Utilizing the Quantitative Data Report

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Stephanie Reffey, PhD
Becky Royer, MPH, CHES
Webinar Agenda

• Welcome and Introductions
• Purpose of Quantitative Data Reports (QDRs)
• How to Read the QDR
• After Reviewing the QDR, Now What?
• Selection of Target Communities: Suggestions
• Data Explanations
• Questions & Answers
Purpose of the QDRs

Purpose of the QDRs is to:

• Help Komen Affiliates access public health data not always easily available
• Combine evidence from many credible sources
• Use the data to identify the highest priority areas for evidence-based breast cancer programs
How to Read the QDRs

The Komen HQ Community Profile Team recommends:

- Read the entire document from beginning to end
- Don’t skip over sections explaining types of data, why data were used, etc.
  - Sections 2.1 “Data Types”
  - First pages of Sections 2.2, 2.3, 2.4, 3.2, and 3.3
  - Section 3.1 “Methods for Setting Priorities”
You’ve Read the QDR, Now What?

Start with Table 3.3 (Priority Categorization) and work your way backwards.

• Focus on Counties listed in the highest priority categories
  • Can other data in the QDR possibly help explain why counties are unlikely to meet HP2020 targets?
• Key Population Characteristics in Table 3.3
  • Refer back to Tables 2.4a and 2.4b
  • May help explain possible vulnerable populations and barriers to care
Continuing to Dig Deeper into the QDR

Still working backwards from Table 3.3 …

• Look at Table 2.3a (Screening Rates)
  • If screening rates are low, this may help explain why there are higher rates of late-stage diagnosis.

• Look at Table 2.2a
  • Counts, rates, and trends for incidence, mortality, and late-stage
Digging Deeper into QDR –
Using National Capital Area (NCA)
QDR as Example
Selecting Target Communities: Suggestions

See Module 2 Toolkit document titled “Selecting Target Communities” on myKomen

• What to do if you have a number of counties in the “Highest” priority category?

Examples of target community selections using NCA Community Profile
Selecting Target Communities – What Communities Can the Affiliate Choose?

The Affiliate can select target communities:

- That are not counties (e.g. Black women, Latina women, cities or sub-sections of the county)
- Counties that are not among the highest priorities

But the Affiliate must provide solid evidence/data to support the selection of target communities!
Data Explanations

• High/rising incidence rates – good or bad?

• Statistical significance
  • significantly different vs. substantially different
Quantitative Data Narrative Report

Contents of Report:

- **Section 1**: Quantitative Data Report (provided by HQ)
  
- **Section 2**: Additional Quantitative Exploration (if applicable)
  - Data Sources and Methodology
  - Additional Data Overview

- **Section 3**: Target Communities
  - List of target communities selected and description of process for selecting target communities
### Quantitative Data Section Checklist

<table>
<thead>
<tr>
<th>Section Content</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Affiliate Score</th>
<th>Comments (Not Required)</th>
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<tbody>
<tr>
<td><strong>Quantitative Data Report: Measuring Breast Cancer Impact</strong></td>
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<td><strong>Section Submission</strong></td>
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<td>12 points: Narrative is clear, concise and explicitly discusses all of the following Target Communities components: • All selected target communities are from communities classified as highest risk (or if there are no highest risk communities in the Affiliate service area, the communities selected are those from the highest priority category available) • Clear justification is provided about why the target communities were selected, including additional data and justifications to establish a clear need and support the selection of highest risk communities, if applicable • Data elements discussed are linked directly to the target communities</td>
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<td><strong>Quantitative Data Report Findings</strong></td>
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<td>8 points: Narrative is clear, concise and explicitly discusses only 2 of the following Target Communities components: • All selected target communities are from communities classified as highest risk (or if there are no highest risk communities in the Affiliate service area, the communities selected are those from the highest priority category available) • Clear justification is provided about why the target communities were selected, including additional data and justifications to establish a clear need and support the selection of highest risk communities, if applicable • Data elements discussed are linked directly to the target communities</td>
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<td><strong>Bonus Points: Additional Quantitative Data Gathering</strong></td>
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<td>3 points: Community Profile Team completed additional quantitative data collection and provided a narrative of the results that includes all of the following components: • Justification of why additional quantitative data was collected • Summary of the methods used to collect the additional quantitative data • Summary of how the data enhances the data from the Quantitative Data Report • Summary of how the data is used in conjunction with the data from the Quantitative Data Report to select target communities</td>
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<td>2 points: Community Profile Team completed additional quantitative data collection and provided a narrative of the results that includes only 1 of the following components: • Justification of why additional quantitative data was collected • Summary of the methods used to collect the additional quantitative data • Summary of how the data enhances the data from the Quantitative Data Report • Summary of how the data is used in conjunction with the data from the Quantitative Data Report to select target communities</td>
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<td>1 point: Community Profile Team completed additional quantitative data collection and provided a narrative of the results that includes only 1 of the following components: • Justification of why additional quantitative data was collected • Summary of the methods used to collect the additional quantitative data • Summary of how the data enhances the data from the Quantitative Data Report • Summary of how the data is used in conjunction with the data from the Quantitative Data Report to select target communities</td>
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<td>0 points: Community Profile Team did not complete additional quantitative data collection, or if additional quantitative data was collected and presented, data was not interpreted accurately and not linked to the Quantitative Data Report</td>
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<td><strong>Conventions</strong></td>
<td>3 points:</td>
<td>2 points:</td>
<td>1 point and Report Returned for Revisions</td>
<td>0 points and Report Returned for Revisions</td>
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<td>(e.g. grammar, spelling, sentence structure, style and format)</td>
<td>- Editing is essentially free of grammar errors (e.g., subject-verb agreements and tense)</td>
<td>- Minor errors in grammar (e.g., subject-verb agreements and tense)</td>
<td>- Report Returned for Revisions:</td>
<td>- Numerous errors in grammar (e.g., subject-verb agreements and tense)</td>
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**Total Score**: 0

**Exceptions**: 1. A justification may be provided by the Affiliate if unable to meet the above stated requirements by section due date. 2. The Affiliate will need to engage in a discussion with their Regional Director prior to submitting a justification for an exception. 3. Regardless of score, Komen Headquarters reserves the right to request revisions and resubmission for any reason if something is deemed particularly unclear or inaccurate.

<table>
<thead>
<tr>
<th>Overall Score Category</th>
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<tbody>
<tr>
<td>22-26</td>
<td>Excellent</td>
<td>Approved</td>
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<tr>
<td>18-21</td>
<td>Good</td>
<td>Approved</td>
</tr>
<tr>
<td>13-17</td>
<td>Fair</td>
<td>Not Approved - Minor Revisions</td>
</tr>
<tr>
<td>6-12</td>
<td>Poor</td>
<td>Not Approved - Major Revisions</td>
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Quantitative Data Section Submission

Items that need to be submitted via Documents Due on myKomen:

- Quantitative Data Report Narrative (.doc or .docx format)
- Quantitative Data Report Checklist (.xls or .xlsx format)
Document Due Form

2015 Community Profile

Section: Quantitative Data Report

Who is the primary point of contact from your Affiliate for the Community Profile:

Contact First Name:

Contact Last Name:

Contact Email:

Please attach documents:

Quantitative Data Section Narrative Word (.doc or .docx) Attachment: Browse

Section Checklist/Scoring Criteria Excel (.xls or .xlsx) Attachment: Browse
Document Due Form

Who from the Affiliate has approved the Community Profile section that is being submitted:

Note: Board of Directors approval is not required for this section. If the Affiliate's Board of Directors approved this section, please list your Board President as the approver.

Position: *
Please select...

Approver First Name: *

Approver Last Name: *

Date of Approval: *

NOTE:

By completing this form, adding required attachments and clicking submit, the Affiliate is verifying that this Community Profile section has been approved for submission. Please note that Komen Headquarters may contact the Board President and/or Executive Director if questions or concerns arise and updates need to be made.
Where to Go for Help

For Support
- Regional Director
- Community Profile Forum on myKomen

For General Questions
- Please e-mail: communityprofile@komen.org

For submitting a HelpDesk ticket and access to Community Profile information, guidebook, toolkits, discussion forum and training materials:
- Please visit http://mykomen.org