

Tracking Success Stories



Oldham County Health Department Mentorship

Beginning in July of 2023, The Oldham County Health Department (OCHD) participated in an Applied Data Mentorship with Kentucky Environmental Public Health Tracking. These mentorship opportunities are provided by Kentucky Tracking to assist Local Health Departments with the creation of data products to assist with CHA/CHIP processes, health impact assessments and quality improvement projects with an environmental focus.

OCHD's mentorship project focused on the relationship between alcohol and tobacco outlet density and their proximity to schools throughout the county. OCHD also wanted to explore the connection between alcohol and tobacco outlet density with racial diversity and community levels of poverty. Comparatively, Oldham County has a lower percentage of poverty (5.1%) than the Kentucky average (17.2%). However, there are some smaller communities within Oldham County that have poverty levels over 22%. Racial and ethnic diversity in the county is sporadic, with a larger percentage of minorities living in more impoverished areas. The health department wanted to investigate and determine if the placement of alcohol and tobacco retail stores in their community are concentrated in areas of poverty and racial and ethnic diversity.

OCHD began their project by meeting with and obtaining data from local community partners. OCHD then used different mapping apps to obtain the addresses of local alcohol, vape and tobacco shops. After geographic data was collected, OCHD staff partnered with the Oldham County Alcoholic Beverage Control Officer to categorize locations by license type.

Initial mentorship meetings between Kentucky Tracking and OCHD focused on geospatial analysis software training and data cleaning basics. OCHD then created a heat map to identify the areas with of highest concentrations of alcohol, tobacco and vape shops in their community. Through working with community and youth coalitions, OCHD identified two major needs that the mapping tool should address: proximity of alcohol, tobacco and vape shops to school campuses, and ease of access to alcohol, tobacco and vape shops due to concentration and travel distance.

Using KY Tracking's Social Vulnerability Index (SVI) tool, OCHD obtained additional county data related to poverty and racial diversity to overlay in their heat map to support the statement that higher concentrations of these shops are in more ethnically diverse and impoverished parts of the county.

OCHD also created an additional map that demonstrated the walkability of alcohol and tobacco retailers. A perimeter of 2.4 miles exists within a 5-minute walk to an alcohol retailer.

Tobacco and vape shops also have an area of 2.5 square miles within a 5-minute walk to a tobacco retailer.

The Kentucky General Assembly recently passed legislation on March 28th, 2024, requiring vape shops to be registered for operation beginning in January of 2025.

Check out OCHD's heat map here:

<https://storymaps.arcgis.com/stories/c85be6004fb94a699fc28d909fe4ffc4>

