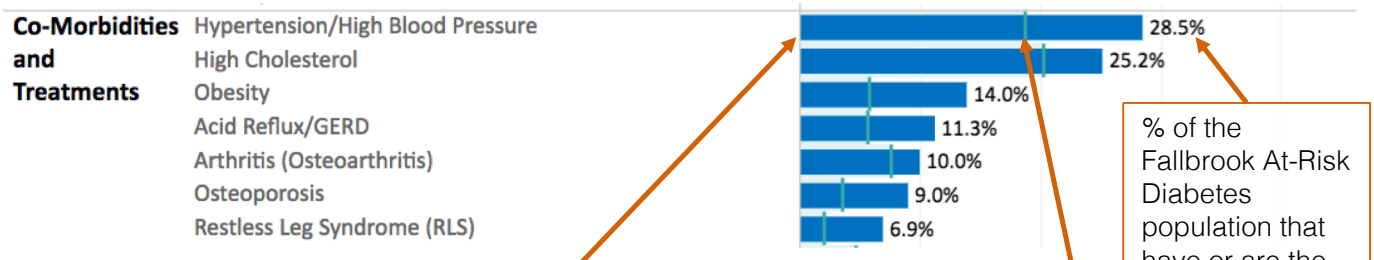
Fallbrook Health District: At-Risk Diabetes

Target Population: Fallbrook At-Risk Diabetes
- 18+ Adults who are Overweight or Obese individuals
- Exercise 0 – 2 days a week OR Smoke 5+ packs of cigarettes in the last week
- AND they drink regular soft drinks in the past week but they cannot have Type 1 or Type 2 Diabetes
- Geography: 92003, 92008

Comparison Population: Fallbrook 18+ Adults
Geography: 92003, 92008

Understanding the Visualizations

Conditions, Professionally Diagnosed



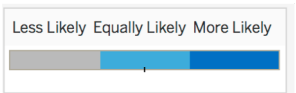
% of the Fallbrook At-Risk Diabetes population that have or are the statement

Relative indicator of the % of the 18+ Fallbrook adult population

Interpretation of Visualization

28.5% of the **At-Risk Diabetes** population, and **18.8%** of the **All Adults Fallbrook** population, answered **Hypertension/High Blood Pressure,** to the question **Conditions:Professionally Diagnosed.**

The size of the **At-Risk Diabetes** population answering this question is approximately **1,469** and is **51% more likely** than the **All Adults Fallbrook** population to agree with this statement **(Index: 151).**



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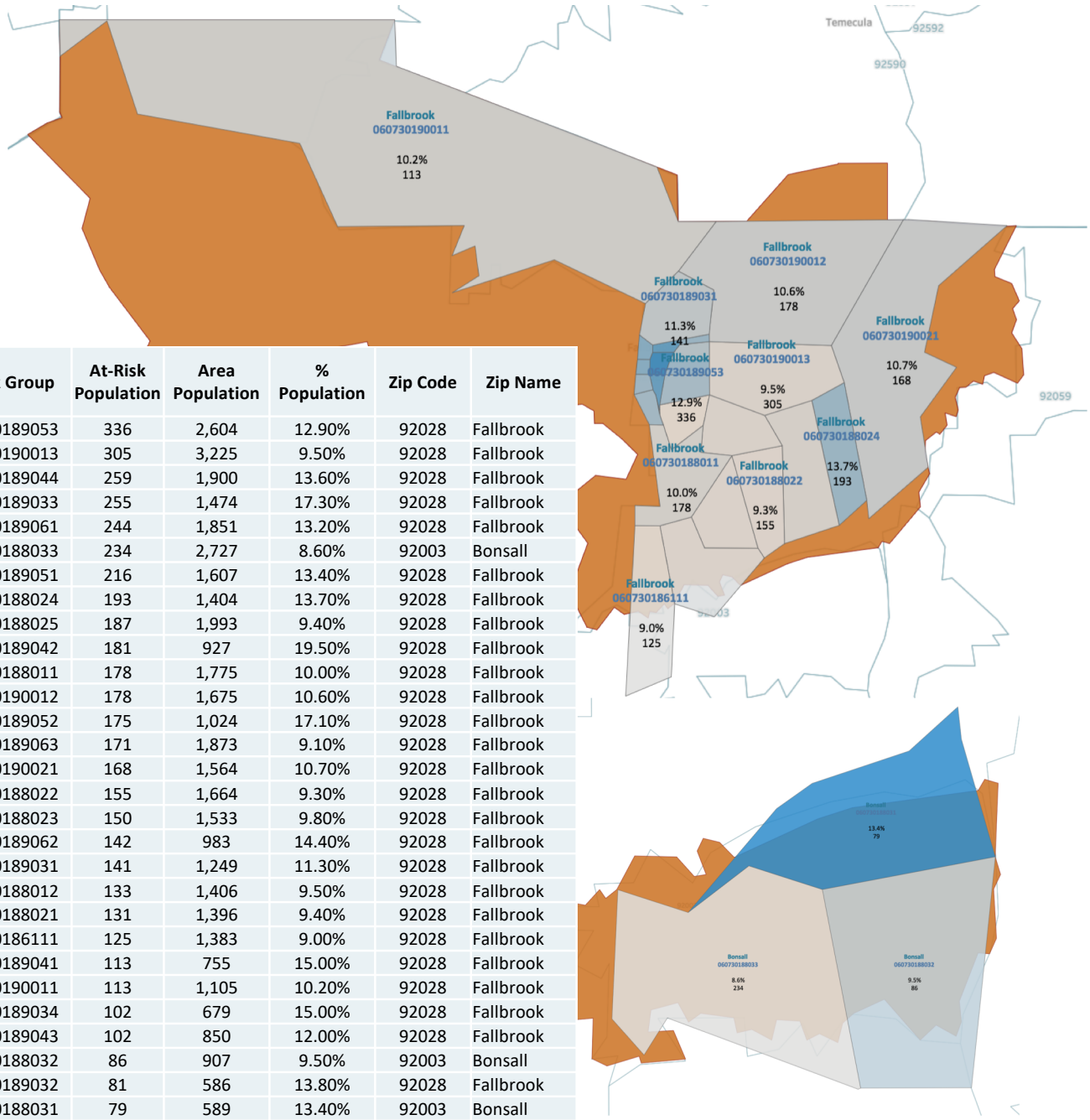
Population

At-Risk Diabetes Population Located by Census Block Group



Block Group	At-Risk Population	Area Population	% Population	Zip Code	Zip Name
60730189053	336	2,604	12.90%	92028	Fallbrook
60730190013	305	3,225	9.50%	92028	Fallbrook
60730189044	259	1,900	13.60%	92028	Fallbrook
60730189033	255	1,474	17.30%	92028	Fallbrook
60730189061	244	1,851	13.20%	92028	Fallbrook
60730188033	234	2,727	8.60%	92003	Bonsall
60730189051	216	1,607	13.40%	92028	Fallbrook
60730188024	193	1,404	13.70%	92028	Fallbrook
60730188025	187	1,993	9.40%	92028	Fallbrook
60730189042	181	927	19.50%	92028	Fallbrook
60730188011	178	1,775	10.00%	92028	Fallbrook
60730190012	178	1,675	10.60%	92028	Fallbrook
60730189052	175	1,024	17.10%	92028	Fallbrook
60730189063	171	1,873	9.10%	92028	Fallbrook
60730190021	168	1,564	10.70%	92028	Fallbrook
60730188022	155	1,664	9.30%	92028	Fallbrook
60730188023	150	1,533	9.80%	92028	Fallbrook
60730189062	142	983	14.40%	92028	Fallbrook
60730189031	141	1,249	11.30%	92028	Fallbrook
60730188012	133	1,406	9.50%	92028	Fallbrook
60730188021	131	1,396	9.40%	92028	Fallbrook
60730186111	125	1,383	9.00%	92028	Fallbrook
60730189041	113	755	15.00%	92028	Fallbrook
60730190011	113	1,105	10.20%	92028	Fallbrook
60730189034	102	679	15.00%	92028	Fallbrook
60730189043	102	850	12.00%	92028	Fallbrook
60730188032	86	907	9.50%	92003	Bonsall
60730189032	81	586	13.80%	92028	Fallbrook
60730188031	79	589	13.40%	92003	Bonsall
	4,933	42,708	11.55%		

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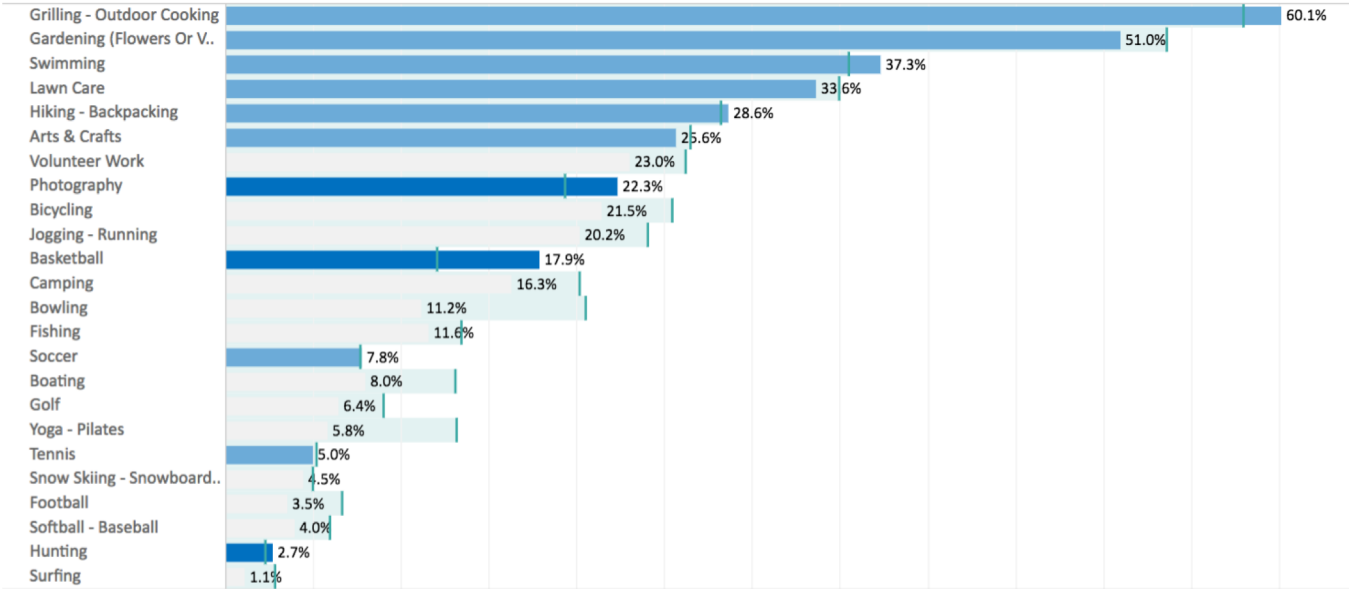
Lifestyle and Health Behaviors

Lifestyle

The Fallbrook At-Risk Diabetic population can be described as fairly middle of the road when it comes to activities. Like the rest of the Fallbrook community, they are cooking outdoors, gardening, swimming and taking care of their lawn. They also enjoy playing basketball and photography more than the 18+ Fallbrook population. Less than 25% of this population does volunteer work. Overall, they are not a very active group, especially when compared to the rest of the community.

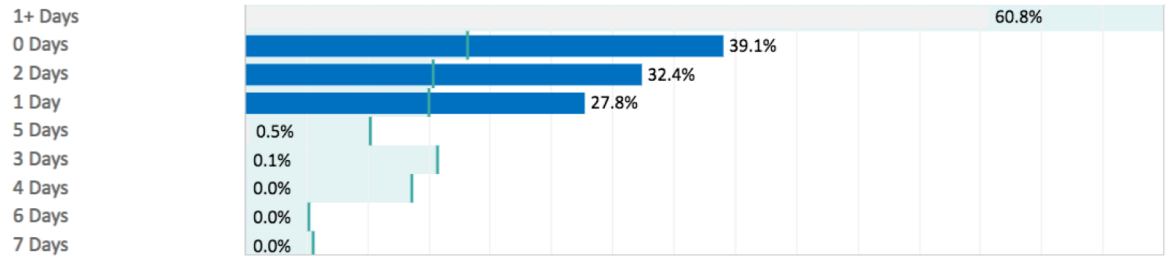
Activities Past 12 Months

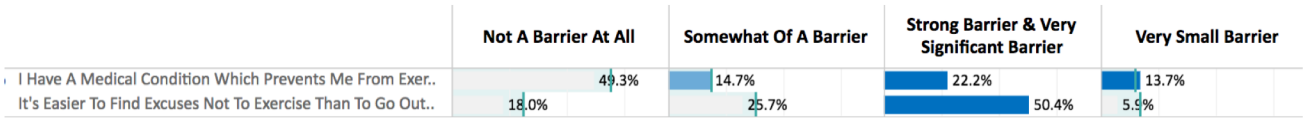


Exercise

This population does not exercise much, about 60% say they exercise 1 or 2 days per week. Reasons for not exercising are more to do with excuses than a medical condition.

Number of Days Exercised in Past 7 Days





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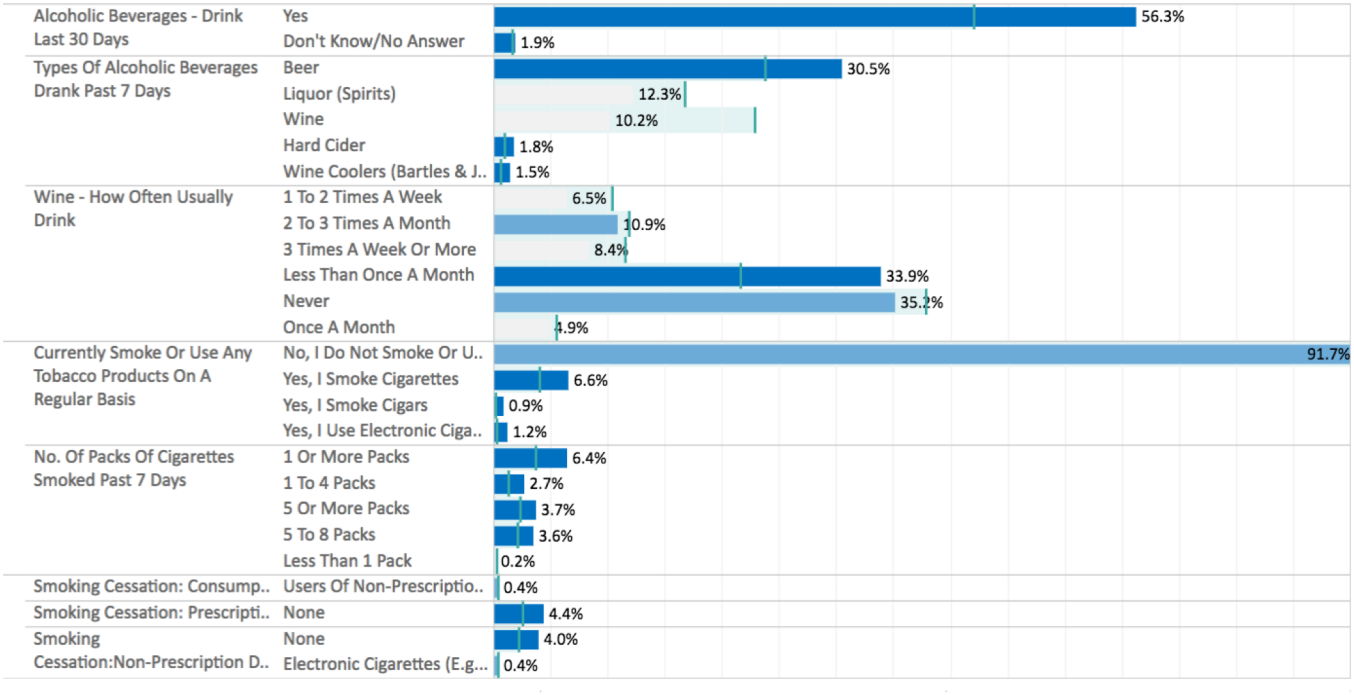
Lifestyle and Health Behaviors

Alcohol and Smoking

This At-Risk Diabetes population is more likely to drink and more likely to be a beer drinker than the rest of the adult population. The At-Risk Diabetes population is also more likely to smoke than the rest of the adult community.



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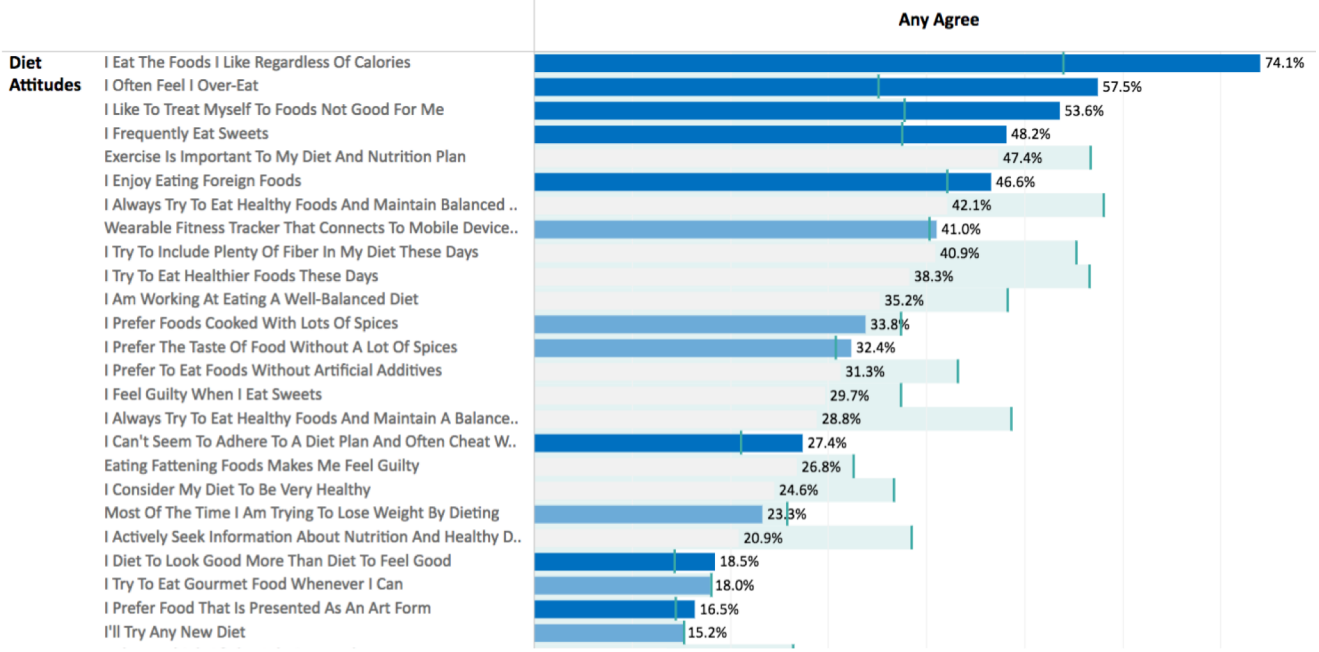
Lifestyle and Health Behaviors

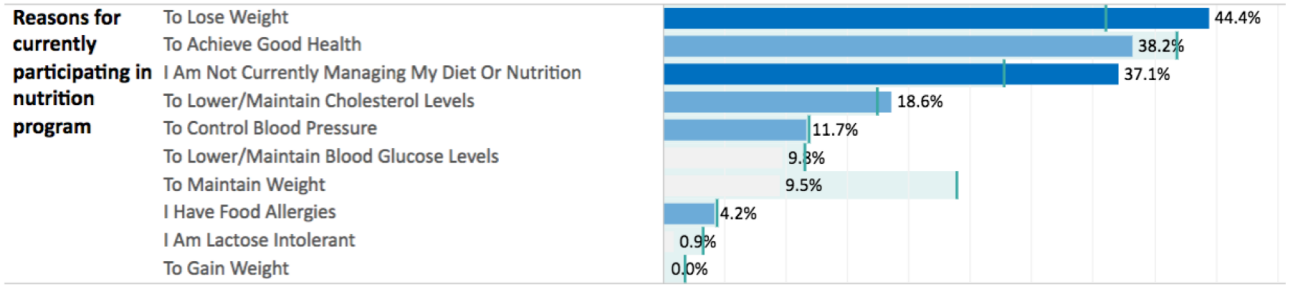
Diet

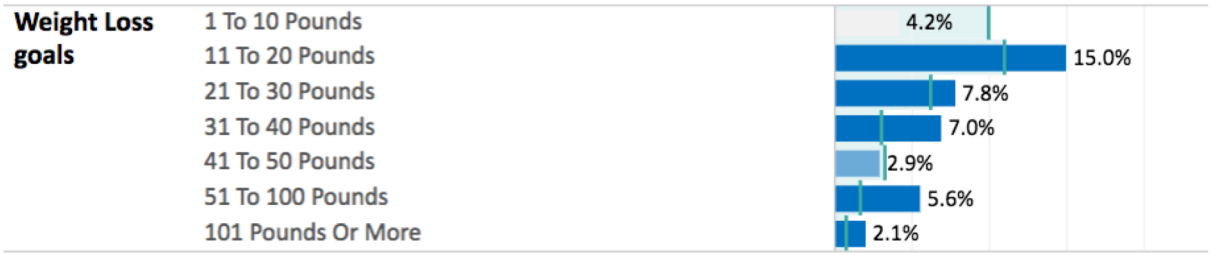
74% eat food regardless of calories and a majority admit they feel as though they over-eat and treat themselves to foods that are not good for them. 48% have an unleashed sweet tooth.

Those who have weight loss goals, almost 40% would like to lose 11 to 40 lbs.

37% are not managing their diet or nutrition at all.







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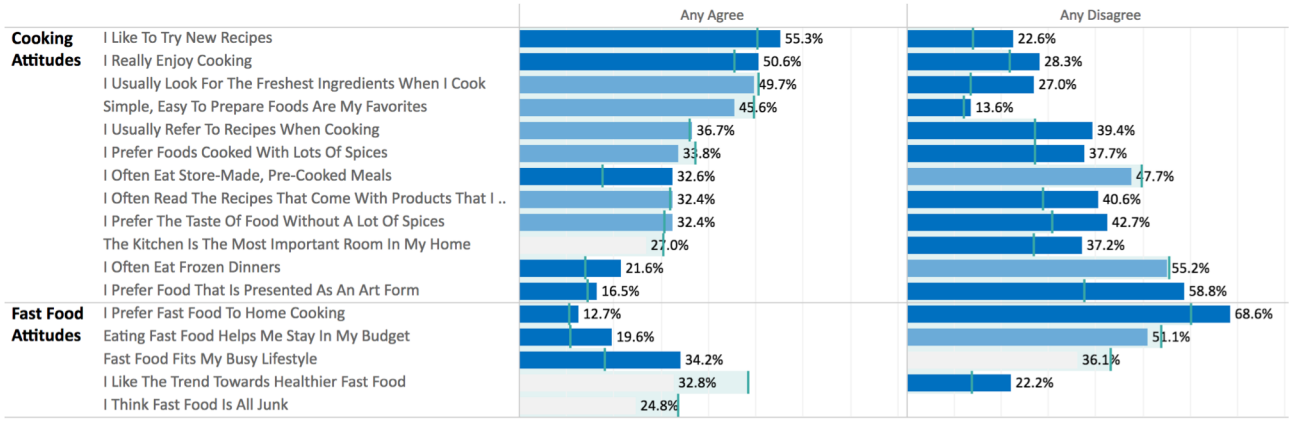
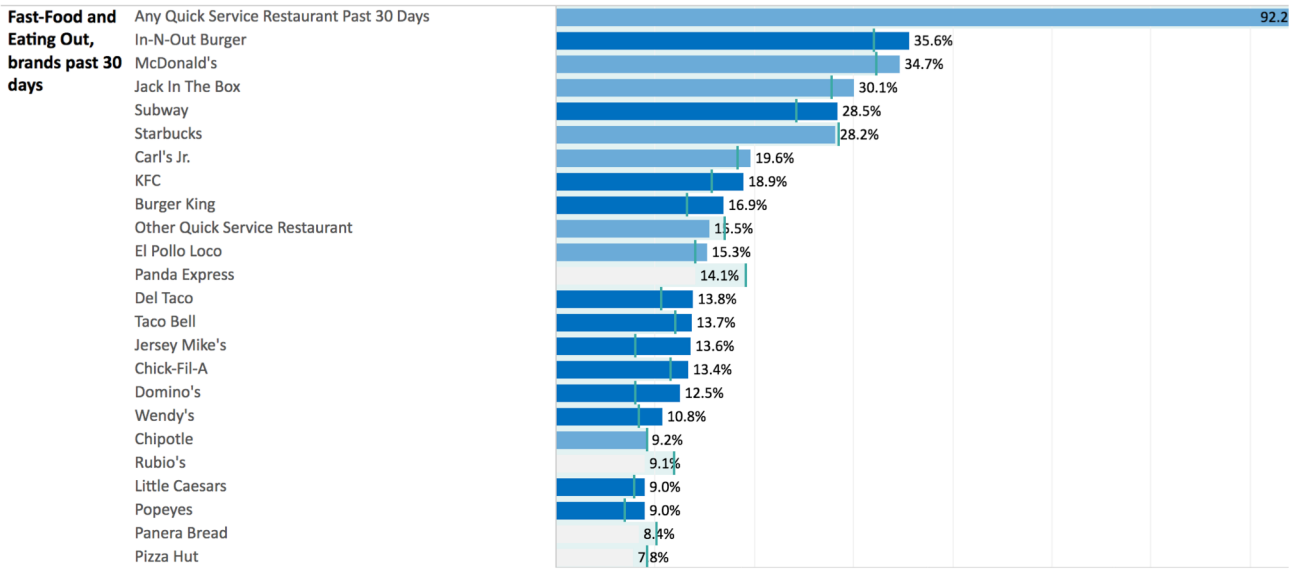
Food

Cooking and Fast Food

Even though this population likes to cook, half say they don't necessarily feel that the freshest ingredients are important. A third often eats store-made meals, more than double when compared to the rest of the Fallbrook community.

Over 68% prefer home cooking than fast food, although more than a third claim that fast food fits their busy lifestyle and 92% have eaten fast food in the last 30 days and only a quarter think fast food is junk.





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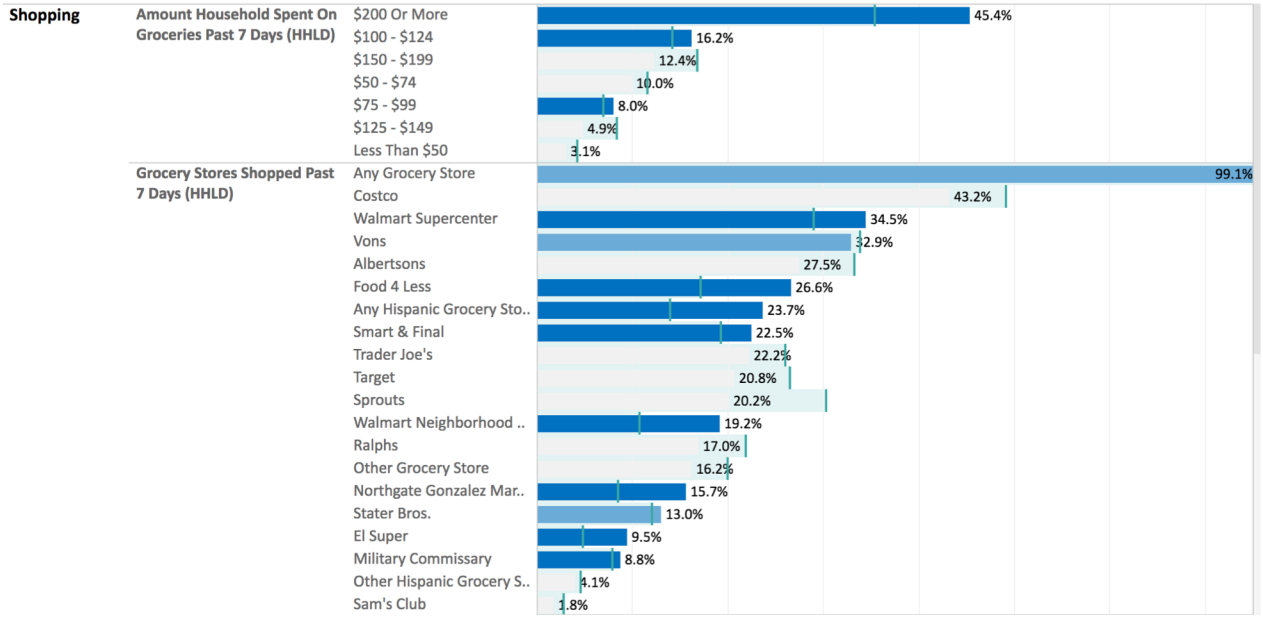
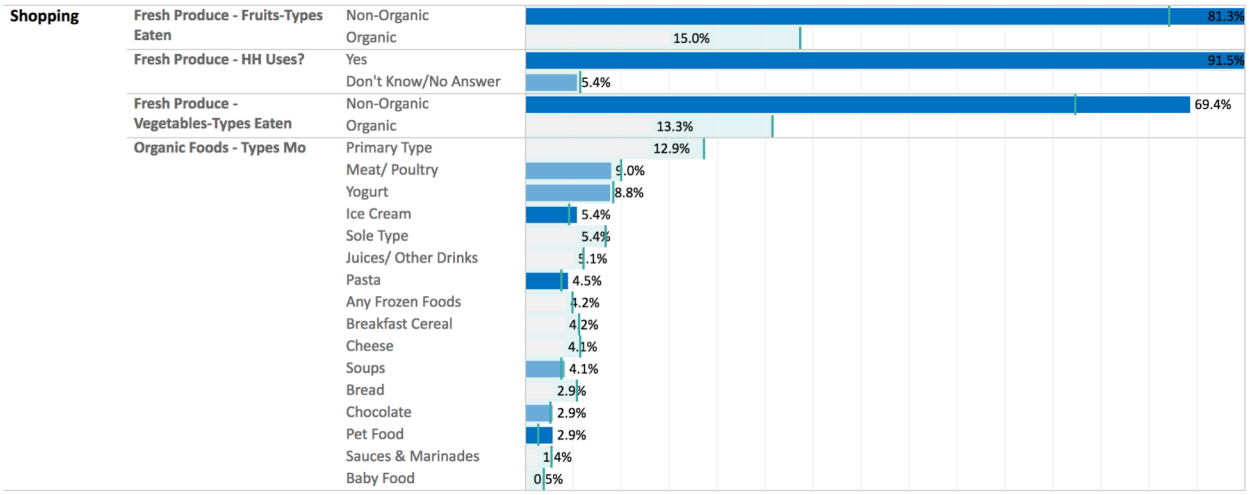
Food

Shopping

62% of the population spent $100 or more on groceries in the past 7 days. Their favorite stores are large chain stores such as Costco, Walmart Supercenter and Vons. While conventional produce across both fruits and vegetables are consumed by the majority of the population, organic consumption is very low.





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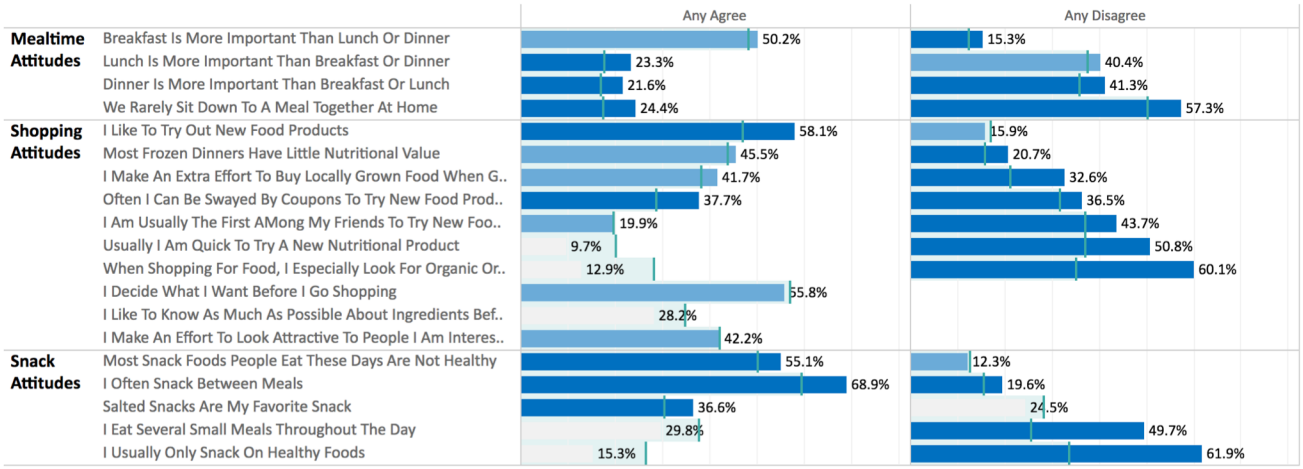
Food

Attitudes

The At-Risk Diabetes population likes to try new food products. One can get the impression they would be tempted by new grocery aisle items and they would be the perfect target consumer for weekly coupons from national manufacturers with 38% admitting that they would be swayed by coupons.

They are a population of snackers, favoring salty snacks and staying away from healthy ones.



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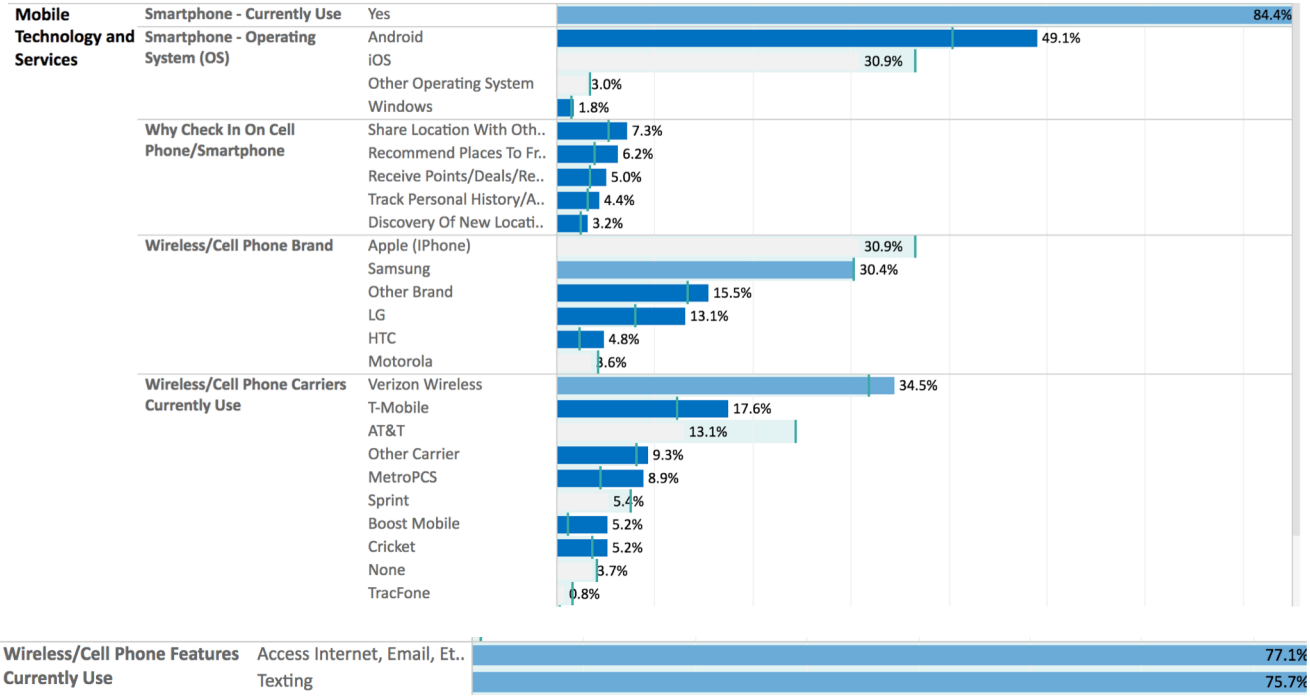
Engagement

Technology and Internet

Most own a smartphone at 84% and are mostly Android users.



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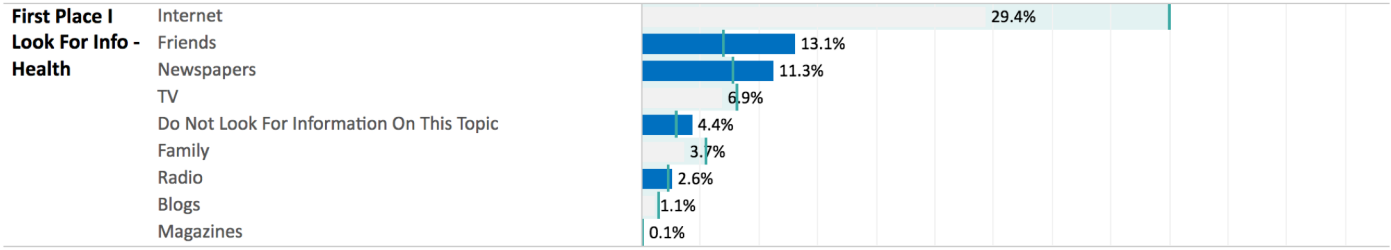
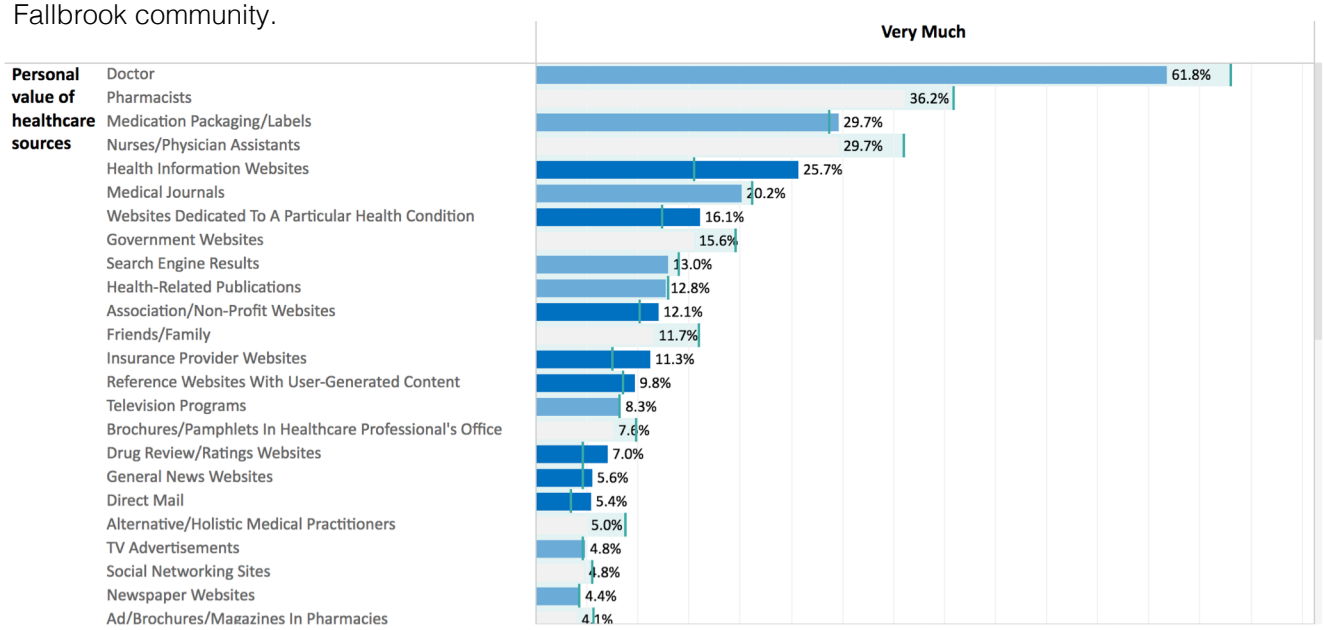
Engagement

Health Information Gathering

The At-Risk Diabetes population does not appear to be very interested or curious about health topics. When they do need find out anything, only 29% go to the internet and fewer ask their friends and family.



Doctors, Pharmacists, Nurses/Physician Assistants are valued “very much” but it is lower than the Fallbrook community.



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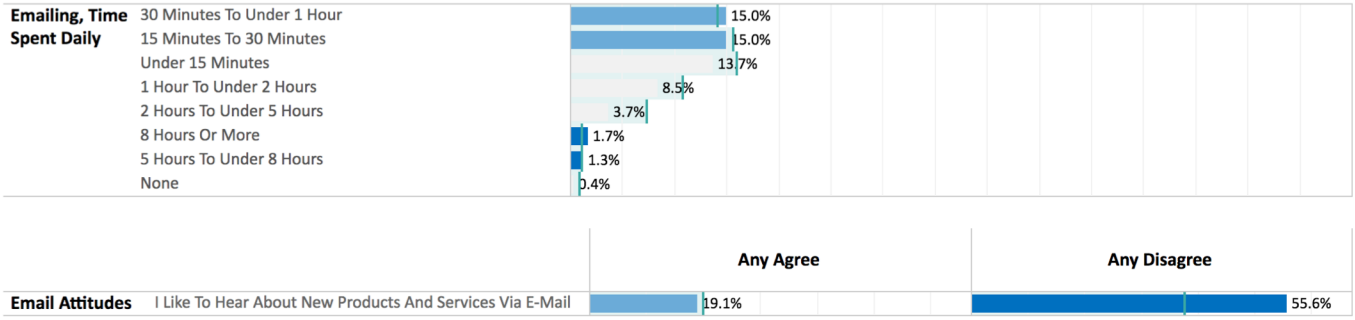
Engagement

Email

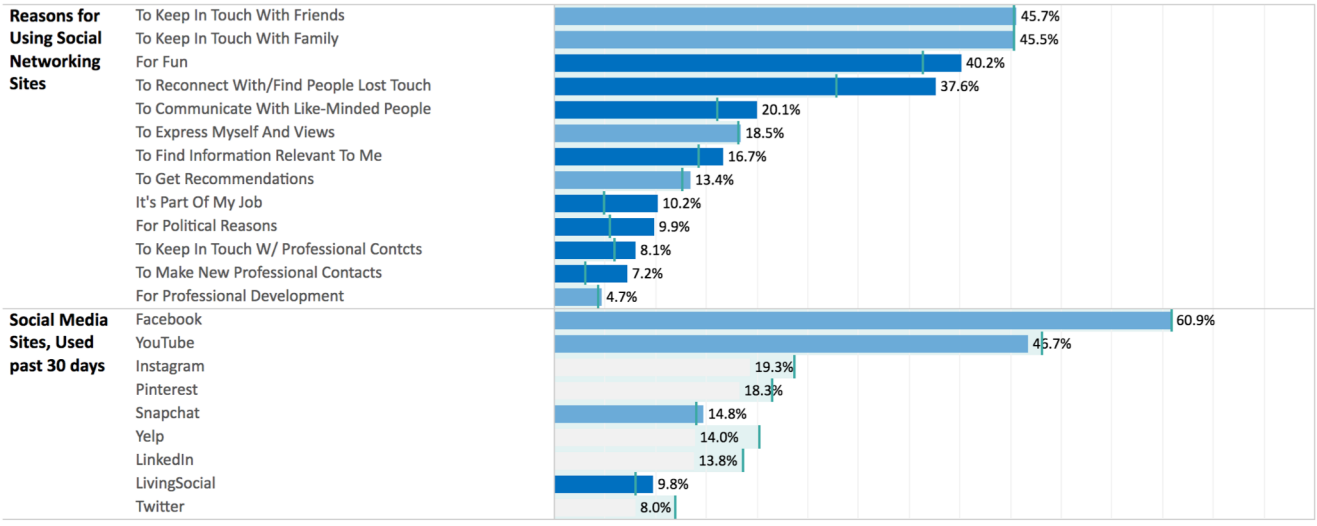
Not huge emailers and for those that spend time emailing, 56% do not like to hear “About new products and services via email.”



Social Media

While Facebook and YouTube are predominantly used, those in the At-Risk Diabetes population, are not into social media sites, compared to the overall population.

Social media is mostly used to reconnect/find people or for fun.



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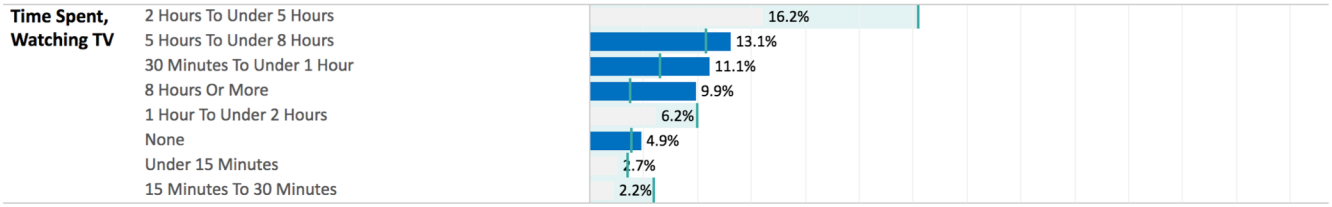
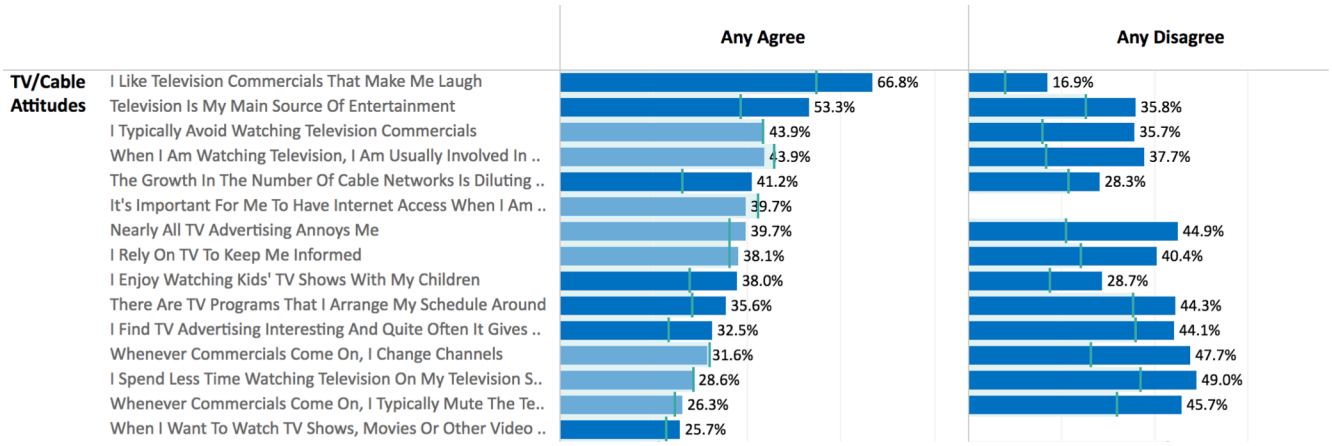
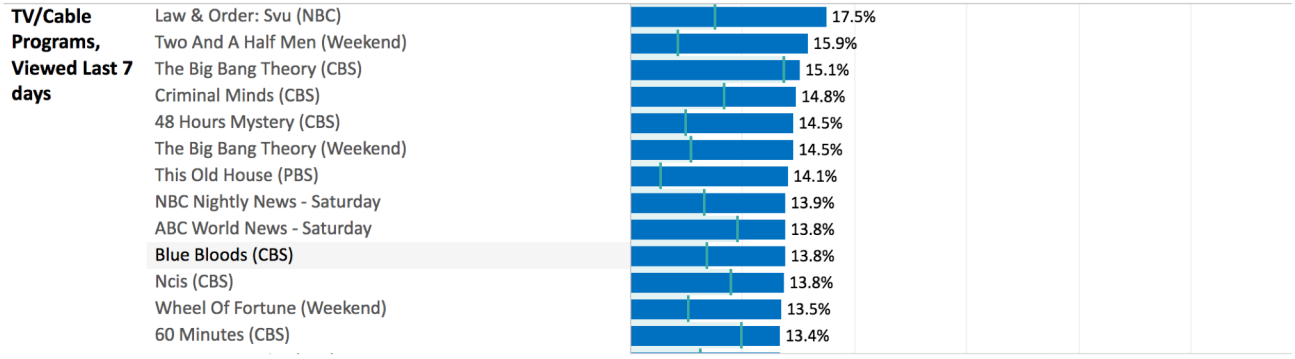
Engagement

TV

23% of the the At-Risk Diabetes population watches TV over 5 hours a day with 53% saying that it is their main source of entertainment.







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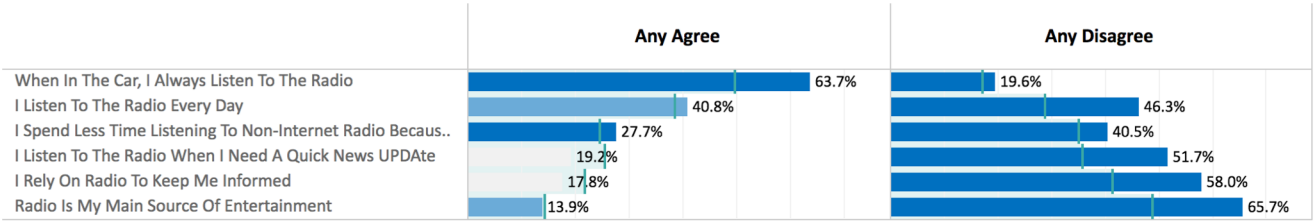
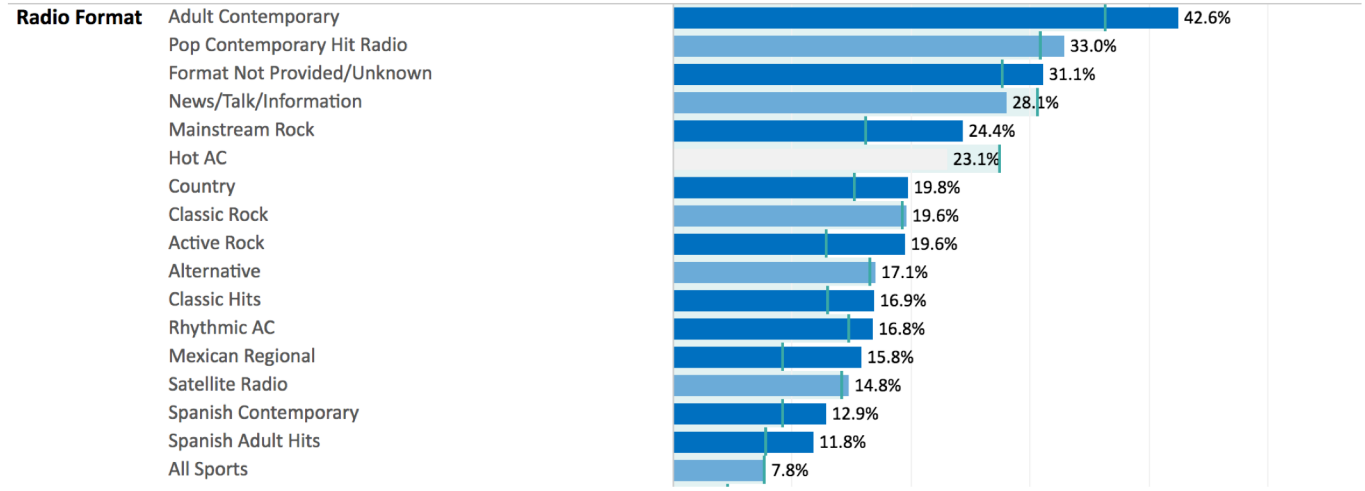
Engagement

Radio

Almost 64% of this population listens to the radio whenever in the car. 41% listen every day. The preferred radio formats are Adult Contemporary and Pop Contemporary Hit Radio. KXSN and KFMB are the top stations.





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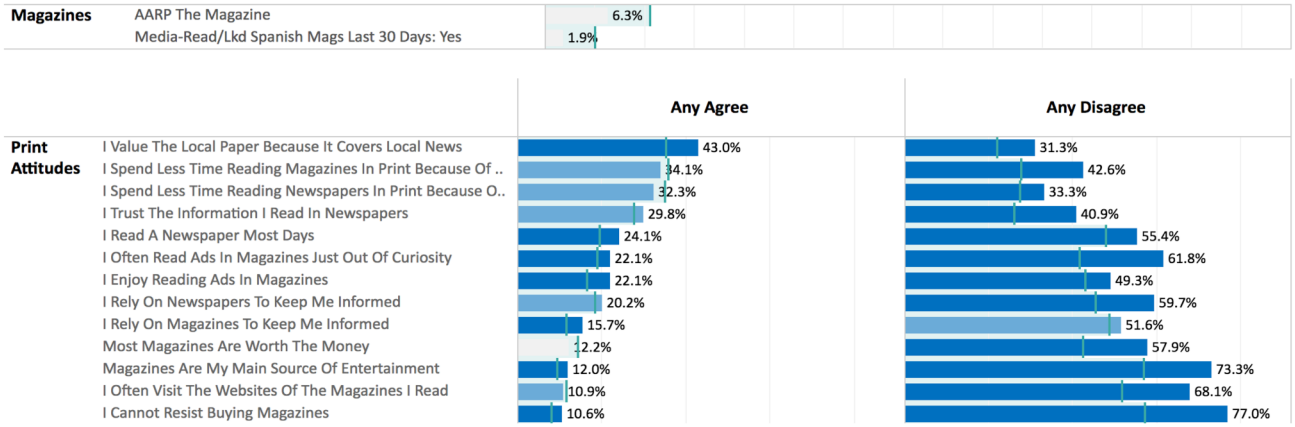
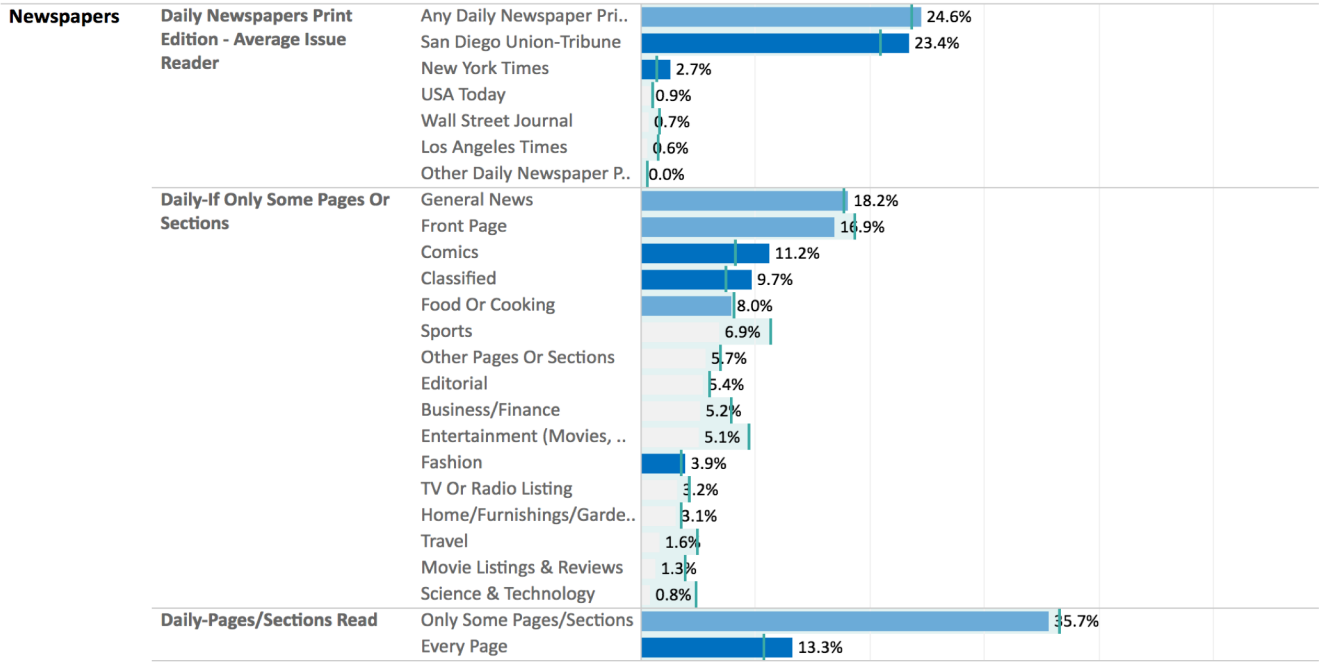
Engagement

Print

Magazines are not a big draw for the At-Risk Diabetes population, in fact 58% think magazines are not worth the money – with 77% having no problem resisting to buy them. Only a quarter read the newspaper daily.





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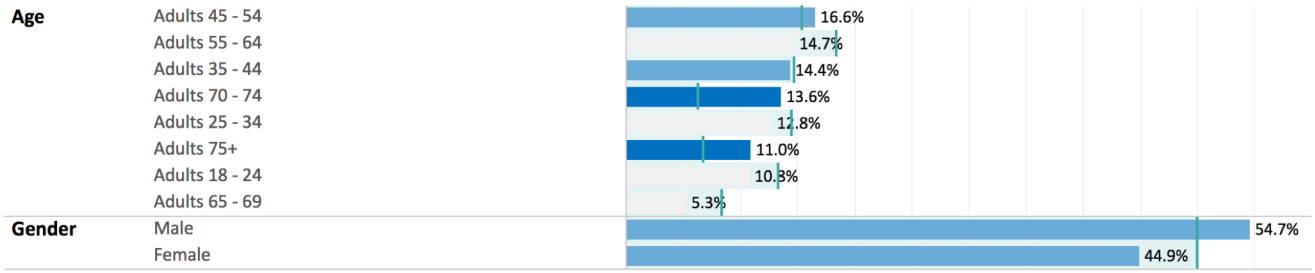
Sociodemographic

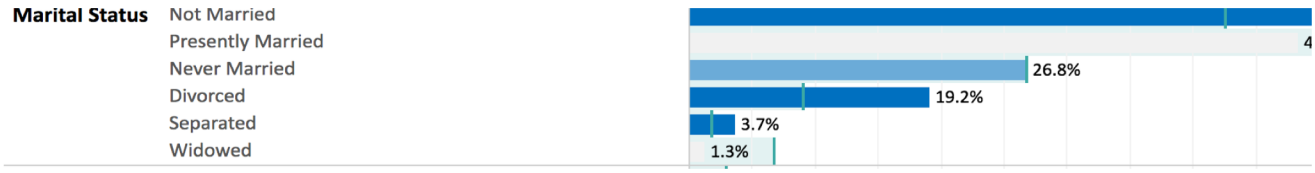
Age and Gender

More of the population is male than in Fallbrook overall. This population represents a great cross section of ages though 46% are between the ages of 35-54 and 24% are 70+.



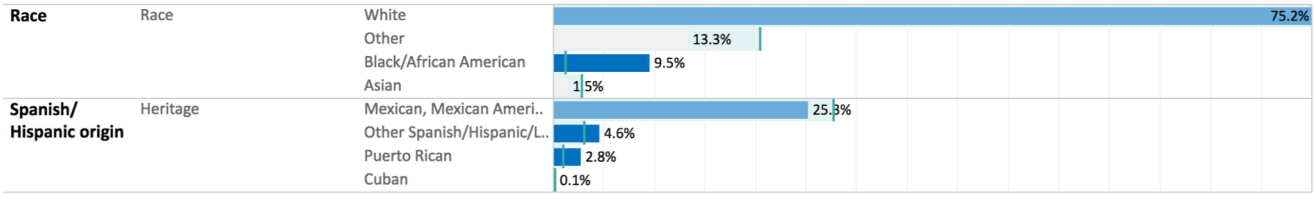
Marital Status

The population is pretty split between being married and not married. 22.9% of those not married are divorced or separated.



Race

The At-Risk Diabetes population is predominantly white but is more likely to be African American than the overall Fallbrook population. 25.3% of the At-Risk Diabetes population is of Mexican/Mexican American descent, which is similar to the overall population.



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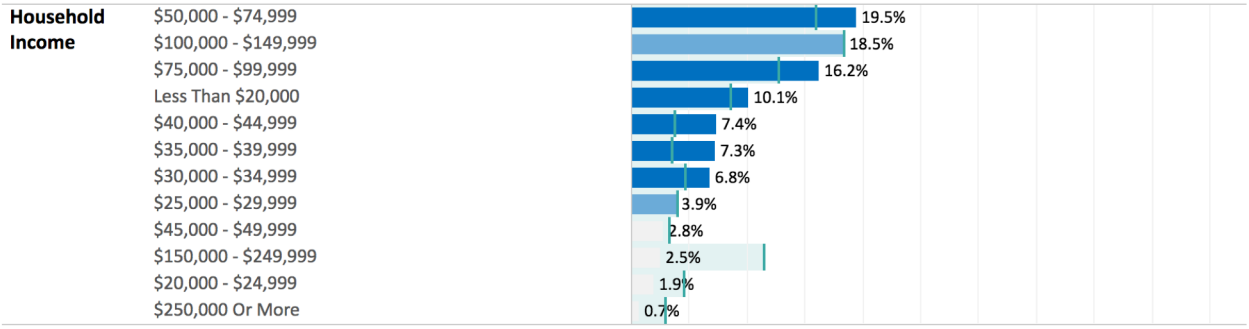
Sociodemographic

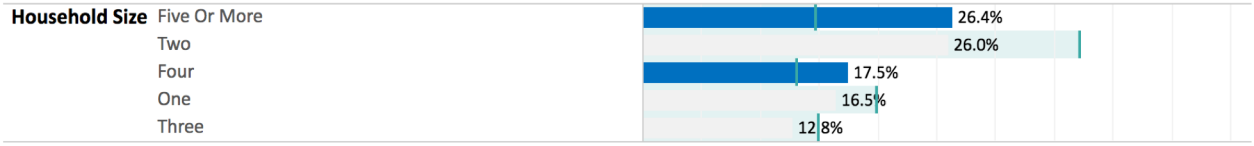
Household Income

40% of the population earns less than $50,000.



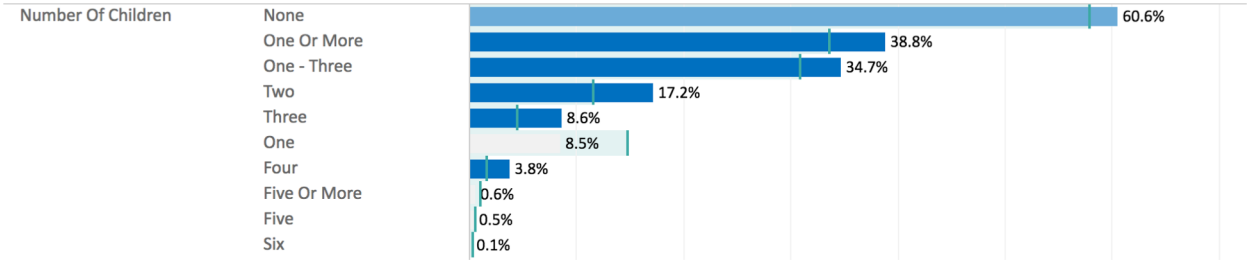
Household Size

44% of the households are four or more people.



Children

Approximately 60% of the households have no children living there but they do have more children in the home than the Fallbrook community at 39%.



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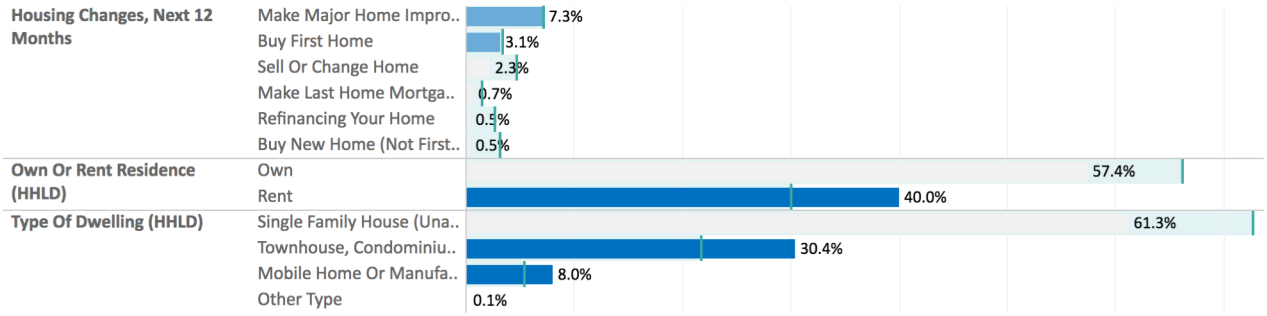
Sociodemographic

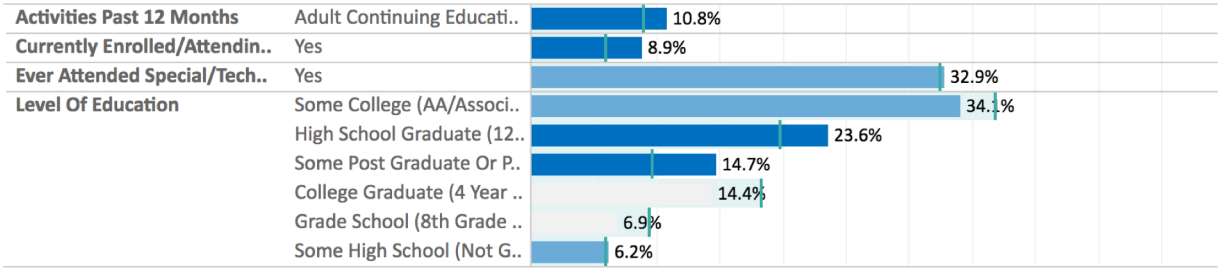
Housing

The population is more likely to own their residence at 57%, but many more rent (40%) than the Fallbrook community. 30% are more likely to live in a townhouse with 61% in a single family home.



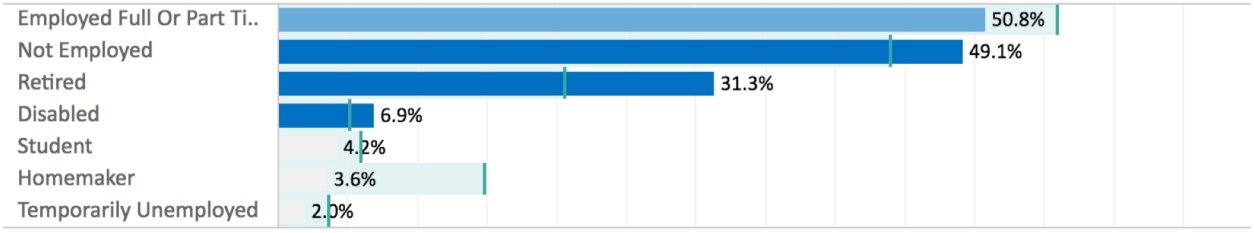
Education

49% of the population has some college or graduated with a 4 year degree.



Employment Status

Half of the population is working full time or part time and out of the half not working, almost a third are retired.



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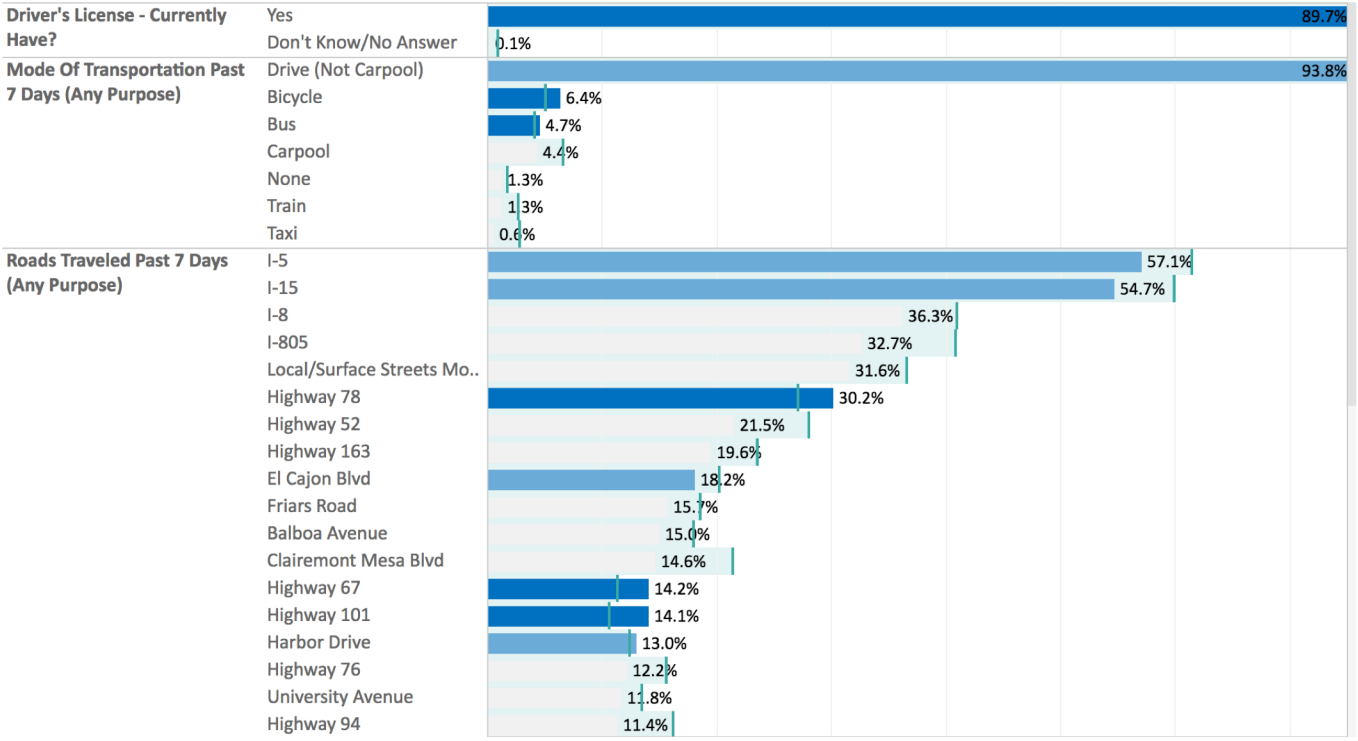
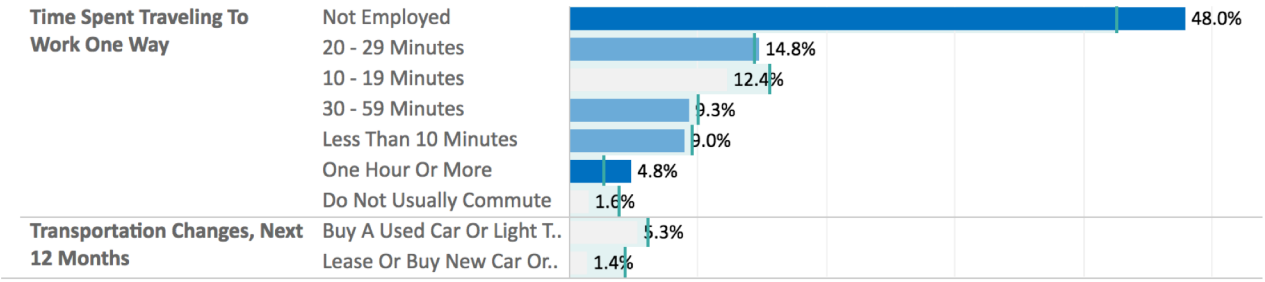
Sociodemographic

Transportation

90% of the At-Risk Diabetes population have a current driver's license and you'll find them traveling down I-5 and I-15 like most others in Fallbrook.





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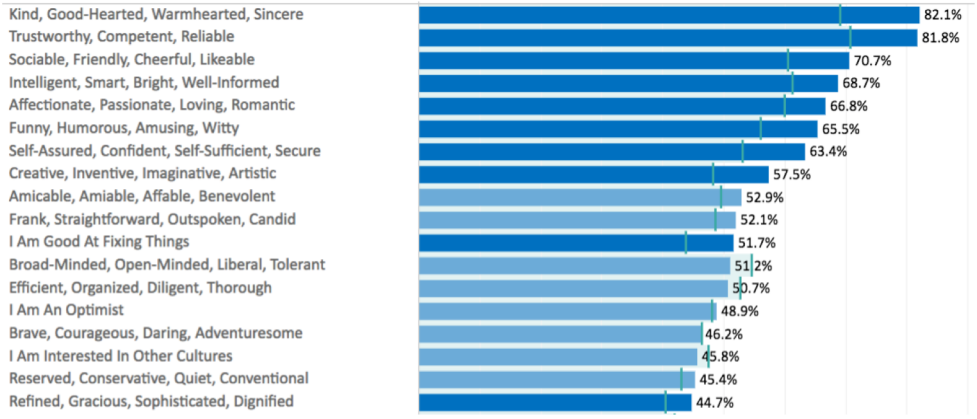
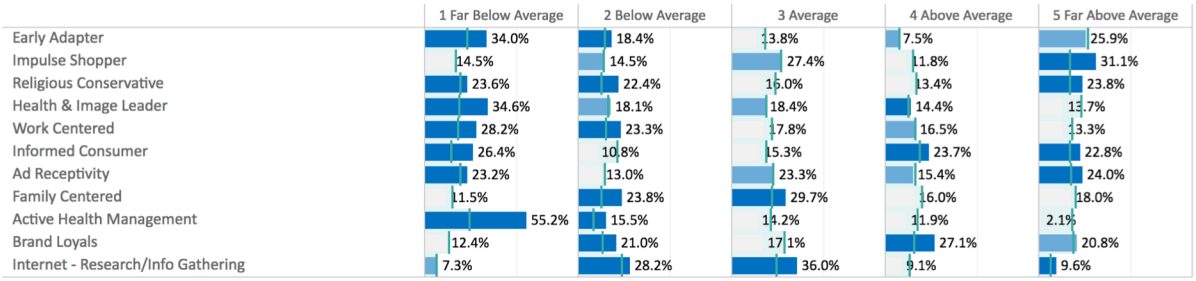
Social Determinants: Community and Social

Self Image and Belief Systems

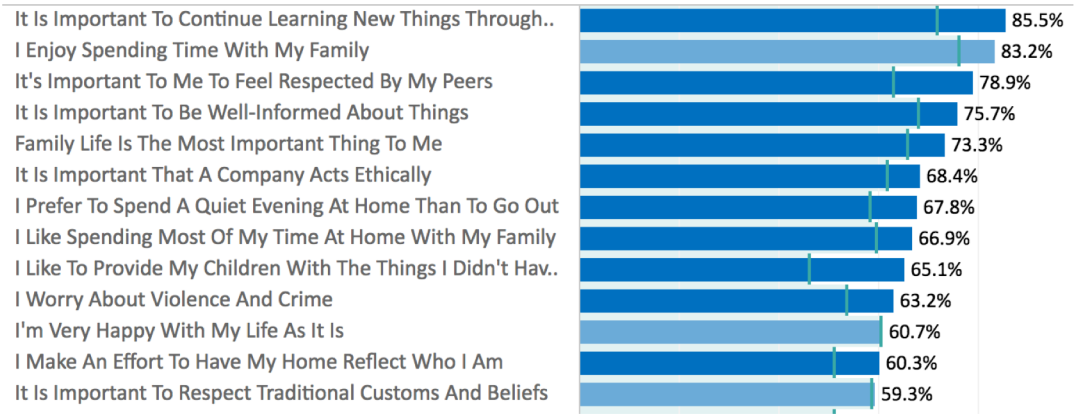
The At-Risk Diabetes population believes that they are kind, warm, good hearted, sincere, competent and reliable. They score themselves very low in “Active Health Management” but a a third are way above average on being an “Impulse Shopper”. About a quarter rate themselves very high on being an “Informed Consumer” and “Ad Receptive."





General Attitudes

The At-Risk Diabetes population is family oriented, think that it is important to learn new things, and want to feel respected by their peers.



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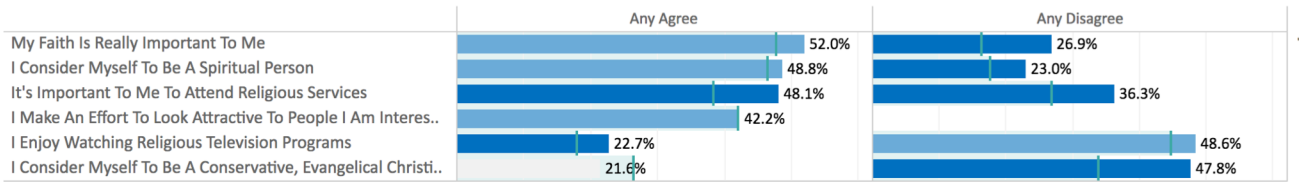
Social Determinants: Community and Social

Religious and Charitable Attitudes

The At-Risk Diabetes population is more split between being religious/spiritual and not so much.



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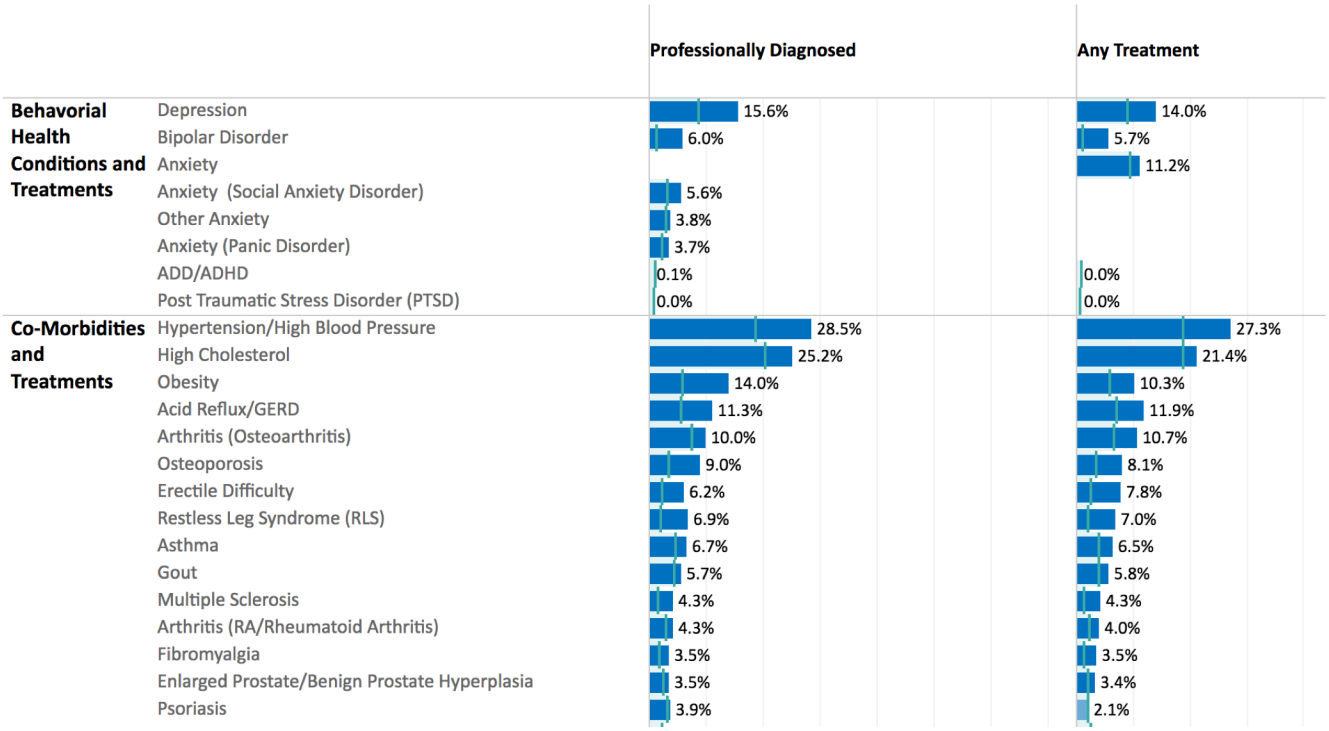
Health Conditions

Co-Morbidities and Behavioral Health

What's noticeable and not a surprise about the At-Risk Diabetes population is that they are more likely than the rest of the Fallbrook community to have been professionally diagnosed and had some kind of treatment for most all co-morbidities and behavioral health issues.

Across the board they index higher on every count. With their propensity to exercise less and not watch their diet, they may not have diabetes yet, but you can see it might be on the horizon.



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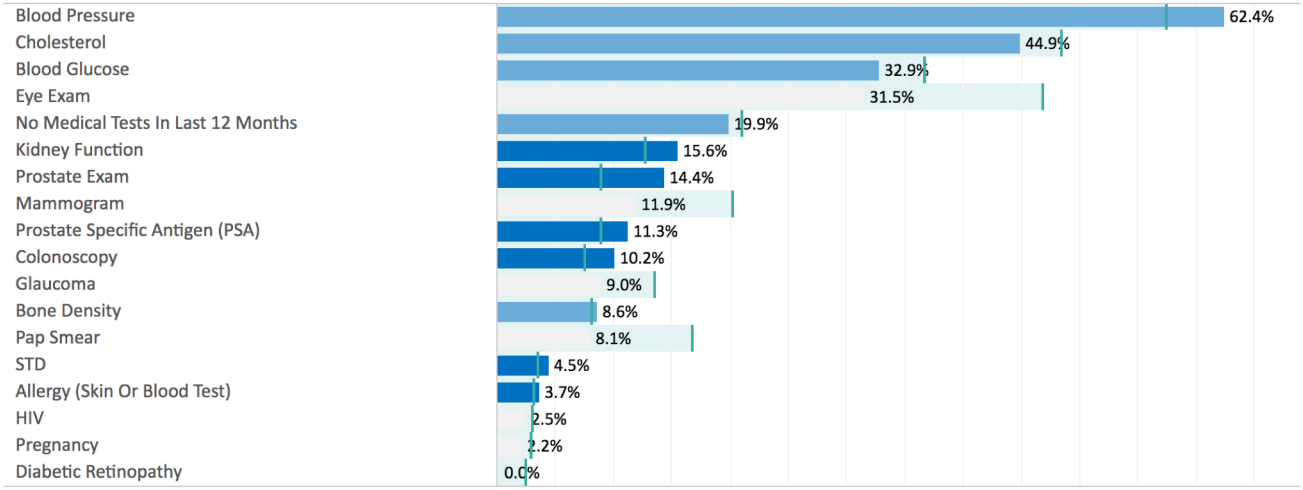
Specialists and Medical Tests

Tests Taken and Specialists Used

The At-Risk Diabetes population gets tests taken on par with the rest of the Fallbrook community, except for a few differences. They are more likely to get kidney, prostrate and colonoscopy tests, which is a reflection of the higher male papulation. Also, they do not seem to think eye exams are important. Eye doctors can see changes in the blood vessels of the retina which can indicate diabetic retinopathy – a red flag for diabetes.

Medical tests taken, past 12 months



Specialist used, past 12 months

	Any	1 Time	2-3 Times	4-6 Times	7+ Times
Optometrist	16.4%	6.5%	9.5%	0.0%	0.4%
Surgeon-Other	11.0%	1.6%	9.0%	0.0%	0.4%
Ophthalmologist	10.0%	6.4%	2.4%	1.2%	
Dermatologist	9.3%	4.0%	5.0%	0.1%	
Psychiatrist	8.1%	3.8%	2.8%	1.2%	0.3%
Orthopedist	8.1%	2.8%	0.0%	4.1%	1.2%
Cardiologist	7.1%	2.4%	4.7%	0.0%	
Chiropractor	6.2%	2.0%	1.8%	0.9%	1.6%
Acupuncture/Acupressure Practitioner	5.9%	0.0%	0.6%	5.1%	0.3%
Neurologist	5.5%	2.8%	0.9%	1.9%	
Pulmonologist	5.1%	3.9%	1.2%		

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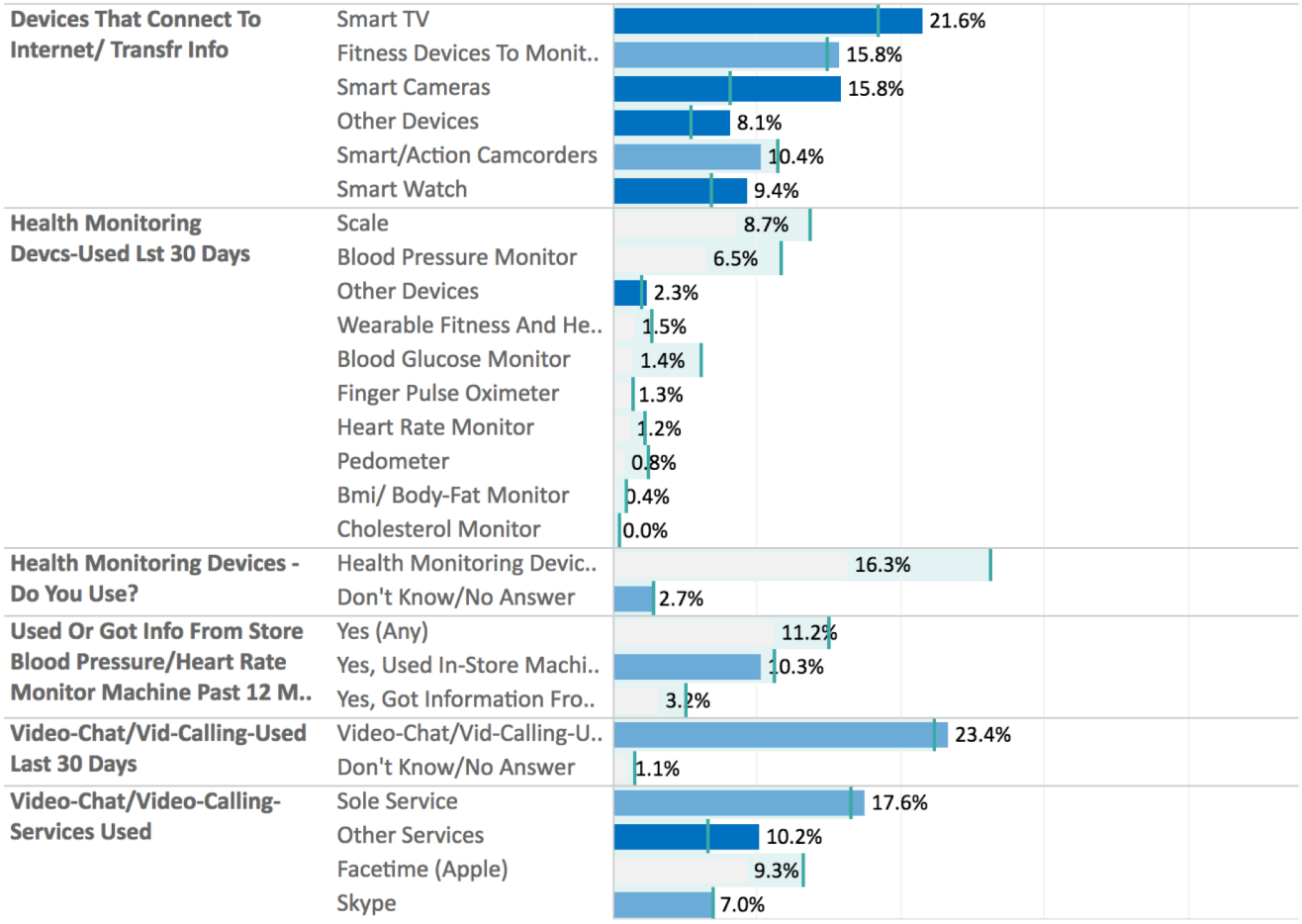
Health Devices

Health Monitoring

Not very many of the At-Risk Diabetes population use any kind of health monitoring device, including a scale.



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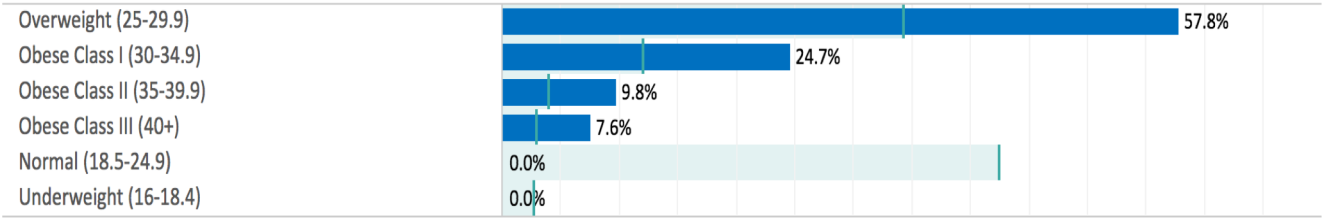
BMI and Health Perspectives

BMI / Current Health

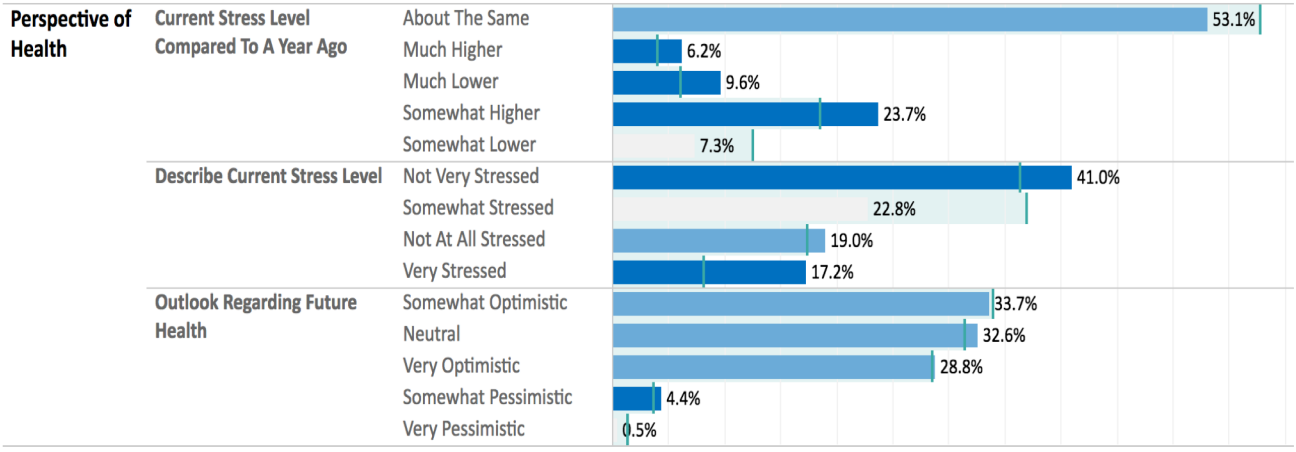
This population was scaled to be overweight – which is why there is no normal or underweight class recorded. Of this overweight population, 58% have a BMI of 25-29.9, and 25% have 30-14.9.

BMI



Health Perspectives

Stress levels are varied.



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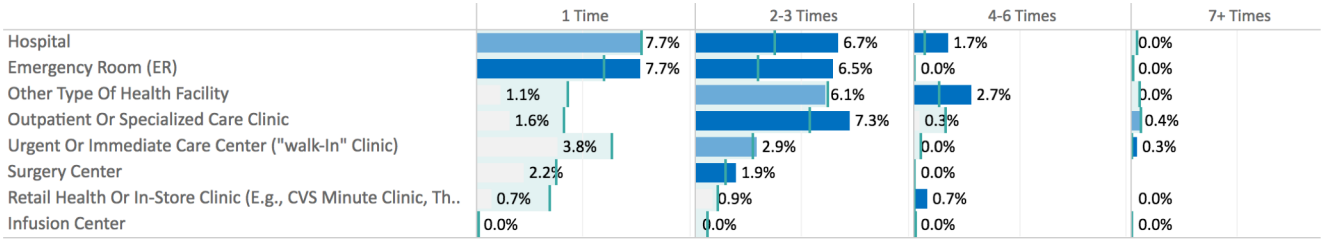
Utilization

Facility Utilization

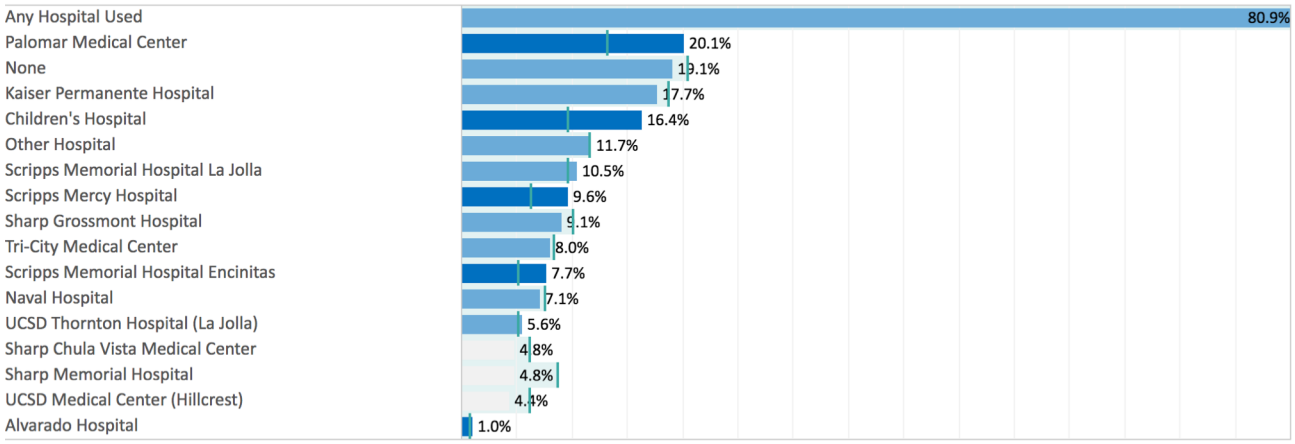
This population is more likely to be higher users (2-3 times a year) of Hospitals, ER's and Outpatient clinics compared to the general population.

Healthcare Facilities, past 12 months



Hospitals (past 3 years)

The Fallbrook At-Risk Diabetes Population is much more likely to use Palomar Medical Center vs. other adults in the Fallbrook Health District but are equally as likely to use Kaiser Permanente.



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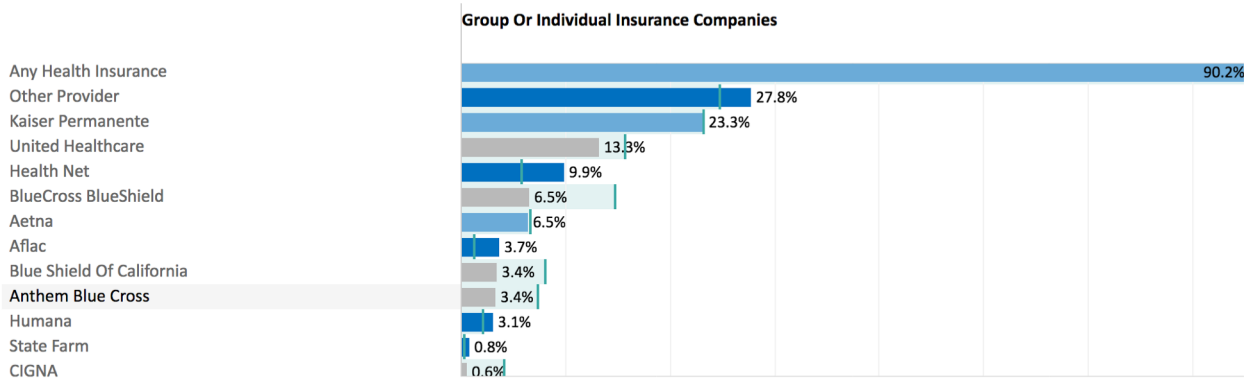
Insurance

Health Insurance

Most of the At-Risk Diabetes population has health insurance (90%) and is more likely to have insurance with Kaiser Permanente than the rest of the Fallbrook community.



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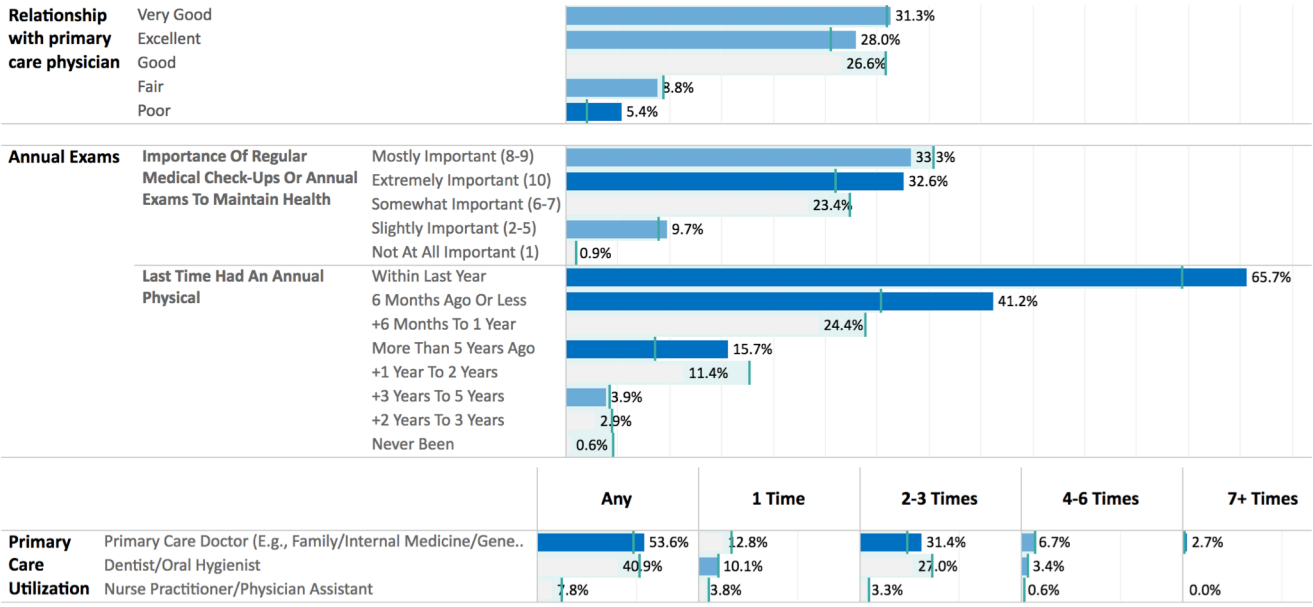
Care Providers

Annual Exams

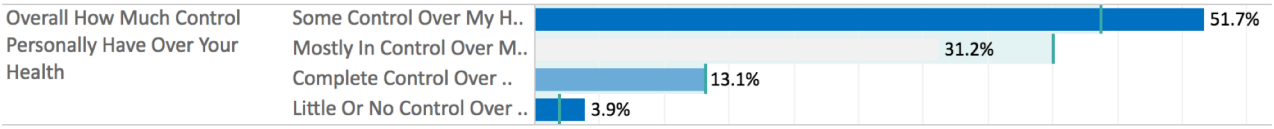
Approximately 66% believe that it's "extremely important" or "mostly important" that they have a regular check-up or annual exam. In the past year, 66% of the At-Risk Diabetes population used their Primary Care doctor.

Their relationship with their primary doctor is similar to the rest of the population.



Control Over Health

The good news is that 44% of the At-Risk Diabetes population believe they have complete to mostly control over their health and 52% still have some control.



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