

Increasing Awareness Through Tracking

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Overview

- Provide background on CT Tracking Program
- Explore using data to guide decision making
- Discuss CT Tracking interventions
- Questions



What is the Tracking Program?

- The Environmental Public Health Tracking Program was created by the Centers for Disease Control and Prevention (CDC) after an environmental health gap was recognized
- Specifically, a lack of information needed to document links between environmental hazards and disease
- The goal of the Tracking Program is to focus on collecting data in order to protect our communities from health issues related to environmental factors.
- Each grantee must participate with four groups: Program Management, Content Workgroup, Standards & Network Development, Program Marketing & Outreach

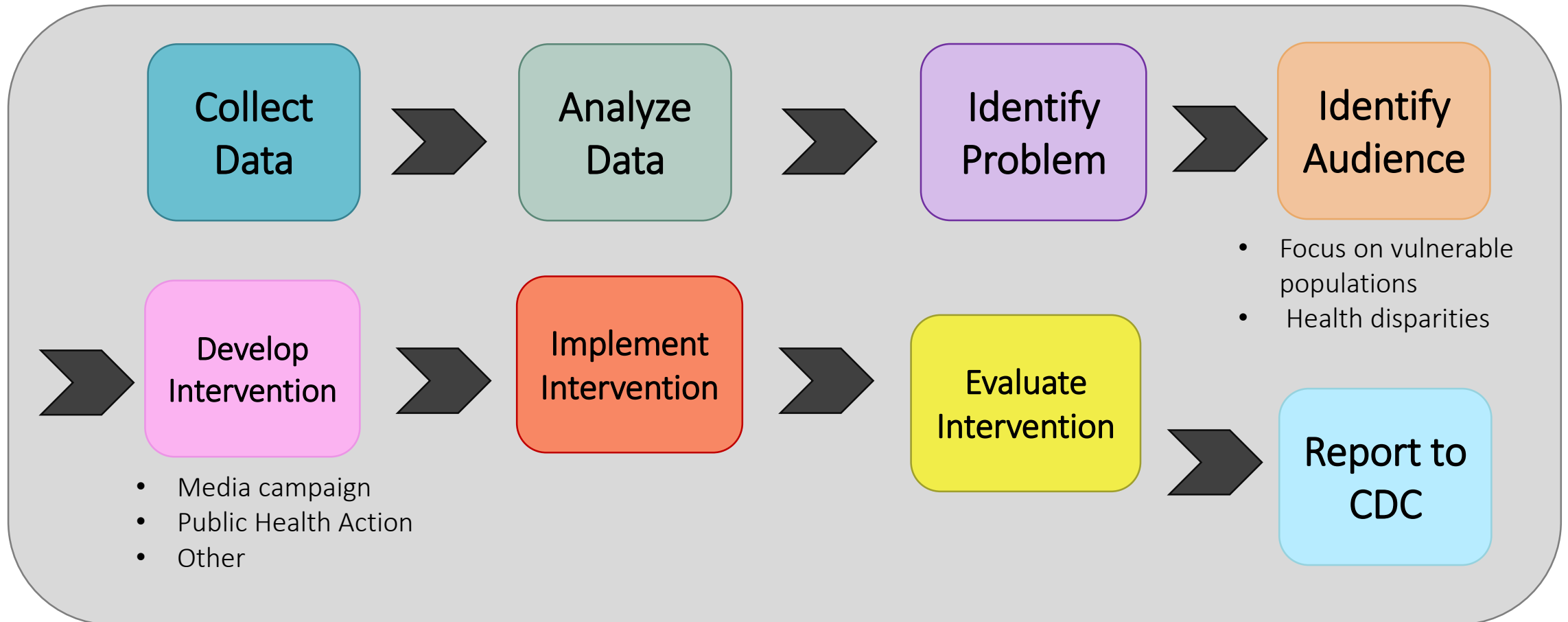


The CT Tracking Data Explorer

- The Data Explorer is a repository of environmental health related data measures
- Nationally Consistent Data and Measures (NCDMs) must be reported for the purpose of developing standardized data to understand the impact of our environment on our health
 - Included in the NCDMs are measures for air quality, reproductive outcomes, birth defects, cancer, carbon monoxide hospitalizations, childhood lead poisoning, public drinking water quality, asthma hospitalizations, and ED visits and hospitalizations for acute myocardial infarction
- Grantees can also report state-specific measures
 - Connecticut example: annual crude rate of Lyme Disease per 100,000 population
- <https://stateofhealth.ct.gov/>

Moving Beyond the Data

- So, we collect data... now what?
 - Commitment to making data-informed decisions to improve health



Driving Users to the Data Explorer

- The first version of the CT Data Explorer was rolled out in 2010, with updates in March 2017 and August 2018
- There has been steady low traffic, but CT Tracking wanted to expand use
- The Program assessed the number of visits to each webpage
 - Google analytics also provide demographic information on users: age and gender
- Decided to develop media campaigns to educate and attract users

Implementing the Intervention

- Two media campaigns were implemented in 2017
 - Media campaign for asthma, AMI, heat, and CO (May – June 2017)
 - Well Water PSA (August – October 2017)
- Experienced spikes in visits to our Data Explorer during the months we run media
 - Continue using methods that have proven effectiveness, e.g. PSA
 - Created a PSA on broad environmental health topics (2018)
 - Media campaign commencing February 2019

Data Explorer Users: Baseline

All Users
100.00% Users

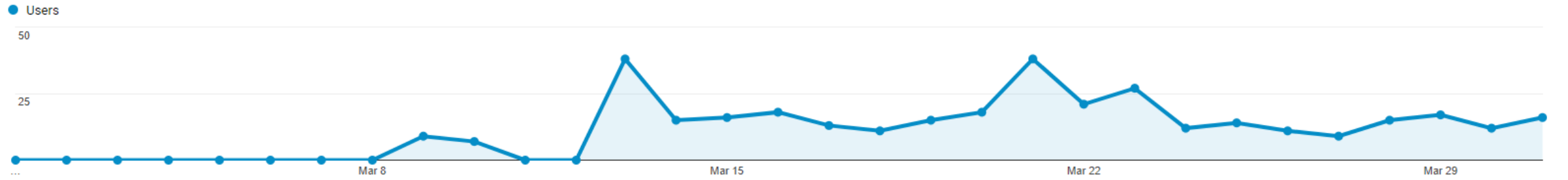
+ Add Segment

Mar 1, 2017 - Mar 31, 2017

Overview

Users VS. Select a metric

Hourly Day Week Month



Users
311

New Users
311

Sessions
406

Number of Sessions per User
1.31

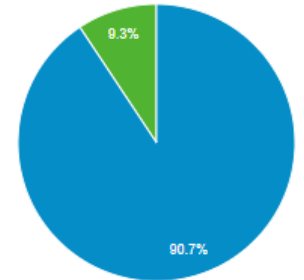
Pageviews
1,103

Pages / Session
2.72

Avg. Session Duration
00:01:38

Bounce Rate
70.44%

■ New Visitor ■ Returning Visitor



Sports

LIVE COVERAGE
#CTWLAH17

Strong Snow Storm Hits Connecticut

Weather Alert in Windham, Tolland, Hartford, New London, New Haven, Middlesex, Fairfield and Litchfield counties.
March 14

UCONN WOMEN

UCONN MEN

UCONN FOOTBALL

HIGH SCHOOLS

STATS & SCORES

MORE

UCONN WOMEN

100 And Beyond ...



BASKETBALL 8:00 AM

Jeff Jacobs: Ed Steitz, Father Of Three, Changed Basketball Landscape From Backyard In Springfield

The backyard court stands near Mapleshade Elementary School in East Longmeadow, Mass., awaiting the biggest snowstorm of the winter to cover its three-point arc. If you headed north five miles, to the corner of State and Sherman in Springfield, you would find the site of the first basketball game...



UCONN WOMEN'S BASKETBALL
MAR. 13, 2017

Auriemma Starts Selection Day In Cromwell As Team Prepares To Take State On A Journey

UCONN MEN'S BASKETBALL
MAR. 13, 2017

Thirty Years Of Threes: At UConn, Ray Allen, Donyell Marshall Learned To Let 'Em Fly

HIGH SCHOOL SPORTS

CT'S HEART HEALTH IS NO SECRET.

Get a handle on our state of health >

DPH
Connecticut Department of Public Health

ADVERTISEMENT

Media Campaign: May – June 2017 Analytics

All Users
100.00% Users

+ Add Segment

May 1, 2017 - Jun 30, 2017

Overview

Users vs. Select a metric

Hourly Day Week Month

Users

40



Users

451



New Users

432



Sessions

602



Number of Sessions per User

1.33



Pageviews

1,884



Pages / Session

3.13



Avg. Session Duration

00:03:13

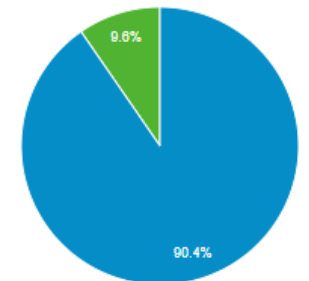


Bounce Rate

66.11%



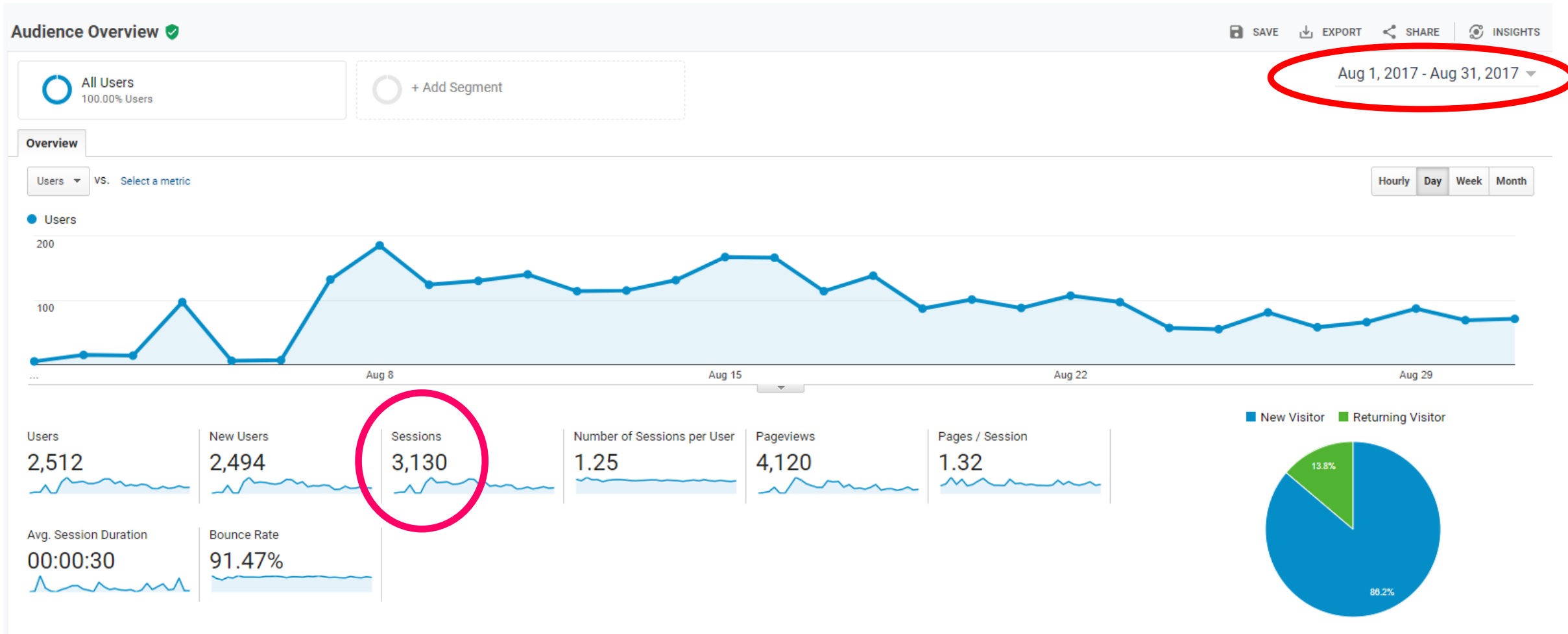
New Visitor Returning Visitor



Well Water PSA (August – October 2017)



Data Explorer Analytics: August 2017



Data Explorer Analytics: August – October 2017

Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

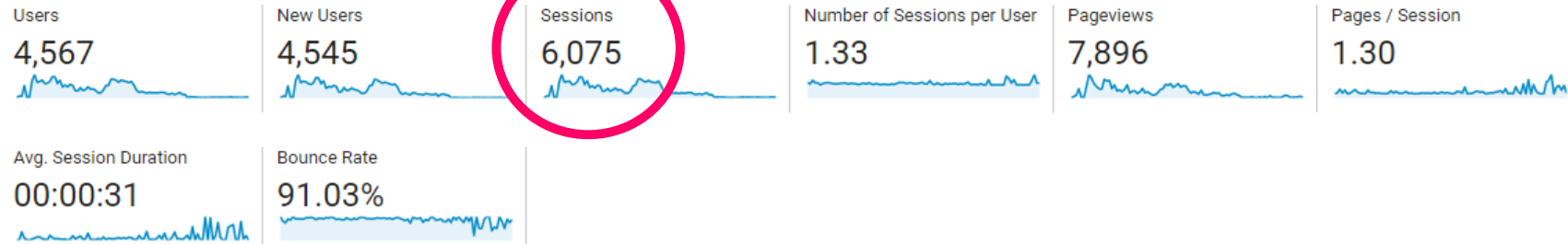
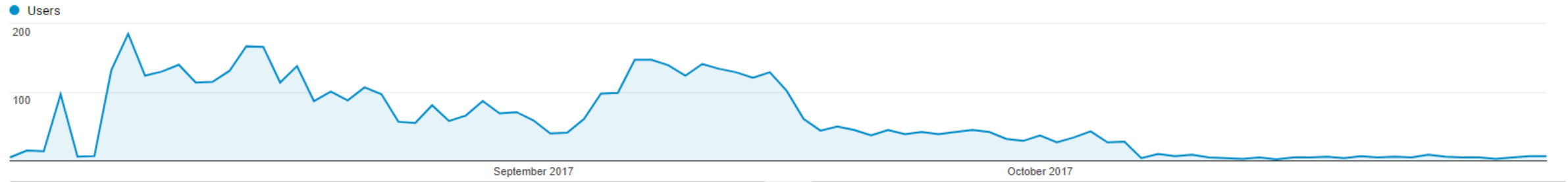
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Aug 1, 2017 - Oct 31, 2017

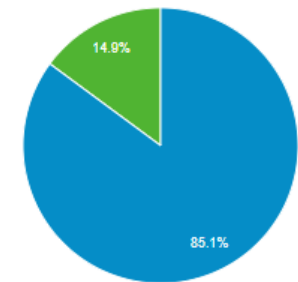
Overview

Users vs. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor



Data Explorer Analytics: August – October 2017



- Baseline Data:
(March 2017)

Average number of monthly visits without media

400

- After Intervention:

Average number of monthly visits with media

2025



Environmental Health PSA (2018)



Data Explorer Analytics: March 2017 – August 2018

All Users
100.00% Users

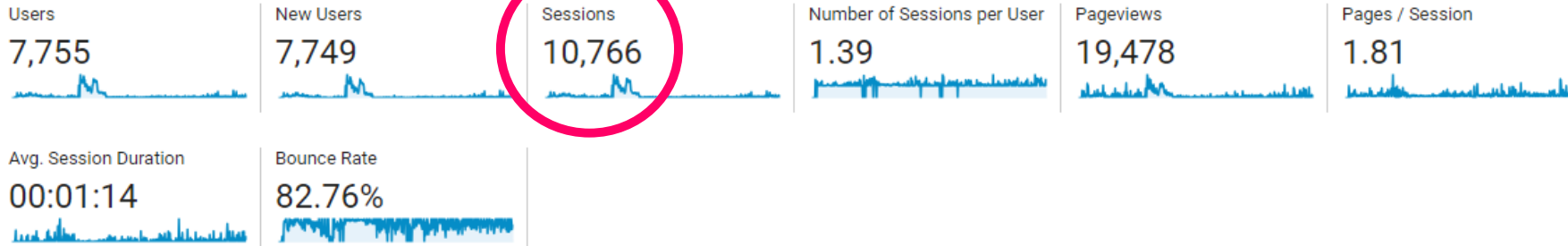
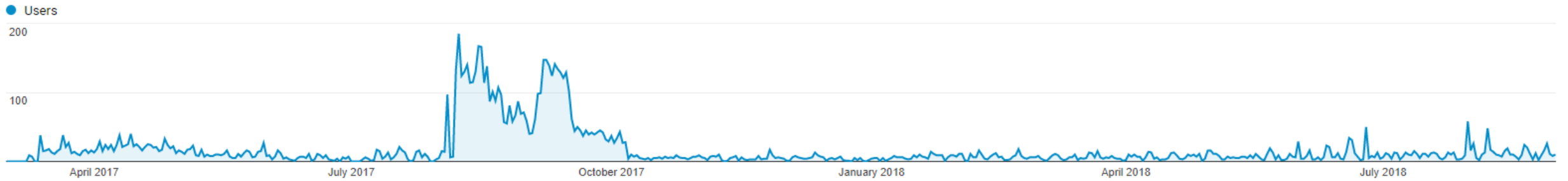
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Mar 1, 2017 - Aug 31, 2018

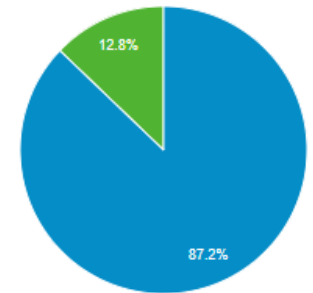
Overview

Users vs. Select a metric

Hourly Day Week Month



New Visitor Returning Visitor



Other Methods to Drive Users

- Added the agency's Healthy Connecticut 2020 Performance Dashboards
- Down the pike:
 - Connecticut Fish Consumption Advisories
 - Developing a health statistics quiz
 - Adding our link to Local Health Department websites and local universities



Questions?

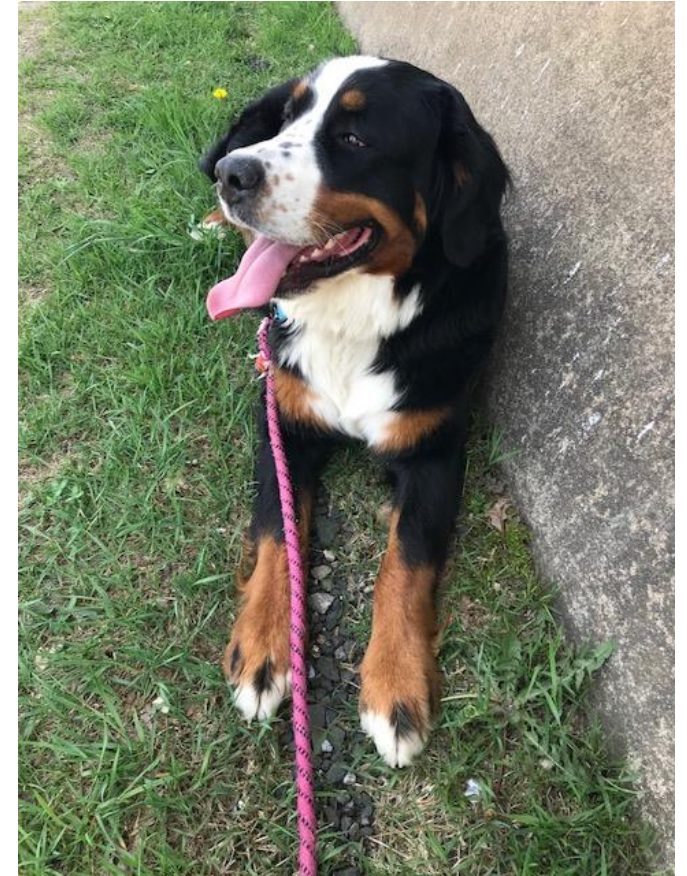


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