



# Addressing Rural Health Disparities with Data



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hot topics  
in practice

Northwest Center  
FOR PUBLIC HEALTH PRACTICE

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## Question for the Viewers

Rate your level of use with the SHARE-NW data dashboards:

- A. I use them in my work
- B. I know about them, but haven't used them
- C. I don't know about them
- D. Other

**NOTE:** If you answered "Other," please share details in the chat box.

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### SHARE-NW Background



### Practice-Centered Design



### Lessons from the Field



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Rural Health "Double Disparity"

- **Rural population vs. Non-rural population**
  - Higher rates of risky behaviors
  - Worse health outcomes
- **Rural Public Health**
  - Limited resources
  - Insufficient data
  - Inadequate capacity for data-driven decisions



Source: Centers for Disease Control and Prevention

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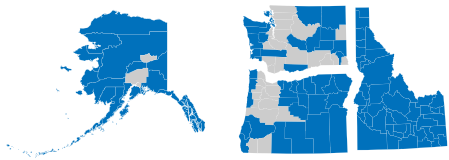
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About SHARE-NW



**Solutions in Health Analytics for Rural Health Equity across the Northwest (SHARE-NW)** is a response to the rural health double disparity, to support NW rural health departments in identifying and addressing health disparities in their communities.

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SHARE-NW's Goals

**SHARE-NW works to address health disparities in rural communities by:**

1. Providing data for decision-making, identify LHD priorities and existing gaps
2. Improving access to data
3. Increasing capacity for data use and data-driven decision-making

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Prioritization as Data-Informed Decision Making

**Oregon's Rural Community Health Assessment and Community Health Improvement Plan**

Top four most frequently mentioned priorities:

- Physical activity and obesity
- Mental health
- Oral health
- Substance use and abuse

Priority	Count
Physical activity and obesity	12
Mental health	10
Oral health	8
Substance use and abuse	8
Tobacco	7
Injury Violence	6
Health and Life	4
Immigrants	4
Other	3

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Identifying Health Priorities

Key Informant Interviews

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Training Evaluation

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CHAs & CHIPS

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Health Priorities

Obesity  
Physical Activity  
Nutrition

Diabetes

Tobacco

Mental Health  
Suicide  
Substance Use

Injury  
Violence

Oral  
Health

+ COVID-19

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Dashboard Features

**What is important to users in a public health dashboard:**

- ✓ Multiple sources of data
- ✓ Trends over time
- ✓ Pop-up tool-tips that offer more details
- ✓ Easy to understand visuals for multiple audiences
- ✓ Export visualizations for use in presentations

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SHARE-NW Website

**The SHARE-NW website allows users to access data across seven topic areas and additional training**

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## Dashboard Features: Multiple Indicators

Dashboards allow users to compare data on a number of different indicators:

Choose an Indicator

Medicare enrollees with diabetes who received HbA1c testing: Rate per 1,000

Medicare enrollees with diabetes who received HbA1c testing: Number

Medicare enrollees with diabetes who received HbA1c testing: Rate per 1,000

Medicare enrollees with diabetes who received blood lipids testing: Number

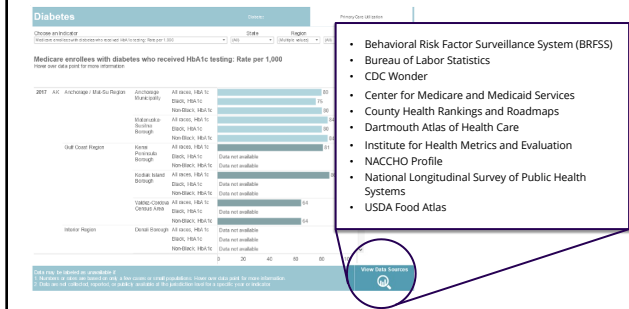
Medicare enrollees with diabetes who received blood lipids testing: Rate per 1,000

Medicare enrollees with diabetes who received eye exam: Number

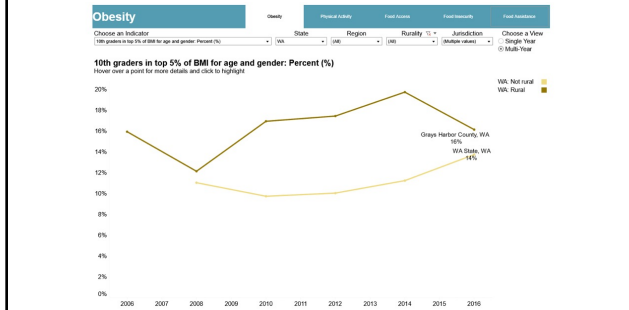
Medicare enrollees with diabetes who received eye exam: Rate per 1,000

[illegible]

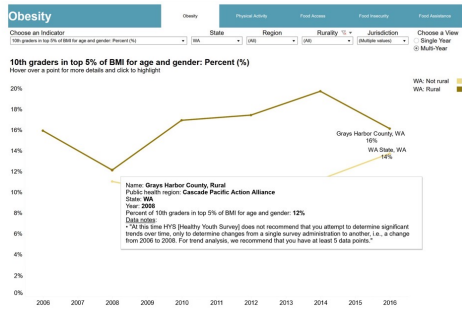
## Dashboard Features: Multiple Sources

[illegible]

### Dashboard Features: Trends Over Time

[illegible]

## Dashboard Features: Pop-Up Tooltips



## Dashboard Features: Effective, Exportable Visuals



## Curated Trainings

**Specific training focal areas include:**

- Data and health equity
- Mental and behavioral health
- Obesity and physical activity
- Diabetes
- Injury and violence prevention
- Tobacco
- Oral health

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Featured Trainings

SHARE-NW trainings cover the following topic areas:

- Understanding Population Health Concepts
- Communicating Effectively
- Visualizing Data Stories



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Question for the Viewers

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Rate your level of agreement with the following statement:  
"I have received training on the topic of health communication and/or stakeholder outreach in the past 12 months."

A. Agree

B. Disagree

C. I'm not sure

NOTE: If you answered "Agree," please share details in the chat box.

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Lessons from the Field

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SHARE-NW and Grays Harbor County



The SHARE-NW dashboard offered insight into future work and goals for our jurisdiction

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Using Data for Grays Harbor

The SHARE-NW dashboard offered insight into future work and goals for our jurisdiction:

**Tobacco**

Select an indicator  
Adults who currently smoke: Age-adjusted percent (%)

Tobacco Use    Health Effects    Cessation    Enforcement

WA    State    Ad    Region    Rurality    Jurisdiction  
Grays Harbor Cdo.

Adults who currently smoke: Age-adjusted percent (%)  
Hover over a point for more details and click to highlight

Year	WA	Cascade Pacific Action Alliance	Grays Harbor County	Healthy People 2020 Goal	WA: Rural
2018	18%	18%	18%	12%	18%

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SHARE-NW as a Professional Development Tool

SHARE-NW trainings are a useful workforce development tool for our team, supporting efforts like:

- Organizational planning
- Stakeholder outreach
- Community outreach



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Key Takeaways

The lessons learned and future directions of the SHARE-NW project:

- ✓ SHARE-NW makes data and training available for identifying and addressing health inequities in rural populations
- ✓ The SHARE-NW team can schedule a virtual hands-on learning session with your agency for using the dashboard data in real-world situations
- ✓ We are looking for feedback on how to improve the dashboard, including types of data that are not currently available

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A Chat with Erin Schreiber and Greg Whitman



Allene Mares

Erin Schreiber

Greg Whitman

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QUESTIONS?



To ask a question, please click the  icon in the Zoom toolbar to open your Q&A Pod.

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Resources

**This free downloadable PDF or printed workbook helps public health practitioners communicate health data to a variety of audiences.**  
Making Data Talk: A Workbook  
<https://www.cancer.gov/publications/healthcommunication>

**Webinars, fact sheets, presentations, trainings, and more from the Urban Indian Health Institute.**  
Urban Indian Health Institute Resources  
<https://www.uiahi.org/resources>

**Data and Training for Rural Health Equity**  
SHARE-NW Website  
<https://sharenw.nwrbhs.org/>

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