

# Trouble in God's Country

*Georgia Charitable Care Network*

*Tyrone, Ga.*

*May 5, 2014*

**Presented By:  
Charles Hayslett, CEO  
Hayslett Group LLC**

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# Presentation Overview

- Partner Up! for Public Health background
- “Connecting the Dots”: *The roots and development of a messaging strategy*
- Answering Mickey Channell’s question
- Results and impact



[www.togetherwecandobetter.com](http://www.togetherwecandobetter.com)

Facebook: Partner Up! for Public Health

Twitter: @PartnerUpGA

Funded by Healthcare Georgia Foundation

“Testimony made it clear that due to the current and worsening shortage of public health nurses, during a time of significant medical emergency, Georgia will not be able to perform as is required and expected by the public. **[Federally required Emergency Support Functions] 6 & 8, [Strategic National Stockpile] distribution, telephone triage, and emergency support will not function as designed, and will lead to mass disruption, unavailability and degradation of care, perhaps leading to panic or civil unrest. In the event of pandemic, the medical system in Georgia will collapse due to unprecedented volume without improvement to existing public health infrastructure.”**

***-Study Committee on Public Health  
Georgia House of Representatives  
2006***



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“The Committee recognizes that Georgia’s Public Health System is in a state of crisis due to increasing responsibilities, increasing population, emergency infectious disease, the problems of immigration, the threats of terrorism and pandemic influenza, a shrinking public health workforce, and decreasing funds.”

**-Study Committee on Public Health  
Georgia House of Representatives  
2006**

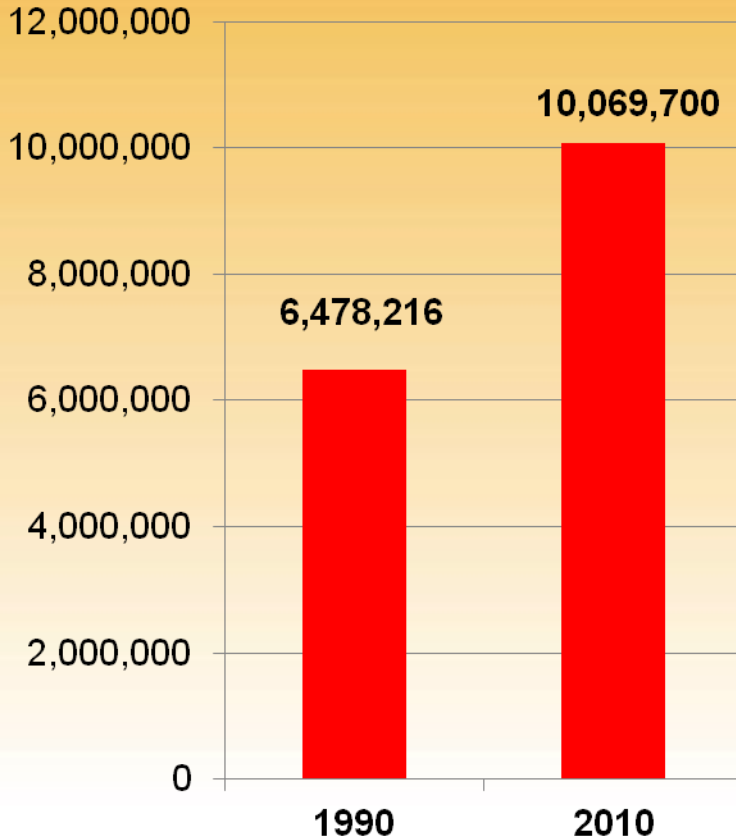


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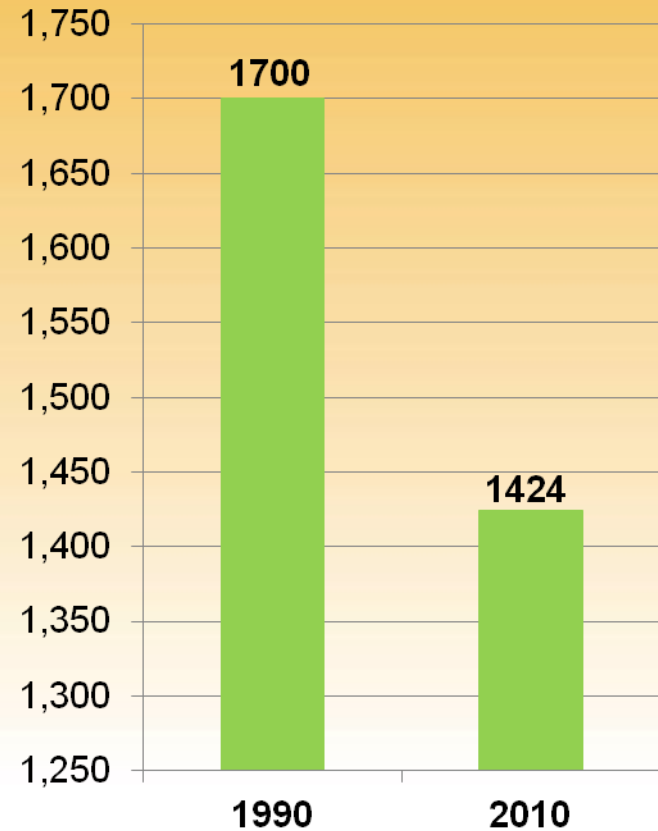


# Georgia's Population Grows While Public Health Nursing Workforce Falls

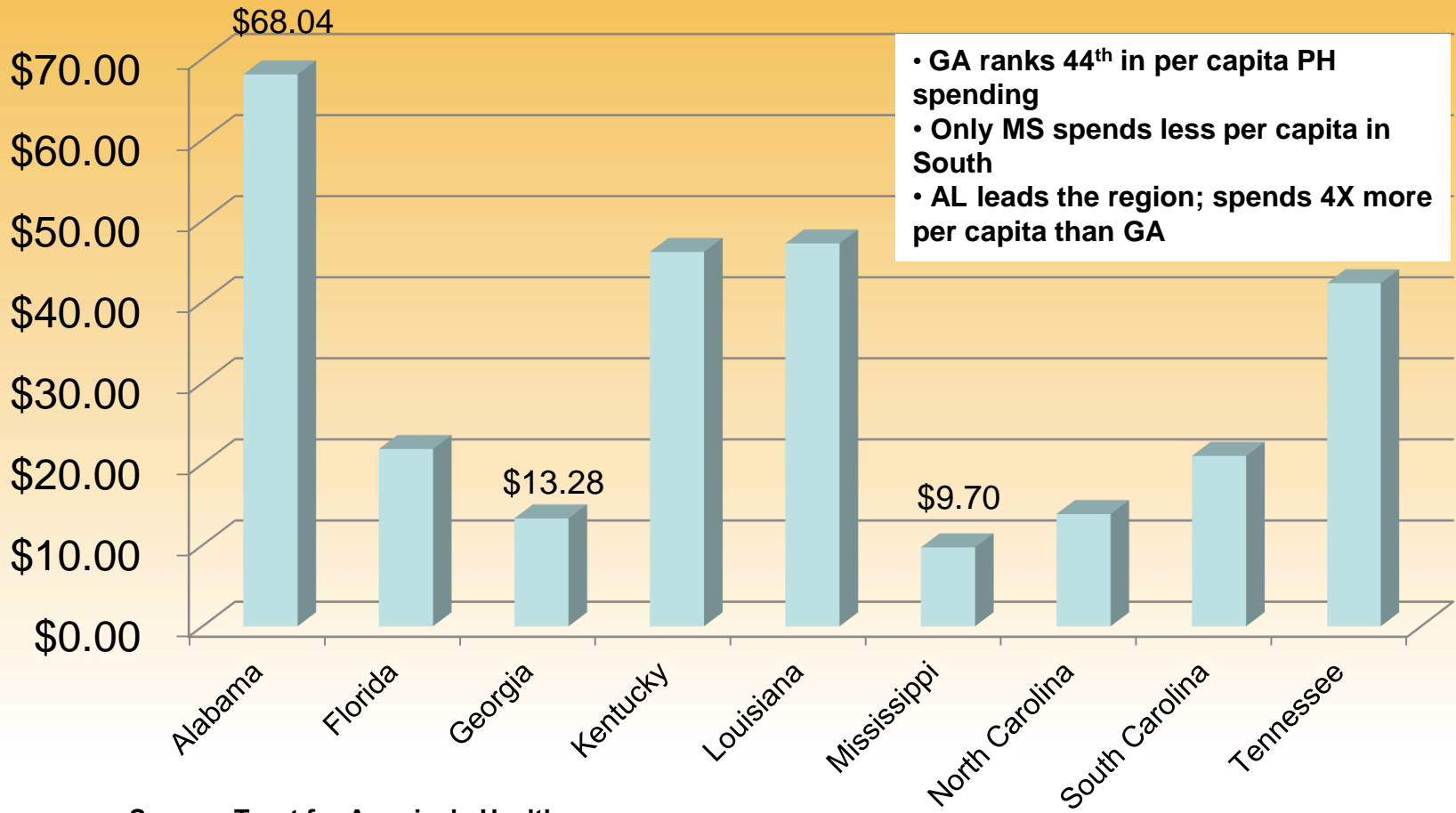
## Georgia Population



## Georgia Public Health Nurses



# 2011 Public Health Spending Per Capita



Source: Trust for America's Health



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# Partner Up! Campaign Activities

- Leadership Training Sessions
- 40-member Board of Advisors
- Web-based Grassroots Initiative
- Public Health News Bureau
- Public Health Heroes Recognition Program
- “This is Public Health” Student Video Contest
- “Connecting the Dots: Economic Vitality & Community Health”



# Connecting the Dots: *The roots and development of a messaging strategy*



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# Georgia Competitiveness Initiative

This Initiative is bringing state government and the business community together at the request of Governor Nathan Deal to develop a long-term strategy for economic development.

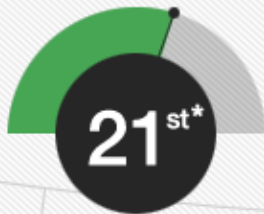
## Our Competitiveness Compared to the 50 States

[\\*see what these numbers mean \(click them to find out\)](#)



**Business  
Climate**

Creating an



**Education &  
Workforce  
Development**



**Innovation**

Encouraging  
entrepreneurs and



**Infrastructure**

Providing a reliable  
foundation and



**International  
Opportunity &  
Growth**

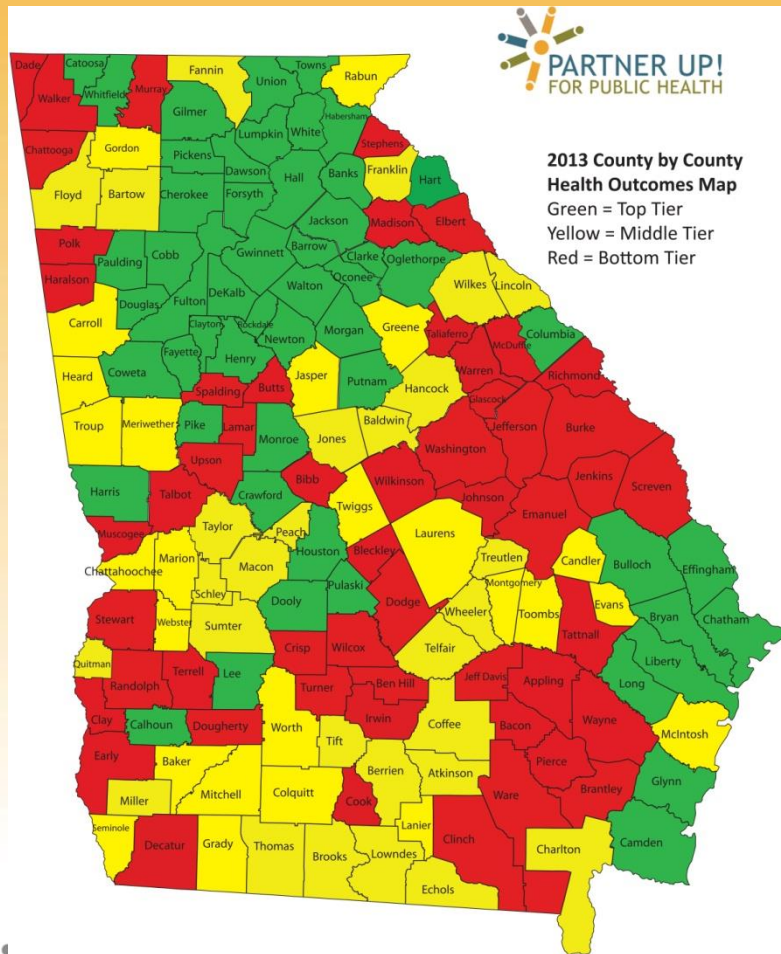


**Government  
Efficiency &  
Effectiveness**

# Connecting the Dots: Public and Economic Health

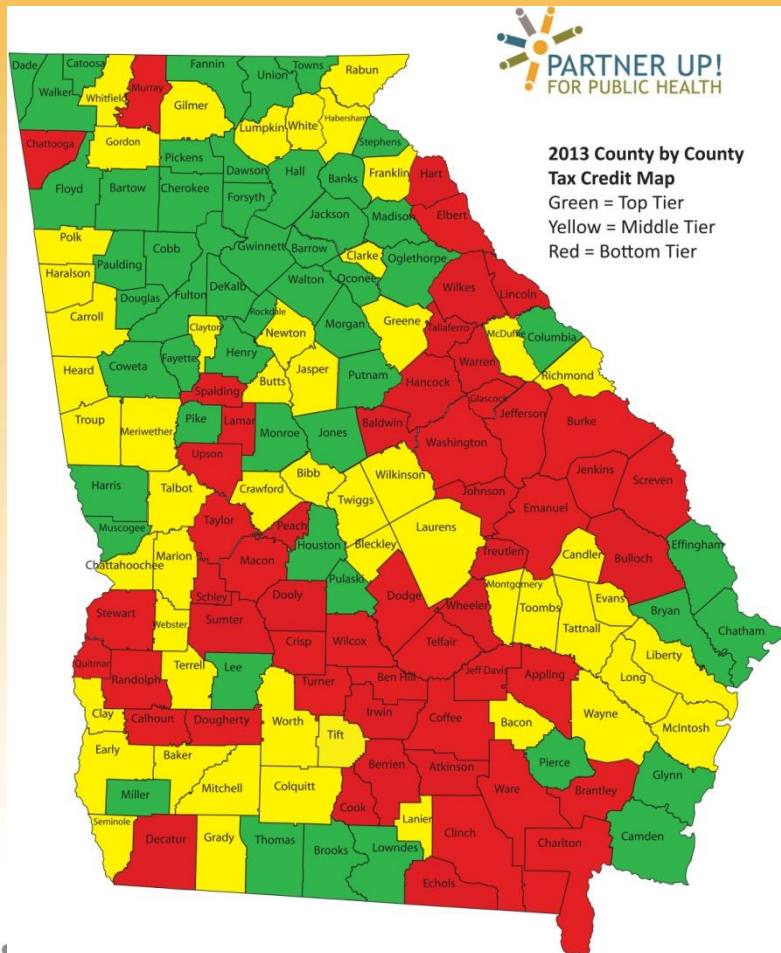
- University of Wisconsin 2013 Health Outcomes Rankings
  - Premature Death
  - Poor or Fair Health
  - Poor Mental & Physical Health Days
  - Low Birth Weight
- <http://bit.ly/Wisconsinhealth>
- Georgia DCA 2013 Job Tax Credit Rankings
  - Average Per Capita Income
  - Unemployment Rate
  - Poverty Rate
- <http://bit.ly/DCArankings>

# 2013 Health Outcomes Rankings



- Source: University of Wisconsin County Health Rankings
- Based on:
  - Premature death
  - % in poor or fair health
  - Days work missed for physical or mental health
  - Low birth weight

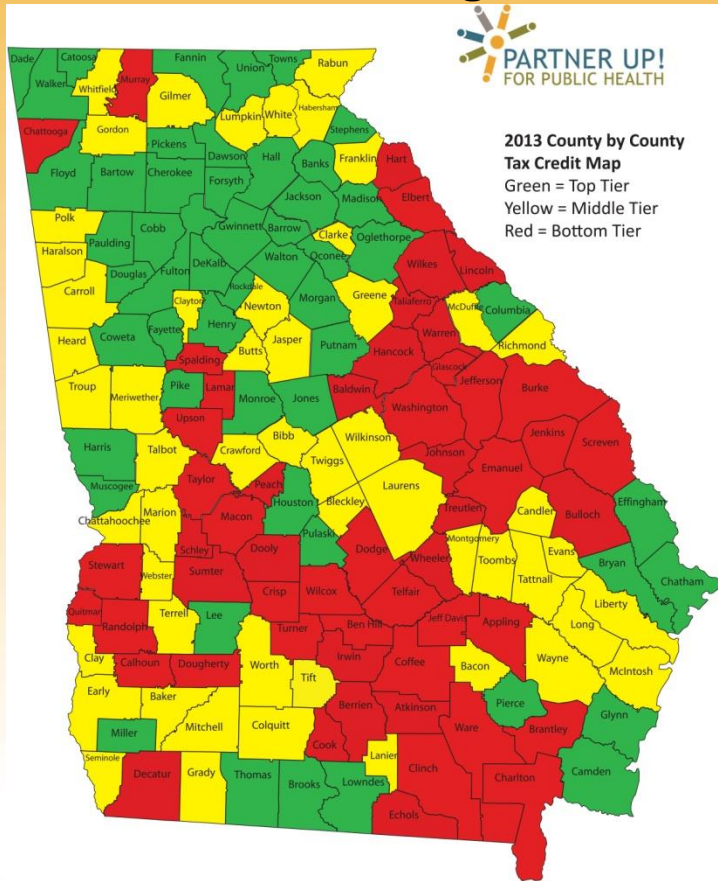
# 2013 Economic Rankings



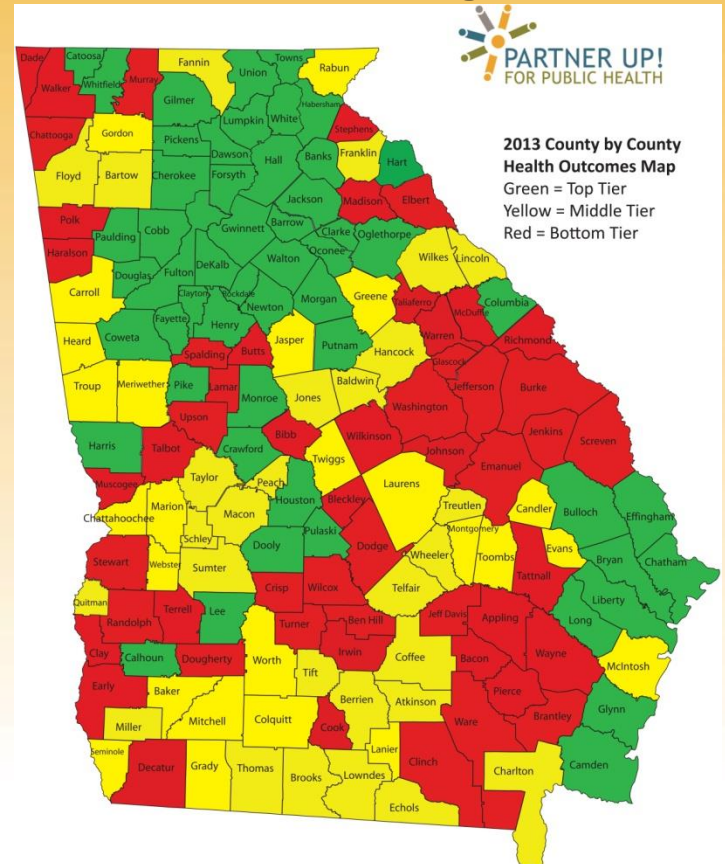
- Georgia Dept. of Community Affairs Job Tax Credit Rankings
- Based on:
  - Per capita income
  - Poverty rate
  - Unemployment rate

# Georgia Economic Vitality & Health Status Maps

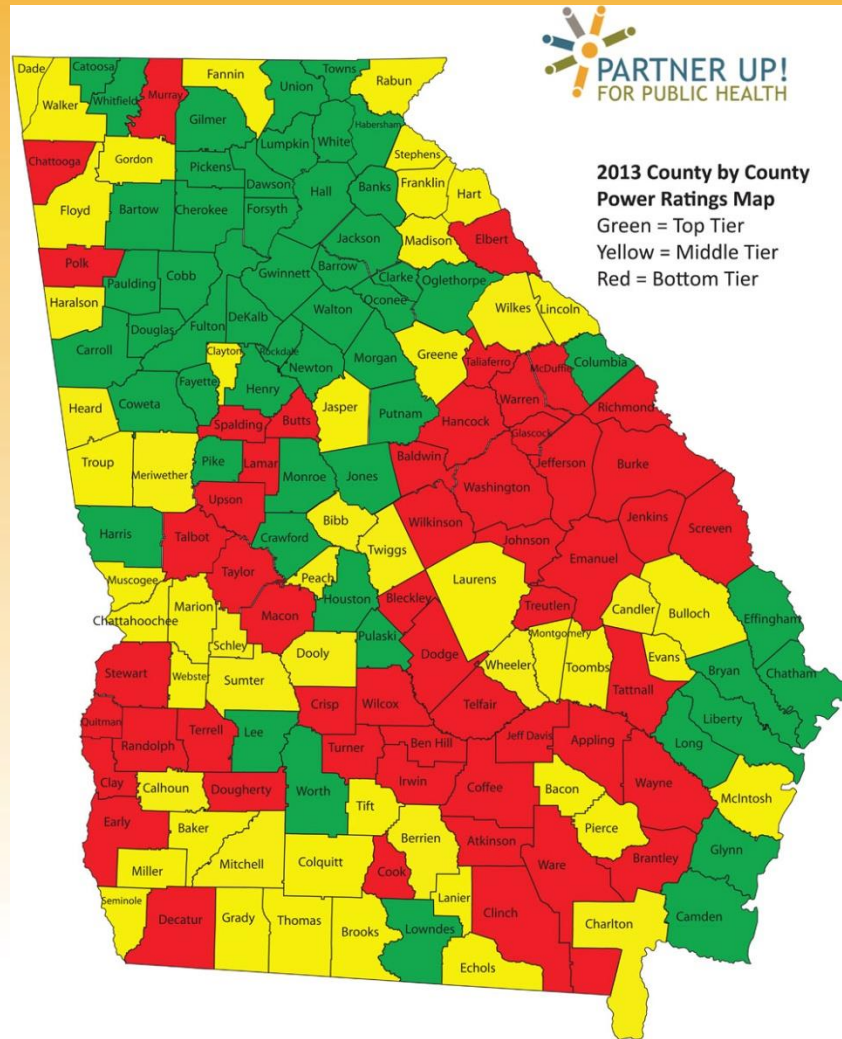
## 2013 Tax Credit Rankings



## 2013 Health Outcomes Rankings



# 2013 Partner Up! Power Ratings



# 2013 Partner Up! Power Ratings

## Top 10

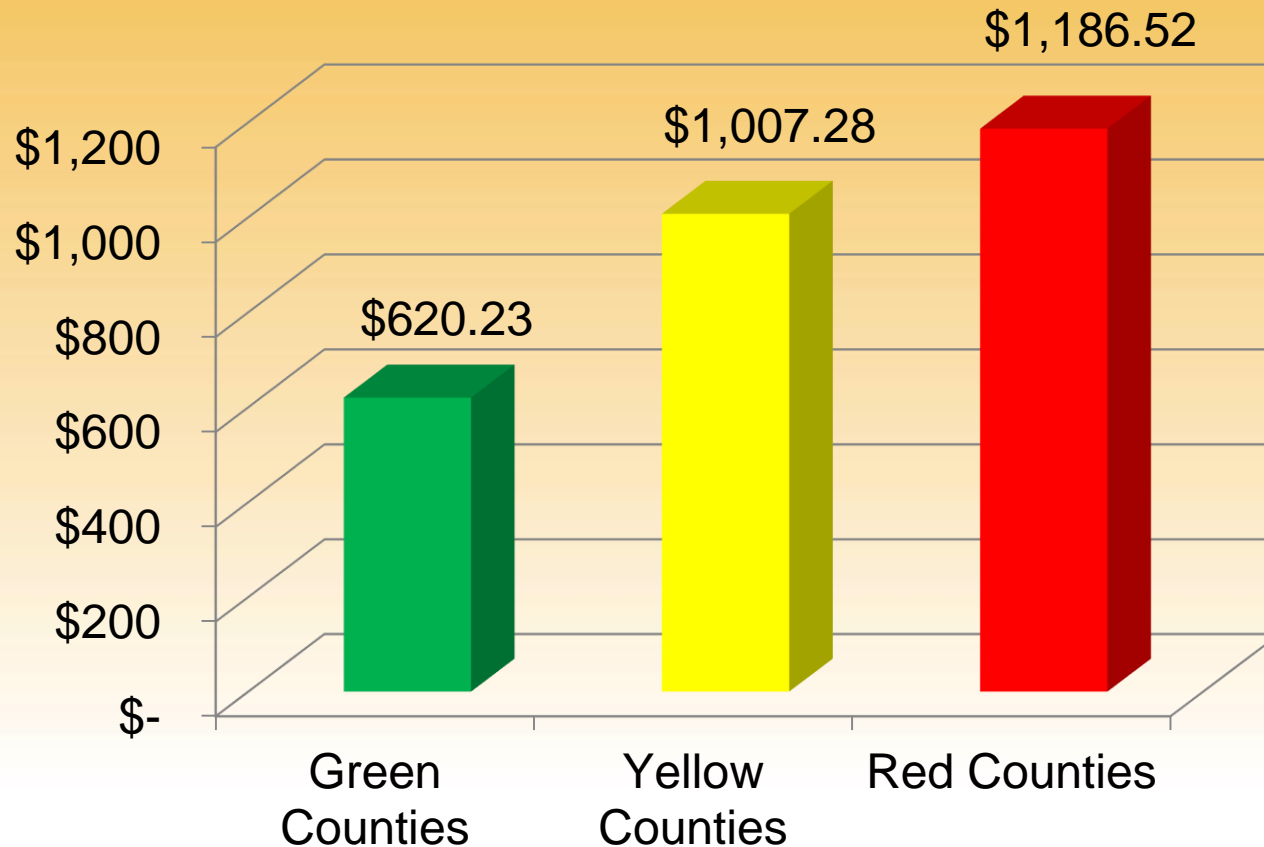
<b>County</b>	<b>Health Rank</b>	<b>Econ Rank</b>	<b>Power Rating</b>
Oconee	3	1	2
Forsyth	1	4	2.5
Fayette	2	5	3.5
Columbia	7	2	4.5
Cherokee	5	7	6
Cobb	6	9	7.5
Gwinnett	4	14	9
Coweta	9	15	12
Lee	19	6	12.5
Bryan	21	6	14.5

## Bottom 10

<b>County</b>	<b>Health Rank</b>	<b>Econ Rank</b>	<b>Power Rating</b>
Jenkins	143	139	141
Johnson	131	154	142.5
Randolph	146	141	143.5
Clinch	151	137	144
Jeff Davis	136	152	144
Ben Hill	147	145	146
Stewart	158	134	146
Taliaferro	152	144	148
Crisp	150	151	150.5
Wilcox	155	146	150.5

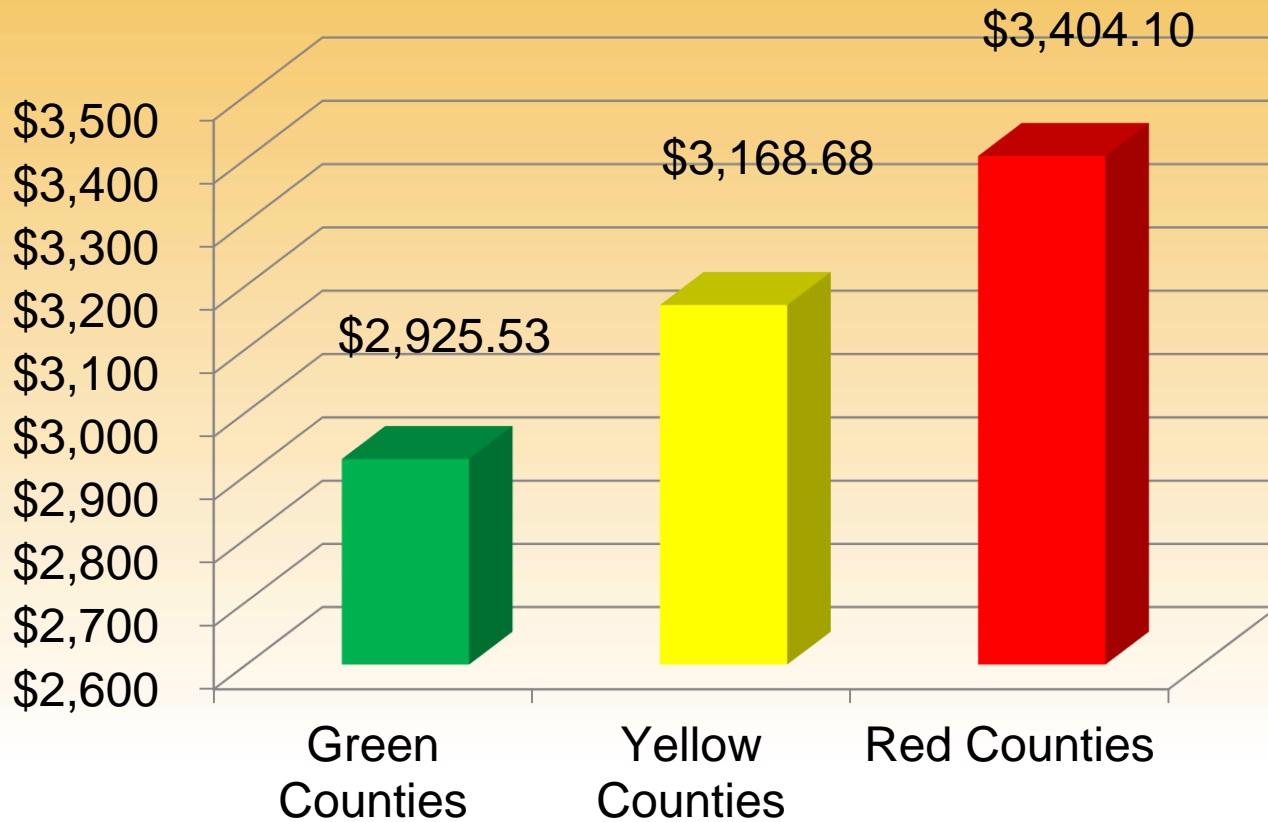


# Medicaid Spending Per Capita



Per Capita Medicaid Expenditures 91.3% higher in Red Counties vs. Green Counties

# Medicaid Spending Per Enrollee



Per Enrollee  
Medicaid  
Expenditures  
16.4% higher  
in Red  
Counties vs.  
Green  
Counties

# Connecting the Dots Audiences

- GPHA Executive Committee
- Georgia Chamber, Healthcare Committee
- Gwinnett Chamber, Healthcare Council
- Children's Healthcare of Atlanta
- Georgia League of Women Voters
- Kiwanis Club of Lawrenceville
- Georgia EMC Annual Meeting
- Kiwanis Club of North Gwinnett
- UGA, College of Public Health, Public Health Impact
- 2020 Georgia Coastal Summit
- Health Advocates
- Building a Healthy Georgia Summer Tour, Athens & Butler
- Georgia Rural Health Association
- Georgia State University Public Health Student Association
- Georgia State University PR Campaigns Class
- Rotary Club of Gwinnett Sunrise
- Georgia Association of Regional Councils
- Brenau University MBA Program
- Beacon Place Community Service Board
- Georgia Tech IE Squared
- House and Senate leadership

# ***Fayette and Oconee counties top 2012 Partner Up! for Public Health Power Ratings***

Study combines health status and economic factors

ATLANTA, Ga. (April 23, 2012) – Fayette and Oconee counties tied for first place in the Partner Up! for Public Health Campaign’s 2012 Power Ratings of Georgia counties based on their combined health status and economic vitality, the Partner Up! campaign announced today. Macon County finished last.

Funded by Healthcare Georgia Foundation, the Partner Up! for Public Health Campaign’s Health and Economic Power Ratings combine county-level health outcomes rankings produced by the University of Wisconsin with economic rankings calculated by the Georgia Department of Community Affairs (DCA) in connection with the state’s job tax credits program.



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# 2012 Power Ratings Media Coverage

## The Augusta Chronicle

ADVERTISEMENT

Wealthiest Georgia counties enjoy best health but all pay for poor care, data show

## The Telegraph

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0 COMMENTS

Study ranks Georgia counties' economic, physical health

## Georgia HEALTH NEWS



Newest Topics Consumer Corner Commentary About GHN Donate

### County rankings show link between economy, health

By: Andy Miller

## AccessNorthGa.com

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HOME NEWS SPORTS WEATHER COMMUNITY CLASSIFIEDS

HOME BUSINESS NEWS

Posted: Wednesday, April 25th 2012 at 11:45am

Forsyth, Hall, Gwinnett ride high in public health ratings

## WDNN Dalton 10

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2012 Partner Up! for Public Health Power Ratings – See How Your County Compares



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# North Carolina Economic Vitality & Health Status Maps

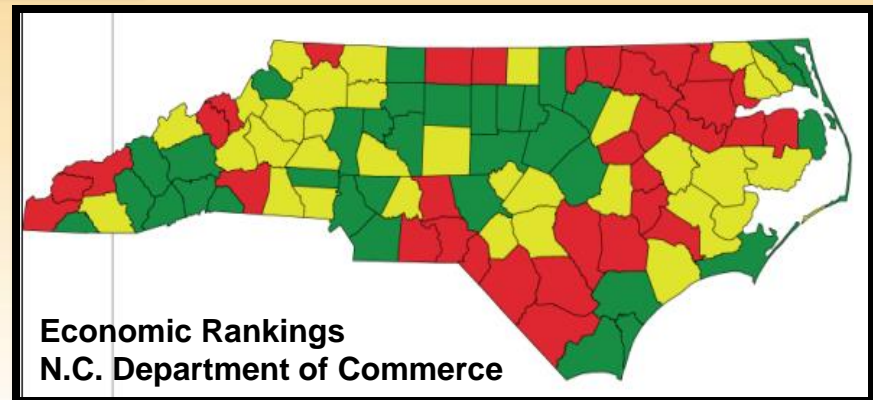


## **Health Outcomes Rankings**

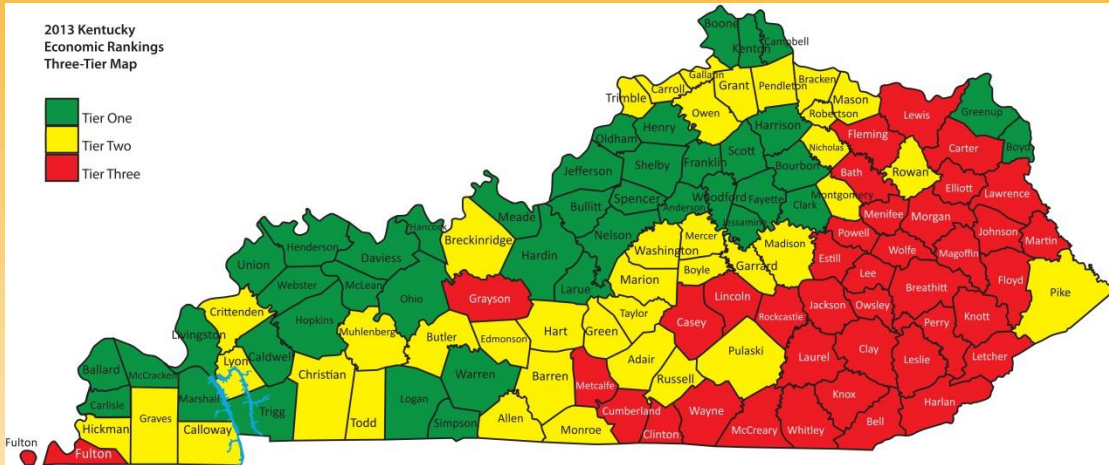
- Life Expectancy
- % Poor or Fair Health
- Poor Physical & Mental Health Days
- Low Birth Weight

## **Economic Rankings**

- 12-month Unemployment
- 12-month Median Household Income
- Population Growth (36 months)
- Adjusted Property Value Per Capita
- 2000 Poverty Rate



# Kentucky's Economic & Health Maps



## Economic Rankings based on Georgia formula

--Per capita income

--Poverty rates

--Unemployment rates

(Sources: Census Bureau, BEA, DOL)

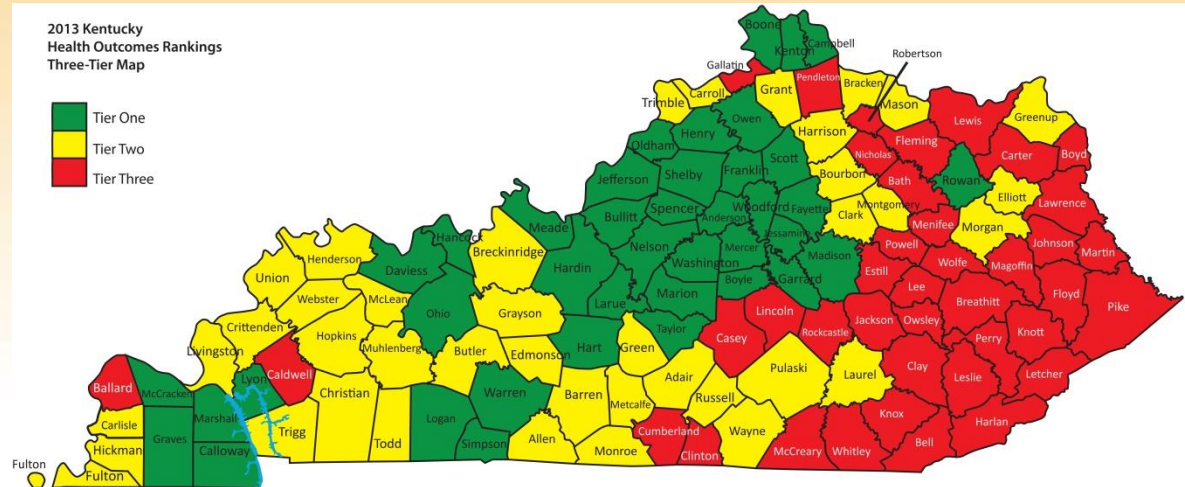
## Source: RWJ County Health Rankings & Roadmaps 2013 Health Outcomes Rankings

--Premature death

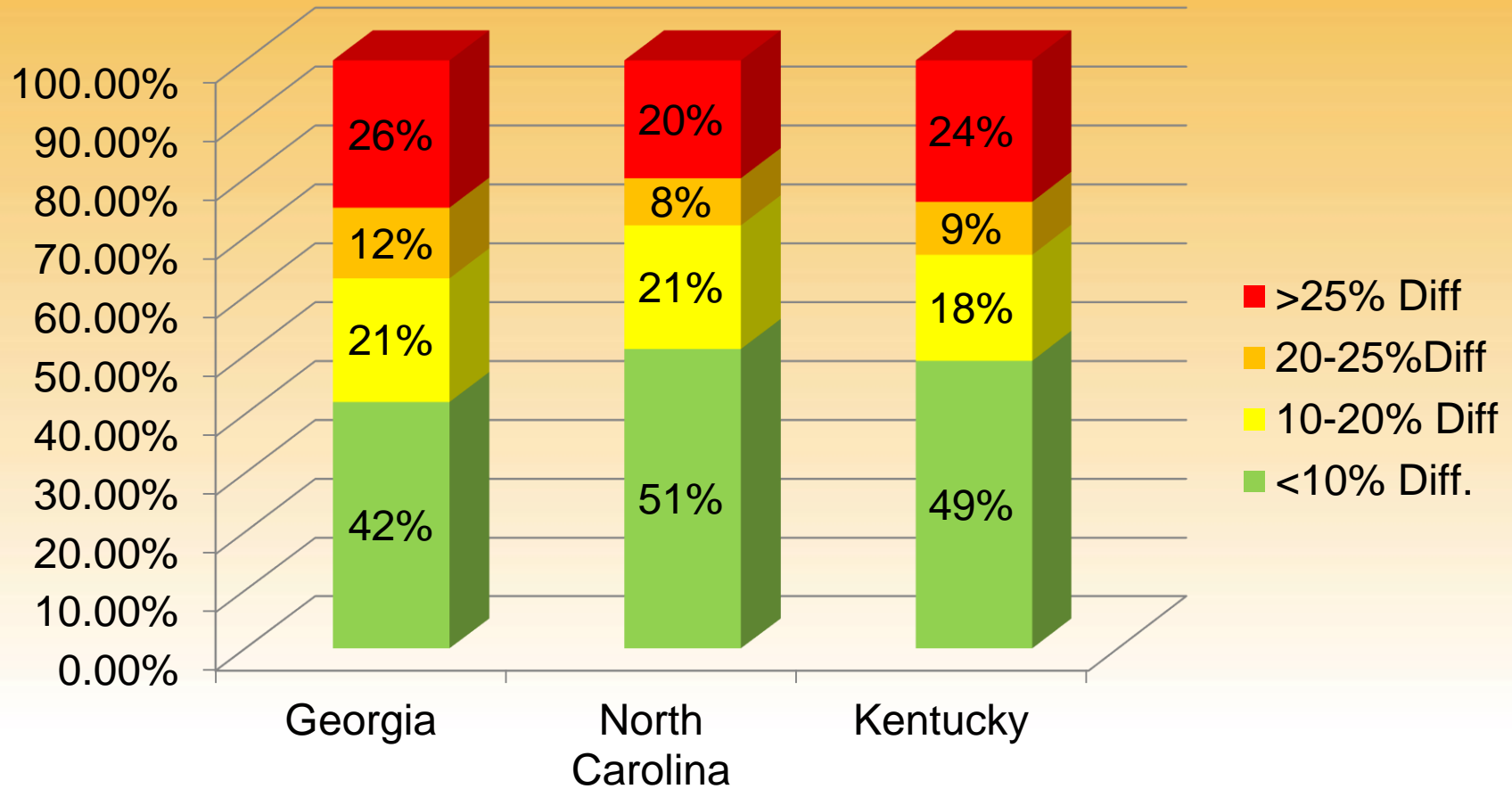
--% in poor or fair health

--Days work missed for physical or mental health

--Low birth weight



# Coherence of Health & Econ Rankings: *Georgia, North Carolina & Kentucky*





# Answering Mickey Channell's Question: “What do you do about it?”



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# Answering Mickey Channell's Question

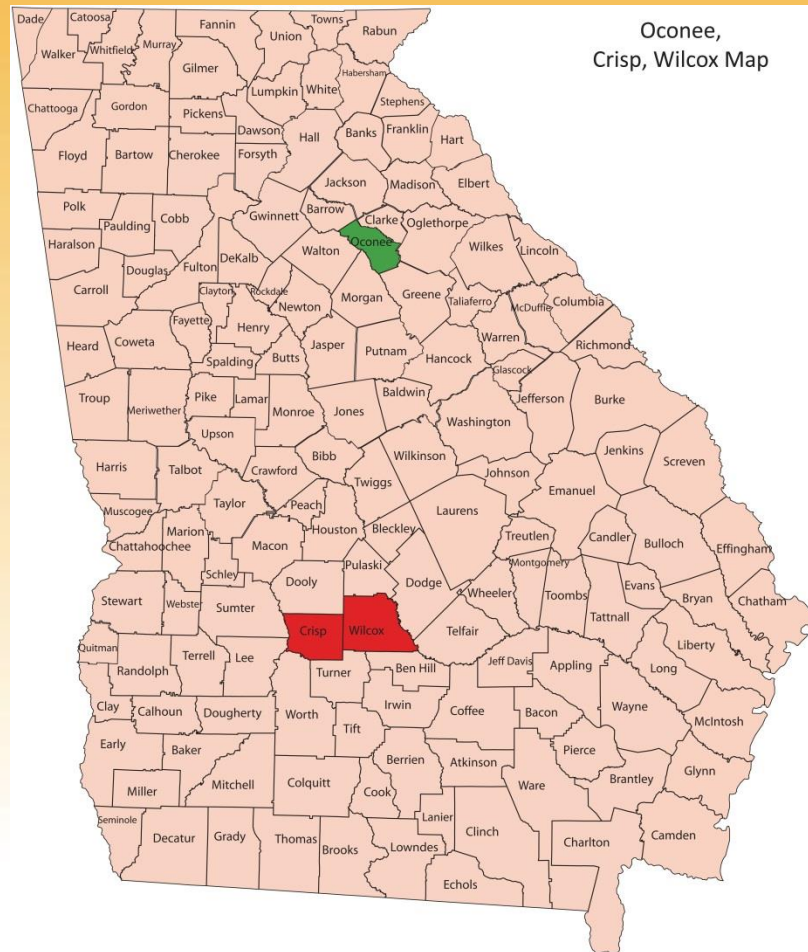
1. Define – and communicate – the scope, scale & strategic nature of the problem



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# Oconee vs. Crisp/Wilcox



# Oconee vs. Crisp Wilcox

## *Underlying Rankings Data*

	Oconee	Crisp	Wilcox
<i>Health Outcomes Criteria (U. Wisconsin)</i>			
<b>Premature Death (YPLL 75 Rate)</b>	<b>4,639</b>	<b>10,864</b>	<b>13,609</b>
% in Poor/Fair Health	15%	24%	24%
Days Work Missed - Physical Health	2.0	3.8	3.3
Days Work Missed – Mental Health	3.8	2.6	3.0
Low Birth Weight	8.1%	14.4%	10.9%
<i>Economic Criteria (Georgia DCA)</i>			
Poverty Rate	7.4%	29.1%	25.5%
Unemployment Rate	6.1%	13.0%	12.5%
<b>Per Capita Income</b>	<b>\$50,305</b>	<b>\$25,509</b>	<b>\$23,412</b>

# Oconee vs. Crisp/Wilcox *Contribution vs. Cost*

	Oconee	Crisp/ Wilcox
2010 Population	32,808	32,694

Sources:

- U.S. Census Bureau
- Georgia Department of Revenue
- Georgia Department of Community Health



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# Oconee vs. Crisp/Wilcox

## *Contribution vs. Cost*

	Oconee	Crisp/ Wilcox
2010 Population	32,808	32,694
2009 State Income Tax Liability	<b>\$40.2M</b>	<b>\$12.0M</b>

Sources:

- U.S. Census Bureau
- Georgia Department of Revenue
- Georgia Department of Community Health



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# Oconee vs. Crisp/Wilcox

## *Contribution vs. Cost*

	Oconee	Crisp/ Wilcox
2010 Population	32,808	32,694
2009 State Income Tax Liability	<b>\$40.2M</b>	<b>\$12.0M</b>
2012 Medicaid Benefits	<b>\$11.2M</b>	<b>\$44.2M</b>

Sources:

- U.S. Census Bureau
- Georgia Department of Revenue
- Georgia Department of Community Health



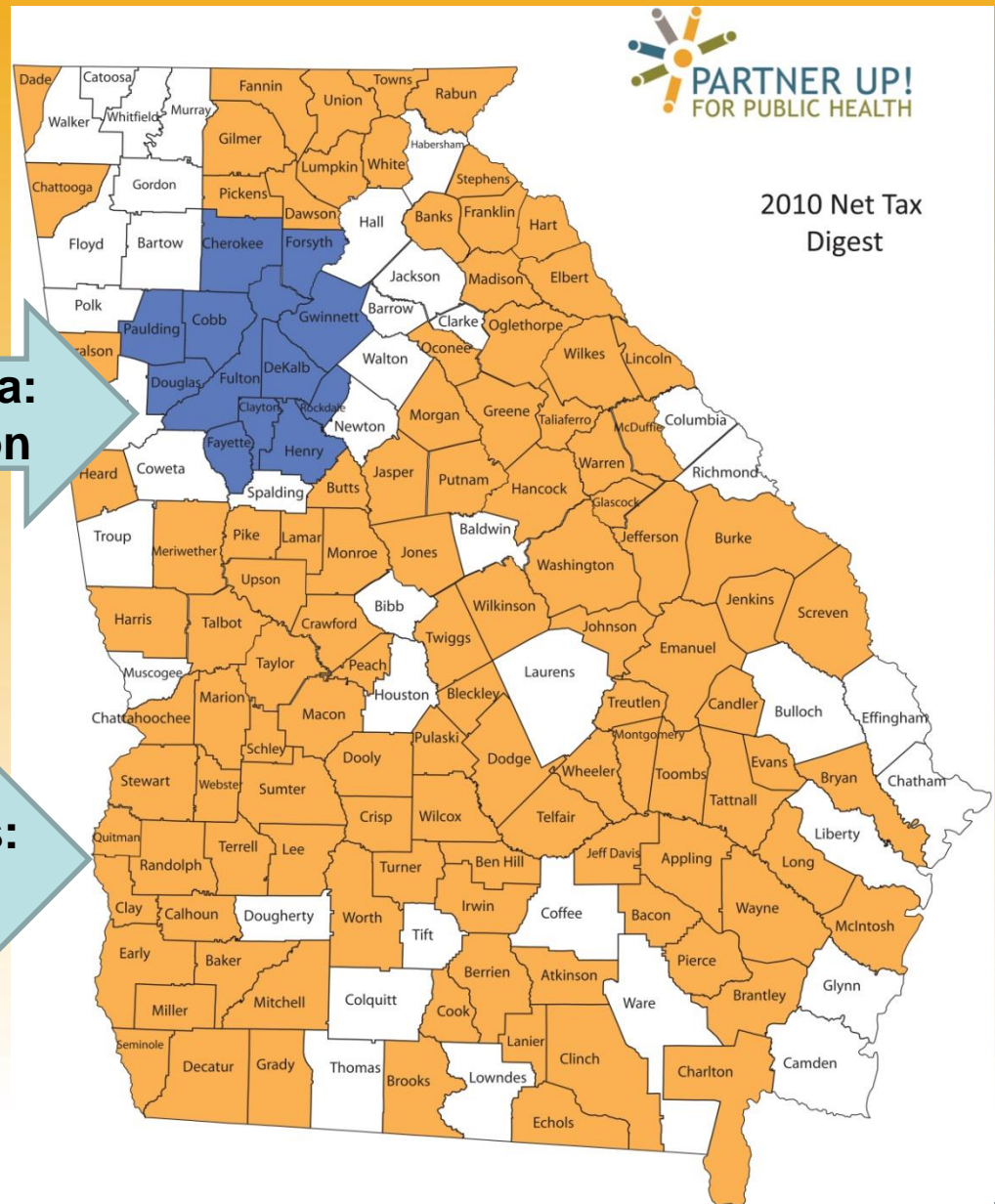
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# The Two Georgias: 2010 Net Tax Digest Value in Metro Atlanta vs. Rural Counties

**Metro Atlanta:  
\$154.5 Billion**

**Rural Counties:  
\$46.3 Billion**



2010 Net Property Tax Digest Data,  
Georgia Department of Revenue



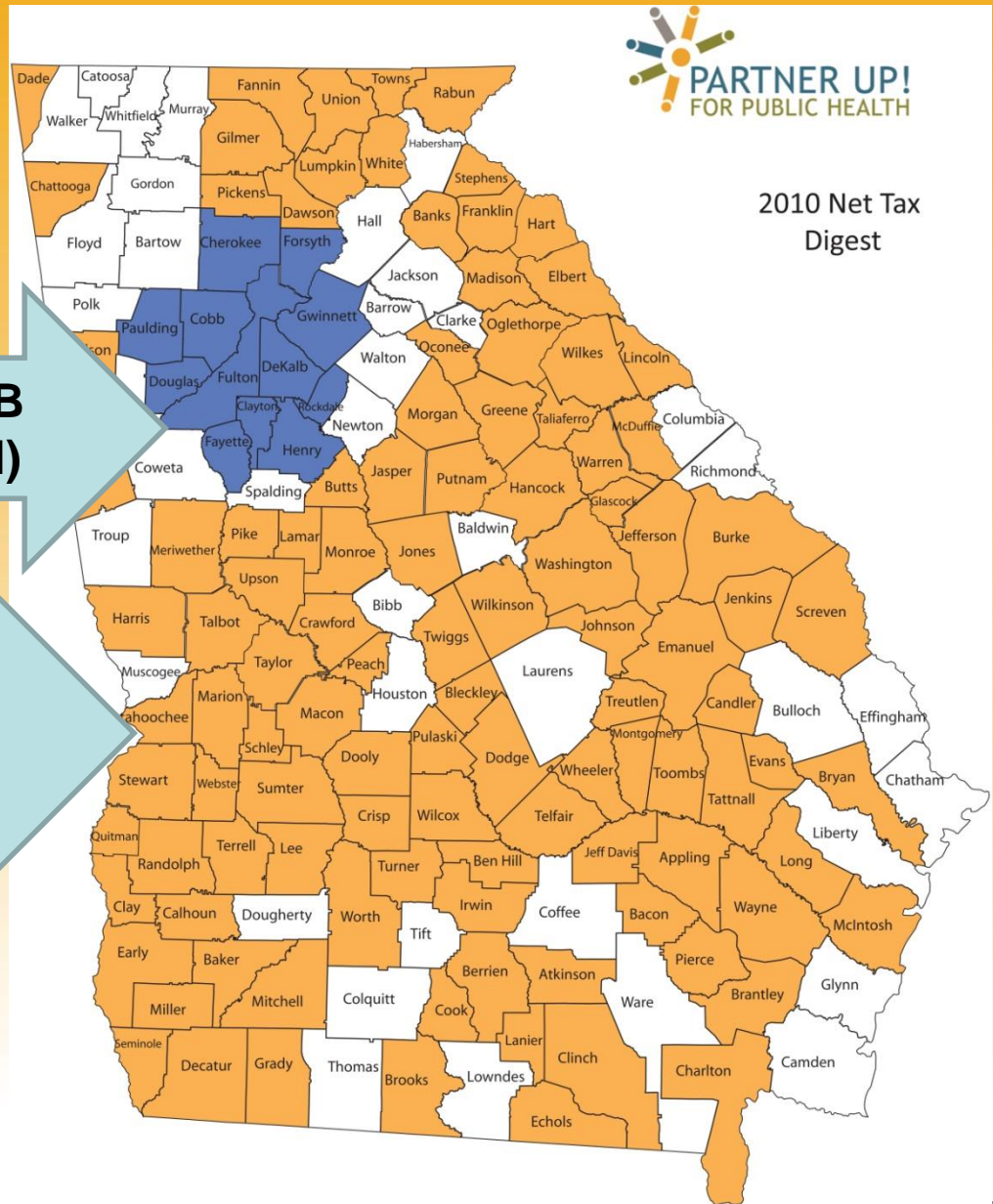
# The Two Georgias: 2009 Adjusted Gross Income in Metro Atlanta vs. Rural Georgia



2010 Net Tax  
Digest

**Metro Atlanta: \$99.9B  
(57.2% of State Total)**

**Rural Georgia: \$22.6B  
(12.95% of State Total)**



Source: Georgia Department of Revenue  
Statistical Report

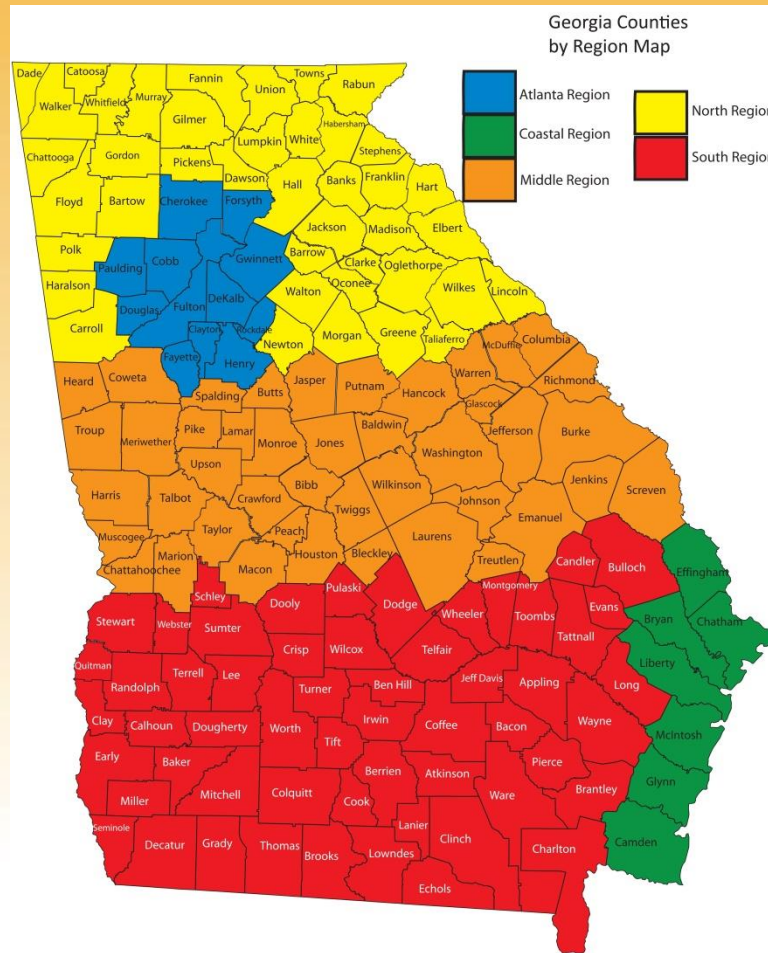


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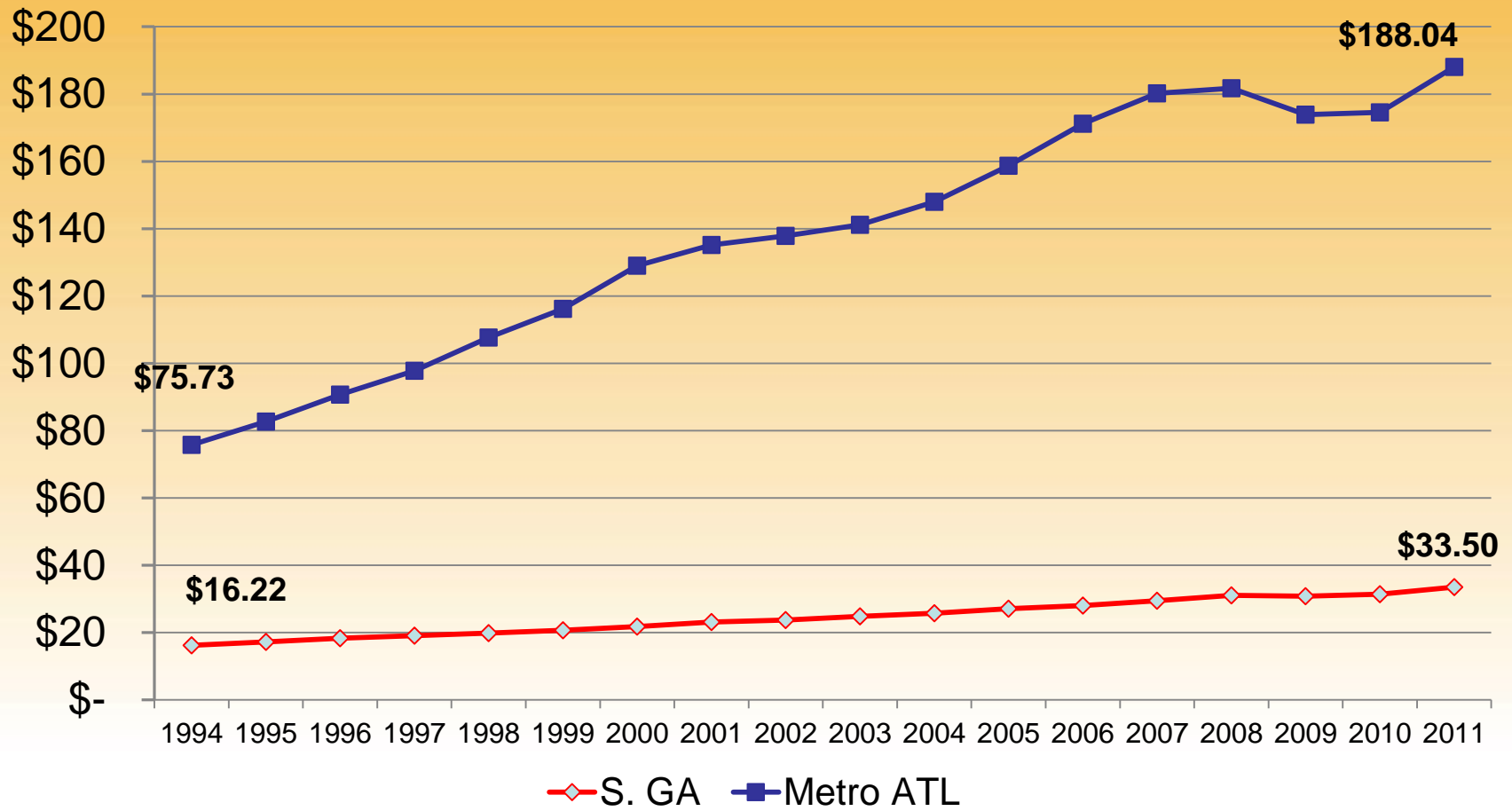


# Georgia Regions

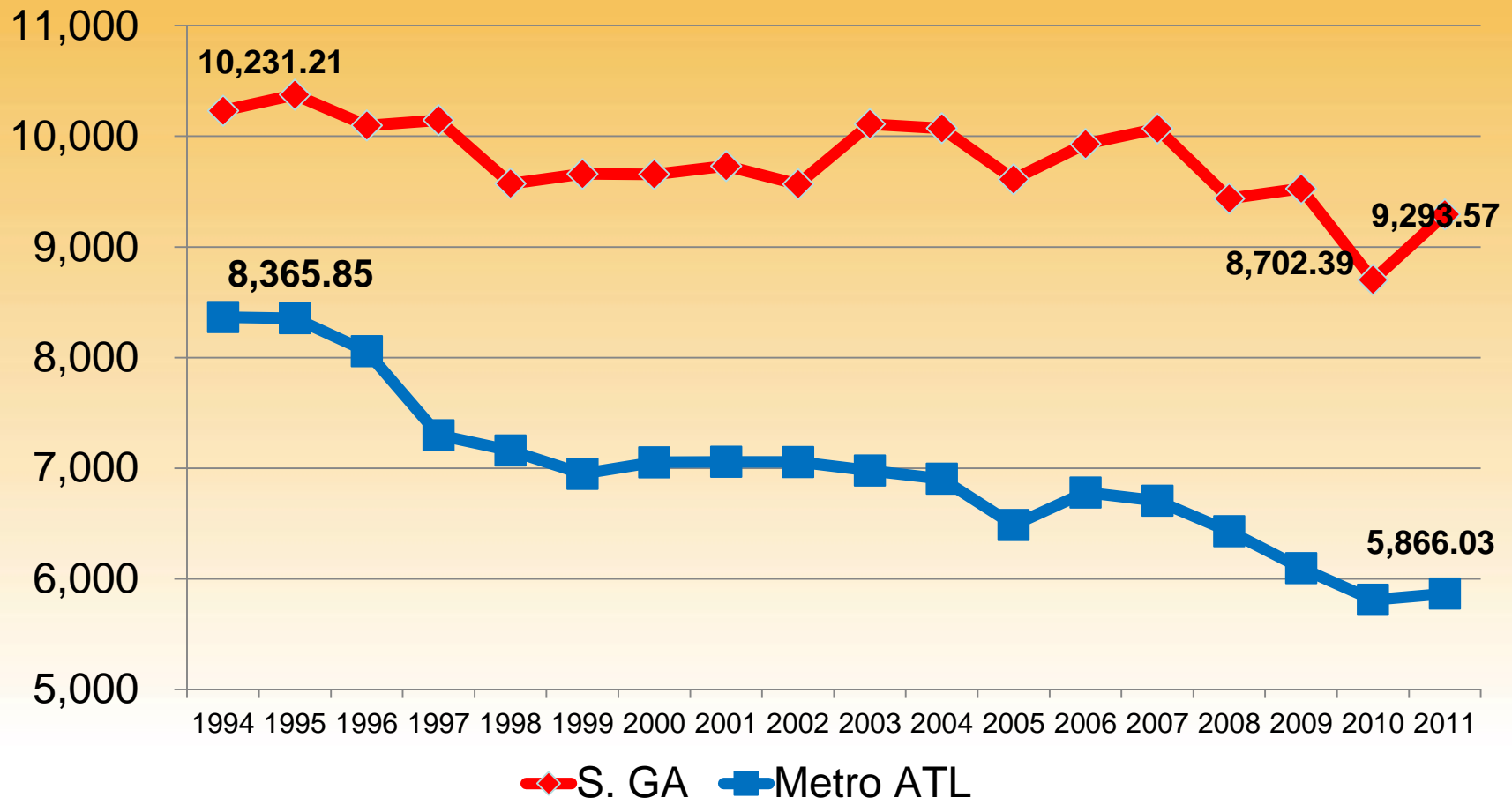


# Total Income by Region: 1994-2011

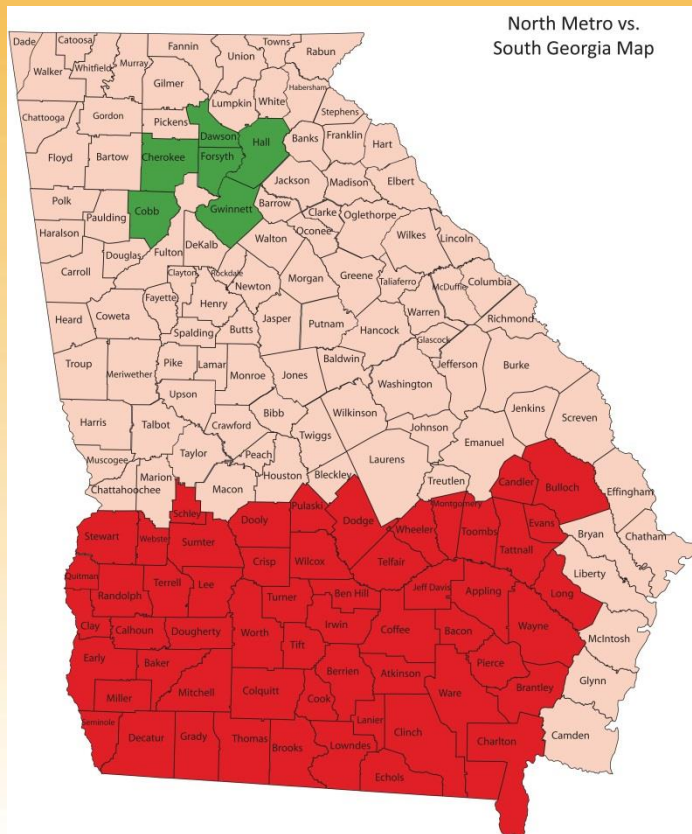
(\$ in Billions)



# YPLL 75 By Region: 1994-2011

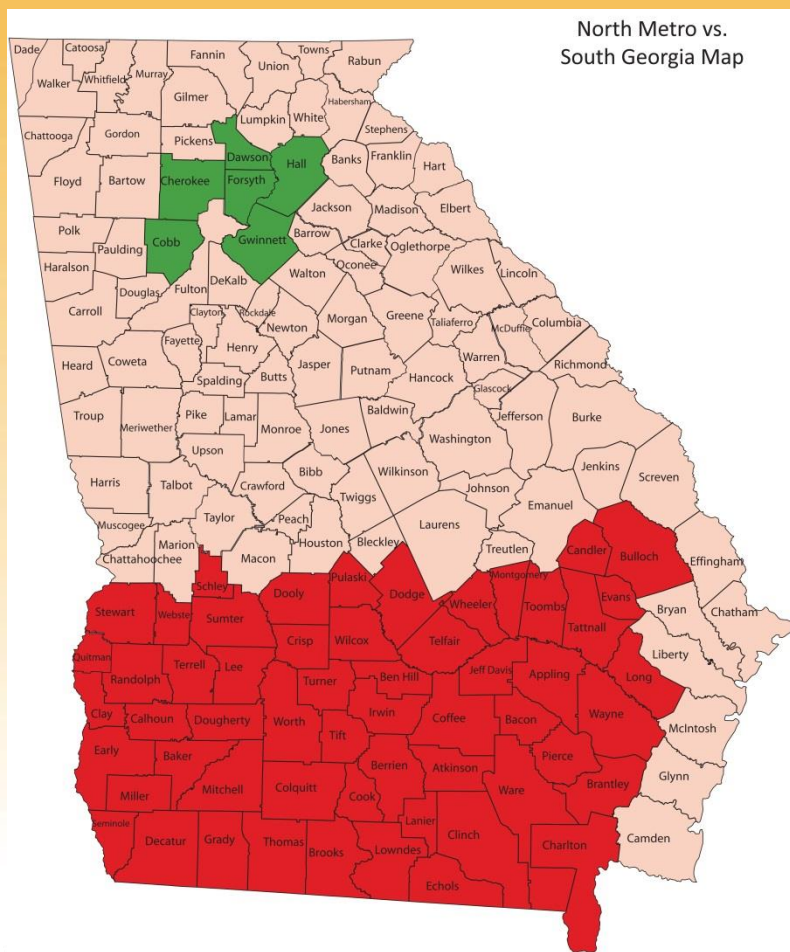


# Fantasy Geography: North Metro vs. South Georgia



	<b>S. GA</b>	<b>State Rank</b>	<b>North Metro</b>	<b>State Rank</b>
Premature Birth	13.8	49 <sup>th</sup>	9.4	2 <sup>nd</sup>
Premature Death	9,233	44 <sup>th</sup>	5,017	1 <sup>st</sup>

# Fantasy Geography: North Metro vs. South Georgia



	<b>S. GA</b>	<b>North Metro</b>
2010 Population	1.16M	2.09M
No. on Medicaid	391,814	379,527
Total Medicaid Spending (2012)	\$1.28B	\$954.2M
\$/Medicaid Patient	\$3,261	\$2,514
State Income Tax Liability	\$480M	\$1.79B

	<b>Metro Atlanta Counties</b>	<b>Non-Metro Urban Counties</b>	<b>Rural Counties</b>
<b>% Population</b>	<b>45.68%</b>	<b>36.01%</b>	<b>18.31%</b>
<b>% State Income Tax</b>	<b>57.18%</b>	<b>29.87%</b>	<b>12.95%</b>
<b>% Medicaid Budget</b>	<b>35.92%</b>	<b>40.43%</b>	<b>23.64%</b>
<b>% 2010 Vote</b>	<b>48.52%</b>	<b>33.08%</b>	<b>18.40%</b>



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# Do rural Georgians matter any more?

Posted: January 10, 2013 - 1:17am

By ROBERT M. WILLIAMS JR.

... One former governor long ago proudly proclaimed he planned to win our state's highest office but didn't need to carry a "single county with a street car in it". Not any more.

You could likely be elected to any office in Georgia today without carrying a single county that has more tractor dealers than Starbucks.

If Rural Georgia's votes are no longer needed, are we so naïve as to believe Atlanta and Washington will care what we think?



# Answering Mickey Channell's Question

1. Define – and communicate – the scope, scale & strategic nature of the problem
2. Integrate health & economic development planning

# Link Health Planning & Economic Development

## Health and Economic Development



A resource for the New York Regional Economic Development Council meetings  
The New York Academy of Medicine, August 2011



## Healthier Americans for a Healthier Economy

### INTRODUCTION

Preventing disease is one of the most common sense ways to improve health in America. But it is also a major factor for improving the economy.

More than half of all Americans currently live with one or more chronic illnesses, including obesity, diabetes, heart disease, and cancer. These conditions are a win-win way to make a real difference. They can make sense for the health of employees



### Unhealthy Communities

- Dangerous roadways
- Food deserts
- Unsafe and inaccessible parks



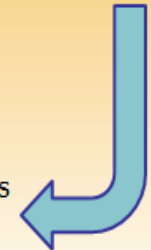
### Unhealthy People

- Obesity
- Diabetes
- Heart disease
- Cancer



### Unhealthy Economy

- High health care expenditures
- Lost productivity
- Less community investment



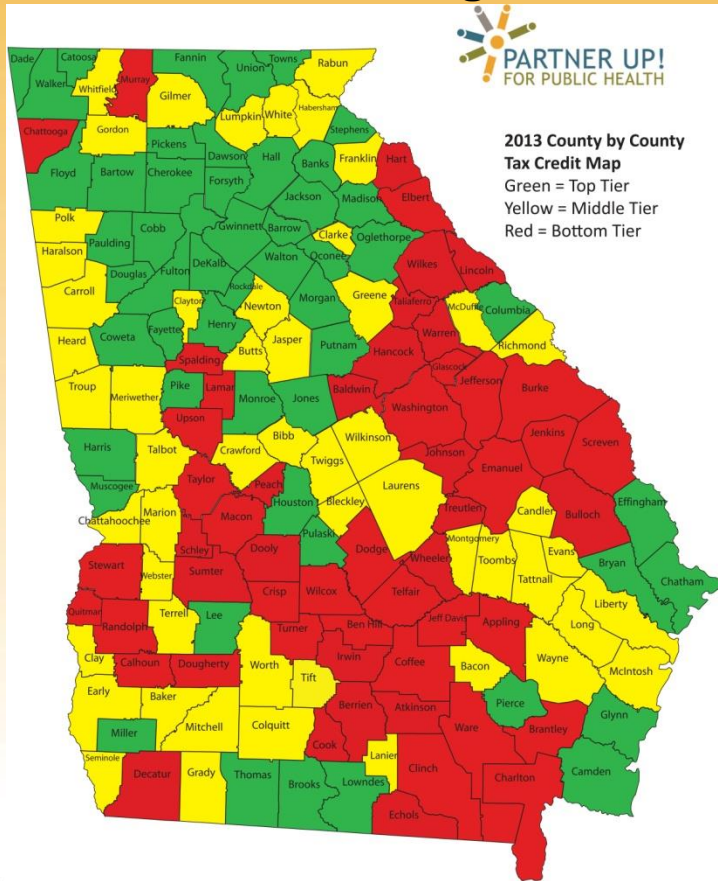
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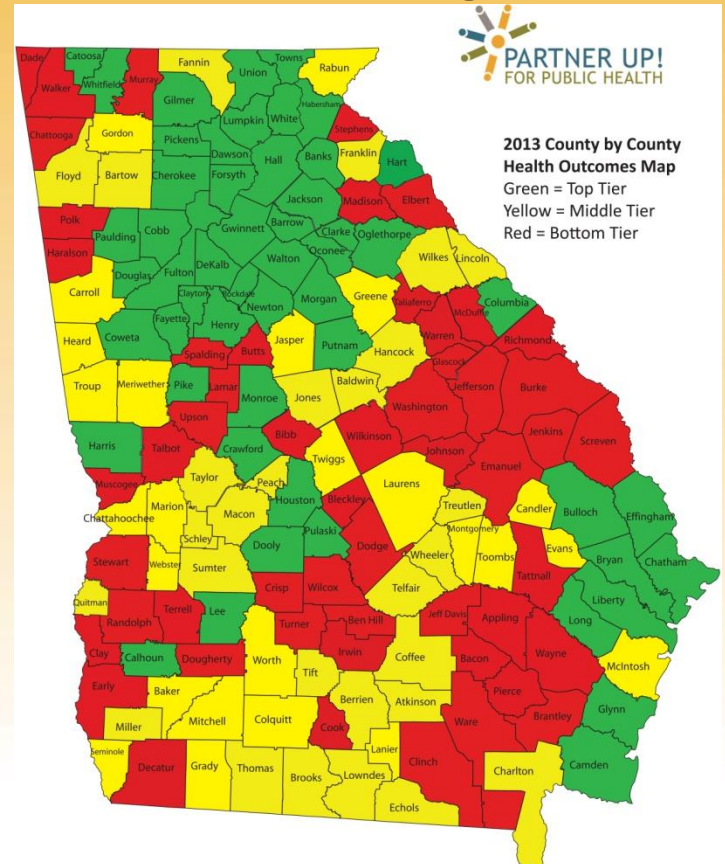
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# Georgia Economic Vitality & Health Status Maps

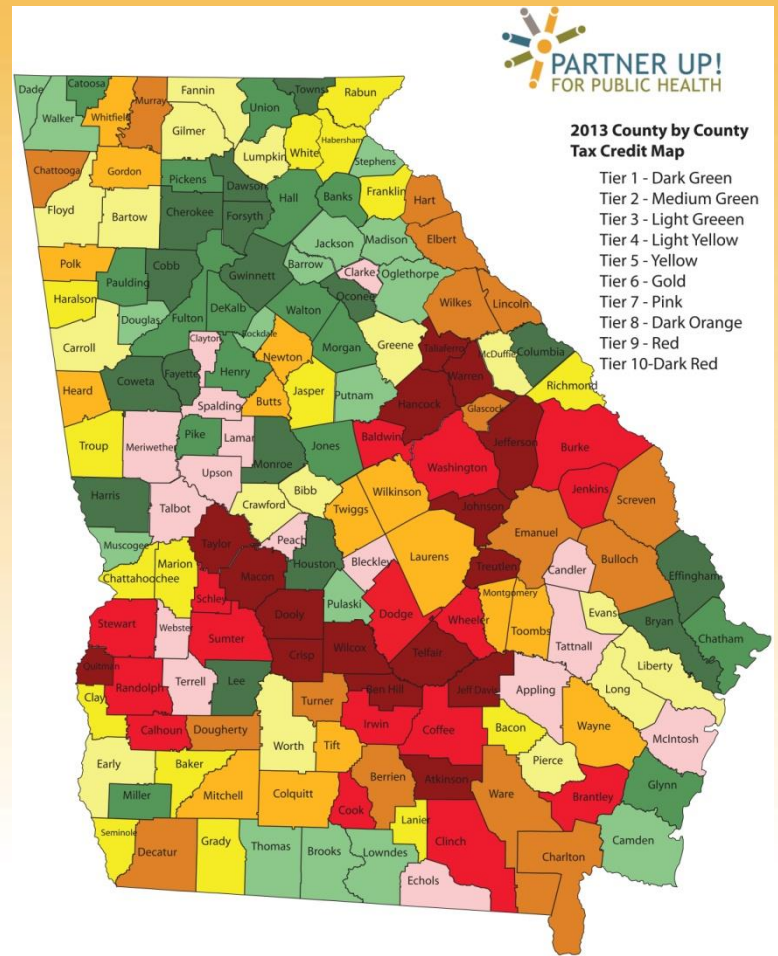
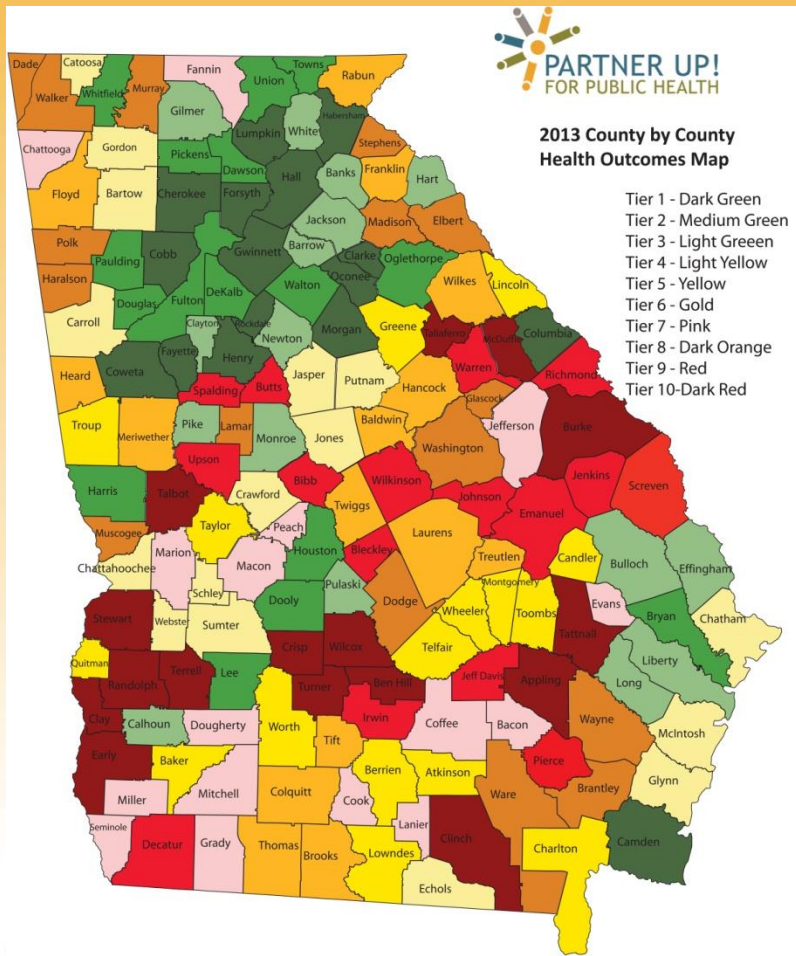
## 2013 Tax Credit Rankings



## 2013 Health Outcomes Rankings



# Drilling Down



# Answering Mickey Channell's Question

1. Define – and communicate – the scope, scale & strategic nature of the problem
2. Integrate health & economic development planning
3. Develop 'disaster management' strategy for worst areas

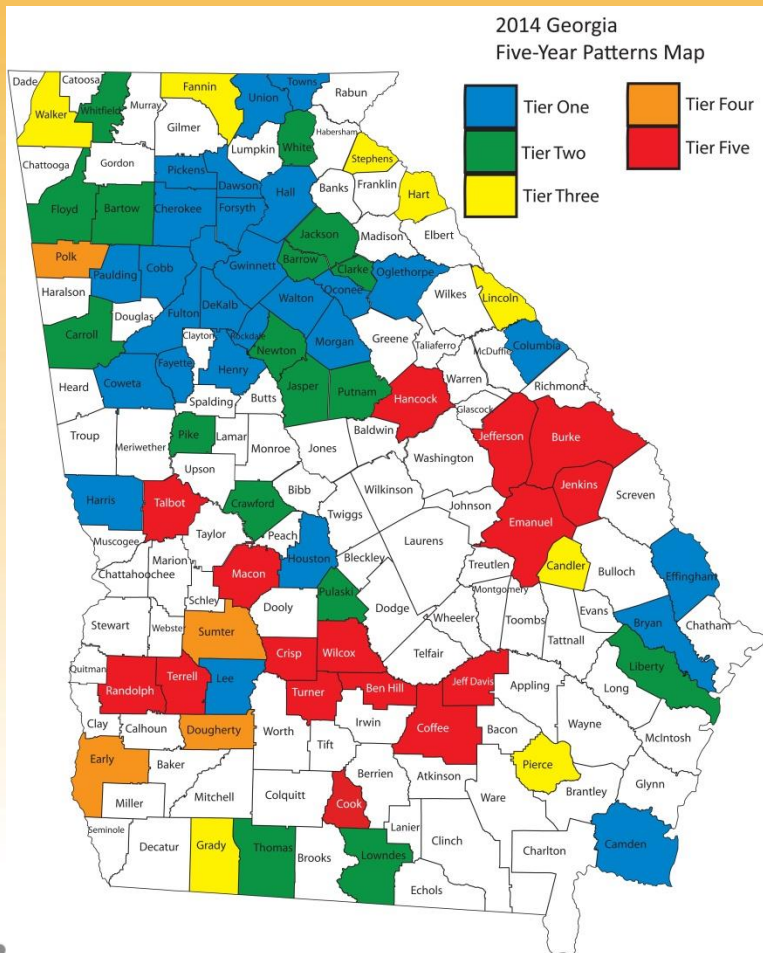
# Recognize that not all disasters are 'natural'



# Red Cross Definition of ‘Disaster’

“ ... an occurrence such as a hurricane, tornado, storm, flood, high water, wind-driven water, tidal wave, earthquake, drought, blizzard, pestilence, famine, fire, explosion, building collapse, transportation wreck, ***or any other situation that causes human suffering or creates human needs that the victims cannot alleviate without assistance.***” [Emphasis added]

# Power Ranking Stability



- No. Counties in Same Tier for 5 years
  - Blue: 26
  - Green: 17
  - Yellow: 8
  - Orange: 4
  - Red: 16



# Answering Mickey Channell's Question

1. Define – and communicate – the scope, scale & strategic nature of the problem
2. Integrate health & economic development planning
3. Develop 'disaster management' strategy for worst areas
4. Find a way to embrace Medicaid expansion

# The Atlanta Journal-Constitution

Credible. Compelling. Complete.

AJC EXCLUSIVE BUYING JOBS

## Carpet jobs cost Ga. \$44K each

Engineered Floors to get \$105.6M in incentives from state.

2 new plants to boost northwest Ga. economy.

By J. Scott Trubey  
strubey@ajc.com  
and Greg Bluestein  
gbluestein@ajc.com

AJC INVESTIGATION BUYING JOBS

## Ga. gives incentives despite red flags

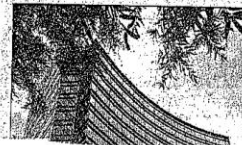
AJC INVESTIGATION BUYING JOBS

## Half fail to deliver on jobs

State spends millions to attract businesses.

Some question if state has safeguards to know if program is effective.

liver the full number of jobs they promised. Collectively, the under-performers, which were awarded more than \$106 million in state grants, fell short of their job-creation promises by 42 percent. Even so, government off-

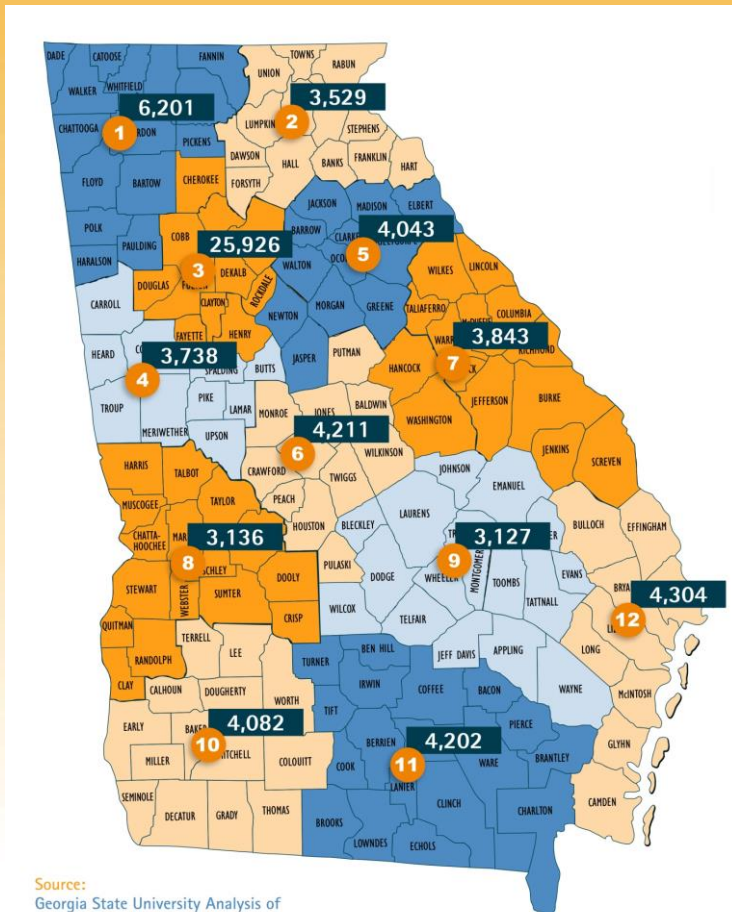


[ajc.com](http://ajc.com)

Today The Atlanta Journal-Constitution launches Buying Jobs, an occasional series. With the economy a top concern, we decided to examine whether



# Medicaid Expansion Economic Impact Study



Source:  
Georgia State University Analysis of  
Medicaid Expansion Impact.

- 70,343 jobs
- \$3.56B new payroll
- \$8.18B new economic output
- \$146.1M in new local taxes
- \$130.5M in new state taxes
- **Rural GA benefits significantly**



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rs  
us**



Project	Projected Jobs	10-Yr Payroll	State Investment	Cost Per Job
Caterpillar	1,400	\$526.3M	\$77M	\$55,000
Medicaid Expansion	70,343	\$35.58B	\$4.5B	\$63,972

- Caterpillar payroll assumes high-end salary of \$37.6K or all 1,400 employees
- Uses governor's cost estimates for Medicaid Expansion

Sources:

--AJC's "Buying Jobs" series

--GSU Analysis of Economic Impact of Medicaid Expansion



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us**



Project	Projected Jobs	10-Yr Payroll	State Investment	\$ of Payroll per \$ of State Investment
<b>Caterpillar</b>	1,400	\$526.3M	\$77M	<b>\$6.80</b>
<b>Medicaid Expansion</b>	70,343	\$35.58B	\$4.5B	<b>\$7.90</b>

- Caterpillar payroll assumes high-end salary of \$37.6K for all 1,400 employees
- Uses governor’s cost estimates for Medicaid Expansion

Sources:

--AJC’s “Buying Jobs” series

--GSU Analysis of Economic Impact of Medicaid Expansion



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Project	Projected Jobs	10-Yr Payroll	State Investment	Cost Per Job
<b>Caterpillar</b>	1,400	\$526.3M	\$77M	\$55,000
<b>Medicaid Expansion</b>	70,343	\$35.58B	\$4.5B	\$63,972
<b>Med. Exp. – GBPI Est.</b>	<b>56,257</b>	<b>\$28.5B</b>	<b>\$2.15B</b>	<b>\$38,177</b>

- Caterpillar payroll assumes high-end salary of \$37.6K or all 1,400 employees
- Uses governor’s cost estimates for Medicaid Expansion
- Adds GBPI cost estimates for Medicaid Expansion

Sources:

--AJC’s “Buying Jobs” series

--GSU Analysis of Economic Impact of Medicaid Expansion



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Project	Projected Jobs	10-Yr Payroll	State Investment	\$ of Payroll per \$ of State Investment
<b>Caterpillar</b>	1,400	\$526.3M	\$77M	<b>\$6.80</b>
<b>Medicaid Expansion</b>	70,343	\$35.58B	\$4.5B	<b>\$7.90</b>
<b>Med. Exp. – GBPI Est.</b>	56,257	\$28.5B	\$2.15	<b>\$13.20</b>

- Caterpillar payroll assumes high-end salary of \$37.6K for all 1,400 employees
- Uses governor’s cost estimates for Medicaid Expansion
- Adds GBPI cost estimates for Medicaid Expansion

Sources:

--AJC’s “Buying Jobs” series

--GSU Analysis of Economic Impact of Medicaid Expansion



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# Healthcare Georgia's ROI

- A new State Department of Health
- \$8M+ in new Public Health funding
- Discussion of integrating business representation into PH governance





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