

Community Information Now, a nonprofit local data intermediary in San Antonio, Texas, was awarded \$800,000 from the Office of Minority Health, part of the U.S. Department of Health and Human Services Office of the Assistant Secretary of Health, as part of its *Accessing Social Determinants of Health Data Through Local Data Intermediaries* initiative.

To achieve the goal of that initiative we created [Bexar Data Dive](#), an online data platform integrating health and social determinants of health (SDoH) data for Bexar County, along with tool and data literacy trainings and other user supports. Part of our commitment to good stewardship of these federal dollars was to create a toolkit that could help another community interested in developing a similar platform and/or trainings. This is that toolkit, and we hope you'll find something here that benefits your community.

We ask that if you use any portion of this toolkit, please contact us to tell us a little about your project and which portion of the toolkit you're using. We love to hear from others doing similar work, and we try hard to learn whatever we can about who uses our products, how, and to what effect. Suggestions for improvement are always welcome!

The easiest and fastest way to contact us is via the online form at cinow.info/contact/.



Version 2 | October 2024

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Overview of Contents

The Bexar Data Dive Toolkit is divided into eight folders, not including this Introduction and Overview of Contents. These folders outline the processes and materials used for creating Bexar Data Dive and related trainings and user supports.

Folder 1 includes a document with a link to the article we published "[A Process of User-Centered Design to Create a Social Determinants of Health Data Platform](#)" in the journal Perspectives in Health Information Management. We followed a user-centered design process for holding interviews, focus groups, a community survey, and user testing to gain community feedback on what a SDoH data platform should contain and how it should function. The article details that process and includes supplemental materials, like the interview questions.

Folder 2 includes a document detailing how and why we developed statistical small areas for Bexar Data Dive. Part of what makes Bexar Data Dive unique is that it includes a new geography called statistical small areas (SSA's), which are census tracts clustered using principal component analysis to reduce dimensionality and group geographies based on similar demographics. This makes SSA's more meaningful than ZIP codes, and they have less data suppression than census tracts.

Folder 3 includes a document that links to our GitHub repository, which includes R code for calculating indicators from the Census Bureau’s American Community Survey (ACS). The [GitHub repository](#) “Bexar Data Dive ACS R Code” details the R code, along with detailed notes on how to calculate specific geographies, including SSA’s, as well as crosswalk documents for replication.

Folder 4 includes multiple documents for setting up the administration side of Bexar Data Dive. You’ll find information on the administration features, how to assemble and load data into Dive, information on data file formats and open-source tools, the back-end code for setting up the platform, and tips for maintaining the platform content in English and Spanish.

Folder 5 includes documents about data management, including our complete indicator and indicator source list, as well as our data update schedule. We recommend keeping more detailed information about each indicator (such as source contact information, data release and lag information, and other notes) internally for your organization’s data management plan.

Folder 6 includes our promotional materials for Bexar Data Dive as well as information about our strategies to disseminate our work to audiences beyond Bexar County. We worked with a designer to create the logo and platform design for Bexar Data Dive. We wanted the colors and general feel to be accessible and trustworthy. From there, we contracted The Mighty Group to design flyers and promotional materials, and internal staff worked on “#GetData” content on Canva to hand out at events, conferences, and other meetings. To raise awareness of the platform and trainings, we promote the platform on social media and our newsletter (sign up [here](#) if you haven't already), as well as highlight new features on the homepage of Bexar Data Dive.

Folder 7 includes documents related to Bexar Data Dive trainings and data literacy trainings, which we offered for free during the 3-year grant period, along with other user supports.

Lastly, **Folder 8** includes information on our evaluation plan and metrics we measure to keep track of Bexar Data Dive, such as the number of users monthly and the number of outreach opportunities.