

# RURAL HEALTH DATA INSTITUTE



The **NOSORH Rural Health Data Institute** is designed for busy rural health professionals who want to learn more about incorporating data into their work. Participants in this course will gain basic data skills and the simple steps needed to inform program planning and decision-making in, and for, rural communities.

## Who Should Attend?

Rural health stakeholders who want to learn the basics of finding, analyzing, or communicating data and creating a basic data skillset. Examples of participants may include, but are not limited to:

- State Offices of Rural Health, Primary Care Offices and non-profit organizations who need to **assess or communicate** rural data.
- **Organizations** creating community-based health assessments or community health improvement plans (CHIP) in rural communities
- **Clinic or hospital staff** interested in implementing a quality improvement or other benchmarking initiative
- **Program planners, grant seekers and outreach staff** who need to portray community need or program data to funders, the public, policy makers or other stakeholders



## Course Structure

The Data Institute will run from May 3 - June 28, 2022. Live sessions will occur each Tuesday from 3:00-4:30 pm ET through June 21, 2022. Participants are required to complete an EduBrite (NOSORH's Learning Management System) orientation before the first session on May 3.

We're all busy professionals, so recordings of all live sessions will be made available! Each session will include a short survey to capture live or recorded participation, and some may have a brief exam. No "homework" is required for this course.

## Course Objectives

- **Define** basic data terminology and analysis methods for rural-relevant data.
- **Summarize** the steps to find, filter, interpret and compare rural-relevant data.
- **Evaluate** resources and methods of data communication to enhance rural data-driven program planning and decision-making.

# Live Session Schedule

## Laying the Foundation: Data as a Tool

**Tuesday, May 3, 2022**

In this introductory session, we'll review definitions and common mistakes, discuss the importance, and use of, data-driven decision-making and program planning in, and for, rural communities, and identify the question(s) we want to answer.

## Collecting Rural-Relevant Data

**Tuesday, May 10, 2022**

Data comes in many forms - primary and secondary, quantitative and qualitative. In this session, we'll cover the various data types that you have access to, examine the benefits of quantitative and qualitative data, and explore places to find rural-relevant health data.

## Data Analysis 101: Just the Basics

**Tuesday, May 17, 2022**

Most organizations use basic descriptive statistics in program planning and decision-making. In this session, we'll cover descriptive statistics for quantitative and qualitative data (mean, median, mode, saturation, etc.), discuss tips and tricks for cleaning datasets, and introduce the concept of data overlay.

## Interpreting Your Data: Apples-to-Apples

**Tuesday, May 24, 2022**

You have the data, but what does it mean? In this session, we'll talk about proper data benchmarking, discuss the difference between causation and correlation, and identify common pitfalls to interpreting data.

## Crafting a Powerful Message

**Tuesday, May 31, 2022**

Before we can communicate our data, we must identify our key message(s) and how we'll reach our target audience(s). In this session, we'll use the County Health Rankings and Roadmap model for crafting a message and discuss some common challenges.

## Creating Impactful Communications

**Tuesday, June 7, 2022**

From Microsoft Word to Tableau, data visualization has become a powerful tool in creating impactful communications. In this session, we'll discuss some basic ways of creating data visualizations, discuss infographic elements, and explore combining methods for the greatest reach.

## Putting Your Data to Work

**Tuesday, June 14, 2022**

My data is out there; now what? In this session, we'll explore the next steps to using data for program planning and decision-making, discuss the differences between advocacy and education, and identify other ways of putting the data to work for you and your team. Examples may include program evaluation data, community health improvement plans (CHIPs), and more.

## Creating a Data-Driven Culture

**Tuesday, June 21, 2022**

Efforts to incorporate data-driven program planning and decision-making are most successful with organization-wide support. In this session, we will discuss ways to create a data-driven organizational culture, identify ways to weave data into regular meetings and discuss procedures that enhance data use.

# RURAL HEALTH DATA INSTITUTE

## Registration Fee \$500

Registration for the Rural Health Data Institute ends on **April 22, 2022**.  
Class size will be limited to 60 participants to offer individualized assistance.

## Group Discount

Sign up four participants and get the fifth one FREE! All registrations and payment must be submitted together to receive the discount.

**To register, go to <https://cvent.me/7VkdDW?RefId=RHDI2022>**

For more information, contact Chris Salyers at [chris.salyers@nosorh.org](mailto:chris.salyers@nosorh.org) or (734) 881-9551.

## Technology and System Requirements

Participants will use EduBrite, an online Learning Management System (LMS), to access handouts, presentation materials, recorded sessions, and communicate with the course instructor. Live sessions will be conducted through Webex. Recordings of the presentations will be available for playback within 24 hours of the event.

Participants are required to read the “EduBrite User Manual,” listen to a recorded Orientation session, and log in to EduBrite prior to the first session on May 3, 2022. Participants will receive an email invitation and user manual to access EduBrite by **April 26, 2022**. Late registrants will receive access by the end of day on May 2, 2022.

Only those registered for the Rural Health Data Institute will be provided a personal EduBrite login and are permitted to join the webinars and view class materials. Failure to comply may result in access restriction.

## Certificate of Completion

Participants will be required to take a brief survey after each webinar session. A Certificate of Completion will be awarded to participants who complete 75% of the session surveys, 50% of session quizzes, **and** the final evaluation.

## Refund Policy

To be considered for a refund, requests must be submitted in writing to Kayren Cross. Refund requests must adhere to the following deadlines:

- May 4 — full refund
- May 17 — 70% refund
- May 24 — 40% refund
- after May 25 — no refund.

**All payments must be received by  
May 4, 2022 at 5:00 PM ET**

Payment via credit card or purchase order is accepted. Contact Kayren Cross ([kayrenc@nosorh.org](mailto:kayrenc@nosorh.org), (888) 391-7258 ext. 108) to make arrangements for payment if you can't pay by May 4, 2022 or request specialized billing.



National Organization of  
**NOSORH State Offices of Rural Health**