

Data-Driven Engagement in Public Health

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Let's
Connect!

Identified Gaps

Limited data sharing
across departmental
programs (siloeing)

Lack of standardized data
reporting and visualization

Need for collective **year-
to-year documentation** of
trends across programs for
comparative analyses

Goals

Connect with stakeholders
to understand

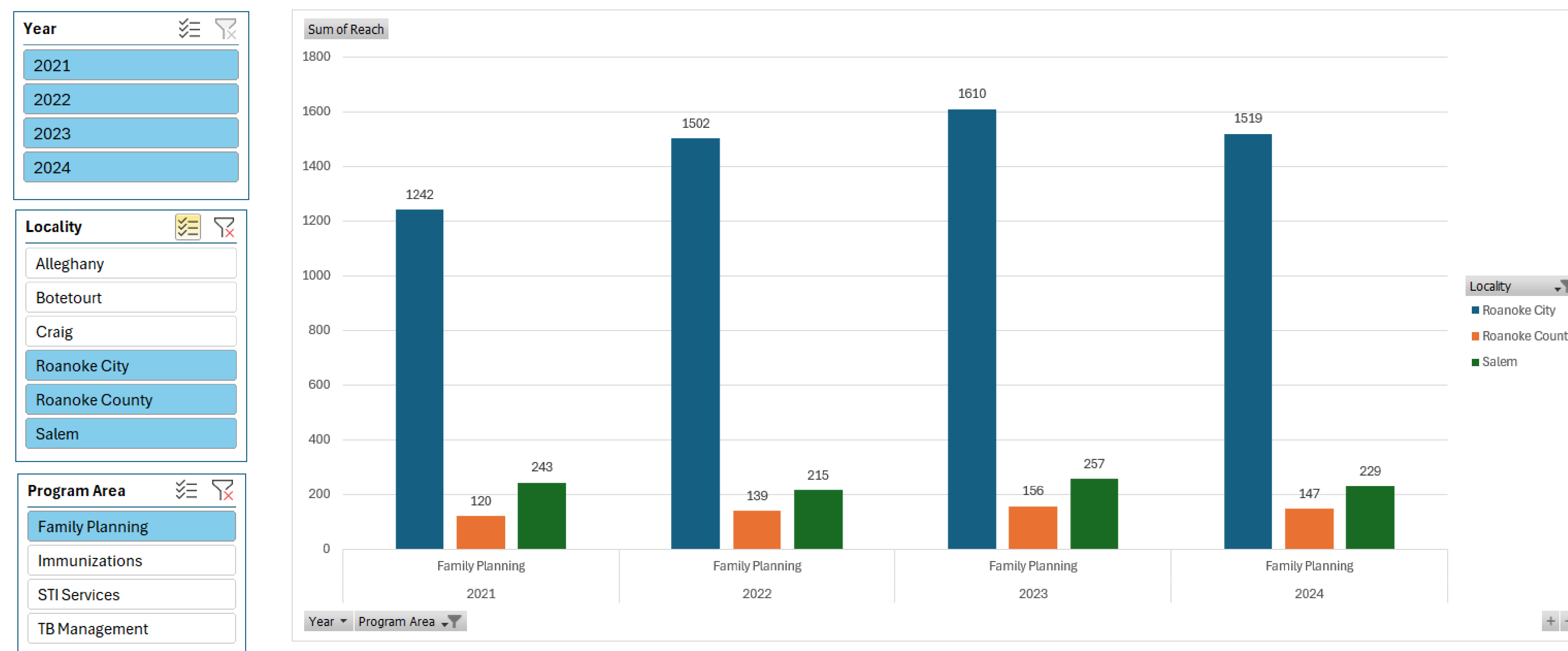
- Current reporting
processes
- Team dynamics
- Community outreach

Support RCAHD's Strategic
Engagement Plan to
**increase data-driven
decision making**

Visualize community health
patterns and trends

Outcomes

Annual Reports Dashboards



Clinical Services

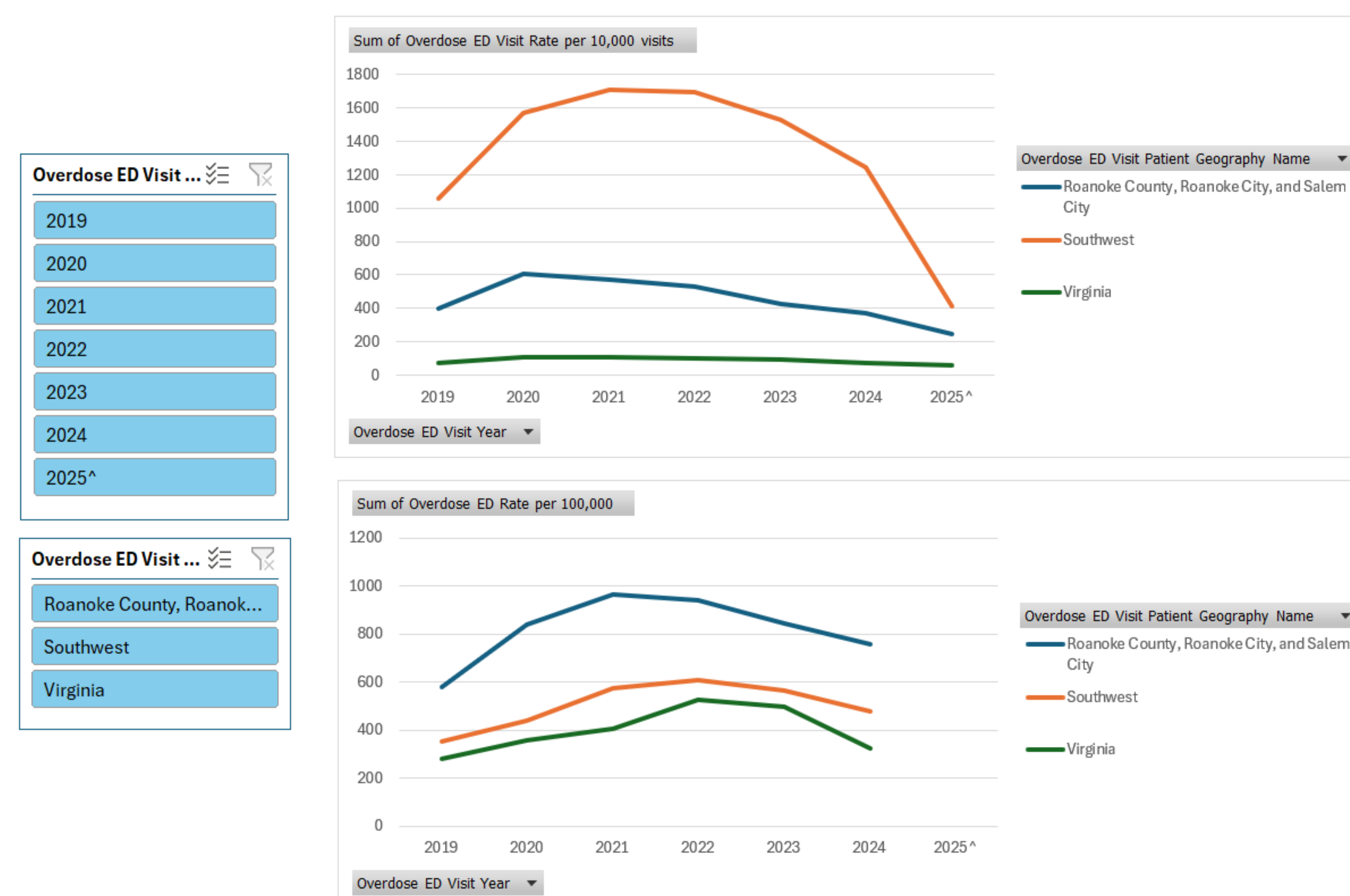
Epidemiology

Population Health

Environmental Health

Family Services

Peaks & Valleys Report



Visualization Guide

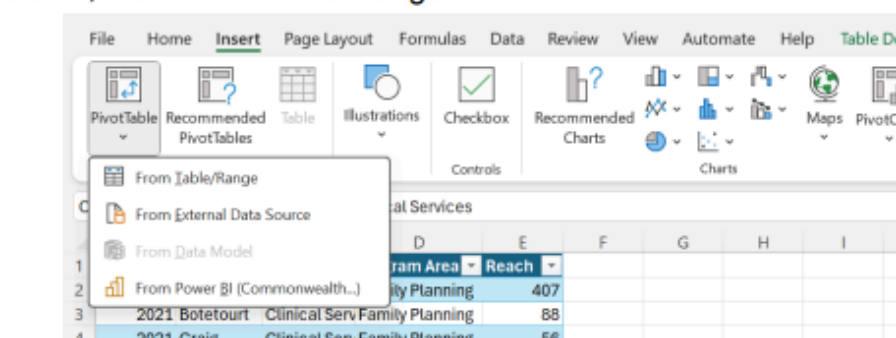
An Introduction to PivotTables & Customizations
By Jessica Wei (2025)

Importing Data

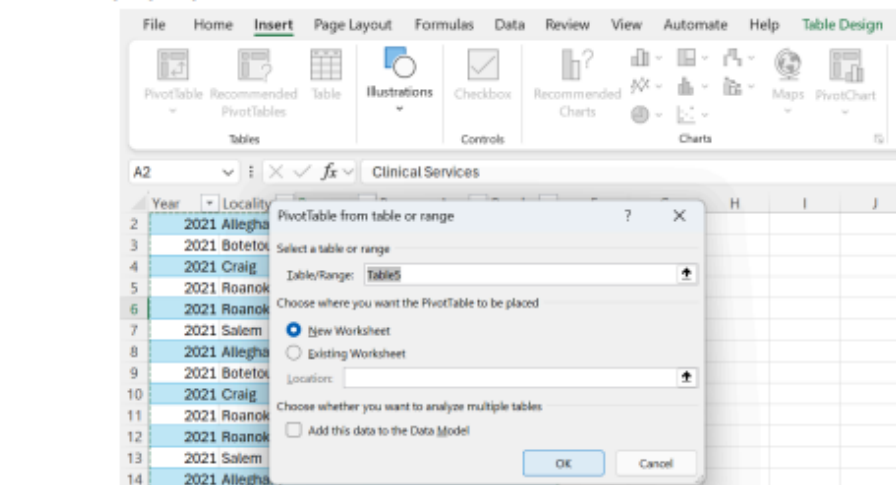
- 1) To begin, import your table in Excel. Keep all appropriate headers and necessary data.
- 2) To select your table, Ctrl+T. Your table should become highlighted and look similar to this:

Year	Locality	Program	Program Area	Reach
2021	Alleghany	Clinical Ser Family Planning		402
2021	Botetourt	Clinical Ser Family Planning		69
2021	Craig	Clinical Ser Family Planning		56
2021	Roanoke City	Clinical Ser Family Planning		1242
2021	Roanoke County	Clinical Ser Family Planning		120
2021	Salem	Clinical Ser Family Planning		243

- 3) Click on any cell in your table. Then, go to the "Insert" tab in the above banner. Click on PivotTable, then "From Table/Range"



- 4) This should pop up. Click "OK"



Challenges

Integrating new methods
that maintained **user-
friendliness and ease in
adoptability**

Navigating limitations in
funding and data availability

Takeaways

Systemic improvements
require **collaborative
incremental changes**

Communication and
implementation strategies
depend on the stakeholders
and/or community context

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