Assessing Awareness and Data Utilization of NC-VDRS

North Carolina Violent Death Reporting System (NC-VDRS)
Eyerusalem Tessema, Capstone Team Member

NC State Health Director’s Conference
January 21, 2016
Agenda

- Background
- Evaluation Objectives
- Methods
- Results
- Conclusions
- Next Steps
Health behavior “...implies a belief in the right of all people to be as healthy and safe as science plus human endeavor can make them.”

– Lucy S. Morgan, PhD, founding chair
NC-VDRS Evaluation Objectives

1. Awareness
2. Use
3. Dissemination
4. Other data sources
# Qualitative Interview Demographics

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of participants</td>
<td>12</td>
</tr>
<tr>
<td>Male</td>
<td>4</td>
</tr>
<tr>
<td>Female</td>
<td>8</td>
</tr>
<tr>
<td>Organization Location</td>
<td></td>
</tr>
<tr>
<td>North Carolina</td>
<td>6</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>4</td>
</tr>
<tr>
<td>National</td>
<td>2</td>
</tr>
<tr>
<td>Type of Organization</td>
<td></td>
</tr>
<tr>
<td>Academic</td>
<td>1</td>
</tr>
<tr>
<td>Governmental Organization</td>
<td>6</td>
</tr>
<tr>
<td>Policy/Research</td>
<td>4</td>
</tr>
<tr>
<td>Community-based Organization</td>
<td>1</td>
</tr>
</tbody>
</table>
Quantitative Survey Distribution

Target Population

Sample Frame

Sample

Completed Sample

NC-VDRS Stakeholders

n=531

n=155

n=119
Quantitative Survey Respondent Demographics

Age:
- 71% 25-44 years
- 29% 45 years and Above

Education:
- 83% Bachelors or less
- 17% Masters/Professional Degree
Qualitative Interview Responses

For a community... not to have comprehensive data on injury and death due to behaviors that are occurring within that community—which means they are preventable—is immoral. We see [VDRS] as being extremely moral and ethical and needed and necessary and compassionate and [a] rational response to a community that is losing...that is having lives taken from it...at a rate of about every other week... for decades. What is so frustrating for us, and what I think we grieve the most...is that these are preventable deaths.

NC-VDRS Stakeholder from Community-Based Organization
Qualitative Interview Responses

The VDRS provides us with numbers, real hard data that can help us understand who’s dying…how are they dying…where are the points where we can intervene.

*NC-VDRS Stakeholder from Community-Based Organization*
Qualitative Interview Results

Informants consistently emphasized the usefulness and potential applications of infographics

Improving data dissemination by holding in-person meetings and events
Qualitative Interview Results

Reasons for using NC-VDRS data varied greatly: The majority of informants utilized the reports NCDPH generated

Emphasis on engaging community-based organizations in data use projects
Respondents Self-Reported Previous Use of Resource

- **Annual Report**: 50% Yes, 25% No, 25% Unsure
- **Fact Sheets**: 50% Yes, 50% No, 0% Unsure
- **E-Newsletter**: 75% Yes, 25% No, 0% Unsure
- **Website**: 100% Yes, 0% No, 0% Unsure
- **Data Request**: 75% No, 25% Yes, 0% Unsure

---

North Carolina Violent Death Reporting System

North Carolina Injury & Violence Prevention Branch
What does this mean?

1. Except for the website, over 50% of stakeholders do not access NC-VDRS resources
Self-Reported Use of NC-VDRS Resource by Job Title

% of Respondents

- Director
- Assistant
- Researcher
- Administration
- Healthcare
- Law Enforcement
- Data Analyst

- Annual Report
- E-Newsletter
- Website
- Data Request

North Carolina Violent Death Reporting System
North Carolina Injury & Violence Prevention Branch
What does this mean?

1. Except for the website, over 50% of stakeholders do not access NC-VDRS resources.
2. Annual Report and website were most used resources across all job titles.
<table>
<thead>
<tr>
<th>Reported Ease of Use of Data Source</th>
<th>Annual Report</th>
<th>Fact Sheets</th>
<th>E-Newsletter</th>
<th>Website</th>
<th>Data Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy or Very Easy</td>
<td>93%</td>
<td>98%</td>
<td>97%</td>
<td>94%</td>
<td>90%</td>
</tr>
<tr>
<td>Difficult or Very Difficult</td>
<td>7%</td>
<td>2%</td>
<td>3%</td>
<td>6%</td>
<td>10%</td>
</tr>
</tbody>
</table>
What does this mean?

1. Except for the website, over 50% of stakeholders do not access NC-VDRS resources
2. Annual Report and website were most used resources across all job titles
3. Over 90% of NC-VDRS users reported ease of use
What does this mean?

1. Except for the website, over 50% of stakeholders do not access NC-VDRS resources
2. Annual Report and website were most used resources across all job titles
3. Over 90% of NC-VDRS users reported ease of use
4. Needs assessments were the most common use of NC-VDRS data
What does this mean?

1. Except for the website, over 50% of stakeholders do not access NC-VDRS resources.
2. Annual Report and website were most used resources across all job titles.
3. Over 90% of NC-VDRS users reported ease of use.
4. Needs assessments were the most common use of NC-VDRS data.
5. Report writing was the most common reason for making a data request.
How Respondents Access Data Source

- Newsletter
- Website
- Printed copy

% of Respondents

- 100%
- 75%
- 50%
- 25%
- 0%

Data Source

- Annual Report
- Fact Sheets

North Carolina Violent Death Reporting System

North Carolina Injury & Violence Prevention Branch

UNCGillings School of Global Public Health
Overall, the website is the most powerful tool for accessing data.

More outreach to increase awareness of NC-VDRS data sources is needed.
Results
- Low Resource Awareness
- Varied Resource Use
- Easy to Use

Action
- Dissemination
- Tailoring
- Promotion

How you can help:
Encourage appropriate use of these data by your employees and colleagues