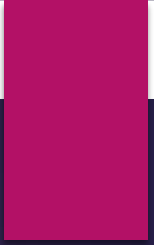


Gulf Coast Healthy Communities Collaborative

▶ **Mission:**

- ▶ The Gulf Coast Healthy Communities Collaborative brings together partners from across multiple sectors to catalyze data-driven action at the intersection of community development and health. **Utilizing the Community ExCHANGE as a digital tool, we provide up-to-date local community health data and resources to assist our communities in becoming more resilient places that improve health and quality of life on the Mississippi Gulf Coast.**





Findings from Cross-Sector Focus Groups: Data Needs & Opportunities for Collaboration

DANIELLE FASTRING, PHD, MS, MPH
CHAIR, GCHCC
ASSISTANT TEACHING PROFESSOR
SCHOOL OF NURSING AND HEALTH PROFESSIONS

Data Across Sectors for Health (DASH)

- ▶ **6-Month Mentorship program funded by RWJF**
 - ▶ Aim: Support the development and deepening of multi-sector collaboration and alignment by exploring readiness, needs, and opportunities for various types of data sharing across sector.



- ▶ **Robert Gradeck**
 - ▶ University of Pittsburgh, Urban & Regional Analysis Program
 - ▶ Western Pennsylvania Regional Data Center
 - ▶ Provided mentorship for us and 5 other groups across the country (group webinars, and one-on-one coaching).

The Region's Open Data at Your Fingertips

Now serving 335 datasets and counting.

Check out the newly-released Parking Data!!

Browse the Data!

Data Across Sectors for Health - The data in this DASH Data Gateway

- Data Beginners**
New to open data, and looking to build your skills? We have [tutorials and other resources](#) that will help you get started.
- Data Wizards**
Are you an experienced data user and looking to get the most out of open data? Check out our [FAQ's, API documentation, and other resources](#).
- Publishers**
Do you already publish open data, or are you interested in becoming a publisher? We have assembled [everything you need to know](#) in one place.
- News**
[Read and subscribe to our newsletter](#), view our [blog posts](#), and visit us on [Twitter](#).
- Events**
We maintain a [calendar](#) of civic technology and open data events, trainings, workshops, talks, and activities offered by us and a number of partners.
- Tools**
Take a look at our growing [collection of tools](#) designed to help you visualize, access, and manipulate data.
- Contact Us**
Please [let us know](#) if you have a question or want to share your work with us. We can also help you make a [data request](#).

WESTERN PENNSYLVANIA REGIONAL DATA CENTER
About | Contact Us | Terms | Privacy

The Western Pennsylvania Regional Data Center supports key community initiatives by making public information easier to find and use. The Data Center provides a technological and legal infrastructure for data sharing to support a growing ecosystem of data providers and data users. The Data Center maintains Allegheny County and the City of Pittsburgh's open data portal, and provides a number of services to data publishers and users. The Data Center also hosts datasets from these and other public sector agencies, academic institutions, and non-profit organizations. The Data Center is managed by the University of Pittsburgh's Center for Social and Urban Research, and is a partnership of the University, Allegheny County and the City of Pittsburgh.

University of Pittsburgh
Center for Social & Urban Research

NNIP NATIONAL NEIGHBORHOOD INDICATORS PARTNER

Cross-Sector Focus Groups

DASH YOU ARE INVITED!!

the data sharing conversation

1 FOCUS GROUP

- What are some of the key issues you're trying to address in your organization or sector?
- What data do other sectors generate that would help you address your organization's most pressing issues?
- What data do you generate, that other sectors might find useful?
- Can you imagine the health and economic impacts of coordinated cross-sector data sharing?

YOUR PARTICIPATION & INPUT IS IMPORTANT!

Focus groups will be facilitated by the Collaborative's Chairperson, Danielle Fasting Frazier, PhD, MS, MPH, Assistant Professor with USM's School of Health Professions.

Data Sharing Action Plan will be developed and presented to all in January 2020. The Plan will include:

- Cross-sector input from leaders across Economic & Workforce Development, Health & Wellness, Transportation & Land Use Planning, Housing, Food Systems, Environment, and Education;
- An assessment of the capacity for the Gulf Coast Community Exchange to serve as the data sharing platform;
- A proposed cost assessment.

Host Location:
Gulf Coast Community Design Studio
769 Howard Avenue in Biloxi

Timeline - Future Focus Groups:
22 Sep 11: Housing / Transportation / Land Use/Environment
23 Oct 2 : Education / Health & Wellness
Jan 2020 : Analysis & Final Report Presentation to Participants

DASH YOU ARE INVITED!!

data across sectors for health

2 FOCUS GROUP

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21 Aug 14 : Economic & Workforce Dev. / Tourism / Business
23 Oct 13 : Education / Health & Wellness
Jan 2020 : Analysis & Final Report Presentation to Participants

DASH YOU ARE INVITED!!

data across sectors for health

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Data Across Sectors in Health

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AUGUST
Economic and Workforce Development,
Business, Tourism

SEPTEMBER
Environment, Government, Housing,
Recreation, Transportation and Land Use,
Workforce Development

OCTOBER
Health and Wellness, Education,
Food Systems

Cross-Sector Focus Groups

▶ **FOCUS GROUP GOALS:**

- ▶ What are some of the key areas you're trying to address in your organization or sector?
- ▶ What data do other sectors generate that might help you address some of your most pressing issues?
- ▶ What data do you generate that other sectors might find useful?

▶ **PROJECTED OUTCOMES:**

- ▶ Cross-sector input from leaders across all sectors represented;
- ▶ An assessment of the capacity for the Gulf Coast Community ExCHANGE to serve as our data hub;
- ▶ A projected cost assessment.

FINDINGS

Economic and Workforce Development, Business & Tourism (n=12)

▶ **Data they currently use:**

- ▶ Social media, Google Analytics, TrendKite, Truven Analytics
- ▶ Business related gov't web sites for data (Federal Reserve, Sec of State)

▶ **Data they would like:**

- ▶ Information about business ownership (Veteran-owned, Women-owned)
- ▶ Business forecast for businesses across the coast
- ▶ Data from military installations that provided who was transitioning from military to civilian employment and their skill set

FINDINGS

Economic and Workforce Development, Business & Tourism (n=12)

▶ **Challenges:**

- ▶ Timeliness and scale of data
- ▶ 40% of workforce in Hancock County comes from out of state (2/3 commute in from Harrison County or PRC, LA), 20% of Ingalls employees commute in from Mobile, AL.

▶ **Key Takeaways:**

- ▶ Real need for employee recruitment efforts for workforce development
- ▶ Opportunity to convert tourism into employee recruitment
- ▶ “Problem is not quality of workforce, stability of workforce, or turnover. It’s availability in the first place of qualified individuals.”
- ▶ Opportunity to have people stay in Mississippi (rather than AL or LA when they come in for contract work

▶ **Summary:**

- ▶ **Challenges identified stem from difficulty in recruiting individuals to live in the area they work. A large percentage of the coastal workforce commutes in from larger cities from the East and West, and as such, does not have an anchor to the community outside of work hours.**

FINDINGS

Environment, Government, Housing, Recreation, Transportation and Land Use, & Workforce Development (n=15)

▶ **Data they currently use:**

- ▶ Social media, Google Scholar (publications / conservation plans), HUD data, HMIS, ACS, Census, GRPC, GIS, SMPDD

▶ **Data they would like:**

- ▶ Sidewalk connectivity
- ▶ Public recreation space usage and location
- ▶ Real-time data about programmatic outcomes for ongoing projects in the community
- ▶ Information about individuals with disabilities living along the Gulf Coast
- ▶ More specific data at the neighborhood level
- ▶ Consistent source to capture data on water quality in local watersheds and coastal areas
- ▶ Accurate elevations of structures in the coastal area.

FINDINGS

Environment, Government, Housing, Recreation, Transportation and Land Use, & Workforce Development (n=15)

▶ **Challenges:**

- ▶ Raw data comes in multiple formats, getting it into a useable format can be a burden when trying to coordinate multiple jurisdictions
- ▶ Lack of awareness of potential sources of data

▶ **Key Takeaways:**

- ▶ Real need for solutions that solve access to transportation across sectors
 - ▶ Corridor that includes the Gulfport WIN Job Center, DHS, Voc Rehab, other social service agencies on Seaway Rd.

▶ **Summary:**

- ▶ **Challenges identified stem not from resource allocation, but transportation to access those resources. This challenge is pervasive across all social service providers that took part in the focus group.**

FINDINGS

Health and Wellness, Education, & Food Systems (n=10)

▶ **Data they currently use:**

- ▶ WHO, CDC, Feeding America, HRSA, UDS Mapper, MSDH, USDA, ACS, Census, GCCE, SNAP

▶ **Data they would like:**

- ▶ Data that reflects the way in which a family came to need food assistance
- ▶ Location-specific data to make it meaningful to people in government leadership
- ▶ Community resource guide
- ▶ Culturally appropriate health information
- ▶ Data about specific health problems (drowning rates)

FINDINGS

Health and Wellness, Education, & Food Systems (n=10)

▶ **Challenges:**

- ▶ Knowing which data to use
- ▶ Misconception that all health data violates HIPAA
- ▶ Cost of collecting and maintaining data

▶ **Key Takeaways:**

- ▶ Most likely to be using Community ExCHANGE, but some still unaware
- ▶ Varying data skill levels
- ▶ Interested in working across sectors to problem solve

▶ **Summary:**

- ▶ **Health-related data on a local scale presents a host of challenges, some of which are the perception of the potential for HIPAA violations even when data are de-identified, resources to compile data in a meaningful way across agencies and jurisdictions, and maintaining and updating reports so that data provided are timely.**

Overall Takeaways

- ▶ All sectors expressed the need for timely, accurate, data with a local scale.
- ▶ Most organizations prepare internal data reports with the primary audience being funders. All sectors expressed concerns about the staff and other resources required to compile their own primary data.
- ▶ Most participants, especially those not in the Health and Wellness sector, were unfamiliar with the capabilities of the Community ExCHANGE. Education about how organizations might best use the platform might be helpful to increase interest.
- ▶ Many participants expressed a need for data that can be provided by the Community ExCHANGE.

Community ExCHANGE Analysis

- ▶ Many participants were unaware of this resource;
- ▶ Need for health data to overlay spatial data;
- ▶ Conduent is working on increasing the number of indicators (layers) that can be viewed at one time when curating data.
- ▶ Conduent can integrate data that we collect and provide to them in a standard format.
- ▶ Cost of maintaining Community ExCHANGE: \$28,000 annually. +\$2,500 for each additional rural County. Additional data sets (indicators) can be added if they are available, sometimes at a cost but many times without cost to us.
- ▶ Currently, the ExCHANGE is funded primarily through the REACH *Healthy Families Mothers & Babies Program*, with significant but smaller contributions by *Renaissance Community Loan Fund*, *The Meeting Place*, and the *Mississippi Department of Health*.
- ▶ *Other data platforms will be considered for feasibility, but the value of the ExCHANGE is the additional services it provides beyond secondary data (i.e., it's all in one place, Resource Library, Promising Practices, Project Integration, Curated Dashboards, etc.)*