Data Visualization as a Tool to Identify Racial Inequities, Drive CQI, and Bolster Stakeholder Collaboration

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Focus Statement: Highlight how our program utilizes data visualization & stakeholder collaboration to advance equity for service providers, new moms, babies, & families.
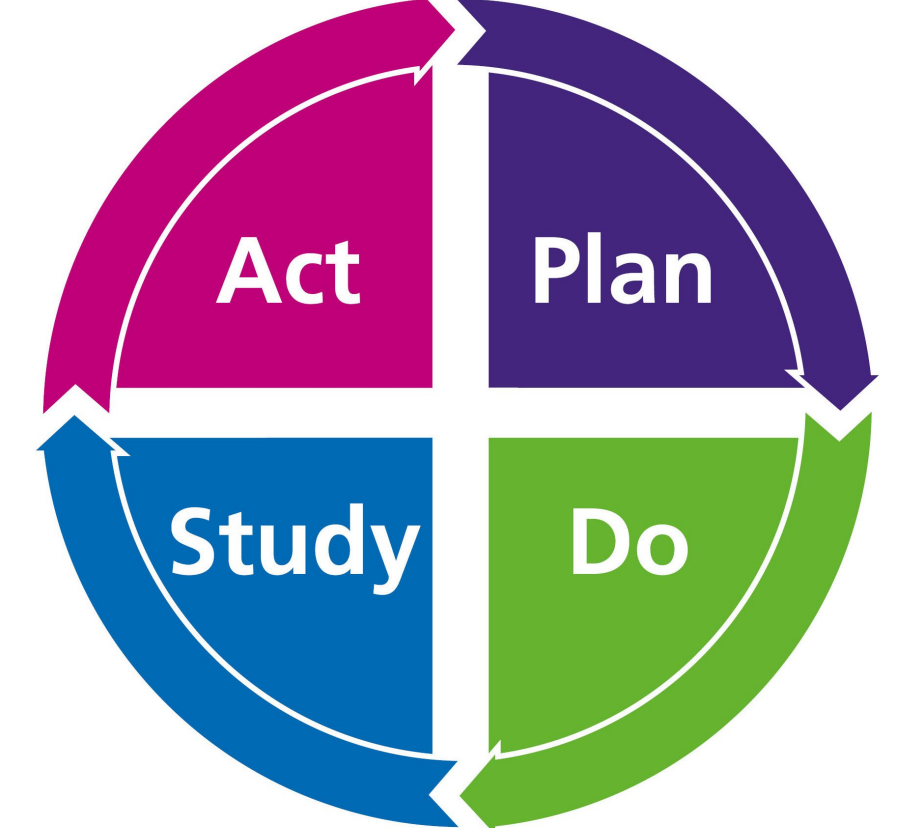
Who We Are

- LA Best Babies Network (LABBN) provides technical assistance to a large network of home visiting providers in Los Angeles County. *We aim to provide the infrastructure necessary to promote equity in birth and maternal health outcomes.*
- The Data Team at LABBN manages data and reporting for this network, and facilitates continuous quality improvement activities. *We strive to build a data culture that cultivates peer learning across our network and beyond.*
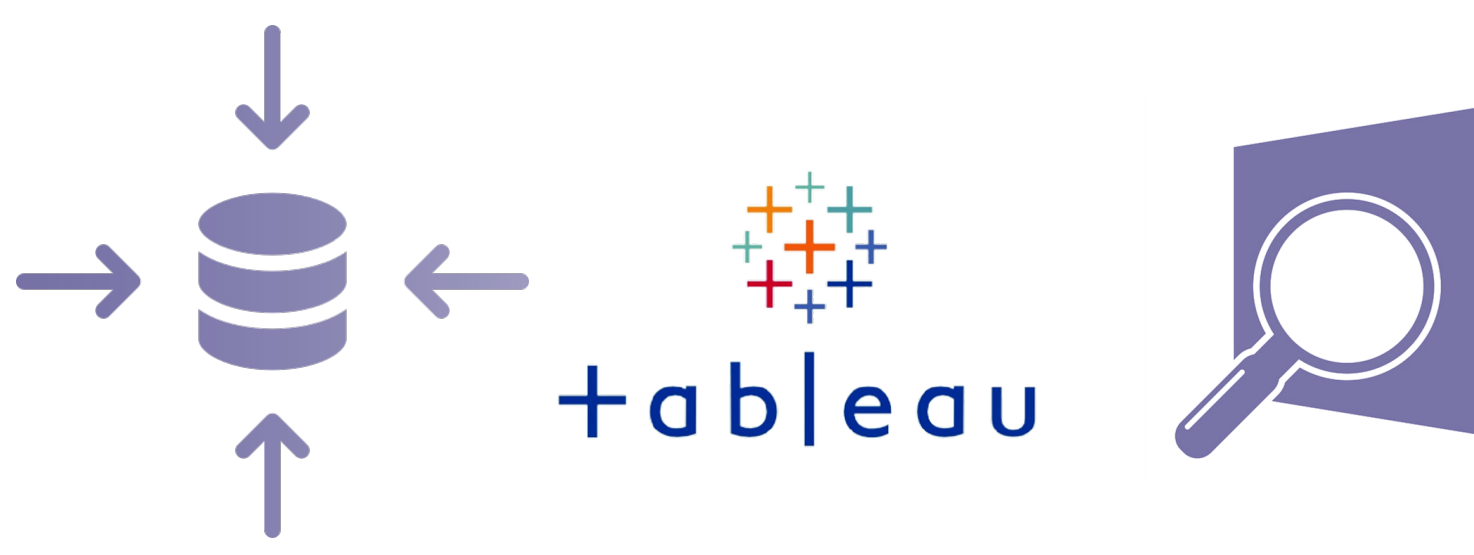
Background

- **Conceptual Framework:** Our team follows continuous quality improvement (CQI) processes to respond to community needs and improve program outcomes. The goal is to achieve measurable improvement in efficiency, effectiveness, accountability, and quality indicators for home visiting programs.
- **Decision-Making Process:** We utilize data visualization as a tool to make complex data trends easier to understand and discuss. Transparent data sharing allows our network to identify program successes and gaps, and also highlight potential racial inequities.
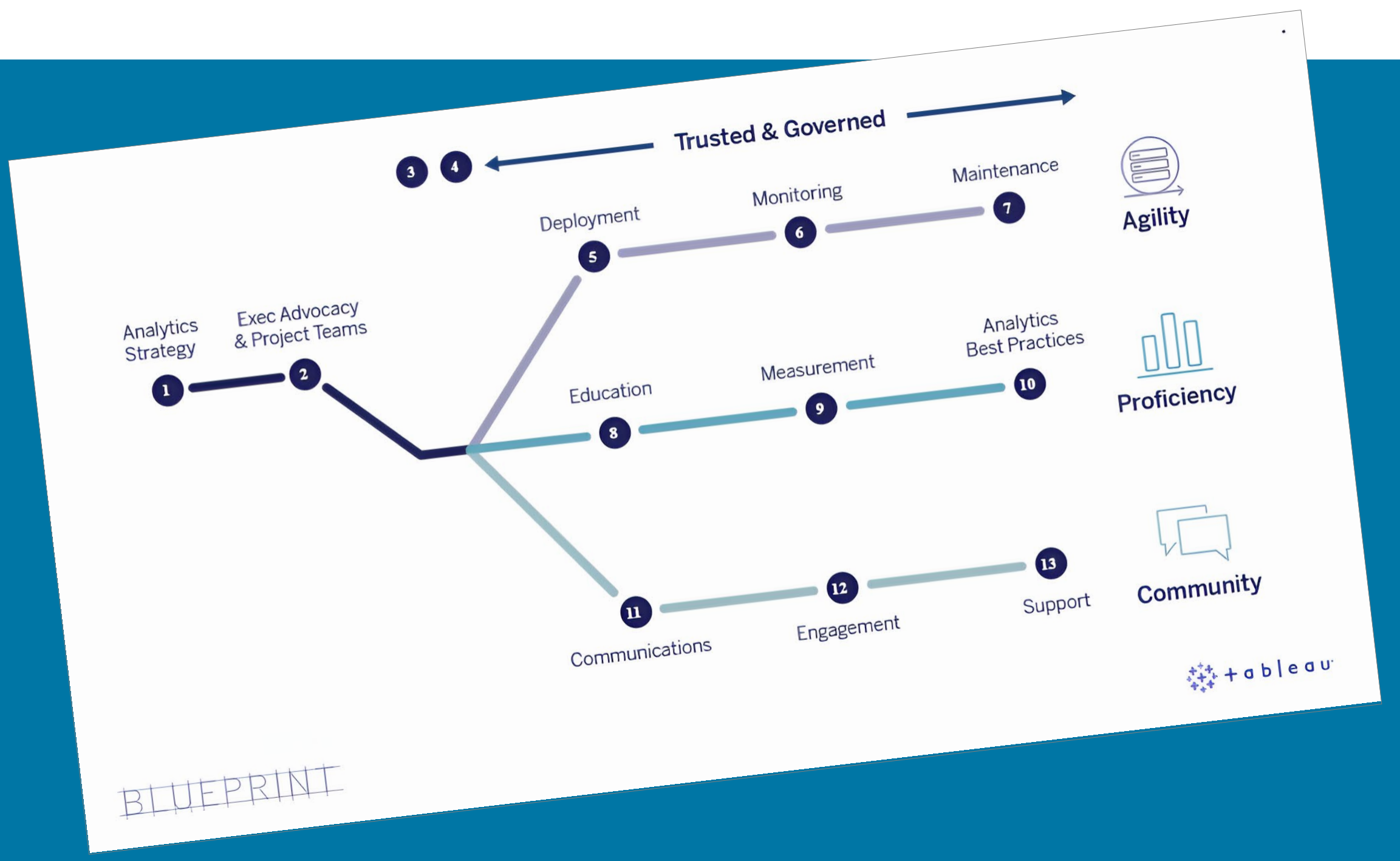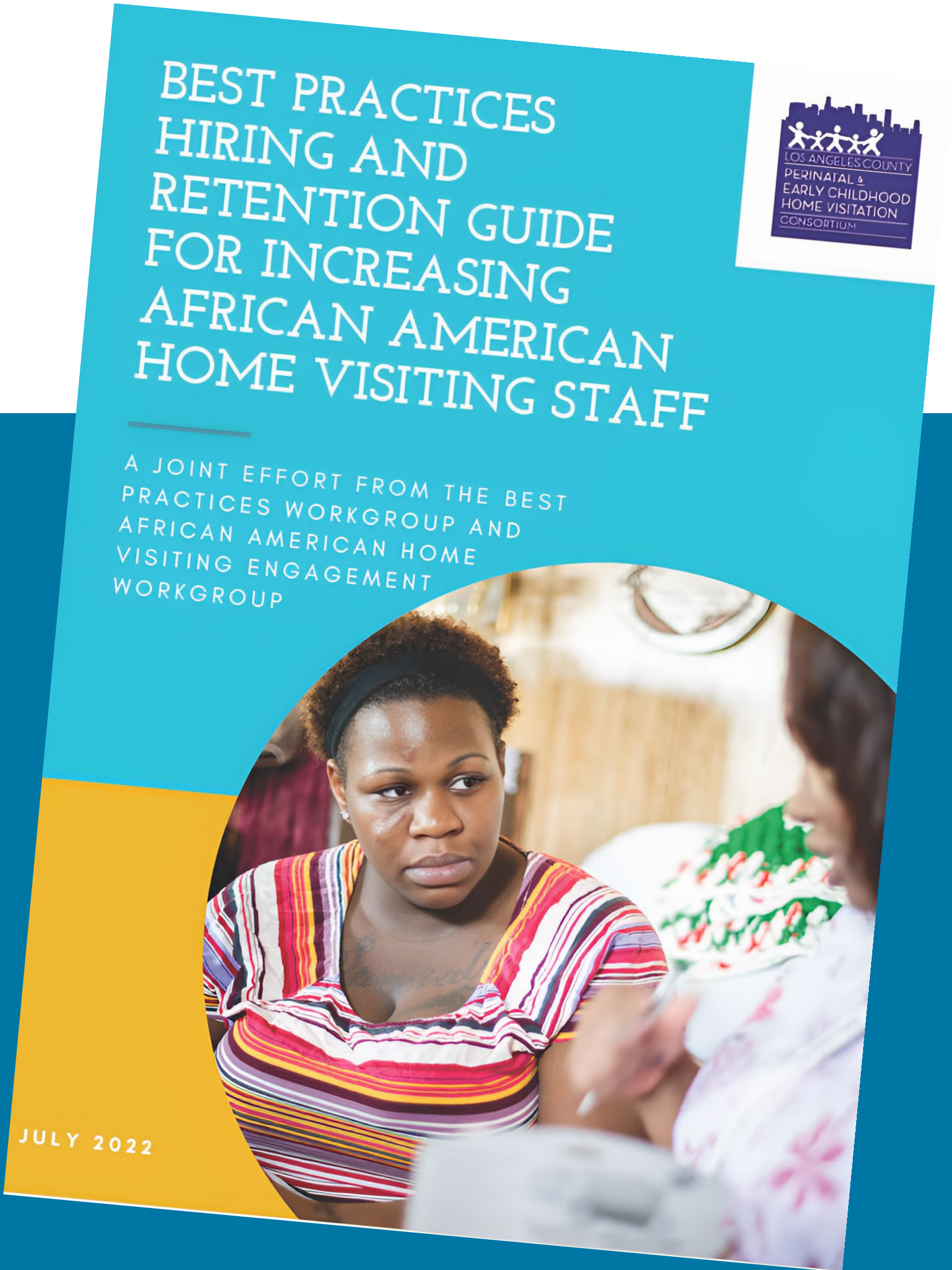

Use Case/Approach

- Via centralized database and Tableau, our team continuously monitors program enrollment and retention data, for over 30 home visiting agencies.
- We disaggregate this data by sociodemographic variables to examine potential trends related to equity. *Key comparison variables: site, geographic region, family's race/ethnicity.*
- Our network convenes regularly for CQI activities that include data sharing, gathering qualitative feedback on barriers and best practices, and collaboratively making plans for improvement.

Findings

- When disaggregating data by race/ethnicity, we found that enrollment and retention rates were lower for Black/African American clients.
- Some sites had lower than expected outreach touch points with Black/African American parents.
- Qualitative feedback from our providers revealed that some African American clients do not enroll or drop out of the program due to lack of trust or providers not reflecting their community.

Follow Up

- African American workgroup was created with the aim of bringing together a collaborative group of individuals from multiple organizations to learn about and share reasons for low African American engagement and enrollment into home visiting.
- Focus groups were held to hear directly from the African American community about reasons they may or may not participate in home visiting.
- Best Practices Hiring and Retention Guide for Increasing African American Home Visiting Staff was developed and disseminated.

Key Takeaways & Lessons Learned

- **Leverage quantitative and qualitative data with an equity lens to assess for program gaps.**
- **Build a culture of transparent data sharing using a strength-based approach.**
- **Use CQI meetings to engage and collaborate with multiple stakeholders to share challenges, best practices, and to develop solutions.**
- **Engage with the community of focus. They are the gatekeepers of information that will assist in improving your program and their families.**