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
Facilitators

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
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
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?
THINGS TO CONSIDER

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

What do you think of when you hear the term “racial equity”?

- **Fairness.**
  - Much needed part of our work but so difficult to translate for our grantees
  - Progressive

- **Structural focus**
  - Depression about how much has gone wrong in the past and how hard it will be to fix

- **Racial justice**
  - Culture, policy, structures
  - Making sure you think through how to implement solutions that work for individual groups of people

- **Equal footing to start a project/program**
  - Not just being nice but actual systems change

- **Race doesn’t determine the outcome**
  - In the context of our financial empowerment work, when I think about racial equity I think about people with disproportionately high needs

- **Profound empathy**
  - Profound empathy

- **Equity is not the same as equality! Important to understand the difference**
  - Navigating structural barriers, especially those designed to keep people out

- **Creating a sense of fairness across race**
  - Race is no longer something that will predict someone’s success

- **Racial justice**
  - Much needed part of our work but so difficult to translate for our grantees

**WHAT’S NEW**
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

▪ 2021 Presentation on Best Practices and Lessons:
  https://www.youtube.com/watch?v=eTJaeUvASCk

▪ 2019 food insecurity study:

Mel Langness (they/them) | mlangness@urban.org
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.

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

How might your work build or balance power?
• **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 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
- Poverty Reduction

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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:
  
  \textit{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

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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.
TALENT 2025 VIRTUAL DATA WALK | DATA STATION OVERVIEW

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

Initial Reactions?

- Henderson County poverty is surprisingly higher than I expected
- generational
- Lots of work to be done to reduce poverty in Vanderburgh Co.
- disheartening to see Henderson and Vander above national and state
- not surprise to see Warrick is lowest

How might poverty impact the sustainability and viability of our region?

- the more we can help with poverty - it is a 'win-win' for entire community
- individuals that have lived in poverty are fatigued
- Unless poverty is significantly reduced, our region cannot be viable
- opportunity is right before us - individuals ready - can turn poverty into opportunity
- those in poverty have hesitation to reach out
- food system and health care system linked & access has impact on sustainability in region

Data Source: US Census

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TALENT 2025 VIRTUAL DATA WALK | DATA STATION OVERVIEW
Station #2: Poverty Among Young Adults in EVV Region

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

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

19% of People Under Age 35 In Indiana 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
- Need to investigate generational impact
- Number is huge - lots hurting and need help
- Under 35 - those individuals moving forward may have issues helping next generation move out of poverty
- Education - is there an opportunity to fit their needs
- Poverty in people <35 is terribly high
- This will not go away - will continue to grow in numbers without intentionality

How might our community support young people in poverty to move towards stability & sufficiency?

Intentionality
- Have to engage with them at early stages

Create more educational opportunities

Develop workforce partnerships to increase employment opportunities

Provide long term opportunity for support

Parental

Focus on certain neighborhoods
Station #3: Race & Poverty

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

Poverty Rate Among Black Residents
- Poverty Rate: 34.1%
- 7195 Individuals
- Non-Poverty: 65.9%

Data Source: US Census

Poverty Rate Among Hispanic Residents
- Poverty Rate: 31.7%
- 2330 Individuals
- Non-Poverty: 68.3%

Poverty Rate Among White Residents
- Poverty Rate: 13.2%
- 39656 Individuals
- Non-Poverty: 86.8%

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

Initial Reactions?
- Numbers are disproportionate 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
Station #4: Poverty and Young Families

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

Annual Cost of Full Time Child Care in EVV Region

- Vanderburgh: $10,000
- Warrick: $11,000
- Posey: $10,000
- Gibson: $10,000
- Henderson: $11,000
- EVV Region: $15,000

Demographics of Families with Children in Poverty in EVV Region

- Single Father: 14.4%
- Married: 39.4%
- Single Mother: 46.2%

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

- hard to thrive if in depressed state
- if don't have a 'model' of success to mirror you don't know the potential available
- 95% of what we learn is what we are taught. If don't have avenue to teach you the methods hard to grow
- not having ability to breath and realize there are solutions

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?

Tyranny of the Moment

- "Housing is the engine that drives the chaos of poverty" - Paulo Freire
- get caught in current state and can't move forward
- 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.

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

Initial Reactions?

- More homeownership opportunities for folks in poverty
- We must increase housing stock
- Not enough housing for extremely low-income households, less than 30% AMI
- Is available housing safe, decent, affordable?

- 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 low - yet 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.

Data Source: The Urban Institute

Initial Reactions?
- statistic makes us sad
- is this local or national numbers shared?
- if national - can we explore local numbers
- The difference between generational and situational poverty must be understood
- Advocate for systemic change at the 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 project 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 people to the table that can introduce new prospective and develop strategy
- what we are doing now is not working - much be focused and intentional
- have to present educational opportunities
- have to present generational opportunities

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

### Talent 2025 Poverty Workstream

**OBJECTIVE**
Reduce the number of individuals lacking sufficient income with focus in three priority areas: income security, economic mobility, and social inclusion.

**GOAL**
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.

<table>
<thead>
<tr>
<th>BARRIERS</th>
<th>FACILITATORS</th>
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<tbody>
<tr>
<td>lack of education or certifications</td>
<td>charity tracker - expand reach of program</td>
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<tr>
<td>housing issue</td>
<td>Increase wages through livable wage jobs</td>
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<tr>
<td>transportation</td>
<td>Lily Endowment case managers - watch - model additional programs if successful</td>
</tr>
<tr>
<td>Lack of &quot;Living wage&quot; jobs</td>
<td>access to more affordable housing: habitat / tiny homes - non traditional options too</td>
</tr>
<tr>
<td>lack of alignment in regards to programs available</td>
<td>Workforce development - increasing job stability</td>
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<tr>
<td>outdated zoning - hard to develop community</td>
<td>non profits working together to provide assistance</td>
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<tr>
<td>Quality childcare</td>
<td>awareness of programs available</td>
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<tr>
<td>access to mental health care</td>
<td>more uniform policy for receiving assistance</td>
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<tr>
<td>access to food</td>
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</table>
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.
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. |

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)

<table>
<thead>
<tr>
<th>Business</th>
<th>Government/Public Sector</th>
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<tbody>
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<tr>
<td>Resident/Lived Experience</td>
<td>Voluntary/NFP/Charitable</td>
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Name: Sylvia Cheung
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Phone: 416-988-6887
TALENT 2025 POVERTY REDUCTION WORKSTREAM
VIRTUAL DATA WALK BY THE NUMBERS

Talent 2025 Poverty Workstream Launch Event
*How Do You Want to Be Engaged?*
(47 respondents)

- 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

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ADDITIONAL SESSION RESOURCES

• Access a PDF of today’s Designing & Hosting a Virtual Data Walk presentation
• Play with the Sample T2025 Poverty Reduction Virtual Data Walk Mural
• Download Tool | How to Host a Data Walk Tool
• Read Case Study | Rockford’s Data Walk on 3ʳᵈ Grade Reading
• Discover the Urban Institute’s Data Walks: An Innovative Way to Share Data with Communities

• To learn more about Talent 2025 contact Jeff Whiteside, Executive Director
• To learn more about Talent 2025’s Poverty Workstream contact: Amy Canterbury, President and CEO of the United Way of Southwestern Indiana

www.tamarackcommunity.ca
Discussant

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
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 does SC DHEC facilitate data walks in various communities?

<table>
<thead>
<tr>
<th>Planning</th>
<th>Execution</th>
<th>Follow-up</th>
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<tr>
<td>• Audience</td>
<td>• Setup/Facility Layout</td>
<td>• Deep Data Dive</td>
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<tr>
<td>• Indicator Selection</td>
<td>• Ice Breaker</td>
<td>• Evaluation</td>
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<tr>
<td>• Gathering Data</td>
<td>• Data Walk</td>
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<tr>
<td>• Compiling Data</td>
<td>• Facilitation</td>
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<tr>
<td>• Poster Creation</td>
<td>• Priority Selection</td>
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<tr>
<td>• Recruiting Facilitators</td>
<td>• Sign-up</td>
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<td></td>
<td>• Survey</td>
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Who should be at the table?

- EDUCATION
- GOVERNMENT
- FAITH-BASED
- NON-PROFITS
- BUSINESS
- LAW ENFORCEMENT
- HOSPITAL & MEDICAL
- HOUSING
What indicators should be displayed?

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

**Who's in the Room?**

**Icebreaker**

**Goals**
- Collaboration
- Transparency
- Teamwork

**Description**
One of the main goals of the data walk is to bring together individuals of various sectors of health communities. The purpose of the 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 Sector
- Faith-Based Sector
- Other Sectors
- Health Sector
- Government Sector
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?

• 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
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

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(803) 898-1287
BREAKOUT GROUPS

Group 1: Mel – Urban Institute
Group 2: Sylvia – Tamarack Institute
Group 3: Katie – South Carolina
What’s Next?

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: BRICInfo@chronicdisease.org
Thank you!