

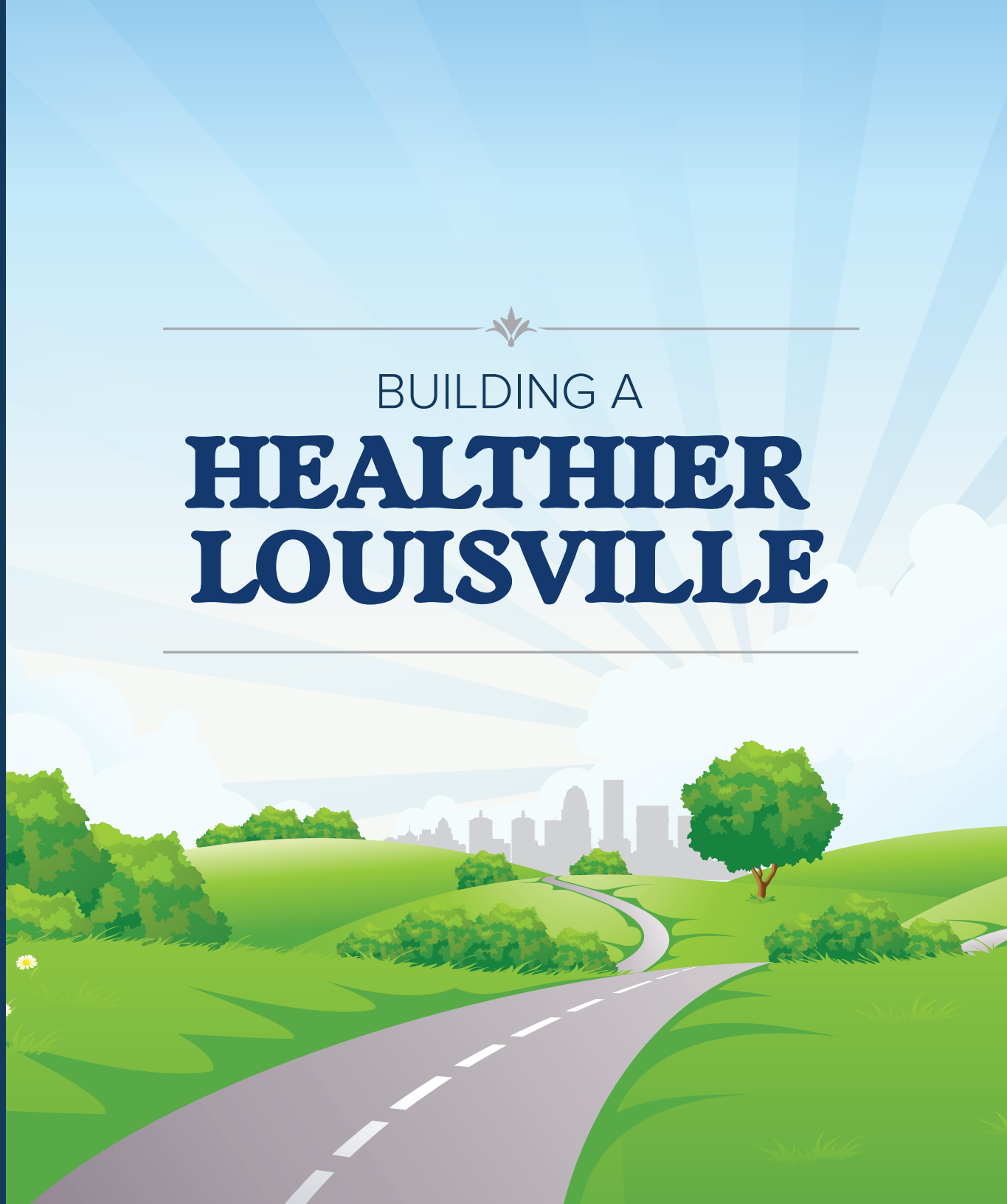


Greater Louisville Project
ADVANCING A COMPETITIVE CITY

SPECIAL REPORT
2013



BUILDING A
**HEALTHIER
LOUISVILLE**



Measuring the Impact of Health on Louisville's Competitiveness



For more than a decade, the Greater Louisville Project has provided research and data to catalyze civic action. By highlighting progress and challenges in three Deep Drivers of Change—Education, 21st Century Jobs, and Quality of Place—the GLP has engaged the community in a shared agenda for long-term progress.

With this special report, the focus shifts to an issue at the heart of the community's ability to prosper: the health of its residents and its connection to the city's progress and competitiveness.

Health is linked—directly and indirectly—to the Deep Drivers of Change: Education, 21st Century Jobs, and Quality of Place. Healthier students achieve greater academic success and educational attainment. A healthier workforce is more productive, has lower healthcare costs, and makes Louisville more attractive for growth of 21st Century Jobs. Healthier residents promote and expect a greater quality of place.

Conversely, education and income influence health and longevity. For example, low educational attainment is among the root causes of poor health. Thereby, raising educational attainment will result in healthier residents too.

The bottom line: We all have a stake in creating a healthier community. Louisville's prosperity and opportunities rely on a new level of community awareness, understanding and commitment to improving health outcomes. There is not one answer but instead a variety of factors that must be addressed where we live, work and learn.

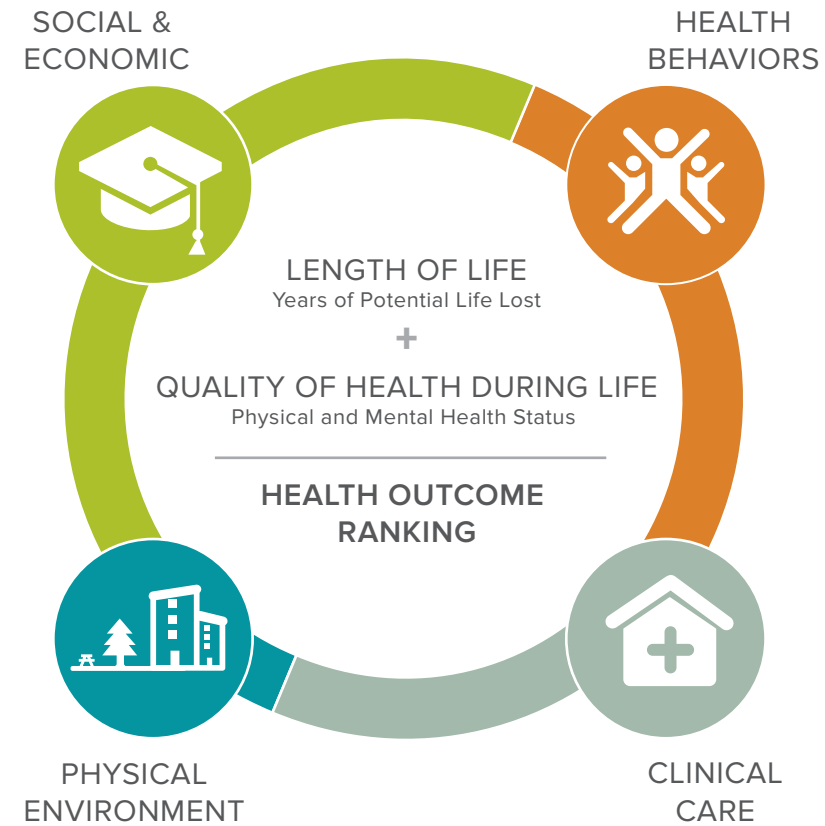
6 YEARS
ON AVERAGE, PEOPLE WITH A COLLEGE EDUCATION LIVE 6 YEARS LONGER

For the first time, this report assesses the health of Louisville compared with the 14 cities that have long served as its competitive peers.

It utilizes a framework provided by **County Health Rankings**, a project supported by the **Robert Wood Johnson Foundation**, the nation's largest philanthropic organization devoted to public health.

To help identify Louisville's most strategic health-related challenges, the Greater Louisville Project convened an 18-member health advisory group comprised of leaders from the public and private sectors. The inside pages of this report highlight these strategic challenges and indicators the community can measure over time.

The County Health Rankings focus on measures that can be shaped by public and private policy. It provides a rich set of indicators in four categories, evaluated and weighted based on their impact on health outcomes by a team of leading epidemiologists. Together, improvement in these areas will help Louisville raise its health outcome ranking, which is a combination of length of life and quality of health during life.



PLACE MATTERS: LIFE EXPECTANCY BY NEIGHBORHOOD

The most recent Louisville Metro Health Equity Report outlined sharp differences in health outcomes by income, race and neighborhood. Social determinants such as investment in the built environment, educational attainment, unemployment and access to care are important contributors to these outcomes. Thirteen years separate the highest life expectancy from the lowest—how can we work together to change this reality in Louisville?

APPROXIMATELY

83
YEARS

Northeast Louisville
St. Matthews
Southeast Louisville
Jeffersontown
Floyd's Fork

APPROXIMATELY

78
YEARS

Pleasure Ridge Park
Valley Station
South Louisville
Butchertown
Clifton
Crescent Hill
Highlands

Buechel
Newburg
Indian Trail
Highview
Okolona
Fern Creek

APPROXIMATELY

74
YEARS

Shively
Fairdale
Chickasaw
Shawnee
Downtown
Old Louisville
Germantown

APPROXIMATELY

70
YEARS

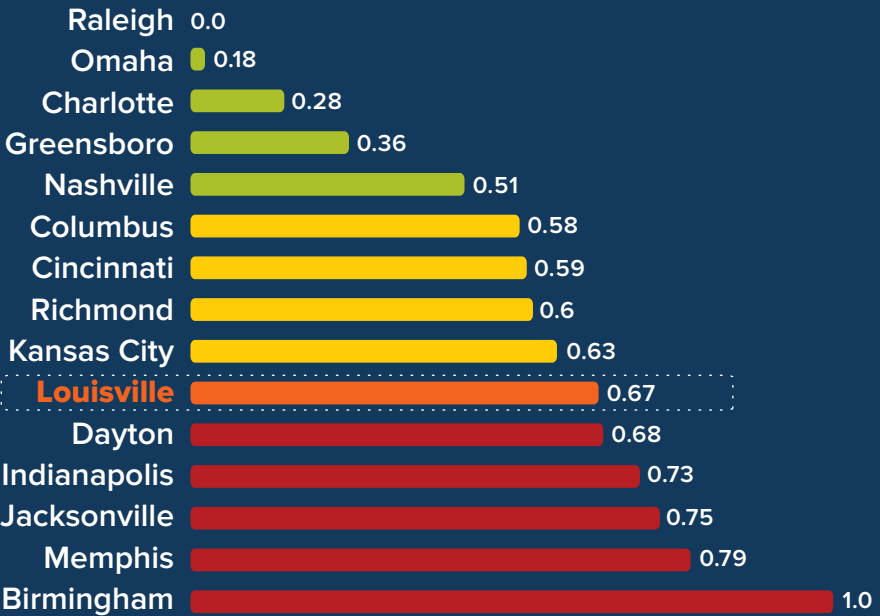
Portland
Russell
California-Parkland
Algonquin
Park Hill
Park Duvalle

South Central Louisville
Phoenix Hill
Smoketown
Shelby Park



Louisville falls short among peer cities – 10th out of 15 in health outcomes today.

Our goal is to move Louisville to the top tier, or top five among peers on this measure.



A Healthier Louisville, A More Competitive Louisville

Louisville ranks 10th among 15 peer cities in our Health Outcomes. This report identifies our most challenging health factors: low educational attainment, unemployment, high rates of smoking and obesity, moderate access to primary care and poor air quality. It also highlights sharp disparities among our neighborhoods.

Health relates strongly to the Greater Louisville Project's Deep Drivers of Change: Education, 21st Century Jobs and Quality of Place. Disappointing health outcomes such as low life expectancy and poor health during life can have a negative impact on our prosperity, opportunities and our competitiveness as a city.

Programs and policies are underway to help, such as the Mayor's Healthy Hometown Movement, JCPS Health Promotion Schools of Excellence Program, and innovative employee wellness programs.

But they are not enough. We must develop a shared community-wide health agenda and pursue "Health in all Policies," in public policy, at the workplace, at the neighborhood level and in our schools.

We must consider health implications as we plan infrastructure investments and programs.

Together, leaders from healthcare, business, education, nonprofit organizations and government must support programs and policies to improve our community's physical health. In doing so, we will ultimately improve our economic health as well.

As a community, we must accept responsibility and lead the way to a healthier future.

We all have a stake in creating a greater Louisville, a healthier Louisville, a more competitive Louisville.

ACKNOWLEDGEMENTS

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This report was prepared by the staff of the Greater Louisville Project: Christen Boone, Elisabeth Alkire and Rebecca Brady, with special assistance provided by ad hoc Health Advisory Group members: Gabriela Alcade, MPH, DrPH and Susan G. Zepeda, Ph.D.—Foundation for a Healthy Kentucky; Donna Church and Diana Han, MD—GE; Lelan K. Woodmansee CAE—Greater Louisville Medical Society; Erik Anderson, Stuart Mushala, and John Schriber—Humana; Bonnie Ciarroccki, MAT, MCHES and Dewey Hensley—Jefferson County Public Schools; Teresa Campbell and Randa Deaton—Kentuckiana Health Collaborative; Alice Bridges and Tom Walton—KentuckyOne Health; Dana Jackson—Network Center for Community Change (NC3); LaQuandra S. Nesbitt, MD, MPH—Louisville Metro Public Health & Wellness; Sandra E. Brooks, MD, MBA, Norton Healthcare; Rob Steiner, MD, PhD, —University of Louisville.

Social & economic factors include education, employment, income, family, social support, and community safety. These play the most significant role in health outcomes.

In this category, education and unemployment represent Louisville's most strategic challenges.

EDUCATION 11TH

It's well known that education leads to better jobs and higher income. It's also linked to reduced risk of illness, increased vitality and longevity. The GLP traditionally reports the percentage of working-age adults with a Bachelor's Degree or higher to measure progress in its Education Deep Driver.

In 2011, Louisville ranked 11th among peers on this measure, with 31% of its working-age adults with a four-year degree or higher.

EMPLOYMENT 12TH

The unemployed experience more health problems and higher mortality than the employed population. This is attributed to loss of employer-sponsored health insurance and an increase in unhealthy behaviors related to alcohol and tobacco consumption, diet, and exercise.

Louisville's 2011 unemployment rate was 10%, ranking it 12th among peers.

The physical environment category includes the built environment, like buildings, roads, parks, restaurants, and grocery stores, as well as environmental factors like clean air and water.

In this category, air quality is Louisville's most strategic challenge.

AIR QUALITY 8TH

The relationship between elevated air pollution, particularly fine particulate matter and ozone, and compromised health has been well documented. Negative consequences of ambient air pollution include decreased lung function, chronic bronchitis, and asthma. Fine particulate matter can be directly emitted from sources such as forest fires, or can form when gases emitted from power plants, industries and automobiles react in the air.

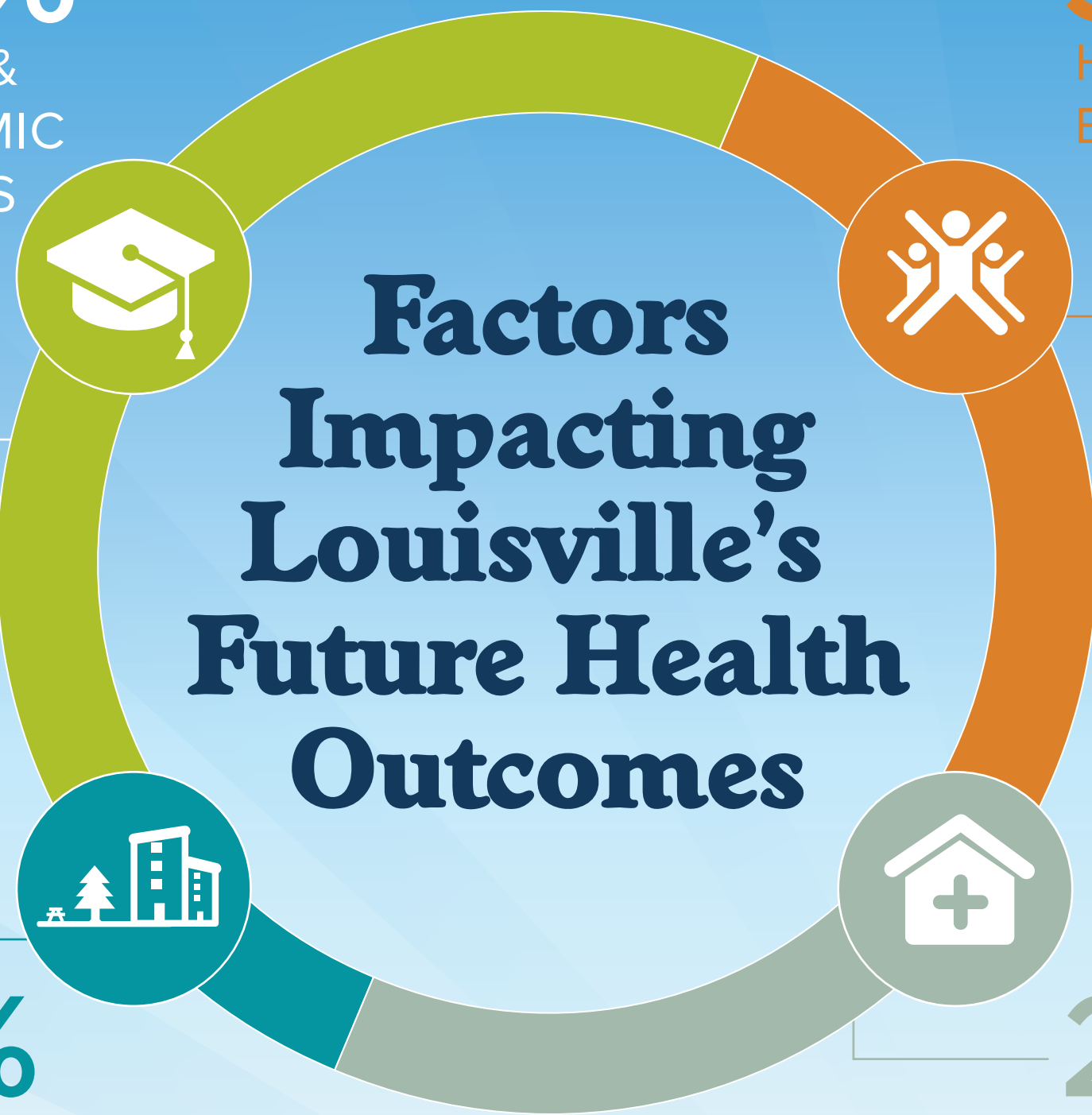
Louisville ranks 8th among peers on daily fine particulate matter, also known as PM2.5.

40%
SOCIAL & ECONOMIC FACTORS

30%
HEALTH BEHAVIORS

10%
PHYSICAL ENVIRONMENT

20%
CLINICAL CARE



Factors Impacting Louisville's Future Health Outcomes

Health behaviors include smoking, diet and exercise, and alcohol use.

In this category, smoking and obesity represent Louisville's most strategic challenges.

OBESITY 14TH

Each year, obesity-related conditions cost more than \$150 billion and cause an estimated 300,000 premature deaths in the U.S. The health effects associated with obesity include but are not limited to diabetes, high blood pressure, heart disease and cancer.

1 in 3 Louisville adults (34%) are obese, ranking 14th among peer cities.

SMOKING 14TH

The adverse health effects from cigarette smoking account for an estimated 443,000 deaths or nearly one of every five deaths each year in the United States.

Today, 24%, or more than 1 in 5 Louisville adults smoke, ranking 14th among 15 peer cities.

The clinical care category includes access to care—the percentage of population without health insurance and access to dentists and physicians; and quality of care—the percentage of certain populations that receive health screenings or have preventable hospital stays.

In this category, access to primary care physicians represents Louisville's most strategic challenge.

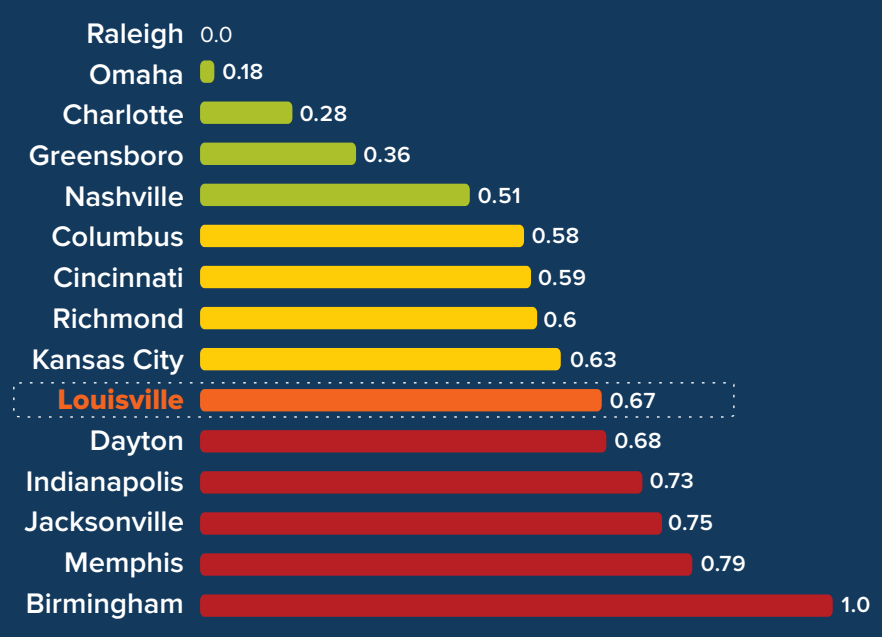
ACCESS TO PHYSICIANS 8TH

Primary care physicians provide preventative care, regular office-visit access and referrals to appropriate specialists. An increase of just one primary care physician per 10,000 people reduces average mortality by more than 5%.

Louisville ranks in the middle—8th among peers—on access to primary care physicians, with one physician for every 1,103 residents.

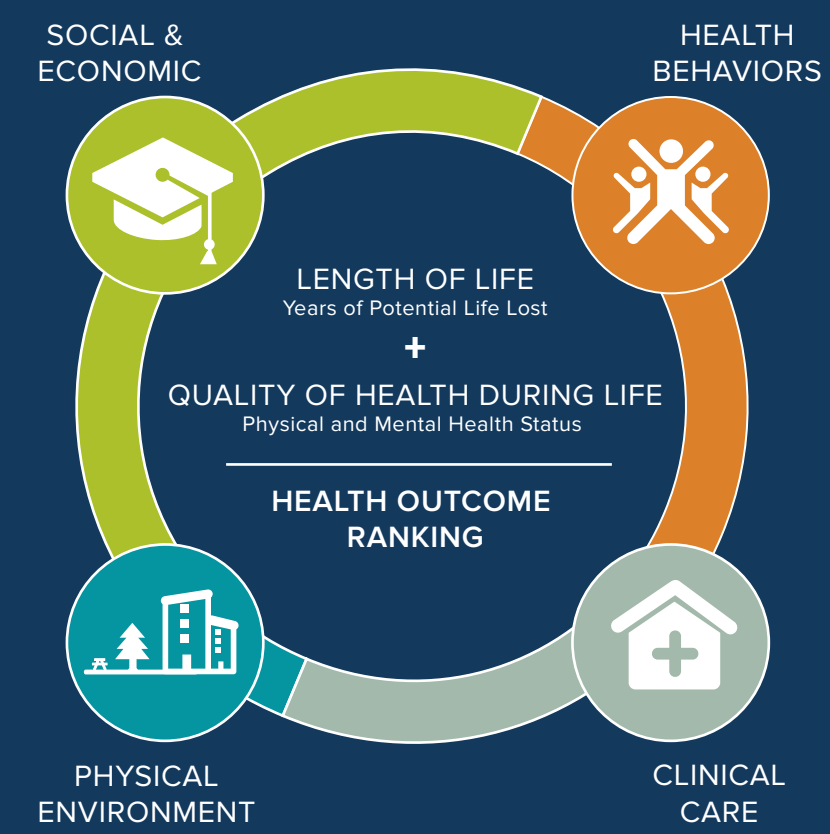
LOUISVILLE IS LAGGING BEHIND IN HEALTH

Louisville ranks 10th among 15 peer cities in health outcomes today.



WHY?

These four factors must be addressed where we live, work, and learn to improve health outcomes in Louisville.



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