# Assessing Awareness and Data Utilization of NC-VDRS

**North Carolina Violent Death Reporting System (NC-VDRS)**
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**NC State Health Director's Conference**
**January 21, 2016**

# Agenda

Background

Evaluation Objectives

Methods

Results

Conclusions

Next Steps

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# Injury and Violence Prevention Branch Capstone Team



Health behavior "...implies a belief in the right of all people to be as healthy and safe as science plus human endeavor can make them."

– Lucy S. Morgan, PhD, founding chair



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# NC-VDRS Evaluation Objectives

1. Awareness
2. Use
3. Dissemination
4. Other data sources

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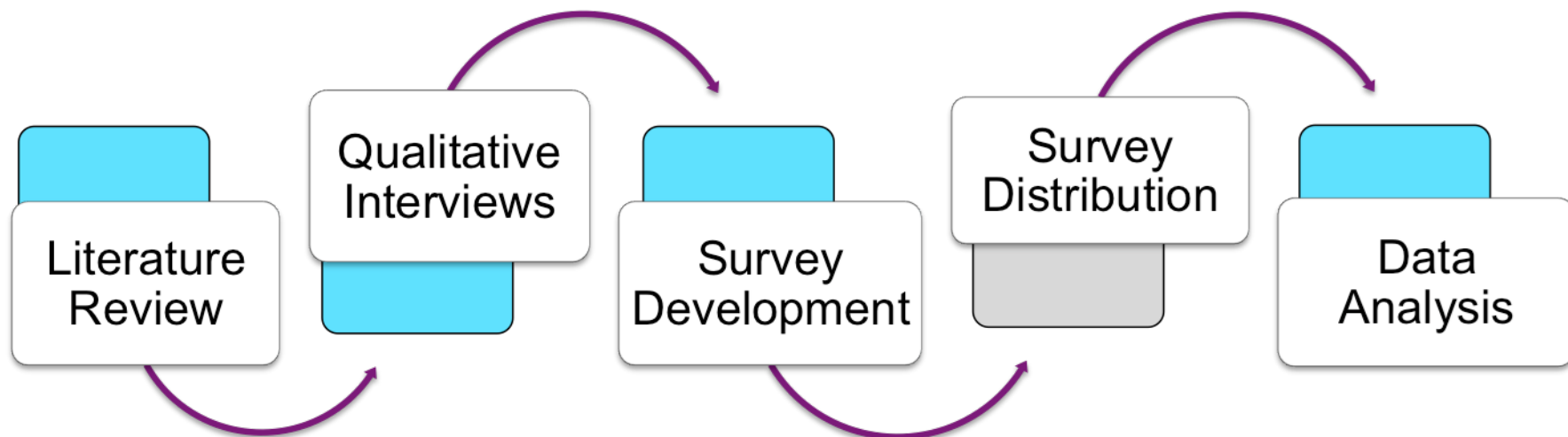Reporting System

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# Qualitative Interview Demographics

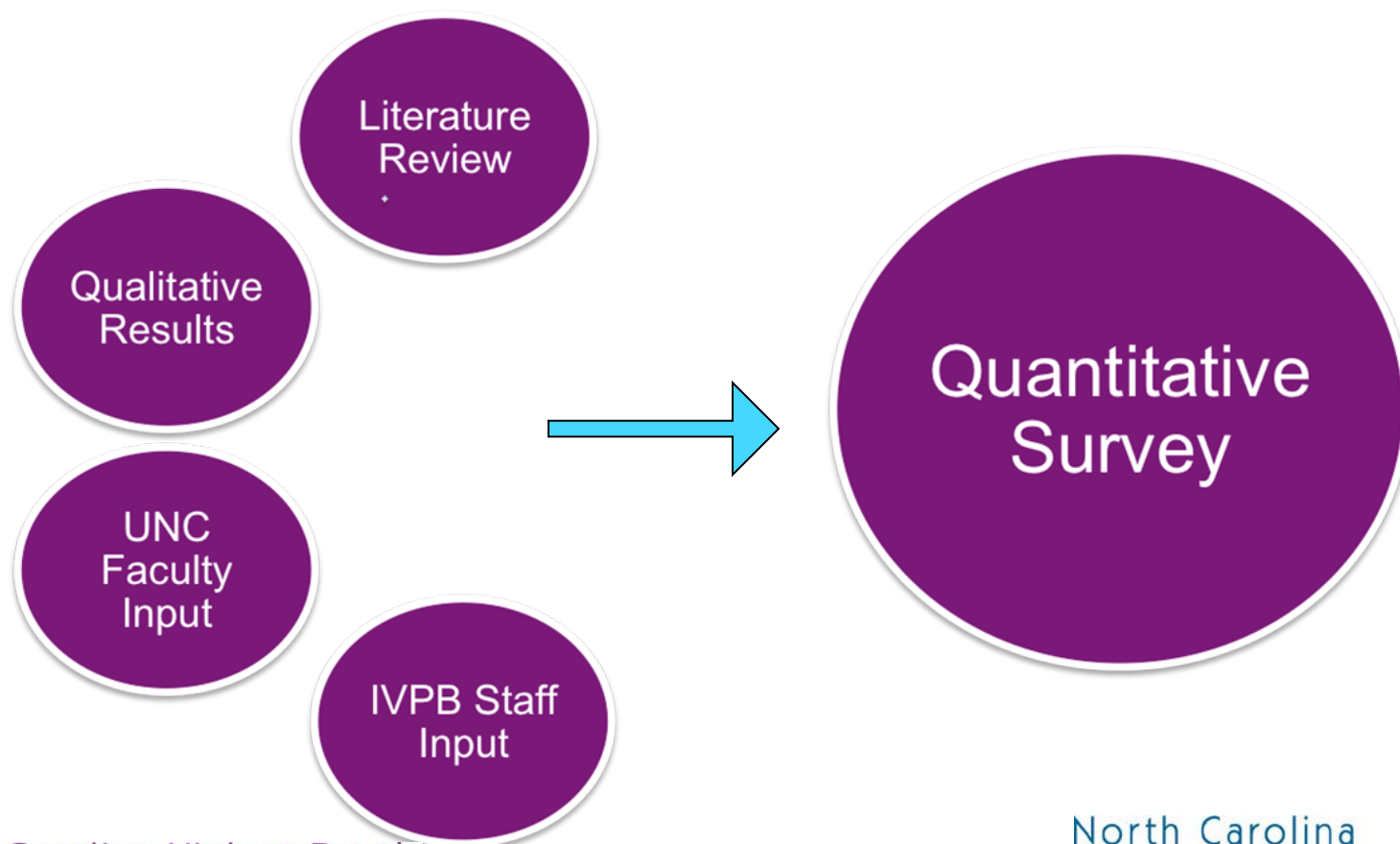| Characteristics | n |
|---|---|
| Total Number of participants | 12 |
| Male | 4 |
| Female | 8 |
| Organization Location | |
| North Carolina | 6 |
| Out-of-State | 4 |
| National | 2 |
| Type of Organization | |
| Academic | 1 |
| Governmental Organization | 6 |
| Policy/Research | 4 |
| Community-based Organization | 1 |

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# Quantitative Survey Development



Literature Review

Qualitative Results

UNC Faculty Input

IVPB Staff Input

→ Quantitative Survey
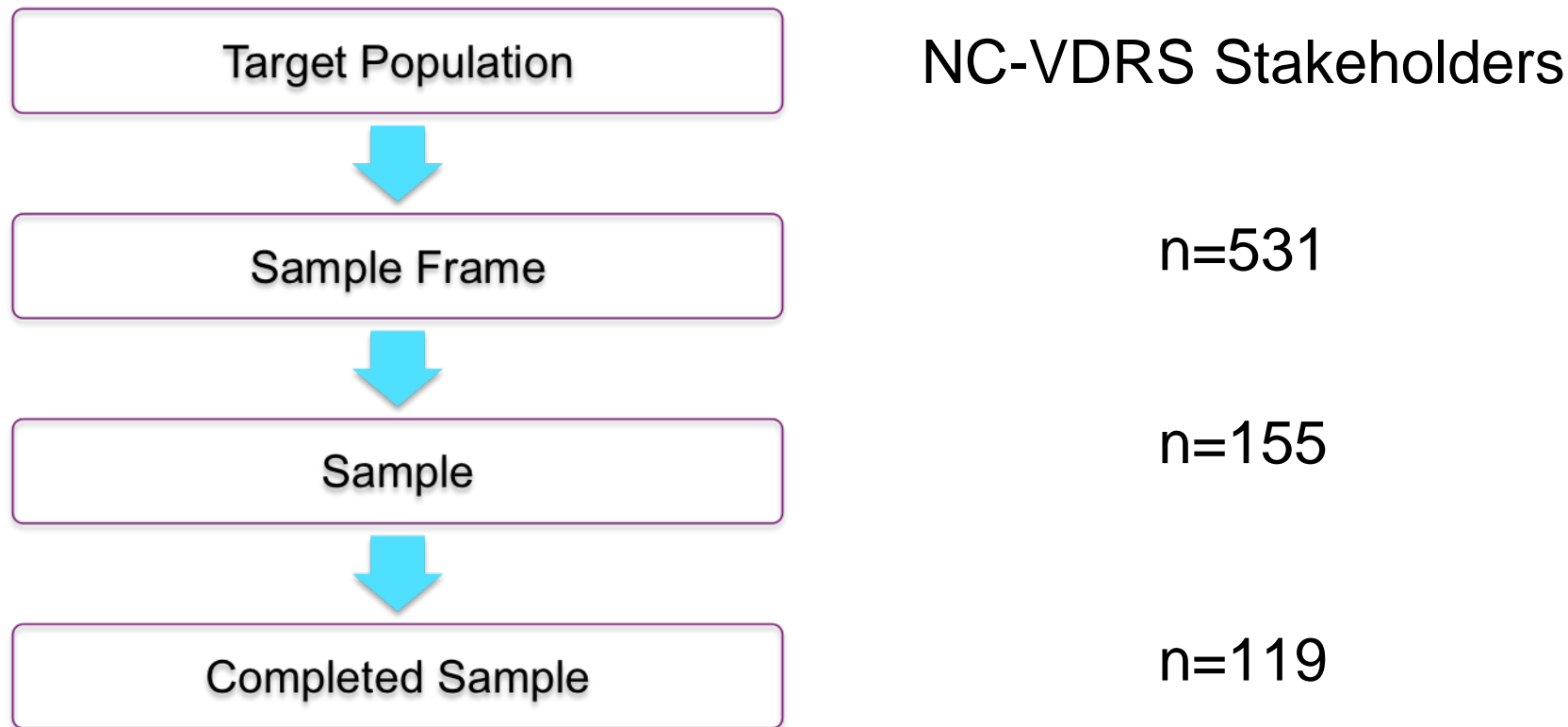
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# Quantitative Survey Distribution

Target Population → NC-VDRS Stakeholders

Sample Frame → n=531

Sample → n=155

Completed Sample → n=119

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# Quantitative Survey Respondent Demographics
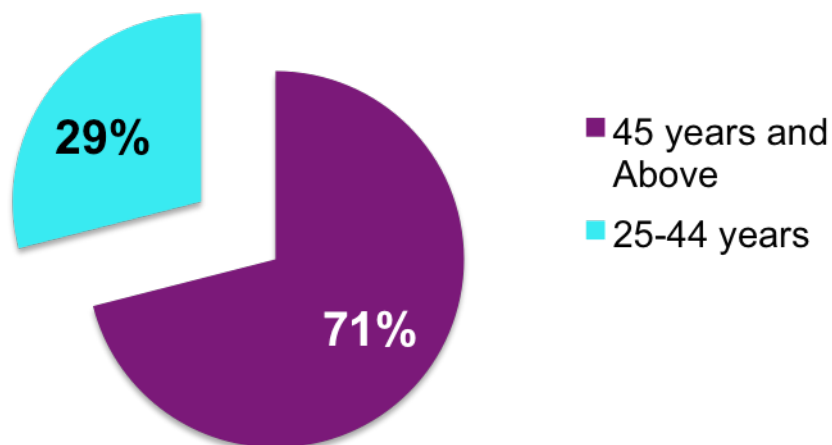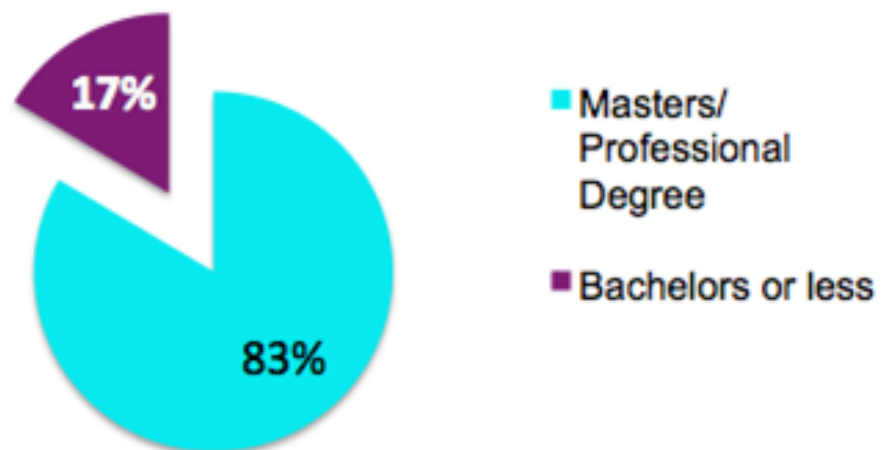
Current Job Title of Respondents
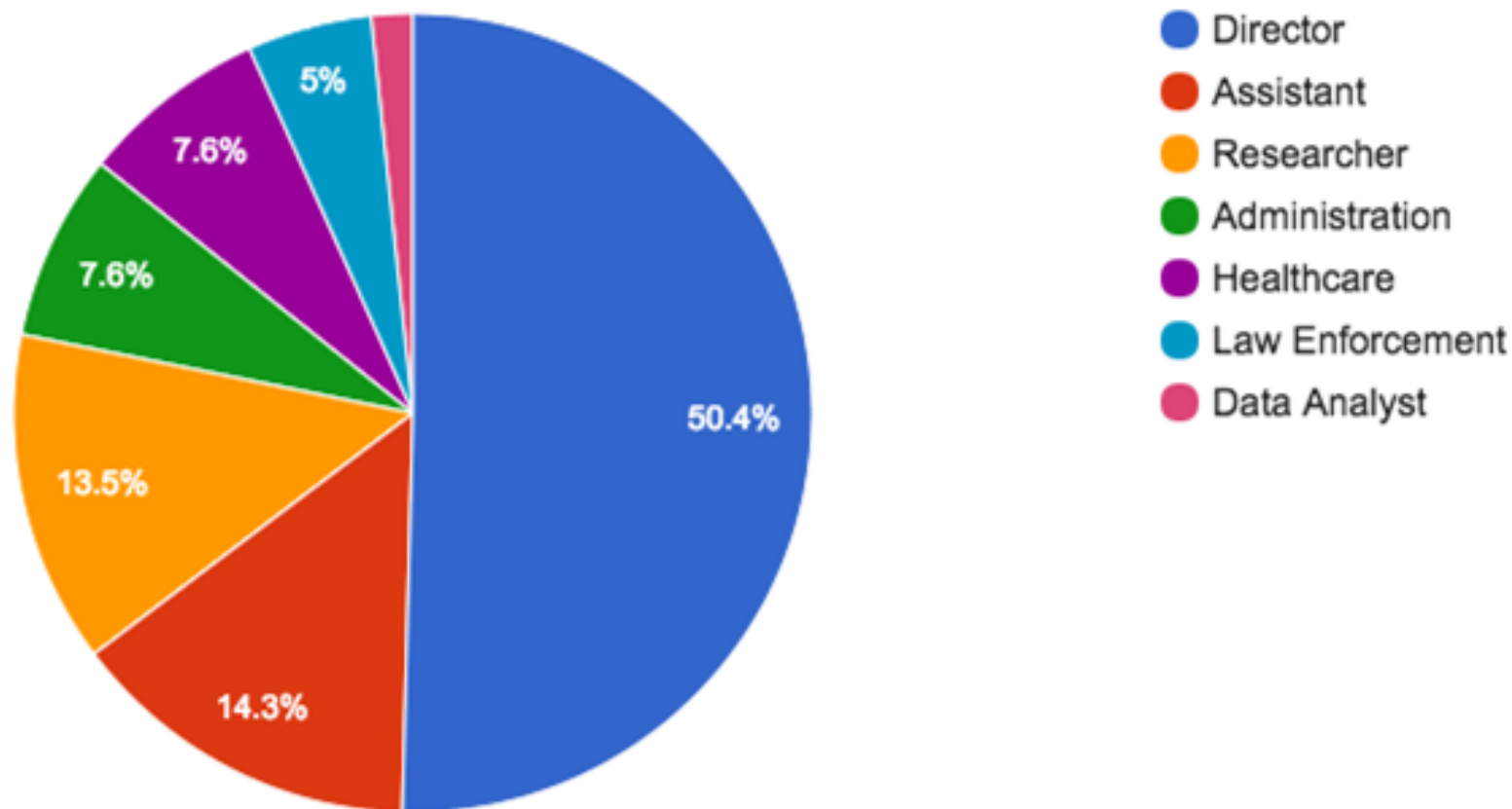
# Qualitative Interview Responses

For a community… not to have comprehensive data on injury and death due to behaviors that are occurring within that community—which means they are preventable—is immoral. We see [VDRS] as being extremely **moral** and **ethical** and **needed** and **necessary** and **compassionate** and [a] **rational** response to a community that is losing…that is having lives taken from it…at a rate of about every other week… for decades. What is so frustrating for us, and what I think we grieve the most…is that **these are preventable deaths**.

*NC-VDRS Stakeholder from Community-Based Organization*

# Qualitative Interview Responses

The VDRS provides us with numbers, real hard data that can

**help us understand** who's dying…how are they dying…

where are the points **where we can intervene**.

*NC-VDRS Stakeholder from Community-Based Organization*

# Qualitative Interview Results

Informants consistently emphasized the usefulness and potential applications of infographics

Improving data dissemination by holding in-person meetings and events

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# Qualitative Interview Results

Reasons for using NC-VDRS data varied greatly: The majority of informants utilized the reports NCDPH generated

Emphasis on engaging community-based organizations in data use projects

Respondents Self-Reported Previous Use of Resource

# What does this mean?

1. Except for the website, over 50% of stakeholders do not access NC-VDRS resources
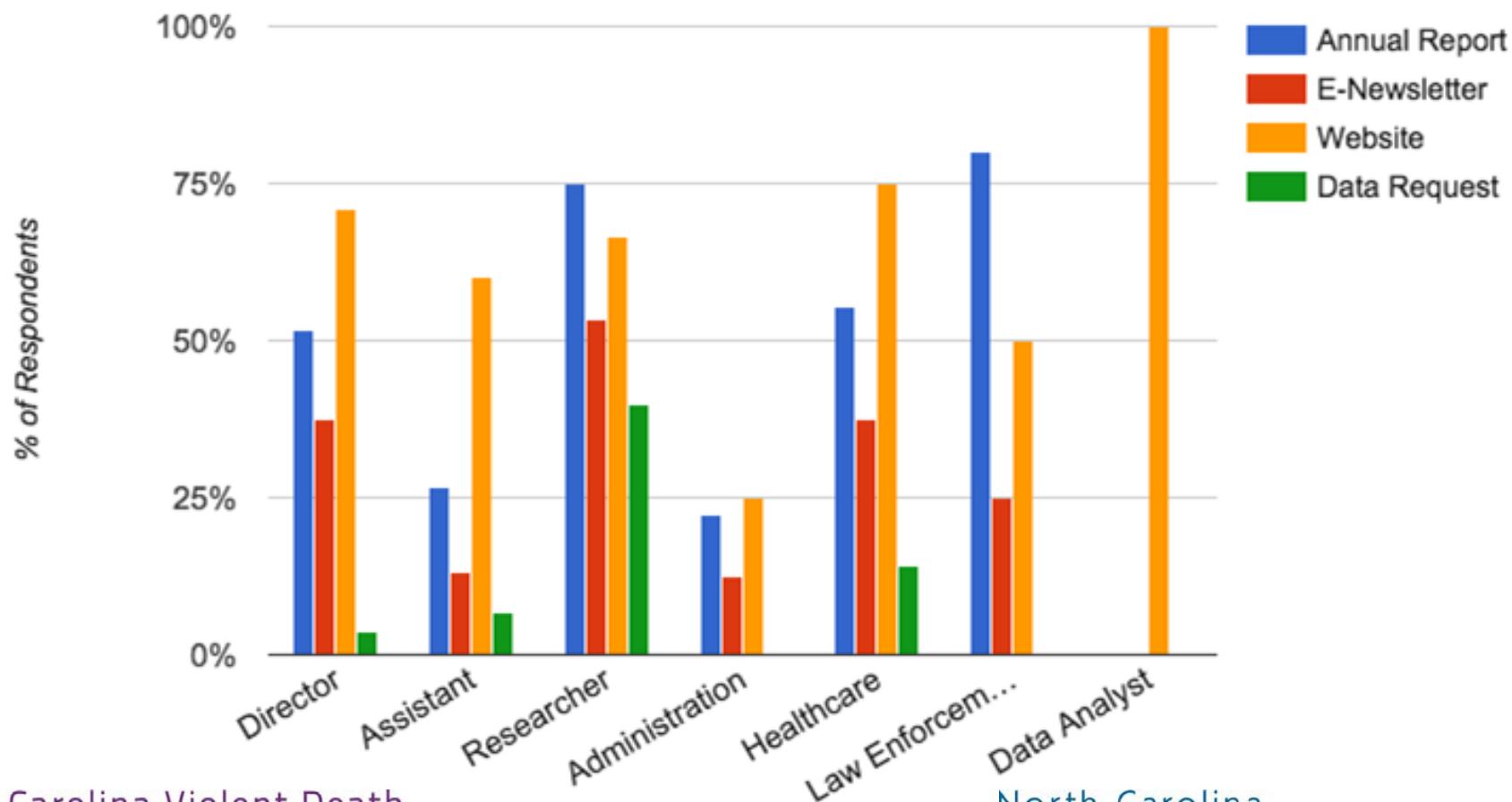
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Self-Reported Use of NC-VDRS Resource by Job Title

# What does this mean?

1. Except for the website, over 50% of stakeholders do not access NC-VDRS resources

2. Annual Report and website were most used resources across all job titles

## Reported Ease of Use of Data Source

|  | Annual Report | Fact Sheets | E-Newsletter | Website | Data Request |
|---|---|---|---|---|---|
| Easy or Very Easy | 93% | 98% | 97% | 94% | 90% |
| Difficult or Very Difficult | 7% | 2% | 3% | 6% | 10% |

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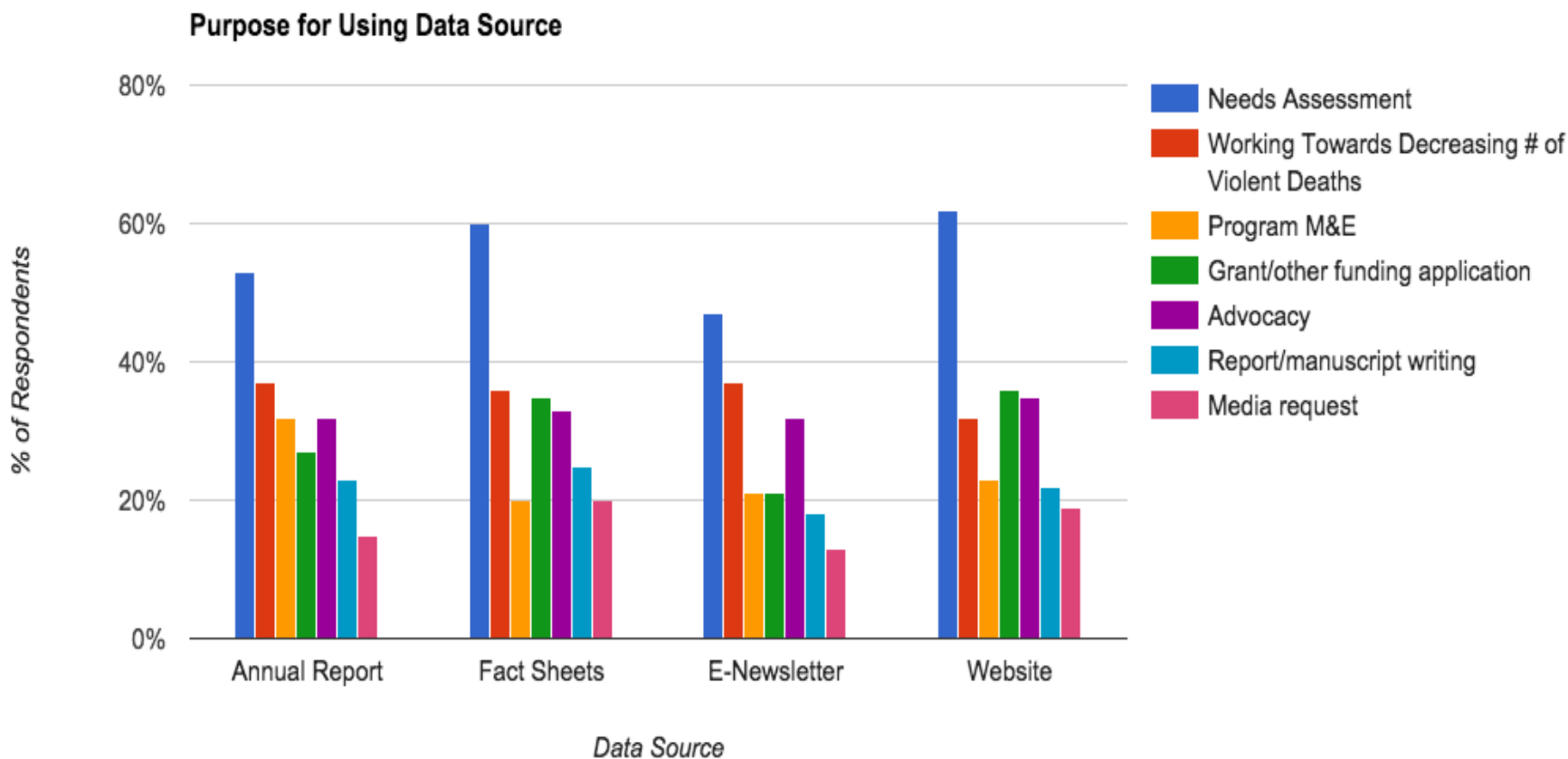North Carolina Violent Death
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Purpose for Using Data Source

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4. Needs assessments were the most common use of NC-VDRS data
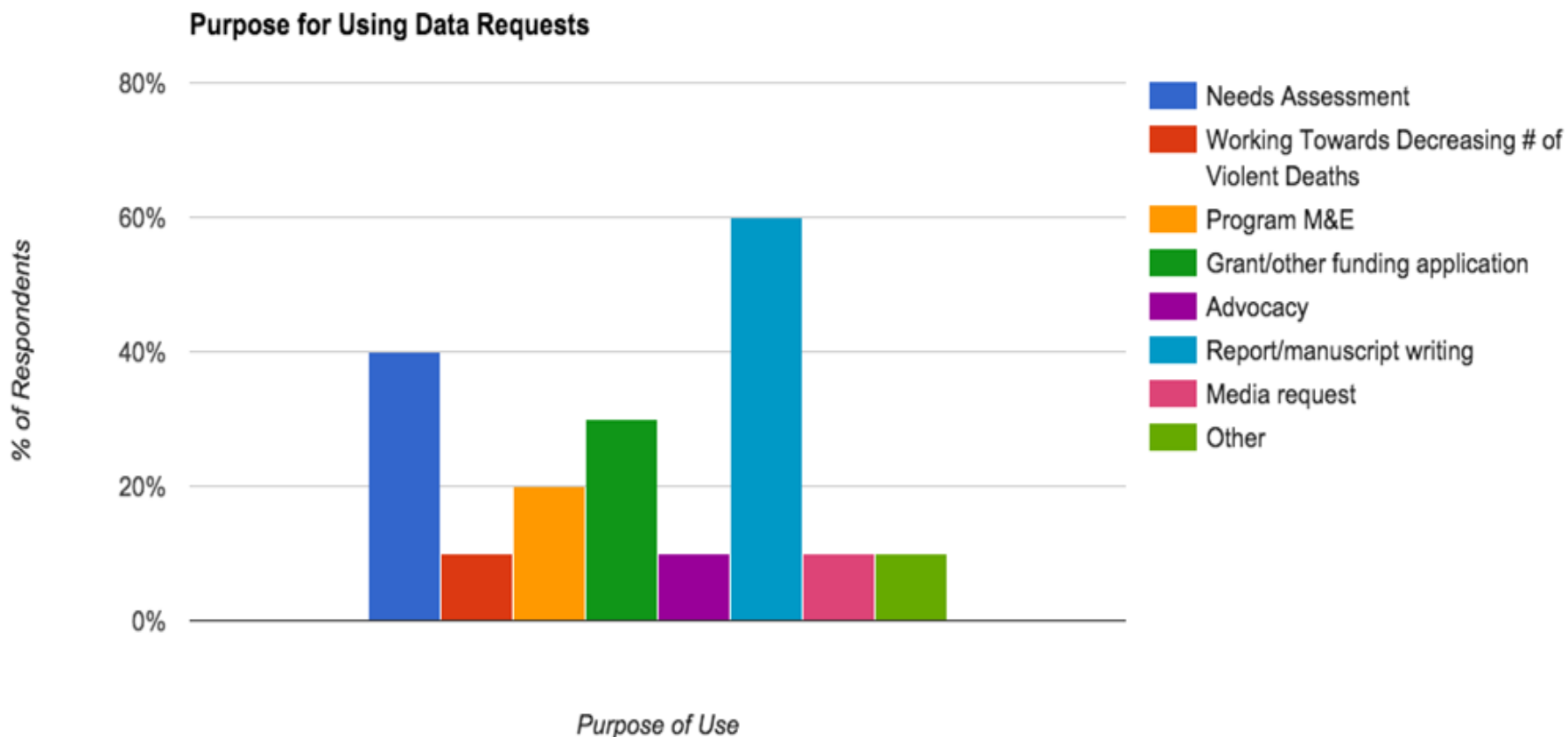
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Purpose for Using Data Requests

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2. Annual Report and website were most used resources across all job titles
3. Over 90% of NC-VDRS users reported ease of use
4. Needs assessments were the most common use of NC-VDRS data
5. Report writing was the most common reason for making a data request
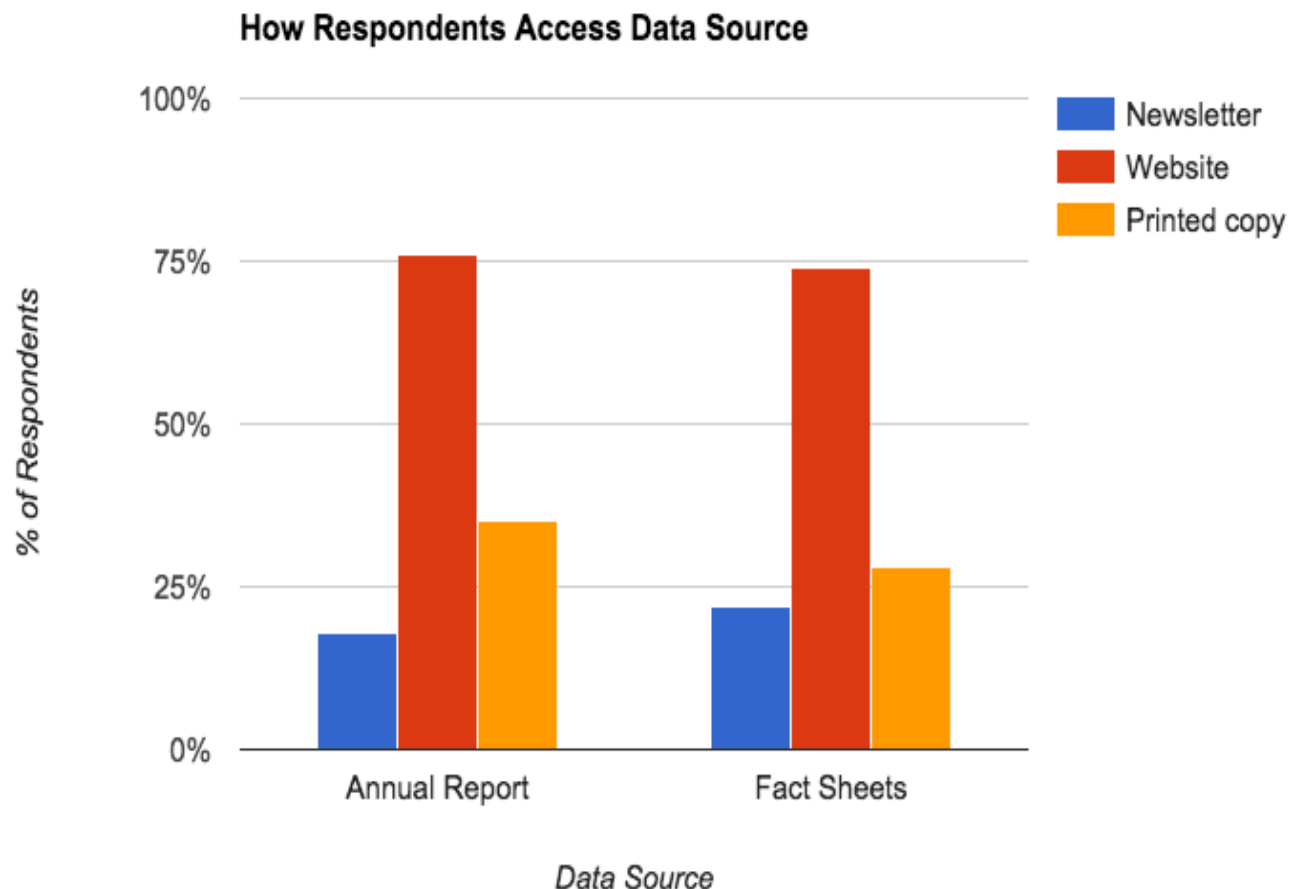
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How Respondents Access Data Source

Overall, the website is the most powerful tool for accessing data

More outreach to increase awareness of NC-VDRS data sources is needed

## Results

- Low Resource Awareness
- Varied Resource Use
- Easy to Use

## Action

- Dissemination
- Tailoring
- Promotion

How you can help:
Encourage appropriate use of these data by your employees and colleagues

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