



# Expanding Community Access to and Use of Local Data in Bexar County, Texas: **Evaluation and Continuous Improvement**

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**OMH AWARDEE MEETING MAY 2024**

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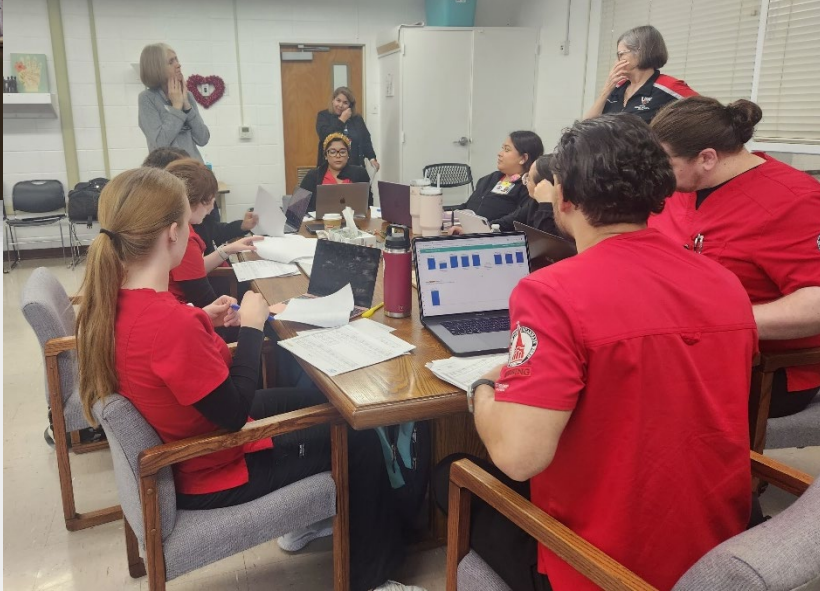
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# Community Information Now



- 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 in 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



**Cristina Martinez, MPH**

Research Coordinator III



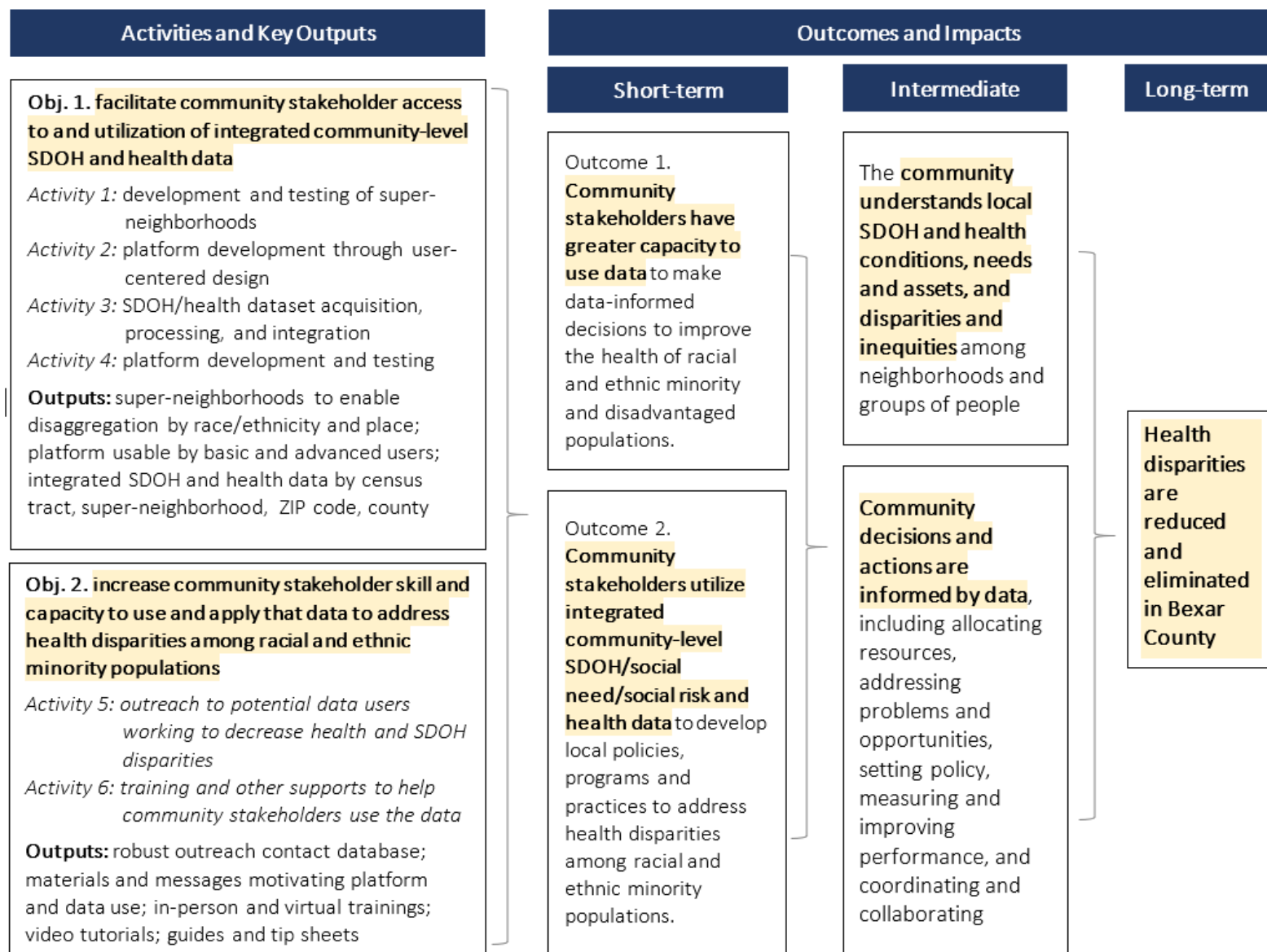
**Natalia Rodriguez, MPH**

Research Coordinator II



**Jeanette Parra**

Training Specialist II



### 3-year project:

Increasing Community  
Access to and Use of

Social Determinants of  
Health Data

through Local Data  
Intermediary

in Bexar County, Texas



# Bexar Data Dive

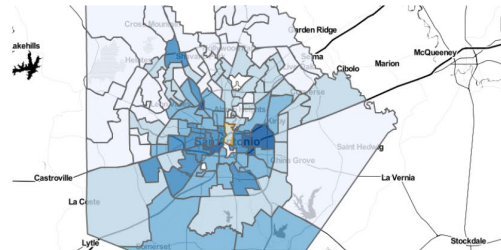
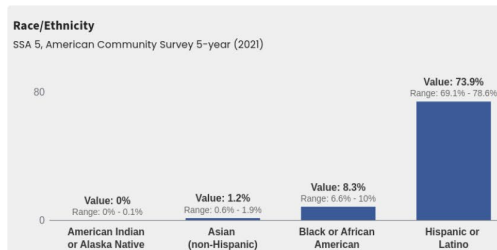
ENGLISH | ESPAÑOL

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

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# 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**





PRESENTED BY: **CI:NOW**

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	7%	18.5%	26.3%	36.1%	12.1%
	78211	%	%	%	%	%

		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	11.5%	15%	30.2%	1.7%	16.6%	3.4%	19.8%	12.7%	1.8%
	78211	%	%	%	%	%	%	%	%	%
Race/ethnicity	BEXAR	NA	0.1%	2.9%	7%	60.5%	0.1%	0.2%	2%	27.1%
	78211	NA	%	%	%	%	%	%	%	%

		Male	Female
Sex	BEXAR	50.6%	49.4%
	78211	%	%

		All
Speak Spanish at home	BEXAR	34.8%
	78211	%

# 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	●	●	●		●

# Questions we haven't even begun to touch

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- 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?



# How we're learning & improving

## Our “program” is these six activities:

### 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*

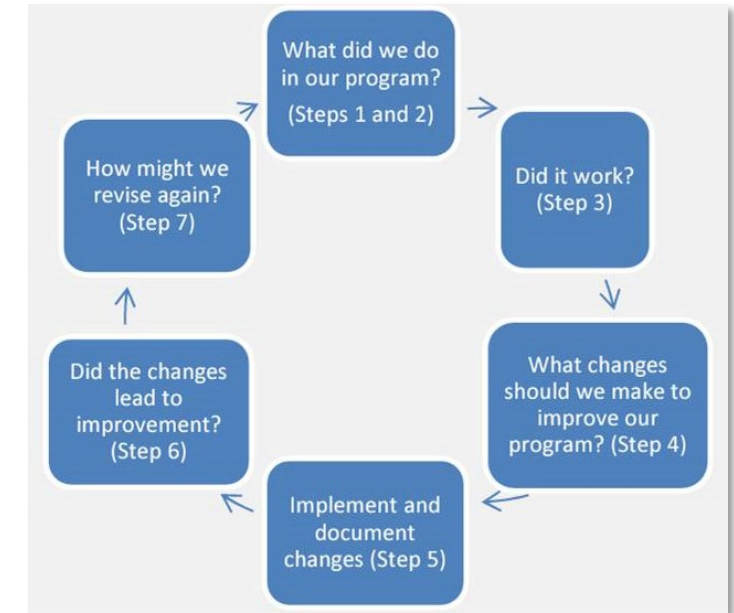
*Activity 3: SDOH/health dataset acquisition, processing, and integration*

*Activity 4: platform development and testing*

### 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*

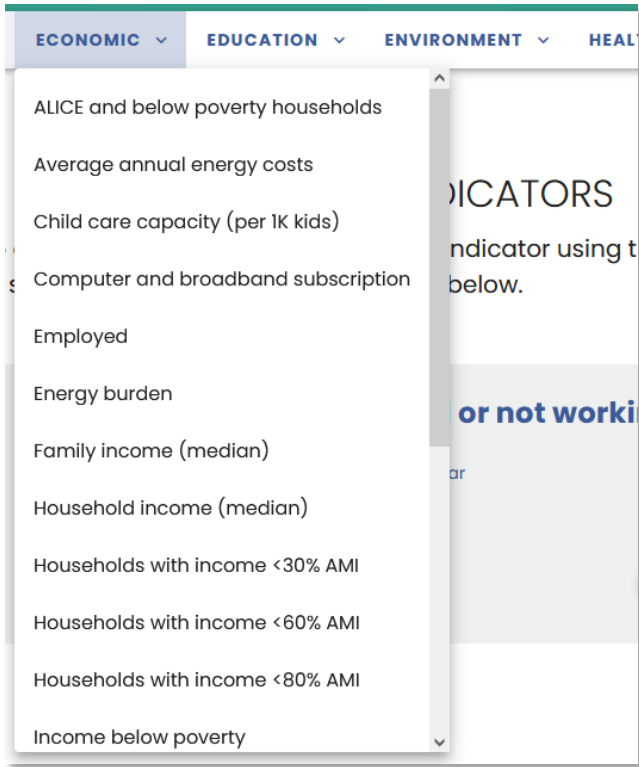
*Activity 6: training and other supports to help community stakeholders use the data*



# Example: Data processing & calculations

What we were doing:	We'd been using <b>SAS code to process and calculate indicators</b> from Census American Community Survey, and it took <b>five full person-days</b> to update those ACS indicators each year. (Many years ago we did calculations in Excel; this project wouldn't even be possible if we hadn't switched to SAS.)
The data we considered:	We were having <b>good results with using the open-source R programming language</b> to process data and had reason to believe we could do that ACS update faster
The changes we made:	We used the opportunity the OMH grant gave us to <b>invest time in writing R code to process all the indicators</b> in Data Dive. It was a BIG lift up front.
What happened:	<p>We ran our first ACS update in R in January, and the processing time dropped from five person-days to <b>one person-day – reducing our cost by 80%.</b></p> <p>↑ Sustainability strategy!</p> <p>We keep looking for ways to improve the code.</p>

## Examples of indicators:



# Example: “Super-Neighborhoods”

What we were doing:	We’ve long made data available by <b>Census Tract and ZIP code</b> , and tried to <b>further disaggregate that</b> by race/ethnicity, sex, age group, etc.
The data we considered:	<b>Census Tract-level data “falls apart”</b> when you try to disaggregate because the <b>numbers get so small</b> . Data is suppressed for privacy reasons, or the margins of error get too wide (e.g., 37% ± 38%).
The changes we made:	We used a <b>statistical method to cluster tracts</b> into “super-neighborhoods” so when disaggregated by race/ethnicity in Bexar Data Dive, the data would “hold up” better than at small census tract level, but make more sense than larger ZIP code boundaries.
What happened:	The <b>data “holds up” way better</b> at super-neighborhood level. Problem solved! But...
The data we considered:	We created an interactive map and comment to allow the community to tell us whether they thought our super-neighborhood boundaries made sense. We heard “these <b>don’t match City of SA neighborhood boundaries</b> ” and “some <b>small municipalities straddle boundaries</b> ”
The changes we made:	<b>Renamed “Statistical Small Areas”</b> to keep anyone from thinking we were trying to match formal city neighborhoods; <b>manually carved out each small municipality</b> into its own SSA
What happened:	SSAs have been <b>very well-received</b> and no one is confused or complaining

Bexar County Super Neighborhoods Survey

Community Information Now analyzes and maps local data to better understand community conditions in Bexar County.

For technical reasons we need to group similar neighborhoods (census tracts) into larger “super neighborhoods” to give another mapping option besides ZIP code. We’ve used statistics to draft these “super neighborhoods”, but we need your input to help us finalize them.

[En Español](#)

Choose Your Super Neighborhood\*

Zoom in and click on the map to the right to identify your super neighborhood. When you find your super neighborhood choose it in the dropdown below.

Please select

Do you think the area boundaries your neighborhood falls into makes sense?\*

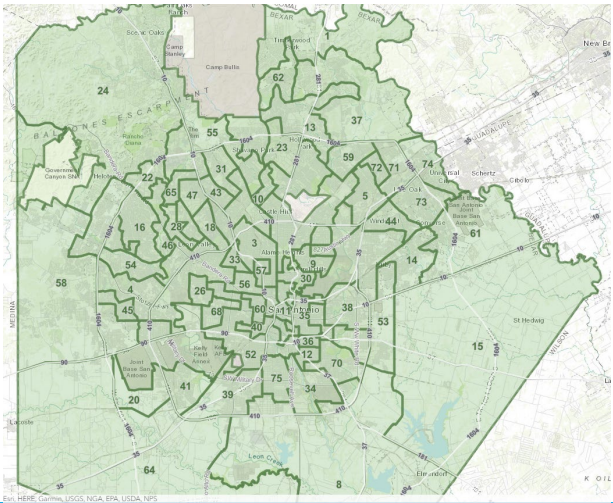
☐ Yes

☐ No

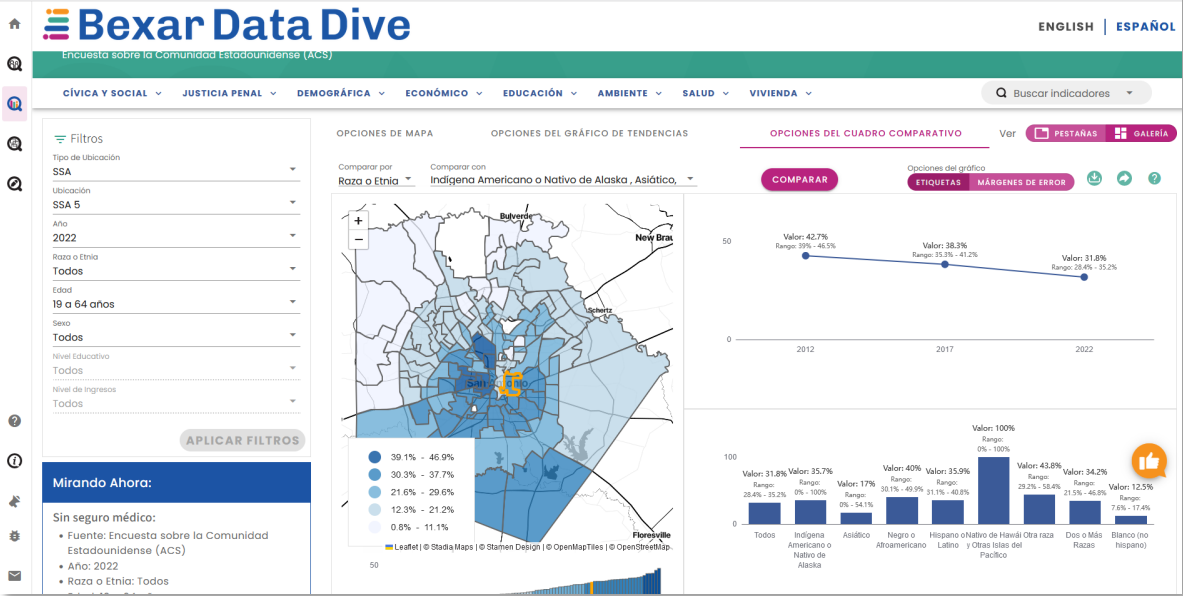
What would you name this area?

Email address (optional)

Please provide your email address if you are okay with us following up with any questions. We will only use your email for this purpose.



# Example: Dive en Español



What we were doing:	Our prior “flagship” data tool was robust and well-used, but it was available <b>only in English</b>
The data we considered:	Of our population five and older, <b>12% speak Spanish at home and English “less than very well”</b>
The changes we made:	We invested a tremendous amount of time and effort creating a <b>Spanish-language version of Bexar Data Dive</b> , entirely translated by humans rather than e.g. Google Translate. It launched in Jan. 2023.
What happened:	The Spanish-language site is impressive. It’s one of only a handful of Spanish-language data portals in the U.S. and <b>we have great bragging rights.</b>
The data we considered:	By June 2023, <b>visits to the Spanish-language site were only about 8%</b> of total Bexar Data Dive visits; the goal in our evaluation plan is 20%.
The changes we made:	We developed a <b>press release</b> in English and Spanish and distributed it widely to local media, including <b>Spanish-language media</b>
What happened:	We heard back from just one Spanish-language media outlet; it quickly lost interest while we were arranging an interview – <b>zero traction</b>
The data we considered:	Visits to the Spanish-language site are <b>now only about 1%</b> of total Bexar Data Dive visits because English-language visits are growing so fast, and Spanish-language visits aren’t growing at all.
The changes we made:	We’re in this phase now, planning <b>outreach to + through community organizations</b> working with Spanish monolingual community residents
What happened:	Stay tuned!

# Questions?

**Working on or interested in these or similar issues?**

**We'd love to connect and learn from you!**

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**[CINow.info](http://CINow.info)**