Data Capacity Building Session

CTFB Strategic Insights Team

Aug 29, 2024

Goals

By the end of this session, participants will be able to:

- understand the applications of data and research to understand our neighbors and improve services.
- explain why to collect neighbor data.
- identify ways in which data can help us and them better serve neighbors

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Agenda

- **Why** we collect neighbor data
- **What** neighbor data to collect
- **How** to **collect** and **manage** neighbor data
- **How** to **use** neighbor data

- Small group activity

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Why to collect data

- Understanding who we reach (or do not reach)
- Inform decisions that support
  - Resource allocation
  - Program design
- Reporting
- Funding and grants applications
- Advocacy efforts

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Data help us answer questions

Data	Centering Program/Service	Centering Neighbor Experience
Mapping address/ zip code	What is the reach of our service?	From where, geographically, are neighbors coming? How far are they travelling for services?
Proportion of Race/ethnicity	Should I have more culturally familiar food options?	Are the neighbors I serve reflective of the population in need in terms of self-identified race/ethnicity? Is there any group being left out?
Household size; household composition (e.g., number of children, older adults, etc.)	Is the amount of food enough to feed everyone in the family? Do I need to tailor programming or provide new programming to special populations?	How large are neighbors' families? What are challenges they may face as a multi-generational household?
Average visits per month per Neighbor	What partnerships or wrap-around services do we need to provide to reduce neighbors' reliance on charity?	How much are neighbors relying on charitable services?

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Core Service and Neighbor Data

Service data

- Assistance Date
- Location/site

Neighbor data

- Address/zip code
- Birth Date
- Race/Ethnicity
- Gender
- Income / Government Benefits
- Preferred Language Spoken
- Household size
- Children/Older Adults/Military/Veteran/College

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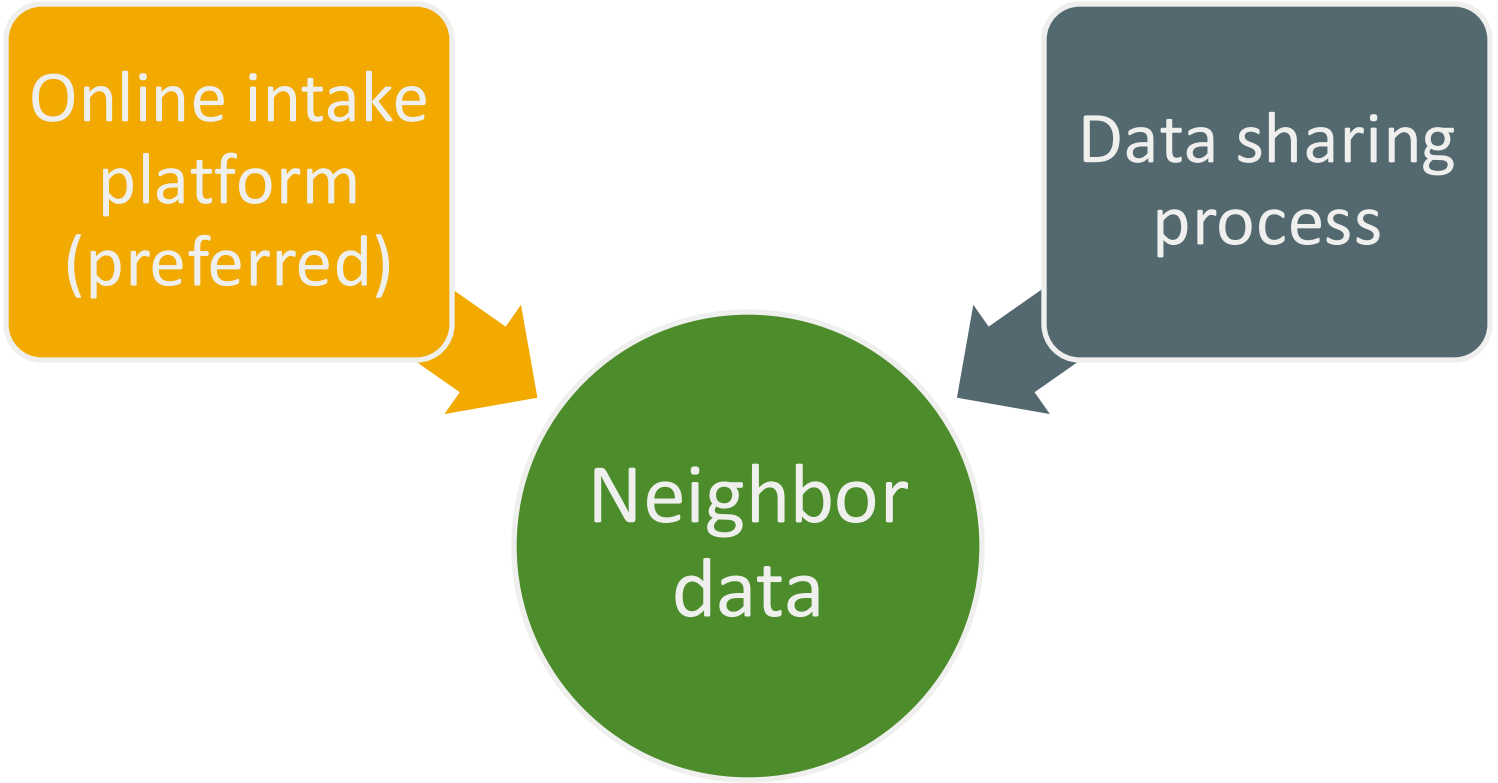
How we collect neighbor data

- CTFB makes Oasis Insight available for partners at no cost
- Onboarding and Training provided



- Partners with own intake system do not have to adopt Oasis Insight as long as they share data
  - Periodical submission through secure platform

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How we manage neighbor data

Data storage

- HIPAA* compliant platforms
  - Data warehouse
  - Oasis Insight

Data sharing

- Agreements established
- Shared on a need-to-know basis
  - Funders
  - Auditing
  - Feeding America
- Often anonymized

Data ethics◆

- Informed consent to release information
- Transparency
- Confidentiality
- Privacy
- Security

*Health Insurance Portability and Accountability Act (HIPAA)

◆ Data ethics: the **moral obligations** of gathering, protecting, and using personally identifiable information and how it affects individuals.

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How CTFB uses neighbor data: Neighbor insights

- Inform program changes
- Item purchases and allocation
- Community needs assessments
- Understand population reached and remaining gaps
- Generating reports for partners

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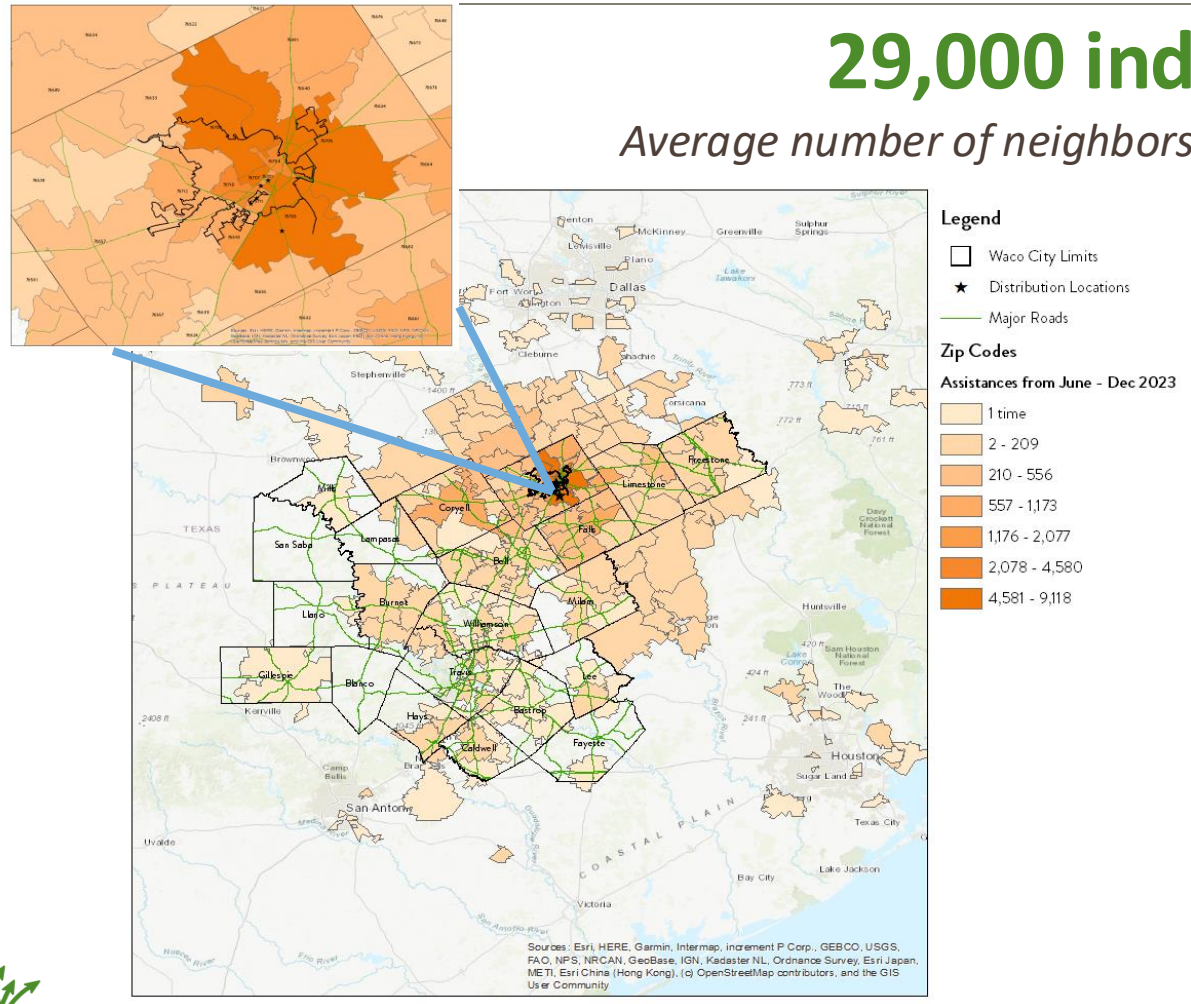
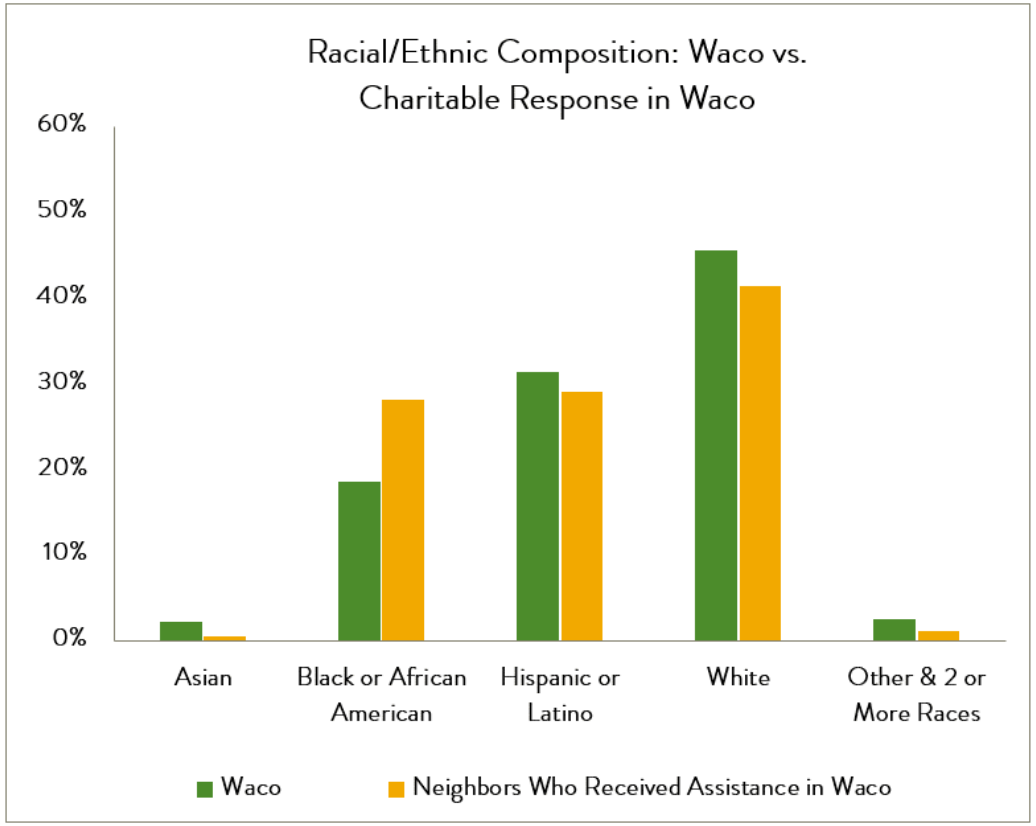
Community Needs Assessment: Mobility & Disparities

29,000 individuals

Average number of neighbors served monthly in Waco





*June-December 2023, based upon intake data from 5 Waco sites who serve 80% of clients served by Waco agencies.
Source: CTFB's VA Waco Mobile Distribution, Caritas of Waco, Shepherd's Heart Waco, Shepherd's Heart– Robinson, Family of Faith

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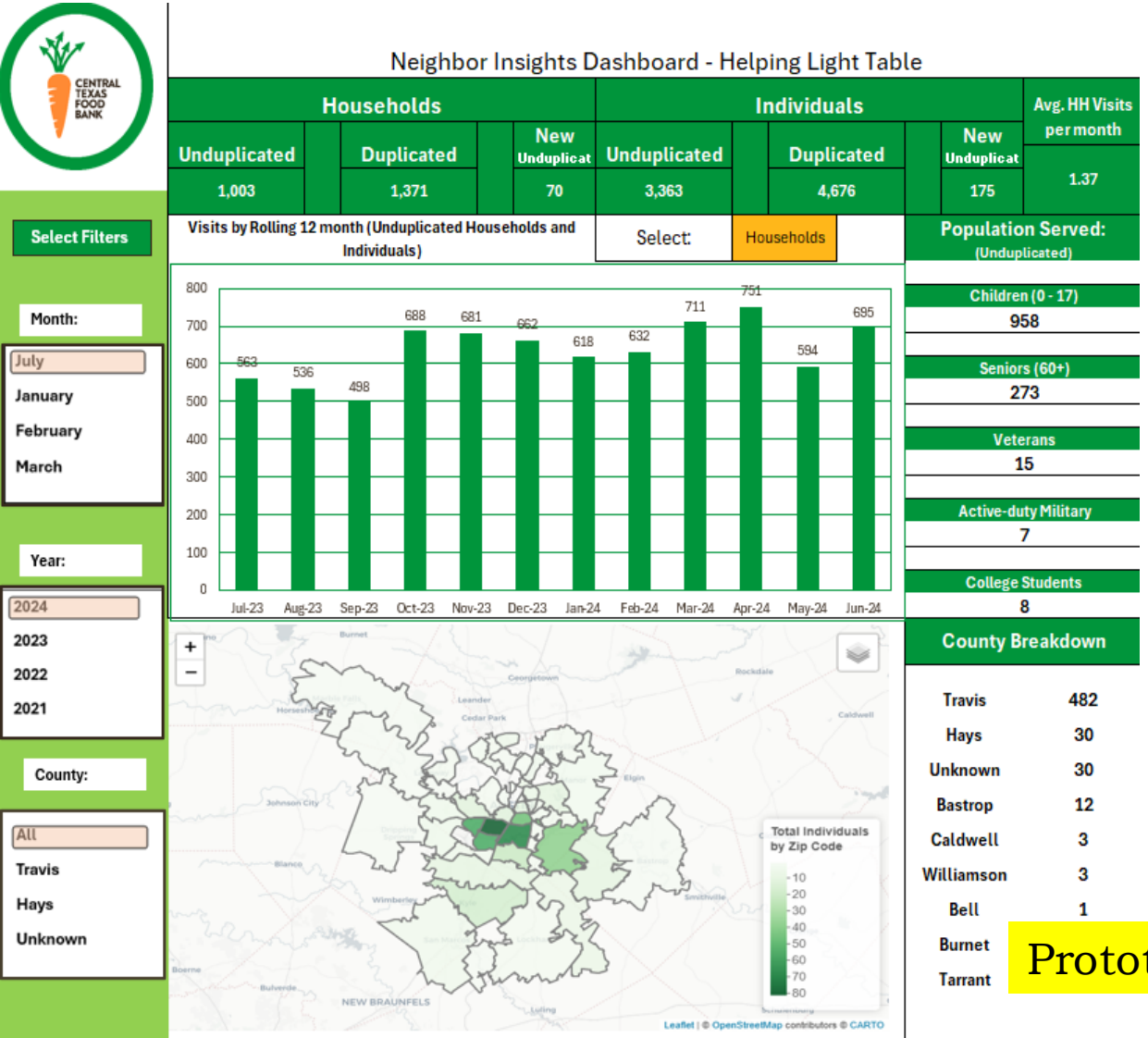
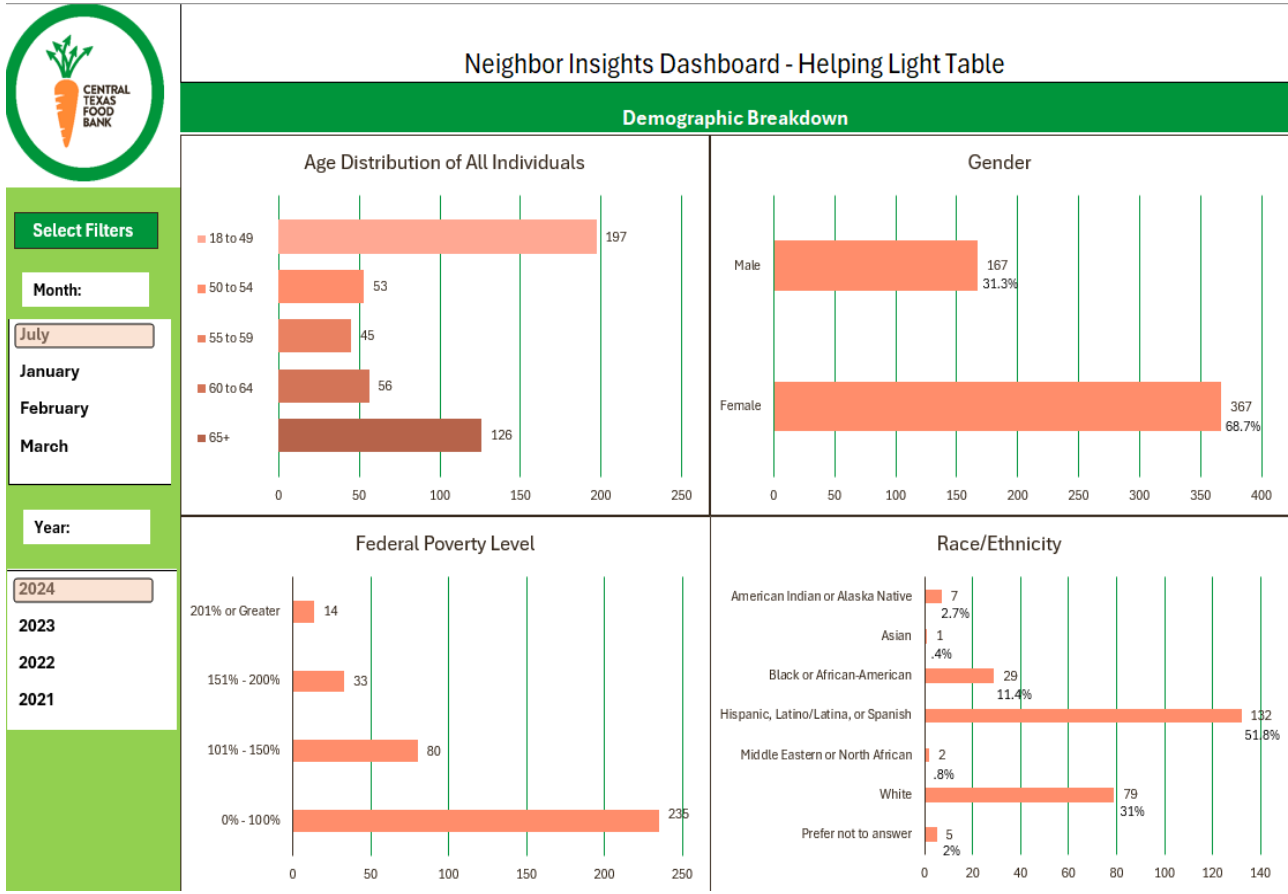
How we use client data:
Neighbor Dashboard (draft)



Prototype



Neighbor Insights
On the Horizon

- Exploring a new tool: SIMC (Services Insights on Meals Connect)
  - Feeding America's client intake platform
  - More features and user friendly
  - Embedded dashboards
  - No cost to food banks or partners

- Neighbor Insights for meal sites
  - Currently, no insight into who we reach, how often they are coming, etc.

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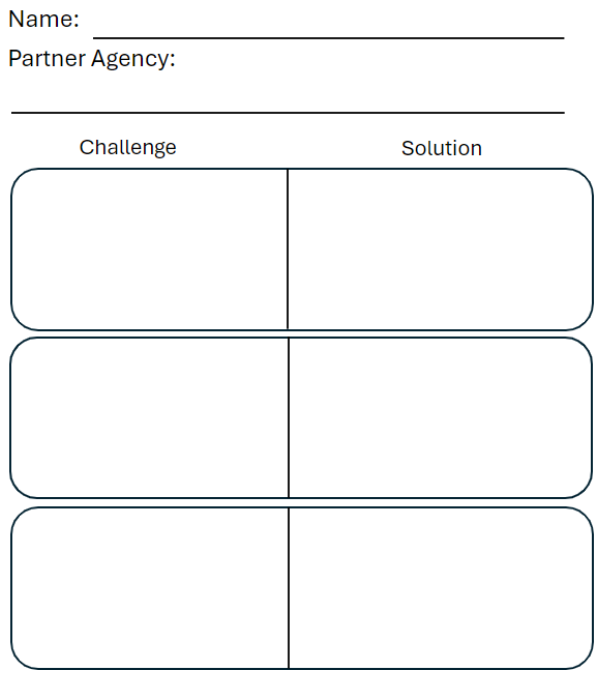
Think-pair-share activity (10-15 min)

- Pair with the person beside you or from your agency
- Think about and discuss the top 3 **challenges** you face when collecting client data. Identity at least one possible **solution** to each challenge.
- Share back with the large group.


Name: _____

Partner Agency:

_____

Challenge	Solution

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