Keys to Navigating the Road to Community Data Sharing

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Data is the oil of the digital era.

-Photo Credit: David Perkins
The Economist
BORING! Right?
YOU
Data Governance and Access
“I’ll be honest: I’m guilty of that.”
“Advertisers, app developers, and publishers…provide information about your activities off Facebook—including information about your device, websites you visit, purchases you make, the ads you see, and how you use their services—whether or not you have a Facebook account or are logged into Facebook. For example, ...a business could tell us about a purchase you made in its store. We also receive information about your online and offline actions and purchases from third-party data providers who have the rights to provide us with your information.”
SUCCESS!

Technical side + Data side
Transparency

Loading...
That’s right: Equifax
In public health, we want our stakeholders to always be aware of potential implications that may come with sharing their data.
Care for and protect data.
The amount of personal information collected should be enough to raise privacy concerns. However, the real problems arise when we begin to consider the availability of all of this information...Over the years, there has been a noticeable trend in making more databases available online, as well as offline, because of the ease of data transfer that it allows. Some states, such as Texas, have their birth and death registries online, medical data, including hospital discharge data, is readily available, and even health and criminal records are accessible.
Data security is **monumental** in public health.
Characterization
“Great” Schools?

Detroit: $27,838

Plymouth: $80,104

-Source: www.census.gov
“Great” Schools?

Detroit

- Hispanic: 7.6%
- African-American: 79.1%
- Asian: 1.5%
- White: 14.1%

Plymouth

- Hispanic: 1.6%
- African-American: 0.8%
- Asian: 3.2%
- White: 94.4%

-Source: www.census.gov
“Great” Schools?

Detroit: 54.8%

Plymouth: 86.3%

-Source: www.census.gov
“Great” Schools?

Detroit: 14.2%

Plymouth: 57.7%
“Great” Schools?

- Source: www.census.gov

Plymouth: 3.4%

Detroit: 16.2%

=10%
“Great” Schools?

ARE YOU BEING RESPONSIBLE?
1. What are the data governance and access rules of the road?

2. What is the role of transparency?

3. What is my plan to keep data secure?

4. How am I characterizing populations?
Improve your community’s health.
Thank you!

Questions?