This tool is intended to assist you in identifying different types of measures for your community plan. It is not meant to be a complete list, but provides types of measures many communities have used to develop and monitor health objectives.

**Community Management**
- Number of open city council meetings
- Number of coalition members represented in community groups
- Time it takes to respond to emergencies
- Percentage of community members who volunteer in the community
- Voter turnout rates

**Demographics**
- Rates of educational attainment
- Average household income
- Poverty rates
- Unemployment rates

**Growth and Nutrition**
- Percentage of new mothers breastfeeding for the first 6 months
- Percentage of children born with developmental disabilities
- Average daily fruit and vegetable consumption
- Enrollment rates in WIC (Women, Infants, and Children) program
- Average life expectancy

**Health Behaviors**
- Rates of older adults who participate in fitness programs
- Rates of overweight and obesity
- Percentage of adolescents reporting tobacco use
- Number of residents seeking substance abuse treatment
- Rates of recreation center use

**Health Care Resources**
- Rates of uninsured and under-insured
- Number of Medicaid/Medicare providers

**Health Care Utilization**
- Number of visits to the emergency department for non-urgent conditions
- Rate of preventable hospitalizations

**Health of Employees**
- Average number of sick days used
- Percentage of workers filing worker’s compensation claims
- Number of worksite injuries and deaths

www.healthypeople.gov
Health of Mothers and Children
- Availability of contraceptive services
- Rates of contraceptive use
- Percentage of all babies born with low birth weight
- Percentage of all births that are premature
- Percentage of women receiving recommended prenatal care
- Number of parenting teens

Morbidity
- Rates of dental caries among children
- Communicable disease rates
- Number of vaccine preventable diseases/deaths
- Percentage of population with mental illness

Mortality
- Infant mortality rates
- Leading causes of death in community
- Causes of mortality by demographic

Physical Environment
- Levels of toxins in water and air
- Number and type of environmental hazards
- Number of households with working smoke detectors
- Number of households on water and sewage treatment systems

Preventive Measures
- Number of households with fuel-efficient appliances
- Household recycling rates
- Number of households vulnerable to lead paint
- Miles of bike paths

Social Support Measures
- Number of child abuse investigations
- Availability of domestic violence services
- Rate of religious participation
- Number of law enforcement officials per household
- Number and geographic spread of Neighborhood Watch programs
- Availability of suicide prevention services
- Access to transportation services
Sources
