

Collecting Data

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Why do we need data?

- To show **evidence** or support for an idea
- To track **progress** over time
- Use data to **enhance**:
 - Reporting
 - Grant writing
 - Presentations
 - Research

Essential Public Health Services

- Monitor health status to identify community health problems

Source: Public Health Functions Steering Committee



Accreditation Standards

1.1.b Reflect the demographic profile of the population

1.1.c Describe socioeconomic, educational & environment factors that affect health

1.1.d Assemble/analyze secondary data to describe community health status

1.1.e Collect/analyze primary data to describe community health status



Accreditation Standards

- 1.1.f Compile/analyze trend data to describe changes in community health status and factors affecting health
- 1.1.g Use scientific methods for collecting and analyzing data
- 1.1.h Identify population groups at risk
- 1.1.j Compare selected local data with data from other jurisdictions

Accreditation Standards

- Community Health Assessments should include:
 - Socioeconomic factors
 - Unemployment
 - Housing
 - Educational factors
 - Early interventions
 - Drop-out rates
 - SAT scores
 - Environmental factors
 - Air pollution
 - Tobacco
 - Childhood lead exposure



Sources of Data

■ Primary

- Collected personally by your CHA team
 - Surveys
 - Listening sessions
 - Interviews
 - Observations

■ Secondary

- Collected by someone else
 - Birth
 - Mortality
 - Morbidity

Primary Data

- Collected by the Community Health Assessment Team
- Allow at least three to five months for data collection and analysis
- Provides the community's voice
- Needs to represent the entire county



Community Health Opinion Survey

- Required if not conducting Small Group Discussions
- Sample survey in English and Spanish, along with Epi Info analysis program, available from the CHA Resources webpage

Random and Systematic Sampling

- Representative of the whole county
- See Appendix E to Guidebook "A Guide to Sampling for Community Health Assessments and Other Projects" and Appendix F, "Two-Stage Cluster Sampling: General Guidance for Use in Public Health Assessments"
- Work with local agencies and/or colleges/universities

Convenience Sample

- Results are not generalizable to the county
- Results must be reported as the opinions of the people surveyed
- A sample size of at least 500 people is required



Survey Method

- Self Administered
 - Mail
 - E-mail
 - Paper
- Interviewer
 - Telephone
 - Door to Door

Small-Group Discussions

- Required if not conducting Community Health Opinion Survey
- Includes
 - Listening Sessions
 - Focus Groups
- All constituencies must be represented
- Best suited to collect qualitative data

Small-Group Discussions

- Minimum of 10 different groups
- Each group must have the same 7 to 10 questions
- See Appendix G to the Guidebook, "Small Group Discussion Toolkit"
- Important that the moderator is trained to facilitate the meeting
- Assistant moderator records the discussion

Optional Primary Data

- Key Informant Interviews
 - Structured conversations with people who have specialized knowledge
- Asset Mapping
 - Help identify strengths and can establish link between health needs and interventions or solutions

Secondary Data

- Data collected by other sources
- State Center for Health Statistics
 - County Health Data Book
 - HealthStats
 - Additional publications
- Resource Guide for Community Health Assessment in North Carolina (Appendix H)

Local Secondary Data

- Provide additional data on the county
- Data may be unique to the county
- Collect identifying information on data source so that they can be credited, contacted for follow-up if needed, and thanked

County Health Data Book

- Updated February 2012
- Population
- Pregnancy and Live Births
- Mortality
- Morbidity

HealthStats

- Website released January 2012
- Replaces NC-CATCH
- Phase I – Indicator Reports
 - Healthy North Carolina 2020 objectives
 - Upcoming: Leading Causes of Death and County Health Data Book
- Phase II – Query System

Socioeconomic Factors

- Income, Occupation, Poverty, Household Expenses
- American Community Survey 5-Year Estimates available for every county
<http://factfinder2.census.gov>

Educational Factors

- Educational attainment of the population
- School enrollment and expenditures for both primary and secondary education
- Educational characteristics (SAT scores and English speaking ability)
- North Carolina Public Schools Statistical Profile

Environmental Factors

- Indoor and outdoor environment
- Built environment
- Environmental Health Specialist at LHD can provide data on inspections
- Statewide Comprehensive Outdoor Recreation Plan (SCORP) has county specific data