We Will Start at 2 Minutes After the Hour

- Slides for today’s webinar can be found in the Handouts section of the GoToWebinar attendee interface.
- A link to today’s captions can be found in the Questions/Chat section of the GoToWebinar attendee interface.
  - Submit a question if you require assistance.
Using the UDS Mapper to Create a Tobacco Cessation Program
GoToWebinar Attendee Screen

- Open/close control panel with orange arrow
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- Type questions into the question box (do not raise hand)
Today’s Slides

- Slides can be found in the Handouts section of the GoToWebinar attendee interface
- UDS Mapper webinars are recorded
  - Videos, captions, slides, and supporting materials (if any) will be available on the UDS Mapper website after the files have been processed
Today’s Agenda

- Highlight tobacco-related issues that threaten low-income communities
- Illustrate how the UDS Mapper can help with building and implementing a tobacco cessation program
- Finding user support after the webinar
What is the UDS Mapper?

- An online mapping tool developed to provide access to maps, data, and analysis using Uniform Data System (UDS) and other relevant data to visualize service area information for Health Center Program (HCP) awardees and look-alikes

- Compares HCP awardee and look-alike data to community/population data and shows spatial relationships between the program, community attributes, and other resources
Who Can Use the UDS Mapper?

- The UDS Mapper is open to everyone, not just HCP awardees and look-alikes.

- To begin using the UDS Mapper all you have to do is register for a user name and password at www.udsmapper.org.

- More than one person from an organization can have a login for the UDS Mapper.
Register for a New Account

![Registration Form](image_url)
Tobacco-Related Health Risks

- Tobacco remains the single greatest cause of preventable disease and premature death in America today\(^1\)
- Secondhand smoke is toxic and can cause cancer\(^2\)
- 480,000 adults die each year from smoking-related illnesses and since 1964, 2.5 million non-smoking adults have died from secondhand smoke exposure\(^3\)

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Low-Income People Still Use Tobacco, and Can’t Quit

- In the U.S., tobacco use is higher among persons of low socioeconomic status (SES) than in the general population\(^4\)
- As the most vulnerable populations find it hardest to quit, socioeconomic disparities among tobacco users are widening\(^5\)


Tobacco Companies Assertively Market and Sell in Low SES Neighborhoods

In low-income (low SES) communities:

- Tobacco companies seek more retail opportunities
- Tobacco companies offer tobacco rebates, tobacco-discount coupons, and promote and sell brands that target women

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The “5 A’s” Approach

- Ask – Identify and record every patient’s tobacco use
- Advise – Urge every tobacco user to quit
- Assess – Where are tobacco users and are they ready to quit?
- Assist – Direct willing patients to your health center and/or service area support programs
- Arrange – Schedule in person and/or telephone follow-up

Two Additional “A” Approaches

- **Advertise**
  - Promote tobacco cessation services to your entire service area
    - Distribute handouts in high foot-traffic locations: grocery stores, shopping malls, pharmacies, libraries, houses of worship
    - Record media promotions that encourage people to quit
    - Use Web-based advertising

- **Attract**
  - Invite new people to your health center and offer them tobacco cessation support
    - Every handout, media, and web promotion should provide your health center’s location so tobacco users know where to go for help

How the UDS Mapper Can Help

- Assess your service area - Identify vulnerable, low-income populations in your service area
- Assist - Help tobacco users by identifying local health providers to partner with your tobacco cessation program
- Advertise - Find stores, libraries, pharmacies, shopping malls, and houses of worship in your service area for outreach
Using the UDS Mapper to Assess Your Service Area

Use the...

- **Explore Service Area tool**
  - Patient Origin mode to see where patients for a particular health center came from in 2018 (patient origin service area)
  - Information Card Deck to see clinical quality measures for tobacco cessation efforts by a health center in 2018

- **Explore Health Related Facilities tool** to find potential local partners and generate a report of the organizations in your service area

- **Main Maps tool** to see service area demographics

- **Population Indicators tool** to see service area population health outcomes

- **Map My Data tool** to add point locations for local partners or key advertising locations
Walkthrough of the UDS Mapper

- Focusing in Savannah, Georgia, to look at how a health center can put these three As into action:
  - Conduct a service area assessment,
  - Find local partners to assist patients in quitting tobacco, and
  - Identify locations to advertise the tobacco cessation program

- We will use a real health center for the demonstration, but the scenario and community data used in the walkthrough are hypothetical
Please Remember to Type in Questions

- Open/close control panel with orange arrow
- Keep control panel open by clicking View and unchecking Auto-Hide the Control Panel
- Type questions into the question box (do not raise hand)
Service Area Selection

- Navigate to your area of interest
- If desired, change the Basemap to a plainer version such as Canvas
- Use the Explore Service Area tool to see the patient origin service area for a health center
Select Health Center

- Click on the health center administrative location to select it and view the core service area.
- Core service area will be highlighted with diagonal lines.
- Core service area is made up of ZCTAs where most of the health center patients live.
Compare Service Area to Demographic and Population Health Data (1)

- The Main Maps tool allows you to see levels of each indicator
  - Areas that are darker have higher percentages of the selected indicator

- In this case, the areas with the highest rates of low income population in Savannah are also part of the health center’s core service area
Compare Service Area to Demographic and Population Health Data (2)

- The Population Indicators tool allows you to see only those areas with values equal to or greater than a threshold.
- Use national, state, or local benchmarks, or values that can be substantiated:
  - The default is the national average.
  - Visit the Benchmarks table in the Tutorials and Resources section of the website to find state benchmarks.
Adjust Population Indicators

Using the slider, adjust the threshold to the state average (37.9 for Georgia low-income)
Add Additional Indicators to See Overlap

- Add Adults Who Smoke and adjust to Georgia benchmark (17.5)
- Areas of overlap in color have high rates of both low income population and smoking
- Our focus is now on three ZCTAs - switch to By Geography Mode in the Explore Service Area tool to select them
Switch to By Geography Mode in Explore Service Area Tool

- Switching between modes in the Explore Service Area tool allows you to look at and select ZCTAs in different ways.
- Based on the Patient Origin map combined with the Population Indicators tool, these three ZCTAs are our top priority.
Identify Local Partners

- Use the Explore Health Related Facilities tool to identify potential partners
  - Turn on provider types of interest

- The report tool will provide a list of the potential partners that are in the selected ZCTAs
  - Generate Report
  - View Report
Health Related Facilities Report

- Use this list to identify who may already offer tobacco cessation services.
- There may be many others who are not included in the UDS Mapper; they can be added using the Map My Data tool, if desired.
Find the Best Places to Distribute Materials for Your Tobacco Cessation Program

- Gather information about common meeting places where your patients (and potential patients) might frequent:
  - Grocery stores
  - Libraries
  - Barber/Beauty Shops
  - Houses of worship

- Create a spreadsheet of these locations
Think About the Data

- We want to be able to distinguish these points from each other so we need more information to categorize them.

- Color coding in the Map My Data tool is available for up to 8 distinct categories.
Map My Data Tool

- Add non-patient address points to the map
  - One by one
  - In a batch
- Choose what information you want to display
Batch Entry - Browse for File

- Drag and drop or browse for your data file in the top box.
- You will see a preview of your data if it uploads correctly.
If Your Data File Does Not Load in Map My Data

- Is your file structured properly?
  - Your data must be on the FIRST (leftmost) tab in your spreadsheet file
  - Your data must have address, city, state, and ZIP Code
    - These must be in separate columns
    - They must be in columns A, B, C, and D respectively
  - Each location must be in a separate row

- If necessary, reformat your data and try again
Make Choices for Data Display

- Color code point based on:
  - This is the column in the dataset that has the 8 or fewer categories you worked on in your data file

- Information Card Items 1-3:
  - These columns tell the UDS Mapper which columns of data, if any, to add to each site’s Information Card
  - Cards include address information by default

- Name the dataset even if you do not want to save the file

- Geocode Points
Locations and Legend

- As the points are geocoded, the map will zoom to fit all points on the viewable map
- The legend will include the colors for each type of point
- Save the file for later personal use, if desired
Map My Data Information Card

- Remember to use your Information Cards to figure out which site is which.
- For example, of the grocery stores on our list, only one is in our target area - which one is it?
Summary

- Tobacco companies historically have targeted low income/low SES communities

- Using tools in the UDS Mapper, we were able to
  - Assess: Where patients who come to a specific health center organization live
  - Assess: Use community-level data to identify target areas in that service area for our tobacco cessation program
  - Assist: Find potential partners that may already be offering some of the services that are key to a successful tobacco cessation program
  - Advertise: Add locations of community sites to pick the best locations to target with tobacco cessation program literature
Tutorials & Resources

UDS Mapper

Tutorials & Resources

Webinars & Presentations
Attending a webinar or a live-person presentation is one of the best ways to learn how to properly, and effectively, use the UDS Mapper. View our list of upcoming webinars and presentations, and sign up for one today!

Knowledge Base
The Knowledge Base contains FAQs, a Glossary of terms used within the website, and Data Definitions. Type a keyword or phrase into the search bar to find related articles. If you cannot find what you are looking for, feel free to contact us!

Data Update Schedule
This section lists data sources in the UDS Mapper update on the UDS Mapper update schedule. Find the overall data-update schedule in this section. Information about individual data sources can be found in the Knowledge Base.

Data Extraction Methodologies
Read an explanation of our methodology for creating ZCTA-level data estimates.

Benchmarking
Find a list of benchmarks you can use for the Population Indicators Tool.

ZIP Code to ZCTA Crosswalk
ZIP Codes and ZCTAs do not always perfectly align. To find out which ZCTA a ZIP Code has been assigned to, please use this Crosswalk.

Articles & References
Want to learn more about the scientific background and significance of the UDS Mapper? View our list of related articles and resources on community health centers and sites.
Thank You!

If you have additional questions or feedback after the conclusion of this webinar, please use the Contact Us form provided on the UDS Mapper site:

https://www.udsmapper.org/contact-us.cfm

or contact the Bureau of Primary Health Care:

https://www.bphc.hrsa.gov

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