ADVERTAGES OF COLLECTIVE IMPACT
- Builds on diverse partnerships that promote health and wellness;
- Creates awareness of community health improvement efforts, priorities and available resources;
- Minimizes the duplication of efforts around community health services; and
- Provides partners with a shared understanding of how their individual efforts contribute to a broader community goal.

METHODS

Project Objectives:
In order to develop a shared measurement system, the authors needed to:
- Ascertain whether or not county-level data is representative of New Brunswick residents of New Brunswick conducted from 2010 to 2013.
- Understand what data is available and who is collecting it for New Brunswick;
- Suggest a core set of health and wellness indicators for measuring change in order to continuously track progress.

Design:
In line with Healthier New Brunswick priorities, the authors reviewed all publicly-available surveys, assessments, and studies of the health of residents of New Brunswick conducted from 2010 to 2013.

Role of Community Participants in the Project:
Community participants contributed to the shared measurement system by recommending data sources, suggesting measurements for baseline conditions, reviewing proposed indicators, and critiquing the final report.

IMPLICATIONS FOR PRACTICE
The primary implications of this project are:
- Healthier New Brunswick needs to develop its own data collection system because New Brunswick’s demographic composition is vastly different from Middlesex County’s;
- A coordinated effort and central clearinghouse for data collection would reduce inconsistencies over time;
- Collecting data on both health outcomes and social determinants of health can clarify the characteristics of problems;
- Authors recommend that Healthier New Brunswick develop a system of core indicators that can measure the future success of health and wellness efforts across the City of New Brunswick.

FUTURE DIRECTION
Comprehensive and consistent indicators are under development, which will build Healthier New Brunswick’s capacity to self-evaluate.

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Major Findings:
- New Brunswick is demographically different from neighboring Middlesex County communities, making it inappropriate to use county-level data to understand health outcomes and social determinants of health in New Brunswick.
- Some New Brunswick data is collected in a manner that does not make it easily comparable to national data. For example, some questions on New Brunswick surveys do not match validated questions on national surveys such as the Center for Disease Control and Prevention’s Behavioral Risk Factor Surveillance System.
- New Brunswick data has not been collected consistently over time. For example, researchers collected data on children’s dental health in 2004 but not since, making it impossible to discern a trend.
- New Brunswick’s shifting demographics (size of population and racial/ethnic composition) make it difficult to compare population health outcomes over time.
- A childhood obesity data set may provide a model for future work. The New Jersey Childhood Obesity Study not only provided detailed health outcome data (weight status of New Brunswick’s public school children) but also provided social determinant of health data (food and physical activity behaviors and environments).