BEHIND MISSOURI'S HEALTH DATA TRAININGS:

The Making of Health Data Rock Stars

Historical Influences:

Health Statistics and Data Trainings in Missouri

Photo shared by Margaret Tyler

Classic Tunes

- Long history of data collection
  - Vital Statistics System implemented in 1910
  - Hospital data collection began in 1963, with current Patient Abstract System collection beginning in 1993
- Long history of data dissemination
  - Annual *Missouri Vital Statistics* reports back to 1911
  - MICA (Missouri Information for Community Assessment) system created in 1997

Recent Inspirations

- History of training
  - Component of other courses
    - Wading Through the Data Swamp
    - Evidence-Based Decision Making
  - Presentations upon request
- Funding opportunity
  - CDC's Assessment Initiative
  - Supplemental Funding
- Staff input

Photo courtesy of Rebecca Chitima-Matsiga

Making Music:
Developing the First Course

Songwriting

- Survey
  - Experience with the MICA tools
  - Types of questions that need to be answered
  - Interest in training
- Statistics
  - Crude and age-adjusted rates
  - Ranking quintiles
  - Confidence intervals
- Course materials
  - Online tools
  - PowerPoint slides
  - Handbook
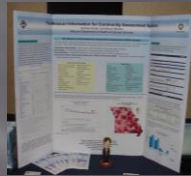

Marketing

- Early days
  - Initial contact list
    - LPHA roles
    - Survey
  - *Friday Facts*
  - Logistics = Paper form
- Later
  - Logistics = Electronic registration
  - Targeted marketing
    - E-mails
    - Phone calls

Building a Fan Base

- Make it mandatory!
- Go to them!
- Charge nothing!
- Offer mileage reimbursement!
- Feed them!

Photo courtesy of Rebecca Chitima-Matsiga

Meaningful Lyrics

- Hands-on
- Real-world examples
- Exercises
  - Answer review
  - Answer key

A Catchy Tune

- Jelly beans
- Pennies
- Jokes/stories
- Photos
- Mascots

POPULATION CENTER
OF THE UNITED STATES
2000-2010

Debut Tour Results

- Number of attendees
  - LPHA = 85
  - DHSS = 7 (5 MCH Nurses + 2 Others)
  - Non-LPHA = 1 (County Health Collaborative)
- Evaluation scores

Workshop Evaluation Items	Average Rating (5-Point Scale)
Increased knowledge	4.37
Presenter explanations	4.42
Handbook	4.45
Met expectations	4.42

- Evaluation comments

Debut Tour Reviews

- "I am pleased that I got what was advertised. We should have had this years ago."
- "I learned a lot and feel much more comfortable using all of these [tools]."
- "I have a much better understanding of how to use this data."
- "I wasn't going to come [due to] an illness but toughed it out and I'm glad I did!"
- "This has been the most helpful training I have gone to in a long time."

Debut Tour Comments

- Hands-on, demonstrations, exercises

23) What were the best parts of this training?
The book and actual exercises
Hands-on experimentation with the site.
HANDS-ON.
Hands-on and experience of instructors
Hands-on problems

- Need for another day

Year Two: The Follow-up Tour
We Survived the First Round!

Encore!

- New topics
  - Additional statistics
  - Additional data resources
- Communication strategies
  - Different audiences
  - Different formats (tables, charts, maps, narrative)
  - Appropriate chart types
- Data analysis scenarios
- More games … with prizes

Follow-up Tour Results

- Number of attendees

	Course 1	Course 2
LPHA	66	78
Non-LPHA	20	18

- Evaluation scores
- Evaluation comments
  - Need time to work with their own data while instructors are available
  - Need feedback on their own documents

Year Three: Unplugged

We Sort of Know What We're Doing Now and We're Willing to Take Some Risks

Celebrity Photographer: Rebecca Chitima-Matsiga

Workshop: Unplugged

- Topics covered
  - Review game
  - Downloading and presenting data
  - Document review

Unplugged Results

- Number of attendees

	Course 1	Course 2	Course 3
LPHA	37	38	37
Non-LPHA	51	51	13

- Evaluation scores
- Evaluation comments

"[M]aybe dedicate 1/2 morning on creating a document then critique in afternoon."

Improvisation

- Later years
  - Group exercise
  - Additional data resources
- Evaluation comments

"[T]he whole day was a very effective way to help crystallize the previous two days."

The End of AI:
What Happens When the Money Runs Out

Other Tour Sponsors

- Offers from other DHSS units
  - Office of Primary Care and Rural Health
  - Office of Minority Health
  - Office of Performance Management
- PHHS grant

Celebrity Photographer: David Litchfield

A Retrospective:

Blatant Self-congratulations

Sold-Out Concerts

- ▢ Locations request that we come to them
- ▢ High demand
- ▢ Internal courses
- ▢ Total numbers trained
  - Course 1 = 696
  - Course 2 = 546
  - Course 3 = 96
    - ▫ Open to smaller number of participants
    - ▫ Fewer sessions offered
      - · Only one session during 2012
      - · No sessions offered during 2013

Growing the Fan Base

- ▢ Training website
- ▢ Newsletter
- ▢ Opportunities
  - Invitations
  - Better customer service
- ▢ Ideas for the future
  - Revamping MICA
  - Online and refresher training

Introduction to Profiles and MICA
FFY 2014

Word-Count Analysis of Responses to Open-Ended Questions		
21) *What were the best parts of this training?*		
Total number of responses	*123*	
Response	*# Responses*	*% of Total Responses*
Exercises	34	27.6
Hands-on aspect	25	20.3
Examples/Demonstrations	19	15.4
Presenters	17	13.8
Available tools or increased awareness of tools	10	8.1

"AWESOME trainers! Did an epic job of keeping it interesting and pacing the course."

Building a Band:
It Takes a Special Kind of Person ...

Duets Are Great –
Quintets Are Better

- Started with just two trainers
  - One person presents
  - Other assists participants
- Worked very well for three years
- Lesson learned: Write a script – just in case!
- Expansion of the team
  - Andrew Hunter
  - Becca Mickels
  - Whitney Coffey
  - Evan Mobley
  - David Kelly

Celebrity Photographer:
Rebecca Chitima-Matsiga

THE MICA TRAINERS
Stairway to Health

Celebrity Photographer: Bryan Angell (AKA The Angell of Death)

Traits of Data Rock Stars

- Strong public speaking skills
- Ability to talk to non-data people
- Capable of laughing at themselves

THE MICA TRAINERS
Stairway to Health

Side 1:
Rates
Age-adjusting
Surveys
Statistical significance
Maps

Side 2:
Priorities MICA
Percentage change/difference
Years of potential life lost
Charts
Data analysis scenarios

Bonus Tracks:
Data analysis exercise; Additional data resources; Review game; Document peer review

Celebrity Photographer: Bryan Angell (AKA The Angell of Death)

Thank You, CSTE!
You've Been a Great Audience!

Course materials used in these health data trainings are available at:

http://health.mo.gov/data/mica/MICA/healthdatatraining.html

Thank you to all the people and organizations who have helped make these trainings a success over the last seven years by assisting us in developing materials, marketing the courses, hosting sessions, attending the trainings, and providing feedback so that we could make improvements. We appreciate all you have done.