

ANNUAL REPORT FY 22-23

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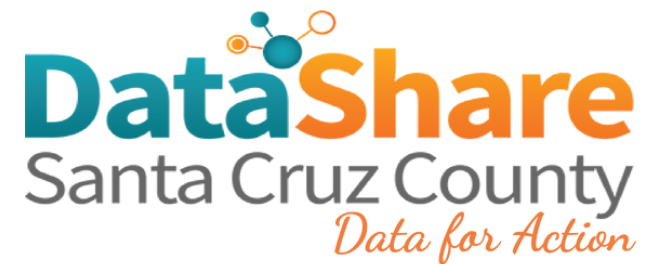


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MISSION

Provide an interactive and accessible data sharing platform with local, regional and national wellbeing data available to all

VISION

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

VALUES

Equity, Compassion, Voice, Inclusion, Collaboration, Transparency, Innovation, Accountability

PROJECT SUMMARY

DataShare Santa Cruz County (DSSCC) has provided data, information, training and resources to various groups at no cost since its launch in 2019. DSSCC has provided data for important health & wellbeing actions in the county, including population health data for Community Health Needs Assessments and Community Health Assessments of hospitals. DSSCC has also provided indicator analysis and review for policy and advocacy work of various partners, and data training to hundreds of people across the county.

FY 2022–2023 marks the culmination of a three-year strategic goal cycle. This annual report shows key indicators of success and areas for continued development. The information in this report has supported our updated three-year strategic plan for FY 2023–2026.

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

In Spring 2023, DSSCC launched a Sponsored Fund, of which United Way Santa Cruz County is the fiscal sponsor in order to diversify funding opportunities to support the project.



**THREE YEAR GOALS
FY 2019-2022**

**INCREASE
USERS BEYOND
CORE USER
GROUP**

**LEVERAGE
PLATFORM TO
PROMOTE
EQUITY**

**INCREASE
LOCAL DATA
AVAILABLE
ON PLATFORM**

**ENGAGE
COMMUNITY TO
TAKE DATA-DRIVEN
ACTION**

GOAL

INCREASE USERS BEYOND CORE USER GROUP

FY 22-23 KEY ACCOMPLISHMENTS

The platform has recorded its highest number of annual users for a fiscal year, with a total of 13,277 users. This marks a 36% increase in users since last year.

PLATFORM USE HIGHLIGHTS

Most visited platform pages:

- The CORE Results menu was the most frequently visited page on the Custom Community Progress page, followed closely by the County Strategic Plan.
- On the DSSCC Tool page, the resources page was the most commonly used page this year, which includes a range of tools like Creating a Dashboard (the most accessed tool), followed by Promising Practices and Local Reports.

COMMUNICATIONS & MARKETING

With a focus on enhancing engagement and awareness of the brand, DSSCC has made notable strides in this fiscal year. **The number of newsletter subscribers has increased by 10% from the previous year, currently standing at 715 subscribers.** To keep subscribers engaged, DSSCC has sent out the newsletter nine times over the course of the year.

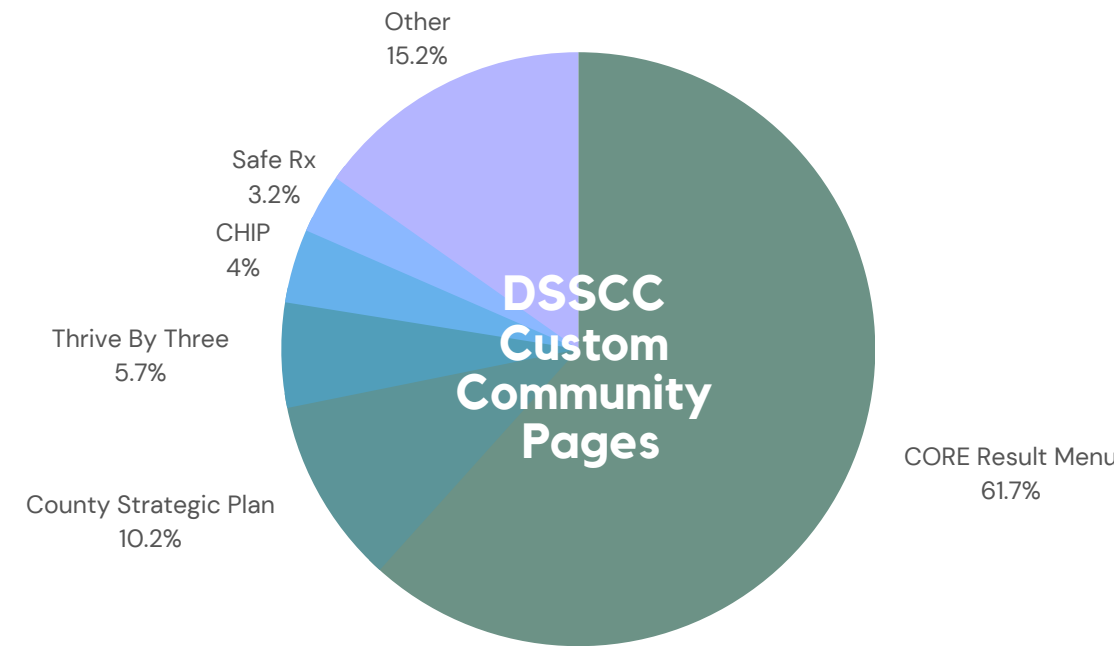
DSSCC broadened its audience through social media communications by launching an Instagram account and rebranding the Facebook page. These efforts increased access to the platform to 1,000 local users to access data literacy education and receive relevant data announcements.



FY 2022-2023

13,277

USERS ACCESSING THE PLATFORM



THREE-YEAR IMPACT IN THE NUMBERS

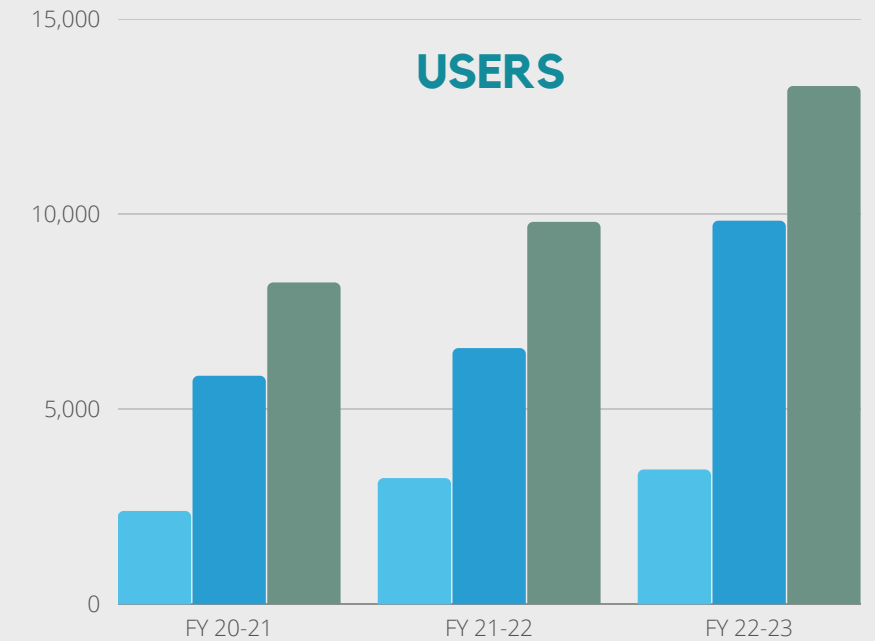
Since 2020,

700+

Newsletter Subscribers

30,000+

Total Platform Users



Over the past three years, there has been a steady increase in platform usage, with the largest group of users being new to the platform.

RETURNING

NEW

TOTAL

Key activities correlated with the increase in platform usage are community trainings and workshops.

GOAL

INCREASE LOCAL DATA AVAILABLE ON THE PLATFORM

THREE-YEAR IMPACT IN THE NUMBERS

Since 2020,

FY 22-23 KEY ACCOMPLISHMENTS

The inclusion of locally managed data directly addresses the requests of community members to fill data gaps.* In the last year, our staff has successfully sourced, uploaded, and maintained a **total of 138 indicators, a 70% increase in locally managed data on the site since FY 21-22.**

LOCAL REPORTS AND PUBLICATIONS

Increasing the local reports and publications available on the platform is key to filling to providing context and framing population health data. **In FY22-23, we increased our local reports and publications by 37% from last year for a total of 52.**

PROMISING PRACTICES

In FY 22-23 we increased our local promising practices from 3 to 10. The increase in Local Promising Practices has increased in large part due to CORE Investments outreach, training and bulk submittal of local projects. The Promising Practices database informs professionals and community members about documented approaches to improving community health and quality of life. The database provides carefully reviewed, documented, and ranked practices that range from good ideas to evidence-based practices.

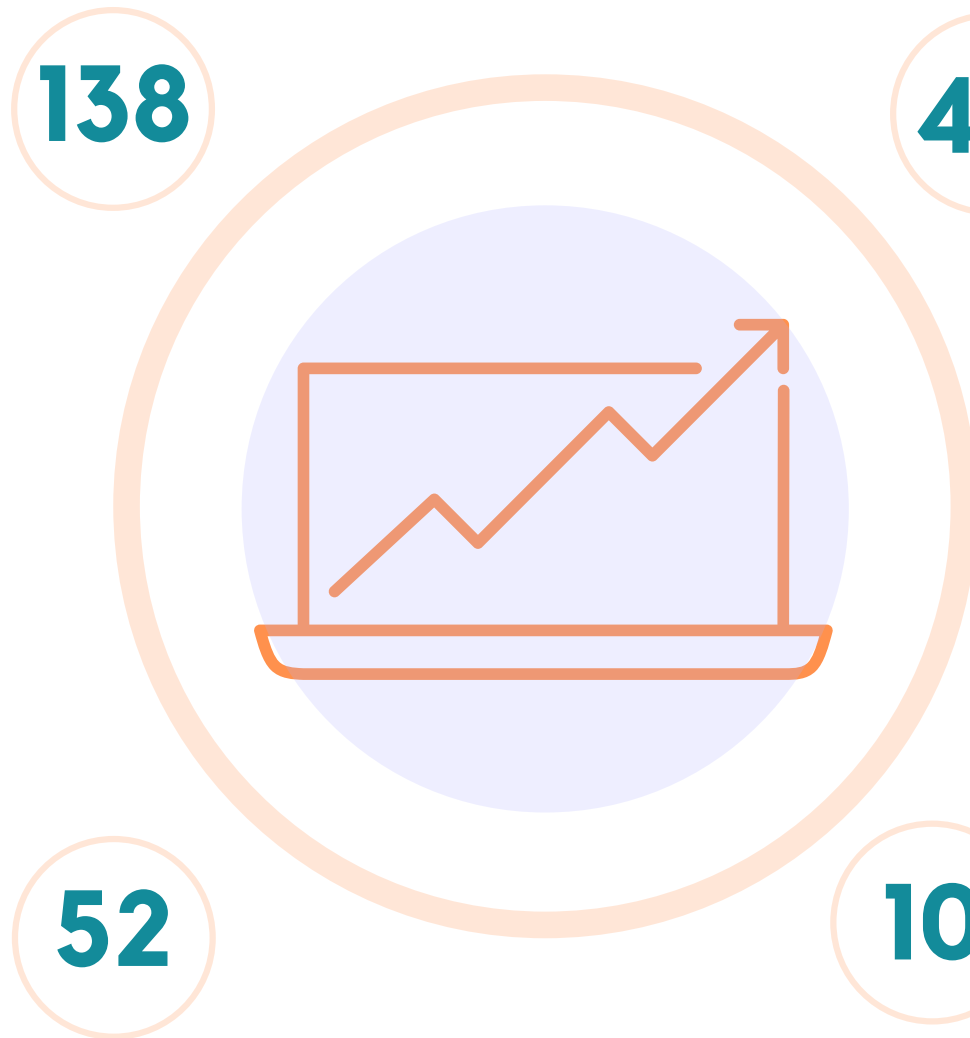
FY 2022-2023 OVERVIEW

TOTAL LOCALLY MANAGED DATA

138

TOTAL DATA AVAILABLE

451



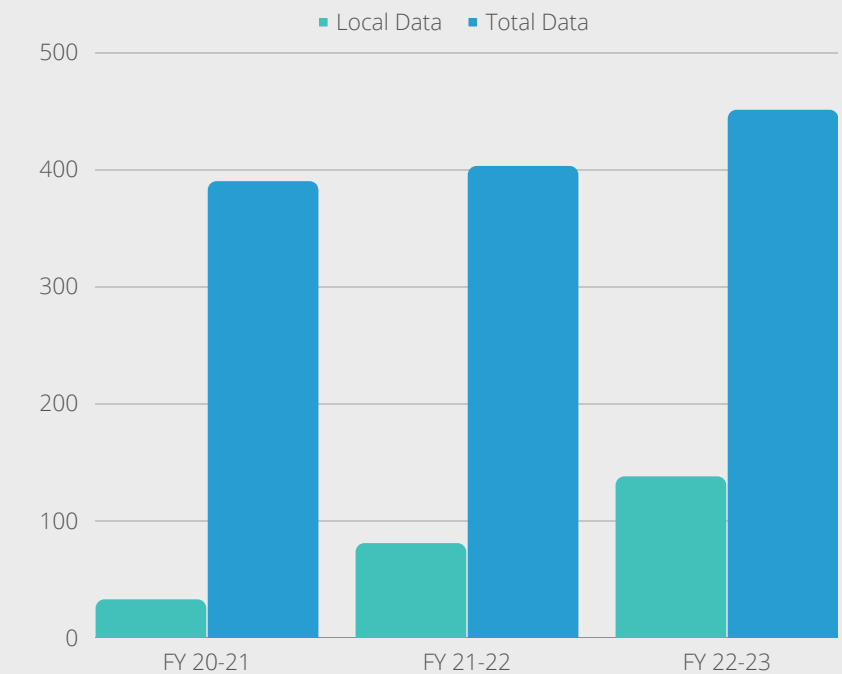
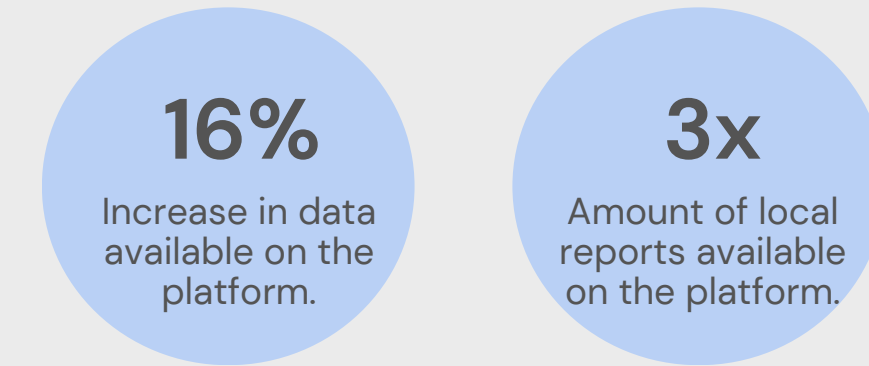
52

TOTAL LOCAL REPORTS

10

TOTAL PROMISING PRACTICES

**DataShare partners with community members refers to the Collective of Results and Evidence-based (CORE) Investments data framework to address data gaps.*



The website's data has grown exponentially in the past three years, thanks to platform vendor enhancements, DSSCC data committee strategic data requests, and staff efforts to source data to fill gaps.

GOAL

LEVERAGE PLATFORM TO PROMOTE EQUITY

FY 22-23 KEY ACCOMPLISHMENTS

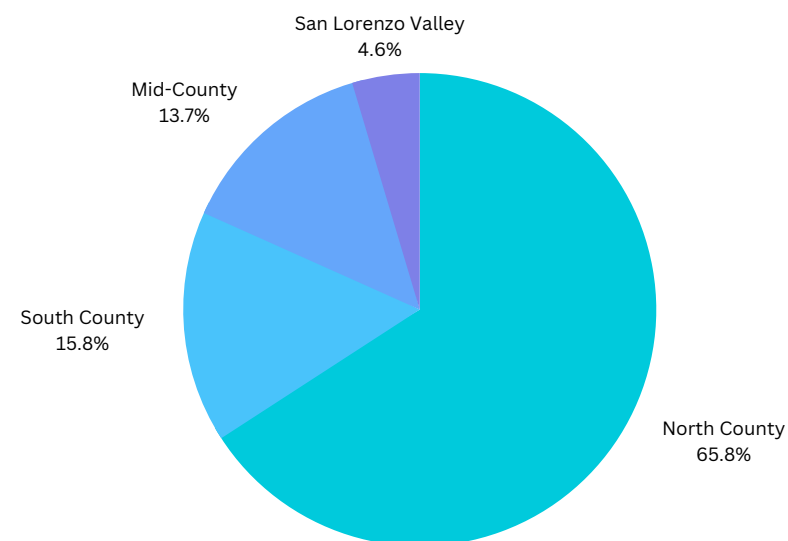
Platform indicators that can be separated by subgroup have increased by 6% in FY22-23, with the most significant increase seen in indicators which can be filtered by race/ethnicity.

- 34% increase in indicators that can be disaggregated by race/ethnicity for a total of 103 indicators available with this subgroup option
- 29% increase in indicators that can be disaggregated by gender with a total of 85 indicators available with this subgroup option
- 8% increase in indicators that can be disaggregated by region for a total of 96 indicators available with this subgroup option.

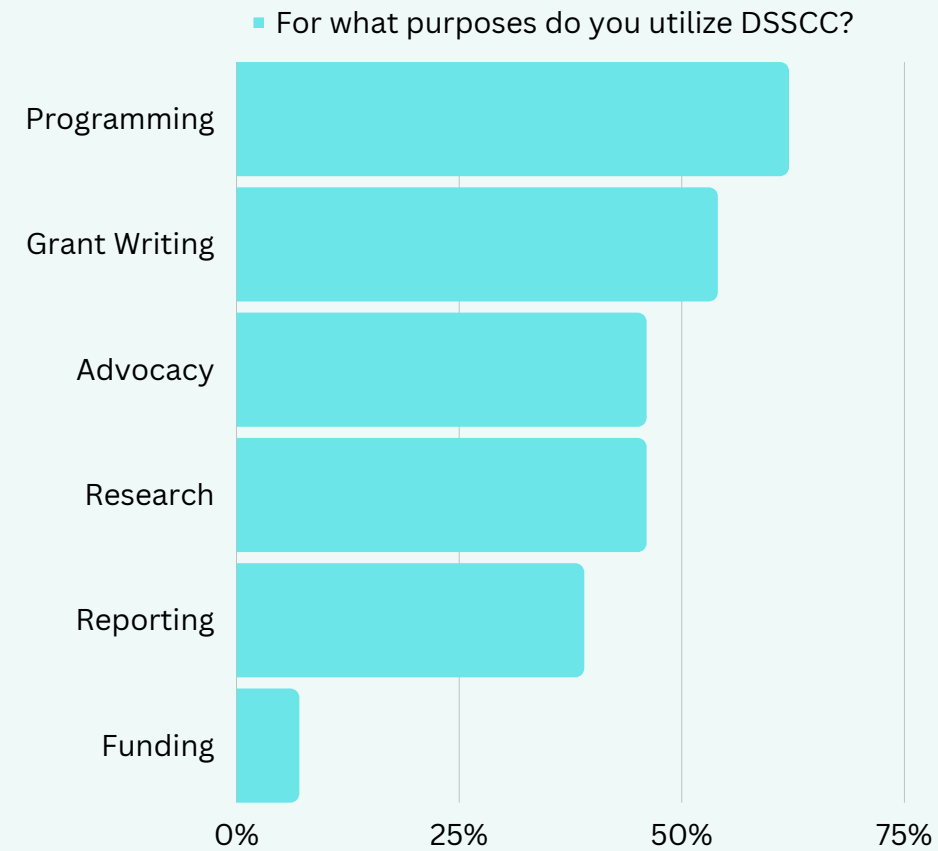
Data subgroup categories include; *Age, Child Care Facility, Chronic Homelessness, Expense, Gender, Health insurance payer, LGBTQ+, Place of delivery, Race/Ethnicity, Sexual orientation, Type of bias, Type of Household, Type of shelter.*

USER ACCESS ACROSS THE COUNTY

The majority of users are accessing the platform from North County. However, users accessing the platform from South County are up by 17% in South County, 11% in Mid-County and 88% in the San Lorenzo Valley since FY 21-22.



COMMUNITY FEEDBACK SURVEY*



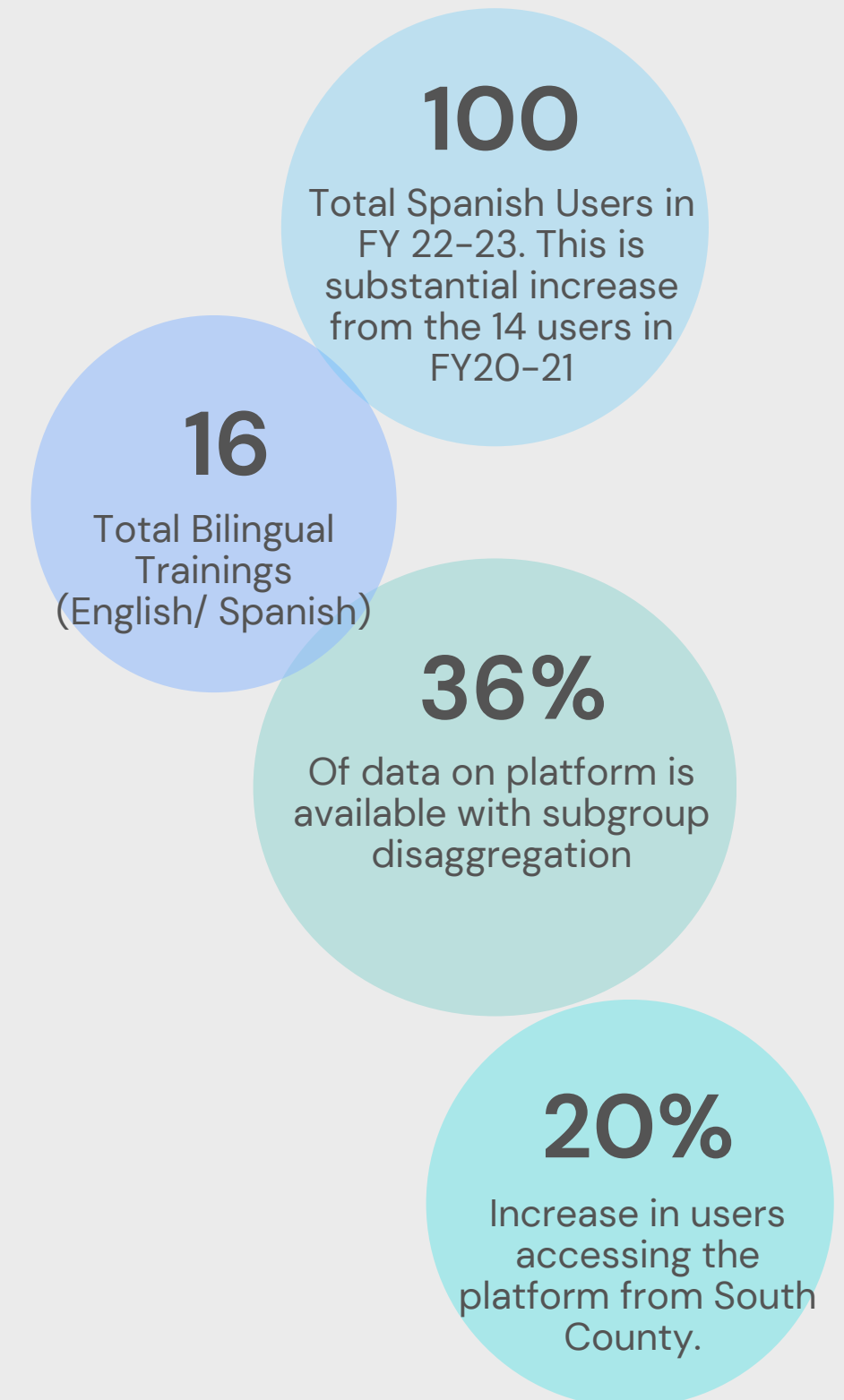
*DSSCC implemented its first Community Feedback Survey this year. Results should be interpreted with caution due to small (26) sample size.

HOW ARE PEOPLE USING THE PLATFORM?

Results from our community survey indicate that users are primarily utilizing platform data and tools to steer programming and grantwriting, followed by advocacy efforts.

THREE-YEAR IMPACT IN THE NUMBERS

Since 2020,



GOAL **ENGAGE COMMUNITY TO TAKE DATA DRIVEN ACTION**

FY 22-23 KEY ACCOMPLISHMENTS

Over the past fiscal year, DSSCC has made impressive strides in **training community members, with a 60% increase from the previous year, resulting in 278 community members being trained in FY22-23.**

In partnership with CORE Investments, Cradle 2 Career Santa Cruz County, and Jovenes Sanos, DSSCC conducted 15 training sessions, including five in-person events.



96%

Training participants report that they are satisfied with the training

94%

Training participants report that they will likely use the concepts presented

DATASHARE UTILIZATION IN COMMUNITY PRESENTATIONS AND PLANNING

In FY 22-23, DataShare was a vital resource in several impactful community presentations and forums with local decision-makers. These events included the annual State of Health Santa Cruz County Presentation and South Santa Cruz County Health Profile led by the Santa Cruz County Health Services Department.

Community leaders are taking notice and referencing DataShareSCC.org to track progress and measurement of goals. Cal Fresh Forum Second Harvest Food Bank; The Central Coast Regional K-16 Steering Committee's strategic plan, the Oral Health Access Steering Committee's community reporting, the CORE Steering Committee's community funding application, and Thrive by 5 Steering Committee's strategic plan are among the programs and actions that have utilized the data from DataShare.

THREE-YEAR IMPACT IN THE NUMBERS

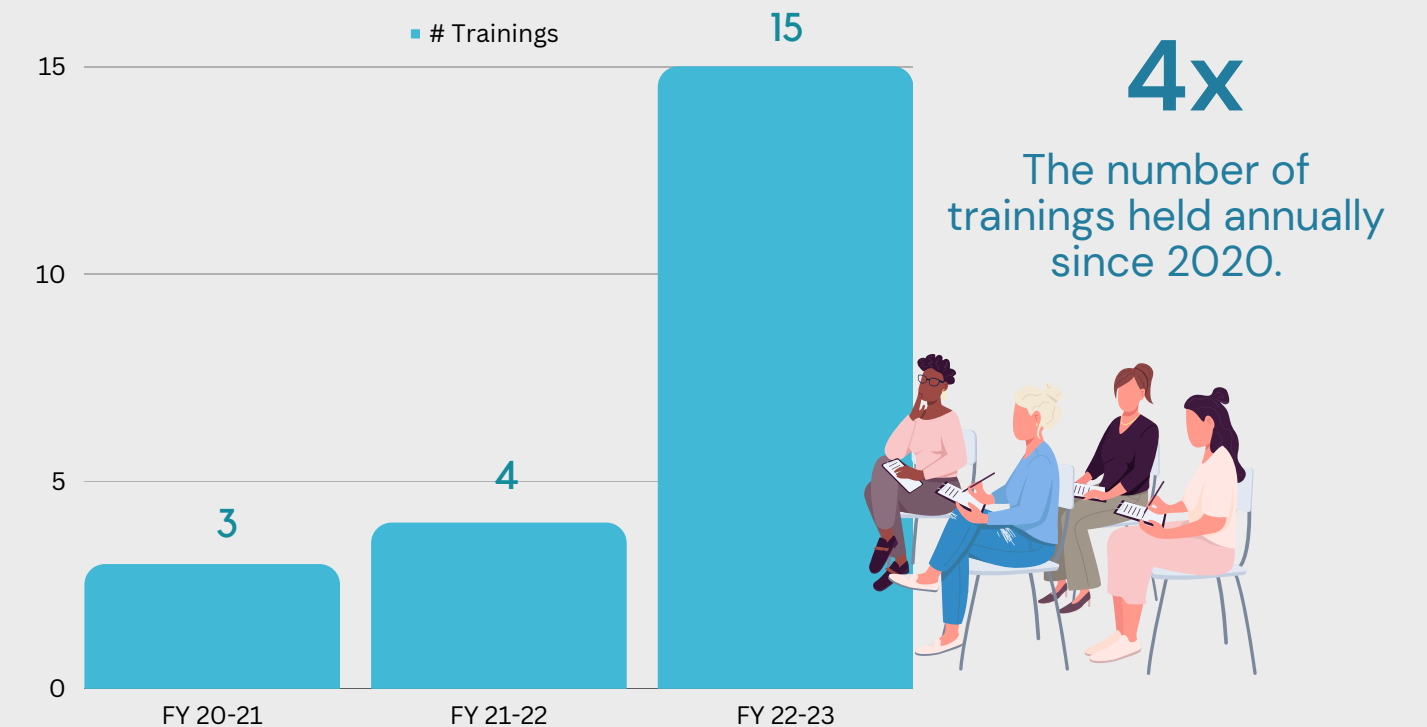
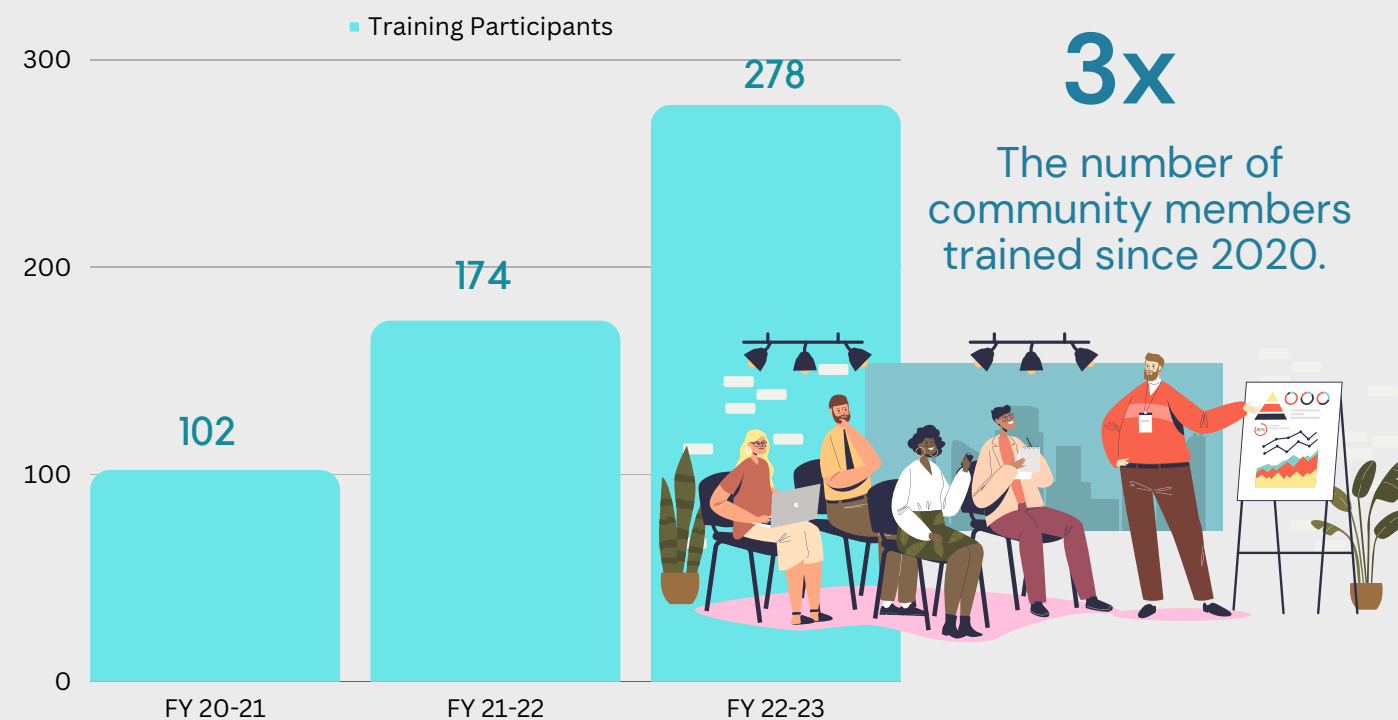
Since 2020,

554

Total Persons Trained

22

Total Trainings



AREAS FOR IMPROVEMENT

DATA

- There is a gap in indicators on the platform that can be disaggregated by sexual orientation and gender identity, and age disaggregations have decreased due to the removal of certain indicators in 2021, including healthcare cost and utilization data. This removal has affected the availability of key data used at the state and local level. Furthermore, there are limited data sources that track environmental health and thriving families.

COMMUNITY ENGAGEMENT

- DSSCC's success in increasing data literacy and engagement with new users is due to partnerships with organizations like Jovenes Sanos and Cradle 2 Career Santa Cruz County. To close gaps in data and support advocacy for shared metrics, further engagement with sectors committed to health and wellbeing, such as thriving families and health environments, is necessary.

DATA DRIVEN DECISION-MAKING

- To enhance the platform's usefulness and influence as a reference, we need to increase outreach to specific decision-making bodies. Although we have improved our ability to measure how people use the platform, there are still decision-makers who are unaware of it and not utilizing it to its full potential.

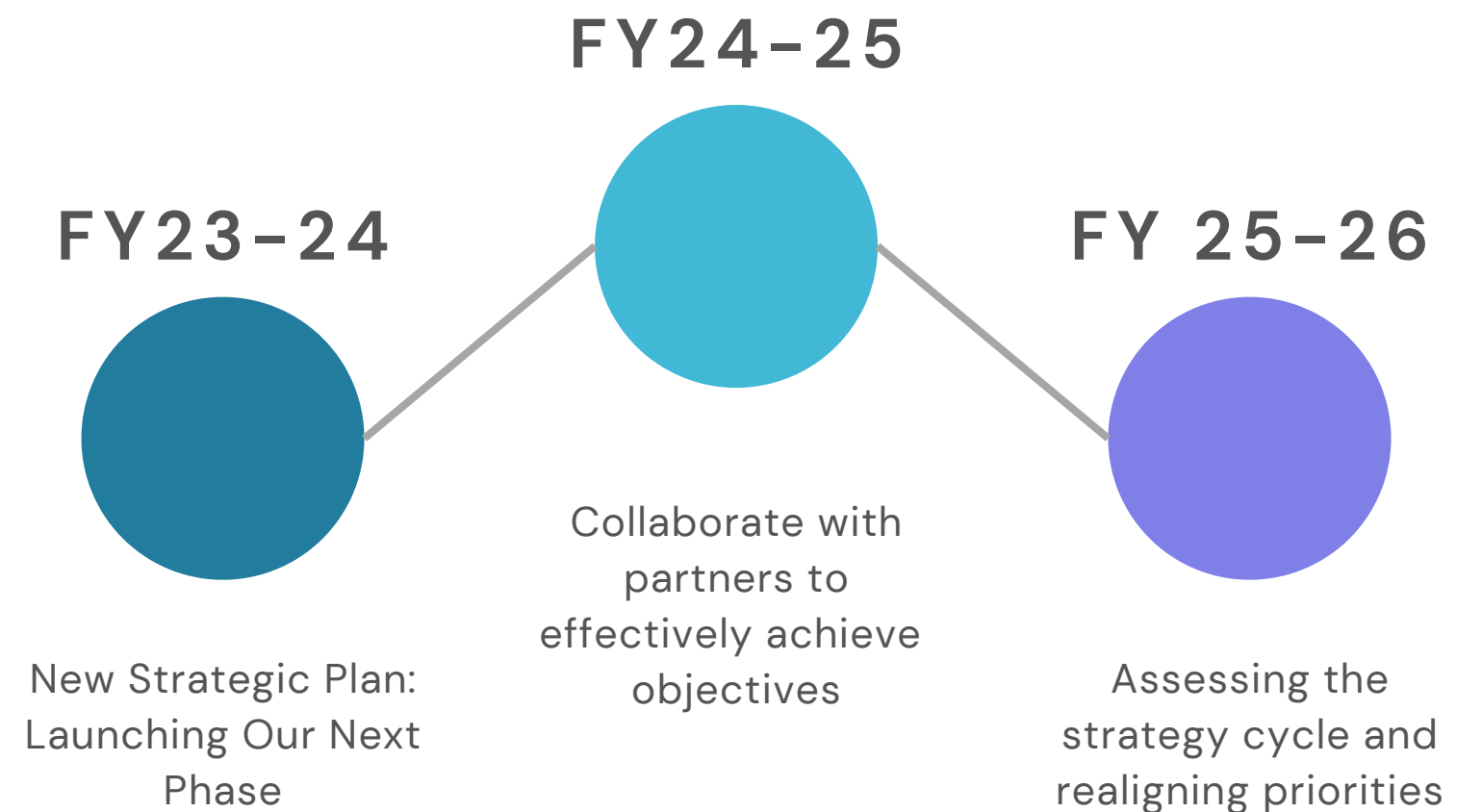


WHAT'S NEXT?

FY2023-2026 STRATEGIC PLAN

In the summer of 2023, the Steering Committee evaluated the previous three years, conducted stakeholder interviews, and community surveys to create an updated strategic plan. The following objectives were established;

Increase accessibility & quality of data on the platform; Increase and Diversify Funding; Increase use of platform data to advocate for equitable health and well-being; Incorporate key community data sets utilized by decision-makers.



THREE YEAR GOALS

INCREASE ACCESSIBILITY & QUALITY OF DATA ON THE PLATFORM

INCREASE & DIVERSIFY FUNDING

INCREASE USE OF PLATFORM DATA TO ADVOCATE FOR EQUITABLE HEALTH AND WELL-BEING

INCORPORATE KEY COMMUNITY DATA SETS UTILIZED BY DECISION-MAKERS

ACKNOWLEDGEMENTS

The collaborative efforts of DataShare Santa Cruz County have made a significant impact in the community, thanks to the valuable insights and guidance provided by community members and agencies – especially our Steering Committee members. With their support, DataShare continues to improve and address the gaps in our data landscape for population health with a focusing on a collective impact lens. We are thankful for the support of our funding partners at the County of Santa Cruz, as well as our trailblazing sponsors, First 5 Santa Cruz County, who have played a critical role in driving our mission forward. Together, we are making a positive difference in the lives of individuals and families in Santa Cruz County.

STEERING COMMITTEE MEMBERS

- Arts Council Santa Cruz County
- Central California Alliance for Health
- Coastal Watershed Council
- Santa Cruz County Office of Education
- Community Foundation Santa Cruz County
- United Way of Santa Cruz County
- Encompass Community Services
- First 5 Santa Cruz County
- Health Improvement Partnership
- Janus of Santa Cruz
- Santa Cruz County Office of Education
- Santa Cruz Community Ventures
- Santa Cruz County Health Services Agency
- Community Health Trust of Pajaro Valley
- Cole Communications
- Santa Cruz County Office of Education
- Santa Cruz County Human Services Department
- Santa Cruz County Administrative Office
- Santa Cruz County Behavioral Health
- Serving Communities Health Information Organization (SCHIO)
- UCSC Blum Center
- UCSC Institute for Transformation
- Optimal Solutions Consulting

FUNDING PARTNERS

- Santa Cruz County Human Services Department
- Santa Cruz County Health Services Agency
- Santa Cruz County Administrative Office

FY22-23 SPONSORS

- First 5 Santa Cruz County

