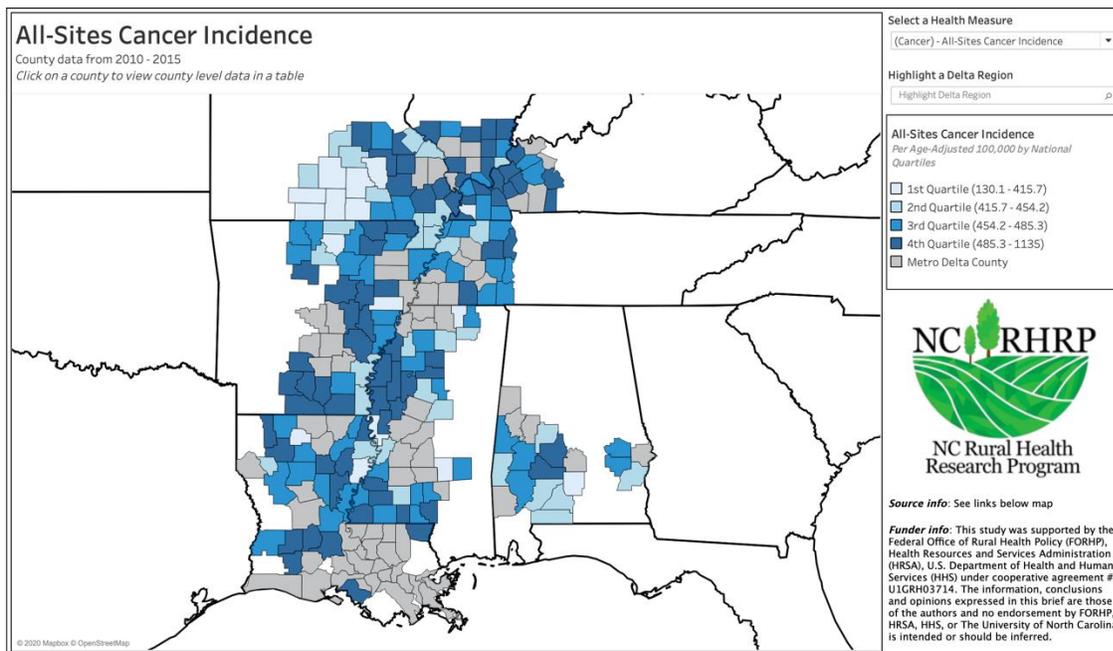


**Opening Picture:**



# Overview of the Delta Region Map Tool

Voiceover: Welcome to an Overview of the Delta Region Map Tool. Today, we will be demonstrating how to derive different insights and knowledge from the tool. This project was funded by the Federal Office of Rural Health Policy, a branch of the Health Resources and Services Administration, and executed by the North Carolina Rural Health Research Program.



The goal of this project was to highlight 13 different health measures in the counties of the Delta Region of the US. This region is made up of 8-states, bordering or near the Mississippi

River. The map shows how counties in this region compare to the national average for each selected health measure. There are 8 cancer related health measures and 5 cardiovascular measures that can be selected using the drop-down in the top-right-hand corner. As you select different measures, the colors represent national quartiles for each measure as shown in the legend on the right.

It is important note that while, urban counties are not colorized here, if you hover over the county you can still observe their data points. The national quartiles shown do include urban counties, but we leave the urban counties in grey in an effort to highlight the condition of rural counties.

Within the Delta Region, there are 12 service areas as defined by HRSA that can be highlighted using the Highlight a Delta Region feature in the top right corner. In this way, you can compare neighboring counties to one another.

If you're interested in seeing more in-depth data on a county, you can click on any county and navigate to a data table, in which the county will be highlighted in yellow.

County & State	Delta Region Data Table												
	All-Sites Cancer Incidence	Bladder Cancer Incidence	Breast Cancer Incidence	Colon/Rectum Cancer Incidence	Kidney Cancer Incidence	Lung Cancer Incidence	Melanoma Incidence	Prostate Cancer Incidence	Cardiovascular Disease Hospitalization Rate	Diabetes Incidence Rate	Diabetes Prevalence Rate	Obesity Prevalence Rate	Stroke Hospitalization Rate
AR, Arkansas County	494.1	20.8	97.5	62.0	18.7	81.7	24.2	105.7	186.6	11.3	12.9	33.8	12.2
AR, Ashley County	502.5	18.2	130.1	50.2	20.9	86.7	18.1	112.8	157.2	12.9	14.5	42.1	10.7
AR, Baxter County	472.4	29.6	131.6	39.1	16.3	83.6	21.9	102.1	181.0	13.1	16.0	32.3	13.7
AR, Bradley County	499.9	21.9	91.1	57.5		85.0		136.5	169.7	11.4	13.1	39.0	12.1
AR, Calhoun County	541.2		108.2	59.5		111.1		127.9	175.1	11.9	13.7	34.2	12.6
AR, Chicot County	445.4		98.8	45.4	23.0	88.6		101.3	174.9	13.5	15.2	43.1	10.0
AR, Clay County	522.4	26.0	142.4	55.5	25.9	99.4		76.0	203.7	9.0	11.1	33.7	12.7
AR, Cleveland County	499.1		115.2	31.0	32.5	115.6		123.0	198.4	11.1	13.0	35.7	14.2
AR, Craighead County	474.1	17.8	124.1	38.5	26.4	81.4	16.6	107.8	241.2	12.0	13.1	36.4	17.4
AR, Crittenden County	429.8	17.7	97.9	48.4	21.1	78.3	8.4	107.8	220.3	15.2	15.8	38.8	15.7
AR, Cross County	489.4	18.3	107.3	68.8	17.6	87.2	17.1	90.6	172.4	12.0	13.6	37.9	14.6
AR, Dallas County	508.5		132.6	66.8		77.6		129.1	153.7	12.7	14.4	36.2	11.9
AR, Desha County	425.1		108.0	55.4		89.5		110.8	172.4	13.6	15.1	39.6	13.0
AR, Drew County	454.7	20.9	113.8	50.7	20.0	63.5	18.5	136.9	252.9	12.2	13.6	34.3	19.6
AR, Fulton County	421.1	18.2	102.6	53.1	27.3	79.9	17.1	79.5	153.4	13.3	15.6	32.9	12.1
AR, Grant County	522.0	17.9	116.5	50.0	29.8	81.5	21.1	143.6	221.3	9.4	11.1	38.3	15.1
AR, Greene County	459.9	14.9	100.0	52.8	25.1	84.5	17.5	79.6	262.2	11.5	12.9	31.2	18.3
AR, Independence Cou..	465.4	24.2	92.6	48.9	18.7	85.7	25.6	102.9	236.5	11.4	13.1	37.2	15.4
AR, Izard County	382.1	26.3	106.8	37.4	16.5	58.1	20.8	82.9	164.2	13.2	15.5	33.9	12.9
AR, Jackson County	483.6	14.2	118.9	60.7	20.4	103.2	16.2	92.1	283.7	11.4	12.9	37.2	18.4
AR, Jefferson County	495.7	20.4	117.0	40.9	16.7	84.4	15.9	154.4	204.2	14.3	15.4	40.7	13.7
AR, Lawrence County	512.2	16.7	113.8	53.3	19.7	119.9	22.1	95.3	191.2	11.1	13.2	31.8	16.8
AR, Lee County	468.3		173.6	53.0		55.4		142.3	218.7	11.8	13.1	35.7	16.2
AR, Lincoln County	370.7		122.1	42.0		54.7		71.2	189.0	11.4	12.3	37.5	14.0
AR, Lonoke County	509.2	21.6	114.5	39.9	19.8	91.3	23.0	125.2	209.1	11.8	13.1	35.8	13.2
AR, Marion County	480.2	23.1	134.9	35.3	16.3	91.0	26.2	111.5	198.1	9.8	12.2	31.7	14.8
AR, Mississippi County	458.2	14.0	121.4	55.7	13.8	91.0	15.3	101.2	240.7	15.0	15.9	39.8	16.0

On this data table, you can filter down the counties shown using the 3 types of filters at the top for states, metro / non-metro counties, and specific service areas. If you wish to download an expanded version of this data table, that can be accessed on our website via a link to a downloadable excel file. You can return to the Map and begin analysis again by hitting the "Return to Map" button in the top-left corner.

Thank you and we hope you enjoy using this tool to better understand these various health measures in the Delta Region.