

Annual Report

FY 20-21

OVERVIEW

OUTCOMES

INSIGHTS

▶ **ADMINISTRATIVE PARTNERS**

Pajaro Valley Community Health Trust
Santa Cruz Office of Education
Santa Cruz County Health Services Administration
Santa Cruz County Human Services Department
Santa Cruz County Administrative Offices
United Way of Santa Cruz County

▶ **FUNDERS**

Santa Cruz County Health Services Agency

▶ **STEERING COMMITTEE MEMBERS**

CORE Investments
Community Action Board
Community Foundation for Santa Cruz County
First 5 Santa Cruz County
Health Improvement Partnership of Santa Cruz County
Janus of Santa Cruz
Santa Cruz Community Ventures
Santa Cruz Arts Council
Santa Cruz Community Health Information Exchange
UCSC Blum Center on Poverty, Social Enterprise and Participatory Governance

ANNUAL OVERVIEW

FY 2020- 2021



OUR MISSION & VISION

DataShare Santa Cruz County (DSSCC) is an interactive data platform with local, regional and national data available to everyone. DSSCC provides data that is accessible, comprehensive, up-to-date and reliable.

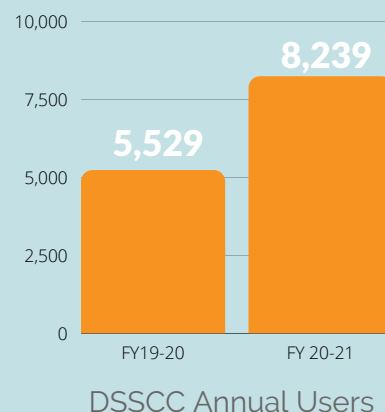
DSSCC vision aligns with Collective of Results and Evidence-Based (CORE) Investments; Envisioning Santa Cruz County as equitable, thriving, resilient community where everyone shares responsibility for creating the social, economic and environmental conditions necessary for health and well-being at every stage of life.

Since 2019, DSSCC has been the central hub of information with the most up-to-date data and reports of over 390 indicators displaying wellbeing strengths and gaps across the Santa Cruz County.

The data, reports, dashboards and progress metrics available on the DSSCC platform help to better inform funders, grant writers, community advocates, researchers and students, elected officials and policy makers, public servants and concerned community members to make data-driven decisions, plan programs, report on progress and advocate for resources and funding.

FY2020-2021 GOALS

1. Increase user base beyond core user group
2. Leverage platform to promote equity in our community
3. Increase amount of local data available
4. Increase community's ability to make data-driven decisions



GOVERNANCE

ADMINISTRATIVE PARTNERS

DSSCC is a collaborative project. Administrative partners include nonprofit or public agencies providing core services to operate and develop DataShare SCC.

Learn more at www.datasharescc.org

STEERING COMMITTEE

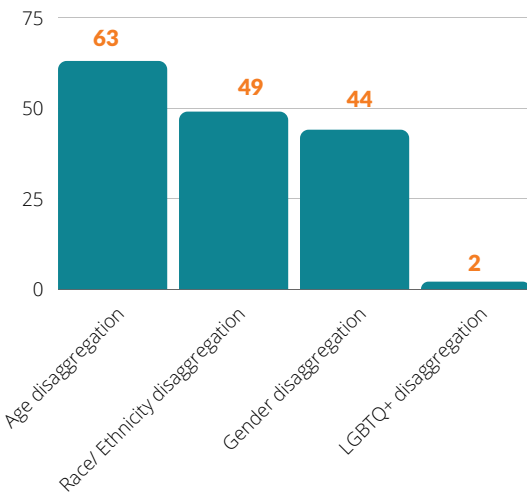
DSSCC is overseen and guided by representatives from a diverse cross-section of public, nonprofit, and private agencies promoting equitable health and well-being in Santa Cruz County across the lifespan.

1. INCREASE USER BASE BEYOND CORE GROUP

DSSCC has made efforts in the last year to increase collaboration between partners and outreach with community members who have historically had limited access and capacity for analyzing and utilizing wellbeing data.

Activities have included; an increased social media presence, data literacy trainings and a launch of a local leaders speakers series focused on leveraging data for action.

For the first time, all of our activities have been interpreted and materials translated to provide English and Spanish access to resources.



INDICATORS DISAGGREGATED BY EQUITY DIMENSION
89 total indicators

DIFFERENCE BETWEEN FY 19-20 TO FY 20-21

INCREASE IN TOTAL USERS

58%

TOTAL OF 8,239

INCREASE IN USERS FROM WATSONVILLE

62%

TOTAL OF 441

INCREASE IN SPANISH LANGUAGE USERS

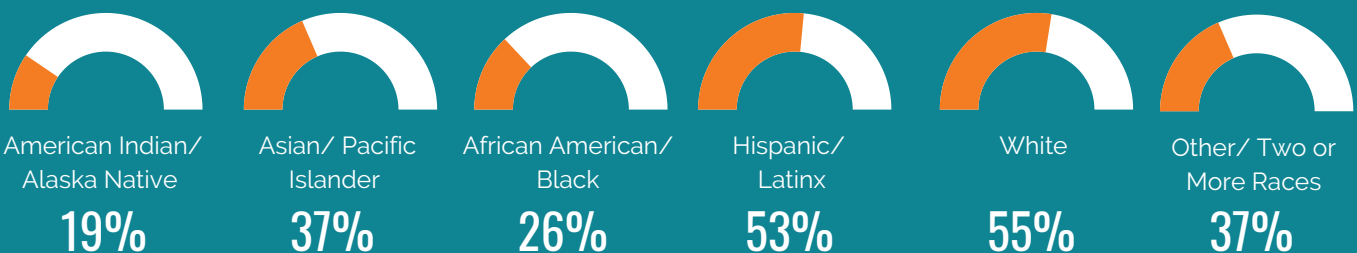
27%

TOTAL OF 14

2. LEVERAGE PLATFORM TO PROMOTE EQUITY

Increasing the quantity of local data and disaggregated data available on the platform helps us increase understanding of potential wellbeing disparities across age, gender, ethnic/racial and geographies and enables targeted action to communities and residents most in need of support and resources.

Indicator Disaggregation By Race/ Ethnicity Available on Platform* % of 89 total race/ethnicity indicators on platform



*Indicator disaggregation is impacted by low population size leading to limited availability of smaller race/ethnicity group data

3 INCREASE AMOUNT OF LOCAL DATA AVAILABLE

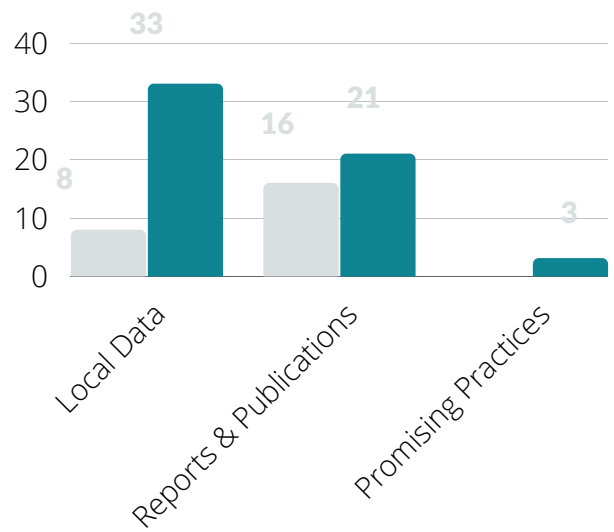
New local indicators:

- LGBTQ+ Mental Health (COE)
- Crop reports & Commuter data (HSD)

New local Reports & Publications:

- Black Health Matters 2020 Snapshot, UW SCC
- First 5 Santa Cruz Strategic Plan & Report
- UndocuFund Data, SC Community Ventures
- Crop report, HSD

Local Resources on Platform
Comparison FY19-20 to FY20-21



FY 19-20 TO FY20-21
COMPARISON

80%

INCREASE IN AVERAGE
NUMBER OF TRAINING
PARTICIPANTS PER
TRAINING

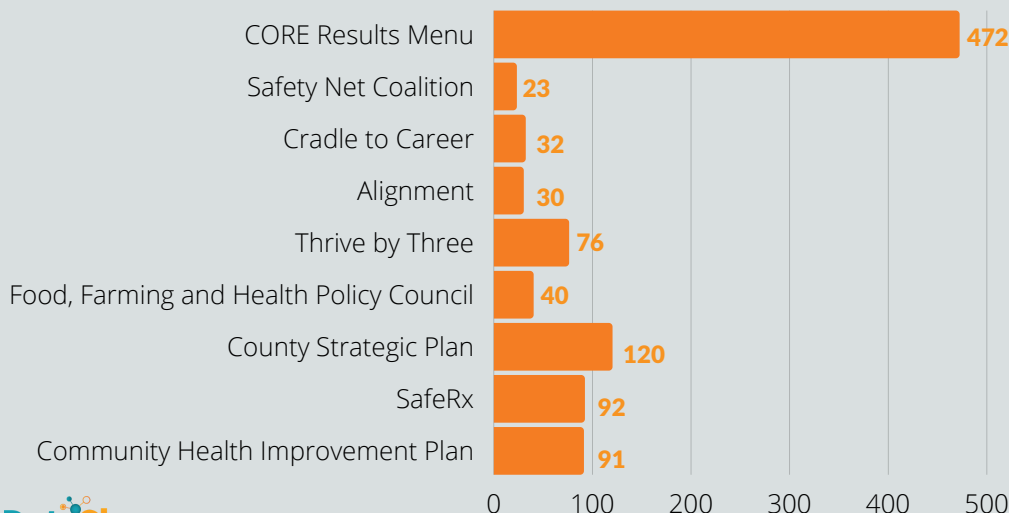
- 102 Community stakeholders trained consisting of non-profit, business, government, education professionals and UCSC students and staff
- 86% of training participants report they are likely to use skill and concepts learned in the training

4 INCREASE COMMUNITY'S ABILITY TO MAKE DATA-DRIVEN DECISIONS

Decisions that are data-driven support community stakeholders in making the case for taking action, strengthening capacity, allocating needed resources and enabling stakeholders to work together on shared goals.

We focused on increasing data literacy and utilization of DSSCC through training and outreach to community stakeholders.

PROGRESS PAGE VISITS



Local Progress sections highlight data, reports and information to demonstrate progress towards achieving the strategies and deliverables of the program or initiative and address CORE conditions. This information helps increase understanding of the factors that affect the wellbeing of Santa Cruz County residents and provide a special equity lens

▶ **OUTREACH AND TRAININGS**

Trainings and speaker series have helped demystify DSSCC platform tools, highlight the value of shared indicators and provide access to key tools such as dashboards and reports. Correlation between data usage on DSSCC and outreach and trainings is clear. Some examples include; monthly newsletters consistently increase platform views by an average of 24% and some trainings have increased platform users by more than 300%.

▶ **COLLABORATION**

Our collaborative of agency partners contributions of thought partnership and operational support from the Administrative Partners as well as the working groups consisting of Steering Committee members have been critical in increasing the user base, supporting continuous improvement efforts and providing access to local data.

▶ **CONSISTENCY**

Consistent data updates, renewed local progress pages and embedded dashboards utilized by partner drive users to the DSSCC platform. These actions help increase platform traffic and utility by closing a feedback loop, providing simple and accessible data tools and highlighting the progress of local initiatives.

▶ **INCREASED ACCESSIBILITY**

Timely release of indicators, a multiplicity of data resources and limited knowledge of the existence of the platform for Santa Cruz County stakeholders remain a barrier to access and utilization.

▶ **CLARIFIED AND VALUE-ADDED PLATFORM USER EXPERIENCE**

Many community stakeholders need to share their story through multiple equity lenses, example; age, geographic location, race/ethnicity. However, the filtering functions on DSSCC can limit which lens is chosen and currently only one filtered view can be chosen at a time on dashboards and reports. Another component which limits platform user experience is multiple pathways to similar resources and a limited understanding of tools.

▶ **INCREASED LOCAL DATA INTEGRATION CAPACITY**

Many local agencies are collecting data which would help fill gaps in understanding disparities within specific groups and regions in the County. However, DSSCC staff continue to encounter barriers to accessing these data sets due to overloaded agency staff who do not have capacity to share their data. Another barrier with local data has been ensuring the comparability of the data sets, especially in regards to point-in-time comparisons and population size.

APPRECIATION

Thank you to our funders, partners, committee members and clients whose special expertise helps promote progress toward DataShare SCC's vision and annual objectives.



► FUNDERS

Santa Cruz County Health Services Agency

► ADMINISTRATIVE PARTNERS

Pajaro Valley Community Health Trust
Santa Cruz Office of Education
Santa Cruz County Health Services Administration
Santa Cruz County Human Services Department
Santa Cruz County Administrative Offices
United Way of Santa Cruz County

► STEERING COMMITTEE MEMBERS

CORE Investments
Community Action Board
Community Foundation for Santa Cruz County
First 5 Santa Cruz County
Health Improvement Partnership of Santa Cruz County
Janus
Santa Cruz Community Ventures
Santa Cruz Arts Council
Santa Cruz Community Health Information Exchange
UCSC Blum Center on Poverty, Social Enterprise and Participatory Governance