

# 2024 Forum on Rural Population Health & Health Equity

## Our Data, Our Story Bilingual Community Data Walks in Jackson & Josephine Counties

Sadie Siders, Skylar Fate, Gina Beer

# 2024 Forum on Rural Population Health & Health Equity

- Audio has been muted for all participants upon entry
- Moderators will assist with Q+A at the end of the presentation
- Presentation slides will be posted at [ohsu.edu/orhforum](https://ohsu.edu/orhforum)
- Sessions will be recorded and available to attendees
- Please take the session surveys!

# Our Team



Sadie Siders | Jackson County Public Health  
Health Equity Coordinator &  
CHA/CHIP Project Coordinator



Skylar Fate | AllCare Health  
Community Engagement Manager



Gina Beer | Oregon Health & Science  
University Evaluation Data Analyst

# Agenda

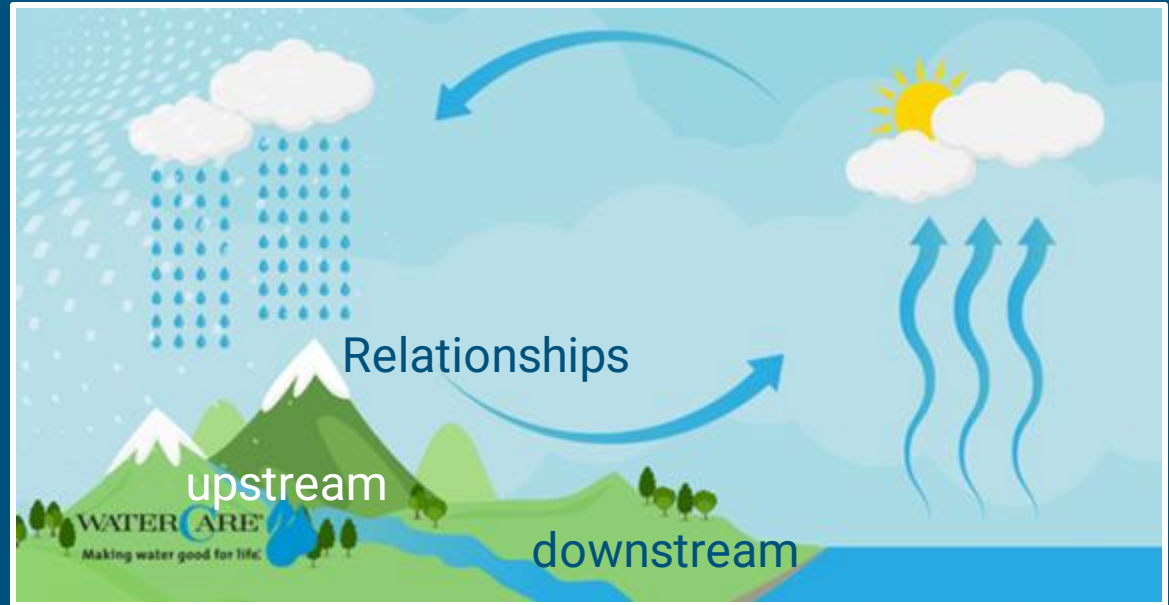
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1. Reciprocity in Research
2. Jackson & Josephine Counties Community Health Assessment (CHA)
3. What is a Data Walk?
4. Data Walk Development
5. Data Walk Implementation
6. Data Walk Barriers & Facilitators
7. Adaptations & Alternatives
8. Q&A

# Reciprocity in Research

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- Health equity is upheld through relationships
- Relationships as deliverables? No.
- Relationships are sustained through collaboration, exchange, and communication
- Research is not a one-way street



Picture of water cycle; precipitating clouds, mountains, streams, ocean, evaporating water back into clouds. Snow melt = relationships that feed into the stream.

# All in For Health

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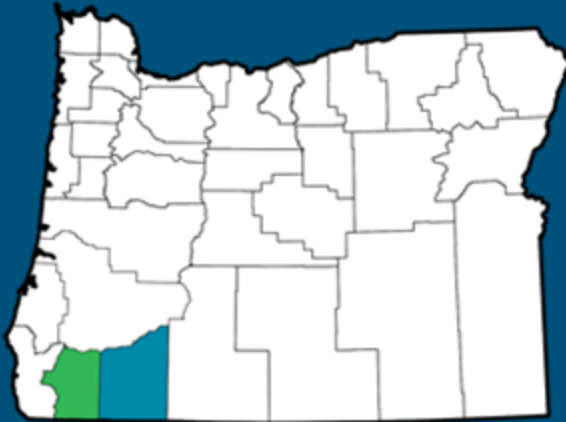
A partnership between the Coordinated Care Organizations (CCOs) that serve Jackson and Josephine County community members, and the counties respective Public Health departments (established 2017).

The partnership is further supported by over 30 cross-sector organizations in the Steering Committee and additional workgroups.



# Jackson & Josephine Counties CHA

## Primary Data Collection



- ★ Community survey
  - *1,634 responses*
- ★ Focus groups
  - *17 sessions*
- ★ Key informant interviews
  - *25 interviews*



# Focus Group and Key Informant Interview Themes

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## Southern Oregon University Research Center

- Discrimination
- **Housing**
- Transportation
- Cost of daily living
- **Understaffing, lack of providers, and wait times**
- Hard to find information and resources
- **Universal healthcare**

## Sparrow

- Poverty
- Mental health
- Substance use
- **Housing**
- **Access to healthcare**



# Survey Themes

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## Key Findings

- Cost of living
- Lack of affordable housing
- Lack of affordable healthcare
- Lack of mental health services
- Provider shortage (specialty care)
- Environmental risks (wildfires, extreme heat)
- Public safety
- Community Building

## Health Behaviors Most Affecting the Community

- COVID-19
- Mental health issues
- Substance use
- Obesity/overweight
- Asthma

# What is a Data Walk?

- Interactive opportunity for participants to review and interpret data
- Collaborate to generate ideas to improve policies, programs, goals
- The platform for collaboration in a Data Walk is the data itself
- Museum full of data relevant to you and your community



Room with charts and graphs. Woman talking to man, "I can see the impact our work together could have on the data". Man speaking to man, "Your perspective helps me see the data differently."

# Selecting a Data Walk + Collaboration

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There was always a desire to share CHA results back with community—however, it was difficult to choose a method.

The Data Walk model aligned with community-led work on the CHA. A Data Walk provides an interactive setting that fosters full conversations from community members.

Collaboration of the team across CCOs, public health entities, and OHSU was key for this project's success.

- a. Collaboration with OHSU, planning design, weekly meetings
- b. Collaboration between CCOs, public health, community partners, vendors to hold Data Walk events
- c. Interactive boards in English & Spanish



# Collaborative Details

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- Data Walk Events held in Medford, Grants Pass, and a virtual setting.
- Spanish and American Sign Language interpreters were vital for attendee interactions.
- Data Walk venues were ADA compliant, ensuring accessibility for all abilities.
- County specific tabling from local service providers
- Food vendor on site with hot meal options.
- Assigning staff members to each board to facilitate interaction and conversation .
- Collaborated with an art vendor to provide an engaging art project for children, offering childcare and allowing adults to participate fully.
- Encouraging various forms of expression, including drawing, writing, and verbal communication.



**FREE** LEARNING, ART, FOOD, & RESOURCES!

# Our Data, Our Story



## What will you do?

- Stroll through interactive displays
- Share your opinions with health advocates & professionals
- Enjoy a meal together from Rogue Food Unites (on-site or to-go)
- Art projects for kids!
- Gather health resources from community organizations

Recently, data was collected in our community for the 2023 Community Health Assessment to better understand our health priorities.

You're invited to continue the conversation with other community members through a fun, interactive event. Help us to create a vision for a healthy Josephine County!

### Questions?

sidersSW@jacksoncountyor.gov  
(541) 774-3899



## When?

February 7th | 4PM to 6PM

## Where?

Josephine County Fairgrounds  
Pavilion Building

**¡GRATIS!** APRENDIZAJE GRATUITO, ARTE, COMIDA Y RECURSOS

# Nuestros Datos, Nuestra Historia



## ¿Qué harás?

- Pasea por exhibiciones interactivas.
- Comparte tus opiniones con defensores y profesionales de la salud.
- Disfruta de una comida juntos de Rogue Food Unites (en el lugar o para llevar).
- ¡Proyectos de arte para niños!
- Recopila recursos de salud de organizaciones comunitarias.

Recientemente, se recopilaron datos en nuestra comunidad para la Evaluación de Salud Comunitaria 2023 con el fin de comprender mejor sus prioridades de salud.

Estás invitado a continuar la conversación con otros miembros de la comunidad a través de un evento divertido e interactivo. ¡Ayúdanos a crear una visión para un condado de Josephine saludable!

## ¿Cuándo?

7 de febrero | 4:00PM - 6:00PM

## ¿Dónde?

Josephine County Fairgrounds  
Pavilion Building

### ¿Preguntas?

hansenda@careoregon.org  
(458) 500-9004



# FOOD CONCERNS



35% of our community is worried about having enough money to pay for groceries



One in five people in our community highlighted the availability of healthy food as a challenge.



21% of respondents needed, but went without, food services like food stamps, food pantries, and nutrition education.

Put a bean in the jars labeled with the resources you would be most likely to use



Besides the cost of food,  
Why do you think healthy food is not easily available to everyone in our community?

Please sticker or a note next to the most likely reason it's hard to access healthy food

Stores closest to me do not have healthy foods	
Stores are not open at convenient times	
Stores I shop at do not accept SNAP or WIC benefits	
There is some healthy food available, but not enough variety	
The healthy food available to me is not fresh	
The food we like to eat in my culture/family is not easily available	
The Farmers Market is not open on days/times I can visit	
Other (describe)	

# PREOCUPACIONES DE COMIDA



El 35% de nuestra comunidad está preocupado por no tener suficiente dinero para comprar comida.



Una de cada cinco personas en nuestra comunidad resaltó el acceso a comida saludable como un desafío.



El 21% de los encuestados necesitaban, pero no usaron servicios de comida como cupones de comida, despensas de comida y educación nutricional.

Coloque un frijol en los frascos etiquetados con **los recursos que sería más probable que utilice.**



Además del costo de la comida, ¿por qué cree usted que la comida saludable no está fácilmente disponible para todos en nuestra comunidad?

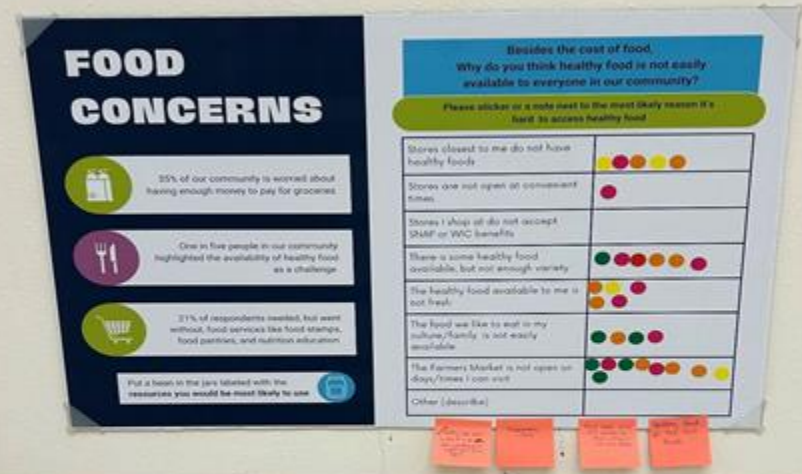
Coloque una calcomanía o una nota junto a la razón más probable por la cual es difícil tener acceso a comida saludable.

Las tiendas más cercanas a mí no tienen comida saludable	
Las tiendas no están abiertas en horarios convenientes	
Las tiendas en las que compro no aceptan beneficios de SNAP o WIC	
Hay algunas comidas saludables disponibles pero no hay suficiente variedad	
Las comidas saludables disponibles para mí no están frescas	
Las comidas que nos gusta comer en mi cultura/familia no están fácilmente disponibles	
El mercado de agricultores no está abierto en días/horas en los que puedo visitar	
Otro (describa)	

# Food Concerns

## Josephine County Results:

- Farmers' Market inaccessible hours.
- Not enough variety in available healthy foods.
- Closest stores to not have healthy foods.





# ACCESS TO SERVICES

Place a sticker on the target showing how long it takes you to get to each destination.



**HEALTHCARE**



**HEALTHY FOOD**



**OUTDOOR SPACE TO EXERCISE  
(WALK, BIKE)**



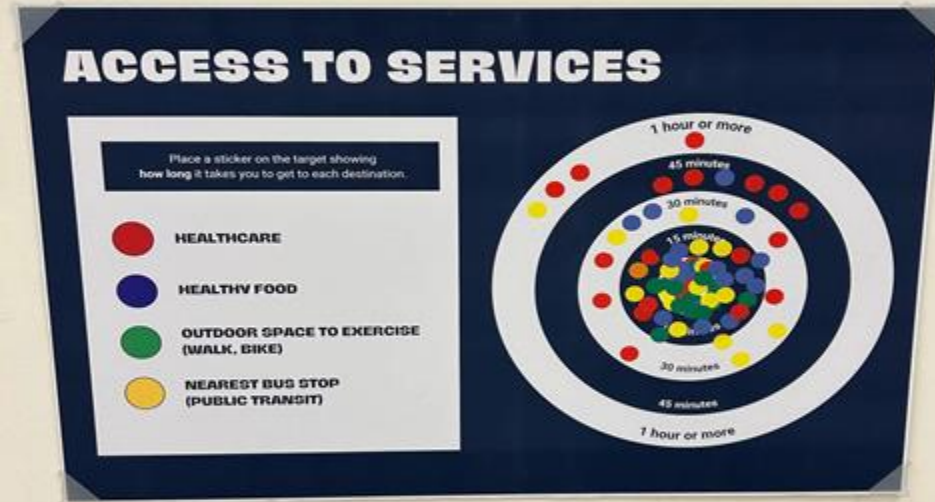
**NEAREST BUS STOP  
(PUBLIC TRANSIT)**



# Access to Services

## Josephine County Results:

- Several rural attendees noted the distance to their healthcare providers and healthy food options.
- Attendees with better transportation access participate more actively on this board during the data walk.



# TIME TO VOTE!

Your vote informs health priority areas our community will focus on improving for the next 5 years.

Which areas would you like to focus on? Place a sticker next to your top 3!

**Discrimination**

Hard to find information on **community resources & services**

Availability of **transportation** services

**Healthcare** (under-staffing, lack of providers, wait times)

**Housing**

**Cost of daily living** (food, utilities, gas)

**Mental health**

**Substance use**

**Affordable healthcare services**

**Environmental Risks** (wildfires, air quality, extreme weather)

**Public safety**

**Community building** opportunities

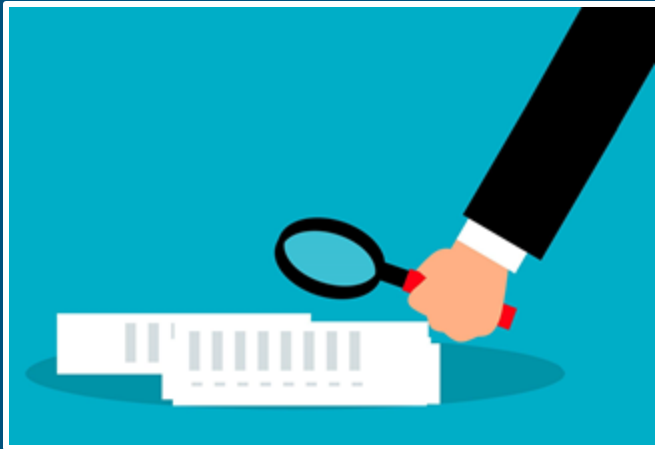
# Time to Vote

- Here, community members were empowered to voice their opinions on the priorities for the upcoming Community Health Improvement Plan cycle.
- **Jackson County Results:**
  - Healthcare
  - Housing
  - Cost of Living
  - Mental Health Resources



# After the Data Walk

What Happens to the Data?



## Analysis

- Quantitative and Qualitative
  - Stickers
  - Sticky Notes
  - Feedback Cards

## Sharing Results

- Created one-pagers to share with community members & partners

## Next Steps →

- Community Health Improvement Plan (CHIP)

# Jackson County

## OUR DATA, OUR STORY



### 1 Introduction

In February we shared our 2023 Community Health Assessment data back with community members and here is what we learned.

# 80

Community Members and organizations participated



### 1 Food Preservation Tips

### 2 Community Gardens

### 3 Healthy Grocery Lists

### 2 Top 3 Desired Food Resources

Community members voted with beans to share what kinds of food related resources they would like to see in Jackson County.

### 3 Access to Health Care

We asked, "What do you think Health Care offices can do to improve access to health care?"



**+** Healthcare (understaffing, lack of providers, wait times)

**🏠** Housing

**💰** Cost of daily living (food, utilities, gas)

### 4 Top 3 Health Issues

We asked community members what they want All in For Health to focus on for the next 5 years! Here is what community said.

### 5 Next Steps

Now that we've heard from community, it's time to do something about it. In 2024, All in For Health will create the Community Health Improvement Plan!



Go to [allin4health.org](http://allin4health.org) to learn more

# Condado de Jackson

## NUESTROS DATOS, NUESTRA HISTORIA



### 1 Introducción

En febrero compartimos nuestros datos de Evaluación de Salud Comunitaria de 2023 con los miembros de la comunidad y esto es lo que aprendimos.

# 80

Los miembros de la comunidad y las organizaciones participaron.



### 1 Consejos de conservación de alimentos

### 2 Jardines comunitarios

### 3 Listas de compras saludables

### 2 Los 3 principales recursos alimentarios deseados

Los miembros de la comunidad votaron con frijoles para compartir qué tipos de recursos relacionados con alimentos les gustaría ver en el Condado de Jackson.

### 3 Acceso a la atención médica

Preguntamos: "¿Qué cree usted que pueden hacer las oficinas de atención médica para mejorar el acceso a la atención médica?"



**+** Atención médica (falta de empleados, falta de médicos, tiempos de espera)

**🏠** Vivienda

**💰** Costo de la vida diaria (comida, servicios públicos, gas)

### 4 Las 3 principales preocupaciones de salud.

Pedimos a los miembros de la comunidad en qué quieren que All in For Health se enfoque en los próximos 5 años. Esto es lo que la comunidad dijo.

### 5 Pasos siguientes

Ahora que hemos escuchado a la comunidad, es hora de hacer algo al respecto. ¡En 2024, All in For Health creará el Plan de Mejora de la Salud Comunitaria!



Visite [allin4health.org](http://allin4health.org) para obtener más información.

# Josephine County OUR DATA, OUR STORY



## 1 Introduction

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## 1 Community Gardens

## 2 Double Up Food Bucks

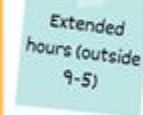
## 3 SNAP/WIC Application Assistance

## 2 Top 3 Desired Food Resources

Community members voted with beans to share what kinds of food related resources they would like to see in Josephine County.

## 3 Access to Health Care

We asked, "What do you think Health Care offices can do to improve access to health care?"



Transportation to appointments



Mental Health



Housing



Substance Use

## 4 Top 3 Health Issues

We asked community members what they want All in For Health to focus on for the next 5 years! Here is what community said.

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## 1 Jardines comunitarios

## 2 Doble Beneficio en Alimentos

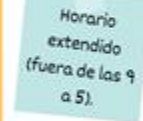
## 3 Asistencia con la solicitud de SNAP/WIC

## 2 Los 3 principales recursos alimentarios deseados

Los miembros de la comunidad votaron con frijoles para compartir qué tipos de recursos relacionados con alimentos les gustaría ver en el Condado de Josephine.

## 3 Acceso a la atención médica

Preguntamos: "¿Qué cree usted que pueden hacer las oficinas de atención médica para mejorar el acceso a la atención médica?"



Transporte para citas.



Salud Mental



Housing



Uso de sustancias

## 4 Las 3 principales preocupaciones de salud.

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Ahora que hemos escuchado a la comunidad, es hora de hacer algo al respecto. ¡En 2024, All in For Health creará el Plan de Mejora de La Salud Comunitaria!



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# Lessons Learned: In-Person Events

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- Incorporate data sharing activities into initial planning processes
- Time was not on our side
  - We only had 4 weeks to design the boards and plan the events
  - This would have enhanced collaboration with partners and community member recruitment
- In-person data walks can be inaccessible
  - Transportation may be a barrier for some
    - We had incentives and gas card
  - Example: Bullseye Board (how far away are you from these services?) → Produced a bias
    - A suggestion from a community member was to bring these data walks to community events that are already happening.



# Lessons Learned: Virtual Event

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- Improves accessibility/inclusivity
- Potentially allows for wider engagement
  - Used Jamboards and Zoom polling to capture responses
- Not initially part of the Data Walk planning process
- Low community member attendance and engagement
- Technology can be a barrier

# Adaptations & Alternatives

- Tabling Activities
  - Bullseye
  - Bean jar
  - Fill in the blank statements/ open-ended questions
- One pager or smaller!
- Select interactive boards posted at locations frequented by patients/clients
- Project stage
- Audience



**FILL IN THE BLANK**

The best part of living in Jackson County is...

The hardest part of living in Jackson County is...

The image shows two vertical cards with a dark blue background. The left card has a green header with the text 'The best part of living in Jackson County is...' and the right card has a purple header with the text 'The hardest part of living in Jackson County is...'. Both cards have a light yellow background with horizontal lines for writing. The title 'FILL IN THE BLANK' is written in large, bold, white letters at the top of the cards.

# References

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## Data Walk & The Urban Institute

“Data Walk’ Is a Key Tool in Results-Based Leadership - The Annie E. Casey Foundation.” Accessed June 5, 2024. <https://www.aecf.org/blog/data-walk-is-a-key-tool-in-results-based-leadership>.

## Data Walk picture

Murray, Brittany. “Data Walks: An Innovative Way to Share Data with Communities,” n.d.

<https://www.aecf.org/blog/data-walk-is-a-key-tool-in-results-based-leadership>

## Water Cycle picture

Southern Oregon Sanitation Inc. “Southern Oregon Sanitation Inc. - Service Information In Your Area.” Accessed June 5, 2024. <https://www.sosanitation.com/service-information-in-your-area/>.

## Map of Oregon

Wel-Dun, Inc. “The Hydrologic Cycle and How It Affects Your Home’s Water.” Accessed June 5, 2024. <https://www.wel-dun.com/about-us/blogs/40118-the-hydrologic-cycle-and-how-it-affects-your-homes-water.html>.

Thank You



# 2024 Forum on Rural Population Health & Health Equity



Thank you to our partners!

