

Using Data Walks as an Approach to Engage Community and Advance Equity

July 27, 2022 | 2:00 - 3:30 pm ET

Welcome!





A few housekeeping items...



Use Chat for questions, comments and reactions, and to ask for help



We will share recording and chat notes/resources.



Please take a moment to complete the survey, at end of the webinar



BRIC Webinar Series









3 Strategy Areas to Build Resilience

- Food & Nutrition Security
- Safe Physical Activity Access
- Social Connectedness

Centered by health equity and social justice

Policy, systems and environmental change

COVID-19 pivots and learnings

https://chronicdisease.org/bric







Charles Brown (he/him)

CEO and Founder

Equitable Cities

Discussant and BRIC National Technical Assistance Partner



Phil Bors (he/him)
Technical Assistance Director
Healthy Places by Design

Moderator and BRIC National Technical Assistance Partner





Chat your response now...

What are some specific ways you have used data in your work to advance health equity?

e.g., through planning your approach, data collection, analysis, evaluation, reporting, presenting, disseminating





Agenda/Flow for Today's Session

- Data Walks Overview: Urban Institute and Tamarack Institute
 - Concepts, Processes, Rural and Urban Examples
- Discussant: Charles Brown, Equitable Cities
- Q&A
- Public Health Example: South Carolina DHEC
- Breakout Groups (20 minutes)
- Key Takeaways
- Closing and What's Next





Today's Speakers



Mel Langness (they/them)

Research Analyst

Metropolitan Housing and

Communities Policy Center

Urban Institute



Sylvia Cheuy, MHSc (she/her)

Consulting Director

Tamarack Learning Centre

Tamarack Institute



Katie O'Shields, MSPH (she/her)

Director and Data Visualization

Specialist, Office of Epidemiology,

Analysis and Data Visualization

South Carolina Department of

Health and Environmental Control



July 2022

Data Walks: An Overview

Mel Langness





Why Community Engagement?

- The best research is a two-way street
- Long history of research as extractive and exclusive
- Data walks bring data to the people
 - Democratizing research
- Understanding multiple aspects of an issue leads to stronger future work



What is a Data Walk?

- Convening geared toward community
- Review data and research findings in an accessible and meaningful way
- Empowering community and opening decision making
- Sometimes can be data collection efforts
 - Enriching the data

Data Walk Components

- 1. The research!
- 2. Space
 - Virtual?
- 3. Invite list
 - Community messengers? Childcare? Translator?
- 4. Accurate data in easy-to-understand visualizations
- 5. A good team of facilitators



Things to Consider

Recruitment Strategies

- Data walks work best if you can draw on standing connections to the community
- Recruiting participants with diverse perspectives is unlikely to happen without intentionality
 - Work with trusted intermediaries with deep community ties
 - But also think about who might be left out by recruiting through them
 - What perspectives are missing from your work?

Thinking about Power and Participant Comfort

- Ensure participants feel comfortable sharing authentic feedback
 - Hold separate Data Walks just for community residents, program participants, or people most personally affected
 - Shift power from professional researchers to community residents during the Data Walks

Developments in the Data Walk World

Interactive Station Options

- Post your thoughts
- Mapping exercises
- Document what's happening with consent
- Ending with a visioning exercise

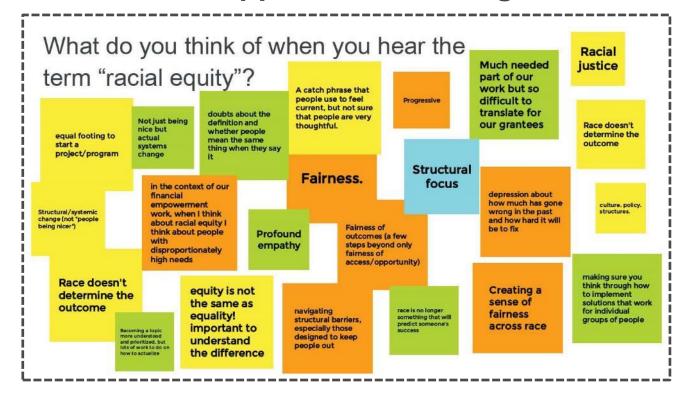




Virtual Data Walk Approaches

- Videoconferencing
 - Presents challenges beyond in-person events
 - Also presents opportunities for inclusivity
- Social Media
 - Requires close relationships with key players
- Innovative software

Virtual Data Walk Approaches - Google Jamboard



Data Walks in Action



Project Examples

- Food Insecurity and Community Data study
- Promoting Adolescent Sexual Health and Safety (PASS)
- DMV Equity Data for Chief Equity Officers
- SOGIE Data Collection Best Practices



Engaging Adults and Youth in Washington, DC

- Key factors:
 - Relationships with service providers, trusted residents
 - Transparency
 - Compensation
 - Accessibility and Location
- Metropolitan areas may see better transportation, more organizations to work with, more community meeting space

In conclusion: Data Walks are innovative dissemination strategies that can enrich and democratize your research

Resources

- Urban Institute Data Walk Guidebook
 https://www.urban.org/research/publication/data-walks-innovative-way-share-data-communities
- 2021 Presentation on Best Practices and Lessons: https://www.youtube.com/watch?v=eTJaeUvASCk
- 2019 food insecurity study:
 https://www.urban.org/sites/default/files/publication/101392/tackling_food_insecurity_by_bringing_data_to_communities.pdf

Data Walks | From Theory to Practice



Wednesday July 27th 2022 | 2:00 - 3:30 pm ET





In the Tamarack Learning Centre we support our learners in the five interconnected practices that we believe lead to impactful community change.





In Vibrant Communities we support cities and local leaders to implement large-scale change initiatives to reduce poverty and deepen community.

THE CASE FOR MULTI-SECTOR COLLABORATION



- No one sector, working alone can effectively address complex issues
- Complexity is best addressed with a multi-sector approach
- "Context experts" are as necessary as "content experts" in generating effective solutions to complex issues.



FOUNDATIONAL IDEA | UNDERSTAND POWER

The people with the least power are often closest to the problem.

How might your work build or balance power?



RECOGNIZE ALL EXPERTISE





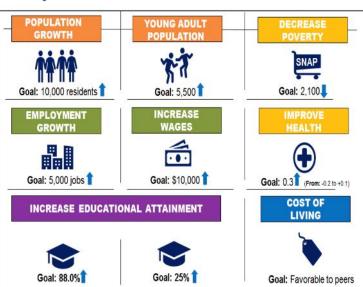
- Content Experts are professionals, staff in your organization, service providers, and leaders with formal power who have the knowledge, tools, and resources to address the issue.
- Context Experts are community members who experientially know about the issue and feel the impact it has on their everyday lives. These are individuals who know the issue intimately and experience it day to day.



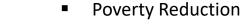
A DATA WALK EXAMPLE IN ACTION

TALENT 2025 | AN OVERVIEW





- A multi-sector initiative in Indiana's Greater Evansville Region with a vision to be "the talent and economic region of choice in the Midwest"
- Talent 2025's objective is to increase the size and capacity of the region's talent pool and enhance the region's quality of life
- Talent 2025 has focused its action on 5 priority work streams:
 - **Employment & Wage Growth**
 - **Population Growth**
 - **Educational Attainment**
 - Health Index



TALENT 2025'S POVERTY WORKSTREAM

- Talent 2025's poverty-reduction workstream's objective is "to reduce the number of individuals lacking sufficient income with focus in three priority areas: income security, economic mobility and social inclusion"
- The goal of the T2025 Poverty Reduction workstream is:

By 2025, achieve 13.8% of poverty (from 14.8%) or move 2,100 individuals out of poverty, by creating a trajectory leading to career and community stability and sufficiency.

- The Poverty-Reduction Workstream hosted a virtual data walk as part of its community launch event to:
 - Educate and inform participants about the Talent 2025 Strategy and the goals and objectives
 of the Poverty-Reduction Workstream
 - Inform participants about poverty in the region and get their ideas and input
 - Engage participants in a collective effort to reduce poverty across our region



TALENT 2025 VIRTUAL DATA WALK | PARTICIPANTS TASK

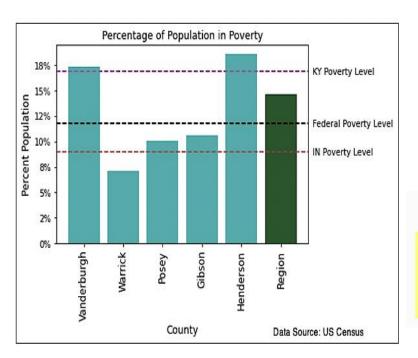
There are 6 "stations" – each with data and a reflective question – that highlight one aspect of poverty in the Evansville Region



- You will be part of a "small group" who will have brief conversations at each station using a guided question
- Please share responsibility for the quality of your group's conversation:
 - Be sure everyone has a chance to be heard
 - Be curious about the perspectives of others
 - Ask one person to capture your group's ideas & insights



Station #1: Who is Poor in the EVV Region?







Station #2: Poverty Among Young Adults in EVV Region

17% of People Under Age 35 In the US Are in Poverty





19% of People Under Age 35 In Indiana Are in Poverty

34% of People Under Age 35 In EVV Region Are in Poverty



Data Source: US Census & Kaiser Family Foundation

Initial Reactions?

stats indicate we are not doing good job of taking care of each other

education - is there an opportunity to fit their needs

need to investigate generational impact

this will not go away - will continue to grown in numbers without intentionality

number is **HUGE - lots** hurting and need help

Poverty in people <35 is terribly high

under 35 - those individuals moving forward may have issues helping next generation move out of poverty

> Provide Iona term opportunity for support

Intionanlity

have to engage with them at early stages

parental

towards stability & sufficiency?

Create more educational opportunities

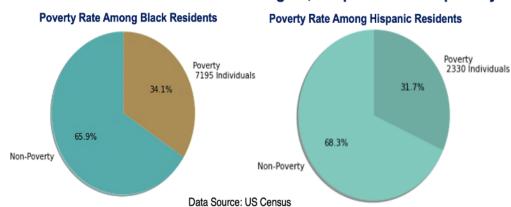
How might our community support young people in poverty to move

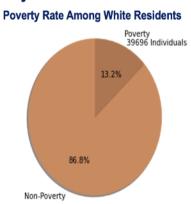
Develop workforce partnerships to increase employment opportunities

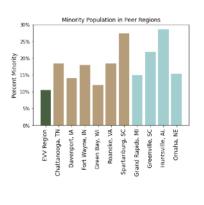
focus on certain neighborhoods

Station #3: Race & Poverty

In the EVV Region, the prevalence of poverty varies by race.







Initial Reactions?

numbers are disperportionate among population too see these numbers provide great opportunity for discussion to move forward About what I expected with regards to people of color and poverty

realize context - one size does not fit all! have to look at needs in each community and focus on content shared have to listen to what is expressed by community as need

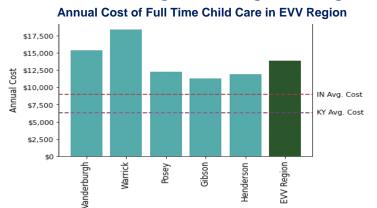
How does the issue of race affect the design of our poverty-reduction efforts?

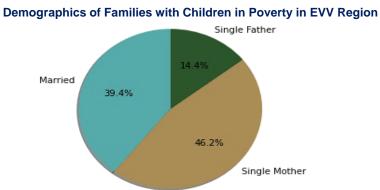
Anti-poverty efforts need to intentionally focus on communities of color must listen well examine the lens you use to process the information shared

can't inflict risk on those that need help

Station #4: Poverty and Young Families

Poverty is a reality for many families with young children in the EVV Region.





Initial Reactions?

amazed by number of 2 parent households that are still in poverty

Quality childcare is a huge barrier for families in poverty

childcare costs force decision or work or not work

if only job skills are minimum wage - is childcare prohibitive do vouchers make an impact?

How might the experience of poverty impact a family's ability to thrive?

hard to thrive if in depressed state

Tyranny of the Moment

if don't have a 'model' of success to mirror you don't know the potential

"Housing is the engine that drives the chaos of poverty" -Paulo Freire 95% of what we learn is what we are taught. If don't have avenue to teach you the methods hard to grow

get caught in current state and can't

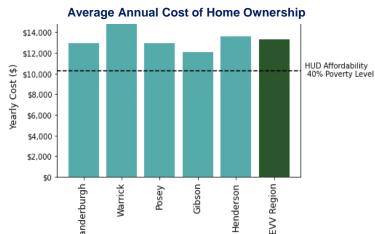
move forward

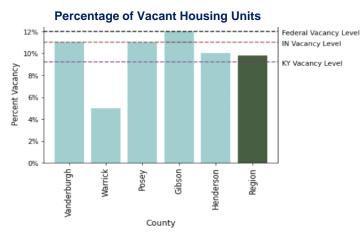
not having ability to breath and realize there are solutions

previous trauma, life addictions etc effect process to move forward

Station #5: Poverty and Home Ownership

The availability and affordability of housing is a significant contributing factor to poverty within our region.





Initial Reactions?

More homeownership opportunities for folks in poverty

Not enough housing for extremely lowincome households; less than 30% AMI We must increase housing stock

is available housing safe, decent affordable?

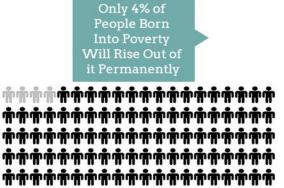
How might the availability & affordability of housing affect poverty rates in the region?

if kids can't have safe home how can they be expected to go to school and learn and have solid foundation in life not enough housing options for those in poverty in our area

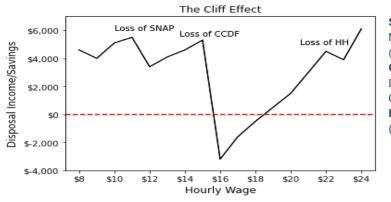
housing is one of the biggest needs that poverty continues / grows in our community posey co: finding any place hard especially ones that are liveable cost of living in our region is lowyet cost of housing much higher in area

Station #6 | Generational Poverty & The "Cliff Effect"

Poverty can have long-term impacts beyond just the immediate economic realities. The eligibility of income support programs can also have unintended consequences that negatively affect people working to move out of poverty.







SNAP = Supplemental Nutrition Assistance Program (Food Stamps)

CCDF = Child Care
Development Fund (Child
Care Vouchers)

HH = Hoosier Healthwise (Medicaid Insurance)

Data Source: Indianapolis Business Journal

Initial Reactions?

is this local if national statistic or national can we makes us numbers sad shared? numbers The difference Advocate for only 4% moves systemic change at the WHY on our federal and state levels

How might a regional poverty reduction strategy address the long-term AND generational impacts of poverty?

go deep / go long. go into projet with long term focus

increasing housing and wages can significantly impact poverty

Anti-poverty
efforts must be
holistic and
comprehensive to
be effective

active /
intentional
investment in
places of

poverty

need to bring beople to the table that can introduce new prospective and develop what weare doing now is not working - much be focused and

intentional

have to present educational

have to present generational

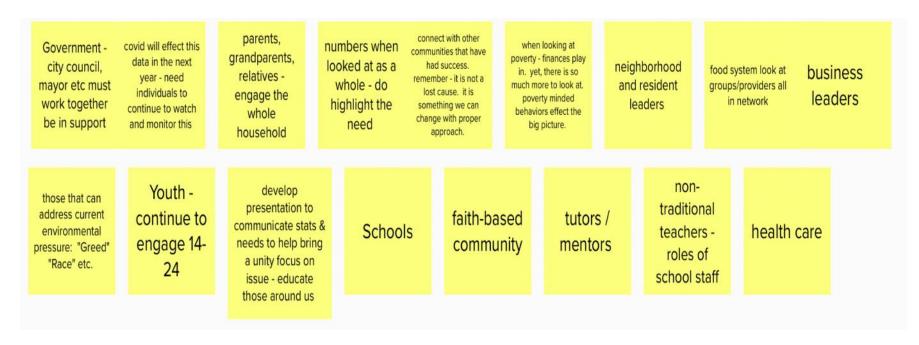
T2025 POVERTY REDUCTION VIRTUAL DATA WALK SENSEMAKING

Identify possible barriers and facilitators (think both programs, policies & environmental factors) for achieving the goal and objective of the Talent 2025 Poverty Workstream:



T2025 POVERTY REDUCTION VIRTUAL DATA WALK SENSEMAKING

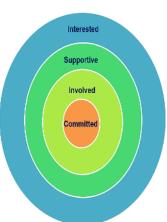
Identify possible roles & contributions to this workstream by others. Think about people and groups like parents, youth, families, and organizations and sectors other than the non-profit sector.





T2025 POVERTY REDUCTION VIRTUAL DATA WALK ENGAGEMENT

How Do You Want to Engage?



Committed =	Want to be 'all-in' and actively involved in the work of this project.
Involved =	Want to be given opportunities to provide in-depth feedback frequently.
Supportive =	Want to occasionally provide some form of support and input.
Interested =	Want to be kept informed but not directly involved in the work of the project.

Name:	Sylvia Cheuy
Organization:	Tamarack Institute
Email:	sylvia@tamarackcommunity.ca
Phone:	416-988-6887

Who Else Should Be Engaged?

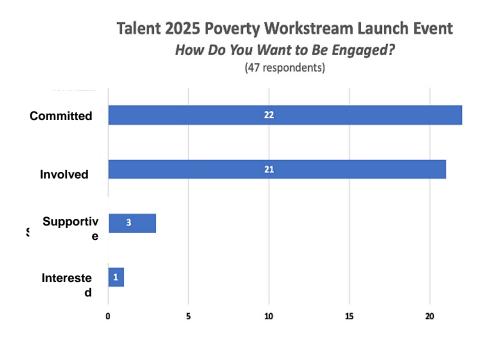
Take a few moments and brainstorm a list of community members that you think should be engaged in this work. (Be as specific as possible)

Government/Public Sector
Voluntary/NFP/Charitable



TALENT 2025 POVERTY REDUCTION WORKSTREAM

VIRTUAL DATA WALK BY THE NUMBERS



- Length of the session 2.5 hours
- Total # of participants 63
- Total number of small groups 8
 (approximately 8 people per group)
- Total number of data stations 6
- Number of participants wanting to continue to be engaged – 74%



TALENT 2025 POVERTY REDUCTION WORKSTREAM

T2025 VIRTUAL DATA PARTICIPANTS FINAL REFLECTIONS

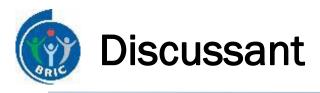




ADDITIONAL SESSION RESOURCES

- Access a PDF of today's <u>Designing & Hosting a Virtual Data Walk</u> presentation
- Play with the <u>Sample T2025 Poverty Reduction Virtual Data Walk Mural</u>
- Download Tool | How to Host a Data Walk Tool
- Read <u>Case Study | Rockford's Data Walk on 3rd Grade Reading</u>
- Discover the Urban Institute's <u>Data Walks: An Innovative Way to Share Data</u> with Communities
- To learn more about Talent 2025 contact <u>Jeff Whiteside</u>, Executive Director
- To learn more about Talent 2025's Poverty Workstream contact: <u>Amy</u>
 <u>Canterbury</u>, President and CEO of the United Way of Southwestern Indiana







Charles T. Brown (he/him)

CEO and Founder

Equitable Cities

Discussant and BRIC National Technical Assistance Partner



South Carolina Community Data Walks

Katie O'Shields, MSPH

Office of Epidemiology, Analysis & Data Visualization

South Carolina Department of Health and Environmental Control Healthy People. Healthy Communities.



Outline

- Why Why did South Carolina utilize data walks as a community engagement tool?
- How How does SC DHEC facilitate data walks in various communities?
- What What value has been added since the implementation of data walks?
- Can Can data walks be used as a tool for engaging partners within BRIC?



Why – Why did South Carolina utilize data walks as a community engagement tool?

- 2017 S.C. was beginning the public health accreditation process
- South Carolina State Health Assessment relied on data walks as an avenue to engage partners, elicit feedback, and collect data.





Why – Why did South Carolina utilize data walks as a community engagement tool?

- County and subcounty data requests began coming in for similar events to be held
 - CHIP Process
 - Engage community members and stakeholders
 - Identify health priorities and vulnerable populations
 - Form working groups to drive change through collaborations and evidence-based interventions





How – How does SC DHEC facilitate data walks in various communities?

Planning

- Audience
- Indicator Selection
- Gathering Data
- Compiling Data
- Poster Creation
- Recruiting Facilitators

Execution

- Setup/Facility Layout
- Ice Breaker
- Data Walk
- Facilitation
- Priority Selection
- Sign-up
- Survey

Follow-up

- Deep Data Dive
- Evaluation



Who should be at the table?



EDUCATION



BUSINESS



GOVERNMENT

LAW

ENFORCEMENT



FAITH-BASED



HOSPITAL & MEDICAL



NON-PROFITS



HOUSING





What indicators should be displayed?

Demographics



Populatio n



Education

Access to Care



Physicians



Delayed Care **Chronic Diseases**



Heart Disease



Physical Activity

Infectious Diseases



COVID-19



STIs

Cross-Cutting



Poverty



Housing

Maternal & Infant Health



Prenatal Care



Preterm Birth

Behavioral Health



Mental Health



Risk Factors

Injury



MVA Crashes



TBIs



Who should facilitate the data walk?

- Data experts and data stewards who know the intricacies of the data
- Individuals who can explain not only the data but what can be done to mitigate the problem
- Individuals typically make the data posters





What does a community data walk look like?

- Introduction and Purpose
- Ice Breaker
- Data Walk
- Facilitation
- Priority Setting
- Work Group Formation

Allendale County Community Health Forum

December 2, 2019 10AM - Noon

Welcome Larj Gooding, Allendale County Hospital

Purpose & Ice Breaker Zack King, SC Office of Rural Health

Live Healthy SC Barbara Grice, SC DHEC

Data Walk Joshua Sellner, SC DHEC

A "data walk" is a group activity used to engage people in conversations regarding health and well-being in their community. You will work together in small groups to share ideas and respond to data presented around the room. Each group will have about 8 minutes at each station. You will rotate with your group to the next station when time is called.

What are our priorities? Zack King, SC Office of Rural Health

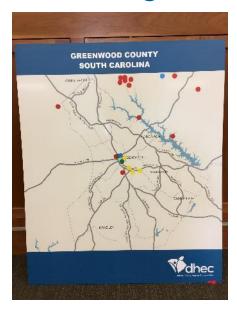
What's next? Lari Gooding, Allendale County Hospital







What does an ice breaker at a community data walk look like?



Who's in the Room? -----Icebreaker -----Goals Collaboration Teamwork One of the main goals of the data walk is to bring together individuals of various sectors of health communities. The purpose of this icebreaker is for us and you all to get a picture of who is in the room, who is missing, and how different sectors could work together. For this activity, we ask that when prompted, you go over to the map at the front of the room, introduce yourself, state where you work, and place a dot of the corresponding color over where you primarily work in the county. If you work outside the county, you may place your dot on the edges of the map. ----- Who You Are -----Education Other Sector Sector Sectors



What does a community data walk look like?







What does a facilitation of a community data walk look like?

- Structured, facilitated discussion to talk about reactions to the data
 - What areas needed improvement?
 - Any populations suffering disproportionately more than others?
 - Were there areas of success? If so, why?





What does priority setting at a community data walk look like?

- Following discussion, individuals select three areas that they believe should be priority areas of focus
 - Is there a problem?
 - Can the problem be mitigated through evidence-based approaches?
- The top three areas are selected, and individuals sign up to be in workgroups.





What happens after a community data walk? Lancaster County DBB ANGEL SERVICE DBB AN

- Surveys are sent to participants to gauge their feedback on the event
 - Length of event, data availability, knowledge gained, improvements
- Work groups submit supplemental data requests to help in the development of the county health improvement plan
- Assist in the creation of SMART objectives







What – What value has been added since the implementation of data walks?

- Since the initial state data walk there have been over 25+ data walks in 20 counties
- Increased engagement with regional staff, community leaders, and various coalitions
- Increased data and health knowledge amongst data walk attendees.





Can – Can data walks be used as a tool for engaging partners within BRIC?

- Data walks can be personalized to fit various programs and grant activities
- Utilized a modified data walk outline to share data with BRIC communities
 - Virtual option



BRIC Community Action
Planning Session |
Dillon & Marlboro Counties

Highlighting local level for various demographic indicators and health indicators

2/25/2022





Summary

- Data walks can be a powerful tool to bring community members together
- Data walks have been instrumental in kickstarting Community Health Improvement Planning efforts in counties
- Bringing the data to communities has strengthened our partnership with communities and various population groups



CONTACT US

Katie O'Shields oshielkr@dhec.sc.gov (803) 898-1287

Stay Connected













BREAKOUT GROUPS

Group 1: Mel – Urban Institute

Group 2: Sylvia – Tamarack Institute

Group 3: Katie - South Carolina





BRIC Monthly Webinar Series August 24 @ 2:00 pm ET

Topic: Food and Nutrition Security and Equity

Visit BRIC website for registration and more information: www.chronicdisease.org/bric

Email: <u>BRICInfo@chronicdisease.org</u>





Thank you!