Promoting Health in Low-Wealth Communities

Federal Reserve Bank of Philadelphia
Conference on Reinventing Older Communities

April 6, 2006

Amy Hillier
Department of City and Regional Planning
Cartographic Modeling Lab
University of Pennsylvania

Presentation designed by Julie Donofrio
Mapping the DuBois Philadelphia Negro

Research assistants: Benjamin Berman, Peggy Wu, Sarah Naomi Levine, Christopher Baxter
Mapping the DuBois *Philadelphia Negro*

Images from original copies of *The Philadelphia Negro* in Charles Blockson Collection, Temple University and University of Pennsylvania Archives.
### Mapping the DuBois *Philadelphia Negro*

<table>
<thead>
<tr>
<th>Last name</th>
<th>First Name</th>
<th>Relation</th>
<th>Race</th>
<th>AGE</th>
<th>BIRTH</th>
<th>Father</th>
<th>Mother</th>
<th>Occupation</th>
<th>Read</th>
<th>Write</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grimmage</td>
<td>Nathan</td>
<td>Head</td>
<td>B</td>
<td>57</td>
<td>PA</td>
<td>DE</td>
<td>DE</td>
<td>Cook</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Grimmage</td>
<td>Margaret</td>
<td>Wife</td>
<td>B</td>
<td>45</td>
<td>MD</td>
<td>MD</td>
<td>MD</td>
<td>Dressmaker</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Grimmage</td>
<td>Kay</td>
<td>Daughter</td>
<td>B</td>
<td>20</td>
<td>PA</td>
<td>PA</td>
<td>MD</td>
<td>Dressmaker</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Grimmage</td>
<td>Duke</td>
<td>Son</td>
<td>B</td>
<td>13</td>
<td>PA</td>
<td>PA</td>
<td>MD</td>
<td>At School</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Grimmage</td>
<td>Madeline</td>
<td>Daughter</td>
<td>B</td>
<td>12</td>
<td>PA</td>
<td>PA</td>
<td>MD</td>
<td>At School</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Phinnizia</td>
<td>Katherin</td>
<td>Lodger</td>
<td>B</td>
<td>48</td>
<td>SC</td>
<td>SC</td>
<td>SC</td>
<td>Dressmaker</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Turner</td>
<td>P.</td>
<td>Lodger</td>
<td>B</td>
<td>28</td>
<td>MD</td>
<td>MD</td>
<td>MD</td>
<td>Electrician</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Newman</td>
<td>William</td>
<td>Lodger</td>
<td>B</td>
<td>23</td>
<td>VA</td>
<td>VA</td>
<td>VA</td>
<td>Cook</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Turner</td>
<td>Bessie</td>
<td>Sister</td>
<td>B</td>
<td>21</td>
<td>MD</td>
<td>MD</td>
<td>MD</td>
<td>Servant</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

### Maps

- **Domestic or Servant**
- **European Immigrant**
- **Southern Migrant**

- Red: Anyone in household
- Yellow: First or second generation
- Blue: VA, MD, NC, TN, SC
Student Eating and Shopping Survey

How old are you?  
How do you get to school? (walk, drive, SEPTA, school bus, bike, other)  
Do you eat something before you leave for school?  
Do you buy anything to eat on the way to school?  
How much do you spend on food on the way to school?  
Do you eat breakfast at school?  
Do you eat school lunch?  
Where do you go after school (home, friend’s house, relative’s house, after school program, extended program at school, other)  
How do you get home? (walk, drive, SEPTA, school bus, bike, other)  
Do you buy anything to eat on the way home after school?  
How much do you spend on food on the way home from school?

Survey Results:

75% of the students walk to school

Over 60% buy something to eat on the way to or from school

Kids spend an average of over $2.00 on food.
What food and recreation opportunities are nearby the schools?

**Food Checklist**
- Water
- Diet soda
- Whole milk
- 2% milk
- 1% milk
- skim milk
- 100% orange juice
- 100% apple juice
- whole wheat bread
- apples
- bananas
- oranges
- other fresh fruit
- potatoes
- onions

**Equipment Checklist**
- basketball court
- baseball diamond
- hard surface playing area
- indoor pool
- outdoor pool
- slide
- swings
- jungle gym
- see saws
SNAKs
SNAKs

**Crime and safety factors**
- Robberies (daytime and nighttime)
- Aggravated Assault, with or without a gun
- Sales/manufacturing/delivery of narcotics
- Possession of narcotics (daytime and nighttime)
- Theft from auto (daytime and nighttime)
- Retail thefts (daytime and nighttime)
- Stolen vehicles (daytime and nighttime)

**Housing conditions**
- Vacant residential (foot survey)
- Vacant lots
- Properties with open code violations
- Residential sales
- Fires on property

**Demographic factors**
- Poverty rate
- Population increase/decrease, population density
- Single parent households

**Access to resources**
- Supermarkets and grocery stores
- Parks and recreation centers
- Libraries, schools, after-school programs

What neighborhood conditions matter most?

How do they correlate among themselves?
How should “neighborhood” be defined?

What is the scale of influence?
SNAKs

Does the particular route a child takes to school expose her to more food and recreation opportunities?
Welcome to the Food Environment Diary for Urban Places
Did you eat something before leaving home?
What did you eat? (please select)
How much did you eat? (please choose a portion size)

FEDUP:

- Cereal
- Granola bar
- Chips
- Breakfast sandwich
- Muffin/donut
FEDUP:
Did you drink something before leaving home?
What did you drink? (please select)
How much did you drink? (please choose a portion size)
Five-City Billboard Study

Project Funder: National Institutes of Health
Completion date: Spring 2006
Collaborating with: Cheyney University
Are outdoor advertisements racially targeted in their content and location?
Philadelphia Billboard Study
Philadelphia Billboard Study

19128

- High Income White
- $47,170 (1.5 times city median of $30,746)
- 87% White (2 times city rate of 42.6%)
Philadelphia Billboard Study

19133

- Low-income Hispanic
- $14,623 (48% of city)
- 61% Hispanic (7 times city rate of 8.5%)
Philadelphia Billboard Study

19150

- High-income Black
- $46,380 (1.5 times city median)
- 95% Black (2.2 times city rate—42.5%)
Philadelphia Billboard Study

19148

- Low-income White
- $28,689 (93% of city median)
- 72% White (1.7 times city rate)
Philadelphia Billboard Study

19132

- Low-income Black
- $19,437 (63% of city)
- 97% Black (2.3 times city rate)