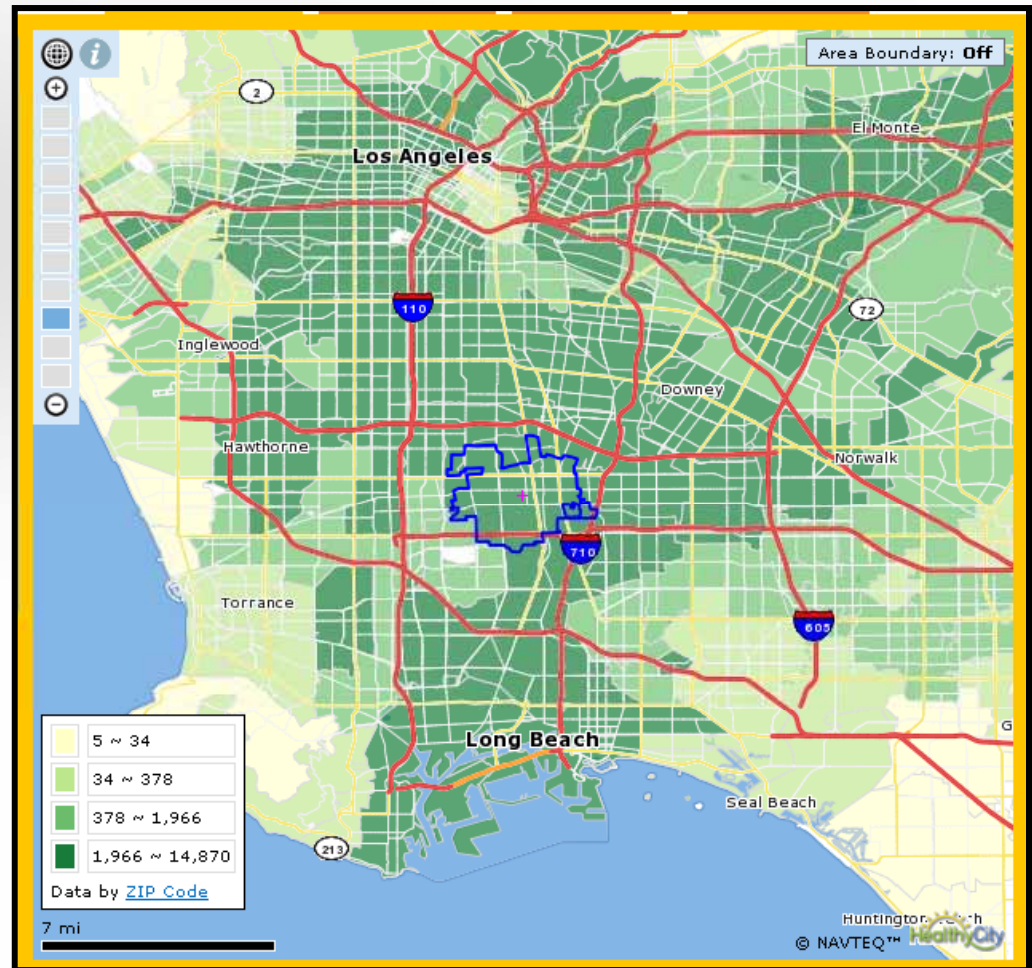


WIC Data on HealthyCity.org

- PHFE-WIC partnered with First Five LA
- Yearly datasets since 2003 up to 2009
- All of LA County



County wide
By city
Zip code
Census tract
SPA



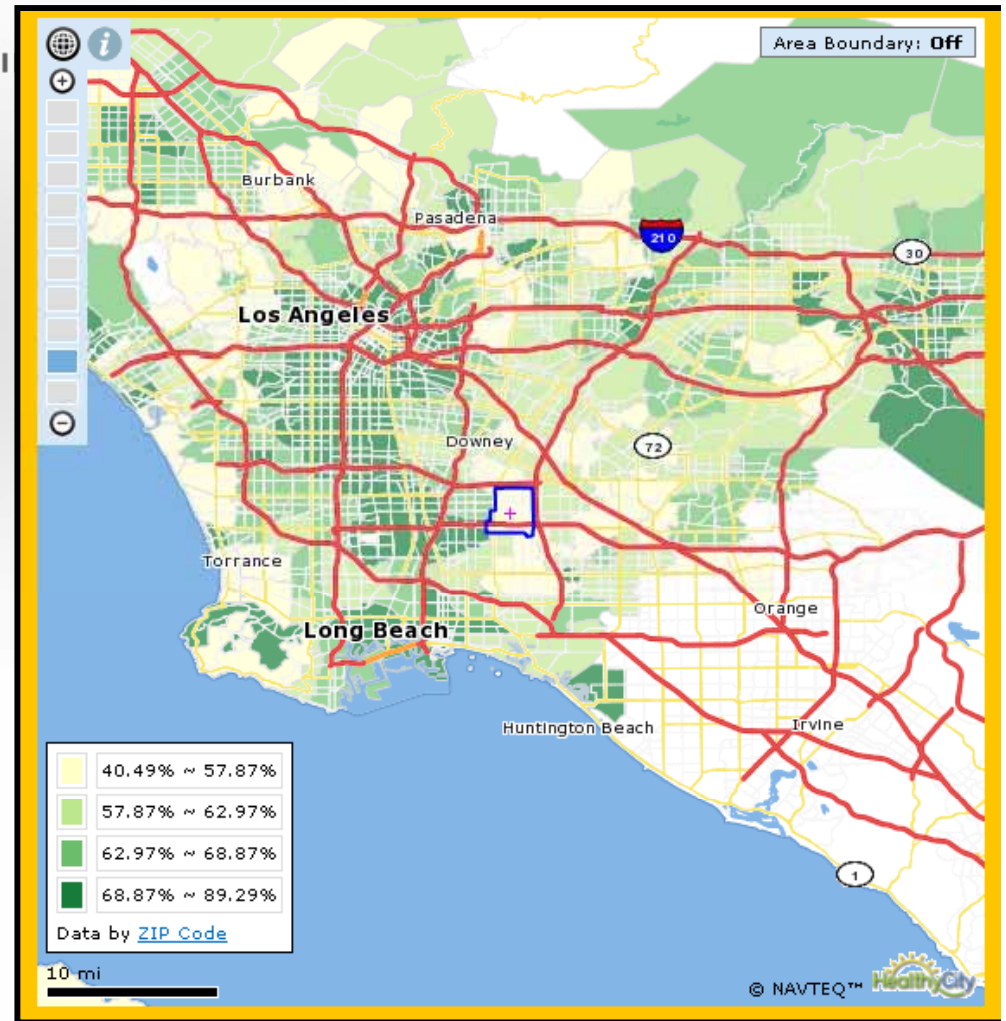
WIC Participants by Zipcode

What WIC Data is Available?

- Moms, infants, children
- By age (teens, etc...)
- Race, Weight/Obesity
- Preferred languages
- Breastfeeding statistics
- Education & Income



Green areas have a significant percent of the population living below the poverty level.



By year ... with trending

Who can see this WIC data?

- Available FREE to the public, no passwords
- Politicians – during outreach visits
- Community groups
- Research grants



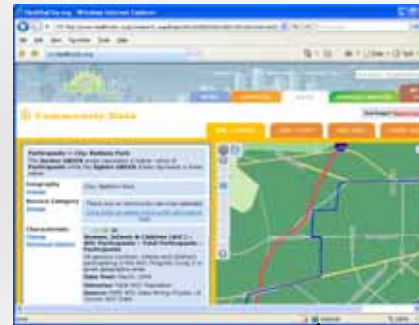
www.HealthyCity.org

How does this work?

- We do not give them the raw data.
- We publish available data using **web service** technology.
- We create summary levels and hide certain things to maintain confidentiality.

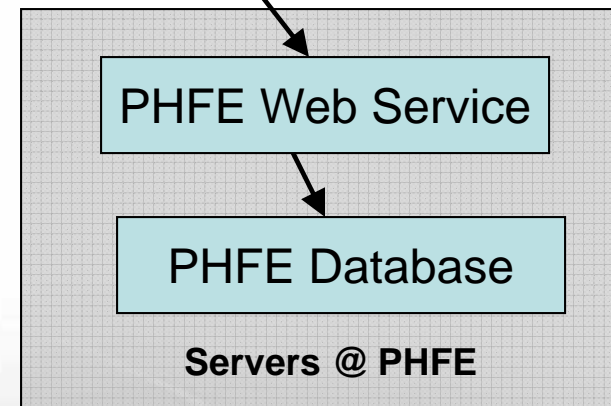


- We maintain control of what is published and when (and track)



Healthy City website

Across internet



Plans

- Other California counties have contacted us to do this for their county.
- We hope to go California state wide this year.
- The same software architecture would be used.



Examples.... Depending on time



HealthyCity.org - Windows Internet Explorer

http://www.healthycity.org/c/research#/mode/ind_

File Edit View Favorites Tools Help

HealthyCity.org

Select a Search Type

2 Type of Data and Source - Select data type and year/source to display on your map.

Data Category	Data Sub-Category	Data Year/Source
Civic Participation	WIC Participants	March, 2009, PHFE WIC Data Mining Project, LA County WIC Data
Health - Insurance & Access	Ethnicity / Race	March, 2008, PHFE WIC Data Mining Project, LA County WIC Data
Health - Physical Activity & Nutrition	Preferred Language	March, 2007, PHFE WIC Data Mining Project, LA County WIC Data
Health - Birth, Prenatal & Child	Years of Education	March, 2006, PHFE WIC Data Mining Project, LA County WIC Data
Health - Disease and Mortality	Poverty Level	
Women, Infants & Children (WIC)	Children's Health	
Los Angeles County Department	Women's Health	

3 Data Characteristic - Select the specific characteristic to display on your map.

- 0 to 4 years**
- 5 to 8 years
- 9 to 11 years
- 12 years
- 13 to 15 years

4 Geography - Select type of geography, then enter the area to display on your map.

Type of Geography

Address or Intersection

By City, zip, census tract, county

Families with 0 to 4 years of education

HealthyCity.org - Windows Internet Explorer

http://www.healthycity.org/c/research_map#/geo/city/zt/0604996/zt/7/x/-118.14966583252/y/33.9

File Edit View Favorites Tools Help

HC HealthyCity.org

Service Category
[Change](#)
 There are no community services selected
[Click here to select community services to map](#)

Characteristic
[Change](#)
[Advanced Options](#)
**Women, Infants & Children (WIC) »
 Years of Education » 0 to 4 years**
 Highest completed years of education by the head of household in the WIC family.
Data Year: March, 2009
Universe: Total WIC Family Population
Source: PHFE WIC Data Mining Project, LA County WIC Data
[Remove characteristic](#)

Years of Education

Years of Education	WIC Participants	Percentage
0 to 4 years	70	2.31%
5 to 8 years	443	14.61%
9 to 12 years	2.31%	
13+ years	14.61%	

City: Bell Gardens

PHFE WIC Data Mining Project, LA County WIC Data, March, 2009

0.49% ~ 2.05%

2.05% ~ 3.02%

3.02% ~ 4.33%

4.33% ~ 22.82%

Data by ZIP Code

1.5 mi

Done

Internet 100%

Public WIC GIS Information

- Questions?

Greener zip codes
have higher WIC
breastfeeding rates

www.HealthyCity.org

www.LAWICData.org

