Health, United States: Past, Present, and Future

Irma Arispe, PhD
Renee Gindi, PhD
Office of Analysis and Epidemiology

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Outline

- Part 1
  - What is *Health, United States*?
  - Where are we now?
    - Production, access, and stakeholder challenges, Opportunities
    - Lessons learned
- Part 2
  - Where are we going?
  - Visions for the future
  - Feedback and questions
What is *Health, United States*?

- Statutory mandate
- Goals and uses of the report
- What are the components of the *Health, United States* report?
Section 308 of the Public Health Service Act
Health, United States: Functions, Features, Uses

- **Functions**
  - Fulfill statutory mandate
  - NCHS flagship publication
- **Features**
  - Authoritative, comprehensive data in areas of interest to policymakers
  - National trends in health
  - Timely
  - Easy to access
- **Uses**
  - Find a statistic!
  - Monitor trends in the nation’s health
  - Set research and program priorities
  - Develop policies and programs
  - Evaluate progress in meeting national health objectives
What are the components of *Health, United States*?

- At a Glance Table
- Highlights
- Chartbook with Special Feature
- Trend tables
- Appendices
  - Data Sources
  - Definitions and Methods
- *Health, US In Brief*

- PowerPoint Chartbook figures
- PDF and Excel Trend Tables
- Related products
  - Spotlight Infographics
  - Content in NCHS FastStats
  - Stat of the Day tweets
Where are we now?

- *Health, United States* is in a time of transition due to:
  - Production challenges
  - Stakeholder and Access challenges
Production Challenge: Beautiful report, complex tables

- Production and quality control are highly labor intensive
- Requirements for 508 compliance were difficult to implement
- NCHS retired Xyvision software, and staff retirements meant a change was needed
- NCHS had limited experience with the new InDesign software
- There were concerns about the overall cost of the report
Opportunity: Production contract awarded in 2016

- A contract was awarded for production of *Health, United States, 2016* and the In Brief.
- External contract allowed for re-deployment of limited NCHS staff resources, and gave NCHS staff time and opportunity to learn new publishing software.
- OAE worked with a CDC-recommended contractor who was familiar with typesetting of complex tables.
- We printed far fewer books than in previous years.
Lessons learned from the 2016 report

- It can be done. It is possible to contract out production and get a product that looks “just like” the traditional book
- Production issues emerged from using an external contractor
- Reduced printing and dissemination of “big book” to Congress did not result in an outcry for the product
- Motivated and flexible staff are our most important resource!
Production Challenge: Planning ahead during times of change

- We planned to contract out Health, United States 2017
- Bid to produce *Health, United States, 2017* nearly doubled
- Discussions with the NCHS Director offered the opportunity to make decisions about the 2017 report (including a pause)
- We decided 2017 was not the year to pause from the standpoint of our agency mission
  - Presentation/suppression guidelines
  - Trend guidelines
  - Functioning and disability
Opportunity: Hybrid approach for Health, US 2017

- Split production into two parts
- NCHS contracted out the production of an “enhanced In Brief” (Chartbook and Special Feature)
- NCHS’ Office of Information Services/Office of Information Technology worked with OAE staff for in-house production of trend tables
- Only selected components will be printed, and only a very few copies
What are the components of *Health, United States 2017*?

- At a Glance Table
- Highlights
- Chartbook with Special Feature
  - Tables for the Chart book
  - List of trend tables
  - Index
- Trend tables
- Appendices
  - Data Sources
  - Definitions and Methods
- PowerPoint Chartbook figures
- PDF and Excel Trend Tables
- Related products
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2017 printed components
Lessons learned (so far) from the 2017 report

- Splitting the product was not straightforward
  - Decision was driven by production factors
  - The split product had content implications
  - The process of changing production delayed the product

- Motivated and flexible staff are our most important resource!
  - Staff were dealing with two products and addressing coordination
  - Advancements in production of tables allowed us to bypass InDesign software
  - We are better established to produce tables in the future

- Cost savings difficult to determine

- Difficult, if not impossible, to plan for the future while doing a complete report
Stakeholder and Access challenges

- Audience recognition
- Difficulty finding information
- Meeting stakeholder needs in mode of dissemination
120 respondents to the 2017 National Center for Health Statistics Users' Survey were asked: “In the past year, have you accessed Health, United States, the annual report on the health status of the Nation?”
Challenge: Our target audience has difficulty finding information

- Comments from NCHS web users indicate some difficulty in navigating the NCHS website
  - “Ease of finding information has improved over the years but I still Google the site more often than I use the search bar.”
  - “When searching, often overwhelming information is provided; may be helpful if there is better search engine/way to look up information.”
  - “The search doesn't work as well as I would like. Spent time on page trying to find data.”
Challenge: Some of our key stakeholders may be not be taking advantage of information in *Health, US*

- Because they do not retain large printed books

  “And at the end of the year, you will see lots and lots of these big kind of mobile trash barrels. And you will see people just throwing away just pounds and pounds of reports into the trash,” said [a longtime Hill staffer]. During the year, he said, “we used them as doorstops. Literally. The thicker ones, we used them as doorstops.”

- Because PDF versions of Health, US are not searchable by Google and other search engines.

Opportunity: New website search/filter tool

- For those who access Health, US
  - In 2016: Drop down menus allow the user to find tables related to specific topics or sub-populations of interest
  - In 2017: We are making further enhancements
    - Moving functionality to the Health, US homepage
    - Updated subpopulation, topic
    - More user-friendly classifications
Health, United States is an annual report on trends in health statistics.

Health, United States, 2017

Data Finder

The Data Finder gives you Health, United States trend tables and figures on a subject and/or population subgroup of interest.

Find facts on a subject:

- All population subgroups
- Age
  - Child and adolescent
  - Older persons
- Geography
  - Metropolitan and nonmetropolitan Region
  - State
- Race and Hispanic origin
  - American Indian or Alaska Native
  - Asian or Pacific Islander
  - Black or African American
  - Hispanic or Latino
  - Native Hawaiian or other Pacific Islander
  - White
- Sex
- Men
- Women

Popular Trend Tables

- Leading causes of death, by sex, race, and Hispanic origin
- Life expectancy at birth and at age 65
- Selected health conditions and risk factors
- Selected substance use in the past month
- GDP and national health expenditures
- Vaccination coverage among children
- Prescription drug use in the past month
- Drug overdose death rates

Previous Health, United States Reports

- 2016 With Chartbook on Long-Term Trends in Health
- 2015 With Special Feature
- 2014 With Special Feature on Adults Aged 55–64
Opportunity: Targeted products and outreach

✓ Small projects to look at digital reach
✓ Work with partners to craft products and messages about relevant topics and trends

X Move to HTML

New Health, United States infographic on #adolescent health looks at teen #births, #tobacco use, #suicide, and #obesity
go.usa.gov/xn9Fx
Where are we going?

- Vision
- Examples of other reports
- Questions to answer
- Planning for the [near] future
Vision

- Staff perception of the mission of *Health, United States*

  “the accessible, authoritative source for reporting and dissemination of relevant health estimates and trends to researchers, health professionals and policymakers”

- *Practically, what form does this take?*
Traditional

- Dept. of Education Report on Implementation of IDEA
  - 330 PDF pages, charts, tables, text, html section summaries
- MedPac Annual Report to Congress
  - 563 PDF pages, text and tables
Less Traditional

- Community Preventive Services Task Force Report on Providing Science to Support Military Readiness and Resilience
  - 16 PDF pages, infographics, hyperlinked text linked to specific recommendations

Transitional

  - Web site with graphics, reports, and data access
  - Provides up-to-date access until traditional PDF can be published

https://cwoutcomes.acf.hhs.gov/cwodatasite/
Nontraditional

- Pew Research Center
  - Figures and text in html based, with:
    - PDF report
    - PDF topline
    - Personalized interactive

What Unites and Divides Urban, Suburban and Rural Communities

Amid widening gaps in politics and demographics, Americans in urban, suburban and rural areas share many aspects of community life

BY KIM PARKER, JULIANA MENAGGE, JACOB MURWITZ, ANNA BROWN, RICHARD FYT, D'YERNA COHN AND RUTH KUHLKIN

Large demographic shifts are reshaping America. The country is growing in numbers, it's becoming more racially and ethnically diverse and the population is aging. But according to a new analysis by Pew Research Center, these trends are playing out differently across community types.

Nontraditional

- St. Louis Federal Reserve FRED
  - 508,000 interactive trend graphs from 58 sources

https://fred.stlouisfed.org/
Planning for the [near] future

- Possibilities for *Health, United States 2018* include:
  - As-is
  - As-is but no Special Feature
  - Trend tables only
  - Chartbook only
  - Pause production of *Health, US* and spend that time redesigning
Questions to answer

- Who is our audience?
- Who are our competitors and what can we learn from them?
- What do we know about data users’ experiences with the report?
Questions to answer

- How do we create a cohesive product without a unified print document?
- How much more/less effort is needed to create tables and charts for the web instead of print?
- What are the resources needed to create interactive data visualizations?
Feedback and Questions

Philosophy
- Where does *Health, United States* fit in with other NCHS products?

Stakeholder outreach
- Where should we be reaching out?

Report examples
- Other examples of annual or omnibus reports?
Questions?
Appendices
Distribution of Health, United States: Then and Now

- Distribution went from 11,500 in 2003 to 735 “big books” and 1,050 In Briefs in 2015

- NCHS website page views and downloads (Jan-Apr 2018)
  - 56,000 looks at the 2016 Leading Causes of Death table
  - 21,000 homepage views
  - 7,200 downloads of the 2016 report
  - 3,500 views of the Infographic

Products like this keep traffic coming to the site throughout the year
Health, United States Special Features 2000-2017

2000 – Adolescent Health Chartbook
2001 – Urban and Rural Health Chartbook
2002 – Chartbook on Trends in the Health of Americans
2003 – Special Feature on Diabetes
2004 – Special Feature on Drugs
2005 – Special Feature on Adults 55-64 Years
2006 – Special Feature on Pain
2007 – Special Feature on Access to Care
2008 – Special Feature on the Health of Young Adults
2009 – Special Feature on Medical Technology
2010 – Special Feature on Death and Dying
2011 – Special Feature on Socioeconomic Status and Health
2012 – Special Feature on Emergency Care
2013 – Special Feature on Prescription Drugs
2014 – Special Feature on Adults Aged 55–64
2015 – Special Feature on Racial and Ethnic Health Disparities
2016 – Chartbook on Long-term Trends in Health
2017 – Special feature on Mortality
What topics are included in the Legislative Mandate?

- **Health care costs and financing**, including the trends in health care prices and cost, the sources of payments for health care services, and Federal, State, and local governmental expenditures for health care services.

- **Health resources**, including physicians, dentists, nurses, and other health professionals by specialty and type of practice and the supply of services by hospitals, extended care facilities, home health agencies, and other health institutions.

42 U.S. Code §242 k(b)
What topics are included in the Legislative Mandate?

- **Utilization of health care**, including utilization of (i) ambulatory health services by specialties and types of practice of the health professionals providing such services, and (ii) services of hospitals, extended care facilities, home health agencies, and other institutions.

- **[Health of the Nation’s people]**, including the extent and nature of illness and disability of the population of the United States (or of any groupings of the people included in the population), including life expectancy, the incidence of various acute and chronic illnesses, and infant and maternal morbidity and mortality.

42 U.S. Code §242 k(b)