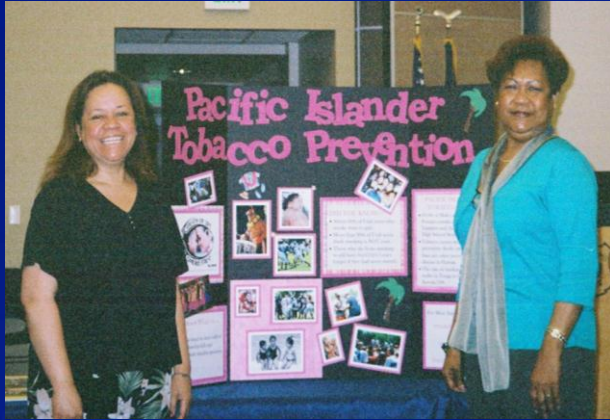


Bringing Data to the Communities



Brenda Ralls, Epidemiologist

Utah Diabetes Prevention and Control Program

O. Fahina Tavake-Pasi, Executive Director

National Tongan American Society

Sylvia Rickard, President

Utah Hispanic Health Care Task Force

Let communities know what data are available

- Census
- Department of Health
 - BRFSS
 - Vital Records

“Public Information is just that.”

“Remember that government information belongs to the public. If it exists, you are probably entitled to it. The exception is data that might compromise an individual’s privacy . . .”

– Using Data: A Guide for Community Health Activists

The Access Project: www.accessproject.org

A Future Without Key Social and Economic Statistics for the Country

The House of Representatives passed a bill that affects the Census Bureau's budget. See the Director's blog for more information.

[See More](#)

< 1 2 3 4 5 6 7 >

U.S. Census Bureau Economic Indicators



Homeownership Rate

2nd Quarter 2012 Report

Released 10:00 AM EDT, 7/27/12

65.5%↑*
0.1%PTS

Advance Report Durable Goods

July 2012 Report

Released 8:30 AM EDT, 7/26/12

\$221.6 B

New Orders

↑*
1.6%

New Residential Sales

July 2012 Report

Released 10:00 AM EDT, 7/25/12

350,000

Single-family houses

↓*
-8.4%

New Residential Construction

July 2012 Report

Released 8:30 AM EDT, 7/18/12

760,000

Housing starts

↑*
6.9%[View All](#)

* change not statistically significant

QuickFacts

Quick, easy access to facts about people, business, and geography.

To begin, select a state from this list or [use the map](#).

Select a state to begin ▾

Interactive Map

Census News



Facts for Features: Grandparents Day 2012: Sept. 9

Tuesday, July 31, 2012

Grandparents Day 2012: Sept. 9 In 1970, Marian McQuade began a campaign to establish a day to honor ... [Read More](#)

Facts for Features: Unmarried and Single Americans Week Sept. 16-22, 2012

Tuesday, July 31, 2012

Unmarried and Single Americans Week Sept. 16-22, 2012 The Buckeye

We changed our homepage
Tell us what you think

Stat of the Day

Computer And Internet Use At Home

These tables provide information about computer and Internet use in 2010 from the Current Population Survey (CPS).



People

Business

Geography

Data

Research

Newsroom

State & County QuickFacts

Select a State

USA QuickFacts

What's New

FAQ

Florida counties- [selection map](#)Florida cities- [place search](#)[More Florida data sets](#)[Share this page](#)Select a county Select a city

Florida

[Further information](#)Want more? [Browse data sets for Florida](#)

People QuickFacts	Florida	USA
Population, 2011 estimate	19,057,542	311,591,917
Population, 2010 (April 1) estimates base	18,801,311	308,745,538
Population, percent change, April 1, 2010 to July 1, 2011	1.4%	0.9%
Population, 2010	18,801,310	308,745,538
Persons under 5 years, percent, 2011	5.6%	6.5%
Persons under 18 years, percent, 2011	21.0%	23.7%
Persons 65 years and over, percent, 2011	17.6%	13.3%
Female persons, percent, 2011	51.1%	50.8%
White persons, percent, 2011 (a)	78.5%	78.1%
Black persons, percent, 2011 (a)	16.5%	13.1%
American Indian and Alaska Native persons, percent, 2011 (a)	0.5%	1.2%
Asian persons, percent, 2011 (a)	2.6%	5.0%
Native Hawaiian and Other Pacific Islander persons, percent, 2011 (a)	0.1%	0.2%
Persons reporting two or more races, percent, 2011	1.8%	2.3%
Persons of Hispanic or Latino Origin, percent, 2011 (b)	22.9%	16.7%

State Vital Records Office

Top 3 Leading Causes of Death

Overall, Utah		Asian Americans, Utah	
Males	Females	Males	Females
Heart Disease	Heart Disease	Cancer	Cancer
Cancer	Cancer	Heart Disease	Heart Disease
Injury	Stroke	Injury	Stroke

Utah Population Demographics

Characteristic	Utah	Hispanic/ Latino	Pacific Islander	American Indian	African American/ Black
Population Size	2.8 million	358,000	20,531	32,008	27,229
Organization Reach	--	10,000	20,531	19,000	600
Median age	28.7	23.3	23.0	26.1	21.4
Average Family Size	3.6	4.2	5.5	3.8	4.0
Median Income (HH)	\$64,334	\$47,856	\$50,662	\$41,846	\$41,052
Median Income (HH,F)	\$35,000	\$24,992	\$40,750	\$21,544	\$17,223
No Health Insurance	15.0%	11.5%	18.7%	36.7%	20.6%
Obese	22.6%	22.5%	48.8%	27.6%	32.1%
Obese (Female)	21.0%	22.7%	43.9%	27.0%	41.7%
Fair/Poor Health	11.6%	10.2%	9.1%	22.6%	13.8%
Poor Mental Health	14.8%	14.4%	16.4%	20.8%	11.9%

HH-Household; F=Female; BRFSS 2005-2009; Blacks and African American are not separated; U.S. Census 2010; Governor's Office of Planning and Budget

Making it personal and bringing it home

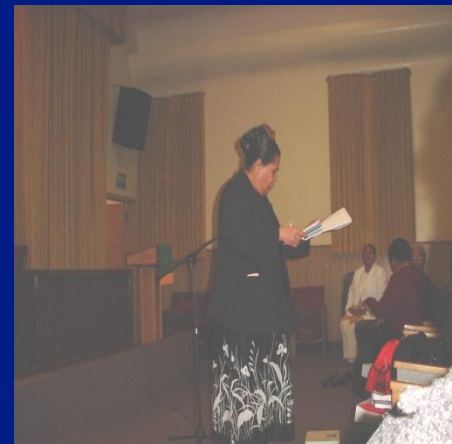


Listening to the Community

Focus Groups with Utah Pacific Islanders

- Adults don't go to doctors unless they are sick.
- Not a lot of people go to doctors, and even with doctors of our own cultural background, there's a reluctance there.
- Caucasians do not understand us. They just want us in and out. We like to stay and talk.

American doctors don't understand us



- The social aspect of that would be a big pull for Pacific Islanders.”
- (Referring to Mom), “She will not go and exercise even though her doctor tells her to . . . it’s like pushing a goat.”
- We need a van that goes around picking up people to exercise.

***Physical activity
interventions are not
working***

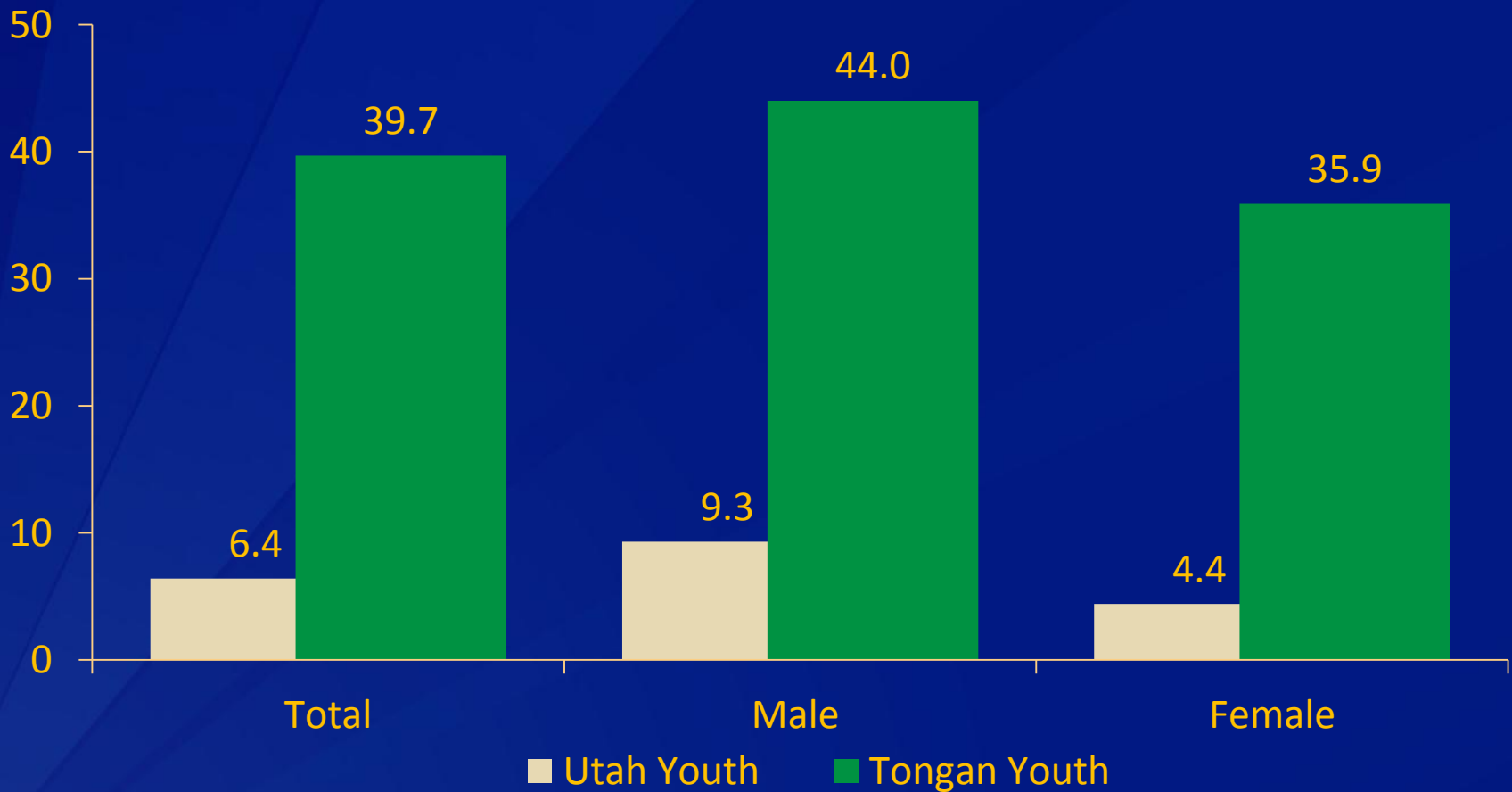


Tongan Youth Risk Behavior Survey



Percentage of Utah Youth Who Are Obese

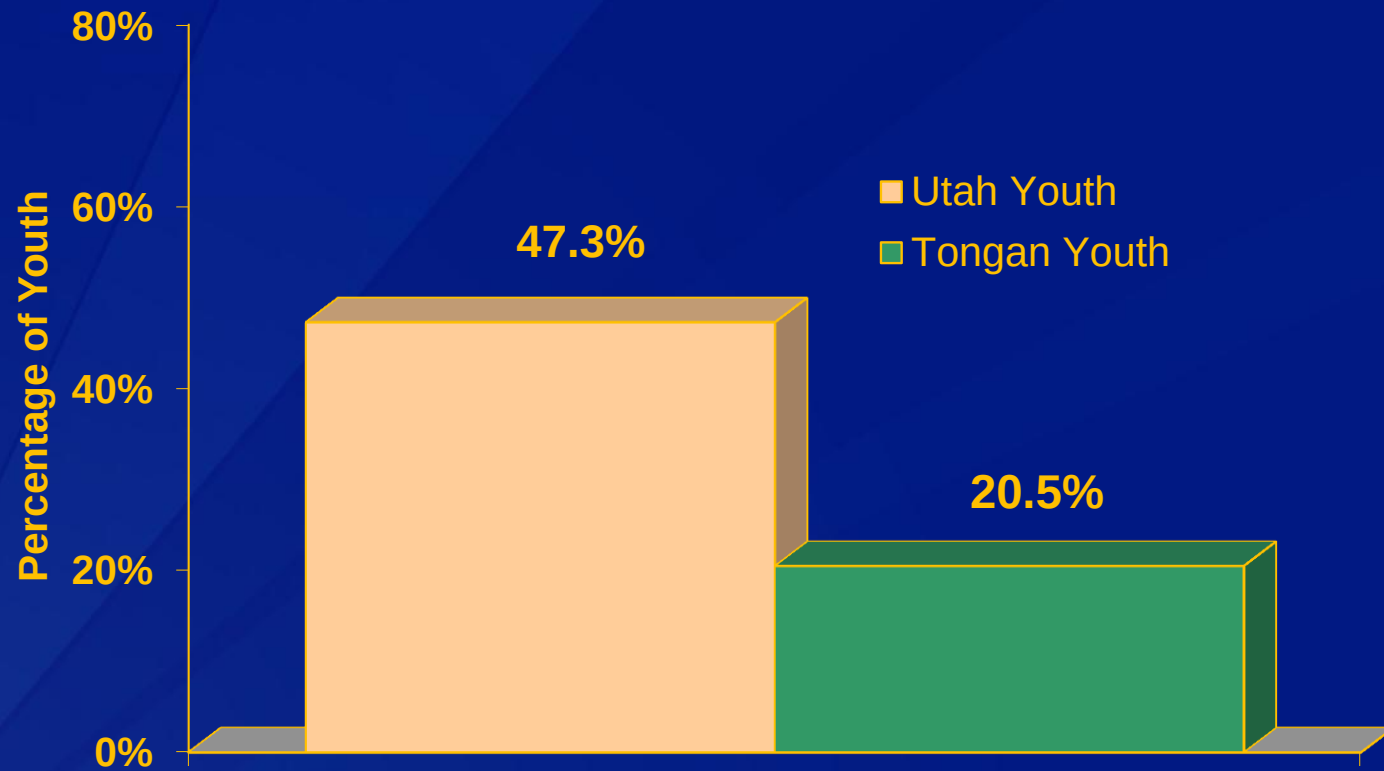
All Utah Youth vs. Tongan Youth



YRBS 2009, Tongan Youth
Risk Survey 2010

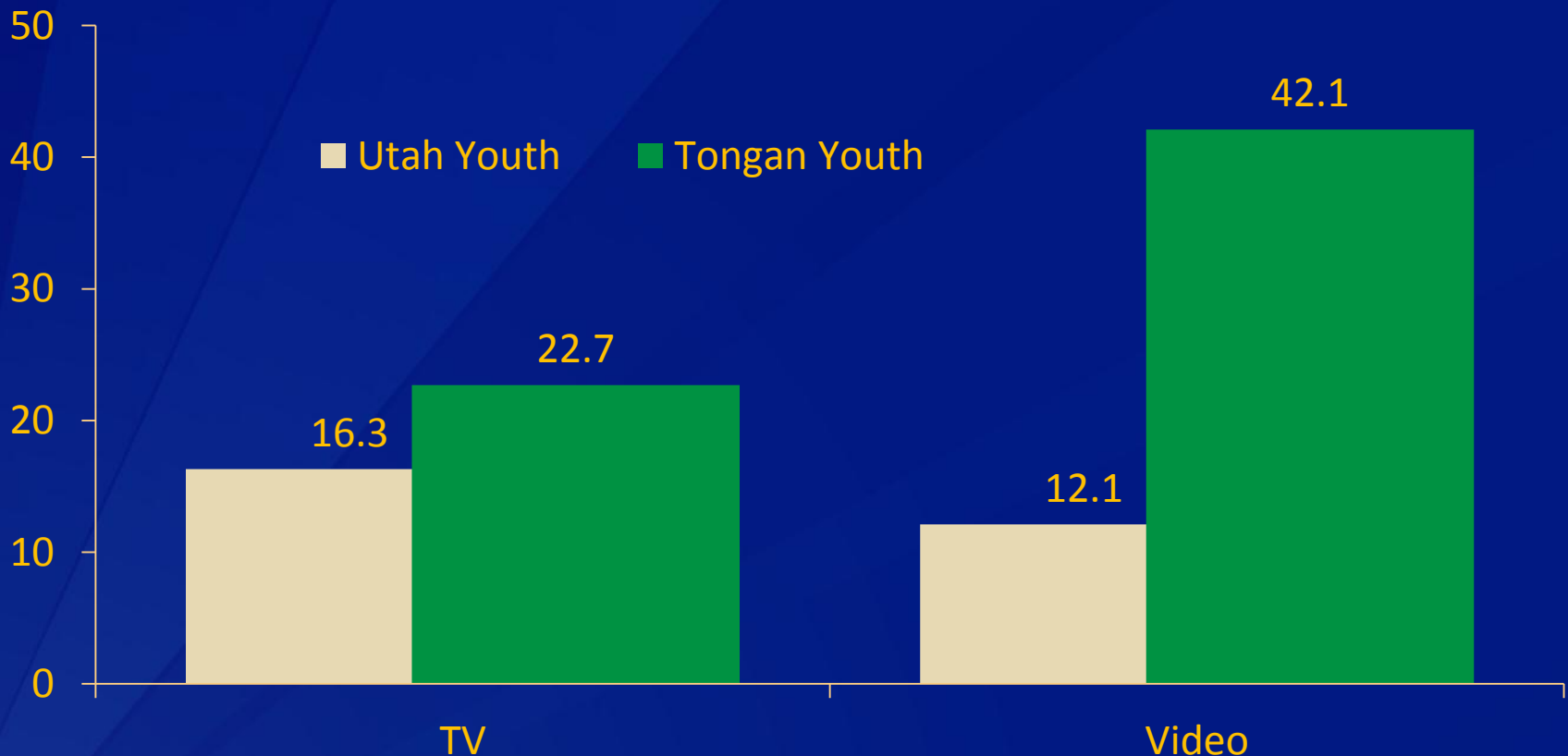
Physical Activity 5+ Days, 60 Minutes

Utah Youth vs. Tongan Youth



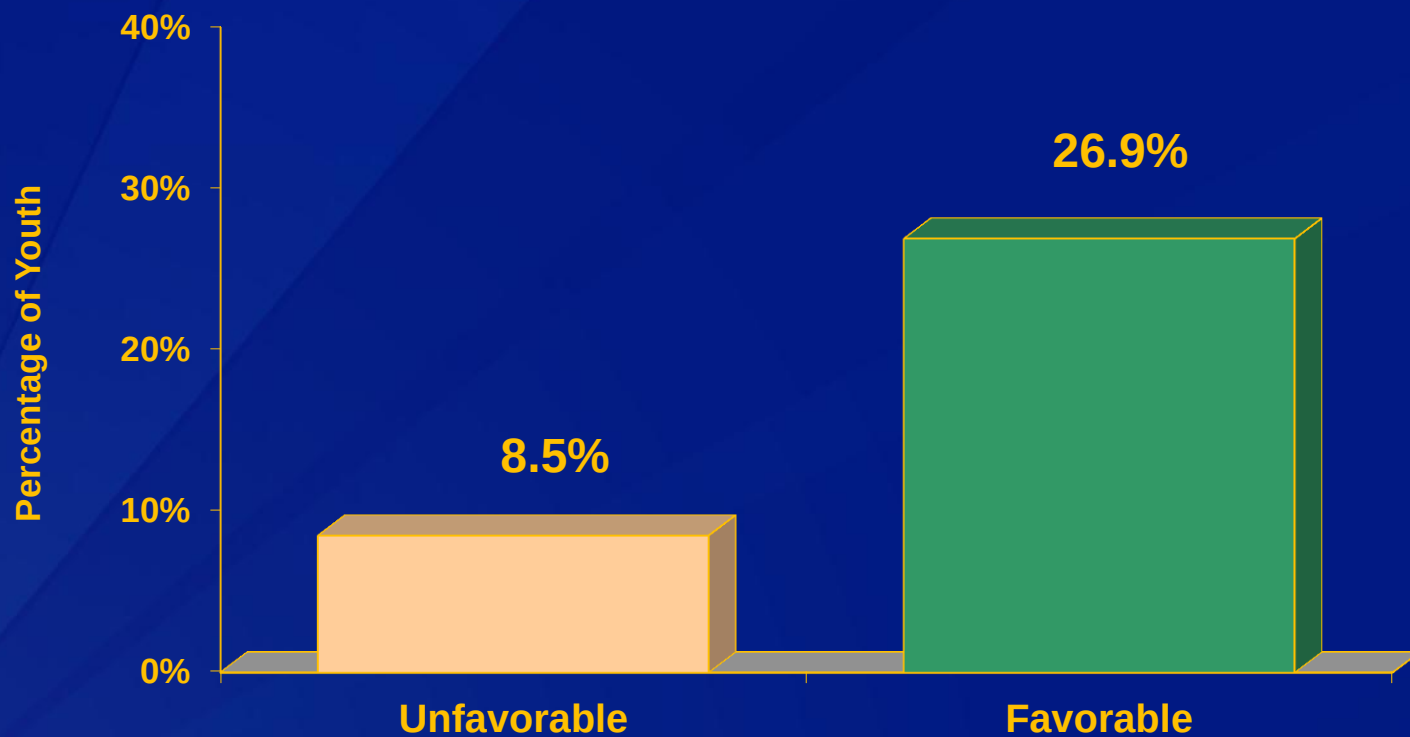
YRBS 2009, Tongan Youth Risk Survey 2010

Screen Time 3+ Hours a Day All Utah Youth vs. Tongan Youth



YRBS 2009, Tongan Youth Risk Survey 2010

Participation in Physical Activity Among Tongan Youth by Neighborhood Environment



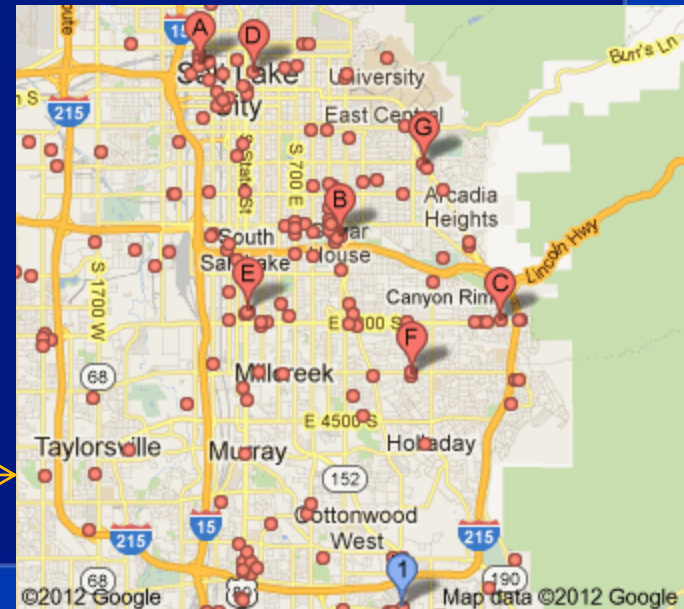
Tongan Youth Risk Survey 2010

Buying Fresh Produce Can Be Challenging



Home →

Store with
produce →



Some communities are not well defined

- Low-income community
- Un/underinsured community
- Geographic community
 - Challenging to reach

Community Leaders

Sylvia Rickard , President
Utah Hispanic Health Care Task Force



O. Fahina Tavake-Pasi
National Tongan American Society



How to reach communities

- Know your communities
- Identify the gatekeepers
- Recognize how gatekeepers vary by community
- Hold workshops, invite to advisory boards, help with grant applications
- Engage in Community-Based Participatory Research

Community Faces of Utah

- A coalition of 5 underserved communities, plus government and academia
- Currently conducted a study of effectiveness of community wellness coaches
- Communities involved in every step of the study design
- Communities collect and keep their own data

Take Away Message

- Clear communication is a win/win
- One page summaries are helpful
- Involve the communities in the data collection and interpretation processes

Contact Information

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