

NCHS Outreach

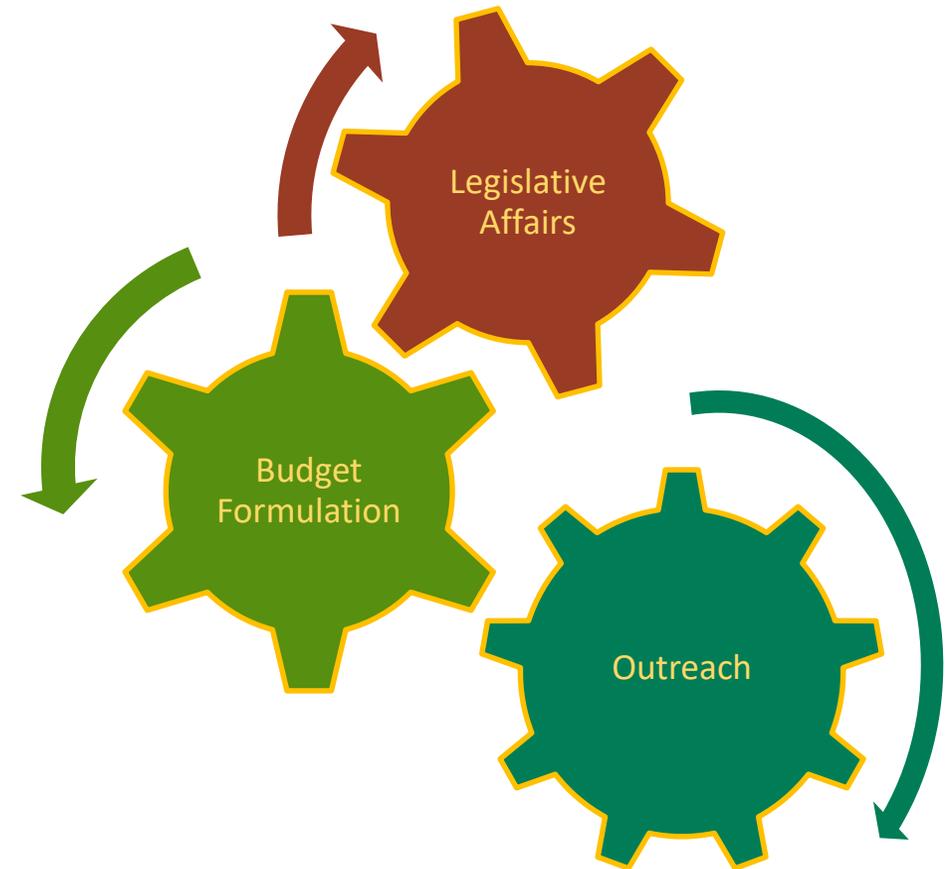
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Office of Planning, Budget, and Legislation: Policy Team

- **OBPL is a focal point for coordination and integration**
 - Research Ethics Review Board (ERB)
 - Office of Management and Budget (OMB) Clearances
 - Confidentiality and Privacy
 - Federal Interagency Forums
 - National Committee on Vital and Health Statistics (NCVHS)
 - Internal and External Communication and Outreach
 - Legislative Affairs
 - Budget Formulation and Performance Planning

Policy Team Functions



Outreach Goals

- To raise the visibility of NCHS and the value of health statistics
- To increase the level of health statistics literacy and NCHS data use
- To communicate strategically about new NCHS data findings and program activities

Types of Outreach: Interconnectedness of Outreach Modalities

- Dissemination/external communications
- Sponsorship/Collaborators
- Respondents/response rates

NCHS Partners All Play Different and Key Roles

- **Friends of NCHS**
- Congress
- Policymakers
- U.S. Department of Health and Human Services
- Centers for Disease Control and Prevention
- Professional Associations
- Academia and Researchers
- State and local governments, including public health departments
- Media
- Public
- Health care providers

Friends of NCHS



COPAFS



American Heart Association®



Outreach is a key part of business across NCHS

■ OIS

- Exhibit Program
- Publications review

■ Public Affairs

- Media Engagement
- Video Development and Production

■ Division Outreach

- External Stakeholder and Collaborator Meetings – varies by division
- Work with local health departments and registrar offices
- Meetings with other federal statistical agencies
- Meetings to address sponsorship opportunities – primarily within HHS and CDC
- Conference attendance and presentations

Focused Outreach Plan

1. Update Key Contacts
2. Create Consistent NCHS Information Materials for External Stakeholders and Partners
3. Ensure routine follow-up with contacts
4. Identify opportunities to promote NCHS externally
5. Obtain feedback on outreach from current stakeholders and outreach to new stakeholders
6. Message the importance of outreach from NCHS leadership

1. Update Key Contacts

- Collect lists of key organizations. Place into Outreach tracker, with initial focus on Friends of NCHS organizations.
- Discuss additions of new members to the Friends with the Chair of the Friends Executive Committee and across NCHS
- Research and identify new groups
- New Sponsorship/collaborator identification and development

2. Create consistent NCHS information materials for external stakeholders and partners

- NCHS External Newsletter: Develop a monthly newsletter targeted to the Friends of NCHS and broader NCHS external stakeholder community to provide external NCHS updates on publications, public meetings, and legislative news.
- Blog schedule: Leverage current blog platforms at HHS, CDC, NCHS, and external stakeholders' websites to develop a holistic, Center-wide schedule on a routine basis.
- Promoting and Supporting opportunities for external stakeholder programmatic feedback



National Center for Health Statistics (NCHS) Newsletter

August 2019

Welcome to the NCHS Monthly Newsletter for Partners and External Stakeholders. This monthly newsletter will keep you informed about NCHS, recent publications, and news related to NCHS. Please send all questions and feedback to Lisa Wagner (L.Wagner2@cdc.gov).

Special Topic: Nutrition

The NCHS National Health and Nutrition Examination Survey (NHANES) collects comprehensive [data on the nation's health and nutrition](#), combining household interviews with standardized physical examinations and laboratory tests conducted in mobile examination centers (MECs). NHANES tracks Americans' dietary intakes and behaviors using information from 24-hour dietary recalls and other nutrition-focused questions paired with information on nutrient biomarkers. For these 24-hour dietary recalls, survey participants provide details on food and beverages and dietary supplements consumed on the preceding day during an in-person dietary interview at the MEC, and an additional interview over the telephone 3–10 days later.

One data brief published in July 2019 highlighted the dietary intake of NHANES respondents: [consumption of whole grains](#). During 2013 – 2016, whole grains contributed 15.8% of total grains intake on a given day among adults (compared to the recommendation that at least 50% grains intake be whole grains). A small but significant increase in the contribution of whole grains to total grains intake was noted during 2005 to 2016.

Another NCHS data brief in July 2019, from a behavioral nutrition lens, analyzes [attempts to lose weight among adolescents during 2013 – 2016](#). A higher percentage of Hispanic adolescents (50.8%) tried to lose weight than non-Hispanic white (33.1%), non-Hispanic black (31.8%), and non-Hispanic Asian (28.4%) adolescents among both girls and boys, with exercise as the most commonly reported way to try to lose weight.

NHANES data are a key resource in informing the update of [Dietary Guidelines for Americans](#) (DGA). The U.S. Department of Agriculture and the U.S. Department of Health and Human Services are currently working on updating the DGA for its 2020 edition that will include first-time guidance for children under 2 years. [NHANES updated its content for 2019-2022](#) to include additional key questions addressing priority data needs for children less than 2 years old, useful for the next update of the DGA in 2025.

Recent and Upcoming Publications

Released in July 2019:

Vitals-Related Publications

Title	Summary
Unintentional Injury Death Rates in Rural and Urban Areas: United States, 1999 – 2017	This report describes trends in the death rates for unintentional injuries and three leading causes of deaths due to unintentional injuries from 1999 through 2017.

Taking a Closer Look: The 2018 National Health Interview Survey Redesign

FEBRUARY 1, 2017 • NATIONAL HEALTH INTERVIEW SURVEY, NHIS, HEALTH SURVEY

By: Renee Gindi, Division of Health Interview Statistics

The National Center for Health Statistics (NCHS) is redesigning its well-respected household interview survey, the National Health Interview Survey (NHIS). The NHIS, the principal source of information on the nation's health since 1957, is used by the public health research community to monitor trends in illness and disability, track progress toward achieving national health objectives, evaluate federal programs, and conduct epidemiologic and policy research. The survey will feature a new structure and updated content in 2018. This month, the first draft questionnaires were released to the public for comment.

WHY REDESIGN?

Periodically the content of the NHIS is redesigned to ensure that the topics measured reflect the needs of the Department of Health and Human Services (HHS) and the public health community. The redesign aims to improve how relevant health topics are measured, and, as appropriate, to ensure that topics are measured in a manner consistent with other federal surveys.

Another driver of the redesign – concern about response rates and costs – has remained the same across the decades. This passage describing the 1982-1996 NHIS could easily have been written today:

"... interviews averaged two hours. This imposed an unacceptable burden on NCHS staff, U.S. Bureau of the Census interviewers, the data collection budget, and, most importantly, on the NHIS respondents. Furthermore, the excessive length of NHIS interviews contributed to declines in both response rate and data quality. For all of these reasons, NCHS initiated a redesign of the NHIS questionnaire that was implemented in 1997."

Redesign is an important part of the lifecycle of the NHIS, ensuring that the most relevant and highest quality information is collected and shared.

HOW WILL THE CONTENT ON THE NHIS CHANGE?

The content of the redesigned NHIS questionnaire will be more streamlined than the 1997-2017 NHIS. Duplicative questions will be eliminated, and there will be a reduced focus on the identification of rare health conditions and behaviors, which may result in fewer detailed follow-up questions to small segments of the population.

The key content areas for the redesigned NHIS are consistent with those on the 1997-2017 NHIS:

- Functioning and disability
- Health status and conditions
- Health insurance coverage
- Health care access and utilization
- Health risk behaviors
- Demographics
- Social and economic determinants of health

The changing nature of health research has led to newly-proposed content in several areas, including children's health, mental health, and social determinants of health.

HOW WILL THE STRUCTURE OF THE NHIS CHANGE?

3. Ensure routine follow-up with contacts

- Quarterly meetings with the Chair of the Friends Executive Committee
- Attendance at partner-sponsored events related to health data and statistics
- Regular engagement internally at NCHS: identify liaisons from within NCHS to assist with promoting NCHS publications and data releases, provide examples of external uses of NCHS data, advise on program-specific outreach, help share information across NCHS
- Annual CDC Policy Consultations: regular discussions with CDC Centers' policy offices to improve internal communication and policy, better understand data needs across CDC

4. Identify opportunities to promote NCHS externally

- Conference attendance, special session development
- Hill briefings
- Friends briefings/External Stakeholders Seminar Series
- HHS briefings
- Department Policy and Data Seminar Series
- NCHS Data Seminar Series
- CDC cross-CIO collaboration promotion
- Video and webinar briefing on major releases
- Develop Outreach Innovation Fund to promote cross-Center outreach innovation

5. Obtain feedback on outreach from current stakeholders and outreach to new stakeholders

- Friends of NCHS Annual Meeting
- Town hall meetings

6. Message the importance of outreach from NCHS leadership

- Consistent messaging from NCHS leadership on the importance of outreach and external communication efforts
- Finding new venues and opportunities for NCHS leadership to promote the work of NCHS

Measuring Success

- Under development: measures to help define success of the outreach efforts and plan
- Plans for an annual assessment of overall outreach plan and strategy
- Example of measure: Number of stakeholder events/touch points during the year

Input from BSC

- NCHS Stakeholders – who else are we missing?
- Opportunities to engage with potential stakeholders – where else should we be?
- Outreach methods – are there new ways of outreach to consider?
- Measuring success – are there recommendations on output and outcome measurement for outreach?
- Topic prioritization – what types of data and health topics should we focus on as a part of this focused outreach?

Thank you!

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