Fresh Produce and Health Care Access in Humboldt Park

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The Puerto Rican Cultural Center
Emily Knight
Matt Berggren
Dan Causton
Bobbi Jo Fernandez

Project Summary

Our client, The Puerto Rican Cultural Center, asked us to complete the task of finding all locations where fresh produce can be purchased and locations where medical services are provided within their neighborhood area. This community is commonly known as Humboldt Park, and the area we specifically focused on was bounded on the east and west by Kedzie Ave. and Western Ave. and on the north and south by Bloomingdale Ave. and Chicago Ave. The client wished to have this map in the form of a KML file, in order to be used through Google Maps and Google Earth. The purpose of this project is to better serve the residents of this community. With growing rates of obesity, diabetes, and other life threatening diseases due to lifestyle choices, it is crucial that the residents of this area have the knowledge and tools they need to fight off these all too common diseases. The Puerto Rican Cultural Center provides many services to help their community members live health lifestyles, and they have asked us to create this map to assist their efforts.

To begin our project, we gathered the data used by a previous class working on this same project. This old data only included locations with fresh produce, so we first updated the data and then began adding health services. After gathering this data, we hand coded it into a KML file and then compiled it into a KMZ file. This data can be uploaded to the Internet and displayed in both Google Maps and Google Earth. This map is functional and user friendly. It will allow community members to easily see where they can find health care services and fresh produce vendors. To further analyze this data, we imported the fresh produce locations into ArcMap and created a 500 meter buffer, showing the areas that have a source of fresh produce within reasonable walking distance. The area not within our buffer can be considered a 'food desert.'

We created two successful and informational maps. They accomplished the goals that our client asked us to reach, and will provide useful and imperative information to the residents of Humboldt Park. These maps, combined with the other health resources provided by the Puerto Rican Cultural Center will help to make great strides in improving the health of the community.

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Introduction

Our client, the Puerto Rican Cultural Center is a non-profit, community-based institution, which seeks to serve the social and cultural needs of Chicago's Puerto Rican and Latino community. It serves as a place where people come together to address the critical problems confronting the community. They do this by creating programs and services to address the needs of the community. All of the PRCC's programs encourage participants to think critically about their reality and to promote an ethics of self-reliance based on social responsibility. They deal with health, social, and cultural issues that affect Puerto Rican and Latino and poor communities, such as AIDS, education, literacy, housing, homophobia, drug addiction, gang violence, teen pregnancy, police brutality, racism, economic and community development and human rights violations.

One way PRCC seeks to improve the community is through its health. Humboldt Park sees astounding rates of obesity, diabetes and other lifestyle related diseases. PRCC holds several events to help residents improve their eating and exercise habits and to reduce their risk of these life threatening diseases. They hold cooking classes to teach the community how to prepare their same favorite meals in a healthier way and with more fresh produce. They hold regular work out classes and have organized a 5k run. All of these actions are beneficial for the community and building better habits.

PRCC came to us because they believe that community members are lacking the knowledge of the locations of fresh produce vendors and health care services in the area. They asked us to create a user friendly map showing the locations of these services and basic information about the vendors.

In order to do this, we first established the needs of the client. Together we set goals and objectives. Next, we determined what questions we were seeking to answer. After that, we set out to find the actual data. After data was collected, we created our maps and did data analysis and visualization. Lastly, we analyzed the results, determined our conclusions and gave recommendations for future projects. Attached at the end of this report are the technical appendices used to code the KML file.

Needs Assessment

1. Meeting with the Client

Our group is working with the Puerto Rican Cultural Center, which serves as a source of community strength for the residents of the Humboldt Park area. According to the PRCC website, the "Puerto Rican Cultural Center is a community-based, grassroots, educational, health and cultural services organization founded on the principles of self-determination, self-actualization and self-sufficiency that is activist-oriented." They offer a wide variety of services for the neighborhood, including a bilingual daycare, an alternative high school, HIV/AIDS awareness and prevention classes, diabetes and nutrition classes and physical activity classes. They have a very strong presence in the neighborhood, and they are helping to serve the greater goal of Humboldt Park: to preserve cultural identity and fight gentrification.

In a meeting in the community with PRCC, we discussed the growing health problems of the community. PRCC has been working to combat sky-rocketing rates of diabetes and obesity among the community residents. They do this by offering cooking classes to make traditional cultural meals healthier, exercise classes and health services. However, one problem inhibiting their efforts is a lack of information available on where healthy foods can be purchased and where medical care services can be given. This challenge is something PRCC would like to address, and has enlisted us to help. GIS is a great tool that can be used to close this information gap. A map is the perfect solution to visually show community members where they can get fresh, healthy produce and where they can receive medical services.

Therefore, we will be helping PRCC create a tool for residents to be able to see places where fresh produce is available and places where medical services are offered. This will be in the form of a Google map. Each venue will be represented by a point, which will contain information and store hours.

After our meeting with Alejandro, we decided that our primary method of communication will be through email and Google doc sharing. We will also go to the Center on occasion when we need to be there in person. For example, we may go to take pictures of the locations we are mapping. We will follow the project deadlines given by the class instructor, and all assignments will be shown to Alejandro through Google docs.

2. Literature review

Our client expressed his desire for us to use a Google map as the end result to display our work through. He is looking for something that is user friendly, easily accessible and easy to maintain. Google Maps has the perfect tools for these outcomes. According to GIM International, "Google's mission is to make maps and geographical information more accessible to the general public. All we are doing is giving people access to information that already exists." This is the exact goal of our project. We are seeking to make information about the location of

fresh produce and health services readily available to the residents of Humboldt Park. With this information, the community will be able to make healthier choices for themselves.

With our project, we are hoping to use a Google map to increase knowledge of locations of easily accessible stores with healthy, fresh produce. Research shows that with increasing suburbanization, neighborhoods with lower socioeconomic status do not attract big food markets, and therefore these communities are left without easy access to fresh groceries (Larson, 1). This lack of fresh produce means that the community is left without a healthy diet, which can lead to a host of health problems. In Humboldt Park, the rate of diabetes is nearly twice the national average. This community is in need of access to fresh, healthy food. The Puerto Rican Cultural Center recognizes this need, and has asked us to help by mapping the locations fresh food can be found.

In the study previously mentioned, the researchers mapped grocery stores in a low-income London neighborhood. They first plotted out in GIS software, all grocery stores they could find by using telephone directories, maps, retailer websites and site visits (4). Then, using the community as the reference point, they determined accessibility to each store by foot and by public transportation. Finding the locations of every store may prove to be a hurdle in our project. The sources this author used to find his/her data will prove to be helpful in our project. It is also very interesting to see that food deserts are not solely a problem in Chicago or the United States, but can also be found abroad.

One important term that we must define in our project is accessible. Accessibility can be defined as location, cost or distance to the point. We will focus on geographical accessibility. This refers to, "the ease with which a given area can reach services and facilities" (Apparicio, 2). According to this article, an accessible distance is 500m walking distance. We will focus on distance and or travel time from the Humboldt Park community. The author also provides five common measures of accessibility: distance to closest service, number of services within n miles or minutes, the mean distance to all services, the mean distance to n closest services and the gravity model. We will have to determine which measurement is best for our specific project. This is something we will consult with Alejandro about to be sure we are using the measurement he desires.

3. Goals

Our group will examine food deserts in Humboldt Park and their impact on the community. From this project we plan to delineate food deserts by creating a Goggle Map of the locations of food venues that sell fresh produce. We also plan on including locations where health care services can be provided. Mapping the location of fresh produce venues and health care services will help contribute to *Block By Block*, a greater Humboldt Park community campaign against diabetes, and *CO-OP* (Community Organizing for Obesity Prevention). The Google Map will be user friendly and available to the entire Humboldt Park community. The map will also include all three Puerto Rican Cultural Center locations.

General questions we plan to answer are:

- Where can community members receive medical health services?
- Where can people purchase fresh produce in the Humboldt Park area?

4. Objectives

As mentioned above, the two main goals we have in working in conjunction with the PRCC are the mapping of sources of fresh produce/healthy food as well as places people can seek medical assistance. These goals offer a set of challenges and need to be broken down into manageable parts in order to be met.

The first objective we need to carry out deals with finding locations of stores and health centers. We need to talk to Alejandro about research that has already been done that we can use, as well as establish criteria for places that the PRCC wants included on the map. This amounts to understanding exactly the kinds of places we need to place on our map.

The next objective we need to work on is finding detailed hours for each of the places that we are going to put up on the map. This information is vital and we need to have all of the hours of operation for each of our points on the map.

The third objective we need to work on is figuring out any other information we need to include in our location on the map. Do we need to include a picture of the store? A link to its website if it has one? This amounts to figuring out what exactly needs to be on the interface of the map.

The last objective that we need to carry out is figuring out the location of these sites and entering them correctly onto Google maps.

5. Information Products

We will be creating a webpage using Google Maps, which will show all the food venues that sell fresh produce as well as locations that provide various health services. Each venue will be plotted on the map so users can determine how close they are to fresh produce and the health services. It is also a tool that the Puerto Rican Cultural Center can use to determine exactly which areas are food deserts.

System Requirements

1. Introduction

The next step to reach our goals and objectives is to determine the system requirements of the client. Our main goal is to create a map to assist the community residents of Humboldt Park in finding fresh produce vendors and health care service providers, which will help combat alarming rates of obesity and diabetes in the area. Our objectives to reach this goal are: determine the locations of these facilities, determine hours of operation for each location, communicating with the client on other relevant information to be included and enter all of this information into a consolidated Google Map.

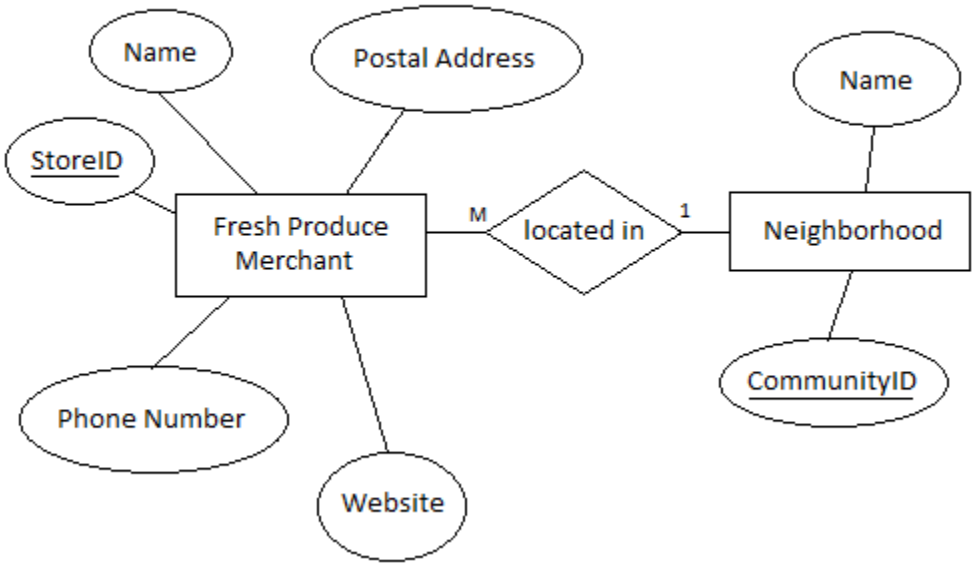
We determined that the questions we are trying to answer are: what are the locations of food merchants, what are the locations of health centers and which parts of Humboldt Park are considered food deserts? We are defining a food desert as being a location that does not have a grocery store or other fresh produce vendor within 500 meters of walking distance, as defined in our literature review. We contemplated adding a need to know question about demographics of Humboldt Park, however we decided to omit this step. We chose to do this because Humboldt Park is a well known Puerto Rican and African American concentrated neighborhood. The Puerto Rican Cultural Center is well aware of the demographic composition of their community, and it is something that they are trying to preserve. Therefore, demographics and race are irrelevant to the questions we are answering and the map we are making.

2. Data requirements

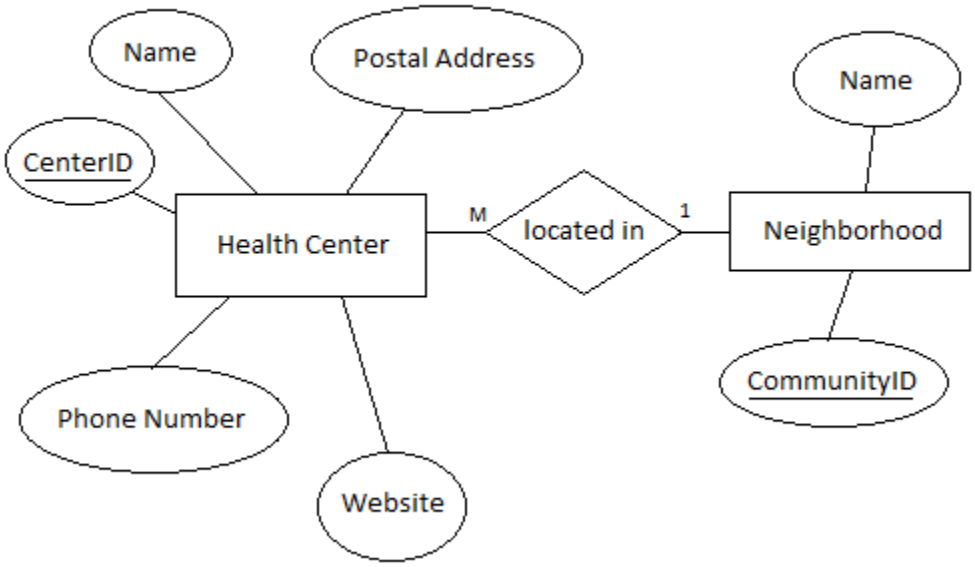
Need-to-know Question

1. What is the location of food merchants in Humboldt Park?
2. What is the location of health centers in Humboldt Park?
3. Which parts of Humboldt Park are considered a food desert (defined as not within 500 meters, walking distance of a grocery store)?

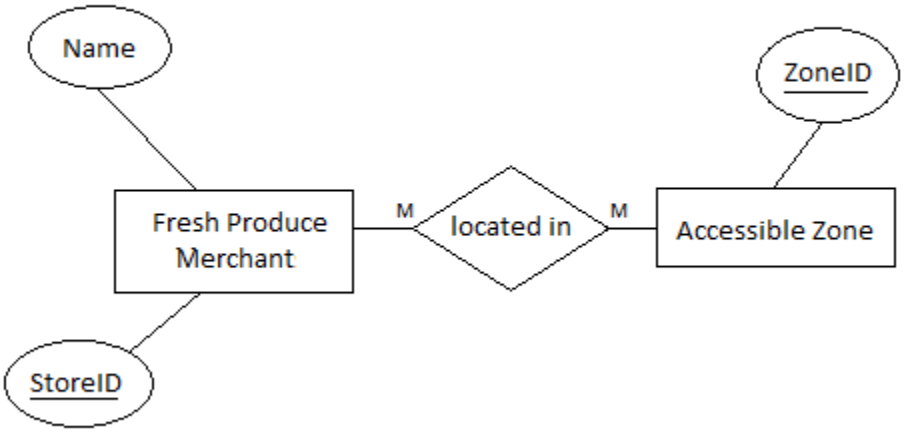
What is the location of fresh produce merchants in Humboldt Park?



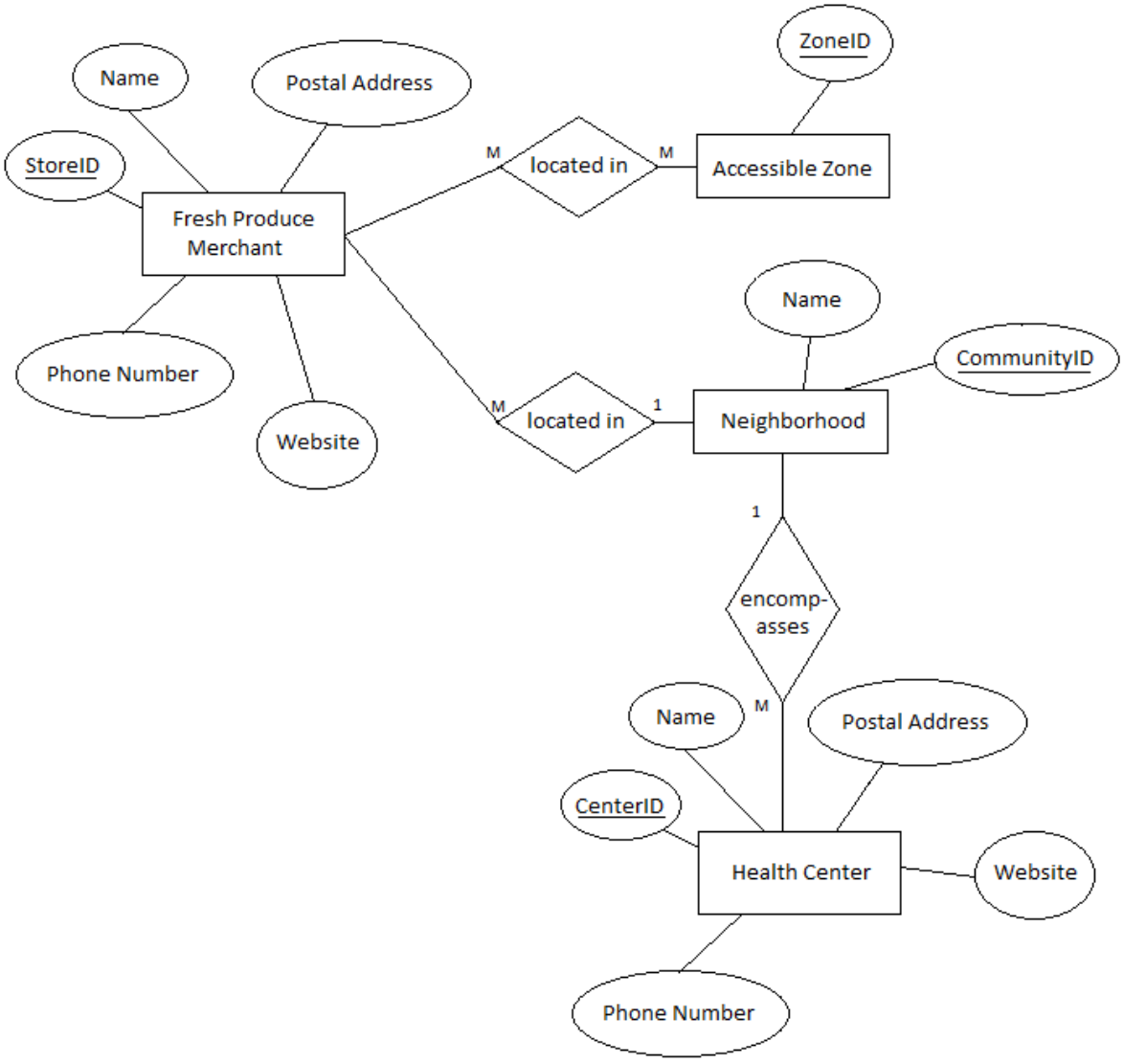
What is the location of health centers in Humboldt Park?



Which areas in Humboldt Park are considered Food Deserts?



Combined Entity-Relationship Diagram



3. Processing requirements

What is the location of food merchants in Humboldt Park?

- Collect food merchant locations data using GPS (map unit-Latitude and Longitude in Degree Minute Second, Datum- WGS84)
- Create KML file (proprietary file format for Google Earth) from Latitude/Longitude values including appropriate information: Name, Postal Address, Phone Number, Website
- Display waypoints in Google Earth

What is the location of health centers in Humboldt Park?

- Collect health center locations data using GPS (map unit-Latitude and Longitude in Degree Minute Second, Datum- WGS84)
- Create KML file (proprietary file format for Google Earth) from Latitude/Longitude values including appropriate information: Name, Postal Address, Phone Number, Website
- Display waypoints in Google Earth

Which areas in Humboldt Part are considered food deserts?

- Plot locations of fresh produce into map
- Use food merchant data to create a buffer with a 500m radius around fresh produce points

Data Acquisition

1. Introduction

Our goal is to determine the location of food deserts as well as to determine the location of health centers in Chicago's Humboldt Park neighborhood, defined as the space between Bloomingdale Avenue, Western Avenue, Chicago Avenue, and Kedzie Avenue. In order to accomplish this goal, we plan on taking the data collected by the previous group (which includes food merchant location and availability of fresh produce) and updating any inaccurate information. We then plan on adding a layer for health centers in Humboldt Park, which will display the accessibility of medical care.

We first discuss our data dictionary. We will have two data sets: health centers and food merchants. We then discuss the appropriateness of our resolution, our level of accuracy, the data completeness level, the local consistency of the data, how current the data is, and the limitations of the data. Finally, we discuss our data acquisition constraints.

2. Data Dictionary

DATA SET NAME: Health Centers

File Name: Health Centers

Description: Data of local health centers in the area confined by Kedzie Ave., Bloomingdale Ave., Western Ave., and Chicago Ave. Location information, hours and a picture are included.

Source: Google Maps

Processing Steps: 1) Input the data from Google Maps to a Google Earth compatible file format. 2) Attach the hours and contact information attributes of each health center to its apporopriate symbol.

Spatial Object Type: Point

Attributes:

Name of Facility
Postal Address
Phone Number
Website
Latitude: in decimal degree, WGS84
Longitude: in decimal degree, WGS84

Data Format: KML

DATA SET NAME: Fresh Produce Merchants

File Name: Food Merchants

Source: Google Maps

Processing Steps: 1) Input the data from Google Maps to a Google Earth compatible file format. 2) Attach the hours and contact information attributes of each fresh produce location to its appropriate symbol.
Spatial Object Type: Point
Attributes:
Name of Facility
Postal Address
Phone Number
Website
Latitude: in decimal degree, WGS84
Longitude: in decimal degree, WGS84
Data Format: KML

3. Fitness for Use

- Is the scale or **resolution** appropriate?

Yes, the scale or resolution is appropriate. Food desserts and access to health facilities can be a national and/or global geographic problem but because our group is just focusing on the Humboldt Park neighborhood in Chicago, the geographic problem is at a very detailed, local scale.

- Is the **accuracy** what you or your client had hoped for?

Yes, the accuracy is what our client and we had hoped for. Because we are collecting our data using Google Maps and existing data collected using GPS from a prior class, we can provide a high level of positional accuracy for both Health Centers and Fresh Produce. Also, our data will be input to a Google Earth file format making it more suitable to achieve the desired accuracy. However, our data is limited in accuracy because the data on Google maps is not subject to any authoritative accuracy checks.

- Is the data **complete**?

The previously collected data on fresh produce merchants was incomplete given the new requirements by our client. Attributes (description, hours, and contact information) had to be added to the existing data. The data we collected on health facilities using GIS and/or Google Maps has both attribute and spatial completeness.

- Is the data logically **consistent**?

Yes. The Health Centers and Fresh Produce data is logically and spatially consistent. The new data is being collected from Google Maps and, along with the existing data, is being created into a KML file. We can be sure that the data is compatible and consistent with Google Earth because KML files are a proprietary file format for Google Earth.

- Is the data **current**?

Yes. The existing data on fresh produce merchants has been updated and the newly collected data on health centers is current. The data we are using from Google is limited because there is no authoritative figure that is ensuring that the data is current.

- What are the **limitations** of using the particular data set?

The limitations of our data stem from the fact that the data is uploaded by users, not an authoritative source. While many people regard Google information as accurate and true, it is possible that there may be errors in the data. There could be potential errors with currency, consistency and completeness.

4. Data Acquisition Constraints

- What data were you unable to acquire that would have been useful for your project?

The only data we were unable to acquire was in-depth racial and economic data about the exact area we were working with. This would have allowed us to connect our findings to a wider theoretical framework. But from our understanding of what was asked of us, our primary goal is to make food merchant and health center locations available and accessible to the community online so this is a secondary objective. It would have been useful, but purely from an academic point of view.

- How did data acquisition constraints influence the objectives or direction of your project?

Data constraints weren't too much of an issue in shaping our objectives and direction of our project. We were asked to make certain information accessible and this information is fairly easily to obtain because the group before us gathered some of it and some of it is already listed on the Internet. But if we had to gather all of this data ourselves it might have constrained us down to smaller area due to the amount of time, walking, and recording of information we would have had to do.

Data Analysis and Visualization

1. Introduction

This section describes how we took simple data and transformed it into the resulting information product we ended up with. It will present the steps we took in order to synthesize the data to create valuable information. This is important because much more knowledge can be gained from information that is cleverly put together than raw data tables. Everybody has the technological tools to collect raw data, but the most vital step in any data driven project is an analysis of the data to make it understandable conceptually as well as spatially. Guiding our transformation from data to information are our need-to-know- questions.

Need-to-know Questions

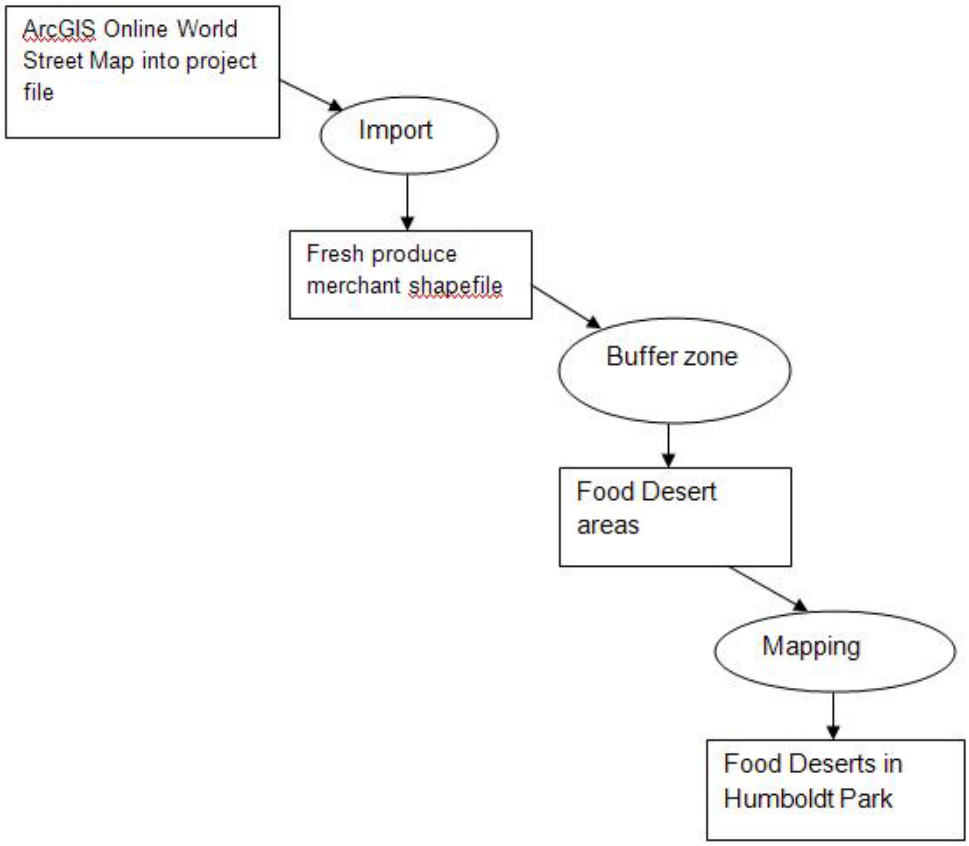
1.) What is the location of food merchants in Humboldt Park?
2.) What is the location of health centers in Humboldt Park?
3.) Which parts of Humboldt Park are considered a food desert (defined as not within 500 meters, walking distance of a grocery store)?

In answering the first two of our questions we will be dealing with GPS point data, then geocoding it and finally exporting it as a KML file. This allows our individual locations to be spatially arranged to create a nice overall visual representation of the services offered in Humboldt Park.

In order to determine the location of health centers, we will use Google Maps and other resources to find the locations we need. We will then plot those locations on a map in Google Maps, and save them to the online map we created called “Health Centers in Humboldt Park.”

The same process will be done with the food merchants providing fresh produce and once all of the appropriate locations are determined and inserted into the online map, we will export them to a KML file. Once our final KML file is created, we will send the file to Alejandro. He will be able to upload this to his website, and have users open it in the Google Maps interface (or Google Earth, if they choose).

The third question presented us with a few more challenges because we had to first decide what a food desert really was. As mentioned above we are using a radius of 500 meters walking distance. So we entered our point data into GIS, and proceeded to create a buffer zone around each point. A diagram of our steps can be seen below.


ArcGIS Online World Street Map into project file
Import
Fresh produce merchant shapefile
Buffer zone
Food Desert areas
Mapping
Food Deserts in Humboldt Park

We are creating our map with the main goal of helping the residents of the Humboldt Park community area access businesses that sell healthy food as well as healthcare facilities. We are doing this by using existing data that can be converted into a KML file, which can be easily accessed through Google Earth and Google Maps. This file format is extremely intuitive and functional for people of all technological skill levels. Since our client is looking for maps than can be use by the community it is essential that they provide the information our client requested, but do so in a user-friendly manner. The work we are doing is not academic but publicly informative so that changes our visuals. We have to straddle the same line that newspaper journalists face in providing the public with in depth coverage but providing it at a level that makes comprehension universal for everyone.

Our maps comply with all six cartographic rules.

1) **Map Projection**- On Google Earth, there is no projection because it is a globe. However, when the user views it on Google Maps, the program is using a variant of the Mercator projection.

2) **Map Symbols-**We are using two different symbols to represent health care facilities and fresh produce vendors. The health care facilities will be represented by a red plus sign that typically signifies health care or hospitals. The fresh produce vendors will be represented by grocery cart icon. Both of these are intuitive and can be easily understood.

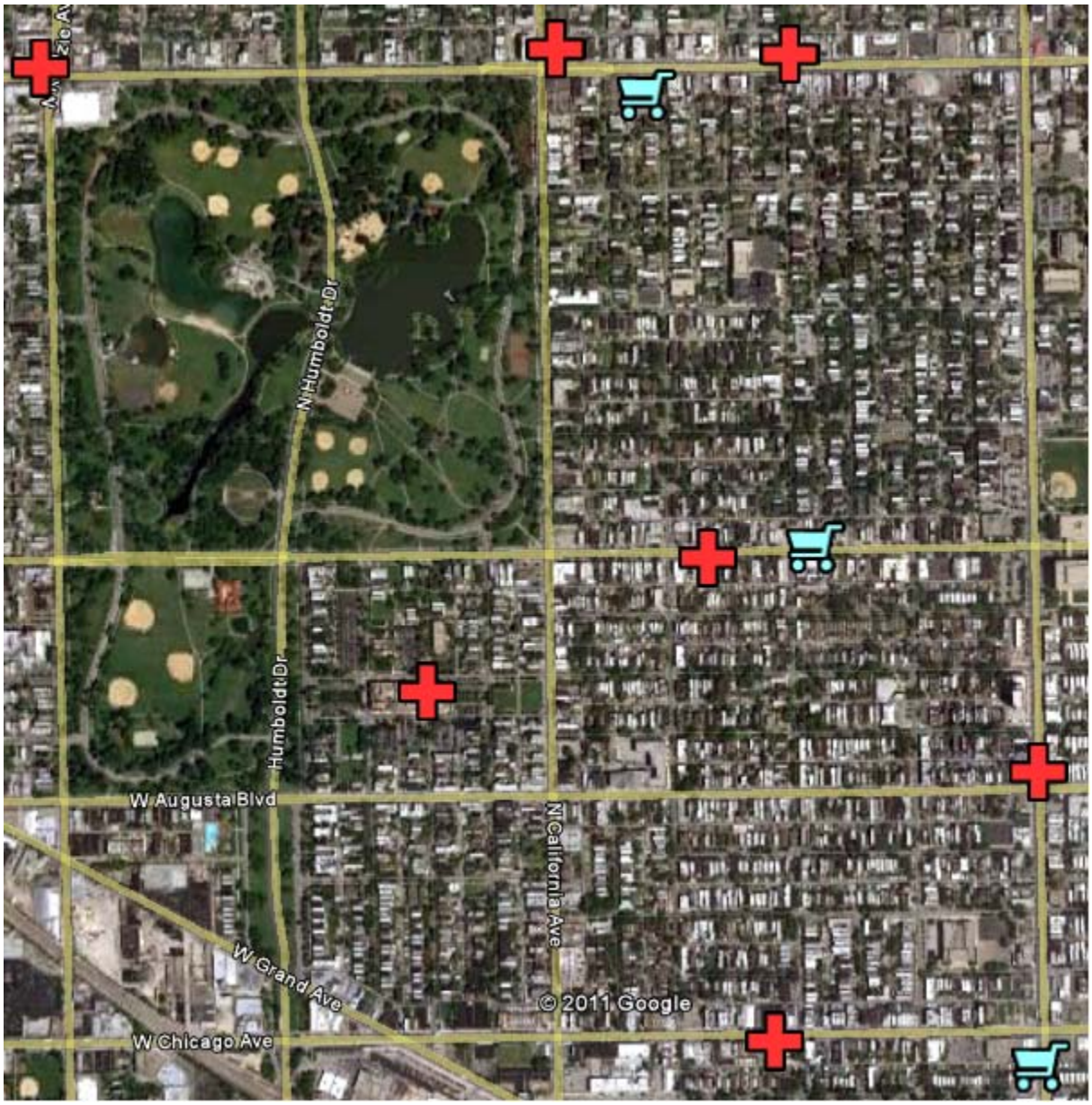
3) **Map Types**-We have chosen to use a thematic map, specifically a point map, because it best represents our data. We are simply trying to show location and relative distance to the user, so this type of map is most appropriate.

4&5) **Data classification/Normalization-**Neither data classification nor normalization applies to our data, because we are using KML files in existing Google programs.

6) **Map elements-**Lastly, the map will be focused on the symbols because they are the main emphasis in our map. Both Google Maps and Earth contain necessary elements of maps, including north arrow, zoom and title. Underneath the title on the left hand title is a legend, which contains information about each point. Google Maps/Earth has a ruler tool with allows users to figure out the distances between two points on the map, as well as transportation options. These features make our data more useful because while looking at our points on the map people can simultaneously calculate distances and figure out transportation.

Results

Below is a screenshot of the Google Earth showing our finished KML file.



The map above shows ten different waypoints, three of which are healthy produce options, and seven of which are health centers in Humboldt Park. The food stores with produce are shown with a shopping cart symbol and the health centers are represented by a red cross. Listed below are the ten points on the map.

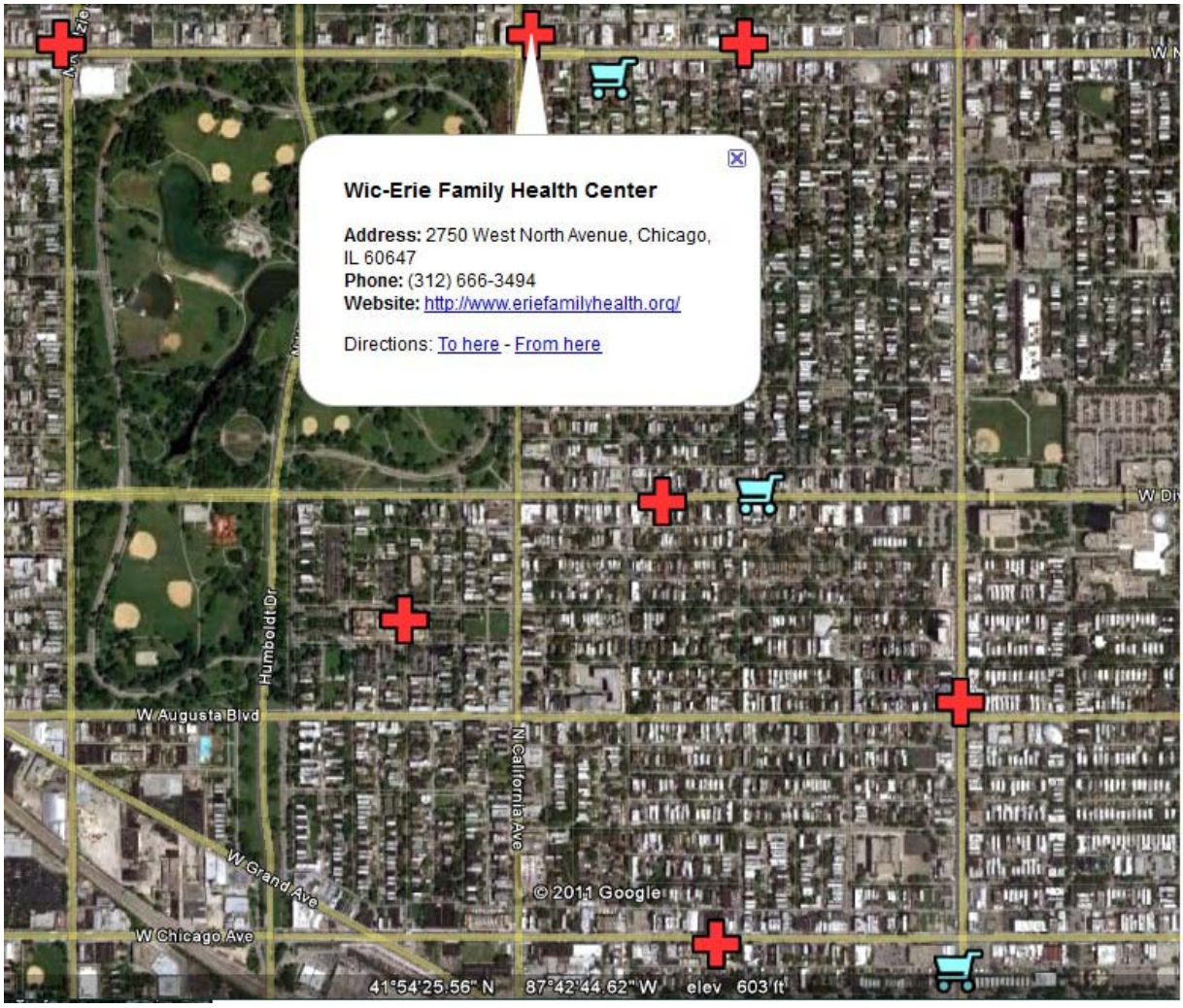
Healthy Produce options in Humboldt Park

1. Cermak Produce
2. Super Mercado Fruteria
3. Farmer's Pride Produce

Health Centers in Humboldt Park

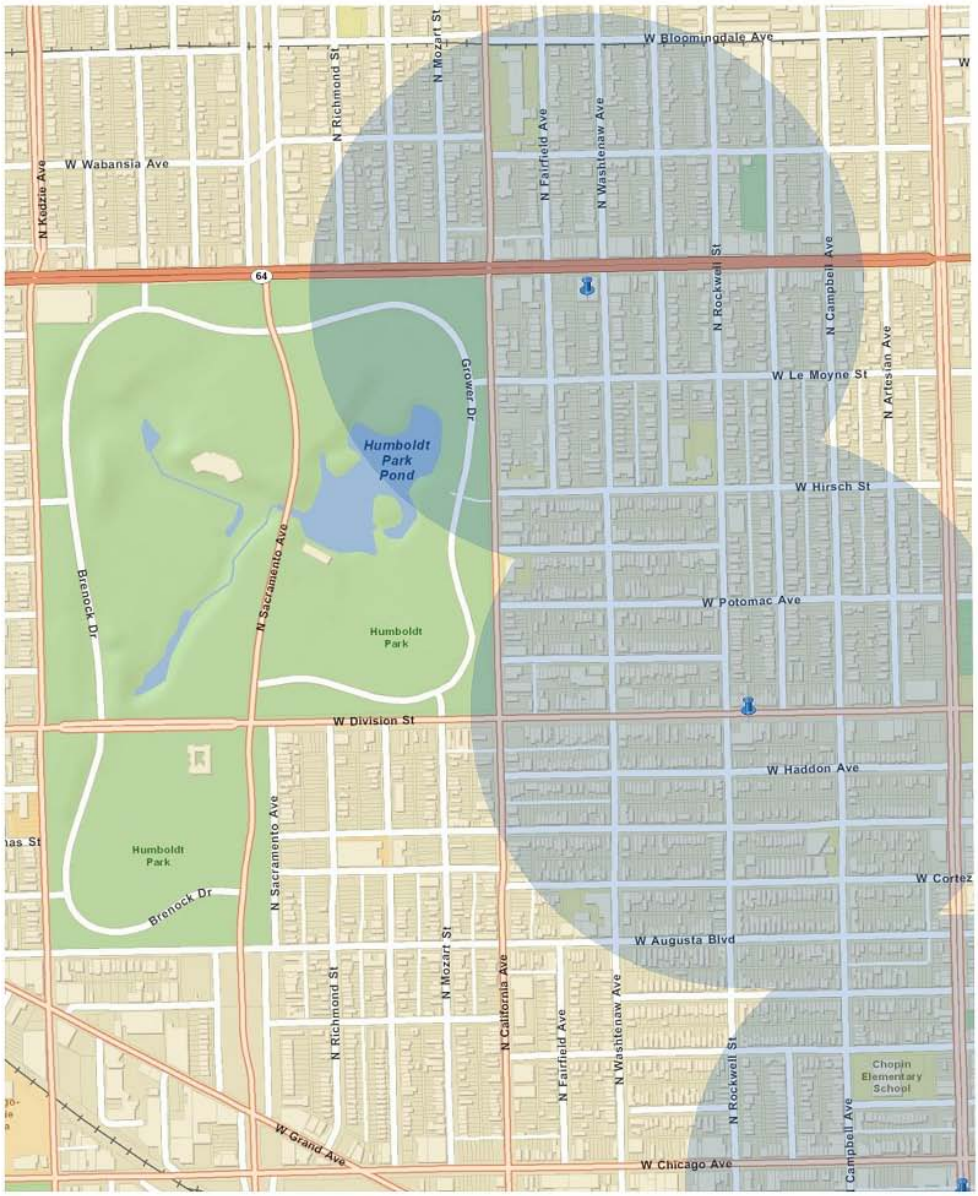
1. Community Health Clinic
2. Mt. Carmel Medical Center
3. Norwegian - American Hospital
4. Humboldt Park Family Health Center
5. San Pablo Medical Center
6. Cristo Rey Family Health Center
7. Wic-Erie Family Health Center

If people want to find out more information about one of the points on the map all they have to is simple click on it with their mouse and a box appears with the address, phone number and website of the place of interest. This is illustrated in the screenshot below which shows what would happen if someone were to click on the Wic-Erie Family Health Center. All the vital information is right there, and since the points appear on a map people can easily see which options are closer to their location.



The map seen below was created to try and figure out if any parts our study area qualifies to be called food deserts. Below are the three locations with fresh produce symbolized with a blue thumbtack. The blue circles around the three points are 500 meter buffer zones. This means that people living in the blue circle have access to fresh produce but the people living outside circles are living in a food desert. As seen on the map well over half of the area is a food desert which makes this a pretty significant problem to the community. This was the most surprising thing that our data analysis revealed.

Locations with Accessible Fresh Produce in Humboldt Park



Legend

Fresh Produce

Walkable to Fresh Produce

0 160 320 640 Meters

Summary, Conclusions and Recommendations

1. Introduction

Our group created two maps to assist the health awareness efforts of the Puerto Rican Cultural Center. The first is a map that can be accessed in Google Maps or Google earth. It shows the locations of all health centers and fresh produce vendors within the location determined by PRCC. The second is a map created in ArcMap, which shows which parts of the neighborhood have access within a reasonable distance (500m) to fresh produce.

2. Conclusions

Our maps were able to successfully answer the questions posed by the client. We were able to determine the locations of nearby health care services and fresh produce vendors. This is critical in helping raise standards of health in the Humboldt Park area, which is plagued with diseases related to an unhealthy lifestyle. The two maps we created were ultimately the best for this purpose. The Google map is effective because it is user friendly and accomplishes the goal of allowing community residents to access the map in order to make healthier decisions. The map created in ArcMap was also successful because with a buffer, it enabled viewers to see which areas have reasonable access to fresh produce.

3. Recommendations

Next, we believe that it would be beneficial to add more information to this map. Additional information could include store hours, picture, link to website and travel directions. The locations of these places also need to be verified, since our data was not subjected to any authoritative checks through Google. The maps that we created are both good starting points; however, they can both be expanded from there.

Appendix A

KML code.

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                        <scale>0</scale>
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                        <b>Phone:</b> (773) 227-1333
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                <b>Website:</b> http://www.communityhealth.org/
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