Addressing Rural Health Disparities with Data

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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.

SHARE-NW Background

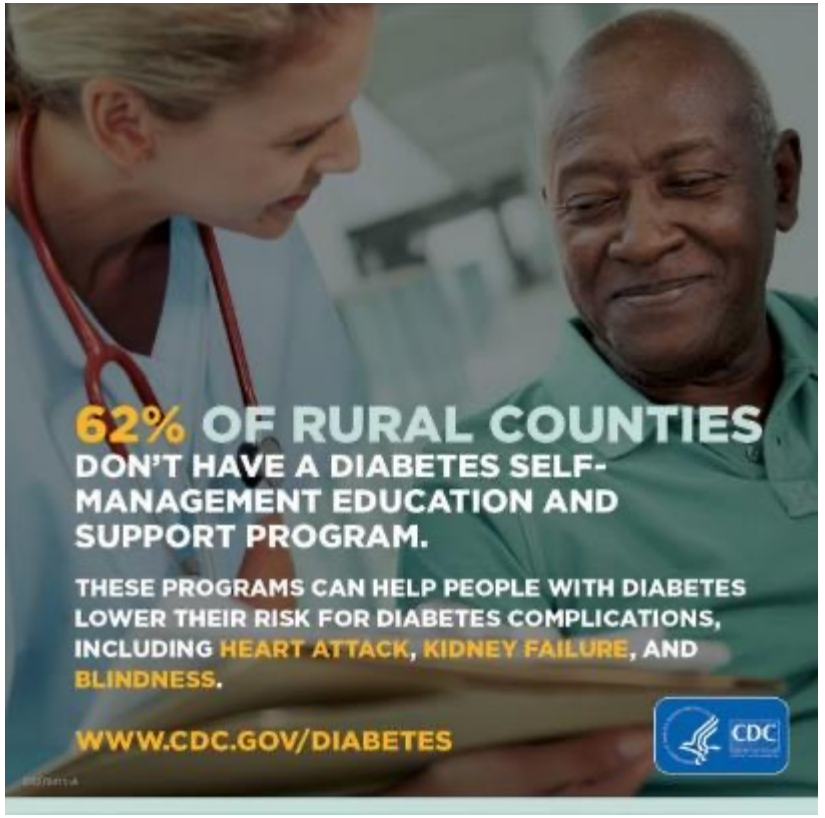
Practice-Centered Design

Lessons from the Field

SHARE-NW Background

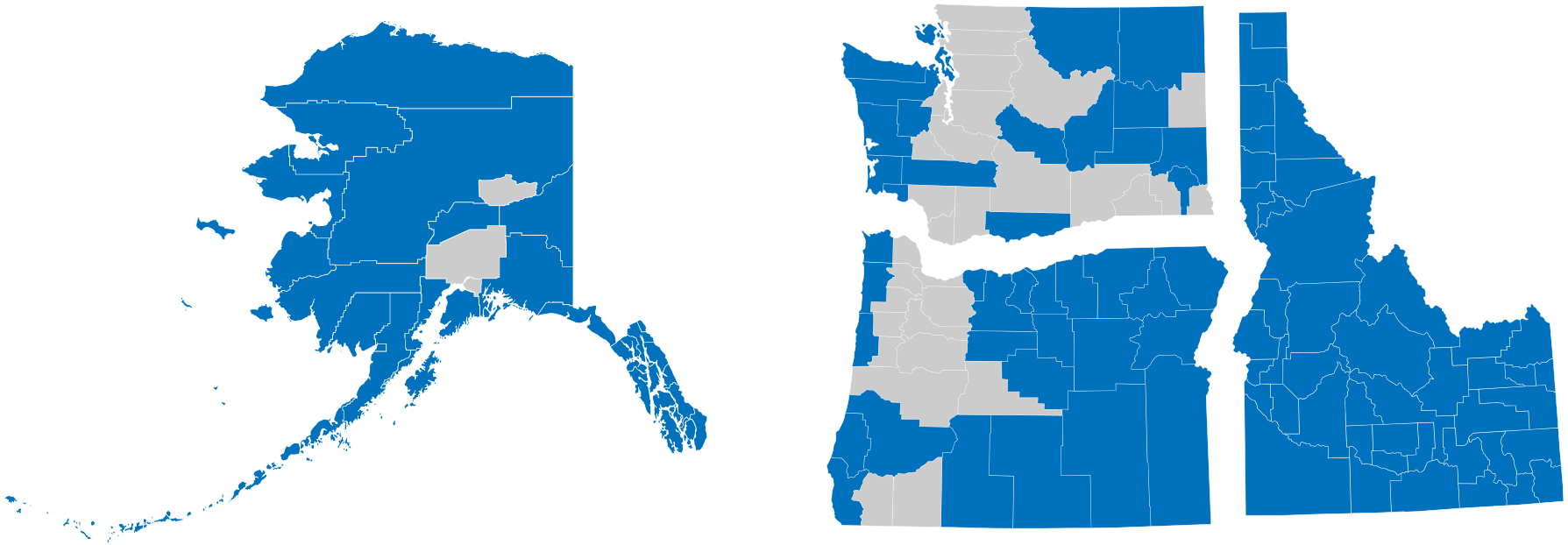
Rural Health "Double Disparity"

- **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*

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.

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

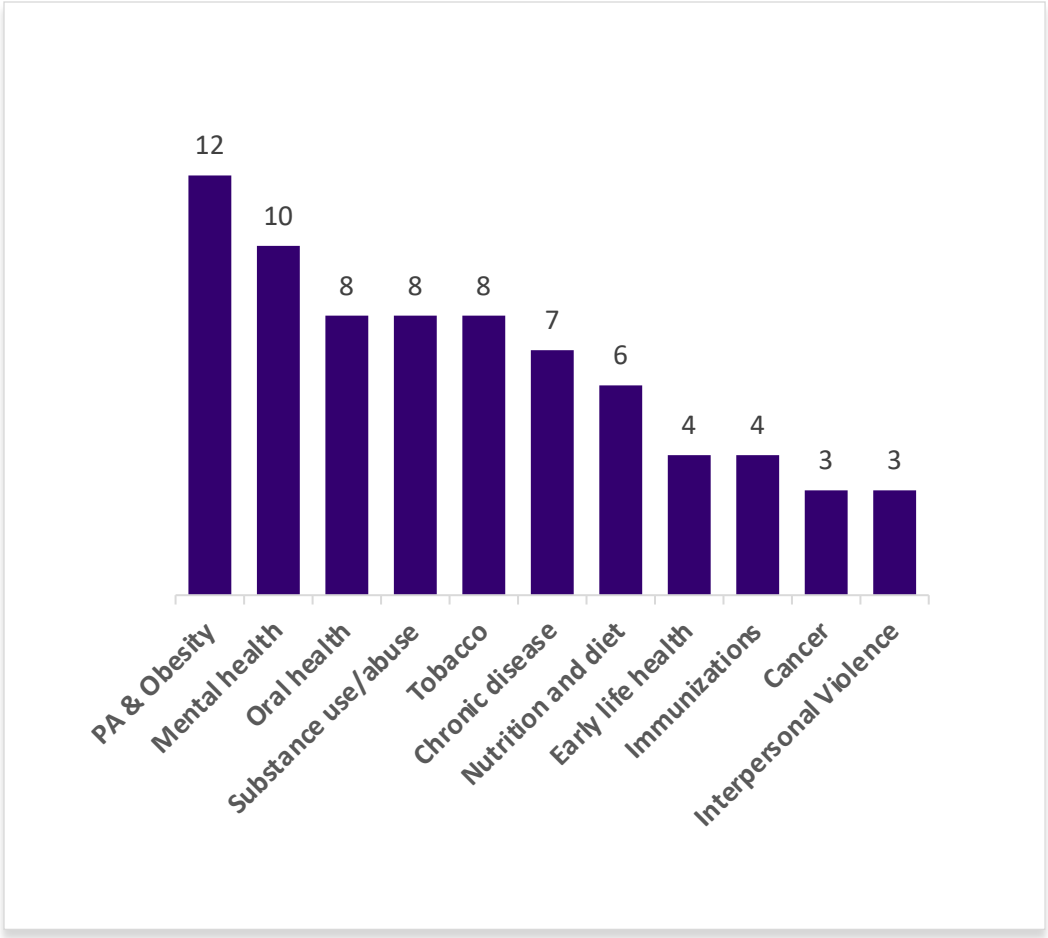
3. Increasing capacity for data use and data-driven decision-making

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



Identifying Health Priorities

Key Informant Interviews + Training Evaluation + CHAs & CHIPs = Health Priorities

Obesity
Physical Activity
Nutrition

Diabetes

Tobacco

Mental Health
Suicide
Substance Use

Injury
Violence

Oral
Health

+ COVID-19

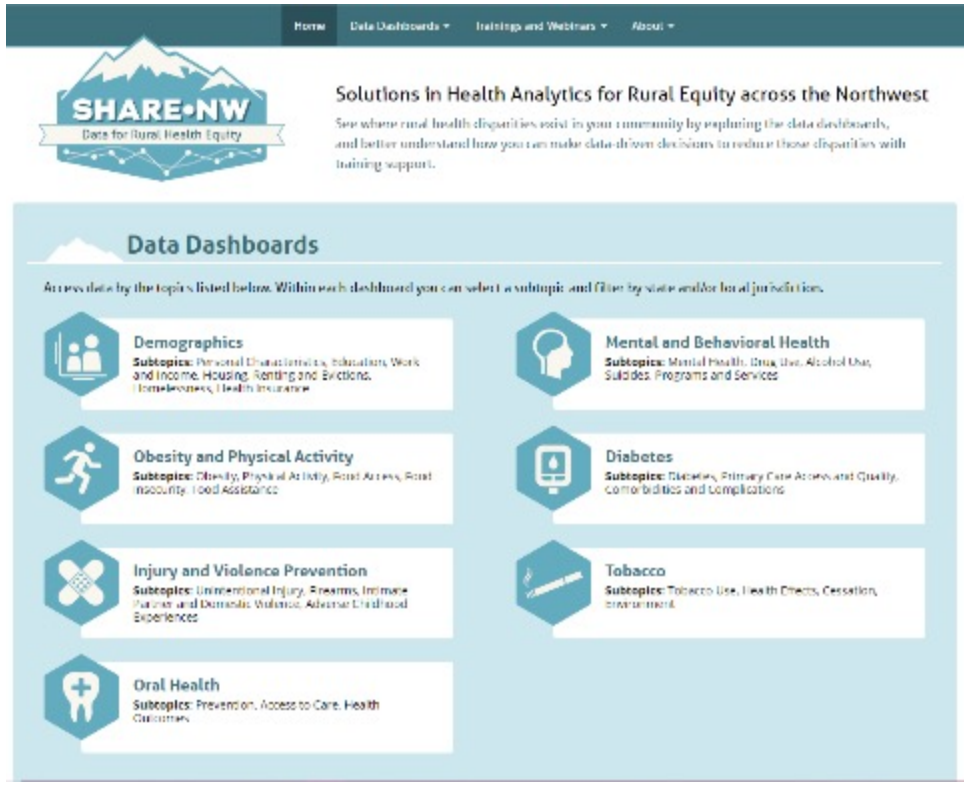
Practice-Centered Design

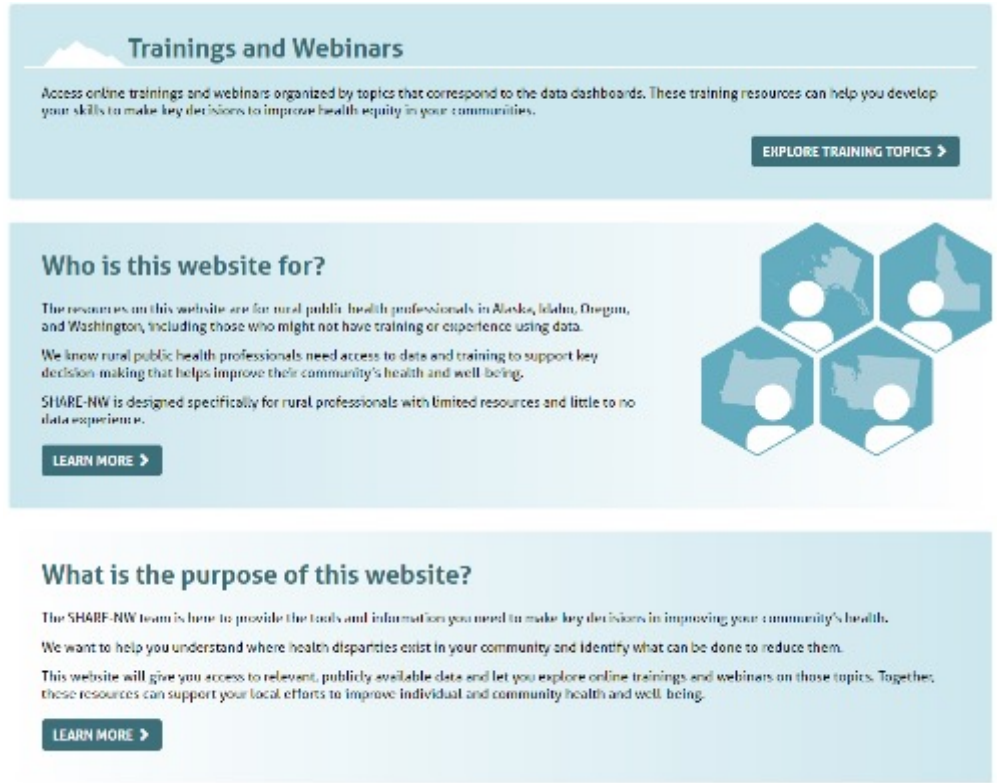
Dashboard Features

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

SHARE-NW Website

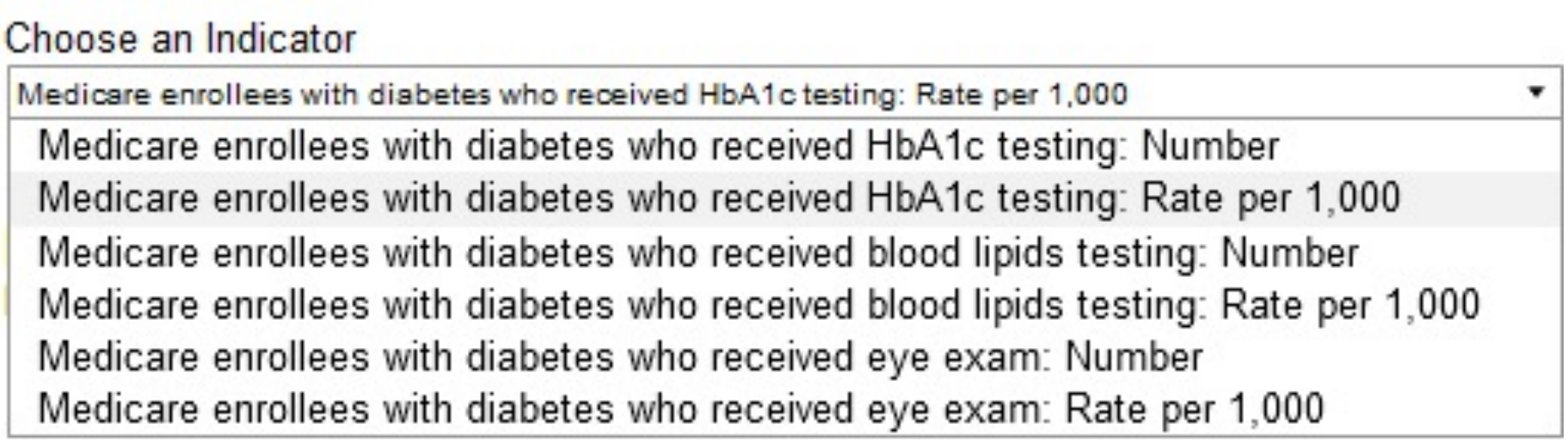




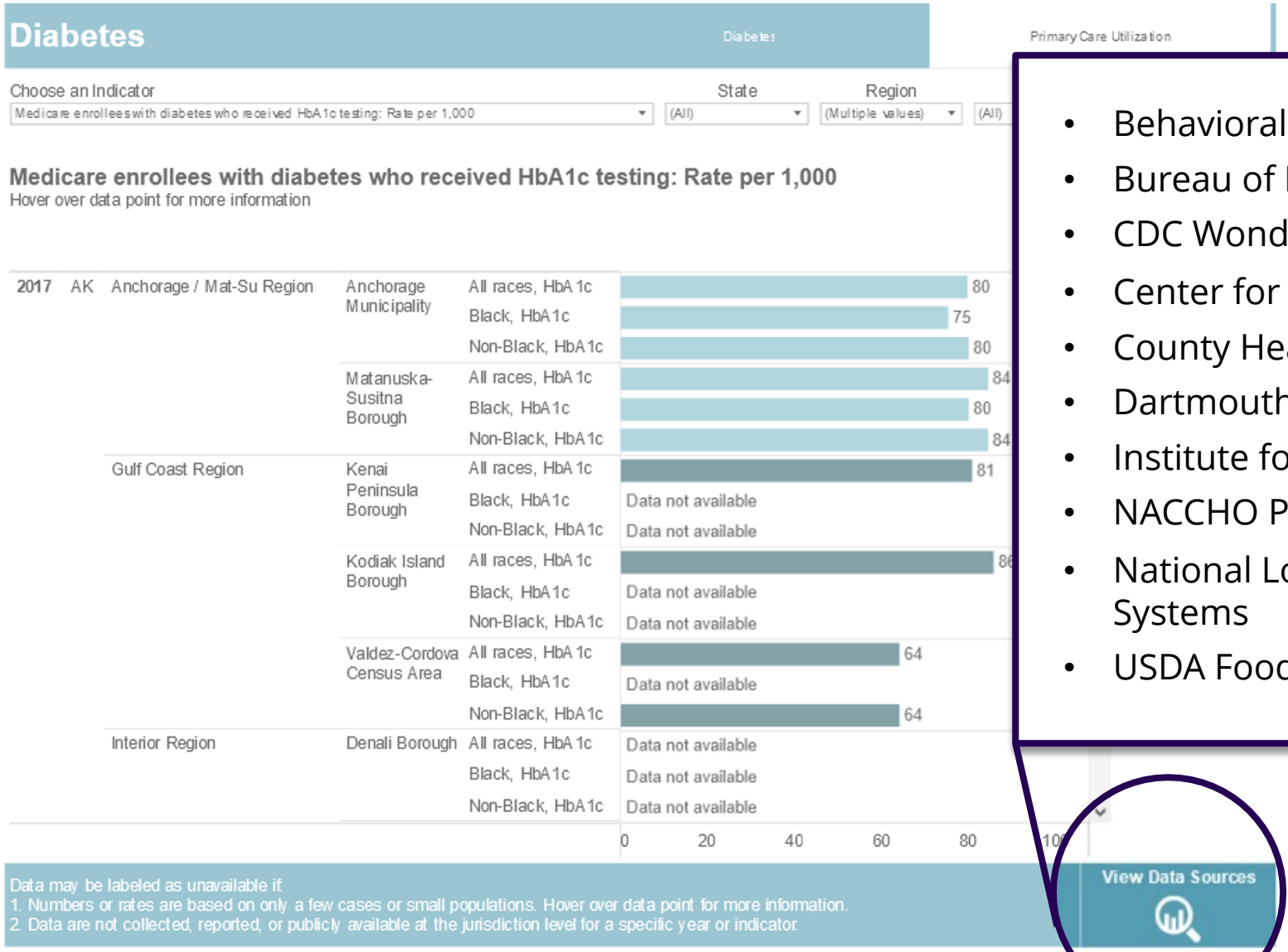
The SHARE-NW website allows users to access data across seven topic areas and additional training

Dashboard Features: Multiple Indicators

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



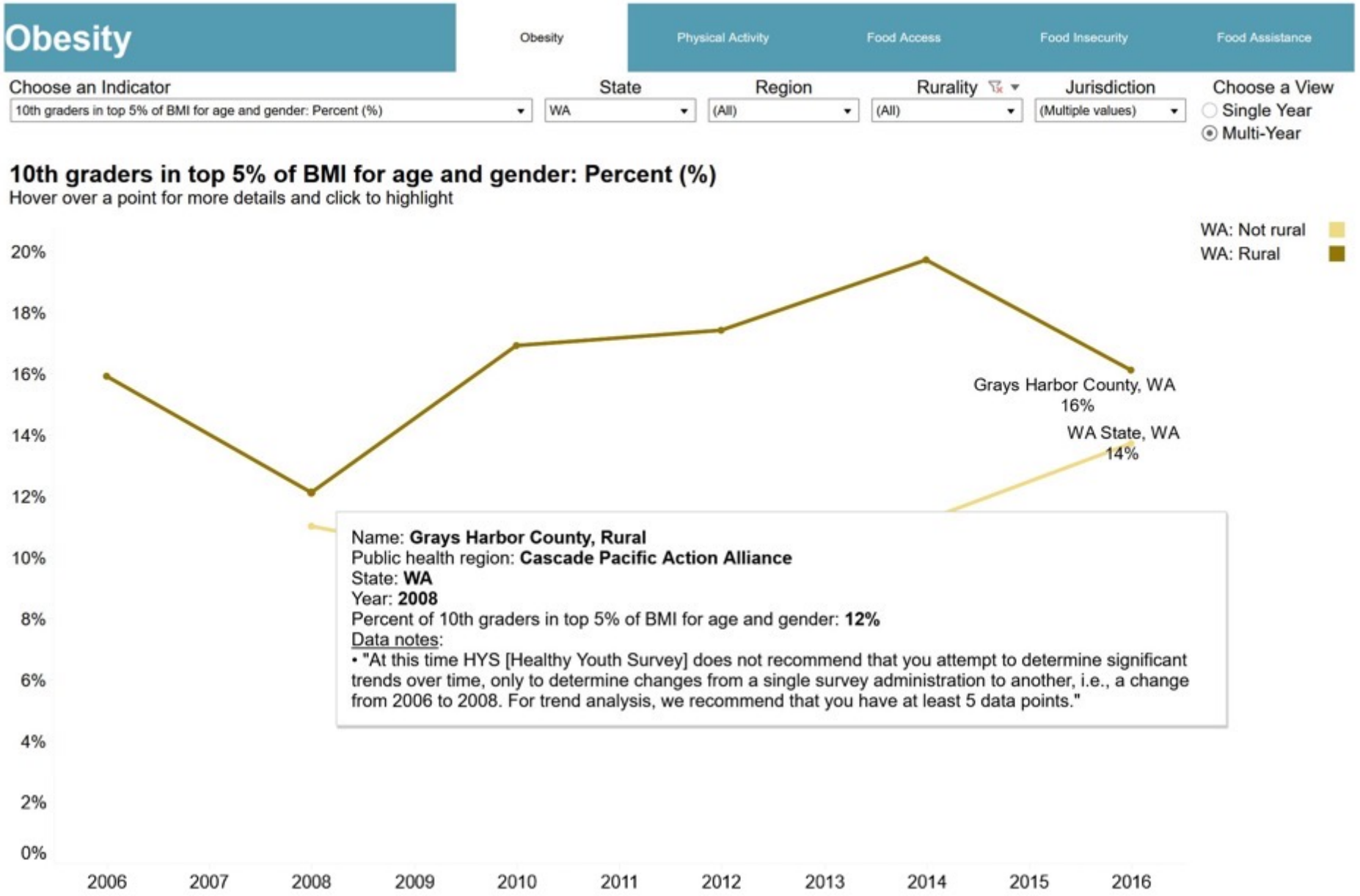
Dashboard Features: Multiple Sources



- Behavioral Risk Factor Surveillance System (BRFSS)
- Bureau of Labor Statistics
- CDC Wonder
- Center for Medicare and Medicaid Services
- County Health Rankings and Roadmaps
- Dartmouth Atlas of Health Care
- Institute for Health Metrics and Evaluation
- NACCHO Profile
- National Longitudinal Survey of Public Health Systems
- USDA Food Atlas

Dashboard Features: Trends Over Time

Dashboard Features: Pop-Up Tooltips



Dashboard Features: Effective, Exportable Visuals

Export Image | Export to PDF | Share a Link

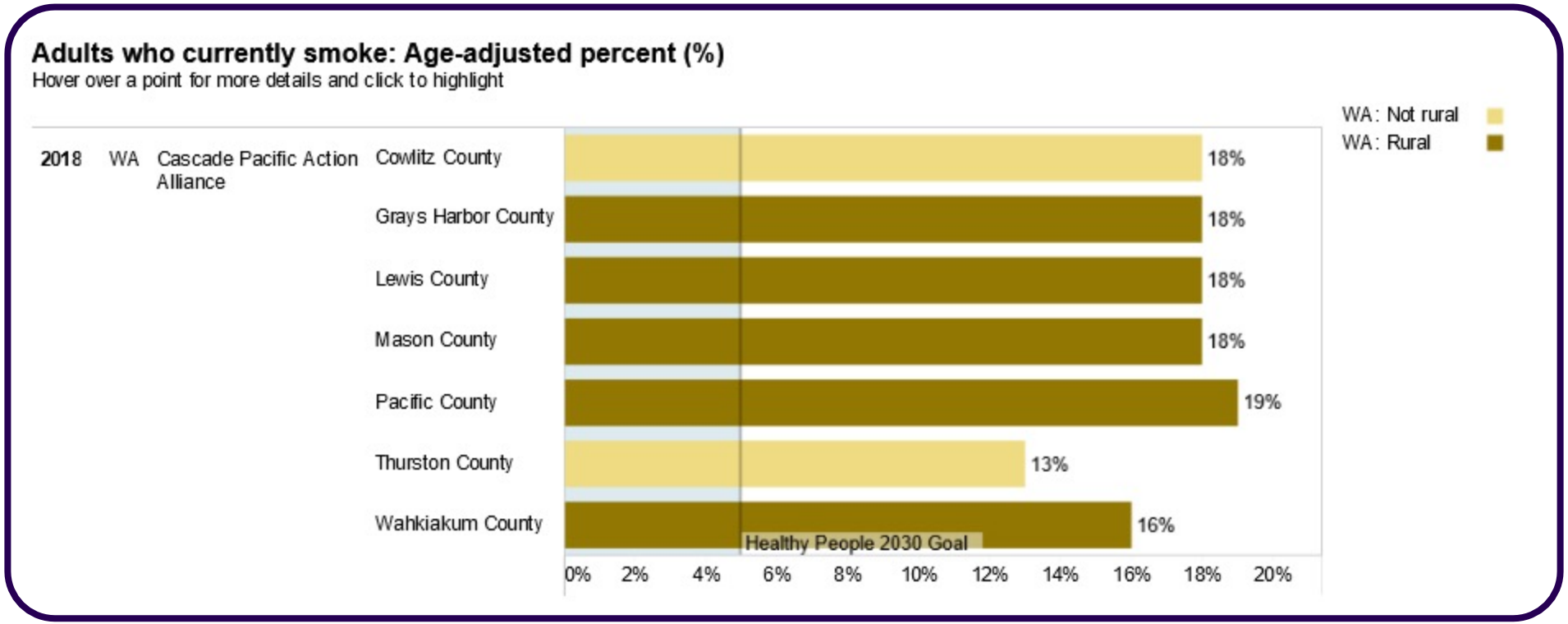
Undo | Redo | Revert | Refresh | Pause | Metrics | Share | Download | Full Screen

Tobacco

Tobacco Use | Health Effects | Cessation | Environment

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

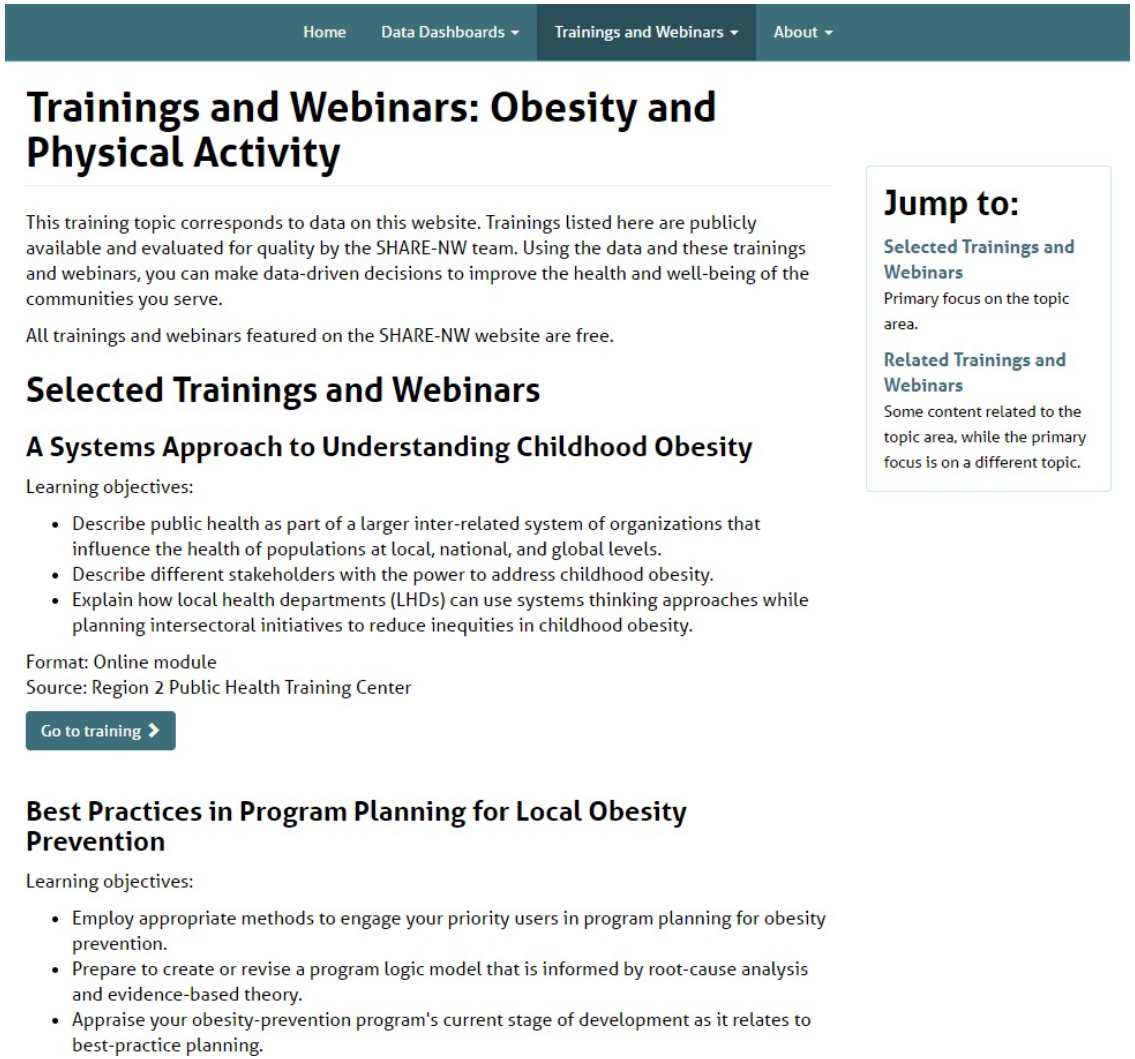
State: WA | Region: Cascade Pacific Act... | Rurality: (All) | Jurisdiction: (All)



Curated Trainings

Specific training focal areas include:

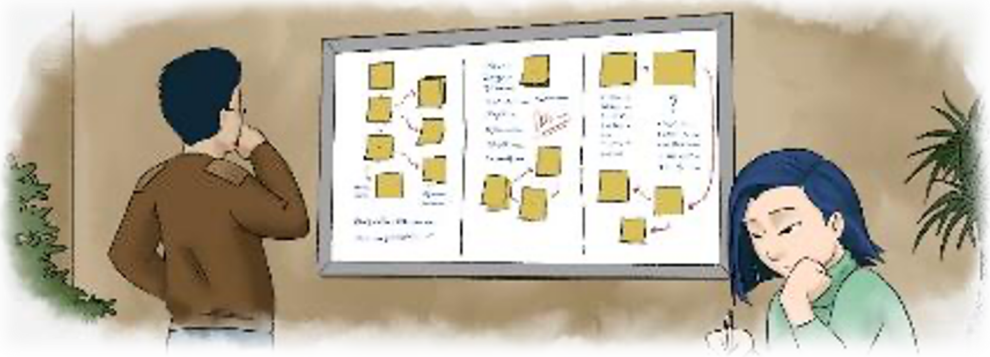
- Data and health equity
- Mental and behavioral health
- Obesity and physical activity
- Diabetes
- Injury and violence prevention
- Tobacco
- Oral health



Featured Trainings

SHARE-NW trainings cover the following topic areas:

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



Question for the Viewers

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

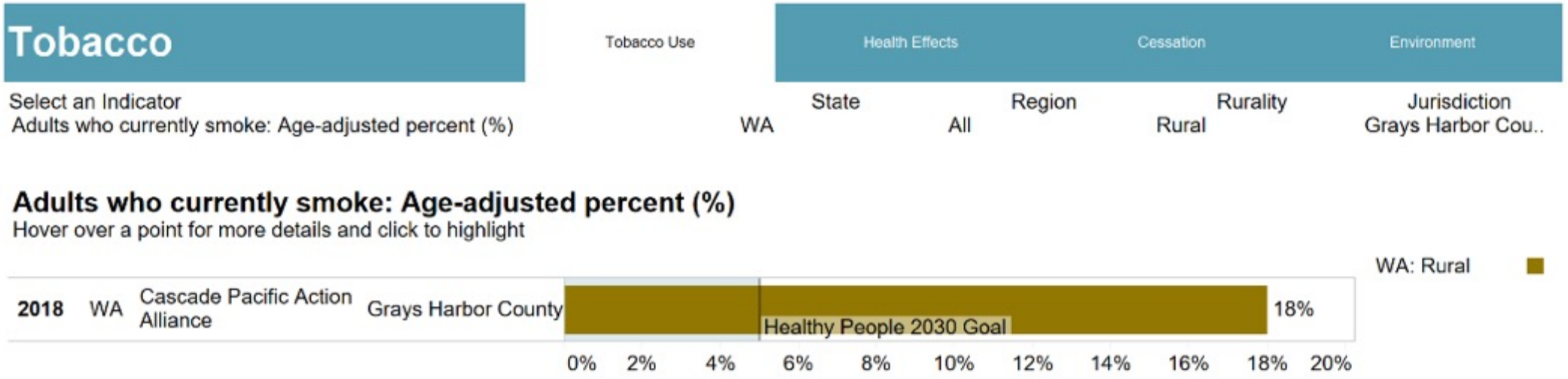
NOTE: If you answered "**Agree**," please share details in the chat box.

Lessons from the Field

SHARE-NW and Grays Harbor County

Using Data for Grays Harbor

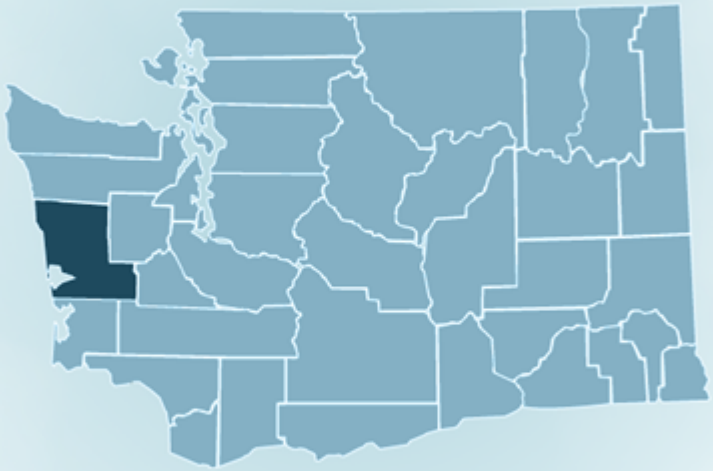
The SHARE-NW dashboard offered insight into future work and goals for our jurisdiction:



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



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

A Chat with Erin Schreiber and Greg Whitman

Allene Mares

Erin Schreiber

Greg Whitman

QUESTIONS?

To ask a question, please click the

icon in the Zoom toolbar to open your Q&A Pod.

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/health-communication

Webinars, fact sheets, presentations, trainings, and more from the Urban Indian Health Institute.

Urban Indian Health Institute Resources

https://www.uihi.org/resources/

Data and Training for Rural Health Equity

SHARE-NW Website

https://sharenw.nwcphp.org/