

Developing a Narrative Around Health Using Data to Engage a Community

Culture of Data

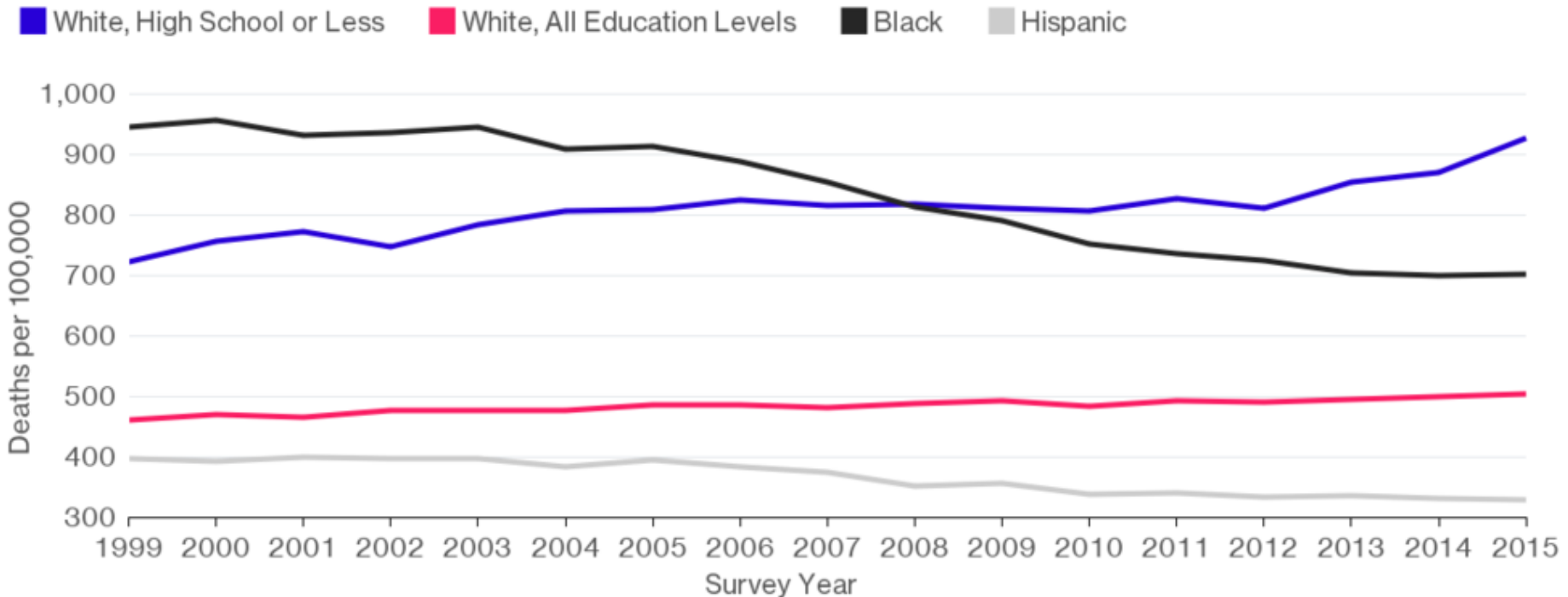
June 23, 2017

Adam Anderson | Alyson Shupe



What is this graph telling us?

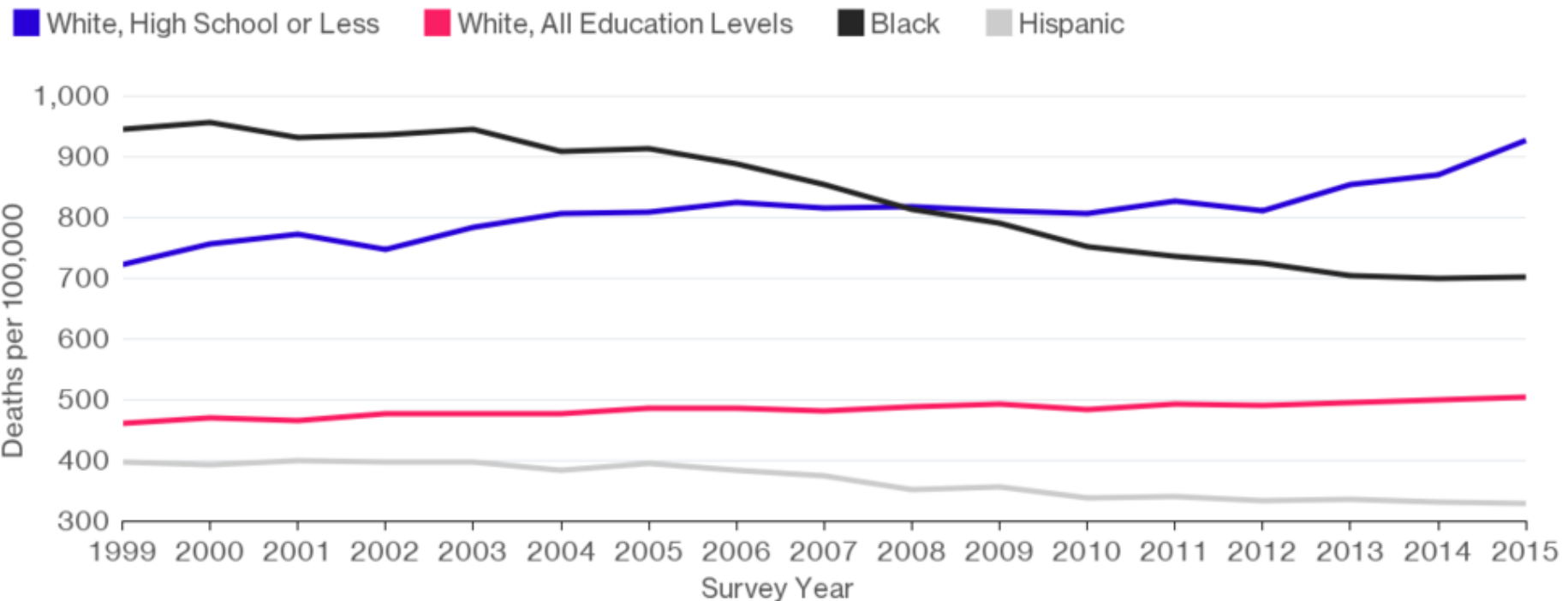
All-Cause Mortality



Source: Case and Deaton Brookings Institution paper, 2017

'Deaths of Despair' Are Surging Among the White Working Class

All-Cause Mortality



Source: Case and Deaton Brookings Institution paper, 2017





**County Health
Rankings & Roadmaps**
A Healthier Nation, County by County

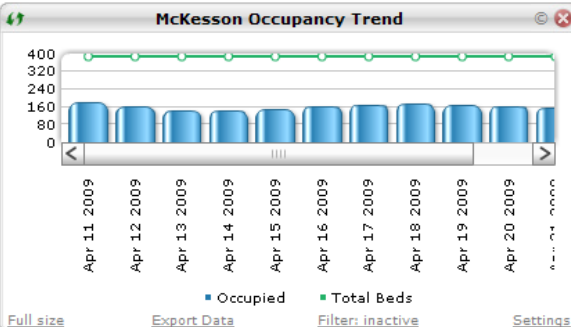
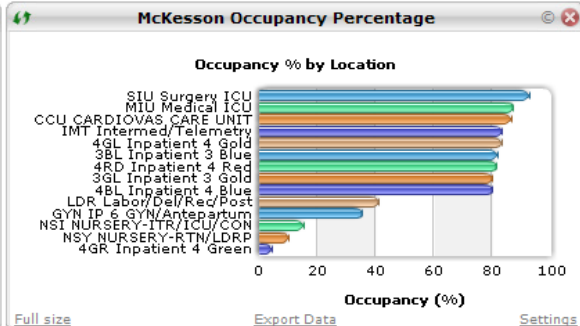
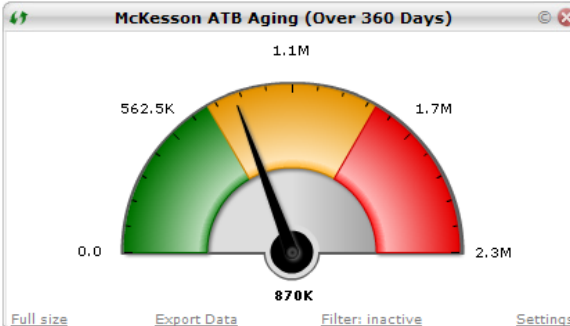
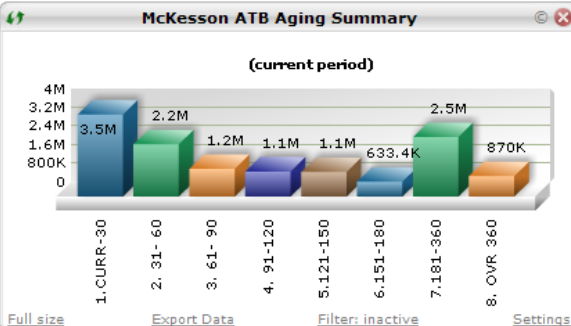
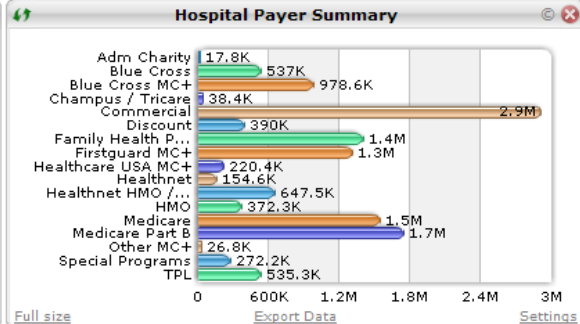
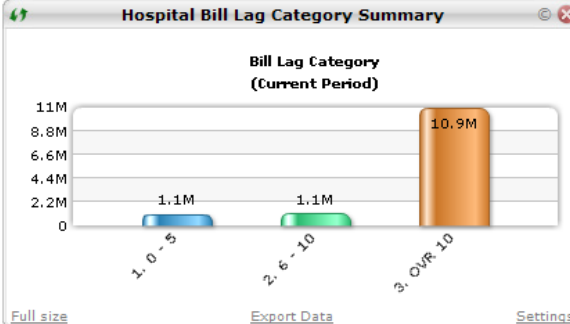
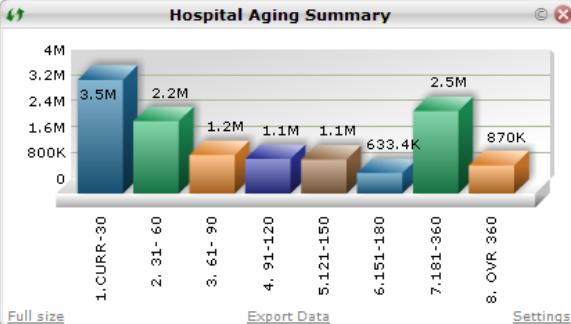


We collect and consume data



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Add a dashboard item:

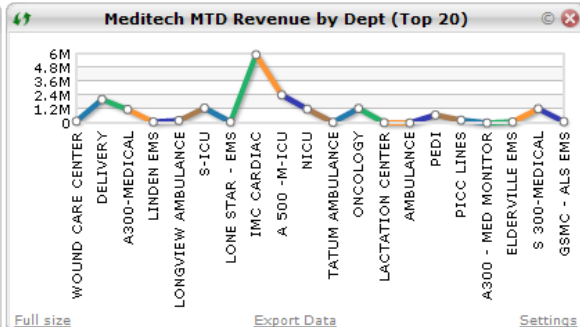


Meditech Monthly Overtime by Dept

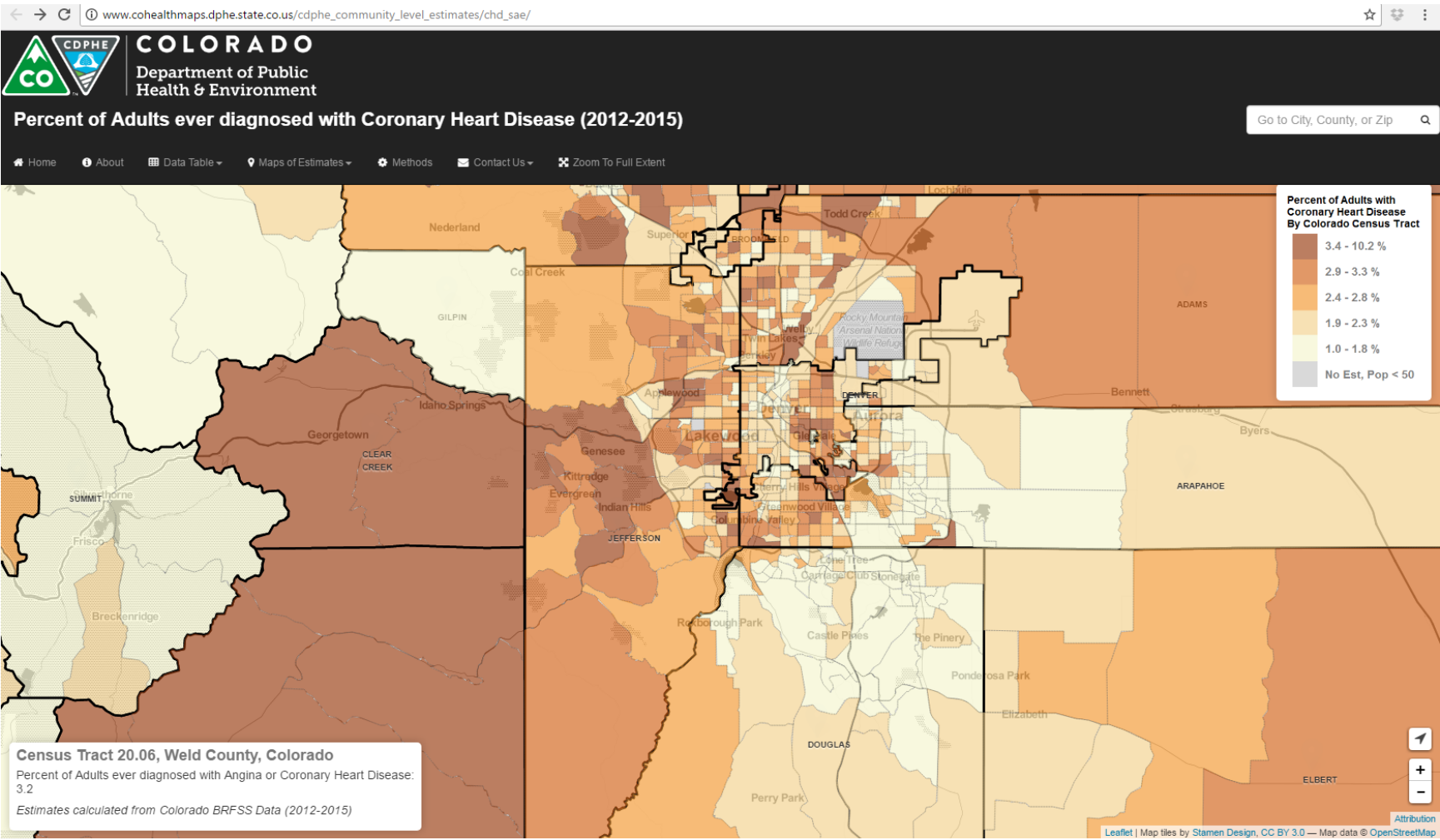
Showing 1 to 88 of 88

Dept Number	Dept Name	Overtime Hours
16710	E.R.	1593.3
16721	LONGVIEW AMBULANCE	1486.4
158450	HOUSEKEEPING	1094.0
16730	GSMC - ALS EMS	895.6
16727	HARLETON EMS	714.4
17420	PULMONARY SERVICES	661.9
16745	ORE CITY EMS	661.4
16290	A 600 IMC	648.6
16732	LINDEN EMS	648.3
16011	REHAB UNIT	603.1
16009	SHORT STAY UNIT	585.5
16280	IMC CARDIAC	557.8
16729	LONE STAR - EMS	519.8
16728	DAINGERFIELD EMS	434.8
17212	LAB	420.0

Full size | [Export Data](#) | [Prev](#) | [Next](#)



We make dashboards



We make maps



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Prescription drug overdose prevention

[Back to injury prevention](#)

Prescription opioids, such as oxycodone, morphine, and fentanyl, can be used to treat pain. Opioids are increasingly prescribed following surgery or injury, or for health conditions such as cancer. Anyone who takes prescription opioids can become addicted to them.

Overdose data in Colorado

In 2014, nearly two million Americans either abused or were dependent on prescription opioid pain relievers. Along with addiction, overdose from opioids is a serious issue that can lead to death. In 2015, Colorado reported 329 deaths related to prescription opioid overdose (PDO), making up 38.8 percent of all drug-related deaths in the state.

- [Heroin in Colorado 2017 report](#) - Learn about heroin use in Colorado.
- [Colorado Consortium for Prescription Drug Abuse Prevention Data Dashboard](#)
- [Health Watch: Examining Opioid and Heroin-Related Drug Overdose in Colorado](#).

Overdose Prevention

- [What to ask your doctor before taking opioids](#) - Learn what questions to ask your provider if you are prescribed opioids.
- [Colorado Household Medication Take-Back Program](#) - Find a location to drop off unused and expired medications.

Overdose treatment

- [Stop the Clock Colorado](#) - Find out where to obtain Naloxone to treat a narcotic overdose in an emergency situation.
- [Naloxone standing orders](#) - How pharmacies and harm reduction agencies can get Naloxone standing orders.
- [Opioid overdose](#) - How to recognize and treat an overdose.
- [Find treatment for addiction](#) - Linking Care is a Colorado referral resource providing statewide access to information and services for prevention, treatment and recovery.

We make websites

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Tri-County Health Department added a new photo.
1 hr · 🌐



Like Comment

Public Service in Greenwood Village, Colorado

4.0 ★★★★★ · Open Now

Community

Invite your friends to like this Page

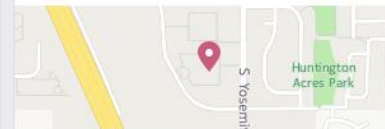
515 people like this

513 people follow this

73 people have visited

About

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6162 S Willow Dr
Greenwood Village, Colorado, CO 80111

(303) 220-9200

Contact Tri-County Health Department on Messenger

We make post on social media

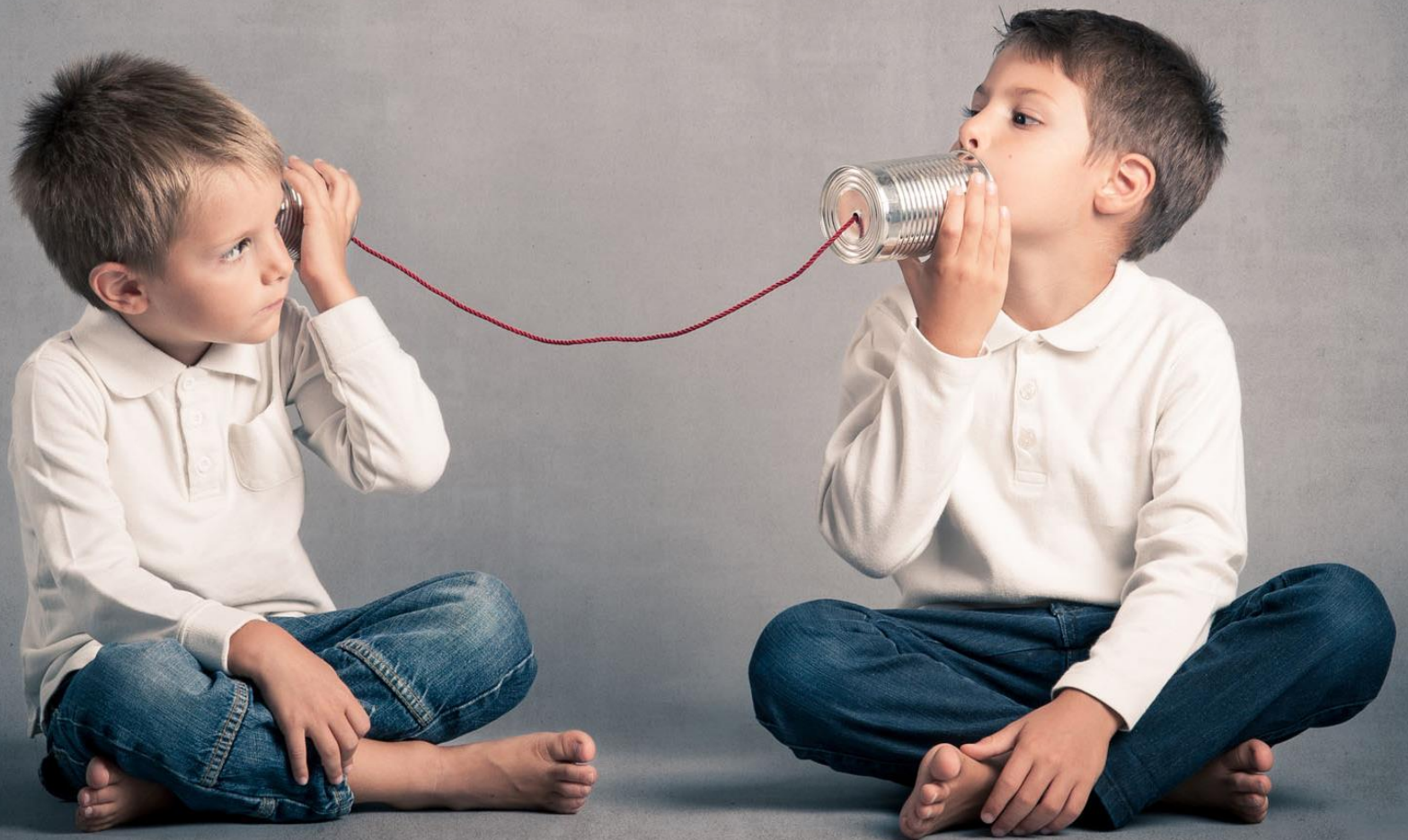
2016 Community Health Assessment

Adams, Arapahoe and Douglas Counties



We write reports

Who are we talking to
and who is listening?





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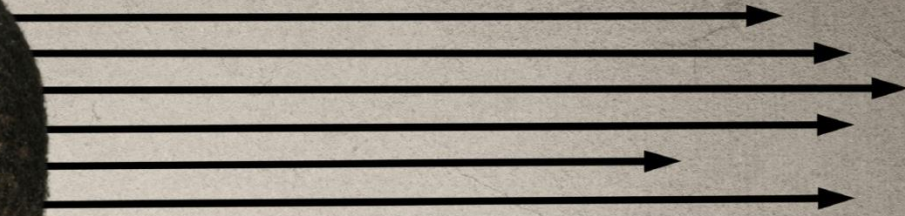
We need to address those who disagree with us

Information

Conclusions



Data



Values Continuum

Individualism

(I should be rewarded/recognized for my effort)

Collectivism

(The group will benefit is what matters)

Hierarchy

(Important to go through the chain of command)

Equality

(I should have access to all levels of power)

Risk taking

(Risk taking rewarded, risk is opportunity)

Security

(Risky proposals avoided, ...carefully studied)

Competitive

(Competition creates better outcomes)

Cooperative

(Collaboration creates better outcomes)

Past

(Hold to tradition. Embrace status quo)

Future

(Planning for the future, change is a promise)

Values Underlying Public Health

- Humans have a right to the resources necessary for health.
- The rightful concern for the physical individuality of humans and one's right to make decisions for oneself must be balanced against the fact that each person's actions affect other people.
- People and their physical environment are interdependent.
- Each person in a community should have an opportunity to contribute to public discourse.
- The scientific method provides a relatively objective means of identifying the factors necessary for health in a population, and for evaluating policies and programs to protect and promote health.
- Policies are demanded by the fundamental value and dignity of each human being, even if implementing them is not calculated to be optimally efficient or cost-beneficial.

Source: Principles of the Ethical Practice of Public Health, Version 2.2 © 2002 Public Health Leadership Society
https://www.apha.org/~media/files/pdf/membergroups/ethics_brochure.ashx



An aerial, high-angle photograph of a busy city square paved with grey cobblestones. Numerous people of various ages and ethnicities are walking in different directions. In the upper center, a person is being pushed in a wheelchair by another person. The scene is brightly lit, suggesting a sunny day.

Values Underlying Health Equity

“Health inequities – systemic, avoidable, unfair, and unjust differences in health status – result in a large part from inequities in the social determinants of health. Inequities in the social determinants are the result of social factors such as structural, institutional, interpersonal, and internalized forms of racism, classism, sexism, heterosexism, and ableism, as well as power imbalances between social groups. Those who currently hold power – through influence on elected officials, the political agenda, and people’s understanding and interpretation of the world – benefit from inequity and use the various forms of oppression to maintain power.”

Build Power for Health Equity: Strategic Practices for Local Health Departments, Human Impact Partners, 2017

A group of people are sitting in a circle, engaged in a discussion or meeting. The image is a close-up, focusing on their hands and arms as they gesture and interact. The background is softly blurred, showing more people in the group. The overall atmosphere is collaborative and professional.

Communication Examples from RWJF

Phrases such as “Social Determinants of Health” and “Social Factors” to describe health fail to engage all audiences even with additional context. However, the concepts behind these terms do resonate with people

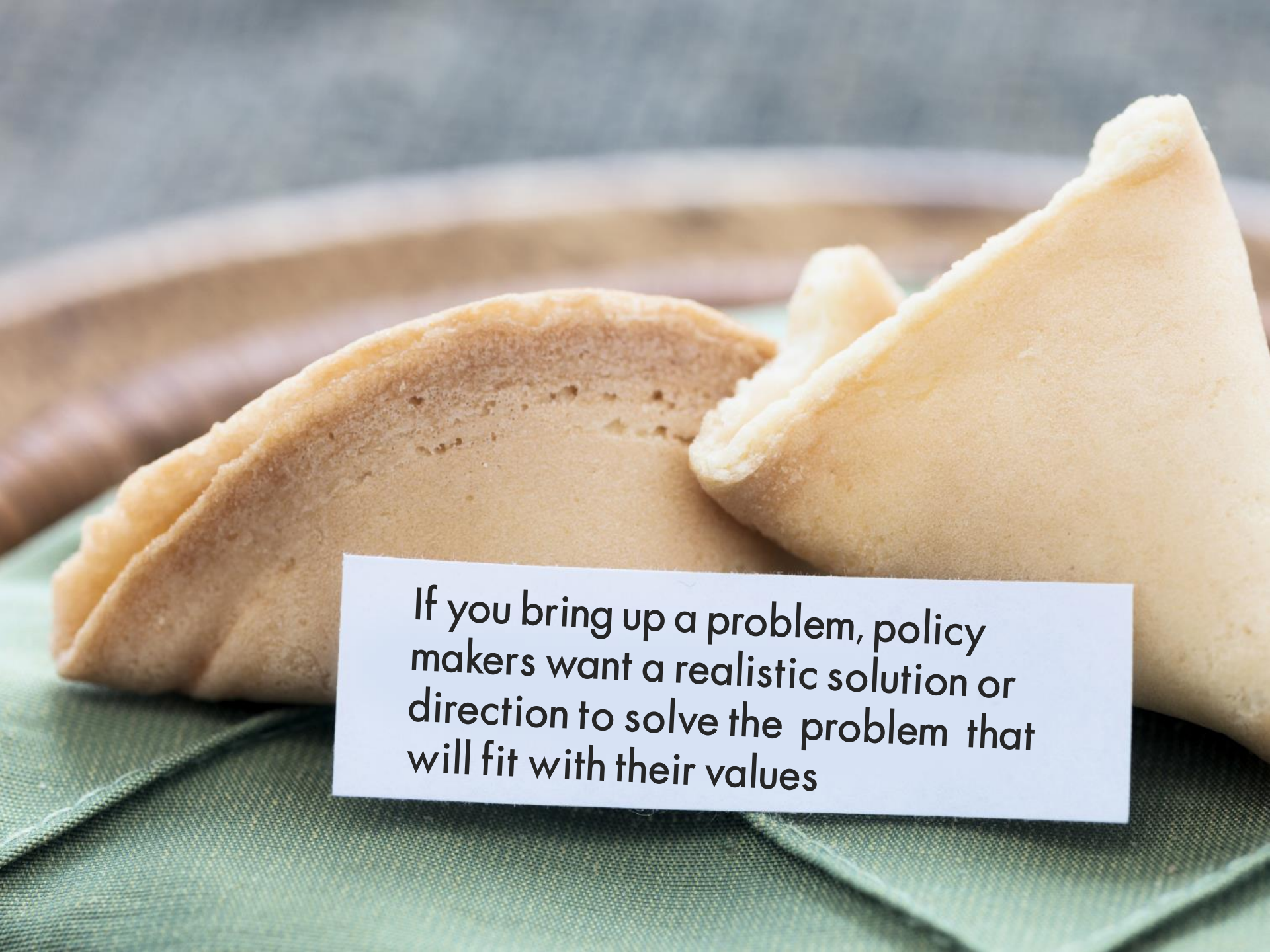


Messages must connect with people's values and emotions- For instance when describing SDoH, incorporating the importance of quality health care makes the SDoH message more in line with the general public's understanding and narrative of health.



**Use one strong fact
or data point- Using
lots of data will
overwhelm an
audience**





If you bring up a problem, policy makers want a realistic solution or direction to solve the problem that will fit with their values

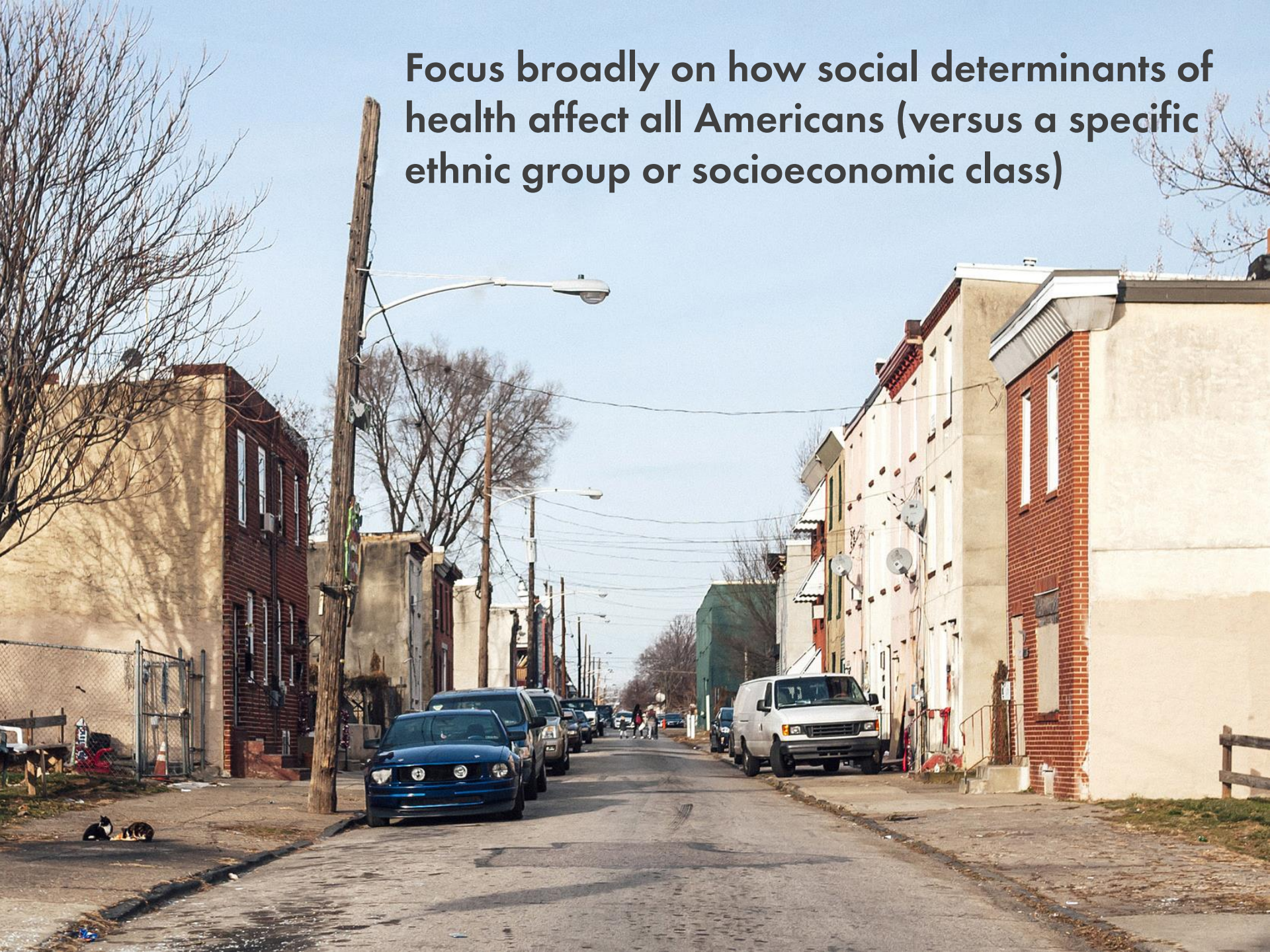
Emphasize the role of personal responsibility- Makes the listener more receptive to the idea society has a responsibility to encourage opportunity but people have the free choice to embrace that opportunity.



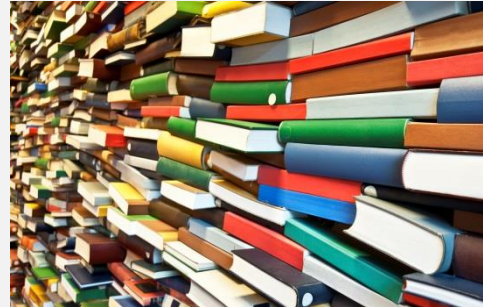
Acknowledge where people are coming from. Develop a message that can address multiple values while maintaining a single narrative.



Focus broadly on how social determinants of health affect all Americans (versus a specific ethnic group or socioeconomic class)



What are some different backgrounds and world views that can shape individual's values and the way they will interpret data?





Words Matter

Using Data More Effectively

Less is Always
More

Use Complementary,
Not Competing Data

Context is
king

Specific
Examples Matter

Don't Let Numbers
Be Forgettable

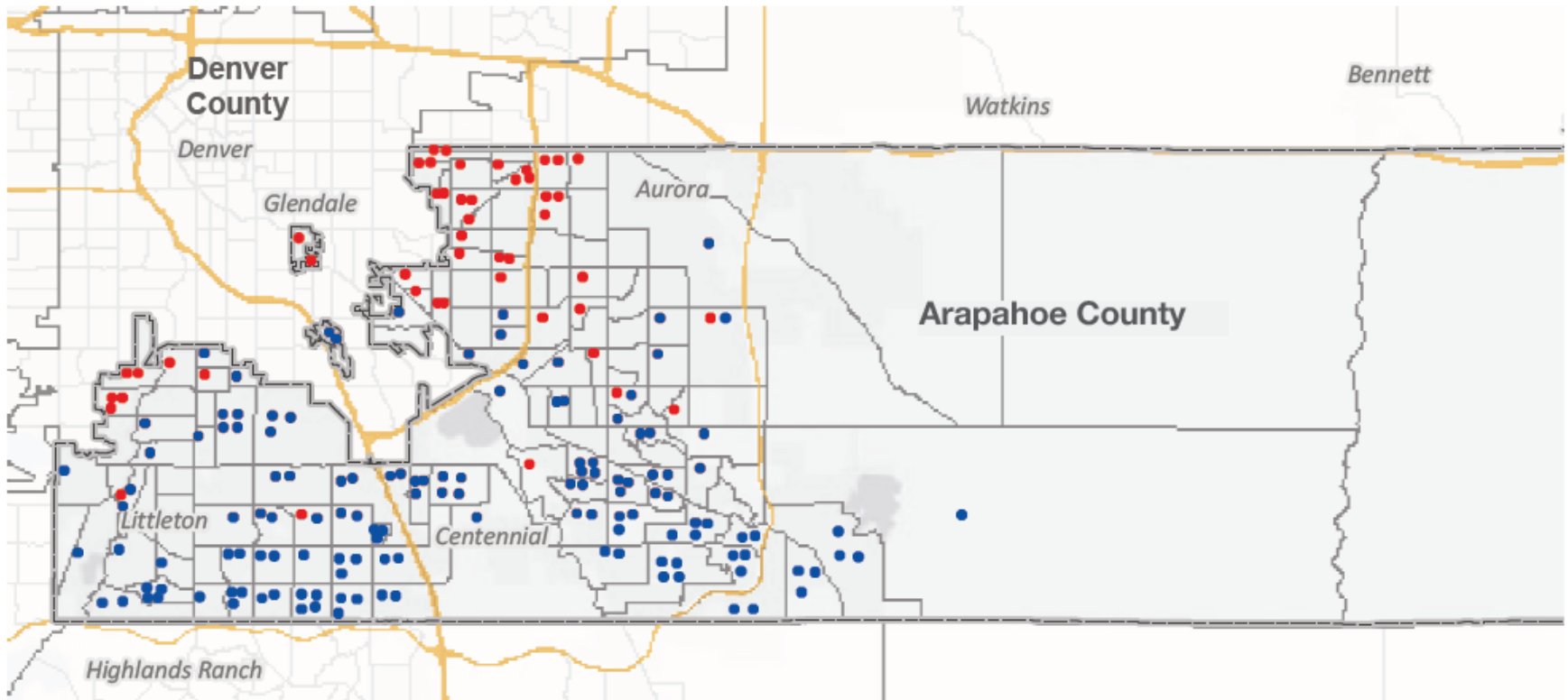
Break Down
Big Numbers

The Value in a
Number Is in Its
Values

Imagine Why
Someone Might
Cry Foul?

Overall
Messaging

Vibrant County: Opportunity Index



*In assessing the social opportunity for residents of Arapahoe County, each tract has been assessed based on **Poverty, Education, Housing Costs, Unemployment**. Tracts indicating the least opportunity for each indicator are represented with red dots compared to those with the highest opportunity represented with blue dots.*



health happens here 

6'0"
5'10"
5'8"
5'6"
5'4"
5'2"
5'0"
4'10"

PRISON
\$62,300



SCHOOL
\$9,100

#DoTheMath

CSOAA



 **THE CALIFORNIA ENDOWMENT**

America leads the world in medical research and medical care, and for all we spend on health care, we should be the healthiest people on Earth. Yet on some of the most important indicators, like how long we live, we're not even in the top 25, behind countries like Bosnia and Jordan. It's time for America to lead again on health, and that means taking three steps. The first is to ensure that everyone can afford to see a doctor when they're sick. The second is to build preventive care like screening for cancer and heart disease into every health care plan and make it available to people who otherwise won't or can't go in for it, in malls and other public places, where it's easy to stop for a test. The third is to stop thinking of health as something we get at the doctor's office but instead as something that starts in our families, in our schools and workplaces, in our playgrounds and parks, and in the air we breathe and the water we drink. The more you see the problem of health this way, the more opportunities you have to improve it. Scientists have found that the conditions in which we live and work have an enormous impact on our health, long before we ever see a doctor. It's time we expand the way we think about health to include how to keep it, not just how to get it back.



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Culture of Data

June 23, 2017

Alyson Shupe

ashupe@tchd.org

Adam Anderson

aanderson@tchd.org

