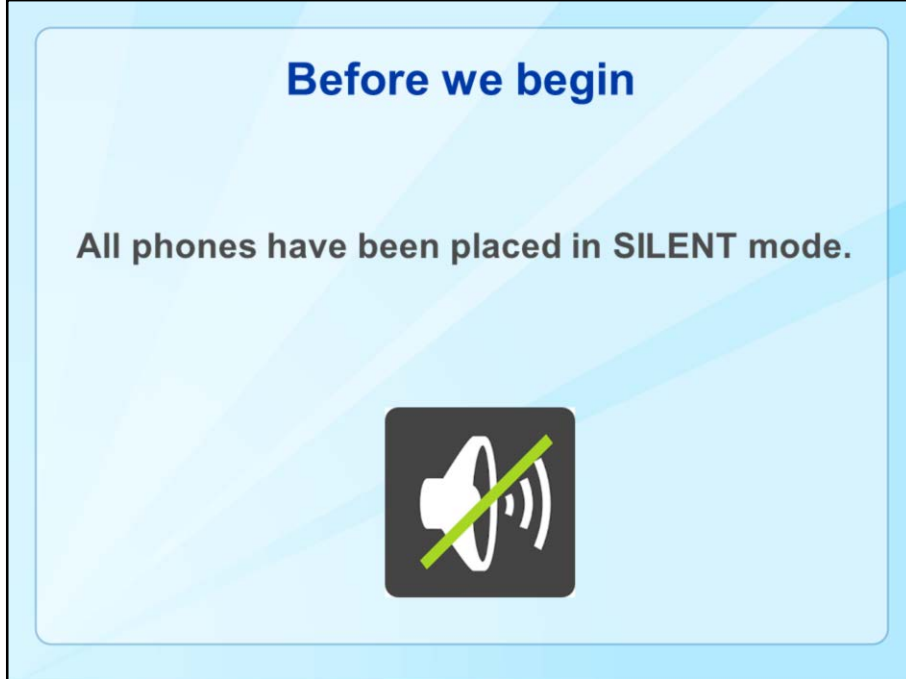


**MODERATOR:**

Welcome to today's Coffee Break presented by the Applied Research and Evaluation Branch in the Division for Heart Disease and Stroke Prevention at the Centers for Disease Control and Prevention.

We are fortunate to have **Julia Jordan** as today's presenter. **Julia** is from the CDC's Division for Heart Disease and Stroke Prevention and is an ORISE fellow on the **Evaluation and Program Effectiveness Team**.

My name is **Amara Ugwu** and I am today's moderator. I am an ORISE Fellow within the **Applied Research and Evaluation Branch**.



MODERATOR:

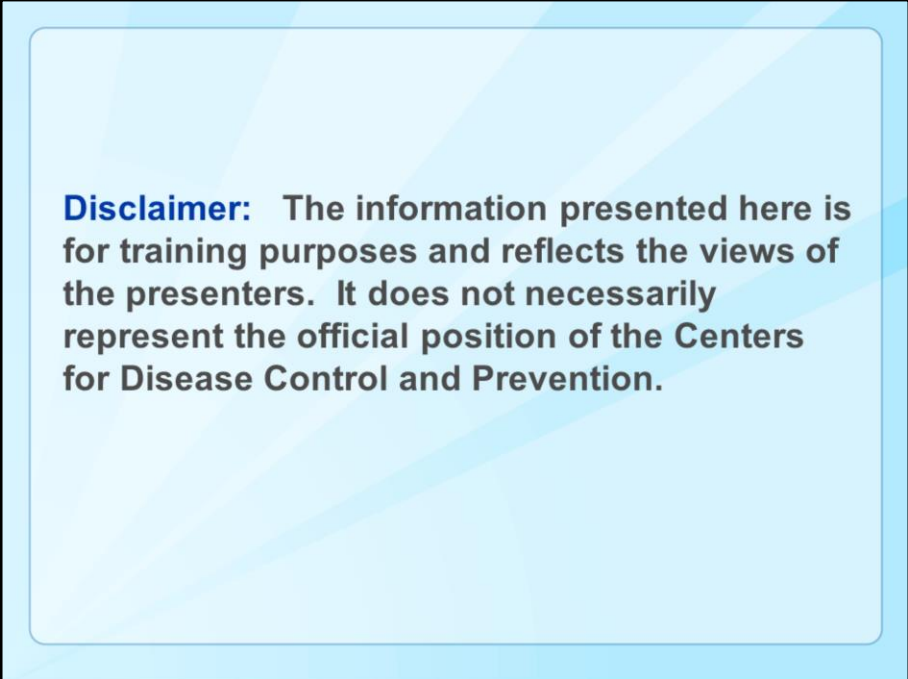
Before we begin we have a few housekeeping items.

All participants on the phone, please place your phone on mute. All participants listening through your computer, you have been muted.

If you are having issues with audio or seeing the presentation please message us using the Q&A box or send us an email.

If you have questions during the presentation, please enter it on the Q & A box on your screen. We will address your questions at the end of the session.

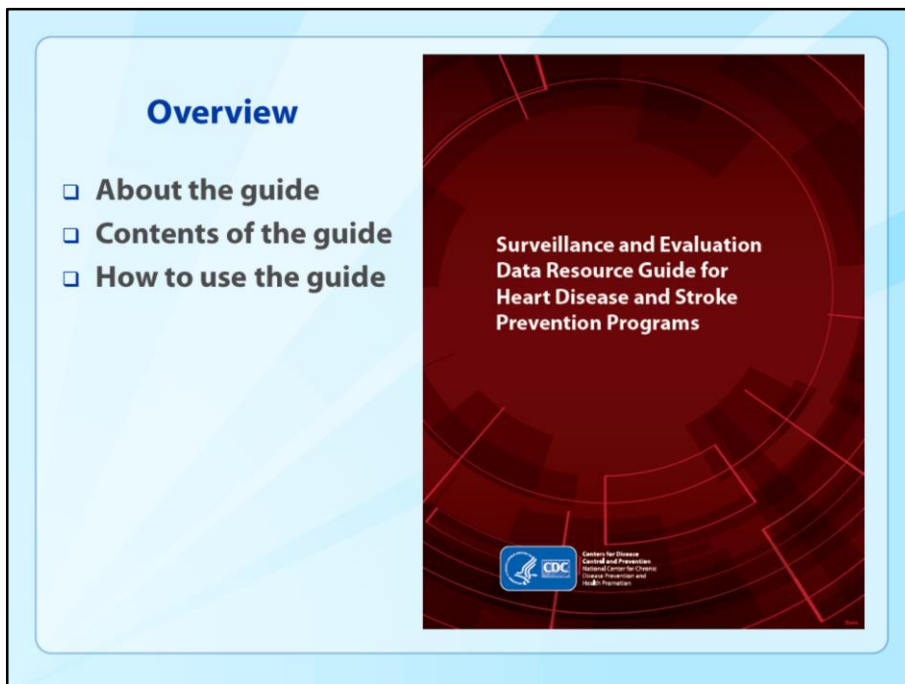
Since this is a training series on evaluation, we do hope you will complete the poll and provide us with your feedback.



**Disclaimer:** The information presented here is for training purposes and reflects the views of the presenters. It does not necessarily represent the official position of the Centers for Disease Control and Prevention.

MODERATOR: The information presented here is for training purposes and reflects the views of the presenters. It does not necessarily represent the official position of the Centers for Disease Control and Prevention.

So, without further delay. Let's get started. Julia, the floor is yours.



Thank you Amara.

Hi, I'm Julia Jordan and today I'll be talking about the Surveillance and Evaluation Data Resource Guide for Heart Disease and Stroke Prevention Programs.

This guide was developed by the Applied Research and Evaluation Branch in the Division for Heart Disease and Stroke Prevention at CDC and was released in mid-March of 2016.

In this presentation, I'll go over some key points about the guide, the contents of the guide, and how to use this guide in your own heart disease and stroke prevention programs.


## About the Guide

- ❑ **At-a-glance compilation of data sources useful programs**
- ❑ **Addresses the broad spectrum of programs supported by the division**
- ❑ **Serves as a companion resource to a similar guide produced by the CDC's Office of Smoking and Health**



OSH Guide: [http://www.cdc.gov/tobacco/stateandcommunity/tobacco\\_control\\_programs/surveillance\\_evaluation/index.htm](http://www.cdc.gov/tobacco/stateandcommunity/tobacco_control_programs/surveillance_evaluation/index.htm)

The Surveillance and Evaluation Data Resource Guide for Heart Disease and Stroke Prevention Programs serves as an at-a-glance compilation of data sources useful for heart disease and stroke prevention programs. This guide addresses the broad spectrum of programs supported by the Division for Heart Disease and Stroke Prevention. Please keep in mind that not all sources in the guide will be relevant to all programs but there are some sources that apply to each of our divisional programs. This guide serves as a companion to a similar guide that was produced by CDC's Office of Smoking and Health. If you are interested in looking at that guide, the link is at the bottom of this slide.



### About the Guide

- ❑ Provides basic information on each data source to assist state and local heart disease and stroke prevention programs in identifying data relevant to planning, monitoring, and evaluation
- ❑ Includes most cardiovascular health-related data sources

The Surveillance and Evaluation Data Resource Guide for Heart Disease and Stroke Prevention Programs contains almost 100 data sources. This guide provides basic information on each data source to assist state and local heart disease and stroke prevention programs in identifying data relevant to planning, monitoring, and evaluation. We attempted to include the majority of cardiovascular health-related data sources in this guide. However, because this is an ever-changing field, it is impossible to include all sources available at any point in time.

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About this Guide	1
Acronyms seen in this guide	3
<b>Table 1. National and State Surveys, Systems, and Tools</b>	<b>6</b>
AHRQ Healthcare Cost and Utilization Project - National Inpatient Sample AHRQ Healthcare Cost and Utilization Project - National Statistics on all States AHRQ Healthcare Cost and Utilization Project - State Statistics on all States AHRQ Healthcare Cost and Utilization Project - National Statistics on Emergency Department Visits AHRQ Healthcare Cost and Utilization Project - State Statistics on Emergency Department Visits AHRQ Healthcare Cost and Utilization Project - National Statistics on Children All-Payer Claims Databases (APCDs or APDs) Behavioral Risk Factor Surveillance System (BRFSS) CDC School Health Profiles CMS Virtual Resource Data Center Community Health Survey, The Heart Follow Up Study Current Medicare Beneficiaries Survey Health and Retirement Study (HRS) Integrated Public Health Surveys (2010-2011) Medical Expenditure Panel Survey (MEPS) National Emergency Medical Services Information System (NEMSIS) National Health and Nutrition Examination Survey (NHANES) National Health Interview Survey (NHIS) National Vital Statistics System (NVSS) Pregnancy Risk Assessment Monitoring System (PRAMS) School Health Policies and Practices Study (SHPPS) State Cardiovascular Health Examination Survey (SCHES)	
<b>Table 2. Health System Registries</b>	<b>11</b>
ACC ACTION Registry ACC PINNACLE Registry CARES Cardiac Arrest Registry to Enhance Survival Get With the Guidelines-Atrial Fibrillation Get With the Guidelines-Heart Failure Get With the Guidelines-Resuscitation Get With the Guidelines-Stroke The Guidelines Advantage (TGA)	
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<b>Table 4. Health System Program and Performance Measures</b>	<b>17</b>
Medicaid Adult Health Care Quality Measurement Program Medicare Advantage - Star Ratings Medicare Shared Savings Program / Affordable Care Organizations (ACOs) Million Hearts Clinical Quality Dashboard National Committee for Quality Assurance (NCQA): Healthcare Effectiveness Data and Information Set (HEDIS) Office of the National Coordinator (ONC) for Health Information Technology Certified Health IT List	

The guide includes 8 different tables of data sources.  
 Table 1 is National and State Surveys, Systems, and Tools.  
 Table 2 is Health System Registries  
 Table 3 is Health System Data Reporting Tools  
 Table 4 is Health System Program and Performance Measures

<p><b>Table 5. National, State, and Local Policy Tracking</b> ..... 19</p> <ul style="list-style-type: none"> <li>Association of State and Territorial Health Officials</li> <li>Bloomberg Law - Health</li> <li>CQ Roll Call</li> <li>Education Commission of the States: State Policy Database</li> <li>GovTrack-US Congress</li> <li>Law Atlas: The Policy Surveillance Portal</li> <li>LexisNexis StateNet</li> <li>National Council of State Legislatures</li> <li>StateScope</li> <li>University of Connecticut Rudd Center for Food Policy and Obesity</li> <li>WestLaw</li> </ul>	
<p><b>Table 6. Media Tracking</b> ..... 21</p> <ul style="list-style-type: none"> <li>Adobe SiteCatalyst (previously known as Omniture)</li> <li>Cision</li> <li>Facebook Insights</li> <li>Google Analytics</li> <li>HootSuite</li> <li>Keyhole</li> <li>Pinterest</li> <li>Radian6</li> <li>Scarborough</li> <li>Simply Measured</li> <li>Symon</li> <li>YouTube Analytics</li> </ul>	
	<p><b>Table 7. Data Visualization, Interactive, and Geographic Information Systems Platforms</b> ..... 23</p> <ul style="list-style-type: none"> <li>American FactFinder- Decennial Census, American Community Survey, Economic Census, Population Estimates (U.S. Census Bureau)</li> <li>American Heart Association: Heart Disease and Stroke Statistical Update</li> <li>CDC Division for Heart Disease and Stroke Prevention: Data Trends and Maps</li> <li>Chronic Disease Data Warehouse</li> <li>Chronic Disease GIS Exchange</li> <li>Chronic Disease Indicators</li> <li>Community Commons</li> <li>Community Health Status Indicators</li> <li>FASTATS</li> <li>Health Resources and Services Administration: Area Health Resource Files</li> <li>Institute for Health Metrics and Evaluation (IHME) Global Burden of Disease (GBD)</li> <li>Interactive Atlas of Heart Disease and Stroke</li> <li>Policy Link: Community Mapping</li> <li>The National Heart, Lung, and Blood Institute The Morbidity &amp; Mortality: Chart Book on Cardiovascular, Lung, and Blood Diseases</li> <li>World Health Organization Global Health Observatory (GHO)</li> <li>World Health Organization Global Infobase</li> </ul>
	<p><b>Table 8. Sodium in the Food Supply: Sales and Nutrient Composition</b> ..... 27</p> <ul style="list-style-type: none"> <li>Food and Drug Administration (FDA) Total Diet Study (TDS)</li> <li>Gladson, LLC Nutrition Database</li> <li>Guiding Stars</li> <li>Label Insights</li> <li>MensaStat (NY City Department of Health)</li> <li>Mintel Corp Menu Insights: Food Service Market</li> <li>Neilsen ScanTrack</li> <li>Nuval</li> <li>USDA Food and Nutrient Database for Dietary Studies (FNDDS)</li> <li>USDA National Nutrient Database for Standard Reference (SR)</li> </ul>

Table 5 is National, State, and Local Policy Tracking

Table 6 is Media Tracking

Table 7 is Data Visualization, Interactive, and Geographic Information Systems Platforms

Table 8 is Sodium in the Food Supply: Sales and Nutrient Composition

As you can see, we have a wide variety of tools included in this guide, including surveillance tools, geographic information systems or GIS, performance measures for hypertension, media tools, and tools for planning, implementing, and evaluating programs in heart disease prevention and control. We also have one topic specific table related to sodium.



## Contents of the Guide

### □ Commonly used sources:

- *Behavioral Risk Factor Surveillance System (BRFSS)*
- *All-Payer Claims Database*
- *FASTTATS*
- *Interactive Atlas of Heart Disease and Stroke*
- *Million Hearts Clinical Quality Measures Dashboard*
- *Healthcare Effectiveness Data and Information Set (HEDIS)*
- *National Vital Statistics System (NVSS)*
- *Chronic Disease GIS Exchange*

Some of the most commonly used data sources included in this guide are the Behavioral Risk Factor Surveillance System (BRFSS), the All-Payer Claims Database, FASTTATS, the Interactive Atlas of Heart Disease and Stroke, the Million Hearts Clinical Quality Measures Dashboard, the Healthcare Effectiveness Data and Information Set (HEDIS), the National Vital Statistics System (NVSS), and the Chronic Disease GIS Exchange


## Contents of the Guide

Table Title				
Purpose	Topic(s) Addressed relating to Heart Disease and Stroke Prevention	Sampling Frame and Data Ownership	Methodology	Timing and Frequency
Name of the data source/tool with URL hyperlink				
<ul style="list-style-type: none"> <li>• Purpose(s) of the data source or tool.</li> </ul>	<ul style="list-style-type: none"> <li>• Topics on which information is collected or available for that data source or tool.</li> </ul>	<ul style="list-style-type: none"> <li>• Population from which the sample is taken, for example high schools, all visitors to a web site, or U.S. adults.</li> <li>• To whom the data belongs.</li> <li>• Cost</li> </ul>	<ul style="list-style-type: none"> <li>• Subject Selection: How the sample was selected, for example, random sampling or census.</li> <li>• Survey Delivery: How the survey or tool is delivered, for example, self-administered survey or in-person interview.</li> <li>• Number of Core Questions.</li> </ul>	<ul style="list-style-type: none"> <li>• Year survey or data source was first used.</li> <li>• Frequency data source is used for data collection, for example, annually or periodically.</li> </ul>

For each of the data sources, the guide contains information on:

- The purpose of the data source or tool
- The topics addressed as they relate to heart disease and stroke prevention
- The sampling frame and data ownership
  - The population from which the sample is being taken (for example high school students, US adults, etc).
  - To whom the data belongs
  - The cost associated with using the data (if there is one)
- Methodology
  - Subject selection-how the sample was selected
  - Survey delivery-how the survey or tool was delivered (self-administered, by phone, etc)
  - Number of Core Questions in the survey
- Timing and Frequency
  - Year survey or data source was first used
  - Frequency data source is used for data collection (annually, periodically, etc)

### How to Use the Guide



- **Used by program managers and evaluators**
- **Use during all program stages**
  - **Planning**
  - **Monitoring**
  - **Evaluation**

The guide is meant to be used by program monitors and evaluators and should be used during the planning, monitoring, and evaluation stages of your programs. Before choosing to use a data source, review and assess the appropriateness of the listed resources in meeting your program needs.

Data from these sources can be used to compare program impact and outcomes with those of other states and the nation as a whole.

<b>Table 1. National and State Surveys, Systems, and Tools</b>				
<b>Purpose</b>	<b>Topic(s) Addressed relating to Heart Disease and Stroke Prevention</b>	<b>Sampling Frame and Data Ownership</b>	<b>Methodology</b>	<b>Timing and Frequency</b>
<b>Behavioral Risk Factor Surveillance System (BRFSS)</b>				
<ul style="list-style-type: none"> <li>To provide descriptive data and health-related risk behaviors and events, chronic health conditions, and use of preventive services</li> <li>To provide a web-platform that allows for simple statistics</li> </ul>	<ul style="list-style-type: none"> <li>Clinical diagnosis of heart attack, coronary heart disease, and stroke</li> <li>High blood pressure and cholesterol</li> <li>Aspirin Use</li> <li>Sodium Intake</li> <li>Cardiac Rehabilitation</li> </ul>	<ul style="list-style-type: none"> <li>State level</li> <li>Adults aged 18 years or older</li> <li>Data ownership: CDC</li> <li>Cost: No cost</li> </ul>	<ul style="list-style-type: none"> <li>Random design, telephone survey (landline and cell phone)</li> <li>Annual core survey has 3 questions related to heart cardiovascular health</li> <li>Rotating core includes question on blood pressure and cholesterol</li> <li>State-specific modules may be used and can include Actions to Control Blood Pressure, Cardiovascular Health, and Sodium Consumption</li> <li>States may add questions at their discretion</li> </ul>	<ul style="list-style-type: none"> <li>Initiated in 1984</li> <li>Frequency: annually</li> </ul>

Let's go through an example. Here, you can see what is included in the resource guide for the Behavioral Risk Factor Surveillance System or BRFSS. The data guide describes the purpose of BRFSS, the topics addressed related to heart disease and stroke prevention, the sampling frame, the data ownership, the methodology, and the timing and the frequency.

The purpose of BRFSS is to provide descriptive data on health-related risk behaviors and events, chronic conditions, and use of preventive services and to provide a web-platform that allows for simple statistics.

The topics addressed by BRFSS include information on clinical diagnosis of heart attack, coronary heart disease, and stroke, high blood pressure and cholesterol, aspirin use, sodium intake, and cardiac rehabilitation. Many other topics are addressed by BRFSS but in this guide, we just included those related to heart disease and stroke.

Related to the sampling frame and data ownership, BRFSS provides data at the state level and samples adults aged 18 and older. The data is owned by CDC and is available at no cost.

For the methodology, BRFSS is administered as a random telephone survey (by landline and cell phone). The core survey has 3 questions related to heart and cardiovascular health and

there are rotating core questions on blood pressure and cholesterol. There are also state-specific modules that may be used and include actions to control blood pressure, cardiovascular health, and sodium consumption. States may also add questions at their discretion.

Finally, BRFSS was initiated in 1984 and is administered annually.

The information from this data source may be used in the planning phase of your programs as a method to understand your state's population. It may also be used during the monitoring and evaluation phases of your programs as comparison data to understand the outcomes and impact of your program.

**Find the Guide Here:**

**[http://www.cdc.gov/dhdsp/evaluation\\_resources.htm](http://www.cdc.gov/dhdsp/evaluation_resources.htm)**

**<http://www.cdc.gov/dhdsp/pubs/guides.htm>**

You may find the guide on CDC's Division for Heart Disease and Stroke Prevention Program's website in two locations. The first is on the *Evaluation Resources* page and the second is on the *Publications* page under Guides.

## Any Questions?



MODERATOR: At this time, we'll take any questions that the audience may have. You may submit questions through the Q&A box.

Here we have a few questions.

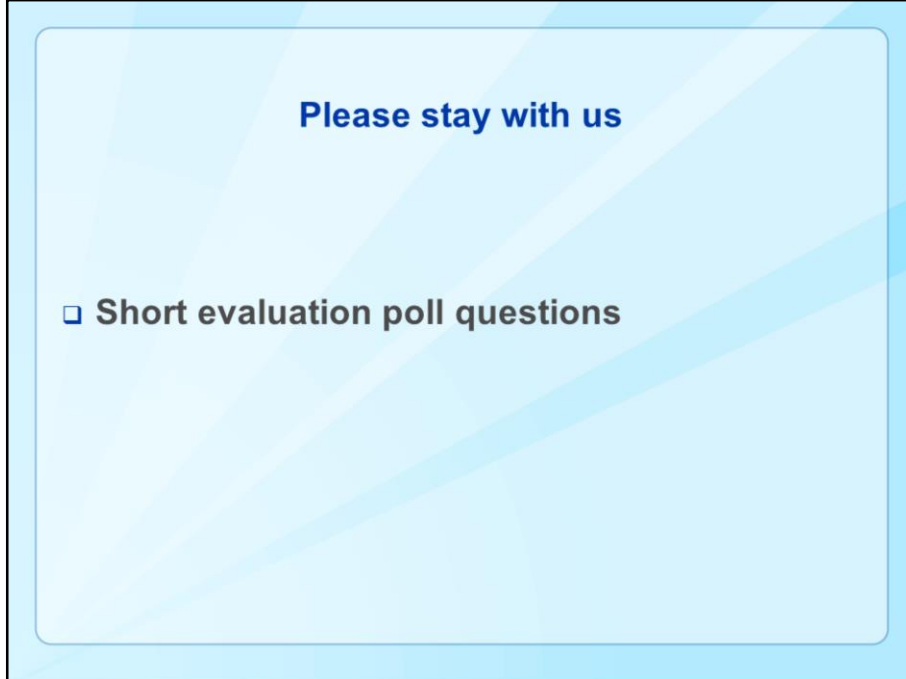
**1) How broadly will this guide be distributed?**

This guide will be distributed through a Dear Colleague letter and through our newsletters. Please feel free to share the guide with your partners

**2) How do these data sources relate to our program evaluations?**

These data sources can be used in a variety of ways for your evaluations. CDC provides technical assistance on your evaluations so if you would like to consider using the sources in this guide in your evaluations, please reach out to your TA provider about how these relate to your performance measures and evaluations. Remember that not all data sources in this guide are relevant to all programs.

Thank you Julia



MODERATOR: Please stay with us for a three short poll questions.

*NOTE (don't read) Pull up on lync and pause for 15 seconds after each poll question.*

**This coffee break was worthwhile for me.**

- Yes
- very worthwhile
- Somewhat
- A little
- No not at all

**The quality of the presentation was:**

- Excellent
- Good
- Fair
- Poor

**I plan to attend future Coffee Break sessions**

- Yes
- Maybe



No

## Reminders!

*All sessions are archived and  
the slides and script can be accessed at:*

**<http://www.cdc.gov/dhdsp/pubs/podcasts.htm>**

*If you have any questions, comments, or topic ideas  
send an email to:*

**[AREBheartinfo@cdc.gov](mailto:AREBheartinfo@cdc.gov)**

MODERATOR:

All sessions are archived and the slides and script can be accessed at our Division website. Today's slides will be available in 2-3 weeks.

If you have any ideas for future topics or have any questions, please contact us at the listed email address on this slide.

## Next Coffee Break

**When: May 10, 2016**

**Topic: Community-Clinical Linkages: A Practitioner's Guide**

**Presenter: Nicole Flowers & Magon Saunders**



Division for Heart Disease and Stroke Prevention  
National Center for Chronic Disease Prevention and Health Promotion



### MODERATOR:

Our next Coffee Break is scheduled for Tuesday, May 10<sup>th</sup>, 2016 and is entitled "Community-Clinical Linkages: A Practitioner's Guide".

Thank you for joining us. Have a terrific day everyone. This concludes today's call.