

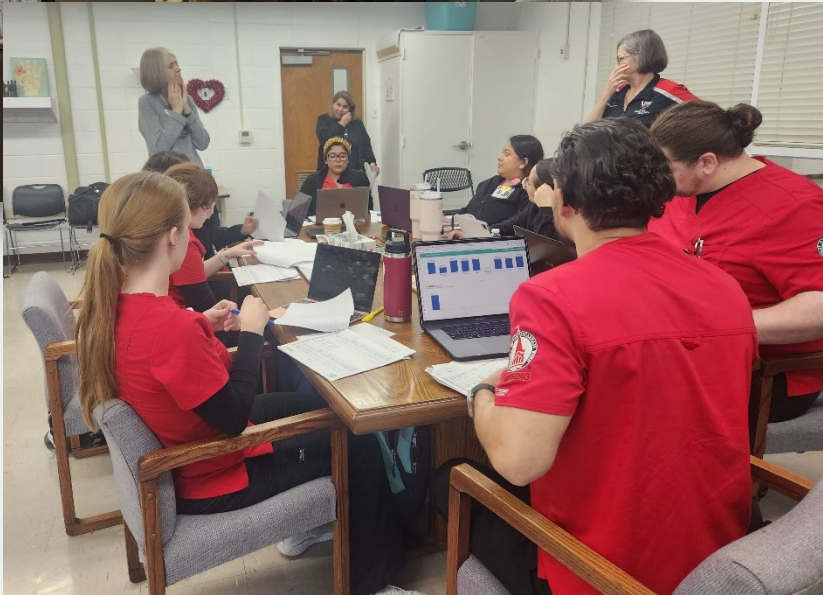
# Evaluating Community Access to and Use of Local Data

---

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
<p><b>Obj. 1. facilitate community stakeholder access to and utilization of integrated community-level SDOH and health data</b></p> <p><i>Activity 1: development and testing of super-neighborhoods</i></p> <p><i>Activity 2: platform development through user-centered design</i></p> <p><i>Activity 3: SDOH/health dataset acquisition, processing, and integration</i></p> <p><i>Activity 4: platform development and testing</i></p> <p><b>Outputs:</b> 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</p>
<p><b>Obj. 2. increase community stakeholder skill and capacity to use and apply that data to address health disparities among racial and ethnic minority populations</b></p> <p><i>Activity 5: outreach to potential data users working to decrease health and SDOH disparities</i></p> <p><i>Activity 6: training and other supports to help community stakeholders use the data</i></p> <p><b>Outputs:</b> robust outreach contact database; materials and messages motivating platform and data use; in-person and virtual trainings; video tutorials; guides and tip sheets</p>

Outcomes and Impacts		
Short-term	Intermediate	Long-term
<p>The community has greater <b>access to trustworthy data</b> about area neighborhoods and groups of people</p>	<p>The community <b>understands local conditions, needs and assets, and disparities and inequity</b> among neighborhoods and groups of people</p>	<p><b>Local communities, people, and neighborhoods thrive</b></p>
<p>The community better <b>understands data's value and availability</b></p>	<p>Community <b>decisions and actions are informed by data</b>, including allocating resources, addressing problems and opportunities, setting policy, measuring and improving performance, and coordinating and collaborating</p>	
<p>The community has stronger <b>knowledge, skills, and capacity to use data</b> effectively</p>		

### 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

## 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



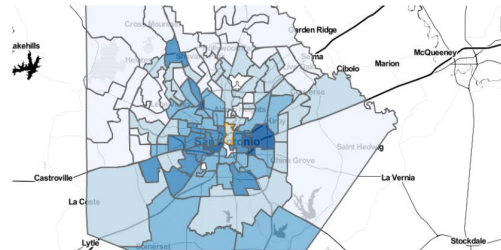
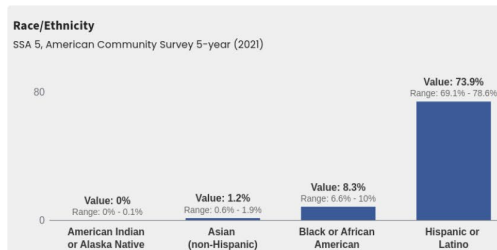
Today we'll focus only on short-term and intermediate outcomes

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**

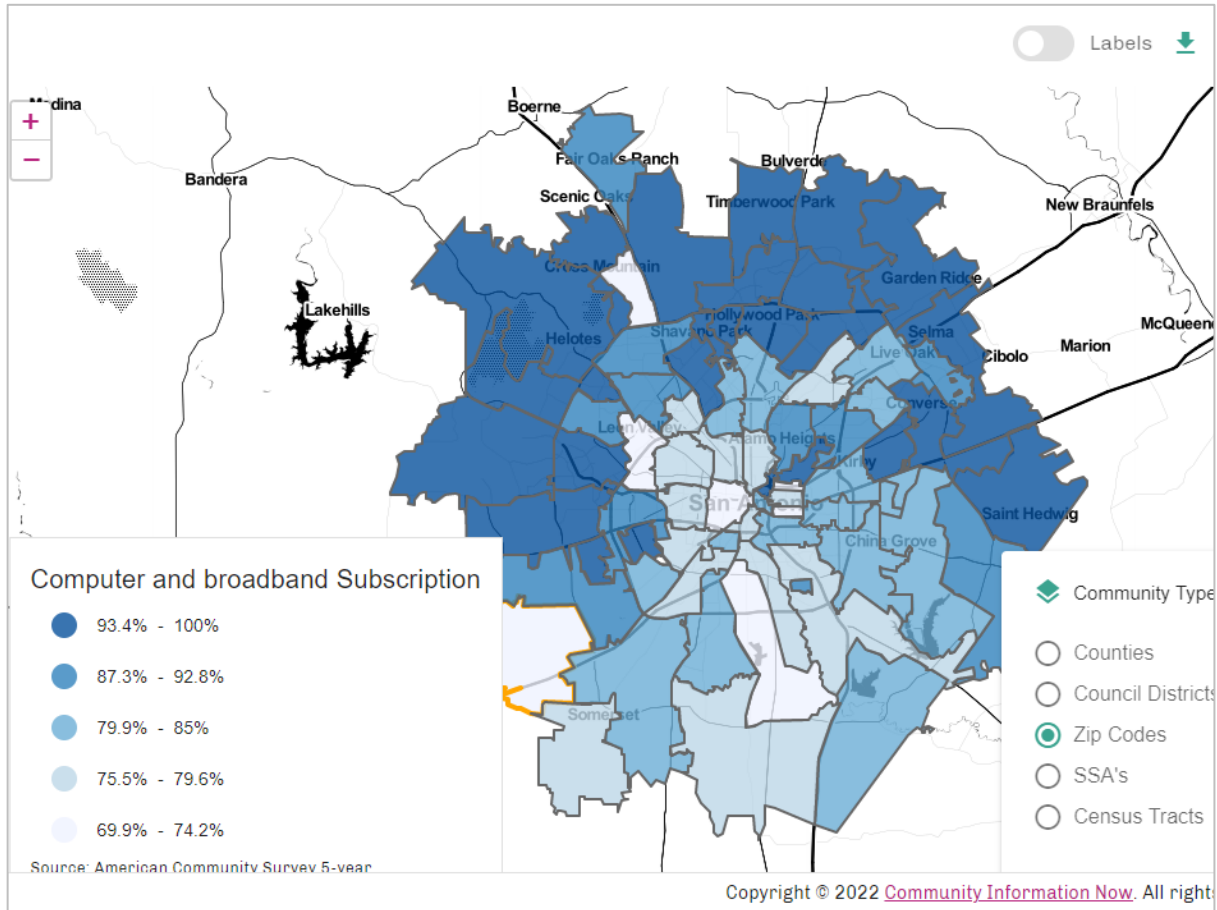
Custom area, census tract, SSA (cluster of tracts), ZIP, City of SA Council Districts, city, county

*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](http://www.minorityhealth.hhs.gov).*

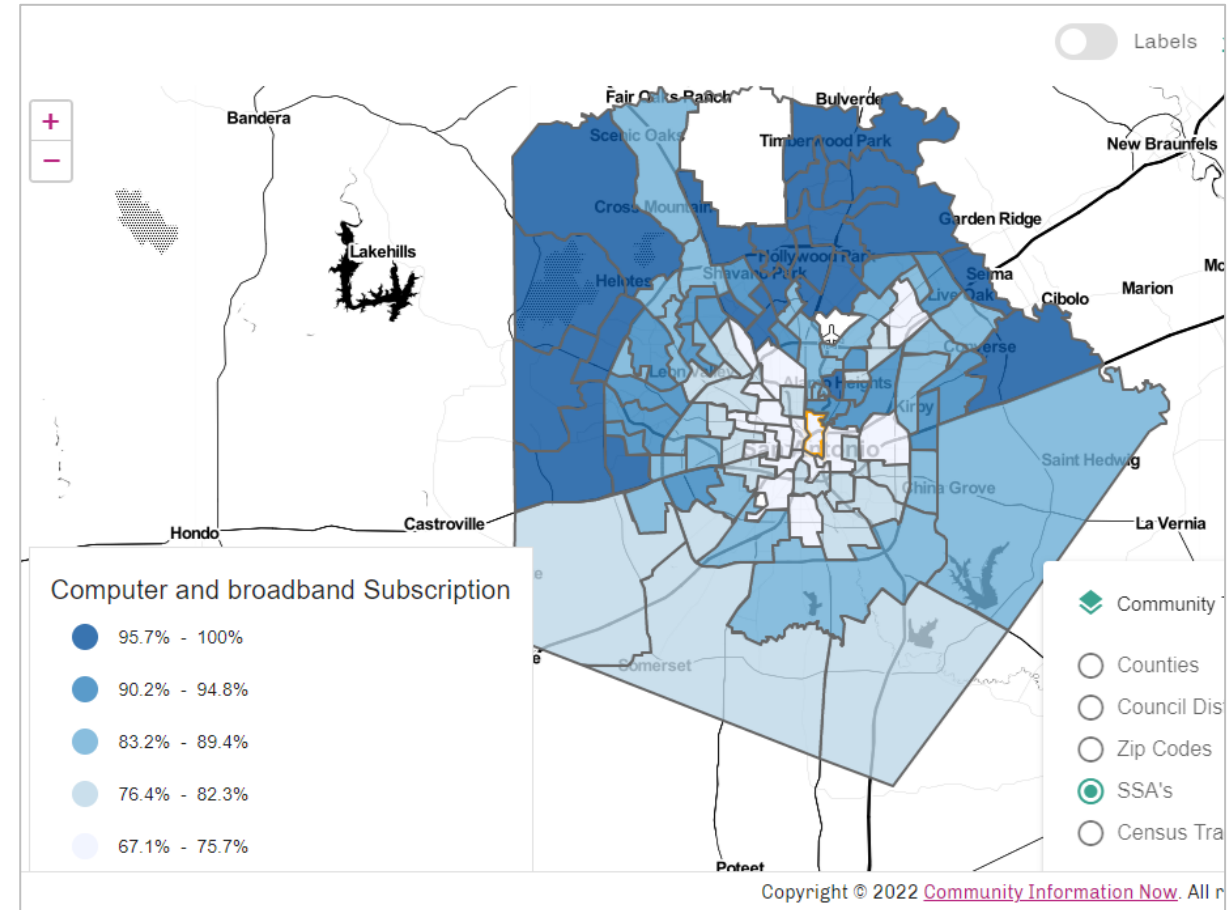


# New geography: Statistical Small Areas (SSAs)

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](http://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

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 #MealsOnWheels

# #GET DATA





UIW Nurse/Texas Vista Medical Center Orientation

March 2, 2023

ZIPCODE: 78211

DEMOGRAPHIC			Under 5	5-17	18-34	35-64	65+				
	Age group (overall only)	BEXAR 78211	7%	18.5%	26.3%	36.1%	12.1%				
			%	%	%	%	%				
DEMOGRAPHIC			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%
			%	%	%	%	%	%	%	%	%
DEMOGRAPHIC			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)
	Race/ethnicity	BEXAR 78211	NA	0.1%	2.9%	7%	60.5%	0.1%	0.2%	2%	27.1%
			NA	%	%	%	%	%	%	%	%
DEMOGRAPHIC			Male	Female							
	Sex	BEXAR 78211	50.6%	49.4%							
			%	%							
DEMOGRAPHIC			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.

	Measure or Information	Source	Community stakeholders of all kinds...				
			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	●	●	●		●

1. How would you describe your data skill level? ☐ Very good ☐ Good ☐ Fair ☐ Poor

2. How likely are you to use Bexar Data Dive? ☐ Definitely would ☐ Probably would ☐ Probably wouldn't ☐ Definitely wouldn't

3. What would you use Bexar Data Dive for? ☐ Grant writing ☐ Advocacy ☐ Reports ☐ Browsing ☐ Evaluation ☐ Research ☐ Other \_\_\_\_\_

4. Please rate how easy it was to navigate Bexar Data Dive: ☐ Very easy ☐ Somewhat easy ☐ Somewhat difficult ☐ Very difficult

5. 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

6. Are you interested in future trainings? ☐ Yes ☐ No

*If so, what topics are you interested in?* ☐ Data literacy ☐ Story telling with data ☐ Data visualization ☐ Grant writing ☐ Other \_\_\_\_\_





## 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 2<sup>nd</sup> 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.


Bexar Data Dive

☐




2020 Census Response Rates

☐




ReadyKidSA Scorecard

☐




Covid-19 and Health Disparities

☐




Somos Neighbors

☐




Viz-a-lyzer

☐




ACS Sidekick

☐



SAPD Police Budget Dashboard

☐





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

11

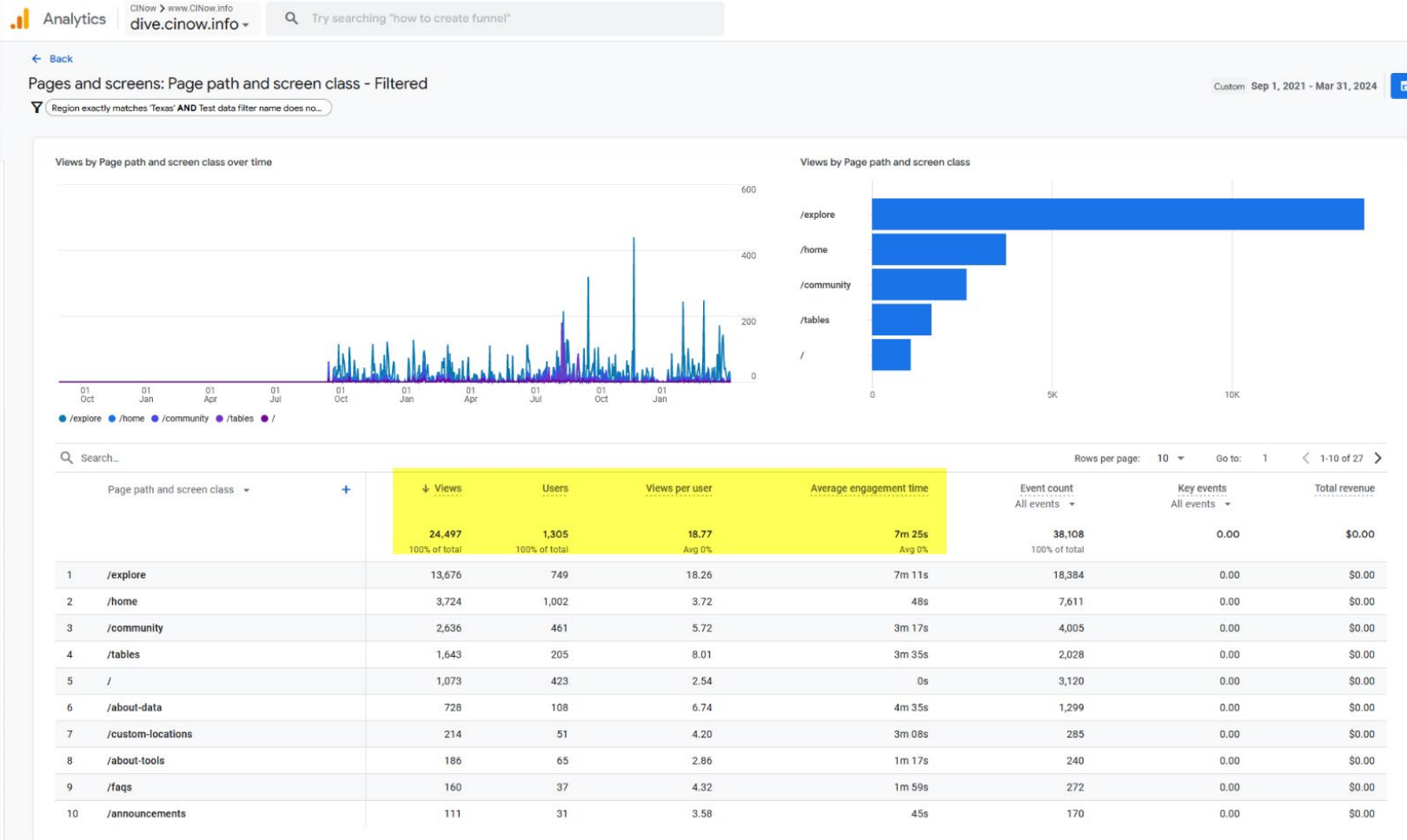


# Questions we haven't even begun to touch

---

- 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

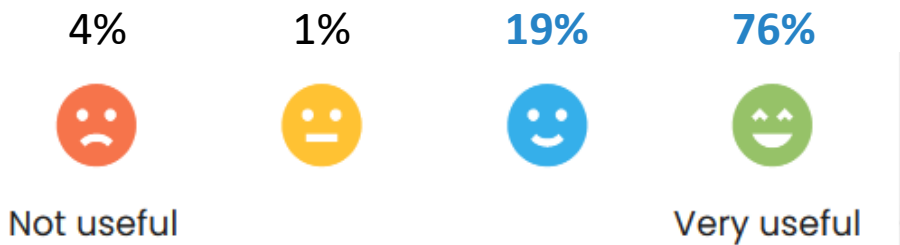
- Avg 8.5/day in 1<sup>st</sup> 15 mos.
- Avg 44.2/day in 2<sup>nd</sup> 15 mos.

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

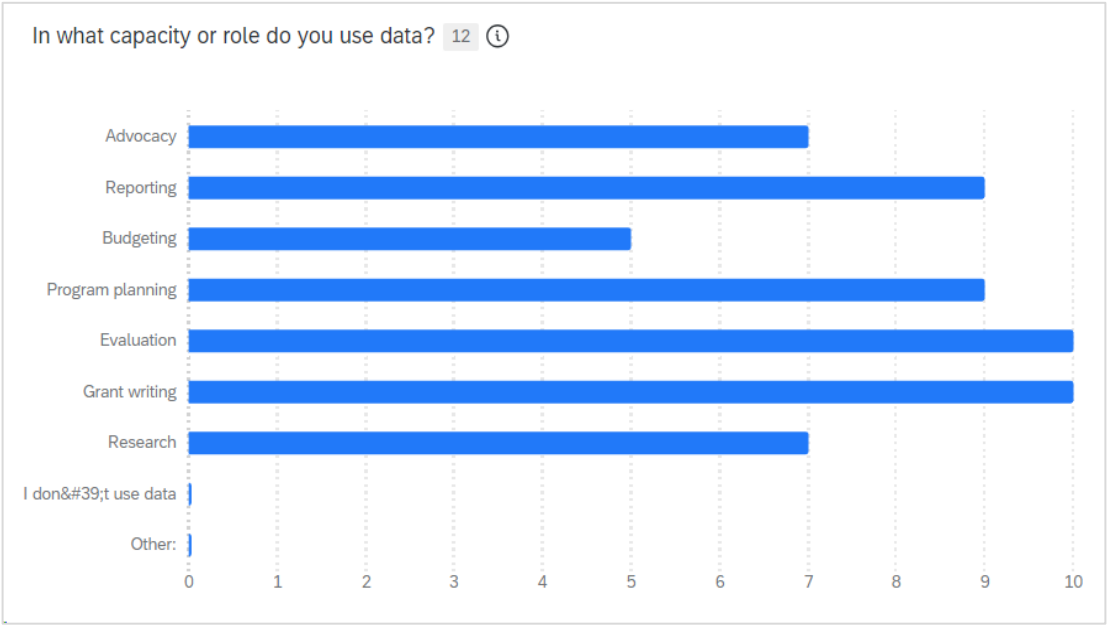


Training Participant Self-Reported Data Skills					
	Very Good (n=10)	Good (n=28)	Fair (n=20)	Poor (n=3)	Total (n=61)
Dive ease of navigation					
Very easy	80%	82%	50%	67%	70%
Somewhat easy	10%	18%	50%	33%	28%
Somewhat difficult	0%	0%	0%	0%	0%
Very difficult	0%	0%	0%	0%	0%
No response	10%	0%	0%	0%	2%
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"><li>• Strategic planning, grants, program planning</li><li>• This is the tool I use most frequently for baseline research to guide what my next steps will be and where to dig deeper</li><li>• To explore data on different metrics and compare geographies and demographics when available</li><li>• Sought information on poverty rates by race/ethnicity</li><li>• Review drug poisoning information</li></ul>
ACS Sidekick	3.00	<ul style="list-style-type: none"><li>• After the above, I go here to make comparisons and evaluate data further</li></ul>

\* 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><b>CI:Now:</b> “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/](https://cinow.info/ourimpact/)

Home

Find Data

Learn

About Us

Announcements

OUR IMPACT IS LOCAL

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

How Data Can Make a Difference in our Community

Our impact on the community is achieved in collaboration with people and organizations doing the hard work of changing our community for the better. Beyond measuring and tracking numbers, we collected stories from those people to truly understand our impact. We are grateful to everyone for the work that they do, for sharing a vision of a community where everyone can thrive, and for taking the time to share their voice. Read the stories to learn more about how data and our relationships with the community make a difference.



Decreasing social and economic disparities in San Antonio and Bexar County


Read about how the decades long partnership between CInow and the United Way of San Antonio (UWSA) has impacted the San Antonio community. The timely data CInow provides to the UWSA and their impact partners informs strategic vision and investments.

READ FULL STORY WRITTEN BY CRISTINA MARTINEZ – MAY 2024

READ THE FIRST PART OF THIS STORY – FEB 2020


Words From Our Partners

Every year we send an anonymous one-question-with-optional-comment satisfaction survey to our partners and clients. Here are some of the comments we have received over the past couple of years:




CInow has sometimes not gotten the credit it deserves for data work it does on behalf of other entities.

"Extremely Likely" to recommend  
2021



They are awesome! Provide you with the information you need to make good decisions.


"Extremely Likely" to recommend  
2021



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


What People are Saying



Using Data to Better Target Health Care Services

This data user was a strategic planning consultant for a health care clinic when they used data, which is now located in Bexar Data Dive (BDD), to assist in a project of relocation and expansion of health care services.


A local nonprofit delivering health care services to vulnerable populations was seeking to determine where best to consider expansion and/or relocation of existing services [and] data in BDD was utilized for several factors [...] This is an incredible tool that the community is so blessed to have access to!



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.



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.



Po-Chun Huang

Special Research Associate, UTSA – IDSER/ Texas Demographic Center

The visualization in the trend chart and comparison

17

CInow



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**