You’re Expecting Me to Become a GIS Expert!!???

Teaching GIS to Users of Online Mapping Tools

Jennifer L. Rankin, PhD
Robert Graham Center
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Agenda

- Caveat
- Background
- Health Center Program
- UDS Mapper
- Geography for Non-Geographers
- Thoughts

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Caveat

- Training: Health Administration and Public Health Informatics
- Passion: Improving Access to Healthcare
- Interests: Geography, data
About the Robert Graham Center

- Created ~15 years ago so that primary health care would have a voice at the policy table in Washington, DC
- Conduct research, write policy reports, etc.
- ~8 years ago, began developing online mapping tools to help translate the policy research into something lay people could use to illustrate impact on their communities
  - Model: Up-front design based on a specific use case, build it and release it into the wild with very little user support
  - Staff: 0 geographers
Our (Current, Ideal) Process

- Work with collaborator on concept
  - Look at data; educate collaborator about what is possible
  - Convene an advisory group of potential users
  - Design tool

- Refine tool
  - Usability testing

- Develop user support materials
  - User engagement/support

- Go live
Health Center Program

- Federal support for primary medical, dental and behavioral health care
  
  Relevant geographies:
  - Health Center “claimed” service area
  - Health Center “actual” service area
  - Federally-designated Medically Underserved Areas
  - Federally-designated Health Professional Shortage Areas
  
  Geographic concerns
  - Service area overlap
  - Service area maps required for grant applications

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What is the UDS?

- Uniform Data System
  - Federally Funded Health Centers have to report on an annual, calendar year basis
  - Very dense report- counts of patients by
    - Gender, Age, Income level, Race/ethnicity, Insurance Status, ZIP Code
  - Staffing information, financial info, etc.

- Used for benchmarking growth of the program, individual health centers

- Geography: Health Center locations; counts of patients by ZIP Code

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ZIP Code Data in the UDS Report

- Began collecting these data in 2005
- Wanted to better understand where patients were coming from to go to health centers
- Needed to be able to assess service area overlap
- Needed to be able to compare to population information
UDS Mapper

- Online mapping tool based on a specific dataset and a specific use case

- Originally to be used only in-house at the funder by a small audience
  - Was intended to help assess service area overlap

- Decided in the 5th month of a 12-month contract to shorten the timeline AND open it to the public
Laying the Groundwork

- Hired a geographer

- Formed an advisory group of staff members who would be using the tool

- Hired an expert who knew the content - not a geographer

- Leveraged usability/UI design from other tools

- Conducted usability testing on the UDS Mapper
Infuse Their Language Into the Mapper
Concepts That Needed to be Emphasized

- ZCTAs
- Their data
- Numbers vs Percentages
Tutorials and Resources

Webinar & Presentations
Attending a webinar or in-person presentation is one of the best ways to learn how to properly and effectively use the UDS Mapper. View our list of upcoming webinars and presentations, and sign up for one today!

Tutorials
A variety of how-to materials are provided to help you use the UDS Mapper, including a user guide, videos, animated presentations, and more! Use these resources to teach yourself how to use the UDS Mapper at your own pace.

Knowledge Base
The Knowledge Base contains FAQs, a Glossary of terms used within the website, and Data Definitions. Type a keyword or phrase into the search bar to find related articles. If you cannot find what you are looking for, feel free to contact us!

Data Sources and Definitions
Data sources and definitions are provided for each dataset reported within the UDS Mapper. You can also read an explanation of our methodology for obtaining ZCTA-level data estimates.

Glossary
Definitions are provided for words used within the UDS Mapper website. You can also use the Knowledge Base to search for a particular glossary term by keyword.

Quick Links
- What is the UDS Mapper?
- Tutorials & Resources
- FAQs
- Webinar Training
- Contact Us
- About HealthLandscape

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Tutorials and Resources

Glossary
Definitions are provided for words used within the UDS Mapper website. You can also use the Knowledge Base to search for a particular glossary item by keyword.

Frequently Asked Questions (FAQs)
See answers to commonly asked questions about the UDS Mapper. You can also use the Knowledge Base to search for more information by keyword or use the Contact Us form.

ZIP Code to ZCTA Crosswalk
ZIP Codes and ZCTAs do not always perfectly align. To find out which ZCTA a given ZIP Code has been assigned to, please use this Crosswalk.

Download State/County Data by ZCTA Approximation
Use this tool to quickly download UDS Mapper data for all of the ZCTAs that have any part within a selected state, county, or group of counties. Please note that these data are still reported by ZCTA, and in most cases do not exactly correspond to State/County boundaries.

Articles & References
Want to learn more about the scientific background and significance of the UDS Mapper? View our list of relevant articles and references on community health centers and using GIS to improve community health.

www.udsmapper.org
Tutorials and Resources

UDS Mapper Webinars
- Introduction to the UDS Mapper
- What's New in the UDS Mapper
- Planning for Outreach and Enrollment: Using the Uninsurance Explorer in the UDS Mapper
- Assessing Your Community Using the UDS Mapper

About the UDS Mapper
- What is the UDS Mapper?
- Data in the UDS Mapper
- Limitations to Data in the UDS Mapper

How-To:
- Access the UDS Mapper
- Reset Your Forgotten Password
- Zoom in to a Location on the Map
- Add Health Care Facilities to the Map
- Draw Your Own Points, Lines, Shapes, and Labels
- Use the ‘Main Maps’ Tool
- Use the Explore Service Area Tool: by Geography
- Use the Explore Service Area Tool: by Patient Origin
- Use the Explore Service Area Tool: by Distance
- Use the Explore Service Area Tool: Data Table and View Analysis Results
- Use the Population Indicators Tool
- Use the Uninsurance Explorer Tool
- Use the Community Health View Tool
- Use the QuickGeocodes Tool to Upload Your Own Address Data
- Use the QuickThemes Tool to Upload Your Own Aggregate Data

Specific Use Cases
- Create a Service Area Map and Data Table
- Using the Uninsurance Explorer for Outreach & Enrollment Planning

Register Now
The UDS Mapper is free to use and open to the public

Attend a Webinar
Live webinars offer a chance to learn and ask questions

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HealthLandscape www.udsmapper.org
Direct User Engagement

- Since we launched in July 2010, at least 2 live webinars per month
- Attend national, regional, state and local meetings/conferences
- Provide user support
  - Offer personalized webinars for people who are really stuck
- As necessary, reconstitute and convene advisory group
- Use problems identified in user support/training to target improvements to functionality or training tools
User Ideas Feed Improvements and Updates

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New Concepts

- Thresholds
- Geocoding
- FIPS codes
- Data Structure/ Organization
- Thematic maps
Thoughts

- Opening the UDS Mapper to the public was seen as a way to even the playing field for applicants to the Health Center Program
- Uneven adoption of the tool/ attendance at webinars
- Just because you make the tutorial/ resource does not mean they will use it
- Being up-front about the limitations of the tool does not make the tool weak
- Constantly reassessing the tools we have developed but have learned not to “fix” everything
Thank you!

Jennifer Rankin
jrankin@aafp.org

Text UDSMAPPER to 50500 for contact information

http://www.udsmapper.org/contact-us.cfm