Planning for Your Plan: The Devil’s in the Data

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I didn't have any accurate numbers so I just made up this one.

Studies have shown that accurate numbers aren't any more useful than the ones you make up.

How many studies showed that? Eighty-seven.
First Things First…… What Do You Need and Why?

States must assure that the following assurances (Section 306) will be met by its designated area agencies on agencies, or by the State in the case of single planning and service area states.

Sec. 306(a), AREA PLANS

- (2) Each area agency on aging shall provide assurances that an adequate proportion, as required under section 307(a)(2), of the amount allotted for part B to the planning and service area will be expended for the delivery of each of the following categories of services:
  - (A) services associated with access to services (transportation, health services (including mental health services), outreach, information and assistance (which may include information and assistance to consumers on availability of services under part B and how to receive benefits under and participate in publicly supported programs for which the consumer may be eligible), and case management services);
First Things First........ What Do You Need and Why?

Sec. 306(a), AREA PLANS (con’t)

- (B) in-home services, including supportive services for families of older individuals who are victims of Alzheimer's disease and related disorders with neurological and organic brain dysfunction; and

- (C) legal assistance; and assurances that the area agency on aging will report annually to the State agency in detail the amount of funds expended for each such category during the fiscal year most recently concluded.
First Things First....... What Do You Need and Why?

States must assure that the following assurances (Section 306) will be met by its designated area agencies on agencies, or by the State in the case of single planning and service area states.

Sec. 306(a), AREA PLANS cont.

- (4)(A)(i)(I) provide assurances that the area agency on aging will— (aa) set specific objectives, consistent with State policy, for providing services to older individuals with greatest economic need, older individuals with greatest social need, and older individuals at risk for institutional placement; (bb) include specific objectives for providing services to low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas.
First Things First....... What Do You Need and Why?

Sec. 306(a), AREA PLANS cont.

- (4)(A)(iii) With respect to the fiscal year preceding the fiscal year for which such plan is prepared, each area agency on aging shall--
- (I) identify the number of low-income minority older individuals and older individuals residing in rural areas in the planning and service area;
- (II) describe the methods used to satisfy the service needs of such minority older individuals;
- (11) Each area agency on aging shall provide information and assurances concerning services to older individuals who are Native Americans (referred to in this paragraph as "older Native Americans"), including-
- (A) information concerning whether there is a significant population of older Native Americans in the planning and service area and if so, an assurance that the area agency on aging will pursue activities, including outreach, to increase access of those older Native Americans to programs and benefits provided under this title
First Things First........
What Do You Need and Why?

Huh?!?!?!?!
First Things First……
What Do You Need and Why?

Need to identify:

- older individuals with greatest economic need
- older individuals with greatest social need
- older individuals at risk for institutional placement
- low-income minority older individuals
- older individuals with limited English proficiency
- older individuals residing in rural areas
- information concerning whether there is a significant population of older Native Americans in the planning and service area
What are data?

Factual information (as measurements or statistics) used as a basis for reasoning, discussion or calculation

Merriam Webster

Information that describes the characteristics or properties of an object or event

Glossary of Statistical Terms
What are data?

- **Quantitative:**
  - Deals with numbers
  - Data which can be measured

- **Qualitative:**
  - Deals with abstract ideas that are difficult to measure
## What are data?

<table>
<thead>
<tr>
<th>Qualitative</th>
<th>Quantitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Yum. Smells really good.”</td>
<td>12 ounces of latte</td>
</tr>
<tr>
<td>“This tastes strong”</td>
<td>Serving temp of 150°F</td>
</tr>
<tr>
<td>“I like the white cup”</td>
<td>Serving cup 7 inches in height</td>
</tr>
<tr>
<td>“Way too expensive!”</td>
<td>Cost $4.95</td>
</tr>
</tbody>
</table>

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What are data?

Qualitative and quantitative data are intimately related to each other.

All quantitative data is based upon qualitative judgments; and all qualitative data can be described and manipulated numerically.

BOTH ARE IMPORTANT!!!!!
Now that you know who you need to describe, need to answer the following:

- How do you define them?
  - “older”
  - “minority”
  - “rural”
  - “economic need”
  - “social need”

- What do you need to know about them?
  - How many? As a total number? As a percentage?

- For what time period?

- For what area: By county? By city? By Tribal area? By something else?
Back to What You Need: Create a Visual “Map”

<table>
<thead>
<tr>
<th>What Do I Need?</th>
<th>What Kind of Figure?</th>
<th>What Time Period?</th>
<th>What Geographic Area?</th>
<th>Possible Source(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Older adults by age range</td>
<td>Total number % of population</td>
<td>2013</td>
<td>Snohomish County Tribal areas Rural areas/cities</td>
<td>???</td>
</tr>
<tr>
<td>Minority adults by race/ethnicity</td>
<td>Total number % of population</td>
<td>2013</td>
<td>Snohomish County Tribal areas Rural areas/cities</td>
<td>???</td>
</tr>
<tr>
<td>Older adults by poverty status</td>
<td>Total number % of population</td>
<td>2013</td>
<td>Snohomish County Tribal areas Rural areas/cities</td>
<td>???</td>
</tr>
<tr>
<td>Older adults by ESL/language</td>
<td>Total number % of population</td>
<td>2013</td>
<td>Snohomish County Tribal areas Rural areas/cities</td>
<td>???</td>
</tr>
</tbody>
</table>
Data Sources

***Make sure your data come from reputable sources***

***Always cite your data sources***
Data Sources: Who Is Reputable?

What you find on the internet is not always reputable!!!

"The thing about quotes from the internet is that it's hard to verify their authenticity."

- Abraham Lincoln
Data Sources: Who Is Reputable?

Some Reputable Sources:

- Office of Financial Management (OFM)
- Census Bureau/American Community Survey
- Centers for Disease Control (CDC)
- RDA Division of DSHS
Some Reputable Sources:

- World Health Organization (WHO)
- RAND
- Administration on Aging
- Washington State Health Department (DOH)
Okay….So Now Where Do I Find It?
What About Data from Other Sources? What About *MY* Data?

There are other data from other sources that can help tell your story and support your case:

- Vignettes/stories from clients, providers, etc.
- Quotes from clients, providers, etc.
- Survey results from surveys you have done
- Focus group results
- Agency/provider statistics
What About Data from Other Sources? What About *MY* Data?

If you are collecting your own data, make sure you are doing it in the most rigorous way possible.
What About Data from Other Sources? What About *MY* Data?

Considerations:

- How much will it cost?
- Does anyone need training?
- How long will it take?
- What will the response rate be?
What About Data from Other Sources? What About * MY * Data?

*Remember* …….  
- Be flexible  
- Don’t reinvent the wheel  
- Don’t bite off more than you can chew  
- Be humble
What About Data from Other Sources? What About *MY* Data?

*Remember*…..

Qualitative data can be useful, too.

- Stories
- Interviews
- Pictures
- Videos
I Found Data.....Now What?

*Presentation is everything!!!!*

- What is important?
- How much space do you have?
- How do you group stuff together strategically?
- How do you highlight key points?
How to Present Data in a Meaningful Way

*Looks are everything!!!*

- Use spacing wisely
- Use “call-outs”
- Use various fonts
- Use bullets
- Use charts, graphs, and tables
Between 2005 and 2010, the largest percent change in population in Snohomish County was for those age 60 to 64 and those age 65 to 69 (increases of 44.5% and 42.5% respectively.) Those age 85 and older increased by 17.2% for the same time period. It is projected that there will be an increase of 42.8% between 2010 and 2015 for those age 65 to 69 and an increase of 43.1% for those age 70 to 74. Currently, those age 60+ comprise 15.7% of the Snohomish County population; by 2025, it is anticipated that 24.8% of the population (almost quarter of a million people: 223,453) will consist of those in this age group.\textsuperscript{6}
How to Present Data in a Meaningful Way

Snohomish County Cities and Urbanized Areas: 2000 Census
# How to Present Data in a Meaningful Way

## Profile of Selected Rural Cities in Snohomish County

<table>
<thead>
<tr>
<th>Facilities</th>
<th>Snohomish County</th>
<th>Darrington</th>
<th>Gold Bar</th>
<th>Granite Falls</th>
<th>Index</th>
<th>Stanwood</th>
<th>Sultan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed Adult Family Homes</td>
<td>432</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Licensed Assisted Living</td>
<td>41</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Nursing Homes</td>
<td>19</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Resources</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Centers</td>
<td>17</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Family Support Centers</td>
<td>7</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Congregate Meal Sites</td>
<td>13</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

- **2012 Total Population (Est)**: 722,900
- **2010 Population: All ages**: 713,335
- **Age 60+ Years**: 110,582
- **% Age 60+ Years**: 15.5%
How to Present Data in a Meaningful Way

- Focus on just a few meaningful points
  - Don’t overwhelm people with too much information
  - What are the big “so whats?”
How to Present Data in a Meaningful Way

- Eschew obfuscation!
  - Don’t use words bigger than you need to

- Don’t use too many analogies or mnemonics
  - Catchy phrases work best when used sparingly
How to Present Data in a Meaningful Way

- Match your format to the style and preference of the recipients

- Use graphics correctly!
The overall population of Snohomish County has grown 14.6% between 2000 and 2009. We are becoming more diverse:

- The number of African Americans has increased 48.7%
- The number of Asians has increased 61.8%
- The number of Native Hawaiian/Pacific Islanders has increased 65.1%
- The number of residents claiming “some other race” has increased 33.4%

There was an overall increase of 15.8% in the number of adult admissions to Snohomish County funded outpatient treatment between 2000 and 2009. When considered by race,

- The number of African American adult admissions increased 42.4%
- The number of American Indian/Alaska Natives adult admissions decreased 40.9%
- The number of adult admissions claiming “two or more races” increased 885.7%

There was an overall increase of 174.7% in the number of adult completions of Snohomish County funded outpatient treatment between 2000 and 2009. When considered by race,

- The number of African American adult completions increased 200.0%
- The number of Native American adult completions increased 100.0%
- The number of Asian adult completions increased 600.0%
**Snohomish County Population Statistics**

<table>
<thead>
<tr>
<th></th>
<th>2000**</th>
<th>2009**</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population:</td>
<td>606,024</td>
<td>694,571</td>
<td>14.6%</td>
</tr>
<tr>
<td>White alone</td>
<td>518,948</td>
<td>569,406</td>
<td>10.0%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>10,113</td>
<td>15,042</td>
<td>48.7%</td>
</tr>
<tr>
<td>American Indian/Alaska</td>
<td>8,250</td>
<td>9,663</td>
<td>17.1%</td>
</tr>
<tr>
<td>Asian alone</td>
<td>35,030</td>
<td>56,888</td>
<td>61.5%</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific</td>
<td>1,705</td>
<td>2,915</td>
<td>71.5%</td>
</tr>
<tr>
<td>Other races</td>
<td>11,629</td>
<td>25,467</td>
<td>119.6%</td>
</tr>
<tr>
<td>Hispanic/Latino ethnicity</td>
<td>26,590</td>
<td>53,109</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Snohomish County Funded Adult Outpatient Tx Admissions**

<table>
<thead>
<tr>
<th></th>
<th>2000***</th>
<th>2009***</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total:</td>
<td>1,548</td>
<td>1,793</td>
<td>16.6%</td>
</tr>
<tr>
<td>White alone</td>
<td>1,269</td>
<td>1,440</td>
<td>13.5%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>59</td>
<td>84</td>
<td>42.4%</td>
</tr>
<tr>
<td>American Indian/Alaska</td>
<td>88</td>
<td>52</td>
<td>-40.9%</td>
</tr>
<tr>
<td>Asian alone</td>
<td>17</td>
<td>34</td>
<td>100.0%</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific</td>
<td>17</td>
<td>34</td>
<td>100.0%</td>
</tr>
<tr>
<td>Other races</td>
<td>23</td>
<td>25</td>
<td>8.7%</td>
</tr>
<tr>
<td>Hispanic/Latino ethnicity</td>
<td>7</td>
<td>69</td>
<td>885.7%</td>
</tr>
</tbody>
</table>

**Snohomish County Funded Adult Outpatient Tx Completions**

<table>
<thead>
<tr>
<th></th>
<th>2000****</th>
<th>2009****</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total:</td>
<td>328</td>
<td>901</td>
<td>174.7%</td>
</tr>
<tr>
<td>White alone</td>
<td>272</td>
<td>735</td>
<td>170.2%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>10</td>
<td>30</td>
<td>200.0%</td>
</tr>
<tr>
<td>American Indian/Alaska</td>
<td>15</td>
<td>30</td>
<td>100.0%</td>
</tr>
<tr>
<td>Asian alone</td>
<td>14</td>
<td>14</td>
<td>0.0%</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific</td>
<td>2</td>
<td>4</td>
<td>100.0%</td>
</tr>
<tr>
<td>Other races</td>
<td>8</td>
<td>30</td>
<td>200.0%</td>
</tr>
</tbody>
</table>

*2000 Snohomish County population statistics from the 2000 Census
**2009 Snohomish County population statistics from the 2009 American Community Survey-1 Year Estimates
***DASA-Treatment Analyzer Outpatient Admissions-County Community Services funded only
****DASA-Treatment Analyzer Outpatient Completions-County Community Services funded only
Adult Outpatient Treatment Completions Snohomish County Funded Treatment

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

- White
- African American
- Native American
- Asian/Pacific Islander
- Hispanic
- Other
Snohomish County Minority Population and Treatment Admissions/Completions 2000 & 2009

- Black/African American alone
- American Indian/Alaska Native alone
- Asian alone
- Native Hawaiian/Pacific Islander alone
- Some other race alone
- Two or more races

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