

Evaluating Community Access to and Use of Local Data

MPACH Scholarship Engagement Series
October 16, 2024

Laura McKieran, DrPH

Community Information Now



- Nonprofit local data intermediary based in San Antonio (Bexar County), Texas
- We democratize data: make it accessible and easy to understand so that it can be used to benefit the community
- Staffed through partnership with the UTHealth Houston School of Public Health (San Antonio)
- San Antonio partner in the National Neighborhood Indicators Partnership
- CINow.info



The team



Laura McKieran, DrPH

Executive Director



Jeremy Pyne, MPA

Project Manager



Danequa Forrest, PhD

Research Coordinator III



Jeanette Parra

Training Specialist II



Natalia Rodriguez, MPH

Research Coordinator II



Cristina Martinez, MPH

Research Coordinator III (former)

Activities and Key Outputs

Obj. 1. facilitate community stakeholder access to and utilization of integrated community-level SDOH and health data

- Activity 1:* development and testing of super-neighborhoods
- Activity 2:* platform development through user-centered design
- Activity 3:* SDOH/health dataset acquisition, processing, and integration
- Activity 4:* platform development and testing

Outputs: super-neighborhoods to enable disaggregation by race/ethnicity and place; platform usable by basic and advanced users; integrated SDOH and health data by census tract, super-neighborhood, ZIP code, county

Obj. 2. increase community stakeholder skill and capacity to use and apply that data to address health disparities among racial and ethnic minority populations

- Activity 5:* outreach to potential data users working to decrease health and SDOH disparities
- Activity 6:* training and other supports to help community stakeholders use the data

Outputs: robust outreach contact database; materials and messages motivating platform and data use; in-person and virtual trainings; video tutorials; guides and tip sheets

Outcomes and Impacts

Short-term

The community has greater **access to trustworthy data** about area neighborhoods and groups of people

The community better **understands data's value and availability**

The community has stronger **knowledge, skills, and capacity to use data effectively**

Intermediate

The community **understands local conditions, needs and assets, and disparities and inequity** among neighborhoods and groups of people

Community **decisions and actions are informed by data**, including allocating resources, addressing problems and opportunities, setting policy, measuring and improving performance, and coordinating and collaborating

Long-term

Local communities, people, and neighborhoods thrive

3-yr project through US DHHS Office of Minority Health:

Increasing Community Access to and Use of Social Determinants of Health Data through Local Data Intermediary in Bexar County, Texas

If-then mash-up:

- OMH's target objectives
- Our activities
- Our outcomes

Activities and Key Outputs

Obj. 1. facilitate community stakeholder access to and utilization of integrated community-level SDOH and health data

- Activity 1: development and testing of super-neighborhoods
- Activity 2: platform development through user-centered design
- Activity 3: SDOH/health dataset acquisition, processing, and integration
- Activity 4: platform development and testing
- Outputs: super-neighborhoods to enable disaggregation by race/ethnicity and place; platform usable by basic and advanced users; integrated SDOH and health data by census tract, super-neighborhood, ZIP code, county

Obj. 2. increase community stakeholder skill and capacity to use and apply that data to address health disparities among racial and ethnic minority populations

- Activity 5: outreach to potential data users working to decrease health and SDOH disparities
- Activity 6: training and other supports to help community stakeholders use the data
- Outputs: robust outreach contact database; materials and messages motivating platform and data use; in-person and virtual trainings; video tutorials; guides and tip sheets

easy lemon squeezy

Outcomes and Impacts

Short-term

Intermediate

Long-term

The community has greater access to trustworthy data about area neighborhoods and groups of people

The community understands local conditions, needs and assets, and disparities and inequity among neighborhoods and groups of people

The community better understands data's value and availability

Community decisions and actions are informed by data, including allocating resources, addressing problems and opportunities, setting policy, measuring and improving performance, and coordinating and collaborating

The community has stronger knowledge, skills, and capacity to use data effectively

hard hard hard lemonade



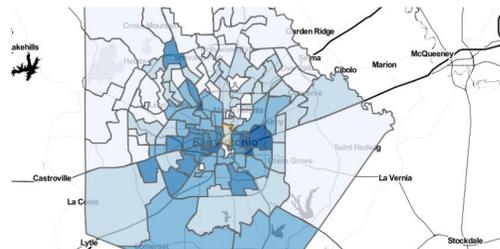
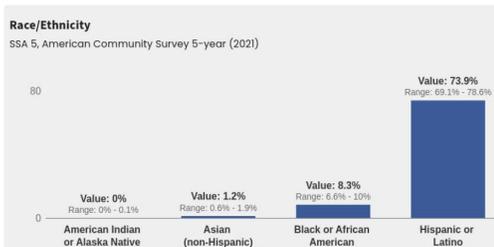
Today we'll focus only on short-term and intermediate outcomes

Powered by CI:Now

Connecting you to your community data

Welcome to Bexar Data Dive, we currently have three tools to help you explore, visualize, and interact with data in Bexar County.

OUR AVAILABLE TOOLS



Location	Year	Race/Ethnicity	Age
Bexar County	2020	All	All
Bexar County	2020	American Indian or Alaska Native	All
Bexar County	2020	Asian	All
Bexar County	2020	Black or African American	All
Bexar County	2020	Hispanic or Latino	All
Bexar County	2020	Native Hawaiian and Other Pacific Islander	All
Bexar County	2020	Other Race	All

My Community

The easiest way to **quickly get information** about demographics, housing, education and much more across communities in Bexar County.

[Learn More](#)

[GO](#)

Explore Data

A **deeper dive** into local data through interactive mapping, trend and comparison visualization tools.

[Learn More](#)

[GO](#)

Tables & Downloads

Access to **downloadable data** in a machine-readable spreadsheet format.

[Learn More](#)

[GO](#)

Built through a **User Centered Design** process

In **English and Spanish**

105+ indicators in eight issue areas

Compare & trend

Disaggregate by race/ethnicity, sex, age group, others

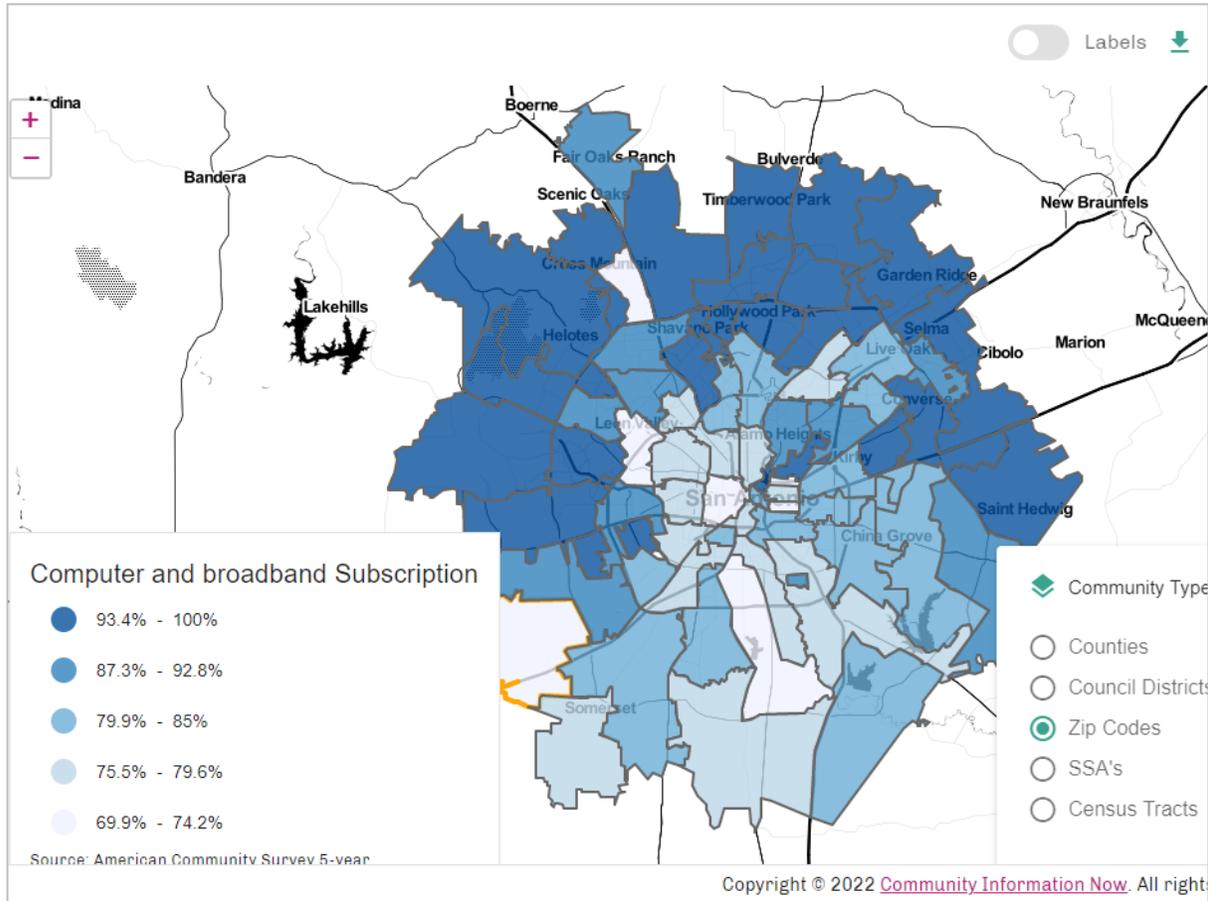
Multiple geographies

Custom area, census tract, SSA (cluster of tracts), ZIP, City of SA Council Districts, city, county

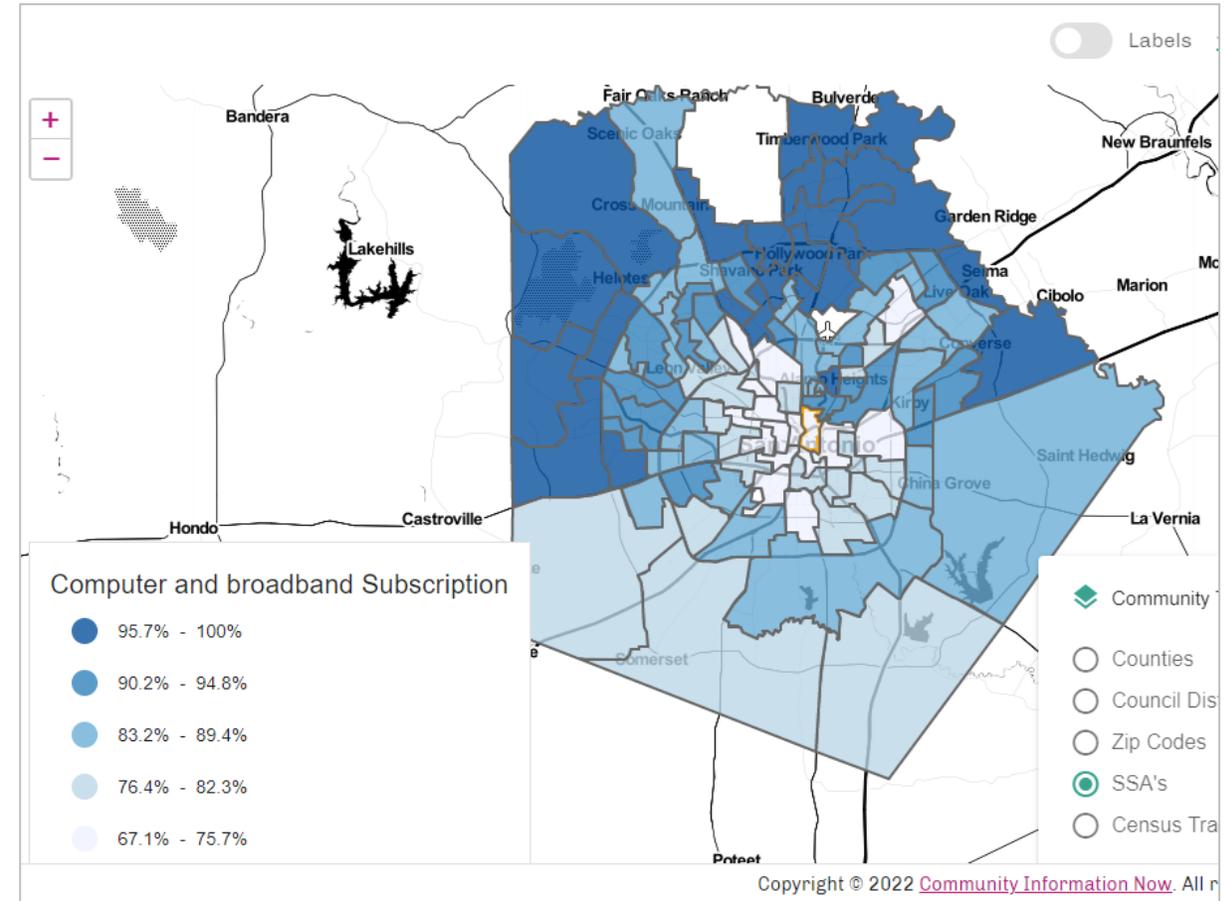
This project is supported by the Office of Minority Health of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$800,000 with 100 percent funded by OMH/OASH/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, OMH/OASH/HHS, or the U.S. Government. For more information, please visit www.minorityhealth.hhs.gov.

New geography: Statistical Small Areas (SSAs)

Computer & Broadband by ZIP Code Tabulation Area (ZCTA)



Computer & Broadband by Statistical Small Area (SSA)



This project is supported by the Office of Minority Health of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$750,000 with 100 percent funded by OMH/OASH/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, OMH/OASH/HHS, or the U.S. Government. For more information, please visit www.minorityhealth.hhs.gov.

Training and other user supports

Dive demos and training

- Public Health Camp
- UIW nurses' training
- Spurs SCLI

#GetData

Data literacy training

#TinyTutorials

60-75 second videos for social media

Video tutorials

3-minute tool videos

Tip sheets

CI:Now Community Information Now (CI:Now) 238 followers 5mo •

#GetData is a training geared to explore data at a basic level while discussing common data pitfalls, how to question data, and how to tell stories with it. CI:Now's goal is to make data accessible and help you understand it. So we help you not just get data, but also get data. (Get it? 😊)

Thank you to everyone who joined us for our data literacy training last week and big shout-outs to @TheNonprofitCouncil for helping us share the training and @MealsOnWheelsSanAntonio for hosting.

#GetData #DataLiteracy #DataForAll #NNIP #TheNonprofitCouncil #MealsOnWhe

#GET DATA

PRESENTED BY: **CI:Now**



UIW Nurse/Texas Vista Medical Center Orientation March 2, 2023

ZIPCODE: **78211**

		Under 5	5-17	18-34	35-64	65+
Age group (overall only)	BEXAR 78211	7%	18.5%	26.3%	36.1%	12.1%
		%	%	%	%	%

		All	American Indian or AK Native	Asian	Black or African American	Hispanic or Latino	NHPI	Other Race	Two or More Races	White (Not Hispanic or Latino)
Limited English proficiency	BEXAR 78211	11.5%	15%	30.2%	1.7%	16.6%	3.4%	19.8%	12.7%	1.8%
		%	%	%	%	%	%	%	%	%
Race/ethnicity	BEXAR 78211	NA	0.1%	2.9%	7%	60.5%	0.1%	0.2%	2%	27.1%
		NA	%	%	%	%	%	%	%	%

		Male	Female
Sex	BEXAR 78211	50.6%	49.4%
		%	%

		All
Speak Spanish at home	BEXAR 78211	34.8%
		%

Mixed methods and eight sources (so far)

Most sources and concepts we're assessing get at more than one short-term and/or intermediate outcome.

			Community stakeholders of all kinds...				
Measure or Information		Source	have access to data	know data is available	value data	can use data	do use data
Quantitative	Numbers of Dive users and visits by language and tool used	Google Analytics [excl. staff traffic]	●	●	●		
	Dive usefulness rating	One-question popup survey on Dive	●	●	●		
	Dive ease-of-navigation rating, esp. by self-reported skill	Post-training questionnaire	●	●			
	Training helpfulness rating	Post-training questionnaire		●			
	People report recognizing Dive	Annual Community Impact Survey		●	●		
	Likelihood of using Dive	Post-training questionnaire		●	●		
	Dive impact ranking	Annual Community Impact Survey				●	●
Mixed qual/quant	Likely uses of Dive	Post-training questionnaire					●
	Actual uses of Dive	Annual Community Impact Survey				●	●
	Open-ended comments	Annual Community Impact Survey, Annual Partner Satisfaction Survey, training/presentation attendee Qs/comments	●	●	●	●	●
	Mini-interview/conversation	Follow-up emails or calls after meeting people, to Impact Survey respondents, etc.	●	●	●	●	●
	Our experience helping a user	Help Desk request documentation	●	●	●		●

- How would you describe your data skill level?
 - Very good
 - Good
 - Fair
 - Poor
- How likely are you to use Bexar Data Dive?
 - Definitely would
 - Probably would
 - Probably wouldn't
 - Definitely wouldn't
- What would you use Bexar Data Dive for?
 - Grant writing
 - Reports
 - Evaluation
 - Other _____
 - Advocacy
 - Browsing
 - Research
- Please rate how easy it was to navigate Bexar Data Dive:
 - Very easy
 - Somewhat easy
 - Somewhat difficult
 - Very difficult
- Please rate how helpful the training was in helping you learn more about Bexar Data Dive and community data
 - Extremely helpful
 - Very helpful
 - Somewhat helpful
 - Not helpful
- Are you interested in future trainings?
 - Yes
 - No

If so, what topics are you interested in?

 - Data literacy
 - Data visualization
 - Other _____
 - Story telling with data
 - Grant writing

Post-training survey

in revision now, but this is the version used so far

Dive usefulness survey

Pops up on right of screen after 60 seconds
If rating is submitted, user gets 2nd question

Please rate how useful Data Dive was on this visit

Not useful Very useful

Thank you for your response! Would you be willing to help us learn how Data Dive and community data are being used? If so please [contact us](#)

CLOSE

Annual Community Impact Survey

First survey Dec. 2023. Went to 500 contacts; very low response but useful info. Will be revising tool and distribution method.

What type of organization are you associated with?

- University
- Nonprofit
- Grassroots
- Media
- Data provider
- Funder and capacity building
- General public
- Healthcare worker
- None
- Other:

What is your data skill level?

- Advanced
- Intermediate
- Beginner
- No Experience

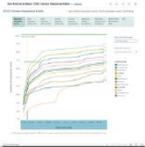
In what capacity or role do you use data?

- Advocacy
- Reporting
- Budgeting
- Program planning
- Evaluation
- Grant writing
- Research
- I don't use data
- Other:

Are you familiar with any of our recent online data tools?

Select all that apply.

All reports and infographics listed here include the links (click on the name or the image) so you can take a closer look, especially if they're new to you.

<input type="checkbox"/> <u>Bexar Data Dive</u> 	<input type="checkbox"/> <u>2020 Census Response Rates</u> 	<input type="checkbox"/> <u>ReadyKidSA Scorecard</u> 	<input type="checkbox"/> <u>Covid-19 and Health Disparities</u> 
<input type="checkbox"/> <u>Somos Neighbors</u> 	<input type="checkbox"/> <u>Viz-a-lyzer</u> 	<input type="checkbox"/> <u>ACS Sidekick</u> 	<input type="checkbox"/> <u>SAPD Police Budget Dashboard</u> 

Of our data tools that you are familiar with, please rank them in order of most to least impactful to your work -where the top represents most impactful, and the bottom is least impactful. To change the order, select the tool, then click the arrows to the left or right.

Bexar Data Dive

Somos Neighbors

2020 Census Response Rates

Viz-a-lyzer

ReadyKidSA Scorecard

ACS Sidekick

Covid-19 and Health Disparities

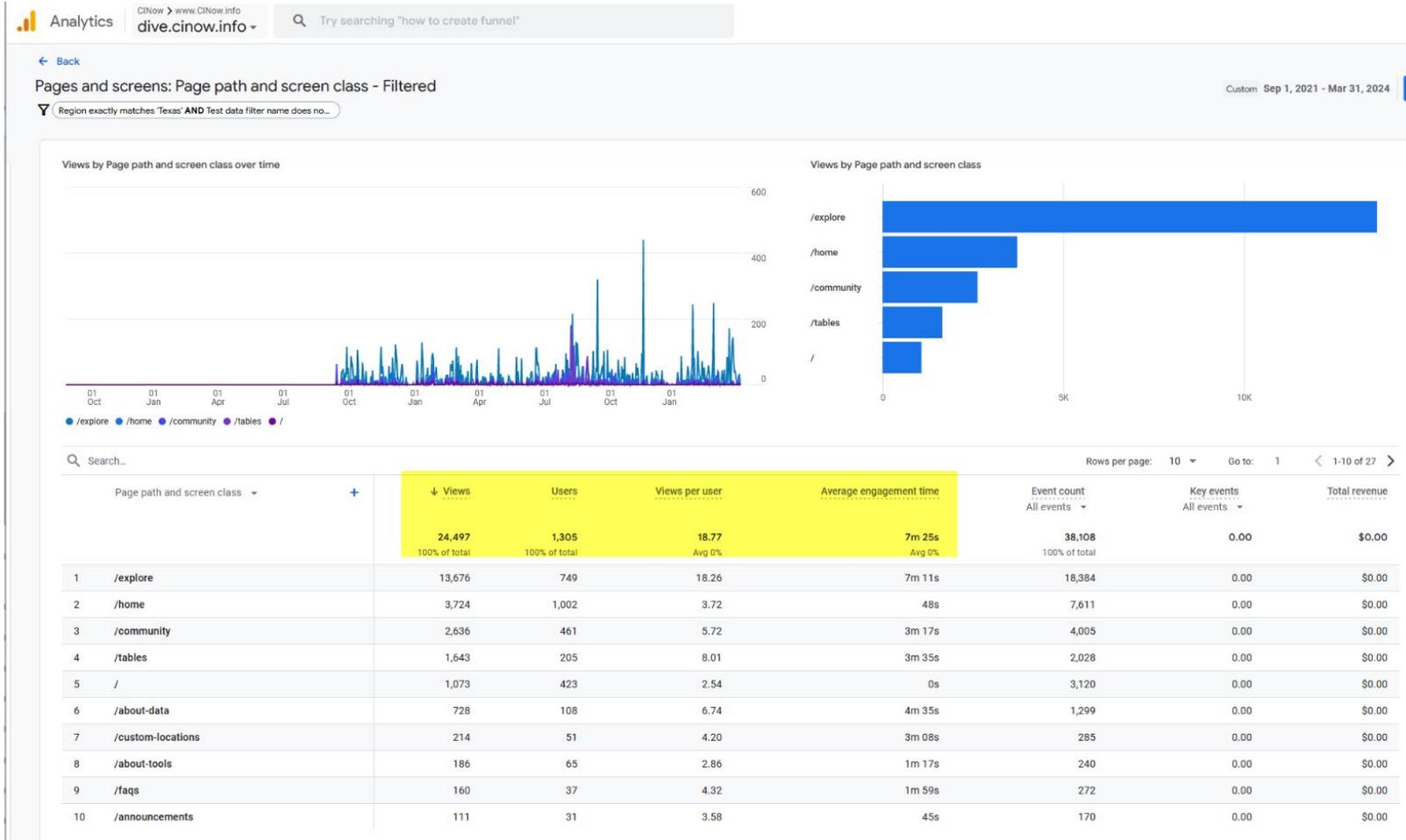
SAPD Police Budget Dashboard

The user sees only the data tools checked as "familiar" in the previous screen

Questions we haven't even begun to touch

- Do people actually understand the data they're using?
- Are they using data responsibly?
- Are they using data to positive effect? Are there unintended consequences?
- What difference have our Statistical Small Areas (SSAs) made, if any?
- Are people leaving our #GetData or Dive training with higher data literacy?
- Really anything by user demographics, use setting, goals
- Are decisions and actions informed by data really “better” by any measure than those not informed by data? How can we tell?

Some results so far



Texas traffic
(excluding internal)
since 9/2021 launch:

1,305 users
24,497 visits

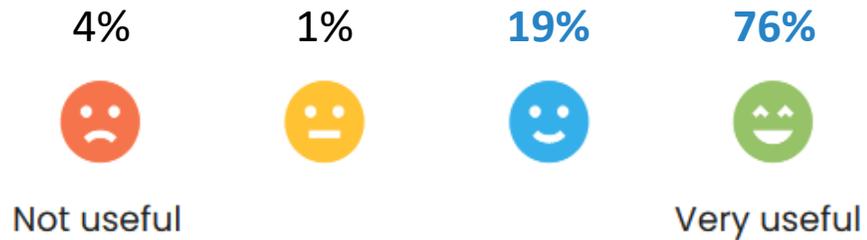
- Avg 8.5/day in 1st 15 mos.
- Avg 44.2/day in 2nd 15 mos.

Spanish site users
only 4% of total

Some results so far

95% of responses rate Dive very/somewhat useful
(n=83 from 3/1/23 to present)

Please rate how useful Dive was on this visit

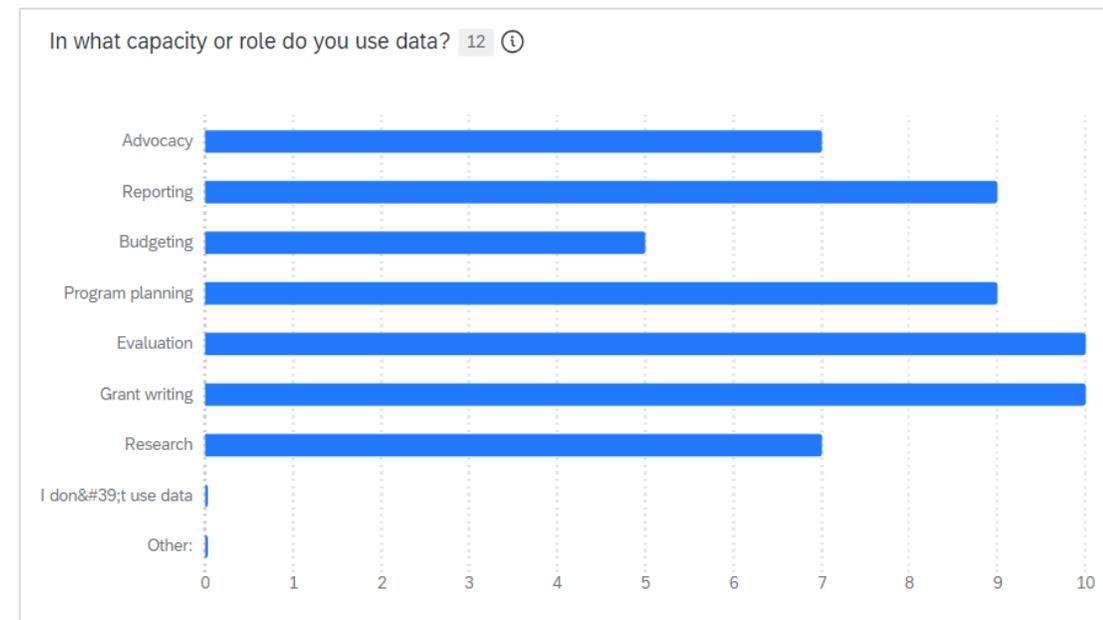


Training Participant Self-Reported Data Skills

	Very Good (n=10)	Good (n=28)	Fair (n=20)	Poor (n=3)	Total (n=61)
Dive ease of navigation					
Very easy	80%	82%	50%	67%	70%
Somewhat easy	10%	18%	50%	33%	28%
Somewhat difficult	0%	0%	0%	0%	0%
Very difficult	0%	0%	0%	0%	0%
No response	10%	0%	0%	0%	2%
Training helpfulness					
Extremely helpful	100%	75%	55%	100%	74%
Very helpful	0%	25%	45%	0%	26%
Somewhat helpful	0%	0%	0%	0%	0%
Not helpful	0%	0%	0%	0%	0%
No response	0%	0%	0%	0%	0%

The **2023 Community Impact Survey** was emailed from a work account to ~500 contacts in batches of ~20

- Abysmal response – 45 people started survey; only 13 answered ≥1 question
- Grant writing and evaluation were most common uses of data; least common was budgeting
- Most respondents knew about Data Dive



Dive ranked high on impact on respondents' work (six other online tools not shown here)

Data Tool	Avg Rank*	How have you used the following data tools?
Bexar Data Dive	1.67	<ul style="list-style-type: none"> • Strategic planning, grants, program planning • This is the tool I use most frequently for baseline research to guide what my next steps will be and where to dig deeper • To explore data on different metrics and compare geographies and demographics when available • Sought information on poverty rates by race/ethnicity • Review drug poisoning information
ACS Sidekick	3.00	<ul style="list-style-type: none"> • After the above, I go here to make comparisons and evaluate data further

* A lower average indicates higher ranking and greater impact

Dive use examples from “mini-interviews”

Stakeholder	Data Dive Use	In Their Words
Business leader	Considering converting a business facility into a community-serving space	<p>“If I send you the address can you help give some basic numbers on surrounding demographics?”</p> <p>CINow: “Dive now has a ‘custom area’ feature now, so I grabbed a set of census tracts that follow natural boundaries (see map) ... The data below is for this area, but it truly takes about 20 seconds to change the set of selected tracts, so please just let me know if you want something different.”</p> <p>“Magic... simply magic.”</p>
Health planner	Developing a health implementation strategy	<p>“I needed more context than what was in the Bexar CHNA. So, I basically found the indicator (or a proxy measure) in Data Dive to do a comparison. I also noted disparities, at a super high level.”</p>
Candidate for local elected office	Determining and communicating policy positions in campaign	<p>“So far I’ve used data from Bexar Data Dive for two blogs... And needless to say, I could not have written them without [it].”</p>
Nonprofit analyst and grant writer	Evaluating service delivery, designing programs, case-making	<p>“...it saves us tons of work. I don't know if I can quantify it because I have been using it for so long that I don't know what the alternative is anymore. ... I would say at least 8-10 hours per grant application.”</p>

Data use from partner survey (not Dive-specific)

- “CI:Now is often the **data source** behind most **decisions** in our community. They sometimes are so stealth that others don't know it's CI:Now's work”
- “Credible and thorough **data source**. Also, local knowledge is a benefit”
- “They are awesome! Provide you with the information you need to make good **decisions**.”

Storytelling

From cinow.info/ourimpact/

The screenshot shows the top navigation bar with links for Home, Find Data, Learn, About Us, and Announcements. Below the navigation is a search bar and a main heading: "OUR IMPACT IS LOCAL". Four key statistics are displayed in a row:

- 25+** years serving our community
- 96%** of our partners are "extremely likely" to recommend us
- 345** people trained since November 2022
- 8,392,784** data points, or records, in Bexar Data Dive

Below the statistics is a section titled "How Data Can Make a Difference in our Community". The text describes the impact of data on the community and provides two links to read more:

- [READ FULL STORY WRITTEN BY CRISTINA MARTINEZ – MAY 2024](#)
- [READ THE FIRST PART OF THIS STORY – FEB 2020](#)

The testimonial section is titled "Words From Our Partners" and features three quotes from partners and clients. Each quote is accompanied by a circular icon representing a person or group of people.

- Quote 1:** "CINow has sometimes not gotten the credit it deserves for data work it does on behalf of other entities." - "Extremely Likely" to recommend 2021
- Quote 2:** "They are awesome! Provide you with the information you need to make good decisions." - "Extremely Likely" to recommend 2021
- Quote 3:** "In our work together, CINow has been incredibly effective in moving the project forward and accomplishing project goals in the face of challenges. CINow is also an incredibly agile and responsive partner to work with. It has been a pleasure to work with the team and I would most definitely recommend CINow to any other local/regional organization needing data support." - "Extremely Likely" to recommend 2023

Below the testimonials is a section titled "What People are Saying" with three testimonials:

- Patricia Mejia:** Vice President of Inclusive Engagement, Spurs Sports & Entertainment. "Anytime I need to tell the story of San Antonio – the story of needs in San Antonio – the times I need to meet people where they are to bring them along – to expose them to how all of our prosperity is linked – I think and use CINow."
- Po-Chun Huang:** Special Research Associate, UTSA – IDSER/ Texas Demographic Center. "The visualization in the trend chart and comparison..."
- Taylor Ridge:** Assistant Director Public Health Informatics, Institute for Public Health – University Health. "Saved us probably 20 hours of work by having data in map-ready format via the Bexar data dive. Allows us to be self-sufficient for qualitative analysis in the future."

You're doing the hard work of changing our community for the better.

How can we help?

Questions?

Laura.C.McKieran@uth.tmc.edu



CINOW.INFO