Addressing Rural Health Disparities with Data

Greg Whitman
Project Manager
SHARE-NW, University of Washington

Erin Schreiber
Healthy Families Program Manager
Grays Harbor County Public Health
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
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
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
The SHARE-NW website allows users to access data across seven topic areas and additional training.
Dashboards allow users to compare data on a number of different indicators:

<table>
<thead>
<tr>
<th>Indicator Description</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicare enrollees with diabetes who received HbA1c testing</td>
<td>Number</td>
</tr>
<tr>
<td>Medicare enrollees with diabetes who received HbA1c testing</td>
<td>Rate per 1,000</td>
</tr>
<tr>
<td>Medicare enrollees with diabetes who received blood lipids testing</td>
<td>Number</td>
</tr>
<tr>
<td>Medicare enrollees with diabetes who received blood lipids testing</td>
<td>Rate per 1,000</td>
</tr>
<tr>
<td>Medicare enrollees with diabetes who received eye exam</td>
<td>Number</td>
</tr>
<tr>
<td>Medicare enrollees with diabetes who received eye exam</td>
<td>Rate per 1,000</td>
</tr>
</tbody>
</table>
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

**Obesity**

Choose an Indicator:
- 10th graders in top 5% of BMI for age and gender: Percent (%)

State: WA
Region: (All)
Rurality: (All)
Jurisdiction: (Multiple values)

Choose a View:
- Single Year
- Multi-Year

**10th graders in top 5% of BMI for age and gender: Percent (%)**
Hover over a point for more details and click to highlight.

- WA: Not rural
- WA: Rural

Grays Harbor County, WA: 16%
WA State, WA: 14%
Dashboard Features: Pop-Up Tooltips

10th graders in top 5% of BMI for age and gender: Percent (%)
Hover over a point for more details and click to highlight

Name: Grays Harbor County, Rural
Public health region: Cascade Pacific Action Alliance
State: WA
Year: 2008
Percent of 10th graders in top 5% of BMI for age and gender: 12%
Data notes:
• "At this time HYS (Healthy Youth Survey) does not recommend that you attempt to determine significant trends over time, only to determine changes from a single survey administration to another, i.e., a change from 2006 to 2008. For trend analysis, we recommend that you have at least 5 data points."
Dashboard Features: Effective, Exportable Visuals

**Adults who currently smoke: Age-adjusted percent (%)**

Hover over a point for more details and click to highlight

<table>
<thead>
<tr>
<th>Year</th>
<th>WA</th>
<th>Cascade Pacific Action Alliance</th>
<th>Cowlitz County</th>
<th>Grays Harbor County</th>
<th>Lewis County</th>
<th>Mason County</th>
<th>Pacific County</th>
<th>Thurston County</th>
<th>Wahkiakum County</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>WA</td>
<td>Cascade Pacific Action Alliance</td>
<td>Cowlitz County</td>
<td>Grays Harbor County</td>
<td>Lewis County</td>
<td>Mason County</td>
<td>Pacific County</td>
<td>Thurston County</td>
<td>Wahkiakum County</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>19%</td>
<td>13%</td>
<td>16%</td>
</tr>
</tbody>
</table>

WA: Not rural
WA: Rural
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
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
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
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.
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/