What Public Health Practice says about Data Gaps for Advancing Rural Health Equity

National Committee on Vital & Health Statistics

January 25, 2022
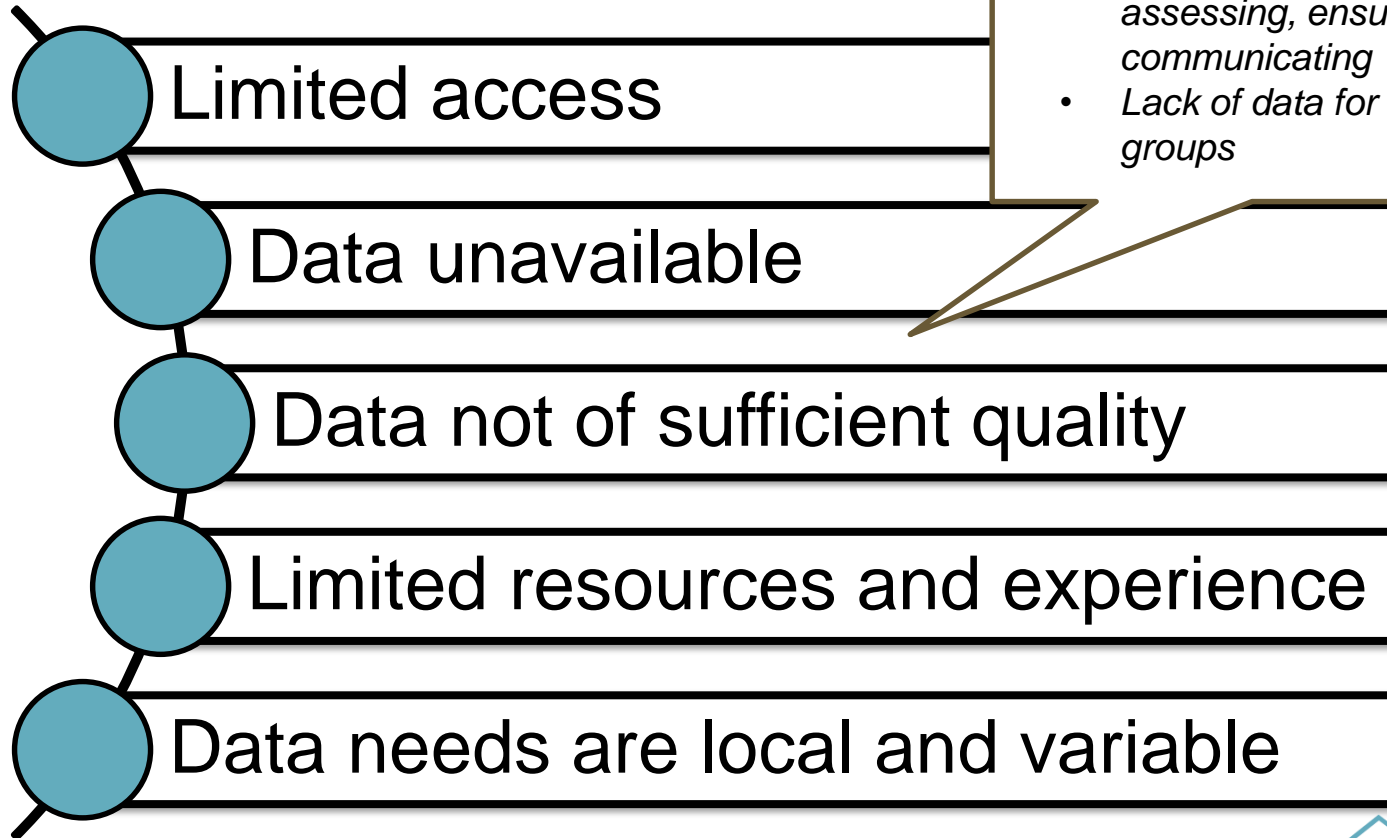
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Rural *Public Health* Data Gaps

COVID-19 Interviews with rural PH leaders
- *Overwhelmed by data volume & flashy dashboards*
- *Data trustworthiness*
- *Lack of capacity for assessing, ensuring quality, communicating*
- *Lack of data for underserved groups*

Limited access

Data unavailable

Data not of sufficient quality

Limited resources and experience

Data needs are local and variable

(Bekemeier, B., Park, S, Backonja, U, Ornelas, I, Turner, A., & 2019)

SHARE•NW
Data for Rural Health Equity

Public Health *Administrative* Data

2800

local health departments in all 50 states
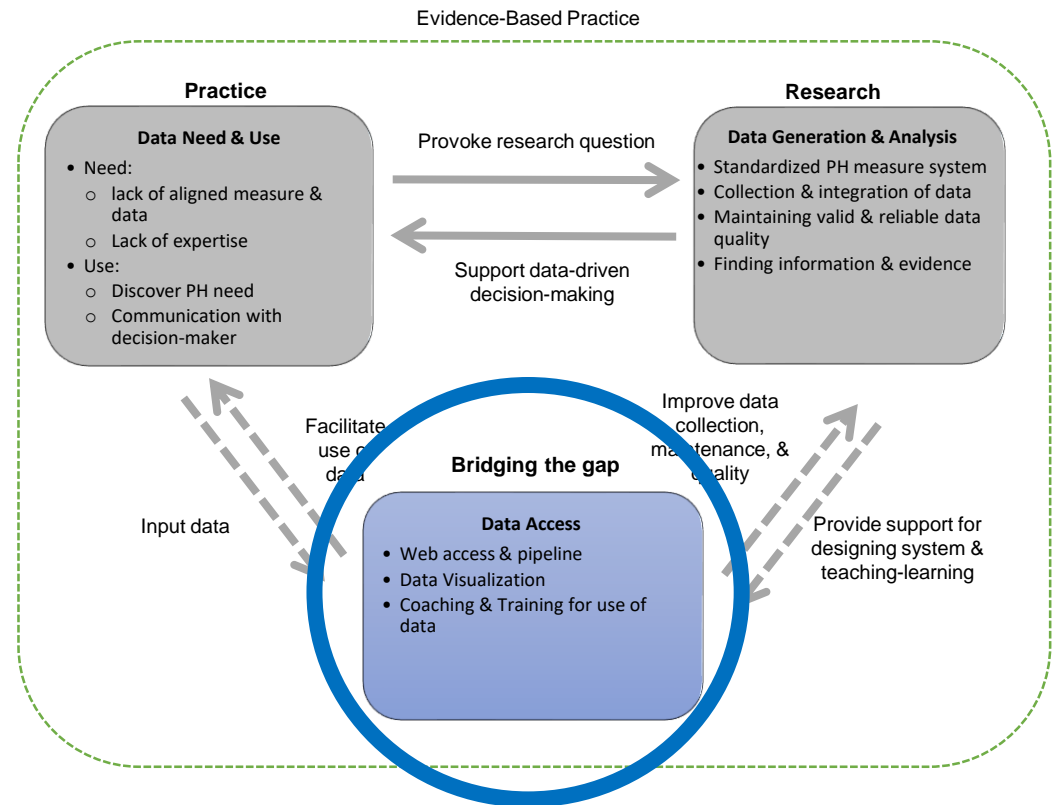
measure their activities & services differently

but need standardized, comparable data for

RESEARCH
GAPS
QUALITY IMPROVEMENT
ACCREDITATION

DECISIONS

FUNDING
PREPAREDNESS
EVALUATION
PLANNING
FOUNDATIONAL SERVICES

E.g. No means of estimating type and amount of workforce needed to address PH crises

Bridging the Gap: Data Access

- Reduce the gap between practice & research

- Develop supports:

  - Online data capture tools,

  - Linking datasets

  - User-centered data dashboard,

  - Training to facilitate data use

Evidence-Based Practice

Practice

Data Need & Use
- Need:
  - lack of aligned measure & data
  - Lack of expertise
- Use:
  - Discover PH need
  - Communication with decision-maker

Provoke research question

Support data-driven decision-making

Research

Data Generation & Analysis
- Standardized PH measure system
- Collection & integration of data
- Maintaining valid & reliable data quality
- Finding information & evidence

Facilitate use of data

Improve data collection, maintenance, & quality

Input data

Bridging the gap

Data Access
- Web access & pipeline
- Data Visualization
- Coaching & Training for use of data

Provide support for designing system & teaching-learning

(Bekemeier & Park, 2018)

Data Gaps in Addressing Equity	Modifiable SHARE-NW Solutions to Help Address Gaps
Limited Access	• Link **datasets** • Create **dashboard** with multiple data sources • Include **visualization** and easy-to-populate **infographics** for communicating
Data Unavailable	• Training to **collect** data, **use** available data creatively

Data Quality	• **Incentivize** better data collection through data use
	• Training
	    • To evaluate data for its **utility**
	    • To evaluate when data are **"good enough"**
	    • About **alternative** sources of data

Limited Capacity for Data Use	• Training
	    • To lead community **conversations** about data
	    • How to navigate and use a data **dashboard**

Heterogeneity of Rural Jurisdictions	• Training
	    • To **compare** data with peers
	    • To collect/identify **alternative** sources of data

Address & Identify Health Inequities	• Training to use an **equity lens** in decision-making

SHARE•NW
Data for Rural Health Equity

Addressing Rural *Public Health* Data Gaps

https://sharenw.nwcphp.org/

Featured Trainings

Featured Trainings (Available October 2021)

Understanding Population Health Concepts

Learning objectives:

- Define health equity, health disparities, and health inequities
- Explain how social factors influence health
- Use data to identify connections between social factors and varying health outcomes in a community

Format: Online module
Source: Region 10 Public Health Training Center

Communicating Effectively

Learning objectives:

- Explain the difference between persuasive and informative communication and why both are needed
- Describe your audience and what motivates them
- Identify the most important content/data to share with a specific audience

Format: Online module
Source: Region 10 Public Health Training Center

Visualizing Data Stories

Learning objectives:

- Use appropriate graphic and other visualization techniques for communicating data about health disparities and inequities
- Tailor data messaging and visualizations to a specific audience
- Use design principles to create presentations and data visualizations that tell a "data story"

Format: Online module
Source: Region 10 Public Health Training Center

Jump to:
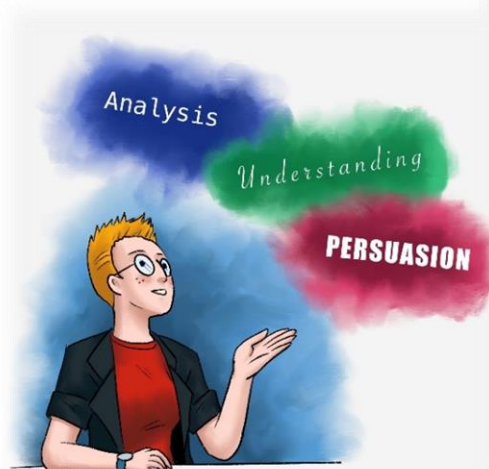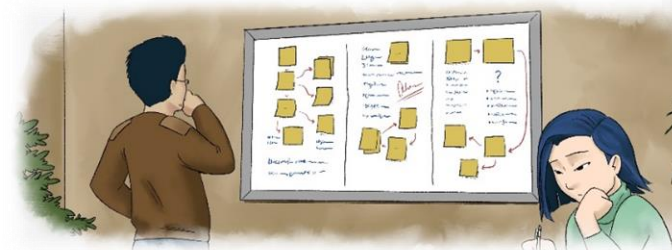
Featured Trainings and Webinars
Developed as part of the SHARE-NW project.

Selected Trainings and Webinars
Primary focus on the topic area.

Related Trainings and Webinars
Some content related to the topic area, while the primary focus is on a different topic.
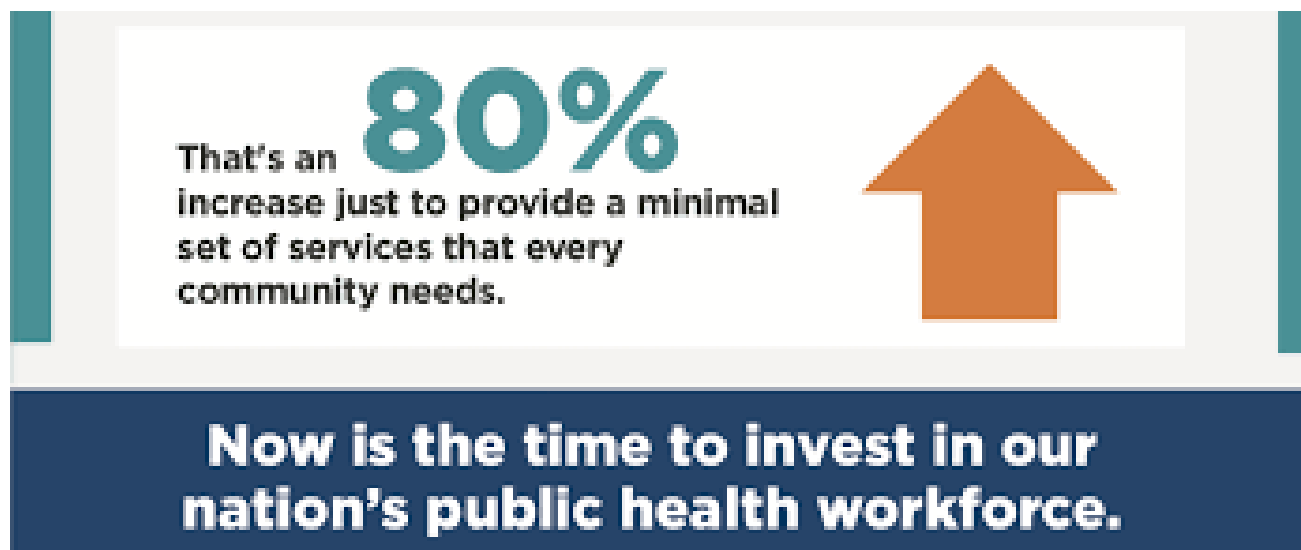
Addressing *Administrative* Public Health Data Gaps

- **Declining funding** for PH highlighted during COVID-19 pandemic

- Need to **make evidence-based case** for PH funding

- Need to **track** revenue streams & COVID **expenses**

- Need to **compare** financial performance & budgets across PH agencies

Individual LHDs' charts of accounts

Uniform Chart of Accounts

Staffing Up: Determining Public Health Workforce Levels Needed to Serve the Nation

That's an **80%** increase just to provide a minimal set of services that every community needs.

Now is the time to invest in our nation's public health workforce.

https://debeaumont.org/staffing-up/

de Beaumont
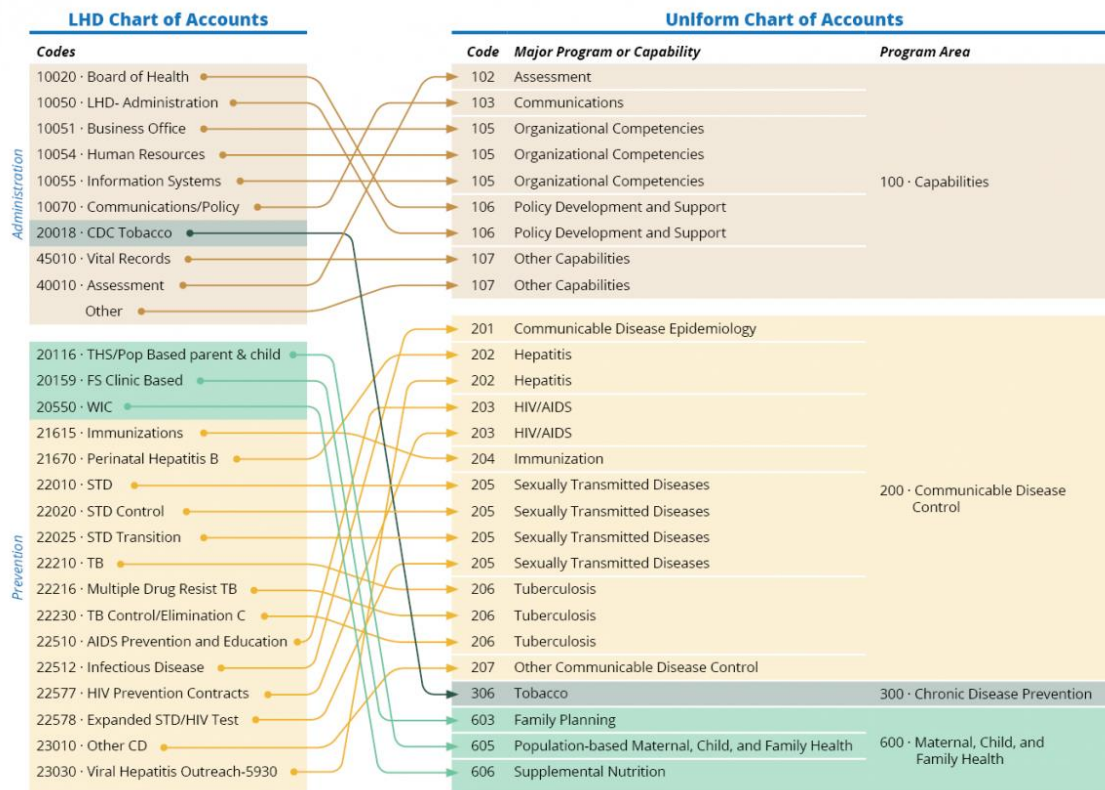BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES™

phnci

PHAB
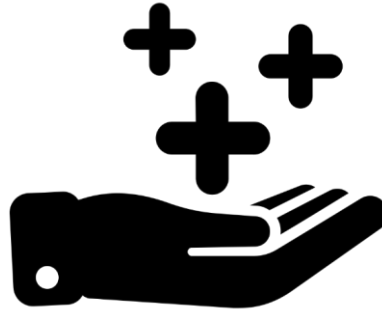
UCOA
PHAST Uniform Chart Of Accounts

How the UCOA Works

- The Uniform Chart of Accounts **complements**—but does not replace—participating an agency's own COA

- Agencies **crosswalk**—or map—financial information from their agency-specific COA to the UCOA

- **Expenditures** and **revenues**, are broken down into key categories

How Agencies are Using the UCOA

- **Quantifying** the financial impact of COVID-19
- Understanding **funding sources** for PH services & activities
- Identifying which programs are **at risk** during funding cuts
- Demonstrating the value & function of public health to **funders, elected officials, and the public**
- ….& now the development of the *Staffing Up* **Workforce Calculator**

Larger Rural PH Data Lessons Learned

- *Public health status* data for addressing local inequities
  - Data accessibility—designed for the USER & for engaging partners
  - HIGH need/interest in TRAINING—data use & understanding, decision-making, engagement, equity
  - Resources for oversampling & data collection
  - For tracking high COVID-affected 'hot spots' into the future
- PH *Administration* data for equitable resource allocation
  - Standardization
  - Substantial resources & time
  - Coordination
  - Mandates, incentives

NCVHS Questions Posed

- Issues still remain since April 2021?

  – Yes. Practices being identified.

- Best practices to put in place?

  – User-centered, accessible data; training; standardization

- Data systems needing help?

  – Rural oversampling; Financial data standardization

- Standards needed?

  – PH Administrative data

- Racial/ethnic population data needed?

  – For rural communities

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