

# SHARE-NW: Addressing Health Disparities in Rural Communities

Oregon Public Health Association Annual  
Conference & Meeting

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# Today's Presenters & Authors



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# BACKGROUND

and Previous Work


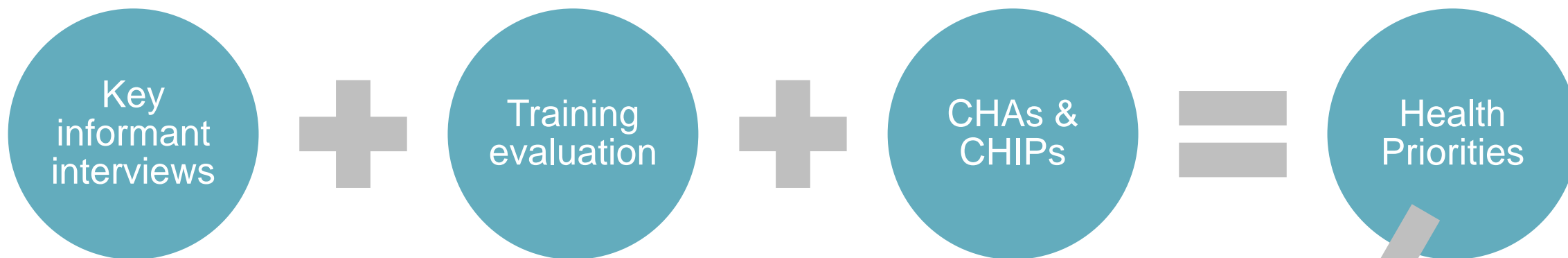


# Solutions in Health Analytics for Rural Equity across the Northwest

**Assisting NW rural health departments in identifying and addressing health disparities in their communities**



# Identifying Health Priorities



Obesity  
Physical Activity  
Nutrition



Diabetes



Tobacco



Mental Health  
Suicide  
Substance Use



Injury  
Violence



Oral Health



# Key Indicators

Health priority area	Indicator examples	Source(s)
Mental health, opioids	Number of shipments of oxycodone and hydrocodone pills to pharmacies and practitioners	DEA Pain Pills Database through the <i>Washington Post</i>
Obesity	Food insecurity rate	FeedingAmerica.org
Tobacco	E-cigarette use	BRFSS through the WA Department of Health
Injury and violence	Violent crime rate	Uniform Crime Reporting Statistics through BJS.gov
Oral health	Clients receiving dental services	WA State Health Care Authority

# DASHBOARD

“One-Stop Data Shop”



# Dashboard: Usability Testing Process

**Who:** Student volunteers

**Who:** Public health professionals

**What:** Testing consisted of

- Demographic survey
- Think-aloud live sessions with questionnaires
- Post-test interview

**When:** February & March 2020





# Dashboard Features

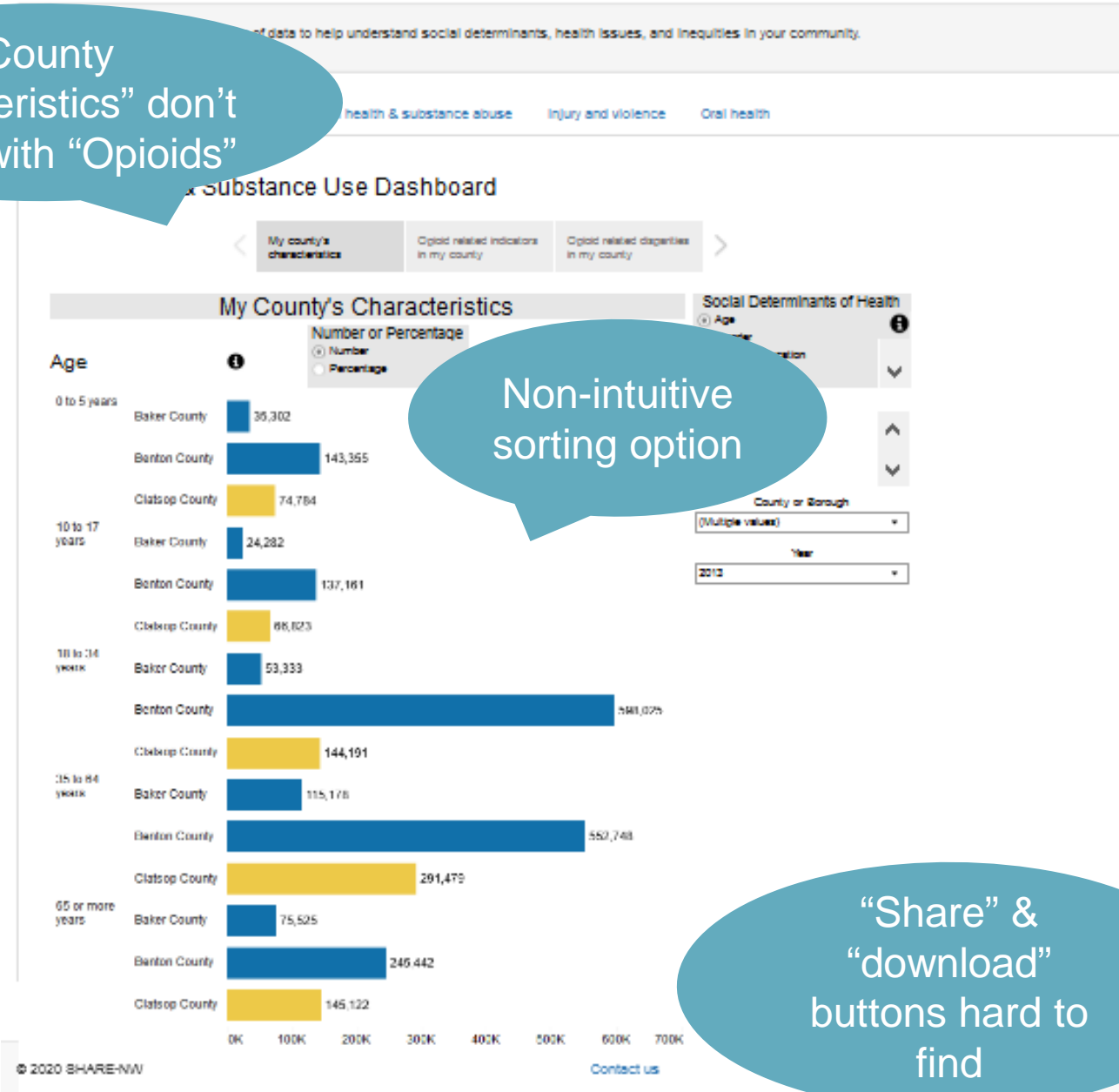
What is important to users in a public health dashboard:

- ✓ 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



# Visualization — Oregon

“County Characteristics” don’t belong with “Opioids”



Non-intuitive sorting option

“Share” & “download” buttons hard to find



# TRAINING



# Training: Address Key Gaps in Data Use Capacity

- Limited access
- Data unavailable
- Data not of sufficient quality
- Limited resources and experience
- Data needs are local and variable



# Training Resource Curation

- Searched across training websites
  - 10 Public Health Training Centers, Public Health Learning Network, TRAIN.org, CDC
- Keywords included health priority topics, “data,” “decision,” equity,” “rural,” “informed”
- Primarily self-paced modules and webinars
- Yielded **249** trainings



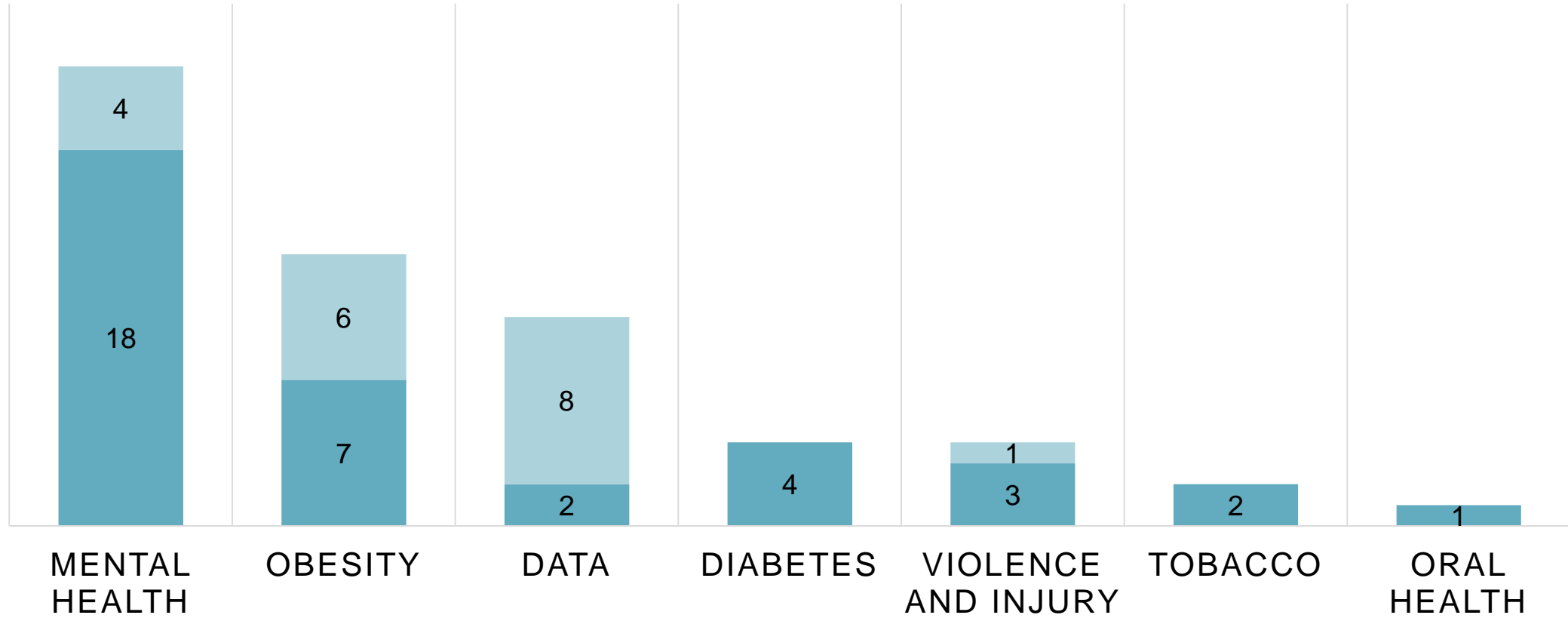
# Training Resource Evaluation

- Evaluators completed NNPHI online reviewer training module
- Trainings were evaluated systematically using NNPHI quality rating tool
  - Two items not rated – outside the scope of resources
- Online webinars and archived presentations were evaluated using 5 custom criteria
- Outcome: **Selected top quality trainings most relevant to training bundles**



# EXISTING TRAININGS BY BUNDLE (NO DUPLICATES)

■ Webinar ■ Modules



# Training Bundles

## 1. Health Equity

Using Social Determinants of Health and other data to identify inequities and strategize how to achieve health equity

## 2. Obtaining and Using data

Identifying data sources, assessing quality, collecting data, visualization

## 3. Priority Health Areas





# New Training

- Online training modules about communicating data
  - Expected release date **Summer 2021**
- Developing live training about strategizing and decision-making with data
  - Expected **Fall 2021**



# Challenges

- Limited data available at county level
- Suppressed data because of small numbers
- Data not always up to date
- COVID-19 prevented further in-person usability testing and limited availability for remote testing
- Abundance of trainings available—what is worth my time?
- Reviewing trainings takes time, descriptions not always accurate



# Learn More

- Interested in live training or online modules?
- Interested in testing interactive dashboard?

Email Melinda Schultz, research coordinator, at [schulm5@uw.edu](mailto:schulm5@uw.edu)

- Want to read more about our work?

“Data, capacity-building, and training needs to address rural health inequities in the Northwest United States: a qualitative study,” available at <https://doi.org/10.1093/jamia/ocz037>

THANK YOU



# Many Thanks

To our partners:

- State of Alaska Department of Health & Social Services
- Idaho Association of Public Health District Directors
- Idaho Department of Health and Welfare
- State of Washington Department of Health
- WA State Association of Local Public Health Officials
- Oregon Health Authority
- Oregon's Coalition of Local Health Officials
- Northwest Portland Area Indian Health Board
- Funder: Office of Minority Health



# Many Thanks

- UW HCDE Students for designing and conducting usability testing
- UW student volunteers who helped with training searches and evaluations
- UW students volunteers who searched for and cleaned data for dashboard
- Staff at the Northwest Center for Public Health Practice
- SHARE-NW's Equity Advisory Committee members

