

Agenda Item Report



Winnebago County
The Wave of the Future

DATE: *February 15, 2024*
FROM: *Doug Gieryn, Public Health Director*
RE: *Data Exchange (DEX) \$300K Funding Resolution*

General Description:

The Fox Valley Data Exchange (DEX) is a non-profit organization formed in May 2023 to address the need for community data and reduce duplication of effort whereby many governmental and public/private organizations used their resources for gathering similar information. The vision of the DEX is to ensure that all community members have access to information and insights that enable collaborative decision-making and action-taking to enhance the overall well-being of their communities.

DEX is currently seeking support from community partners and public health is recommending the use of \$300K of public health reserve funds to support the launch of this project.

Action Requested:

Motion to approve the resolution to allocate \$300K of public health reserve funds to the DEX.

Procedural Steps:

Committee of Jurisdiction – Public Health
Action taken:

Meeting date: February 23, 2024
Vote:

County Board

Meeting date:

Background:

Data drives good decision-making. Public health relies on data that is to be a part of DEX in targeting resources, supporting grant applications, and monitoring our community's progress regarding the vital conditions for health. Health departments are required by state law to conduct a community health assessment at least every five years. This is a very time-consuming process that produces a snapshot of current community conditions that quickly becomes out of date. DEX would significantly reduce the time needed in collecting the data, be available for the most up-to-date data available during the five-year cycle, and include more data than is available in the community health needs assessment.

The data that DEX will make available will assist public health and hospitals develop community health improvement plans. It will also be available for community partners, researchers, community funders, and others to help identify areas of opportunity for community improvement, support for grant applications, and help area funders prioritize the allocation of use of limited resources.

Policy Discussion:

The project will create digital infrastructure and open-source access to curated data sources (e.g., demographics, health, economy, safety, environment, housing, etc.) covering Northeast Wisconsin, primarily Winnebago, Outagamie, and Calumet counties. DEX is committed to ensuring timely, reliable, accurate data using a common data model and robust data governance practices and will also work

towards developing greater interoperability across data sets to allow for higher-quality analyses. By coordinating with a variety of partners, the Data Exchange will obtain information and insights, as well as identifying additional sources of information. DEX plans to launch a web interface in Quarter 2 of 2024 and will roll out a communications and outreach plan through Quarter 4 of 2024.

The website, built on a platform created by Metopio, will organize and present hundreds of the most up-to-date indicators, highlighting trends over time and identifying challenges and opportunities in the tri-county region. Data will be displayed visually in charts, graphs, and maps with geographic breakdowns at the county level. Conditions specific to zip codes and census tracts will be provided for many indicators as well as breakdowns across demographic factors where available. Data also can be displayed as a trend over time and compared to other geographic regions. To see an example, visit <https://atlas.northernkentuckyusa.com/topics/PVB?topic=below-150-of-poverty-level> . The project requires front-end investment to launch. With a project cost of approximately one million dollars over the first three years, DEX is seeking \$300,000 from Winnebago County. So far, nearly \$480,000 of support from other local funders has been received. We are also requesting funding from Outagamie and Calumet Counties and financial support from health systems.

This project is a good investment because it will continue to serve the community for years to come. Once DEX launches, it will strive to become the go-to resource for community members and partners across all sectors and will provide a valuable service by creating and maintaining digital infrastructure to house community data and information that is current, accurate, and readily available. The additional analyses and interpretations will make this data actionable, serving to enhance opportunities for collaboration and guide resources in ways that will have lasting and measurable impact on our communities.

Attachments: Powerpoint presentation