



ELEVATE
KANSAS
A Health Coalition Community

The Data Deep Dive

Finding What Matters



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A Health Coalition Community

Uniting Coalitions to Advance Health

elevatekansas.org



Sunflower Foundation



WICHITA STATE
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**COMMUNITY
ENGAGEMENT
INSTITUTE**



Kansas



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- All microphones have been muted. Please enter your questions/comments into the chat.
- Handouts will be shared via the Zoom chat during the presentation.
- Slides and resources will be shared via email after the session.
- Presentation recording and resources will be housed on elevatekansas.org
- Application Lab immediately following this presentation



- The Data Deep Dive:
- Finding What Matters

Coalition Compass Series

- May 21, 2025

Hello!



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Hello!



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Learning Objectives

By the end of our time together, you will be able to:

1. **Identify** the difference between qualitative and quantitative data
2. **Identify** the difference between primary and secondary data
3. **Describe** how to find trusted sources of community data
4. **Provide** examples of strategies for collecting data
5. **Apply** data insights to coalition planning and community engagement



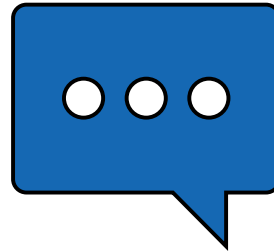
Who We Are

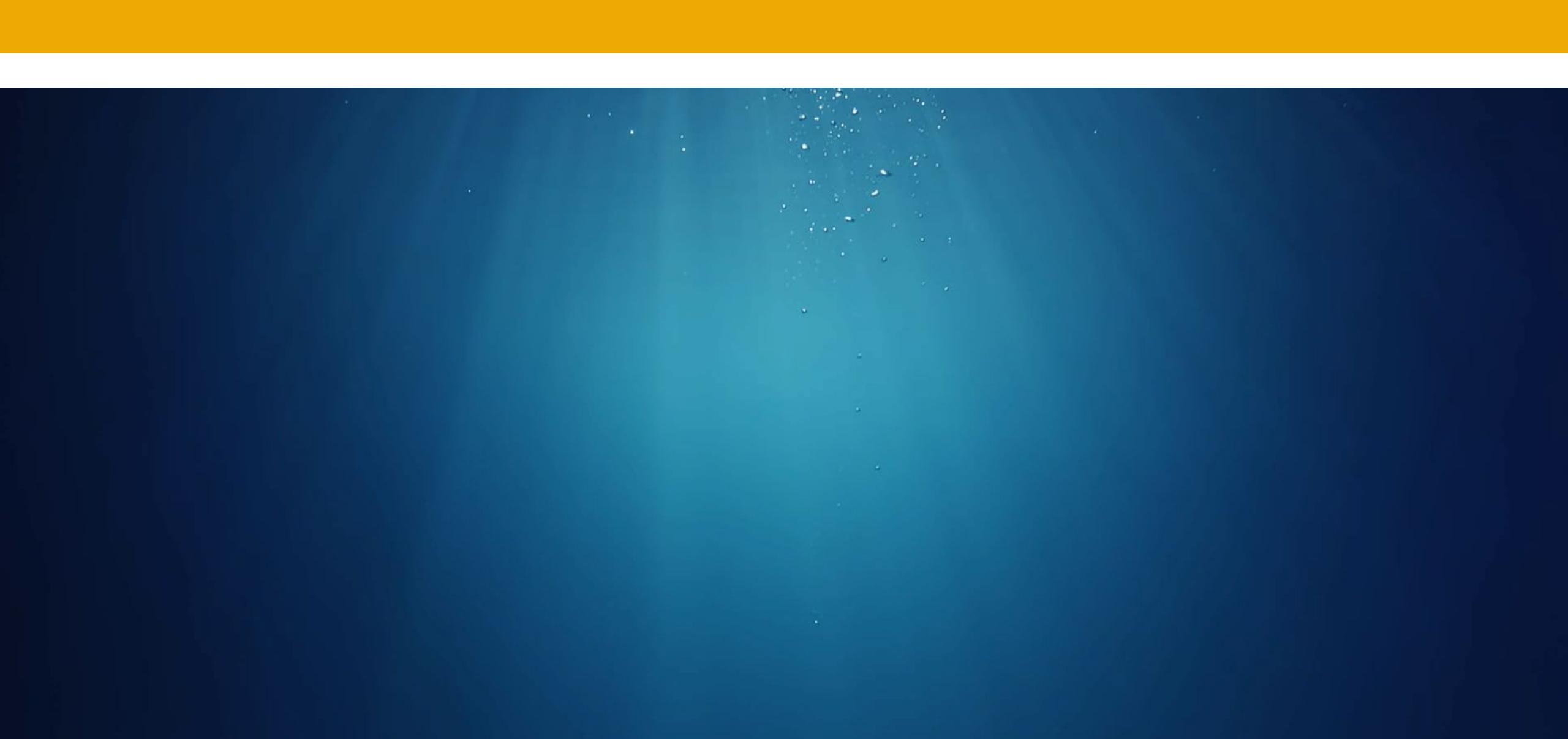


- Nonprofit, nonpartisan educational institution based in Topeka.
- Established in 1995 with a multi-year grant from the Kansas Health Foundation.
- Committed to convening meaningful conversations around tough topics related to health.



What is Data?





Decide Where to Dive



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Deciding Where to Dive

Your Question and Purpose

What is this data for?

What is the underlying question?

What information or insights would help you?

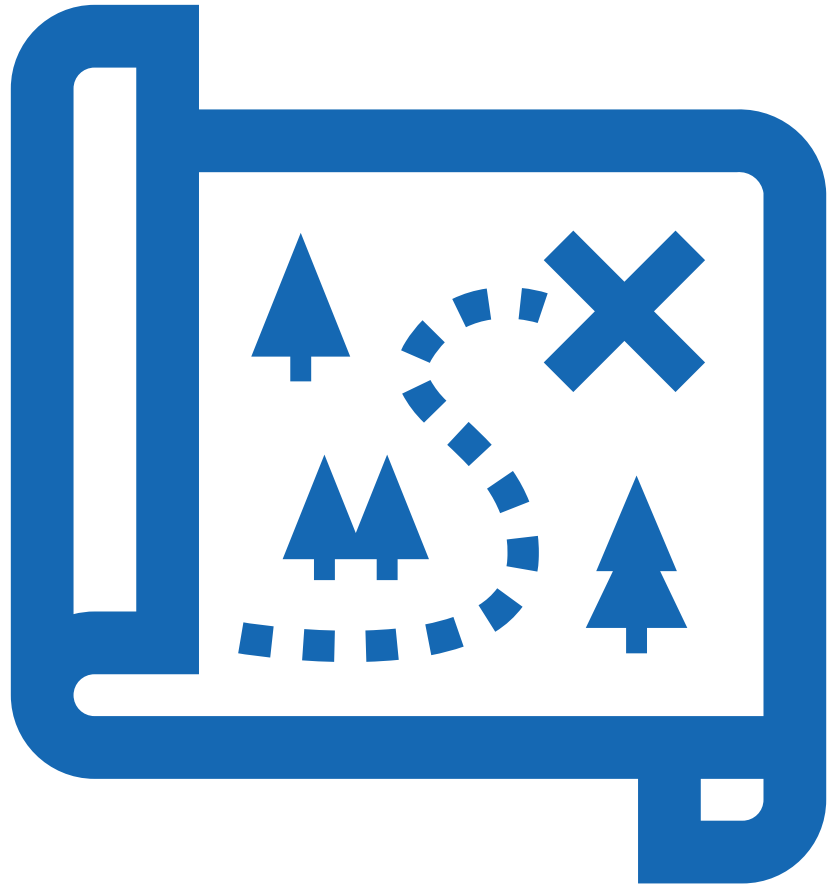
Example

Question: How food insecure is our community?

Purpose: Mobilize coalition members and share about community need with policymakers.



Be Intentional



Thinking about your coalition's data journey...

- Where have you been?
- What do you already have?
- Where do you want to go?



Prepare to Dive



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Key Types of Data

Primary

Secondary

Qualitative

Quantitative



Collecting Your Own Data – Primary



Surveys



Focus
Groups



Key
Informant
Interviews



Observations



Listening
Sessions

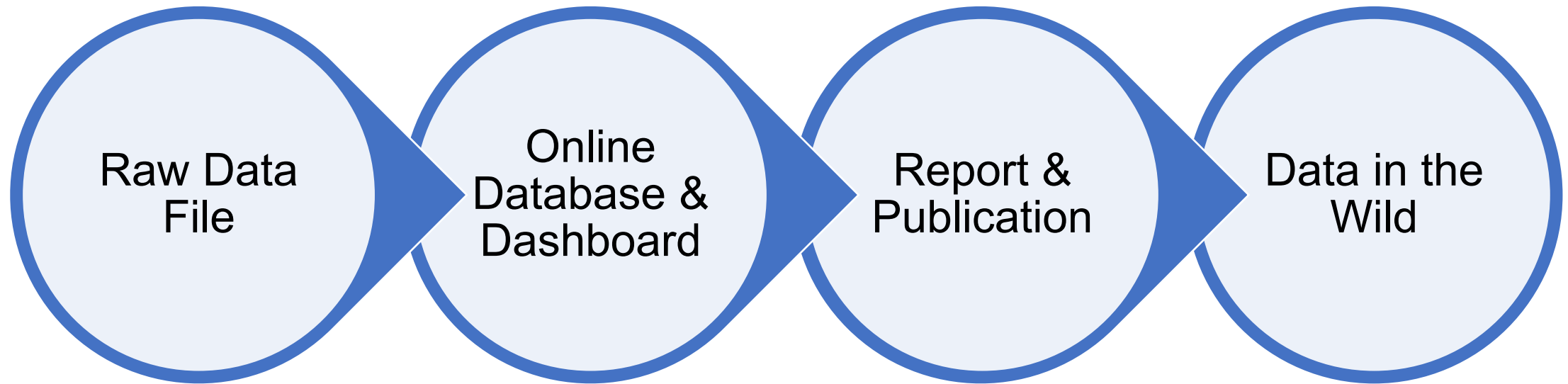


Others



Leveraging Existing Data – Secondary

Different ways to access secondary data.



Diving in Safe Water

Governmental

Federal

- US Census
- CDC – Centers for Disease Control & Prevention

State

- KDHE – Kansas Department of Health and Environment
- KDADS – Kansas Department for Aging and Disability Services
- KSDE – Kansas Department of Education

Nonprofits/ Organizations

National

- County Health Rankings & Roadmaps
- America's Health Rankings
- KIDS COUNT
- Feeding America

Kansas

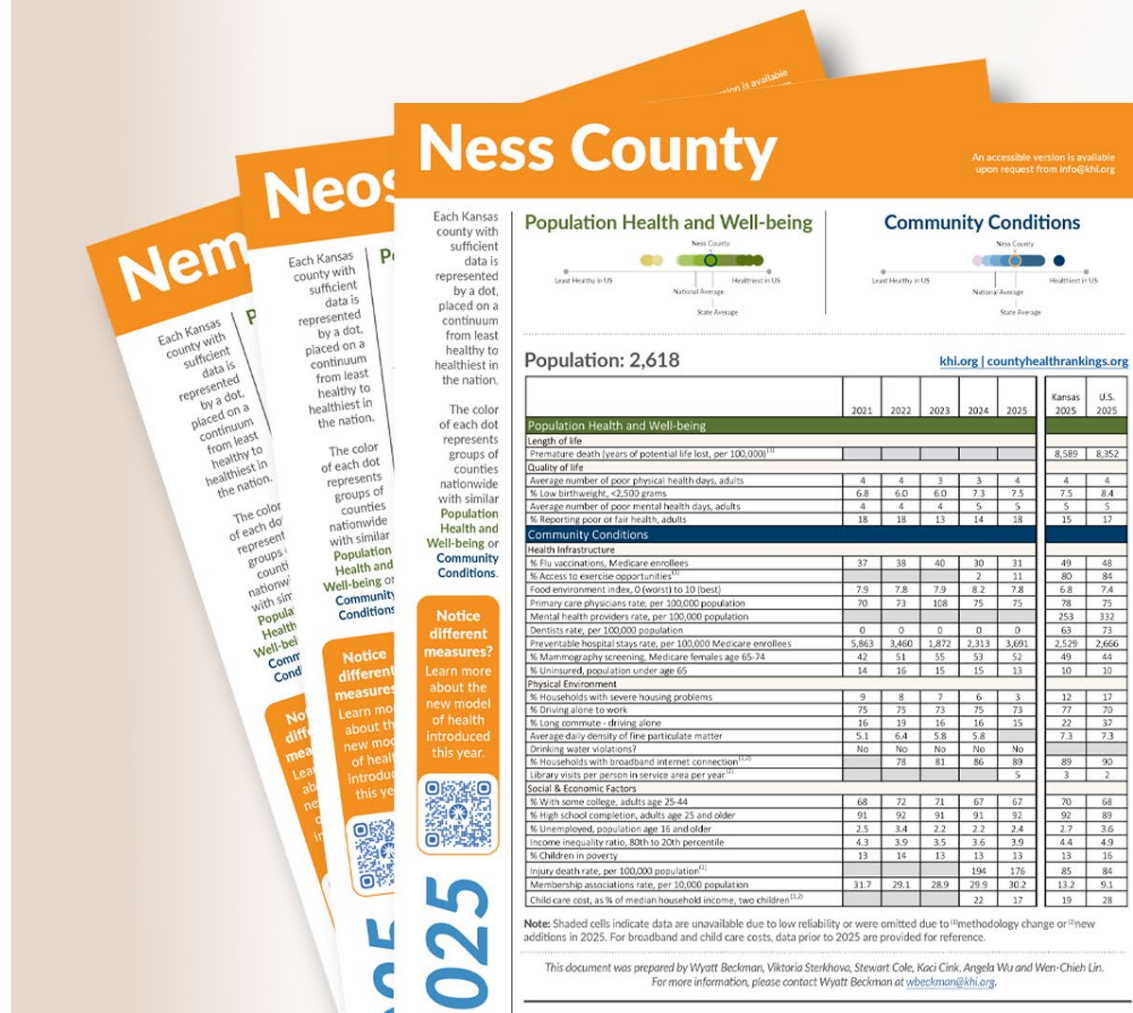
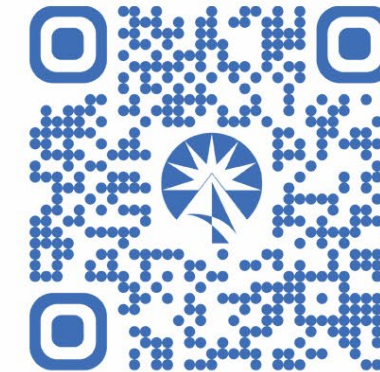
- Kansas Health Matters
- K-State 105
- Kansas Communities that Care



County Health Rankings & Roadmaps



County Health Rankings & Roadmaps



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Kansas Health Matters



The screenshot shows the homepage of the Kansas Health Matters website. At the top is a navigation bar with the following links: DATA, TOOLS, PROMISING PRACTICES, RESOURCES, and INITIATIVES. Below the navigation bar is a large banner for the "NEW FEATURES SOCIONEEDS INDEX® SUITE". The banner includes three sub-sections: "Food Insecurity Index" (with an image of vegetables), "Health Equity Index" (with an image of hands), and "Mental Health Index" (with an image of a person's face). Below the banner are three circular icons representing different categories: "HEALTH INDICATORS" (a bar chart), "TOPIC AREAS" (a list icon), and "FEATURED RESOURCES" (a clock with a checkmark). Each category has a brief description below it.

NEW FEATURES
SOCIONEEDS INDEX® SUITE

The SocioNeeds Index® Suite provides analytics around social determinants of health to advance equitable outcomes.

Food Insecurity Index

Health Equity Index

Mental Health Index

HEALTH INDICATORS

A health indicator is a measure designed to summarize information about a given priority topic in population health or

TOPIC AREAS

Explore data within one of our topic areas:

FEATURED RESOURCES

We've drawn together a diverse collection of professional resources for researchers, policy-makers, advocates, and



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All Things Kansas

Includes
more than
30,000
data layers



Access more
than **120**
national
secondary
sources and
many state-
based sources

All Things Kansas

Your guide to understanding all 105 counties of the Sunflower State.
All Things Kansas is a project of K-State 105.

k-state.edu/allthingskansas

KANSAS STATE
UNIVERSITY

K-State 105: All Things Kansas



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Enter the Water

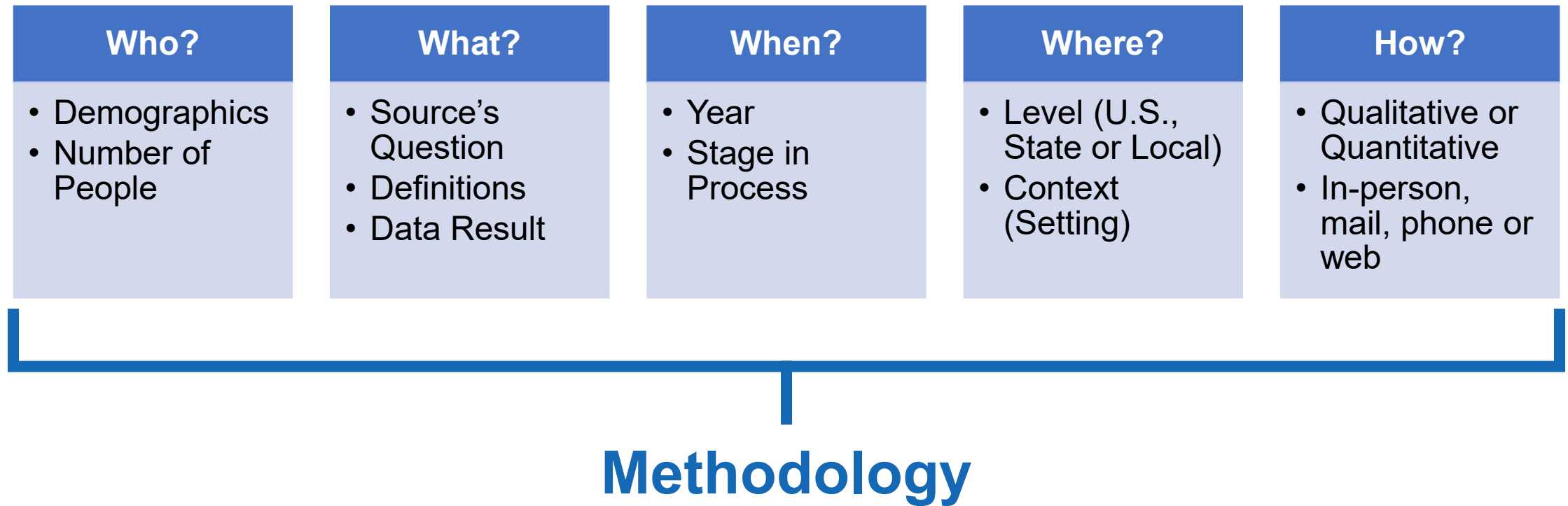


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See Clearly

Understanding Data Strengths and Limitations



Things to Look Out For



Data Quality & Interpretation

Methods & Sources

Calculations

*Rate (e.g., per 100,000 population)
Percentage (e.g., 3/10 = 30%)*

Population Groups

“Adults,” “Youth,” “Community Members”

Comparisons & Benchmarks

*Higher than...
Behind state goal of...*



Find What Matters



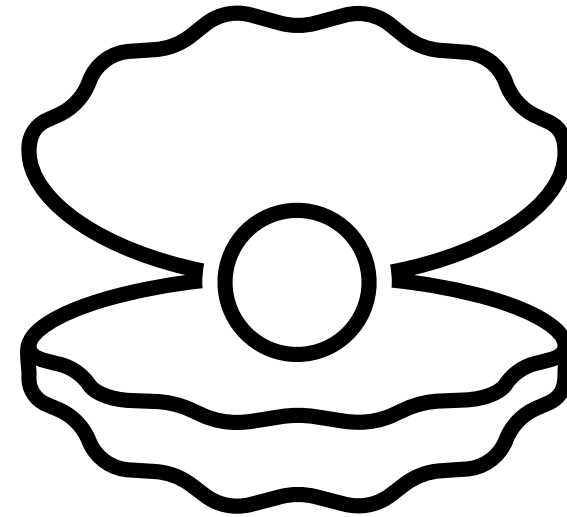
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Finding What Matters



How will you know when
to end your deep dive?



Finding What Matters

Revisit Your Question and Purpose

What is this data for?

What is the underlying question?

What information or insights would help you?

Example

Question: How food insecure is our community?

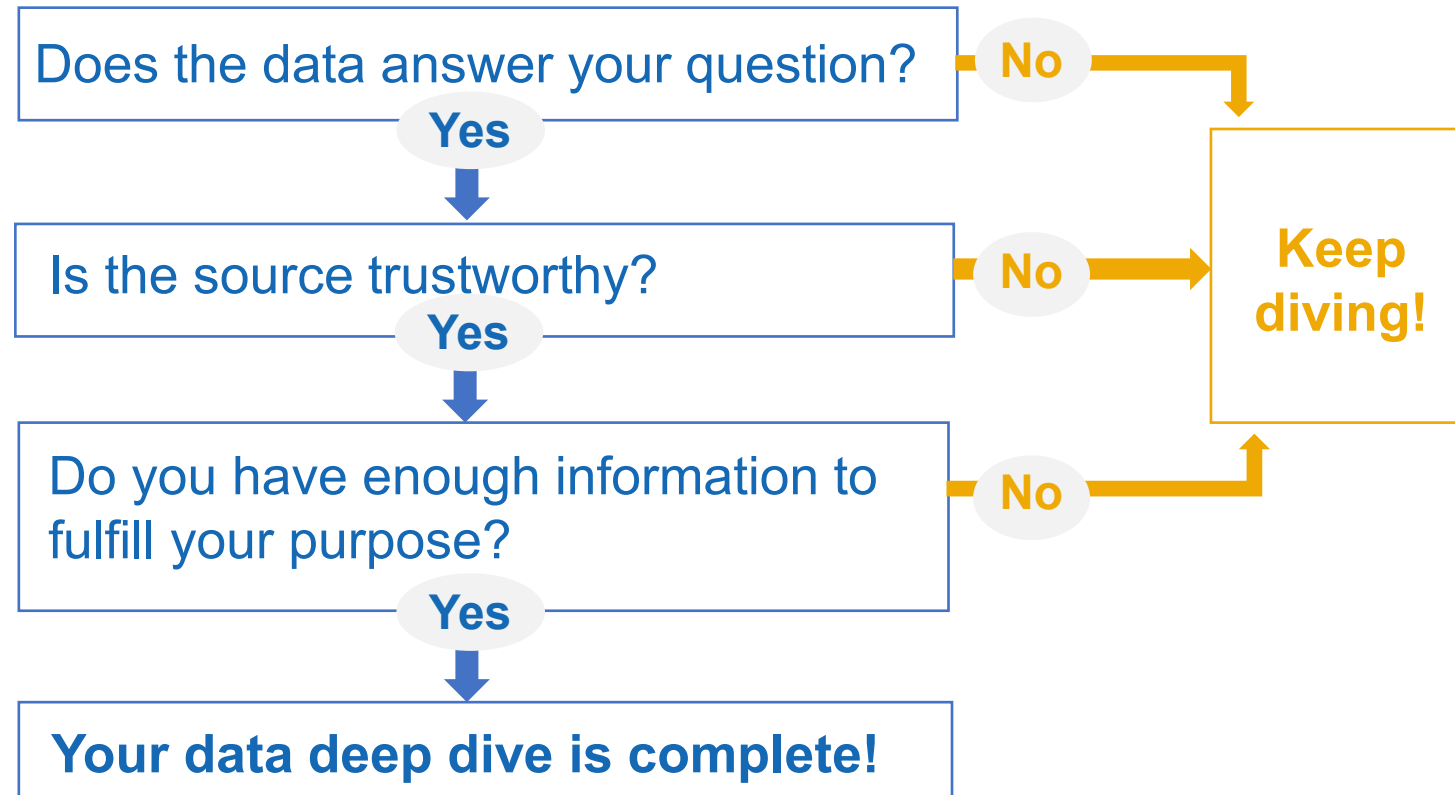
Purpose: Mobilize coalition members and share about community need with policymakers.



Finding What Matters: Diving with a Buddy



Have you completed your data deep dive?



Return to the Surface Safely



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Surfacing Safely – Interpreting the Data



CAUTION:
Do not go too quickly or slowly!



Surfacing Safely – Interpreting the Data

Review the Data Source's Methodology

Who?	What?	When?	Where?	How?
<ul style="list-style-type: none">• Demographics• Number of People	<ul style="list-style-type: none">• Source's Question• Definitions• Data Result	<ul style="list-style-type: none">• Year• Stage in Process	<ul style="list-style-type: none">• Level (U.S., State or Local)• Context (Setting)	<ul style="list-style-type: none">• Qualitative or Quantitative• In-Person, Mail, Phone or Web

Example: How food insecure is our community?



Surfacing Safely – Interpreting the Data

Crafting a Key Finding

Revisit your
purpose.

Remind yourself
of your **audience.**
*(E.g., coalition members,
policymakers, general
public)*

Ask yourself:
*What story does this
data tell?*
Why is it important?



Surfacing Safely – Interpreting the Data

What Makes a Great Key Finding

Accurate

Brief

Clear

Descriptive

What



Where



Who



What



When



What



1 in 5 Kansas children were food insecure in 2022. Food insecurity is when you do not have enough food for an active, healthy lifestyle. *Source: Feeding America* ← **How**



Leave the Water



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Leaving the Water – Next Steps



- Follow thru on your purpose.
- Share what you learned.
- Decide what information you need for future.
 - Identify the source or plan for measuring.
- Write down lessons learned to make the next dive easier.
- Navigate challenging conversations about data.



Leaving the Water – Next Steps

Navigating Challenging Conversations About Data

Guiding Principles

Curiosity

Humility

Connection

Mindfulness

Bravery



Leaving the Water – Next Steps

What to Expect After Sharing Data



Technical Questions

Methodology:

Who, what, when,
where and how?

What does this term
mean?

Why is this data old?

Why is there missing
data?

Deeper Dive:

Data related to what
you highlighted

What is the food
insecurity rate for older
adults?

Why would a homeowner
who doesn't have a
mortgage not have
affordable housing?



Adaptive Questions

Outside of the Data: Not answered in the data

If this is such a big deal,
why isn't _____ taking
action?

Where do we even
start? There's so much
to do.

Trust: Concerns about whether to trust the data

How can we trust the
data? I know my
neighbors don't respond
to surveys.

This data is wrong. I
don't know anyone in this
community who is
hungry.

Challenging Interpretations: Interpretations you may disagree with

I'm hungry some days
too. People just need
to plan ahead to cook
and eat healthier.



Practicing How to Talk about Data

Technical Question

Why is this data old?

Provide context. This is the most recent data available at this time. Some survey data can take a year or two to analyze and review before it becomes publicly available.

Acknowledge and connect. I understand. It is frustrating to feel like we don't have more information. I'm happy to share some of the other ways we are working to understand _____ in our community. For example, we are...



Practicing How to Talk about Data

Adaptive Question

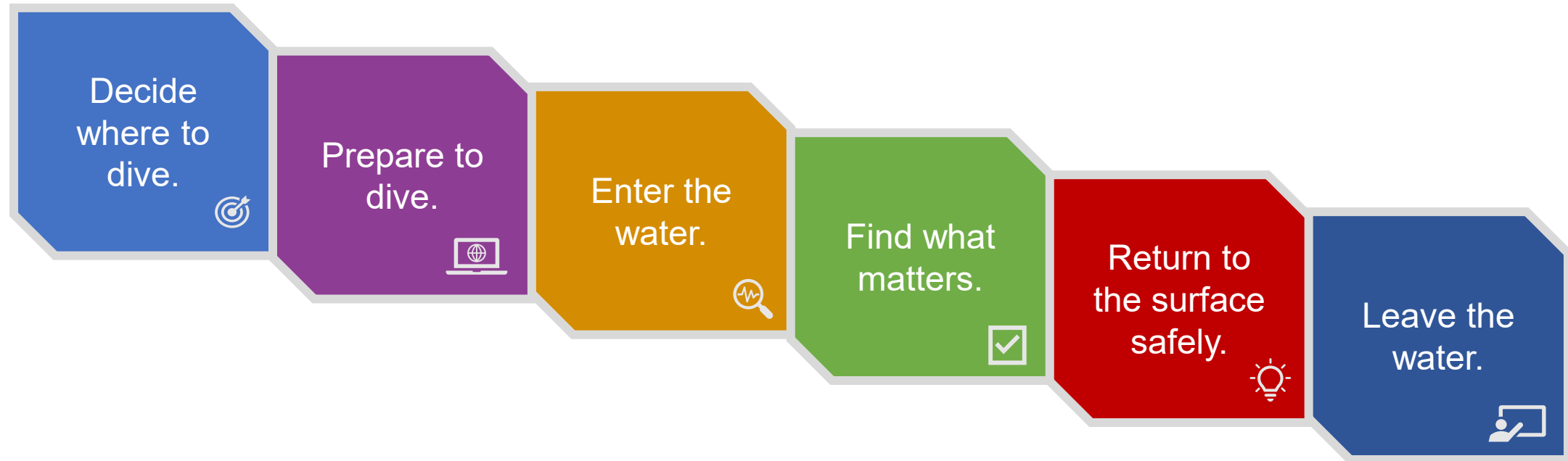
How can we trust the data? I know my neighbors don't respond to surveys.

Lead with curiosity. What do you think the data is missing?

Acknowledge and connect. I appreciate you saying that. This is the best data available right now, but we are looking for ways to get a better picture. How do you think we could better understand ____ in our community?



The Data Deep Dive





Reach out to us!

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Connect With Us



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