2022 Data Academy: powerful data-driven community centered story-telling

December 21, 2022
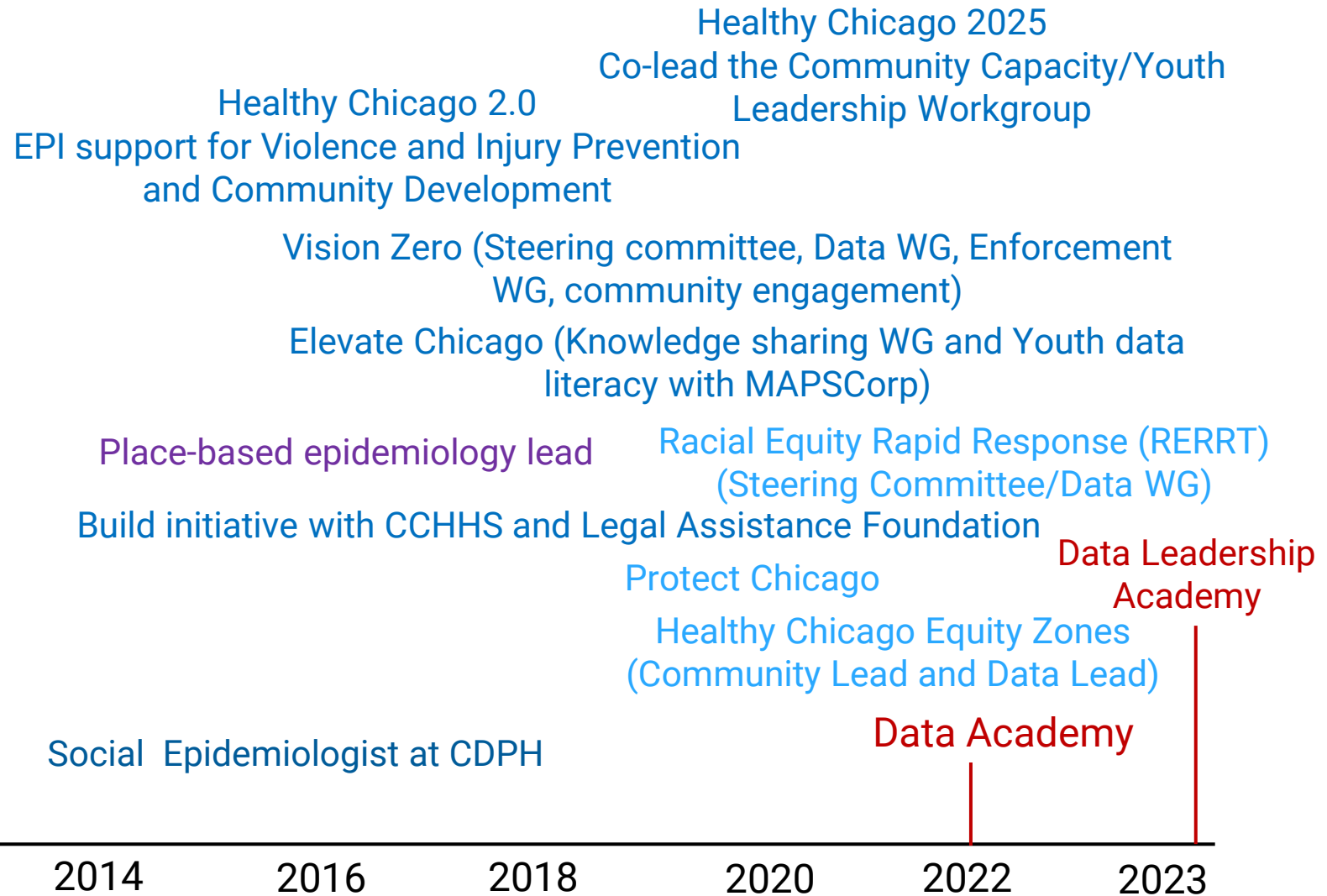
Margarita Reina, MPH

Senior Epidemiologist

Behavioral Health Bureau

Background/Experience

Gun violence survivor

- Volunteer interpreter in Public Health
- CAPS community organizer
- CCDPH Hispanic/Latino advisory council (community representative)
- Caseworker at CCDPH
- Case Management Coordinator, Erie Family Health Center
- MPH in EPI from UIC
- Epidemiologist at CDPH (Perinatal HIV)
- Maternal Child Health Epidemiologist at CDPH
- PhD EPI student at UIC
- TB Epidemiologist at CDPH

Healthy Chicago 2025
Co-lead the Community Capacity/Youth Leadership Workgroup

Healthy Chicago 2.0
EPI support for Violence and Injury Prevention and Community Development

Vision Zero (Steering committee, Data WG, Enforcement WG, community engagement)

Elevate Chicago (Knowledge sharing WG and Youth data literacy with MAPSCorp)

Place-based epidemiology lead

Racial Equity Rapid Response (RERRT) (Steering Committee/Data WG)

Build initiative with CCHHS and Legal Assistance Foundation

Data Leadership Academy

Protect Chicago

Healthy Chicago Equity Zones (Community Lead and Data Lead)

Data Academy

Social Epidemiologist at CDPH

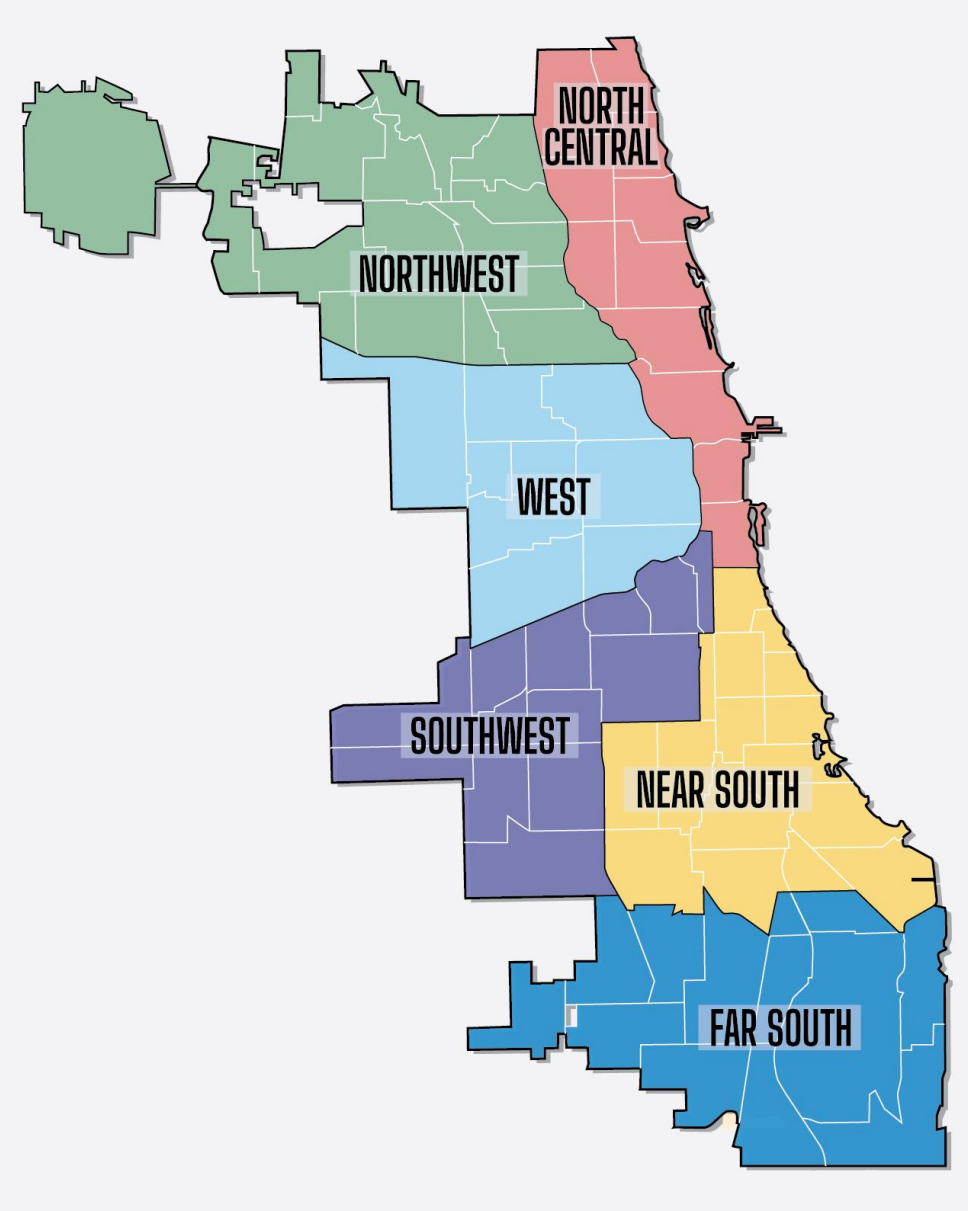1993-2013   2014   2016   2018   2020   2022   2023

The problem

In order to truly understand community determinants of health and improve health outcomes for all residents, Chicago Department of Public Health epidemiologists recognized the need to critically examine their practice.

Healthy Chicago 2025 and Chicago Health Equity Zones (HCEZ)

Improving data capacity for community leaders

- 6 fellows from each of the HCEZ Regional Leads (RL) organization
- 2-3 fellows from each HCEZ Community Lead (CL) organization
- 21 Data Academy fellows

Data Academy Objectives

2022 Data Academy

Improving data capacity at the community level

1. Access to hyper-local data
2. Use data to prioritize resources
3. Effectively communicate data findings
4. Learn to write research questions

CDPH- Office of Epidemiology

- ❖ **Five 90-minute virtual ZOOM sessions**
- ❖ **Weekly 1-hour office hours on MS teams**
- ❖ **Final project presentation (in-person)** to city leaders

2022 Data Academy Schedule

- Session 1   Friday, February 18th
- Session 2   Friday, March 11th
- Session 3   Friday, March 25th
- Session 4   Friday, April 22nd
- Session 5   Friday, May 6th
- Session 6   Friday, June 10th

**Office Hours (optional)
Wednesdays 2-3PM**

Data Academy Session objectives

Session 1 objectives

- ❖ Getting to know each other
- ❖ Understanding equity from a community's perspective
- ❖ Accessing hyper-local data: Chicago Health Atlas and COVID-19 data

Session 2 objectives

- ❖ Accessing hyper-local data: Census and Chicago Health Atlas
- ❖ Data tools: ESRI story maps for community engagement for data

Session 3 objectives

- ❖ Accessing hyper-local data: Healthy Chicago Survey
- ❖ Flipping the Script: What we learned from a medical-legal partnership
- ❖ Final project guidelines

Session 4 objectives

- ❖ Understanding violence and opioid overdose deaths
- ❖ Community Spotlight: Mom's Demand Action
- ❖ Building successful relationships in Community Policing
- ❖ Civilian Office of Police Accountability (COPA) presentation to community

Session 5 objectives

- ❖ Using data for community-centered policy development
- ❖ Effective communication and messaging
- ❖ Civic Engagement/participatory budgeting/youth councils

Data Academy Final Project

- Six groups are defined by Healthy Chicago Equity Zones (HCEZ)
- **10-minute presentation** on June 10th, last day of Data Academy
- Create research question for HCEZ: **Due on Wed April 27th**
- Data to support research question from Chicago Health Atlas
  - Maps, chart, scatterplots, etc.
- How can this research question help to improve health in your HCEZ?
- Submit PowerPoint slides: **Due on Fri June 3rd**
- Please utilize Data Academy Office Hours on **Wednesdays at 2-3pm**

How can epidemiologists engage collectively with communities

➢Build and sustain relationships with communities

➢Hold meetings in communities

➢Listen, listen, listen

➢Co-lead

Building equity in communities

The Spectrum of Community Engagement

INFORMING	CONSULTING	INVOLVING	COLLABORATING	EMPOWERING
INCREASING IMPACT ON DECISION-MAKING				
Providing balanced and objective information about new programs or services, and about the reasons for choosing them. Providing updates during implementation.	Inviting feedback on alternatives, analyses, and decisions related to new programs or services. Letting people know how their feedback has influenced program decisions.	Working with community members to ensure that their aspirations and concerns are considered at every stage of planning and decision-making. Letting people know how their involvement has influenced program decisions.	Enabling community members to participate in every aspect of planning and decision-making for new programs or services.	Giving community members sole decision-making authority over new programs or services, and allowing professionals to serve only in consultative and supportive roles.

Adapted from the IAP2 Public Participation Spectrum, developed by the International Association for Public Participation.

Note: Engagement activities can include community surveys, neighborhood outreach projects, partnerships with grassroots organizations, public meetings, and efforts to select community representatives

- There is more than just reporting health disparities

- Are we really addressing equity when collect, analyze and disseminate epidemiologic data?

- Empower communities, with data, to tell their story

Perceptions vs. Reality

- "It will take too much time …. to involve communities"
- Epidemiologists don't belong in communities

Be the change you wish to see in the world

How to formulate a research question

- What's your topic?
- What do you want to know?
- What's available?
- What can you do with what's available?

How to answer a research question: Paint a picture

- Person, Place, Time
  - The Usual Suspects
    - Age
    - Gender
    - Race/Ethnicity
  - Location, Location, Location
    - How small can you get?
    - What's your area of interest?
  - When?

Dissemination

- Make data available to communities so that can use it in their own efforts to advance health equity

- Use language that is respectful, honest, understandable and not inflammatory when framing dissemination messages

- Share an asset-based narrative. Recognize that it may not be helpful to share data describing problems that communities are already aware of

- Use data to mobilize communities and multi-sector partnerships

- Use data to leverage place-based successes/lessons learned into systems change

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Name

Pronouns

Organization

What do you do?

(Not necessarily your title....)

What's the best thing about your neighborhood that nobody knows ?!?!

Community Spotlight: Mental Health Equity Assessment

Arturo Carrillo, PhD
Brighton Park Neighborhood Council
Director of Health and Violence Prevention

The (new) Chicago Health Atlas

Access to hyper-local data in all Chicago communities

Democratizing Data for Public Health

**Sanjib Basu
Leslie Gates-Durr**
University of Illinois Chicago

**with huge input from
Margarita Reina
CDPH**

Census Hidden Gems

Ileana C. Serrano
Data Dissemination Specialist
Customer Liaison & Marketing Services Office/Dissemination and Training Branch

CHICAGO
HEALTH ATLAS
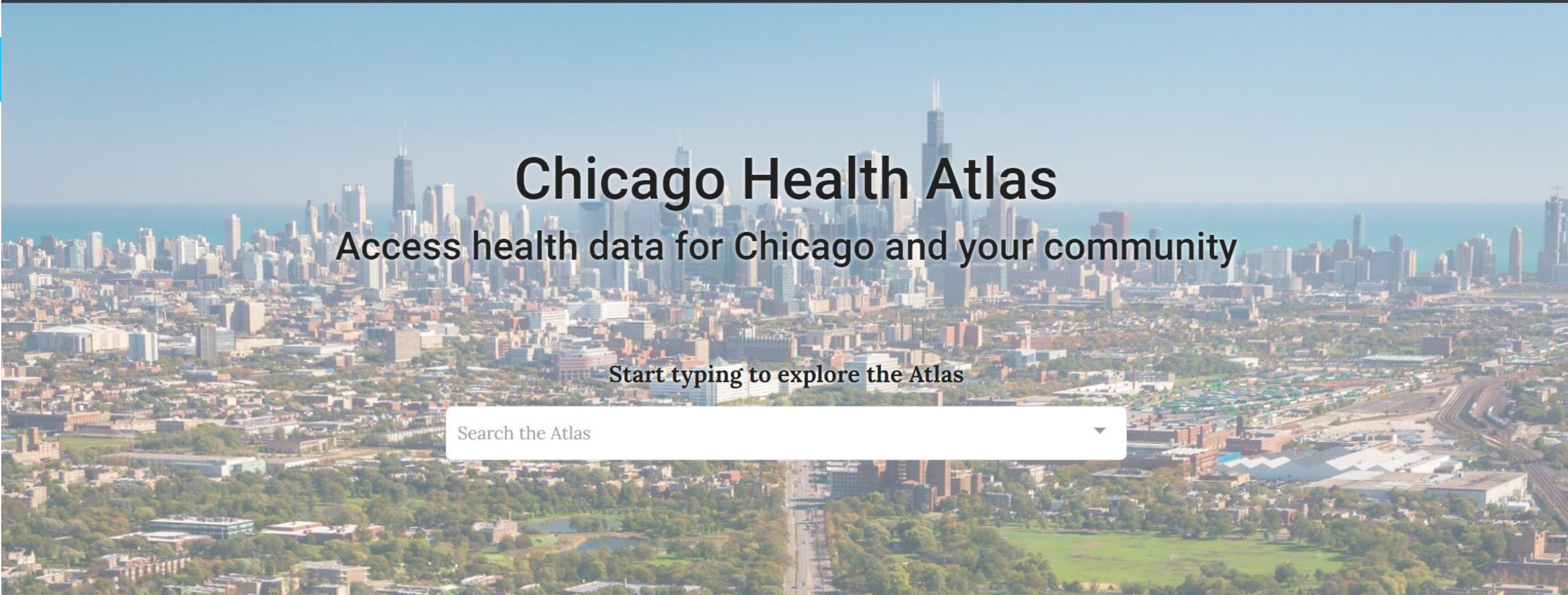
Chicago Health Atlas

Access health data for Chicago and your community

Start typing to explore the Atlas

Search the Atlas ▼

Quick Start

Select both a place and an indicator to launch a map or chart.

What place are you interested in?   What indicator do you want to explore?

Selected 2022 Data Academy fellows

➤ Cindy Olivares, Chief of Staff
   ASI Home Care
➤ Lucy Flores, Director of Community Engagement
   Esperanza Health Centers
➤ Atara Young, Equity Specialist
   AB Young Consulting

Questions??

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