

Using Data to Demonstrate Outcome Measurement and Support Systems Change

Presenters:

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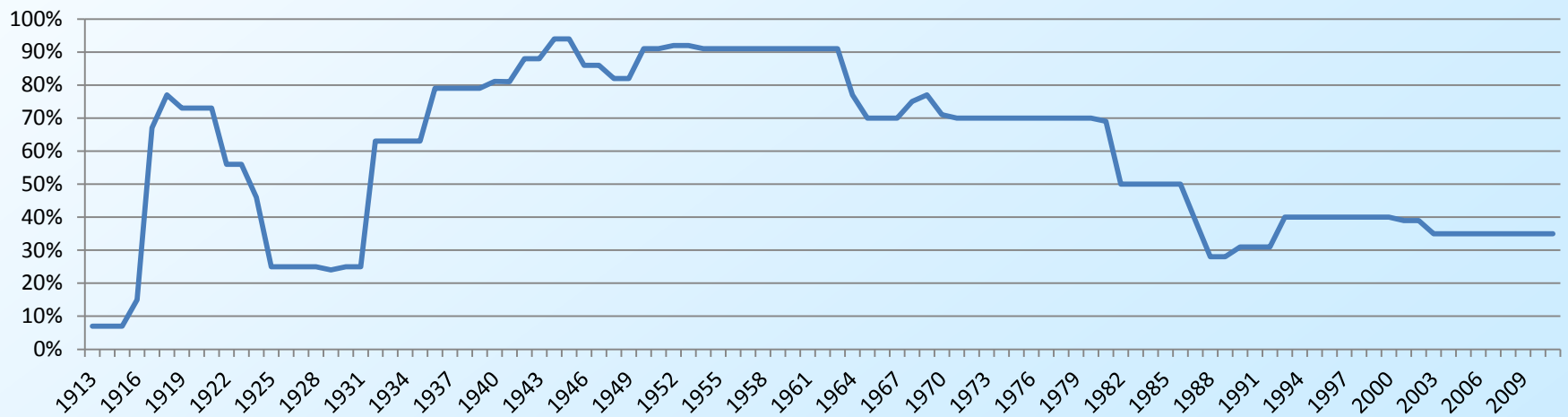
Data – *what is it really?*

- “Just a bunch of Numbers.”
- Data (plural of "**datum**") are typically the results of measurements and can be the basis of [graphs](#), [images](#), or observations of a set of variables. Data are often viewed as the lowest level of [abstraction](#) from which information and then knowledge are derived.

“It ain't so much the things we don't know that get us into trouble. It's the things we know that just ain't so” ~Mark Twain

Belief: The Middle Class and the Poor Do Better When the Taxes on the Wealthy are Low

Top Marginal Income Tax Rate



Belief: The Law of Supply and Demand

About 1 billion people do not get enough to eat. Since there are food producers virtually everywhere, we must conclude that not enough food is produced to feed everyone.

2011 World Hunger and Poverty Facts and Statistics (worldhunger.org):

The world produces enough food to feed everyone. World agriculture produces 17 percent more calories per person today than it did 30 years ago, despite a 70 percent population increase. This is enough to provide everyone in the world with at least 2,720 kilocalories (kcal) per person per day (FAO 2002, p.9).

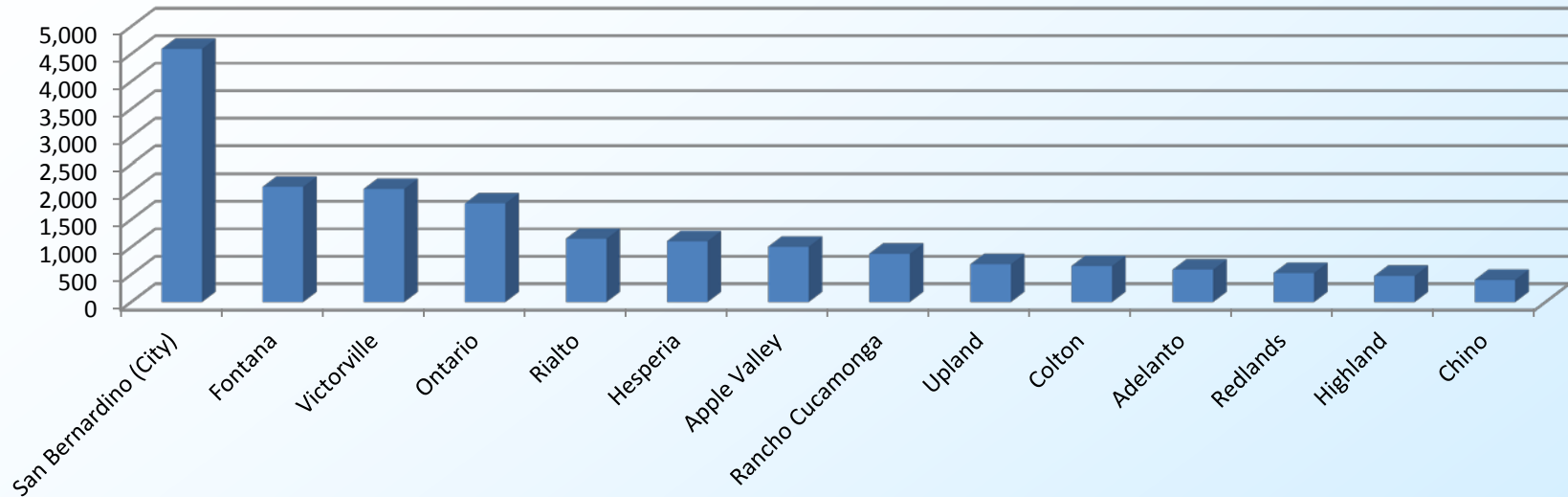
Data can help us prove our assertions

How to use 211 Data to Advance Your Organization

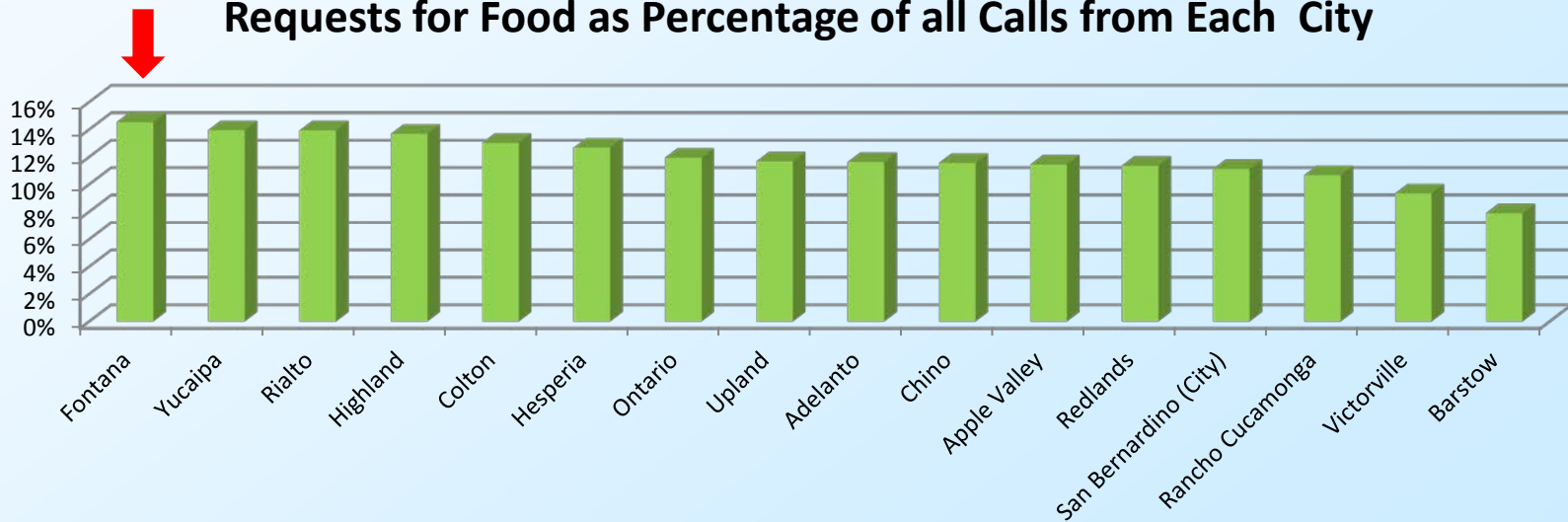
Types of Data from 211

- Caller data – geocoded needs and demographics – to zip code level
- Identification of service gaps / unmet needs
- Referrals
- Resource specifics – service penetration – potential partners

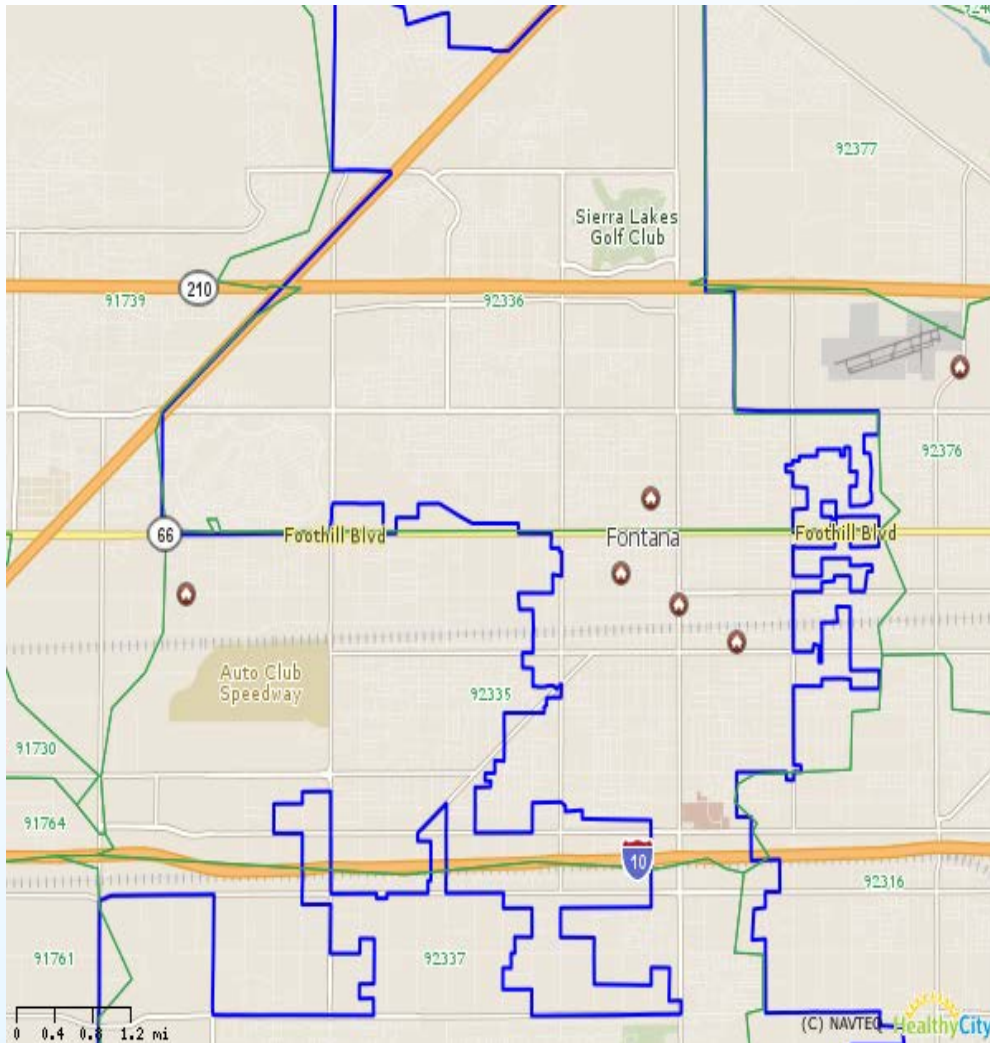
Data Layers



Requests for Food as Percentage of all Calls from Each City



Resource Mapping – Healthycity.org



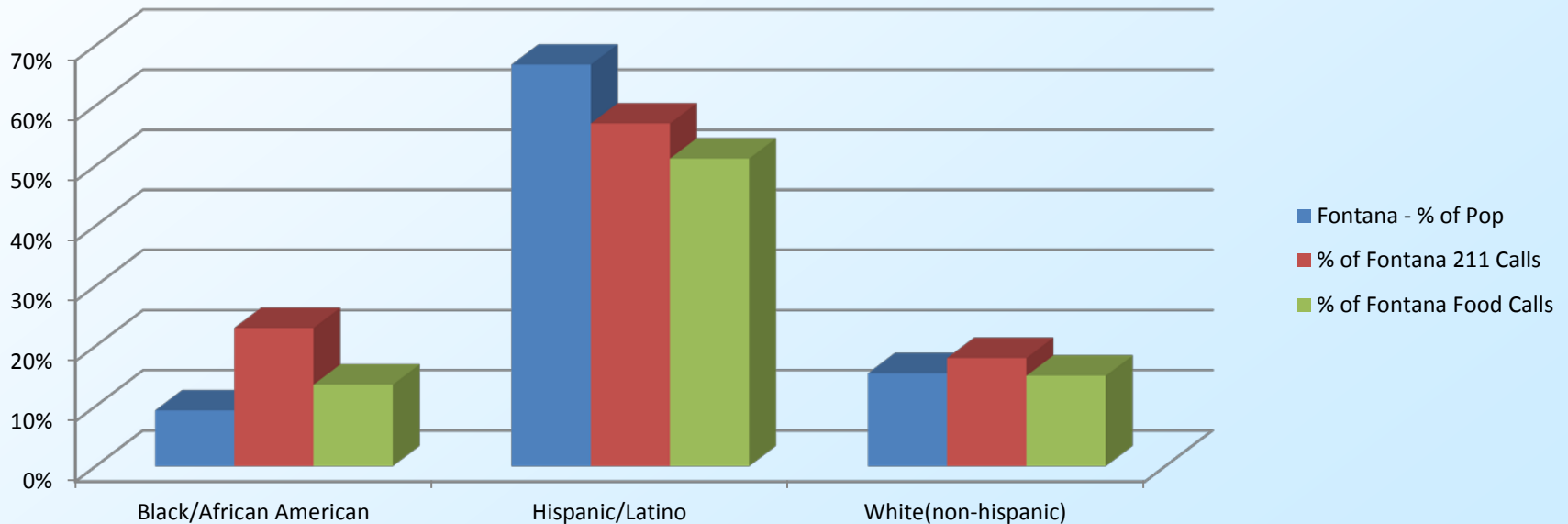
In Fontana, a city of nearly 200,000, there are far few food and meal resources.

We only find Josephine Knopf Senior Center, Mountain View Community Church, Oldtimers Foundation, and Bill Martin Park which provides children with a nutritious lunch in summer only.

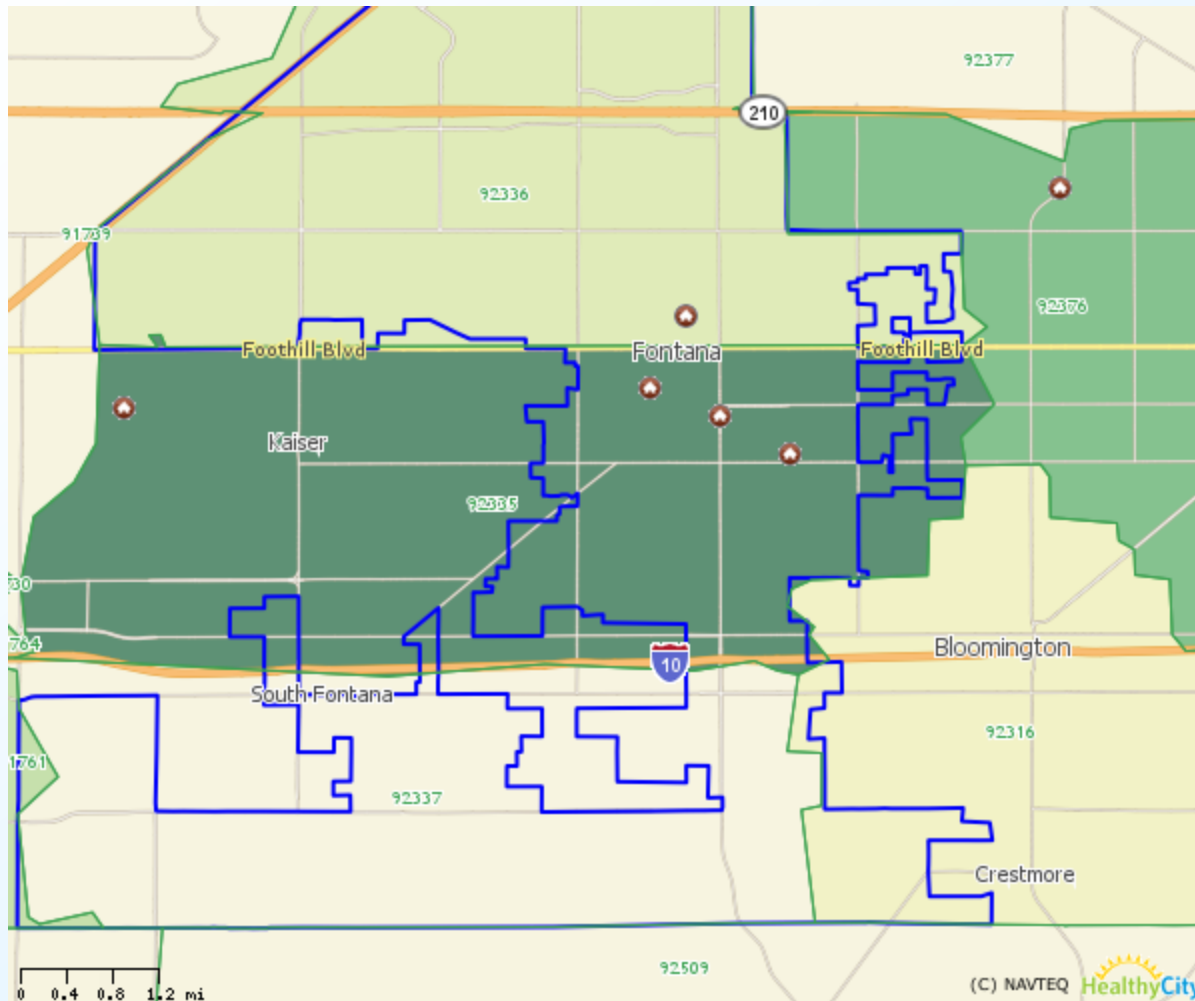
Nearby, there are a few more, the Carpenters House Church, Loveland Jubilee Pantry, REACH-St. Catherine of Siena, Rialto Senior Center, Cathedral of Praise Church, DAAS - Rancho Cucamonga Office, and the Abundant Living Family Church.

Fontana Food Requests & Race/Ethnicity

	Black/African American	Hispanic/Latino	White(non-hispanic)
Fontana - % of Pop	9%	67%	15%
% of Fontana 211 Calls	23%	57%	18%
% of Fontana Food Calls	14%	51%	15%



Put it together with mapping

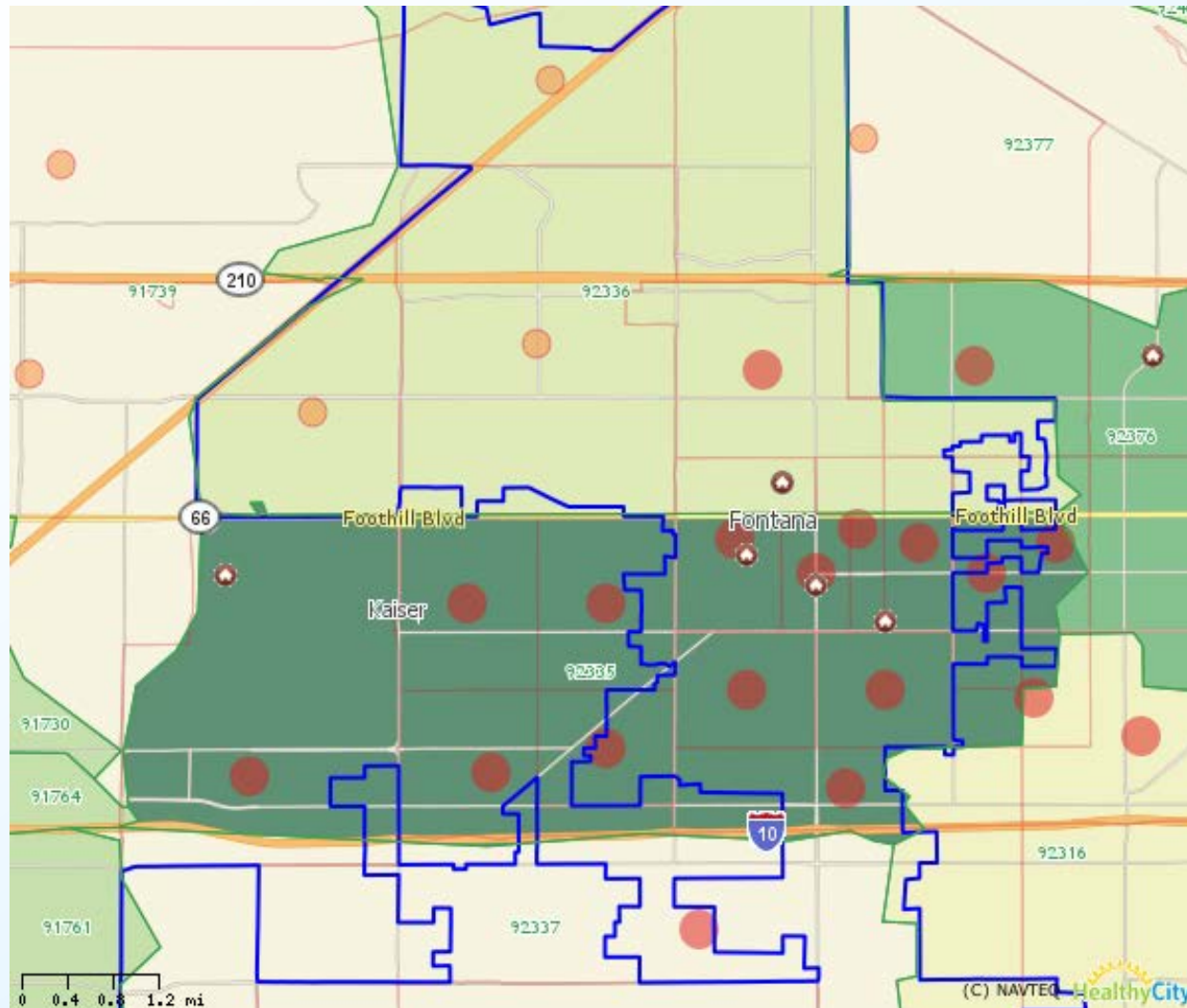


Uploaded User Data

This is a healthycity.org mapping of 39 months of 211 caller data showing volume of requests for food per zip code.

The blue outline shows the boundaries of Fontana.

Put it together with mapping

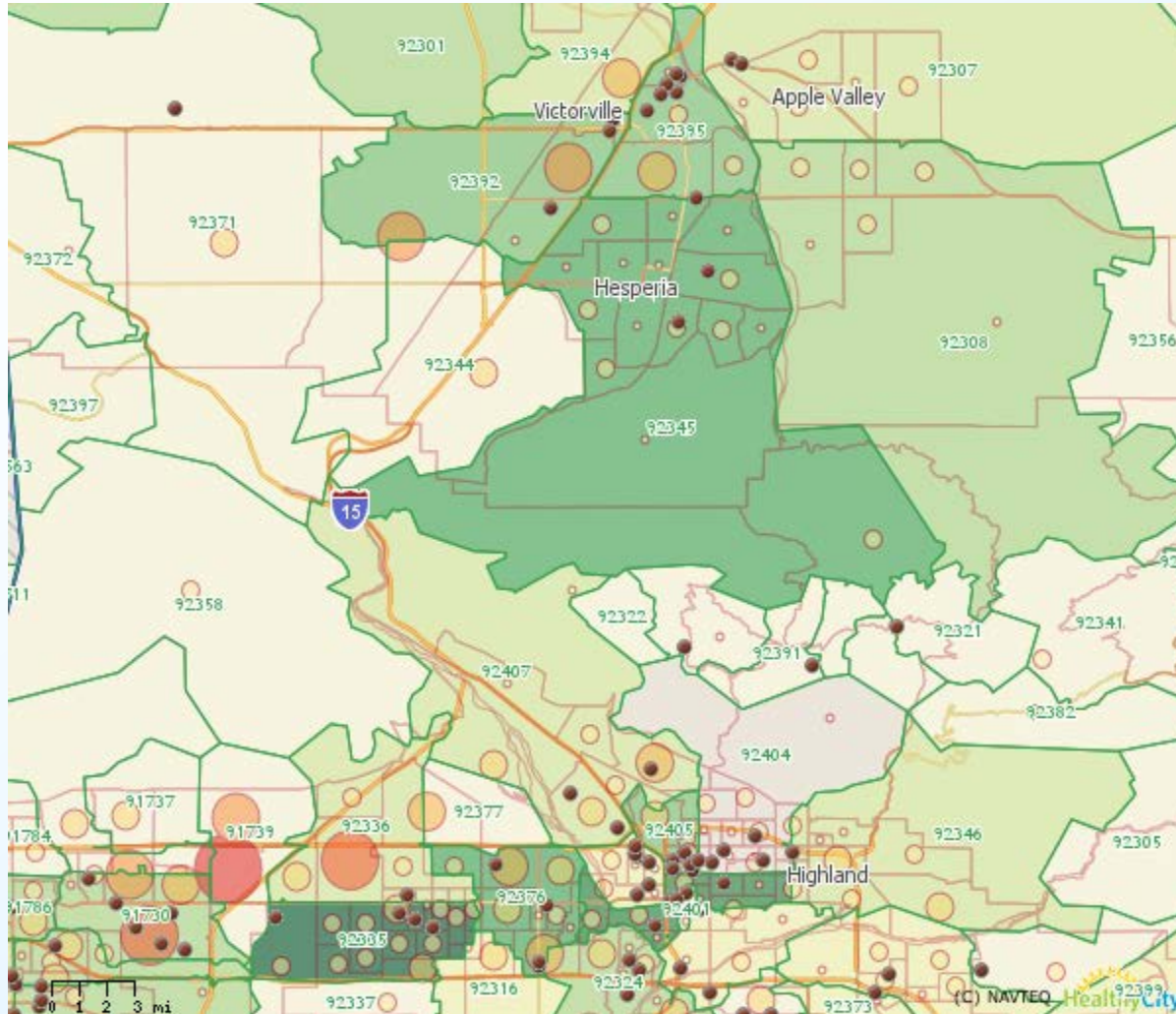


Add Race/Ethnic data

Note how high the saturation of Hispanic/Latino population (red circles) as shown here in the Fontana map.

Also note how this saturation aligns with 211 calls requesting food.

Put it together with mapping



Resources: 211 Data
Emergency Food, Food,
Rescue, Programs, Meals.

**So - Where should the
next Emergency Food
centers locate?**

**What other implications
are there?**

**Cultural
Considerations?**

Community Gardens?

Food Co-ops?

How to use HMIS Data to Advance Your Organization

Client Demographics

9. Ethnicity	Number of Persons*
a. Hispanic	41
b. Non-Hispanic	65
c. Blank	0
Total ***	106

10. Race	Number of Persons*
a. Asian	0
b. Black/African-American	36
c. Native-Hawaiian/Pacific Islander	1
d. US Indian/Alaska Native	0
e. White	43
f. Multi-Race	2
g. Blank	5
Total*	87

7. Gender	Number of Persons*
a. Male	27
b. Female	79
c. Transgender M	0
d. Transgender F	0
e. Blank	0
Total ***	106

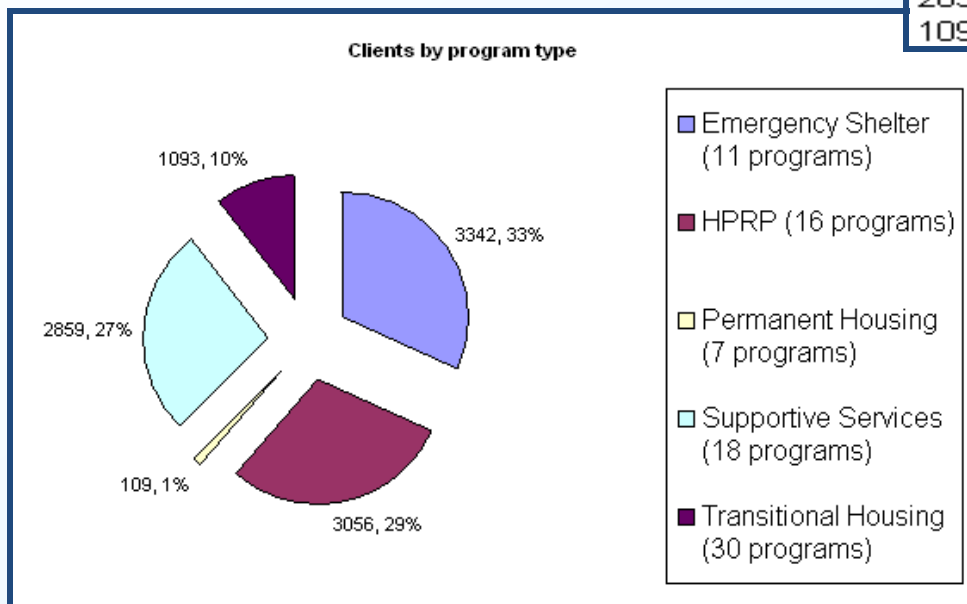
8. Ages	Number of Persons*
a. 0-5	4
b. 6-11	3
c. 12-17	3
d. 18-23	7
e. 24-44	69
f. 45-54	14
g. 55-69	6
h. 70+	0
Total ***	106

15. Source of Family Income	Number of Families
a. Unduplicated # of families Reporting One or More Sources of Income ***	87
b. Earned Income	36
c. Unemployment insurance	17
d. supplemental Security Income or SSI	4
e. Social Security Disability Income (SSDI)	4
f. A veteran's disability payment	1
g. Private disability insurance	1
h. Worker's compensation	1
i. Temporary Assistance for Needy Families (TANF)	10
j. General Assistance (GA)	0
k. Retirement income from Social Security	0
l. Veteran's pension	1
m. Pension from a former job	0
n. Child Support	7
o. Alimony or other spousal support	0
p. No financial resources	66
q. Other source	22
r. Blank	0

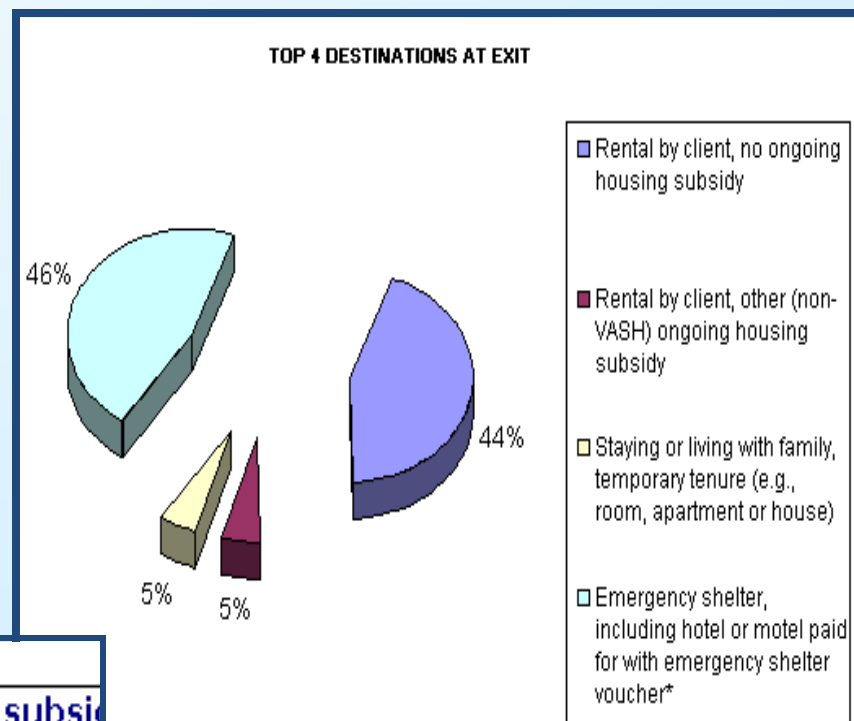
Demographic data tells the story of 'How Many'

Annual Performance Reporting – Shows Outcome Achievement

WHERE THEY STARTED



3342 **Emergency Shelter (11 programs)**
 3056 **HPRP (16 programs)**
 109 **Permanent Housing (7 programs)**
 2859 **Supportive Services (18 programs)**
 1093 **Transitional Housing (30 programs)**



282	Rental by client, no ongoing housing subsidy
35	Rental by client, other (non-VASH) ongoing housing subsidy
30	Staying or living with family, temporary tenure (e.g., room, apartment or house)
296	Emergency shelter, including hotel or motel paid for with emergency shelter voucher*

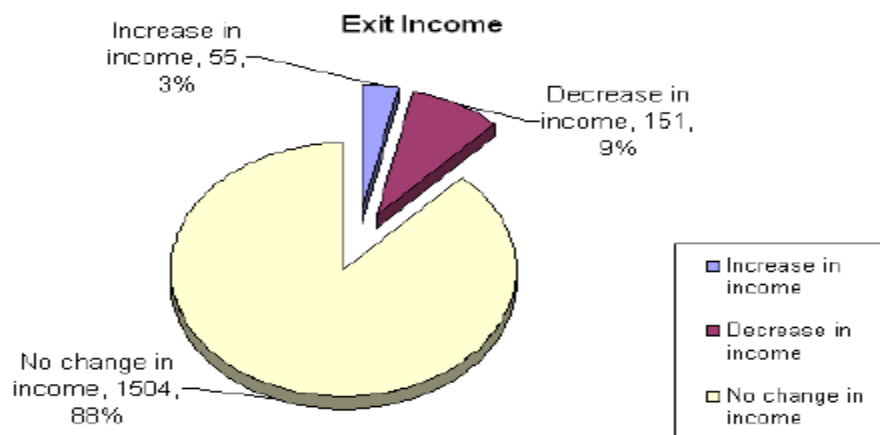
WHERE THEY ENDED

Let the Data tell the story!

Last Permanent Residence Zip Code: Majority of the households served in 2010 are residents of San Bernardino County.

Zip Code of Last Permanent Address	Emergency Shelter - Families	Transitional Shelter - Families	Permanent Housing - Families	Emergency Shelters - Individuals	Transitional Housing - Individuals	Permanent Housing - Individuals
# of Sheltered	712	1,255	33	2,204	182	152
Same Jurisdiction as Program	88%	94%	100%	80%	81%	96%
Difference Jurisdiction than Program	12%	6%	0%	20%	19%	4%
Don't Know / Refused	0%	0%	0%	0%	0%	0%

Effectiveness of Programs: Measuring Change in Income: As part of the case management service, income at entry and exit are tracked as one of the requirements under HUD result areas. A total of 55 households saw an increase income in 2010, which was the result of increase of benefits, which includes housing subsidy, disability payments, and applications for social security benefits.



Education: Based on HUD's formula for differentiating children from adults, education levels are based on persons older than 18 years of age. The table shows that 36% or 3,786 adults have a High School Diploma.

Persons older than 18 - Highest level of education	#
No Schooling completed	450
Nursery School to 4th grade	63
5th or 6th grade	155
7th or 8th grade	280
9th or 10th grade	1096
11th or 12th grade, No Diploma	3048
GED	623
High School Diploma	3786
Post-Secondary School	638
4 Years College	272
Graduate School	40
Total	10451

What role does data play in Organizational Planning and Evaluation? In Grant Writing?

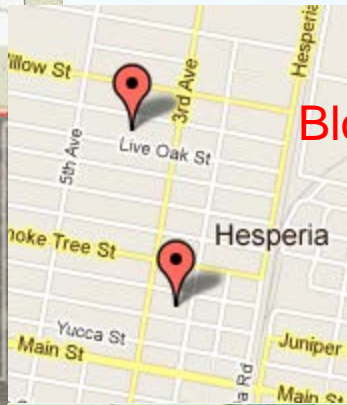
Can Your Data Prove...

- The RIGHT Data can prove that your Agency is:
 - Effective
 - Cost Effective
 - Efficient
 - A valuable Partner/Collaborator
 - Unique, with data available nowhere else
 - Evidence-based
 - Self Evaluating and Self Correcting

Link your data with. . .



CITY



Block Group

PARCEL



THEMATIC

Types of Data

Property sales, prices

Foreclosures

Births, deaths

Crime

Education

TANF, Food Stamps

Health

Child care

COLLABORATING? *Yes, No, Maybe*

1. Are you collaborating? “Yes”

With? Why? Is this a new venture?

2. Is there data to support this collaboration?

3. Has this data been presented to the CoC, HPN, ICH or other stakeholders?

4. Are you collaborating? “No” Why Not?

“We are not sure who to collaborate with?”



Who can YOU collaborate with?

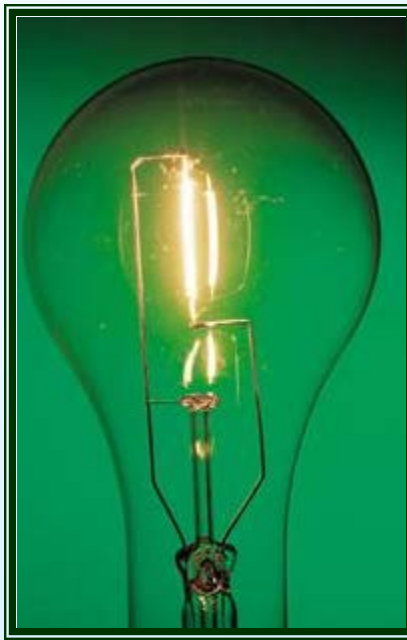
1. Children's Network
2. Housing Authority
3. Dept. Behavioral Health
4. 211
5. ?
6. ?
7. ?

Are You Telling the BIGGER Story?

- Partner with resident groups, non-profits, government and other stakeholders
- Don't limit partners to those with shared interest/focus
- Data serves many varied audiences and purposes
- Information Promotes Collaboration
 - A bridge between public, private and non-profits

Group Participation

Put on your Thinking Caps



Let's Get Real

1. What is your challenge?
2. What is the question?
3. Where are you in the process?
4. What data do you have?

Discussion:

QUESTION:

How can the SBC CoC maximize the usefulness of Data **BEYOND** meeting the HUD reporting requirements?

QUESTION:

How can the SBC CoC utilize Data to support evidenced-based solutions to **identified unmet or underserved needs?**

Suggested Sources for Data Sets

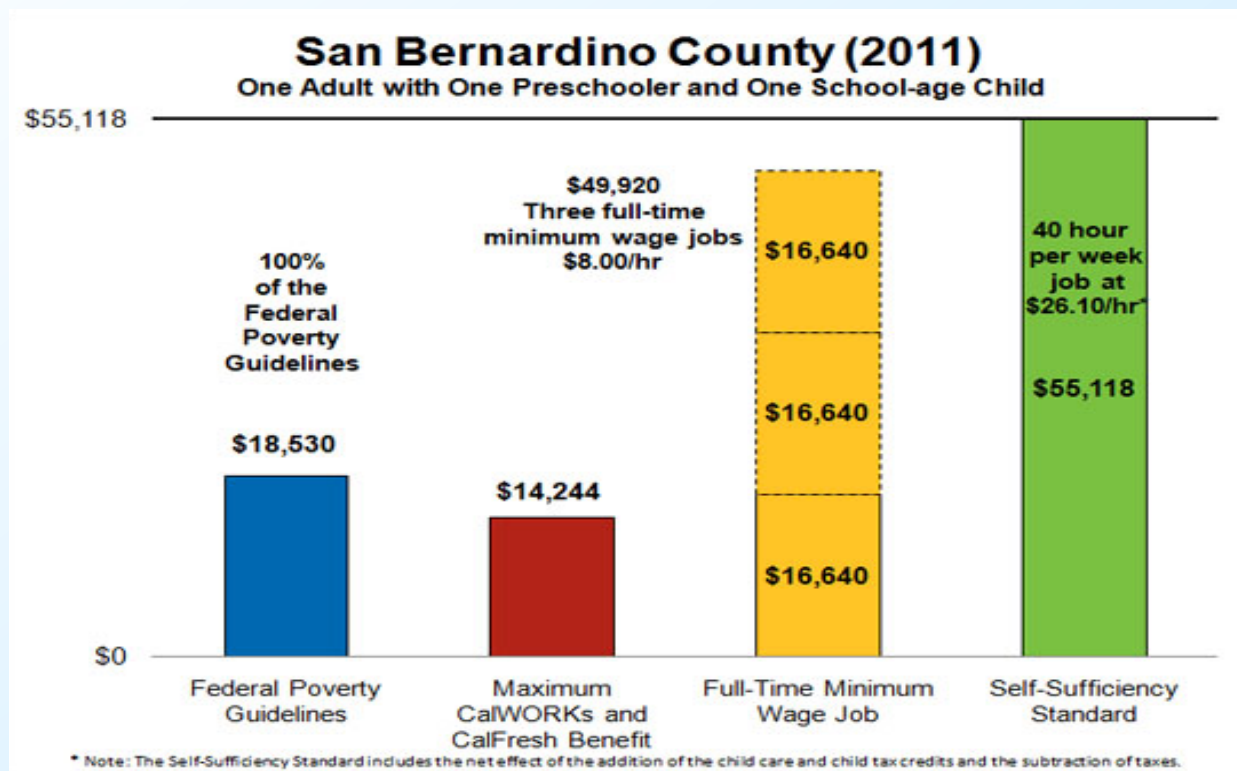
- US Census Data for San Bernardino County
<https://quickfacts.census.gov.qfd/states>
- Institute for the Study of Homelessness and Poverty
 - <http://www.weingart.org>
- San Bernardino County School Data
 - <https://www.sbcss.k12.ca.us/dataStatistics>
- Foreclosure information
 - <http://ca.rand.org/stats/economics/foreclosure.html>
 - www.fdic.gov/about/comein/files/foreclosure.html
- Health Statistics
 - <http://www.countyhealthrankings.org>

Suggested Sources for Data Sets

- Insight- Center for Community Economic Development

http://www.insightccd.org/communities/cfess/ca-sssold/San_Bernardino.html

Self Sufficiency Standards relating to San Bernardino. For instance, a single parent with a preschooler and one child in school would need to work 3 full-time minimum wage jobs to reach self-sufficiency:



Suggested Sources for Data Sets

- Spotlight on Poverty and Opportunity
 - <http://www.spotlightonpoverty.org>
- Lucile Packard Foundation for Children's Health
 - <http://www.kidsdata.org>
- Federal statistics & reports on children and families
 - <http://www.childstats.gov>
- National Survey of Children with Special Health Care Needs
 - <http://childhealthdata.org>
- The Center for Law and Social Policy*
 - <http://www.clasp.org>

Suggested Sources for Data Sets

- Diseases like Diabetes, Alzheimer's, Head Lice, etc.
 - <http://www.cdc.gov/DiseasesConditions>
- Anne E. Casey Foundation – Kids Count Data Center
 - <http://datacenter.kidscount.org>
- Employment Statistics from EDD
 - <http://www.calmis.ca.gov/htmlfile/county/sbern.htm>
- More than 100 Health Indicators & related
 - <http://www.healthysanbernardinocounty.org>
- Geo-mapping + hundreds of datasets + 211 resource info
 - <http://healthycity.org>

A man may do an immense deal of good, if he does not care who gets the credit for it.

~Father Strickland, 1863

None of us is as smart as all of us. ~Ken Blanchard

Coming together is a beginning. Keeping together is progress. Working together is success.

~Henry Ford

*We have yet to discover the power
of what we can do
together.*

What shall be our next steps?

Teri Blum-Johnston & Gary Madden

How Would I...?

What About...?

Questions?

Is it as easy as it looks...?