English
If you are a monolingual English speaker, please select the world-like interpretation icon at the bottom of the screen, then select English. If you are using zoom via a telephone/tablet, you will select the three dots to see more options, followed by interpretation and then English.

Español
Si solo habla/o prefiere escuchar en español, seleccione el icono de interpretación que parece a un mundo en la parte inferior de la pantalla, luego seleccione español y no olvide silenciar el audio original. Si está usando Zoom en un teléfono o tableta, seleccionará los tres puntos para ver más opciones, seguido por interpretación y después español.

ZOOM APP ON PHONE OR TABLET
APLICACIÓN DE ZOOM POR TELÉFONO O TABLETA

- SELECT THE THREE DOTS
  - SELECCIONE LOS TRES PUNTITOS

- SELECT YOUR LANGUAGE
  - SELECCIONE SU LENGUAJE
This presentation is being recorded

Tools located on the bar at the bottom of your screen

Chat
Access resources and send messages within the meeting

Live Transcript
Read live transcriptions/closed captions

Q&A
Enter questions for the presenters, and read their responses.
About Us

The Center for Wellness and Nutrition (CWN), a program of the Public Health Institute, is a national leader in developing campaigns, programs, and partnerships to promote wellness and equitable practices in the most vulnerable communities in California and across the country.
Historically, policies and systems in this country have been deeply rooted in racism resulting in the stark inequities we see today.

Achieving health equity and racial justice with the communities we serve requires that we are intentional about data practices and strategies, especially those that transform data into action.

**Todays Webinar will:**

- Describe the barriers and proposed solutions for using data in addressing health inequities in rural populations.
- Share best practices for using data to identify connections between social factors and varying health outcomes.
- Highlight the training modules developed by Solutions in Health Analytics for Rural Equity (SHARE) on data visualization and communicating effectively about health equity.
BACKGROUND AND RATIONALE

SOLUTIONS TO OVERCOME CHALLENGES AND BARRIERS
SHARE-NW

Solutions in Health Analytics for Rural Health Equity across the Northwest (SHARE-NW) is responding to a need for greater capacity in state and local governmental public health agencies to use data to achieve health equity.
**PRACTICE-CENTERED GOALS**

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
POLL
**PRIORITY: LIMITED CAPACITY FOR DATA USE**

**Challenges/Barriers**
- Staff and funding are more limited in rural areas compared to urban areas
- Limited knowledge, skills, and understanding of data applicability
- Limited understanding of health disparities
- Lack of data use to address health disparities

**Possible Solutions**
- Training on how to lead community conversation about data
- Training on how to navigate and use a data dashboard
- Training to include equity lens in their decision-making
**Challenges/Barriers**

- Difficult to know where data are because they are scattered in different places
- Data are not in easily usable formats

**Possible Solutions**

- Create dashboard that incorporates multiple data sources
USING DATA TO IDENTIFY HEALTH INEQUITIES

NAVIGATING THE SHARE-NW DASHBOARDS
IDENTIFYING HEALTH INEQUITIES: PROCESS

- Select a health priority area: Diabetes
- Look at related data: Utilization of Care
- What could explain any relationship you find?
  - Think about social determinants of health you know that tend to affect diabetes rates
SHARE-NW DASHBOARDS

- Dashboards display data for health priority areas
- SDOH data is in Demographics dashboard
- Data available for Alaska, Idaho, Oregon, and Washington
SELECT A HEALTH PRIORITY AREA: DIABETES

- Which county has the highest rate in this region?

Adults aged 20+ with diagnosed diabetes: Percent(%)
LOOK AT RELATED DATA: UTILIZATION OF DIABETES CARE

- Does that county have higher, lower, or average utilization of care?

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<th>Eastern Oregon Coordinated Care Organization</th>
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OR: Not rural | OR: Rural
**What could explain the relationship you find?**

- Think about social determinants of health you know that tend to affect diabetes rates for a county

### Civilian population aged 16+ who are unemployed: Percent (%)

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TRAINING RESOURCES

DATA FOR RURAL HEALTH EQUITY
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

Data for rural health equity trainings cover the following topic areas:

- Understanding Population Health Concepts
- Communicating Effectively
- Visualizing Data Stories
UNDERSTANDING POPULATION HEALTH CONCEPTS

• 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
COMMUNICATING EFFECTIVELY

• 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
VISUALIZING DATA STORIES

• 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”
VIRTUAL INTERACTIVE LIVE TRAINING

- Two live, interactive workshops
- Based on real public health experiences and situations
- Apply tools and methods to prioritize public health program and policy options for addressing health inequities
- Develop skills and confidence in effectively communicating with data, including sharing data visually in charts and graphs

SAMPLE DECISION CRITERIA

- Effectiveness
- Population-based Impact
- Feasibility
- Preferences of Community
- Impact on Multiple Health Outcomes
- Equity Impact
- Legal Considerations
- Freedom
- Sustainability
- Partner Priority
- Data-informed
- Political Will
- Stigmatization
- Unintended Consequences
- Cost/ROI
- Momentum

PUBLIC HEALTH INSTITUTE | CENTER FOR WELLNESS AND NUTRITION | Northwest Center FOR PUBLIC HEALTH PRACTICE
Greg Whitman
PROJECT MANAGER
Northwest Center for Public Health Practice

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Thank You

Follow us on Twitter - Take part in our interactive events! @phi_wellness

Connect to like-minded partners by joining us on LinkedIn
linkedin.com/company/center-for-wellness-and-nutrition

Have a question? Write to us at info@wellness.phi.org