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 JOURNEY (2017-2022)**

1. **Community RFP identifies platform.** Seed funding CFSCC and County of Santa Cruz.
   - 2017

2. **Platform launched (270 indicators).** National DASH grant catalyzes locally generated data integration.
   - 2018

3. **County Health Services Agency becomes backbone with collaborative of four community administrative partners. PT Staff hired.**
   - 2019

4. **First annual evaluation tracks project gains towards data equity.**
   - 2020

5. **Steering Committee expands; shared questions on governance and funding.**
   - 2021

6. **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.
Increase Users Beyond Core User Group

 **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.

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.
### 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.

**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.

<table>
<thead>
<tr>
<th>Age</th>
<th>Race/Ethnicity</th>
<th>Gender</th>
<th>LGBTQ+/Sexual Orientation</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>63</td>
<td>49</td>
<td>44</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>49</td>
<td>49</td>
<td>44</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>66</td>
<td>66</td>
<td>63</td>
<td>10</td>
<td>1</td>
</tr>
</tbody>
</table>

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).

### 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.

#### 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**
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.

![Chart showing increase in locally managed data from FY 20-21 to FY 21-22](chart.png)

Locally managed indicators: 31 in FY 20-21, 81 in FY 21-22
Local reports & Publications: 21 in FY 20-21, 38 in FY 21-22
Promising Practices: 3 in both FY 20-21 and FY 21-22

**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**

- **Targeted Recreation Programs: Black Residents**
- **Targeted Recreation Programs: People with Disabilities**

*Source: 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.*
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.
## Lessons Learned and Recommendations

<table>
<thead>
<tr>
<th>Increase users beyond core user base</th>
<th>Leverage platform to promote equity</th>
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<tbody>
<tr>
<td><strong>LESSONS LEARNED</strong></td>
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</tr>
<tr>
<td>• Utilization is directly tied to community partnership</td>
<td>• Disaggregated data and regional breakouts provide valuable slicing of previously static data indicators</td>
</tr>
<tr>
<td>• Tools utilized are those most easily accessible and relevant</td>
<td>• Access is persistently higher in N. County and low in S. County</td>
</tr>
<tr>
<td><strong>RECOMMENDATIONS</strong></td>
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</tr>
<tr>
<td>• Retain outreach and trainings</td>
<td>• Increase partnership with South County-based stakeholders</td>
</tr>
<tr>
<td>• Increase partnership tools and clarity on partnership options</td>
<td></td>
</tr>
</tbody>
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<th>Engage community to take data-driven action</th>
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<td>• Locally managed data requires high levels of staff capacity</td>
<td>• DSSCC platform is being utilized to recommend policy changes and resource allocation</td>
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<tr>
<td>• Local data is meaningful if partners who provide the data assist in analysis and content</td>
<td>• Community vetted data spotlights providing engaging content</td>
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<td>• Prioritize locally managed data that fills large data gaps currently found on the platform</td>
<td>• Continue to track progress of community cases utilizing platform data to make decisions</td>
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<td>• Create a structure for locally managed data updates &amp; community outreach</td>
<td>• Update and leverage current partnerships for local progress pages which are community vetted</td>
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### Key Questions

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<tr>
<td>How can increasing the user base become better aligned to serve the mission and vision of DSSCC?</td>
<td>How can we better target activities that eliminate the engagement disparity across our region?</td>
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<td>Can locally managed data be systematized in a way that reduces need for capacity?</td>
<td>How can the Steering Committee role and benefit of DSSCC to Steering Committee members continue to be clarified to ensure mutual benefit?</td>
</tr>
<tr>
<td>Can we engage more strategically to add proprietary data relevant to our communities?</td>
<td>How do the key activities to create data-driven action fit into an overall strategy?</td>
</tr>
</tbody>
</table>
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
Questions?
Contact us.

datasharescc@gmail.com