



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:*

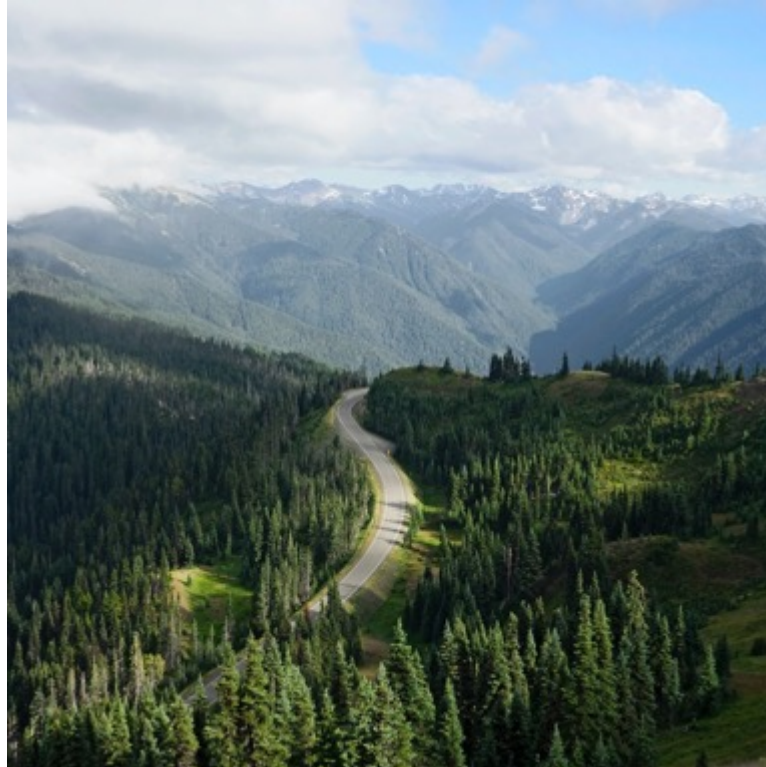
- A. I use them in my work
- B. I know about them, but haven't used them
- C. I don't know about them
- D. Other

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

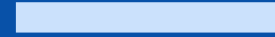
SHARE-NW Background



Practice-Centered Design



Lessons from the Field

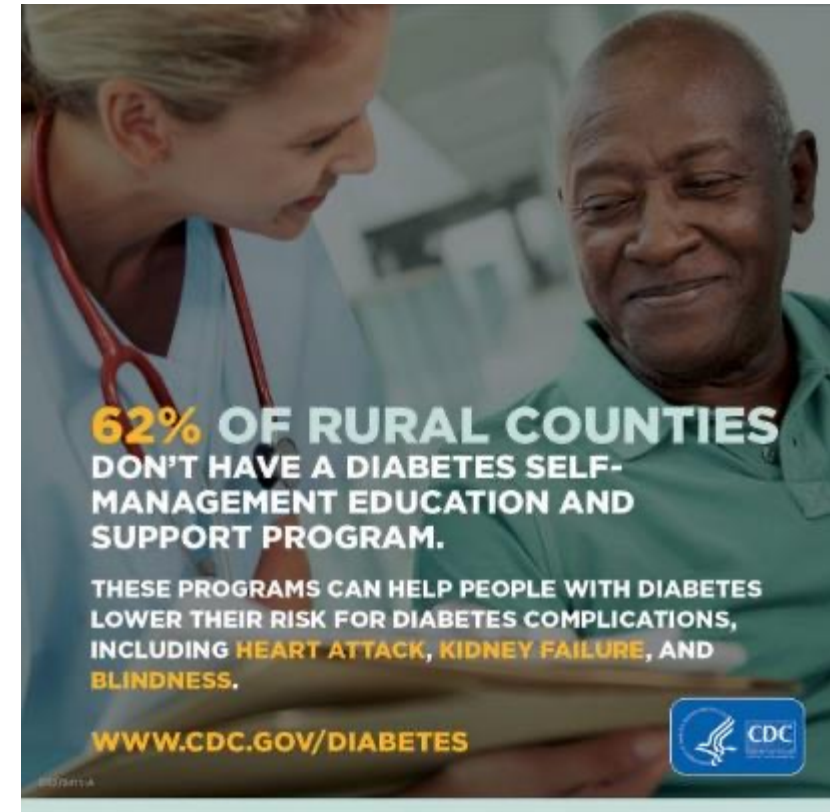


SHARE-NW Background



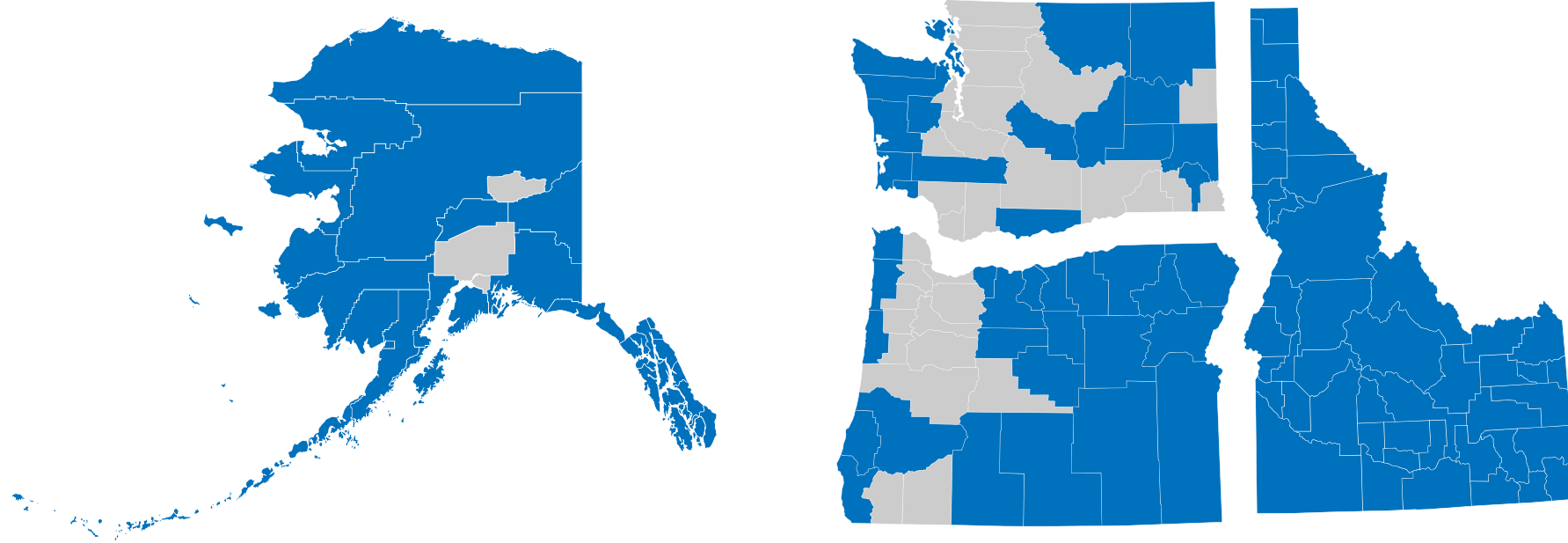
Rural Health “Double Disparity”

- **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

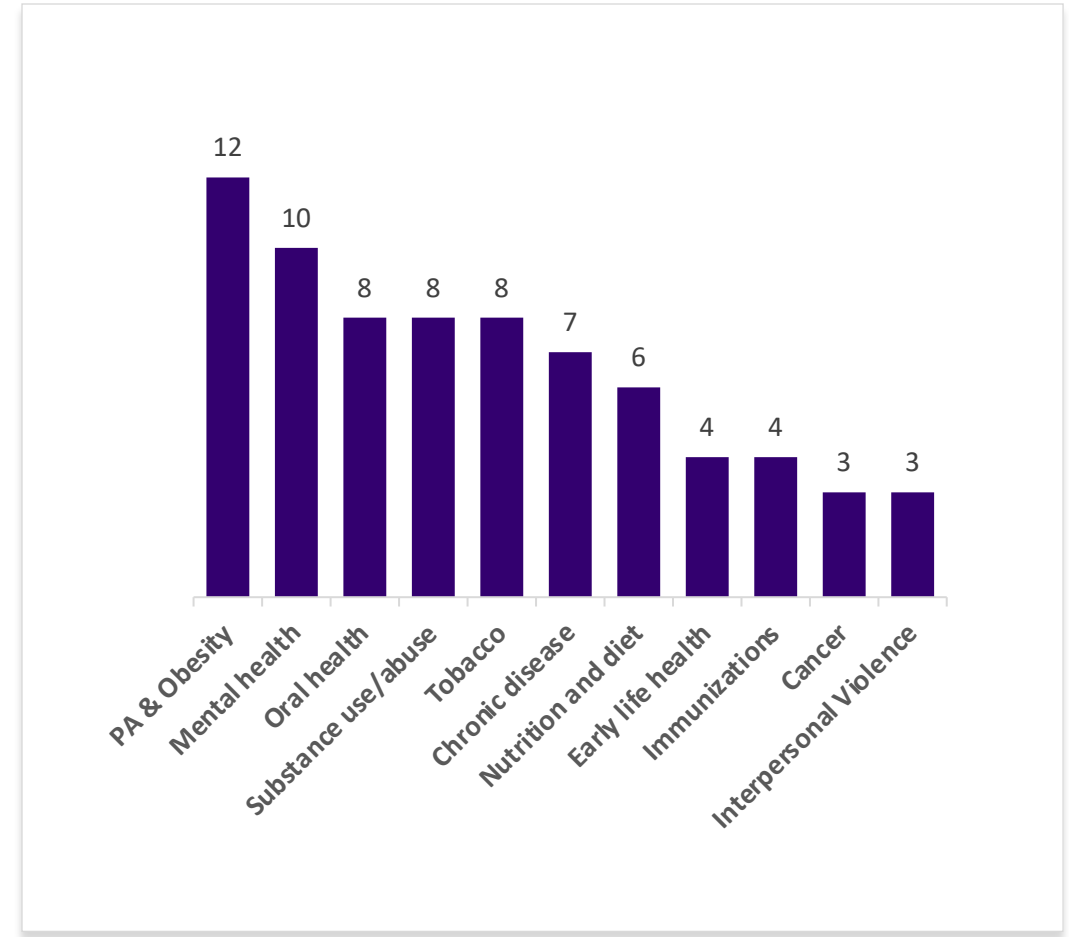


Prioritization as Data-Informed Decision Making

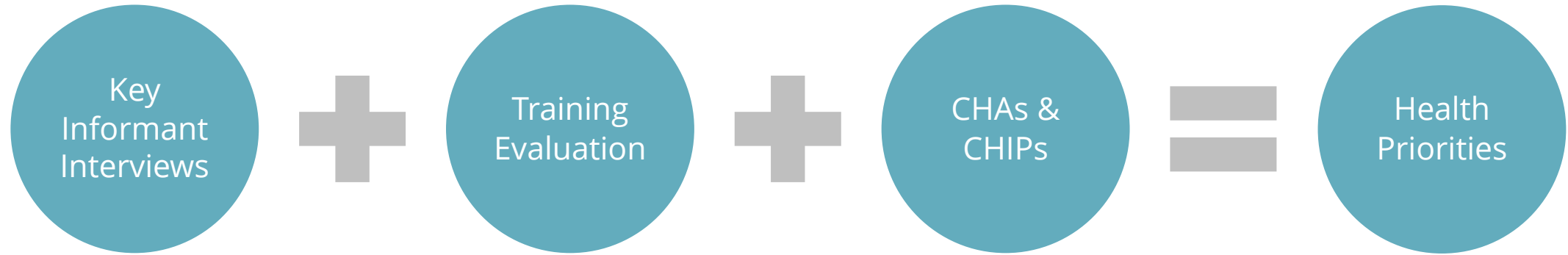
Oregon's Rural Community Health Assessment and Community Health Improvement Plan

Top four most frequently mentioned priorities:

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



Identifying Health Priorities



Obesity
Physical Activity
Nutrition



Diabetes



Tobacco



Mental Health
Suicide
Substance Use



Injury
Violence



Oral
Health



+ COVID-19

Practice- Centered Design

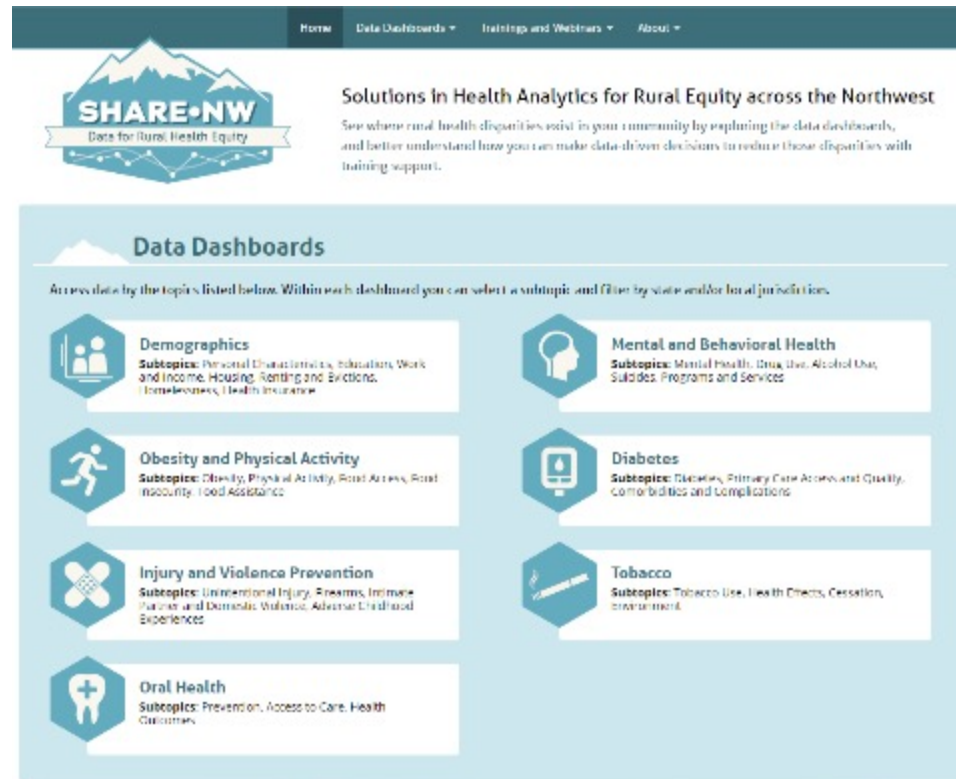


Dashboard Features

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 screenshot shows the SHARE-NW website home page. At the top is a dark teal navigation bar with links for Home, Data Dashboards, Trainings and Webinars, and About. Below the navigation bar is a hero section with the SHARE-NW logo (a mountain range with the text 'SHARE-NW' and 'Data for Rural Health Equity') and a heading 'Solutions in Health Analytics for Rural Equity across the Northwest'. The main content area is titled 'Data Dashboards' and features a grid of seven topic cards, each with an icon and a list of subtopics. The topics are: Demographics, Obesity and Physical Activity, Injury and Violence Prevention, Oral Health, Mental and Behavioral Health, Diabetes, and Tobacco. Each card has a 'Learn More' link. To the right of the main content area is a sidebar with a heading 'Trainings and Webinars' and a button 'EXPLORE TRAINING TOPICS >'. Below this is a section titled 'Who is this website for?' with text explaining the website's purpose and a 'LEARN MORE >' button. At the bottom is a section titled 'What is the purpose of this website?' with text explaining the website's purpose and a 'LEARN MORE >' button.

SHARE-NW
Data for Rural Health Equity

Solutions in Health Analytics for Rural Equity across the Northwest

See where rural health disparities exist in your community by exploring the data dashboards, and better understand how you can make data-driven decisions to reduce these disparities with training support.

Data Dashboards

Access data by the topics listed below. Within each dashboard you can select a subtopic and filter by state and/or local jurisdiction.

- Demographics**
Subtopics: Personal Characteristics, Education, Work and Income, Housing, Renting and Evictions, Homelessness, Health Insurance
- Obesity and Physical Activity**
Subtopics: Disability, Physical Activity, Food Access, Food Insecurity, Food Assistance
- Injury and Violence Prevention**
Subtopics: Unintentional Injury, Firearms, Intimate Partner and Domestic Violence, Adverse Childhood Experiences
- Oral Health**
Subtopics: Prevention, Access to Care, Health Disparities
- Mental and Behavioral Health**
Subtopics: Mental Health, Drug Use, Alcohol Use, Substances, Programs and Services
- Diabetes**
Subtopics: Diabetes, Primary Care Access and Quality, Comorbidities and Complications
- Tobacco**
Subtopics: Tobacco Use, Health Effects, Cessation, Environment

Trainings and Webinars

Access online trainings and webinars organized by topics that correspond to the data dashboards. These training resources can help you develop your skills to make key decisions to improve health equity in your communities.

[EXPLORE TRAINING TOPICS >](#)

Who is this website for?

The resources on this website are for rural public health professionals in Alaska, Idaho, Oregon, and Washington, including those who might not have training or experience using data.

We know rural public health professionals need access to data and training to support key decision making that helps improve their community's health and well-being.

SHARE-NW is designed specifically for rural professionals with limited resources and little to no data experience.

[LEARN MORE >](#)

What is the purpose of this website?

The SHARE-NW team is here to provide the tools and information you need to make key decisions in improving your community's health.

We want to help you understand where health disparities exist in your community and identify what can be done to reduce them.

This website will give you access to relevant, publicly available data and let you explore online trainings and webinars on those topics. Together, these resources can support your local efforts to improve individual and community health and well-being.

[LEARN MORE >](#)

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

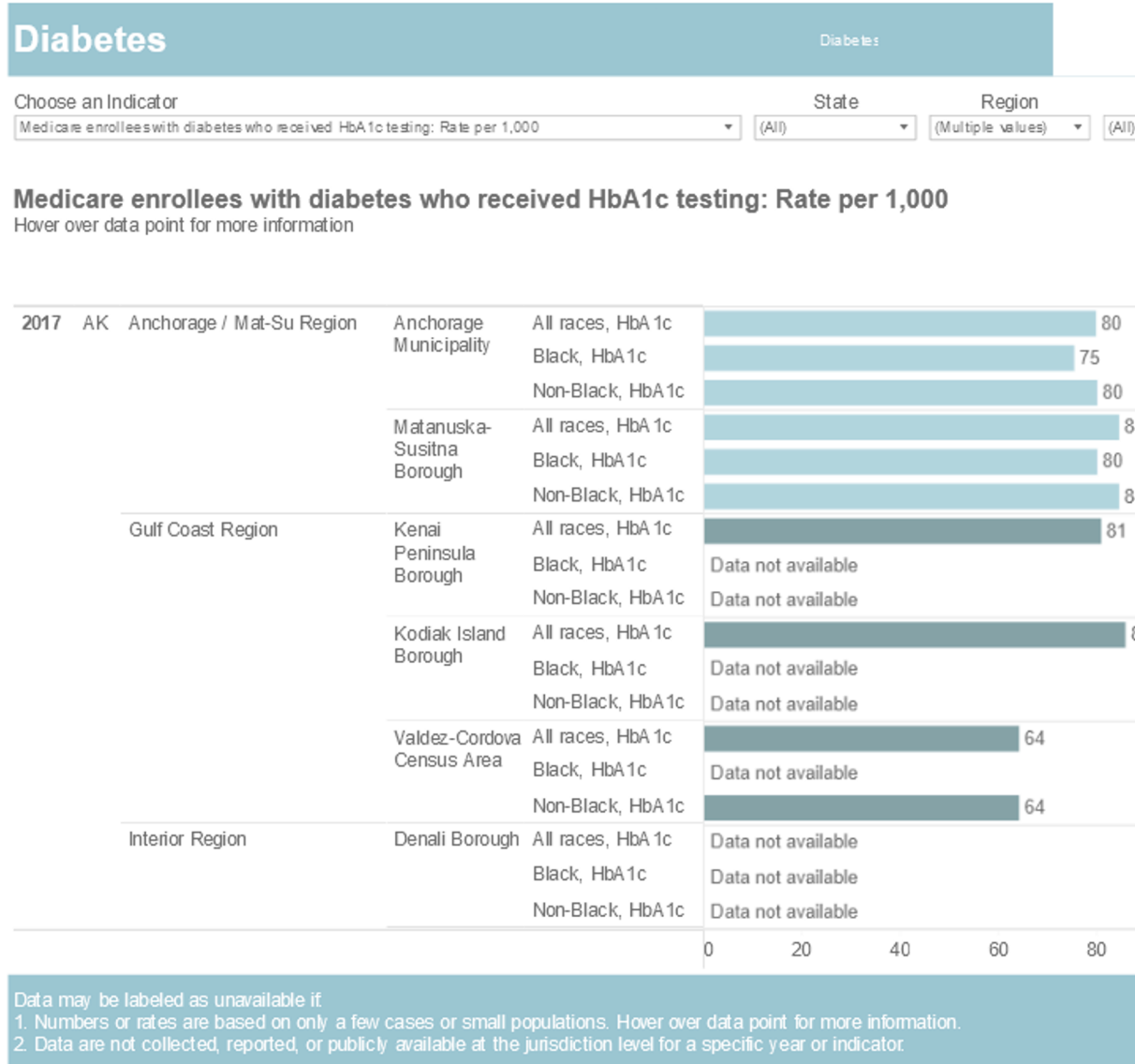
Dashboard Features: Multiple Indicators

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

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	

Dashboard Features: Multiple Sources

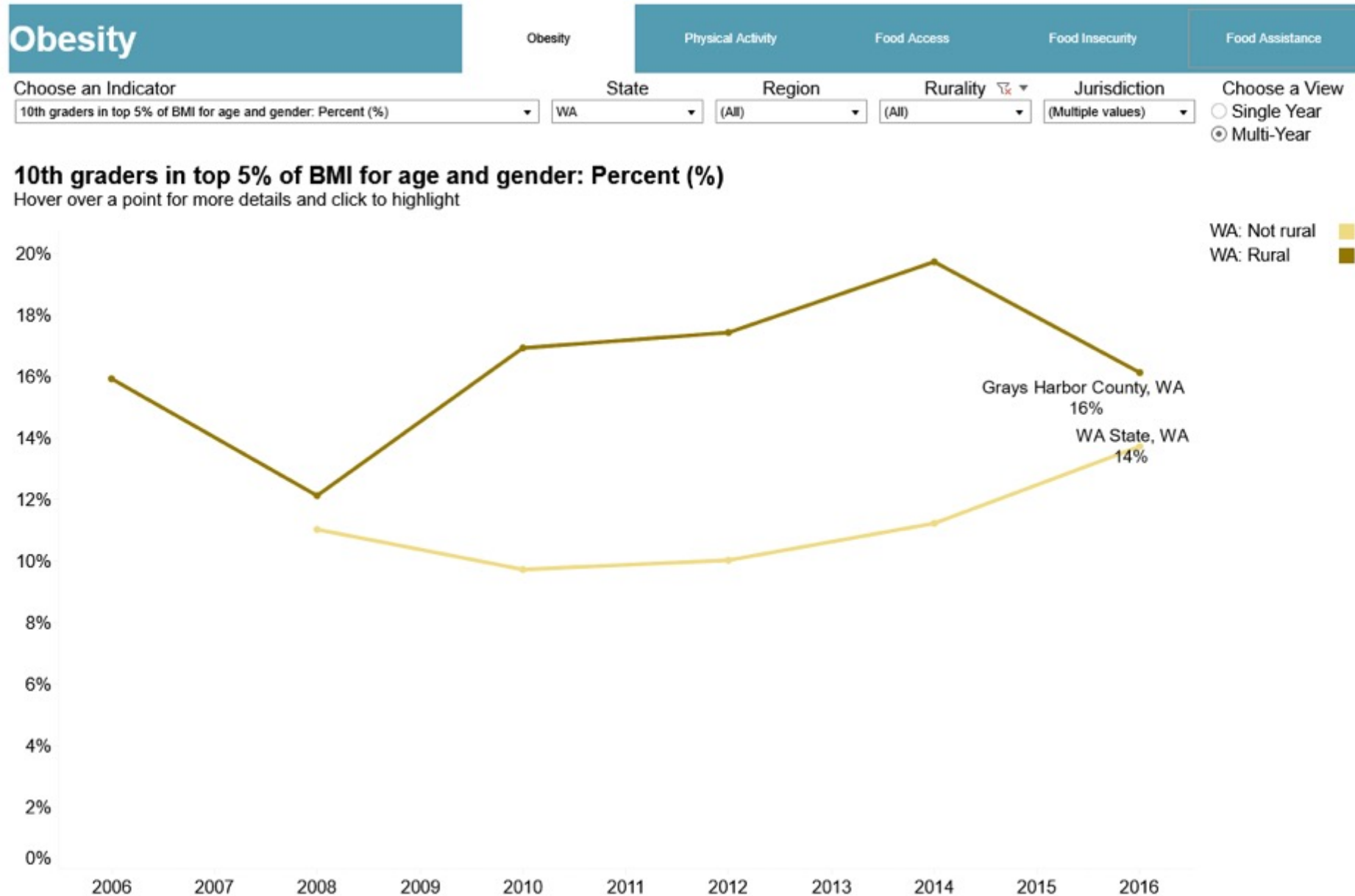


- Behavioral Risk Factor Surveillance System (BRFSS)
- Bureau of Labor Statistics
- CDC Wonder
- Center for Medicare and Medicaid Services
- County Health Rankings and Roadmaps
- Dartmouth Atlas of Health Care
- Institute for Health Metrics and Evaluation
- NACCHO Profile
- National Longitudinal Survey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

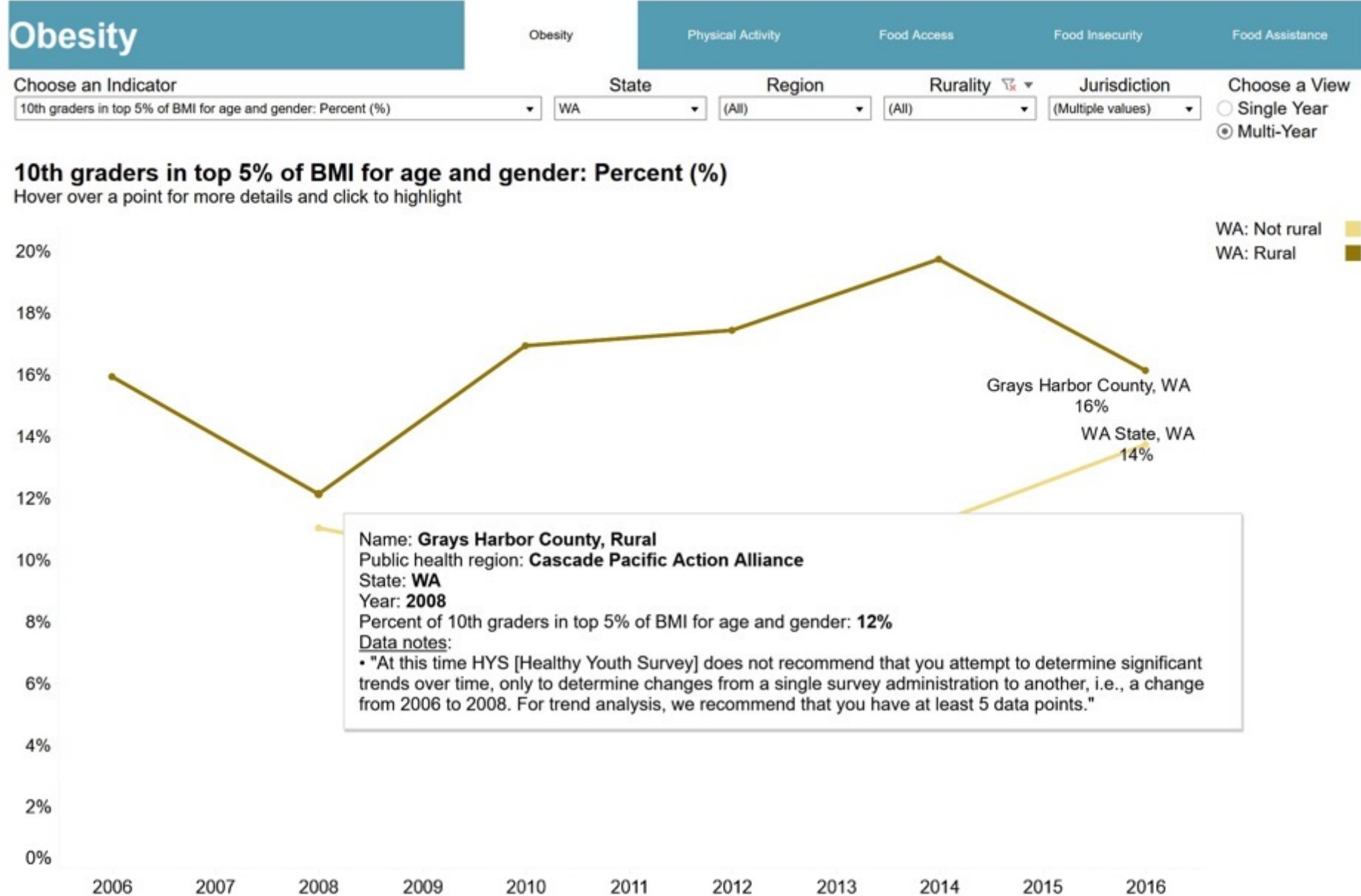
View Data Sources



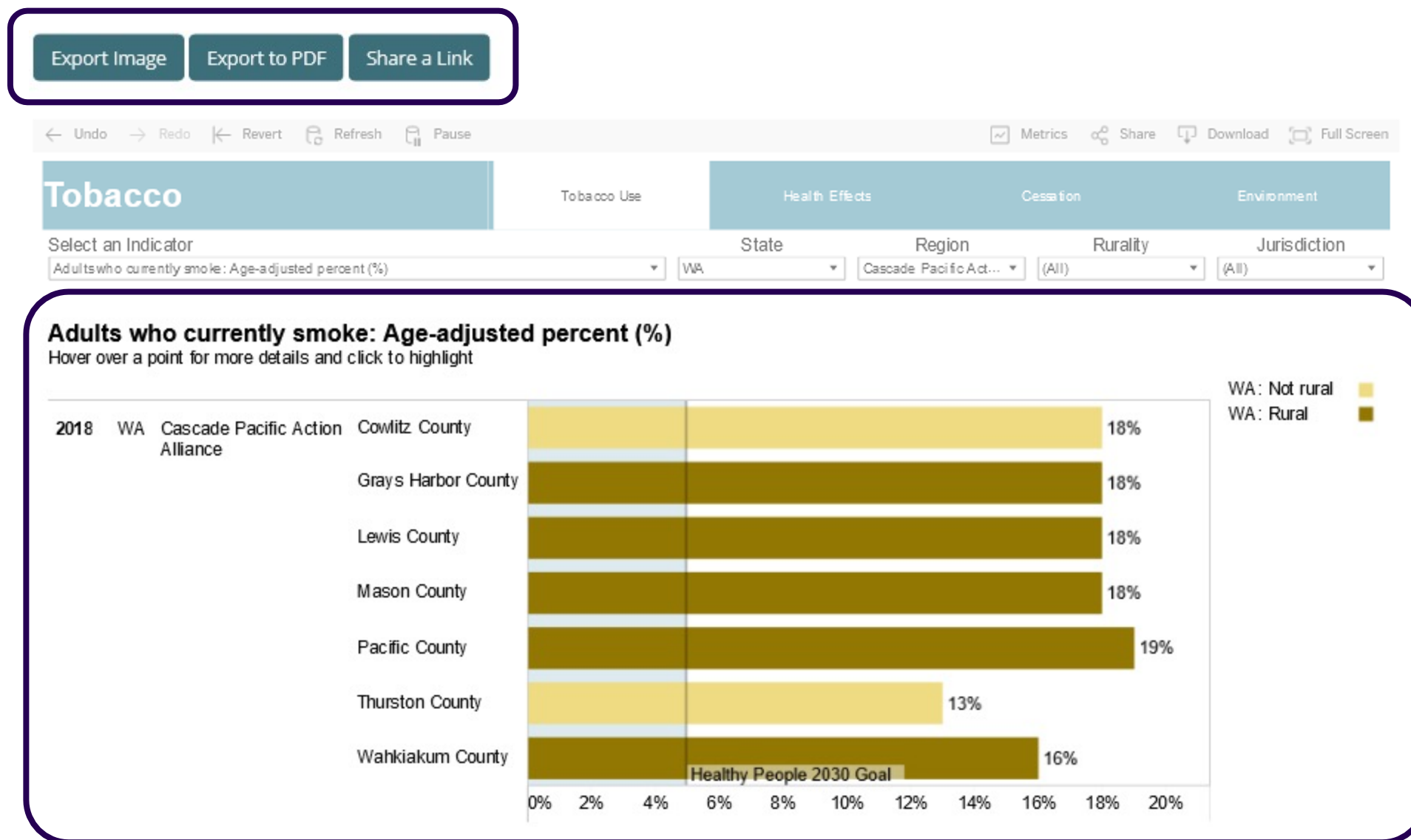
Dashboard Features: Trends Over Time



Dashboard Features: Pop-Up Tooltips



Dashboard Features: Effective, Exportable Visuals



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

[Home](#) [Data Dashboards ▾](#) [Trainings and Webinars ▾](#) [About ▾](#)

Trainings and Webinars: Obesity and Physical Activity

This training topic corresponds to data on this website. Trainings listed here are publicly available and evaluated for quality by the SHARE-NW team. Using the data and these trainings and webinars, you can make data-driven decisions to improve the health and well-being of the communities you serve.

All trainings and webinars featured on the SHARE-NW website are free.

Selected Trainings and Webinars

A Systems Approach to Understanding Childhood Obesity

Learning objectives:

- Describe public health as part of a larger inter-related system of organizations that influence the health of populations at local, national, and global levels.
- Describe different stakeholders with the power to address childhood obesity.
- Explain how local health departments (LHDs) can use systems thinking approaches while planning intersectoral initiatives to reduce inequities in childhood obesity.

Format: Online module
Source: Region 2 Public Health Training Center

[Go to training >](#)

Best Practices in Program Planning for Local Obesity Prevention

Learning objectives:

- Employ appropriate methods to engage your priority users in program planning for obesity prevention.
- Prepare to create or revise a program logic model that is informed by root-cause analysis and evidence-based theory.
- Appraise your obesity-prevention program's current stage of development as it relates to best-practice planning.

Jump to:
[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.

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.

A scenic photograph of a calm lake under a blue sky with scattered clouds. In the foreground, a row of colorful kayaks (green, grey, red, orange, yellow, blue, and purple) are lined up on a pebbly shore. A single red kayak is also in the water near the shore. Several wooden posts are visible in the water. In the background, there are forested hills and a small mountain peak. A large blue diagonal overlay covers the right side of the image, containing the title text.

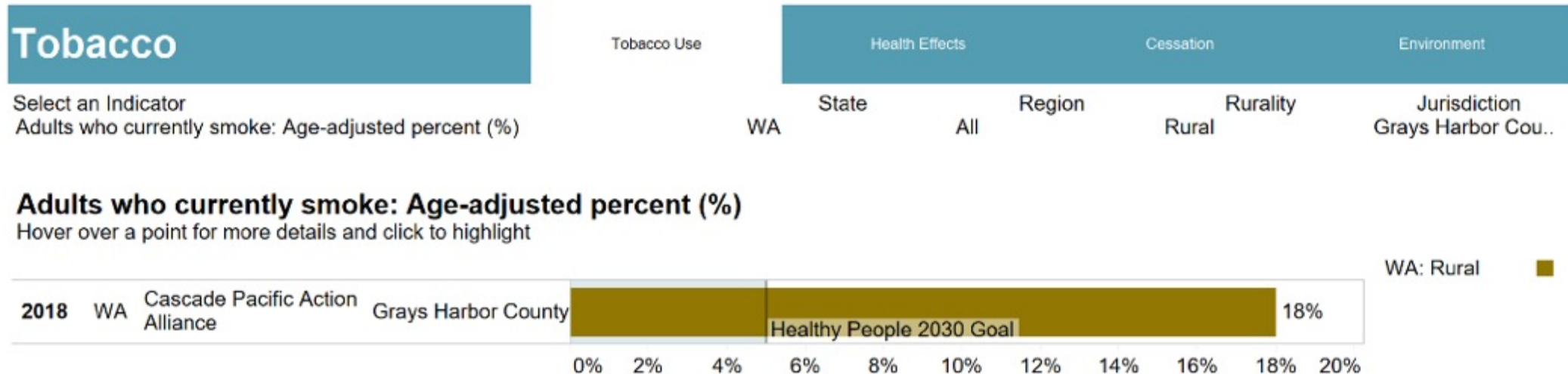
Lessons from the Field

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.

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/>