



# Annual Report

FY 2021-2022



Prepared by:  
EVA HOLT



Advisors:  
NICOLE LEZIN, GEORGE MALAWCHOSKI,  
RAMONA MCCABE

# Goals Summary

FY 21-22

- 1 INCREASE USERS BEYOND CORE USER GROUP
- 2 LEVERAGE PLATFORM TO PROMOTE EQUITY
- 3 INCREASE LOCAL DATA AVAILABLE ON PLATFORM
- 4 ENGAGE COMMUNITY TO TAKE DATA-DRIVEN ACTION

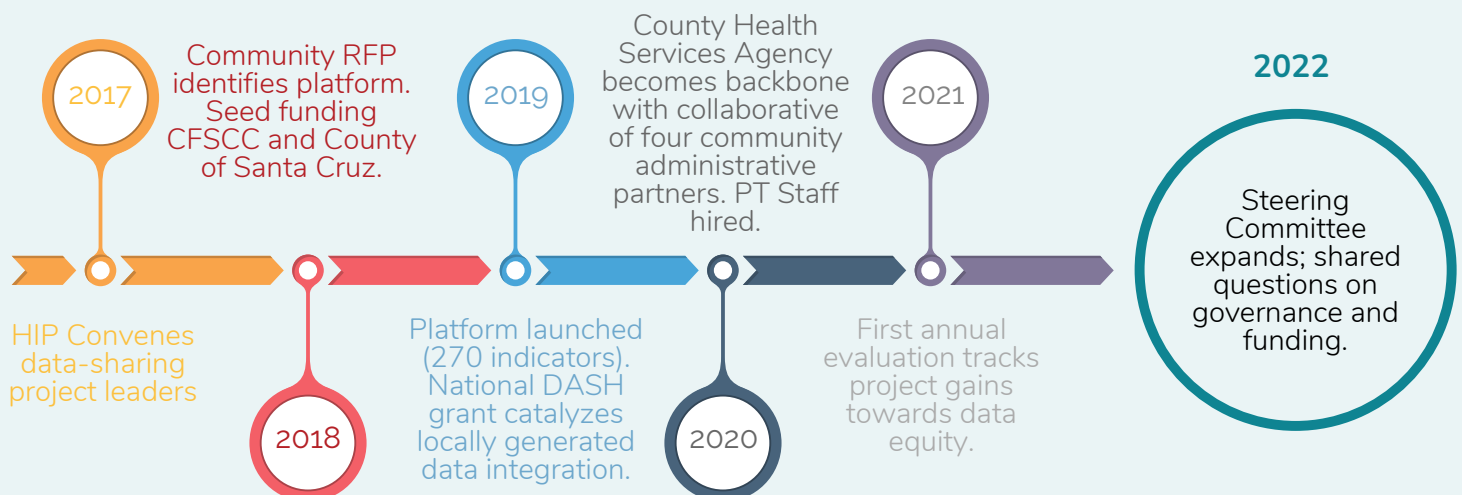
**DataShare Santa Cruz County (DSSCC)** is an interactive and accessible data sharing platform with local, regional and national wellbeing data available to all. Since launching in 2019, we have aimed to provide equity-centered data to promote community action and evidence-based policy.

**We envision** Santa Cruz County as an equitable, thriving, resilient community where everyone shares responsibility for creating the social, economic, and environmental conditions necessary for health and wellbeing at every stage of life. This vision aligns with the Collective of Results and Evidence-based (CORE) Investments.

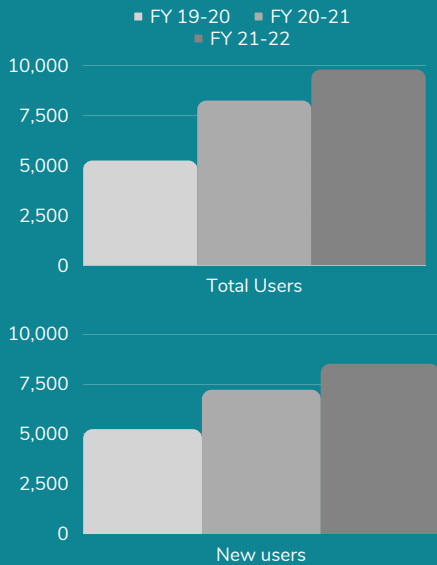
**DSSCC is a collaborative** project administered by the Collective of Results and Evidence-Based (CORE) Investments, the Health Services Agency of Santa Cruz County, the Human Services Department, the County Administration Office, the Santa Cruz County Office of Education, the Pajaro Valley Health Trust and United Way of Santa Cruz County.

Backbone support is provided the Health Services Agency of Santa Cruz County and the Human Services Department. DSSCC is overseen and advised by a 14 member Steering Committee of non-profit and local government leaders.

## DSSCC JOURNEY (2017-2022)



# Increase Users Beyond Core User Group



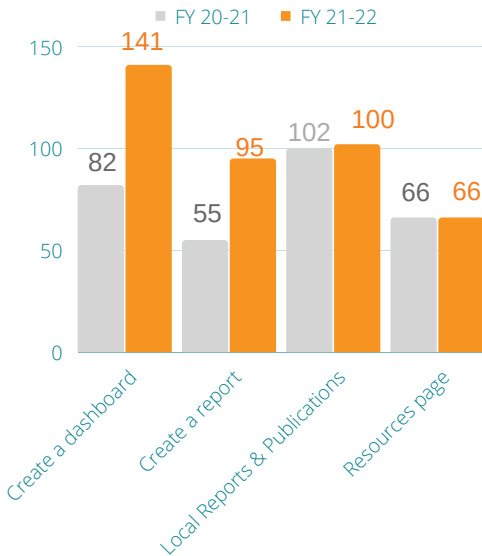
## 2022 OVERVIEW

- 9792 annual users, a 19% increase in total users since FY 20-21
- 800+ average monthly users
- 3 minutes average user duration, a 43% increase since FY 20-21

## USER TRENDS

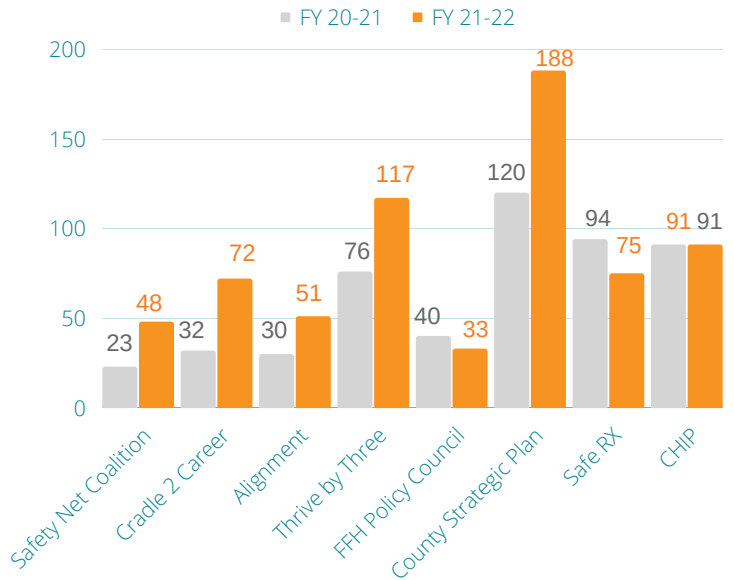
### Platform tools

In FY 21-22 users took advantage of DataShare tools more than in FY 20-21. These tools can assist community members in building a case for advocacy, program planning, research and funding allocation for a specific location, topic, population or wellbeing outcome.



### Local progress pages

Local Progress Pages demonstrate progress towards specific program or initiative goals. Most local progress pages tracked more user access in FY 21-22 compared to FY 20-21.

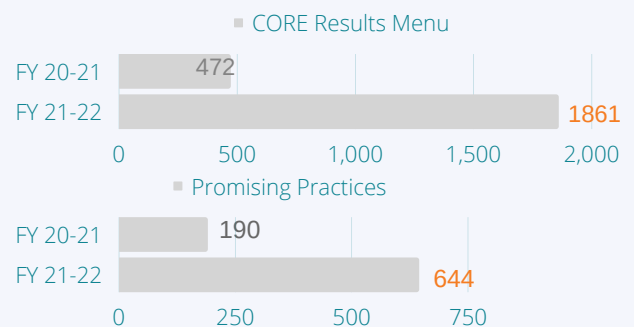


Source: [www.datasharescc.org](http://www.datasharescc.org) Google Analytics, Accessed: July 15, 2022



### Highlight: trainings & consistent outreach increase accessibility of CORE Results Menu and Promising Practices

DSSCC co-facilitated trainings with the Collective of Results and Evidence-Based (CORE) Investments in their weekly learning lab, the CORE Institute. In these trainings, participants explored disaggregated data on the CORE Results Menu and Promising Practices.



# Leverage Platform to Promote Equity

## Progress for accessibility

DSSCC trained a total of 174 community members in 2022, a 70% increase in people trained since FY 20-21. Local reports and resources in Spanish were added to the platform for a total of five reports, up from zero in FY 20-21. The platform has increased its Spanish users from 14 to 30, a 114% increase. All four trainings offered in 2022 were in English with Spanish interpretation.

TOTAL PEOPLE TRAINED  
**174**  
(70% INCREASE SINCE FY 20-21)

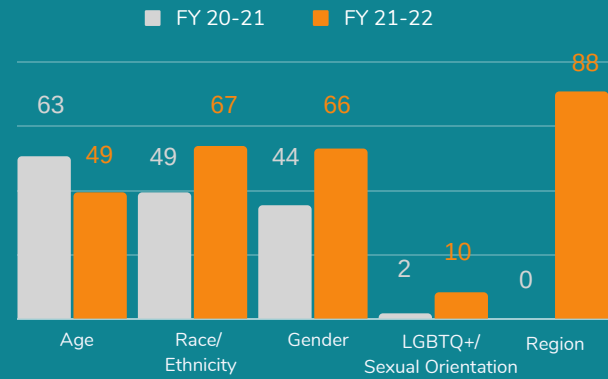
LOCAL REPORTS/ RESOURCES IN SPANISH  
**5**

INCREASE IN SPANISH USERS  
**114%**  
(TOTAL OF 30)

TRAININGS OFFERED IN SPANISH  
**4**

## 40% Increase in indicators which can be disaggregated

DSSCC has significantly increased the total number of indicators which can be disaggregated by an equity dimension from 86 to a total of 126. The largest increase was regional disaggregation due to a new platform tool which allows users to filter data by four distinct regions. Indicators which can be disaggregated by age showed a significant decrease due to the removal of a paid dataset of hospitalization indicators by HCI platform host.

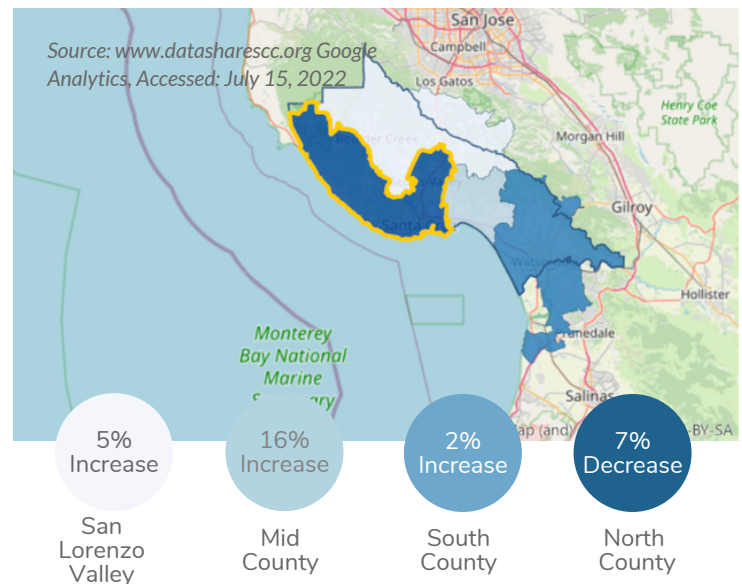


DataShare Santa Cruz County, DataShare Indicators Site Report, Healthy Conduent Institute, July 2022

FY 21-22 introduced the following disaggregation not listed: Type of Health Insurance Payer, Type of Household, Type of Bias.

## Users by location

In FY 21-22, most regions in the county had moderate increases in user access, with Mid-County experiencing the highest increase of users at 16% and the exception of North County which had a 7% decrease. North County continues to have the highest total user access (2,409), followed by South County (451), Mid-County (412) and lastly, the San Lorenzo Valley (82).



## 2022 OVERVIEW



126 indicators can be disaggregated by an equity dimension



N. County residents access platform at greater rates



70% Increase in training participants since FY 20-21

## Highlight - Adoption of Equity Framework

In June 2022, the DSSCC Steering Committee adopted a set of Equity Principles as a framework to inform continuous improvement efforts, activities, data integration and decision-making.

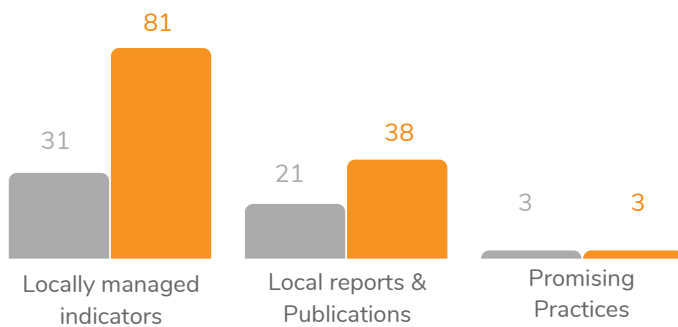


# Increase Amount of Local Data on Platform

Locally managed data helps fill data gaps on the platform with indicators which have been requested by community groups and vetted by the DSSCC Data Committee. Some locally managed data is produced locally and others sourced from state or national sources.

## Local data

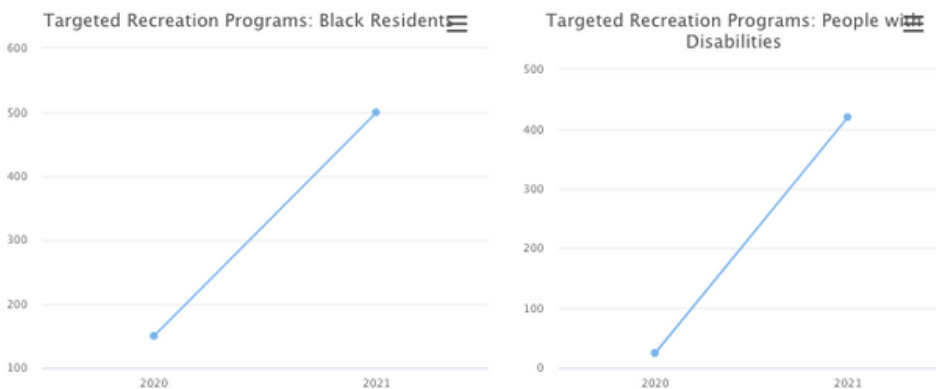
This year our locally managed data increased 146% to 81 local indicators due to a focus of our Data Committee to fill data gaps. Our local reports increased 81% from 21 to 38 in part due to our new Data Spotlight Features.



## Santa Cruz Parks - Local Data Highlight

Data collection by County Park Friends indicators were added to the platform in Spring 2022. This data highlights progress for healthy and equitable environments with data of targeted recreation programs by race/ethnicity, disability and age.

### Santa Cruz Parks Targeted Recreation Programs



Source: [www.datasharescc.org](http://www.datasharescc.org), accessed July 15, 2022

\*Local data indicators get reviewed by the DSSCC Data Committee and if they align with data integrity and equity principle criteria they are added to the site in efforts to reduce data gaps.

# 2022 OVERVIEW



146% increase in locally managed data



403 total indicators, up from 390 in FY 20-21



38 local reports, up from 21 since FY 20-21

**81 out of 403 total indicators are locally managed**

#### Sources for locally managed data,

- American Community Survey
- American Institute for Research, Early Learning Needs Assessment Tool
- CallFresh Data Dashboard
- California Department of Education; CA School Dashboard
- California Healthy Kids Survey
- Community Assessment Telephone Survey
- County of SC Behavioral Health Services
- County of Santa Cruz Health Services Agency
- Ed-Data: Education Data Partnership
- Homeless Management Information System
- Lucile Packard Foundation for Children's Health
- Maternal and Infant Health Assessment
- Salud Para La Gente UDS Report
- Santa Cruz County Parks
- Santa Cruz County Regional Transportation Commission
- Santa Cruz County Crop Report
- UCSC Blum Center
- United Way of California
- UC Berkeley California Child Welfare Indicators Project
- Walk Source

# Engage Community to Take Data-driven Action

## COMMUNITY USE CASES



Speaker Panel, Data Across Health Sectors



CORE Investments RFP Process



Dignity Health CHNA 2022



SCC Ventures Report 2021

### Community partnerships for data literacy

Partnered with Cradle 2 Career Santa Cruz County to produce a **Multilingual Survey Guide: A step-by-step tool** to help community members build a community survey from start to finish.

Partnered with Jovenes Sanos(JS) to provide monthly trainings to support JS advocacy for youth mental health in South County. JS leaders served as informal platform accessibility advisors.



### Steering Committee expansion

In Spring 2022, Administrative Partners' recruitment efforts to diversify the membership of our Steering Committee resulted in seven new members. This expansion has increased our scope of advisory capacity, inclusion and shared decision-making for data improvement.

### DSSCC Community Engagement

In FY 21-22 we increased our total community engagement activities by a total of 24% compared to FY 20-21. Activities requiring increased staff capacity decreased, such as external dashboards and building of local progress pages.

FY 20-21, FY 21-22



# Lessons Learned and Recommendations

## Increase users beyond core user base

### LESSONS LEARNED

- Utilization is directly tied to community partnership
- Tools utilized are those most easily accessible and relevant

### RECOMMENDATIONS

- Retain outreach and trainings
- Increase partnership tools and clarity on partnership options

## Leverage platform to promote equity

### LESSONS LEARNED

- Disaggregated data and regional breakouts provide valuable slicing of previously static data indicators
- Access is persistently higher in N. County and low in S. County

### RECOMMENDATIONS

- Increase partnership with South County-based stakeholders

## Increase local data provided on platform

### LESSONS LEARNED

- Locally managed data requires high levels of staff capacity
- Local data is meaningful if partners who provide the data assist in analysis and content

### RECOMMENDATIONS

- Prioritize locally managed data that fills large data gaps currently found on the platform
- Create a structure for locally managed data updates & community outreach

## Engage community to take data-driven action

### LESSONS LEARNED

- DSSCC platform is being utilized to recommend policy changes and resource allocation
- Community vetted data spotlights providing engaging content

### RECOMMENDATIONS

- Continue to track progress of community cases utilizing platform data to make decisions
- Update and leverage current partnerships for local progress pages which are community vetted

# Key Questions

## Increase users beyond core user base

How can increasing the user base become better aligned to serve the mission and vision of DSSCC?

## Leverage platform to promote equity

How can we better target activities that eliminate the engagement disparity across our region?

## Increase local data provided on platform

Can locally managed data be systematized in a way that reduces need for capacity?

Can we engage more strategically to add proprietary data relevant to our communities?

## Engage community to take data-driven action

How can the Steering Committee role and benefit of DSSCC to Steering Committee members continue to be clarified to ensure mutual benefit?

How do the key activities to create data-driven action fit into an overall strategy?



# Acknowledgements and Thank you to our funders

FY 21-22

## ► ADMINISTRATIVE PARTNERS

CORE Investments

Community Health Trust of Pajaro Valley

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

Arts Council Santa Cruz County

Central Coast Alliance for Health

CORE Investments

Community Foundation for Santa Cruz County

Encompass Community Services

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

Santa Cruz County Office of Education

Santa Cruz Health Information Exchange

UCSC Blum Center on Poverty, Social Enterprise and Participatory Governance

UCSC Institute for Social Transformation

## ► FUNDERS

Santa Cruz County Health Services Agency

Santa Cruz County Administrative Offices

DataShare  
Santa Cruz County



**Questions?  
Contact us.**

[datasharescc@gmail.com](mailto:datasharescc@gmail.com)