

A large, bold, blue number '4' is positioned on the left side of the slide, partially overlapping the title text.

# Keys to Navigating the Road to Community Data Sharing

Vivian Singletary  
2019 Public Health Law Summit



Data is the oil of the digital era.

-Photo Credit: David Perkins  
The Economist



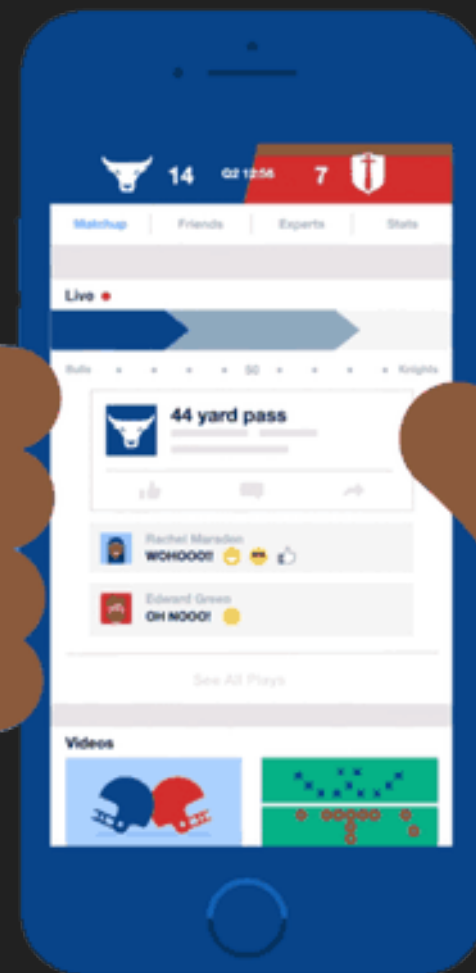
how to

- how to screenshot on mac
- how to get rid of gnats
- how to tie a tie
- how to make slime
- how to pronounce
- how to train your dragon
- how to lose weight
- how to turn on dark mode
- how to boil eggs
- how to write a check

Google Search

I'm Feeling Lucky

[Report inappropriate prediction](#)





BORING!  
Right?



**you**



# Data Governance and Access



Loading...



“I’ll be honest: I’m guilty of that.”



# Facebook's Privacy Policy

“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.”





Technical side

+

Data side

# Transparency



Loading...

**\$650  
MILLION**

That's right: **Equifax**



# EQUIFAX

In public health, we want our stakeholders to always be aware of potential implications that may come with sharing their data.



Security



Loading...



Care for  
and  
protect  
data.





An aerial photograph of the Chicago skyline at sunset. The city's dense collection of skyscrapers is visible, with the Lake Michigan shoreline in the background. The sky is a mix of orange, pink, and blue. A large, white, semi-transparent '35%' is superimposed over the center of the image. The '3' and '5' are thick and rounded, while the '%' symbol is also large and stylized. The text is centered horizontally and vertically.

35%



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.





**Cancer**

**HIV**

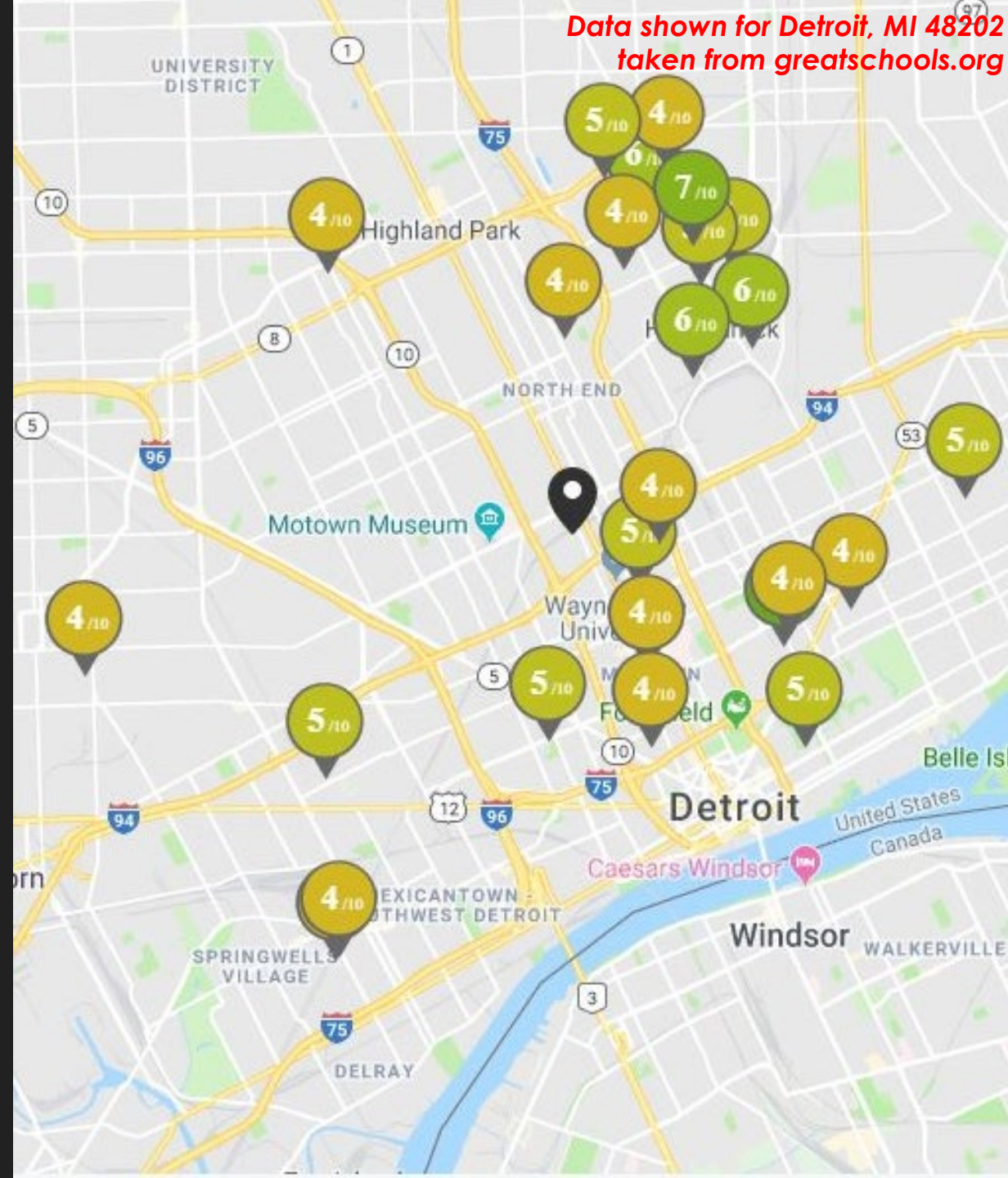
**syphilis**



# Characterization



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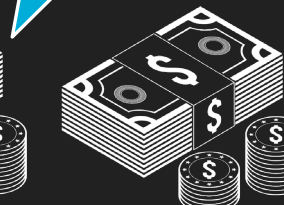
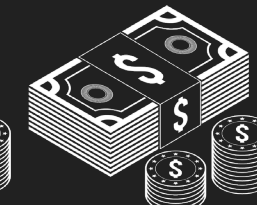
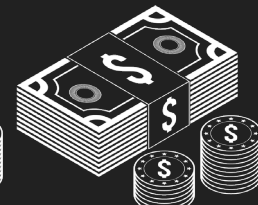
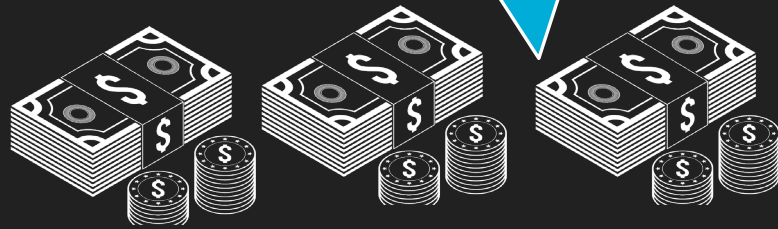





# “Great” Schools?

Detroit: \$27,838

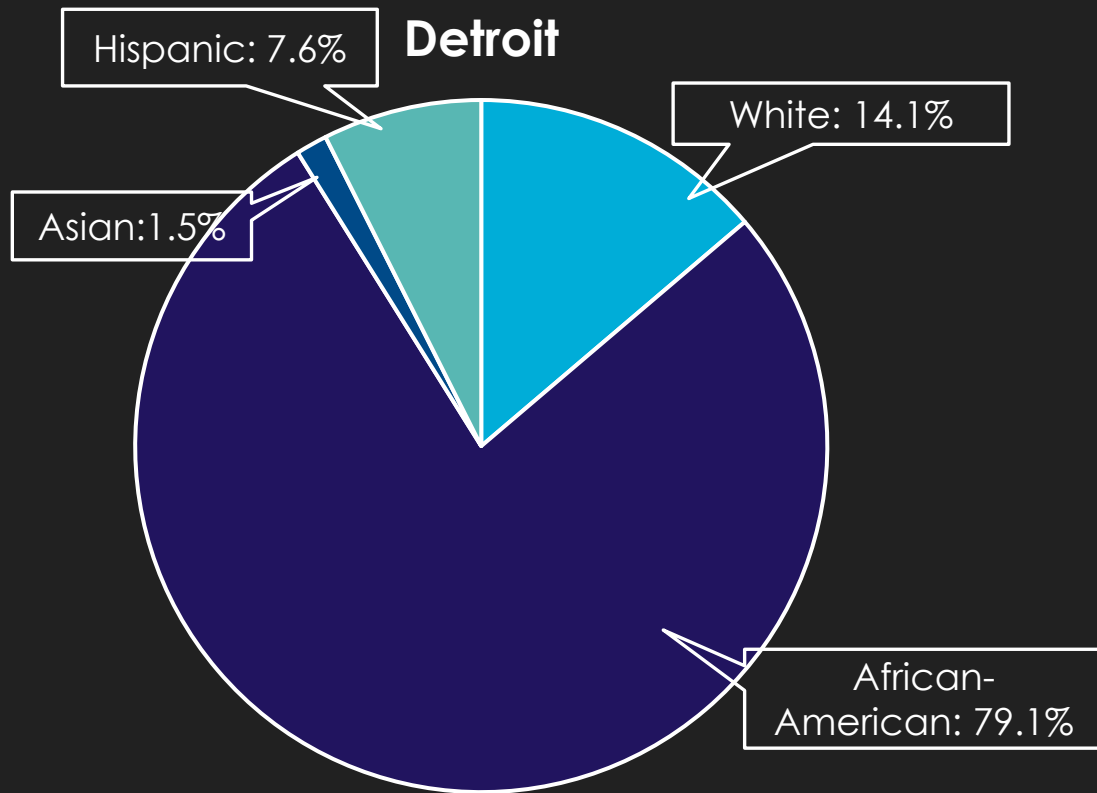
Plymouth:  
\$80,104



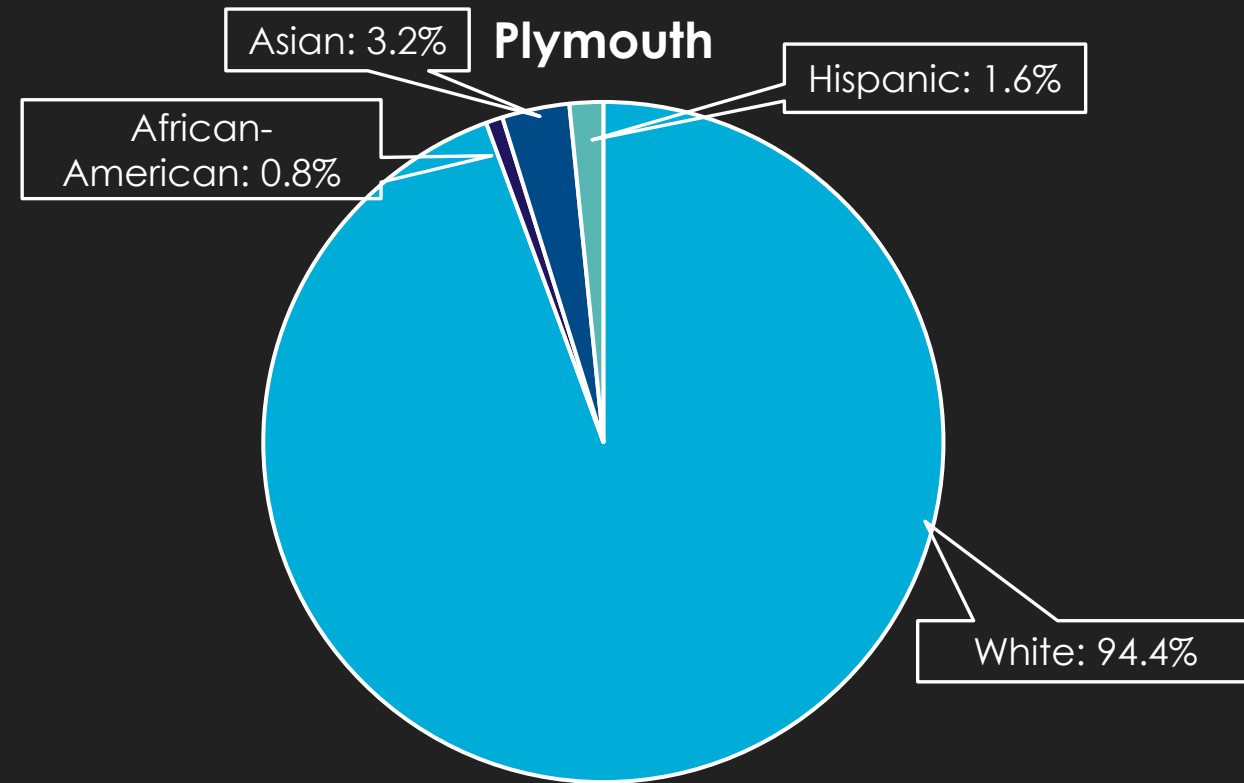
 = \$10,000

-Source: [www.census.gov](http://www.census.gov)

# “Great” Schools?



■ White ■ African-American ■ Asian ■ Hispanic



■ White ■ African-American ■ Asian ■ Hispanic


# “Great” Schools?

Detroit: 54.8%



Plymouth: 86.3%



 = 10%

-Source: [www.census.gov](http://www.census.gov)


# “Great” Schools?

Detroit: 14.2%



Plymouth: 57.7%

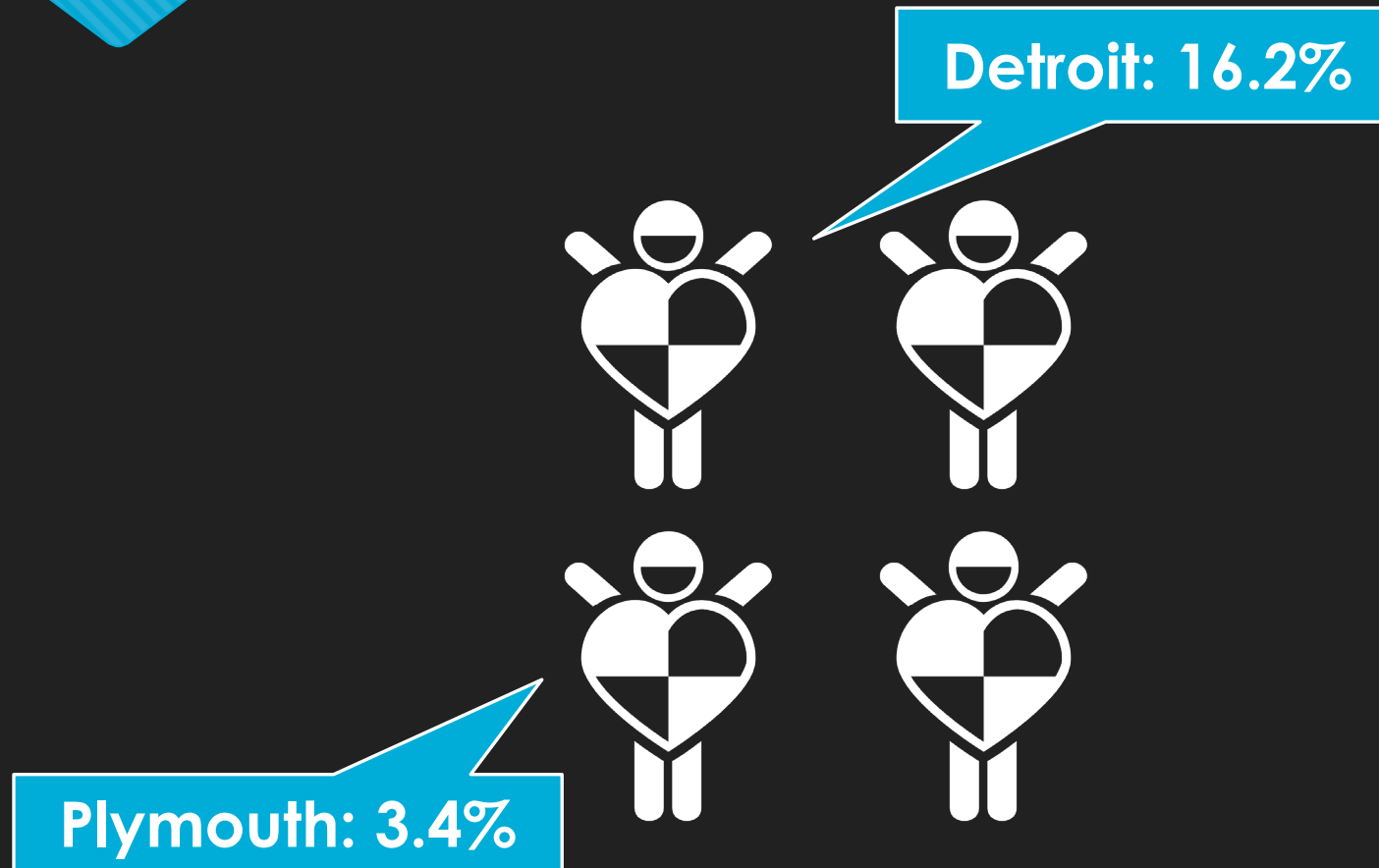



 = 10%

-Source: [www.census.gov](http://www.census.gov)



# “Great” Schools?



 = 10%

-Source: [www.census.gov](http://www.census.gov)

**“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?



# COMMUNITY

Improve *your community's* health.



# Thank you!

## Questions?



Complete