EVALUATING COMMUNICATION STRATEGIES OF SURVEILLANCE REPORTING

Asthma Prevention and Control Program

Michigan Department of Health and Human Services

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BACKGROUND

Michigan Asthma Prevention & Control Program (APCP)

- Past
  - Surveillance- Phase I (1998 CDC Grant)
  - Partnerships-Phase II
  - Interventions
  - Evaluation

- Continuously founded by the CDC since 2001

- Present- Phase 5
  - Infrastructure
    - Leadership
    - Partnerships
    - Communication
    - Surveillance
    - Evaluation
  - Services
  - Health Systems

- APCP develops a variety of surveillance reports, including
  - infographics,
  - PowerPoint presentations,
  - web-based tools,
  - factsheets, and
  - surveillance briefs.

EVALUATION PURPOSE

- understand the most effective methods of sharing information
- find ways to improve these surveillance resources

STAKEHOLDERS

State Coalitions
- Asthma Network of West Michigan*
- MI Air MI Health

Educational Institutions
- University of Michigan*
- Michigan State University*

Government Agencies
- Michigan Department of Environmental Quality*
- Michigan Department of Health and Human Services*

Healthcare Providers
- Blue Cross and Blue Shield of MI*
- Molina Healthcare*

Non-profit Organizations
- CLEAR Corps Detroit*
- American Lung Association*
- Asthma and Allergy Foundation of America- MI Chapter
- Michigan Environmental Council *

* Selected Participants

EVALUATION DESIGN

Evaluation questions:

1) What is the **most frequently accessed** resource?
2) What are the **most useful** resources?
3) How can the resources be **improved**?
4) How can the **content** of the resources be **improved**?

Collect **cross-sectional** data from **multiple sources**
- Survey Monkey Poll
- Focus groups
- Site visit traffic

SURVEY MONKEY POLL

Questions

❖ 1) How likely are you to **use information** from this product?

❖ 2) How likely are you to **disseminate this product**?

✓ 3) What do you think is the **best feature** (check all)?

❑ 4) Please **explain** more about why you chose the feature(s) you listed above.

✓ 5) What feature **needs improving** (check all)?

❑ 6) Please **explain** how you think the feature(s) listed above could be improved.

❖ 7) What is your **overall satisfaction** with the product?

❑ 8) What is your **overall impression** of the product?

Methods

❖Scale
- 1(Very unlikely/Unsatisfied) 5(Very likely/ Satisfied)

❑Free Response

✓Categories (Check all):
- The length of the product
- The statistical content
- The graphs and figures
- The readability
- Other (please specify)

FOCUS GROUPS

Questions

1)Of the products we sent out to you, or a product released in the past, which product was your **favorite** and **why**?

2)Of the variety of products you have seen from MDHHS which is your **least preferred** method of surveillance reporting?

3)What is your **ideal format** for future surveillance products from MDHHS?

4)What is the product that you **use most**, why and how was it used?

5)Do you **distribute** MDHHS surveillance products? If so, who do you typically distribute them to?

6)What **additional surveillance resources** would you like to receive from MDHHS?

7)Is there anything else you would like to say about how surveillance reporting **can be improved**? Or **better communicated**?

Methods

- 5 Groups
- 2-5 Participants/group
- 1hr Conference call
- Interview questions emailed prior to call

HOSPITAL SURVEILLANCE BRIEF

Intended to provide summary of data analysis to a professional audience
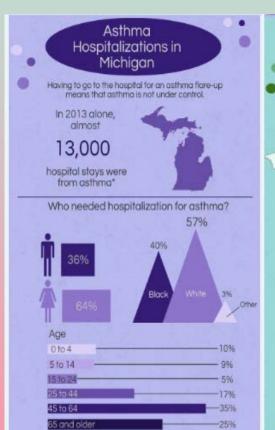
Results

Best features:
- **Brief** single page document (front/back)
- Provides **methods and citations**

Improvement ideas:
- Provide **less text** and more graphs & charts
- **Organize** information better
- Use more common **language**

ASTHMA HOSPITALIZATIONS IN MICHIGAN INFOGRAPHIC

Intended to distribute to general public
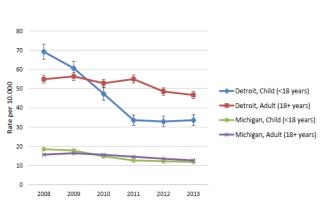
Results

Best features:
- Visual
- Compact

Improvement ideas:
- Present statistics and graphs using simplified formats
- Cite sources of the data
- Provide more information (national rates)

http://www.michigan.gov/documents/mdhhs/Asthma-Hospitalizations-Michigan-Infographic_504361_7.pdf

DETROIT: THE CURRENT STATUS OF THE ASTHMA BURDEN

6. Rates[1] of Asthma Hospitalization[2] by Age Group, Detroit and Michigan, 2008-2013

- In Detroit, the rate of adult asthma hospitalizations surpassed the rate among children in 2010; in Michigan, adult rates first rose above child rates in 2011.

- In 2013, the rate of asthma hospitalizations among Detroit children was 33.6 per 10,000. Among adults, the rate was 46.7 per 10,000.

- The asthma hospitalization rate for children in Detroit was almost three times the rate in Michigan as a whole. The asthma hospitalization rate for adults in Detroit was almost 3.7 times the rate in Michigan as a whole.

- Between 2008 and 2013, asthma hospitalization rates among children in Detroit and in Michigan decreased, with decreases of 35.6 and 6.6 per 10,000, respectively. Among adults, these rates also decreased in Detroit and in Michigan, with decreases of 8.2 and 3.0 per 10,000, respectively.

Data Notes:
Source: Michigan Inpatient Database, 2008-2013, MDHHS
1. Age-adjusted to the 2000 US Standard Population
2. Asthma as primary diagnosis, ICD-9-CM: 493.XX

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Intended to serve as source of statistics, graphs and charts for partners in PowerPoint format

Results

<u>Best features:</u>

- Very comprehensive
  - Data by counties & zip codes
- Provides methods and data citations

<u>Improvement ideas:</u>

- Shorten length (44 page document)

http://www.michigan.gov/documents/mdhhs/Detroit-AsthmaBurden_516668_7.pdf

DISPARITIES IN MICHIGAN'S ASTHMA BURDEN

Intended to provide information to general public

Results

Best features:
- "Succinct"   (4 page document)
- Well organized, clear & meaningful titles and subheadings
- Many graphs and tables with clear descriptions
- Provides definitions
- Provides citations and methods of data analysis

Improvement ideas:
- Comparison to **national rates**

http://www.michigan.gov/documents/mdhhs/DisparitiesMichiganAsthmaBurden_516685_7.pdf

MOST FREQUENTLY ACCESSED RESOURCE

Website traffic

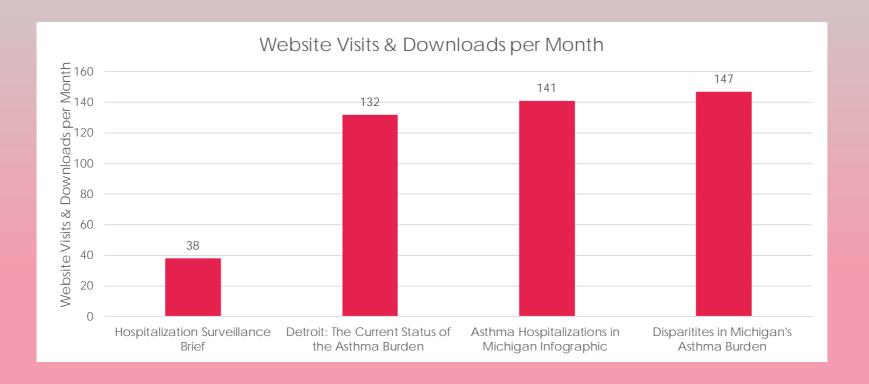|	Number of Site Visits & Downloads (Jan- May 2016)		
Website	Michigan.gov/Asthmaepi	Getasthmahelp.org	Total
Hospitalization Surveillance Brief	34	154	188
Asthma Hospitalizations in Michigan Infographic	98	605	703
Detroit: The Current Status of the Asthma Burden	89	307	396
Disparities in Michigan's Asthma Burden	46	474	520

EVALUATION RESULTS

Site visit traffic, survey monkey poll, and focus group feedback all agree:

Most useful resource: Disparities in Michigan's Asthma Burden

Ideal format to distribute: A well designed infographic

Potential resource: Detroit the Current Status of the Asthma Burden

Website Visits & Downloads per Month

RECOMMENDATIONS

- Keep intended target audience in mind during the design process of these documents
  - 4 page document is optimal for the length
- Include methods and data sources
- Use simple easy to understand charts and graphs
- Provide clear description of charts and graphs
- Organize documents with clear and effective headings and titles

CONCLUSIONS

- Important to evaluate effectiveness/use of resources every few years
- Engage a variety of stakeholders in the evaluation process
- If possible collect data from multiple sources
  - Quantitative
  - Qualitative- include a variety of questions
    - Use clear and specific wording
    - Also provide free space for comments

NEXT STEPS

- Consult the Steering Committee

- Consider designing a new Infographic

- Consider the use of focus groups and surveys to improve documents during the design process in the future

CONTACT INFORMATION

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