Framing Health Research for Communities of Color and the Census Bureau Data That Enable It

Robert L. Santos

Director, U.S. Census Bureau

United States® Census Bureau

United States® Census Bureau

Reflections on a Career in Survey and Policy Research

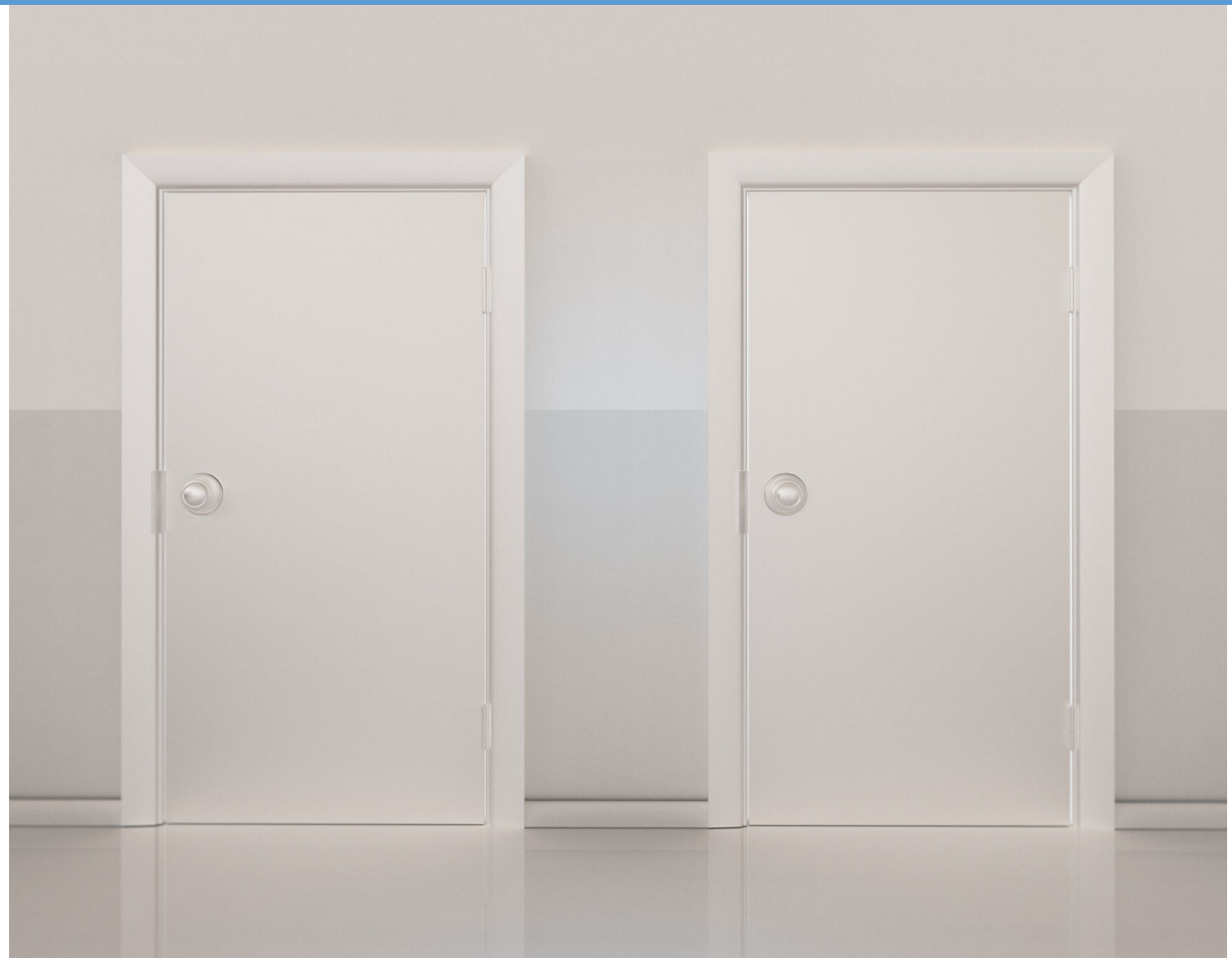
Importance of innovation, creativity, and critical thinking

Siloed solutions

Holistic perspective

United States® Census Bureau

Thinking Differently About Research Problems



United States® Census Bureau

United States® Census Bureau

A Holistic Approach

Health and well-being do not exist in a vacuum.

> Life challenges cause patients to ignore symptoms.

> Risk impact on well-being.

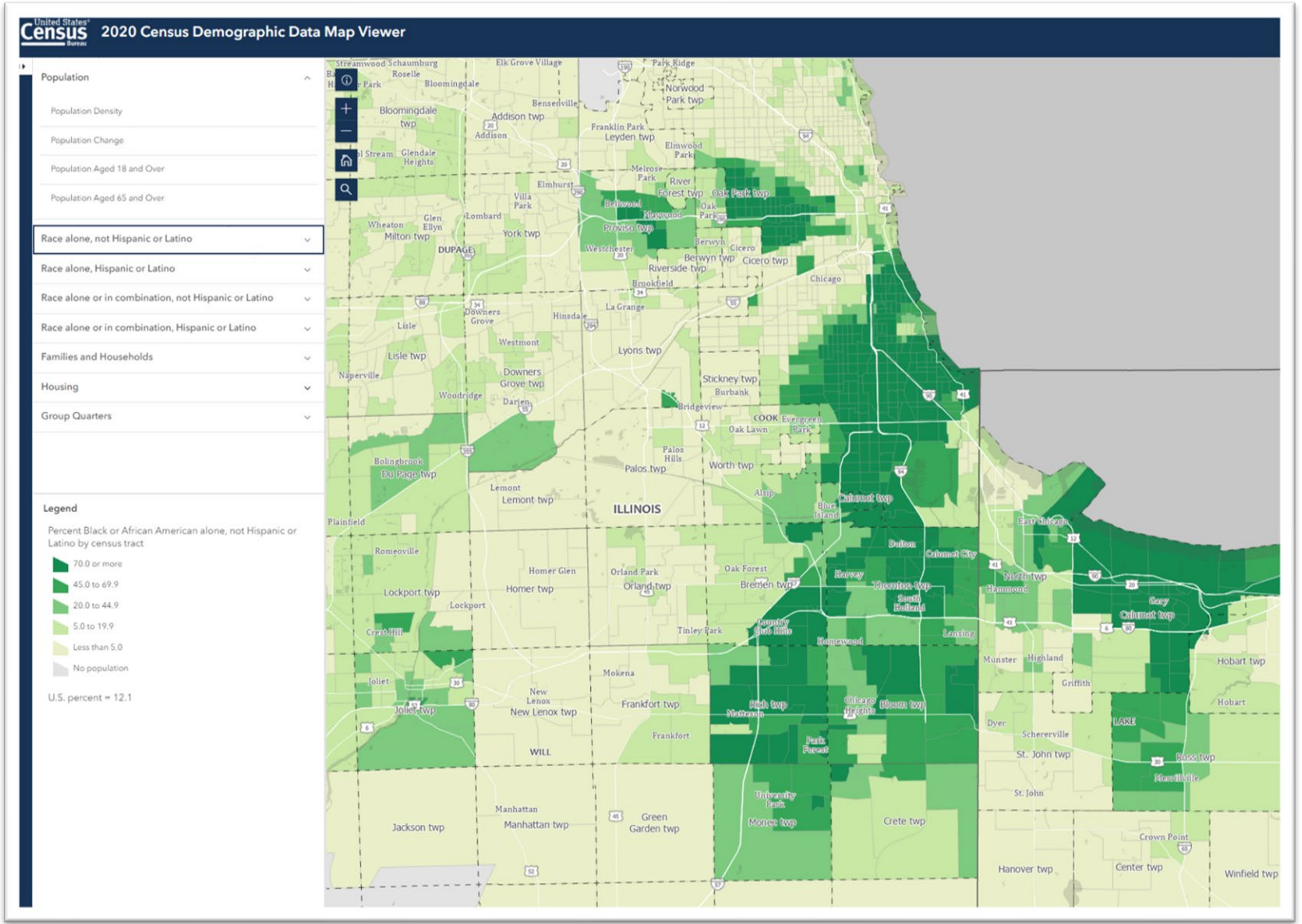
> Risk behaviors.

> Institutional factors.

> Climate factors.

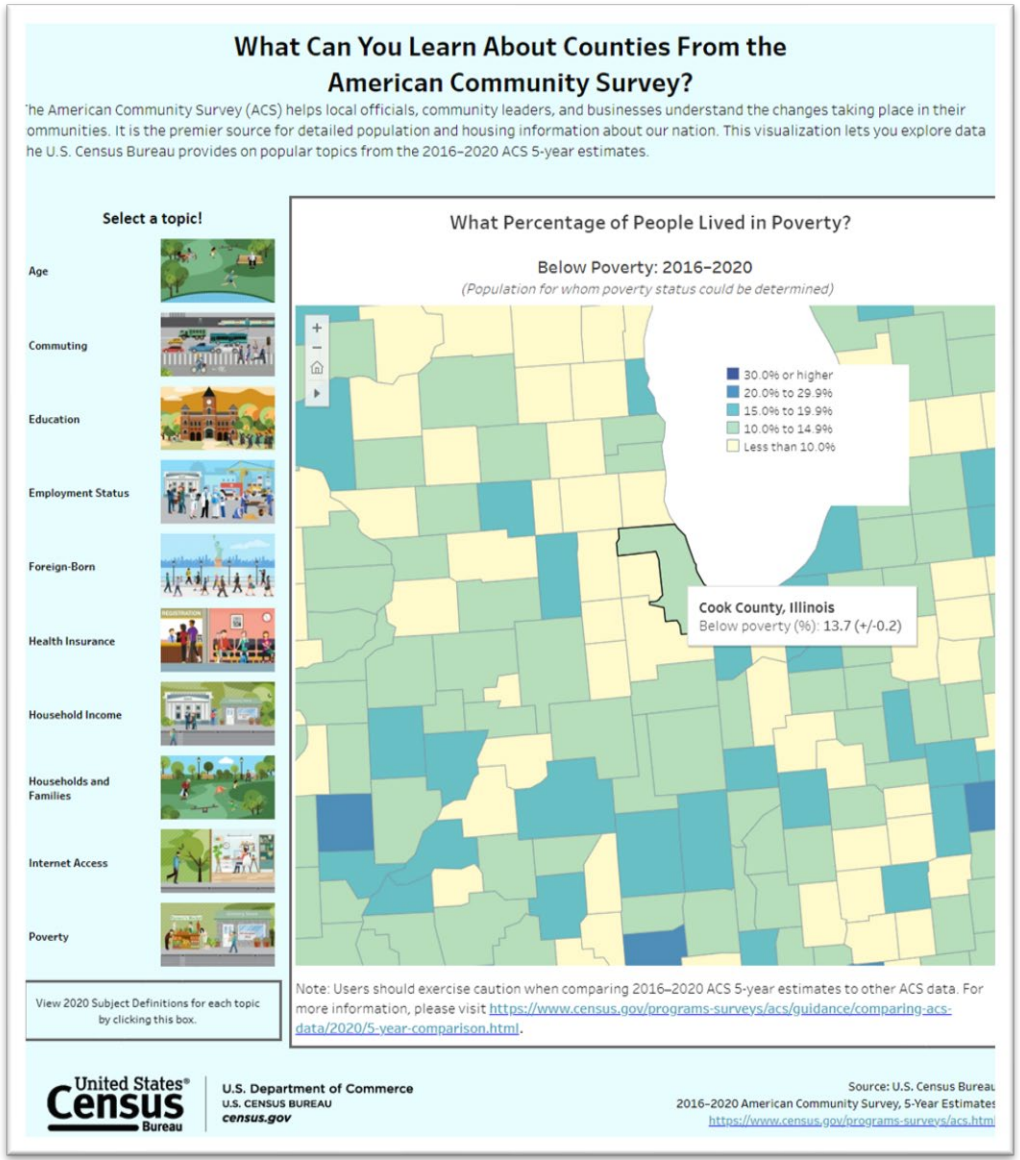
United States® Census Bureau

2020 Census Demographic Data Map Viewer



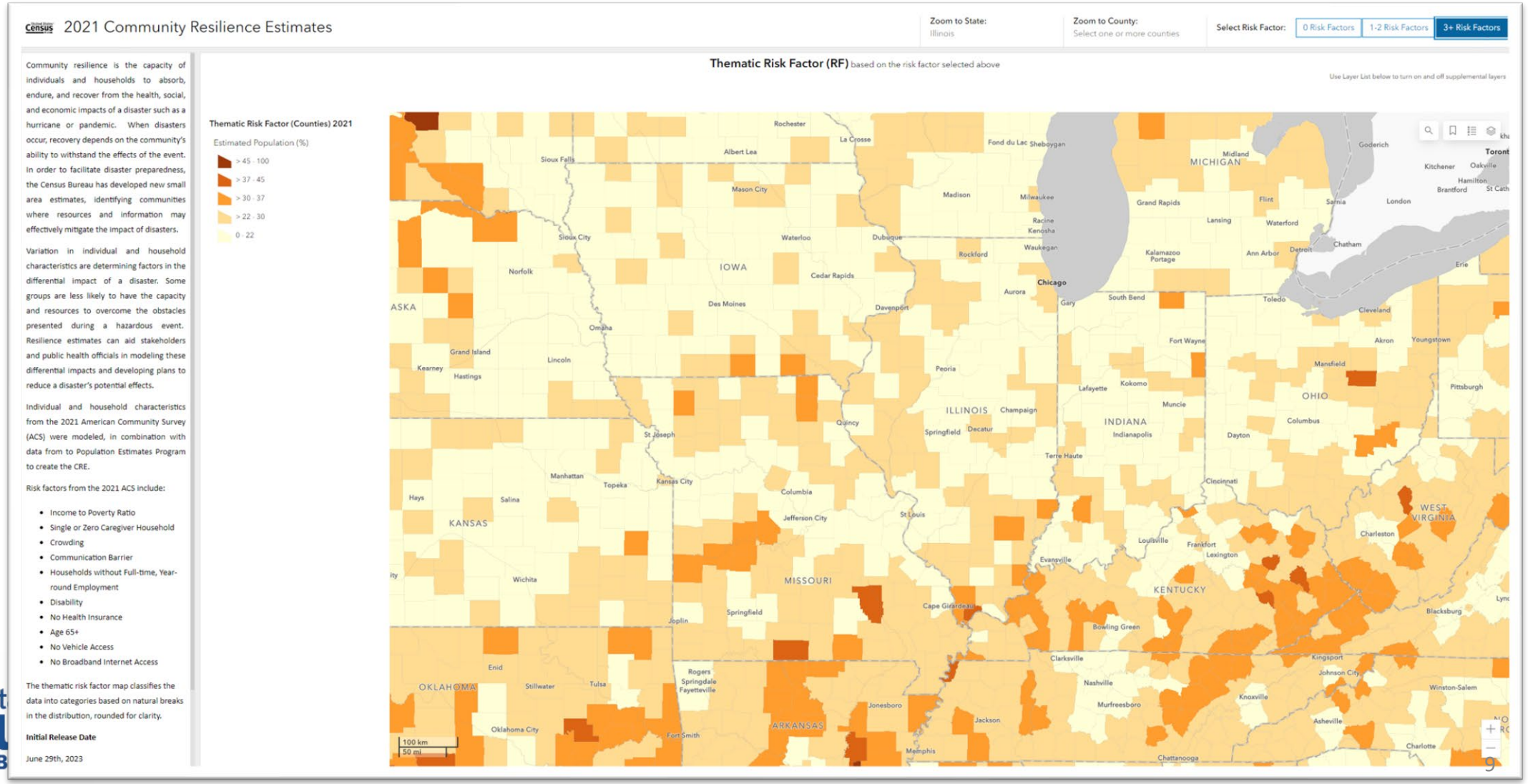
United States® Census Bureau

Understanding Community Change



United States® Census Bureau

Community Resilience Estimates



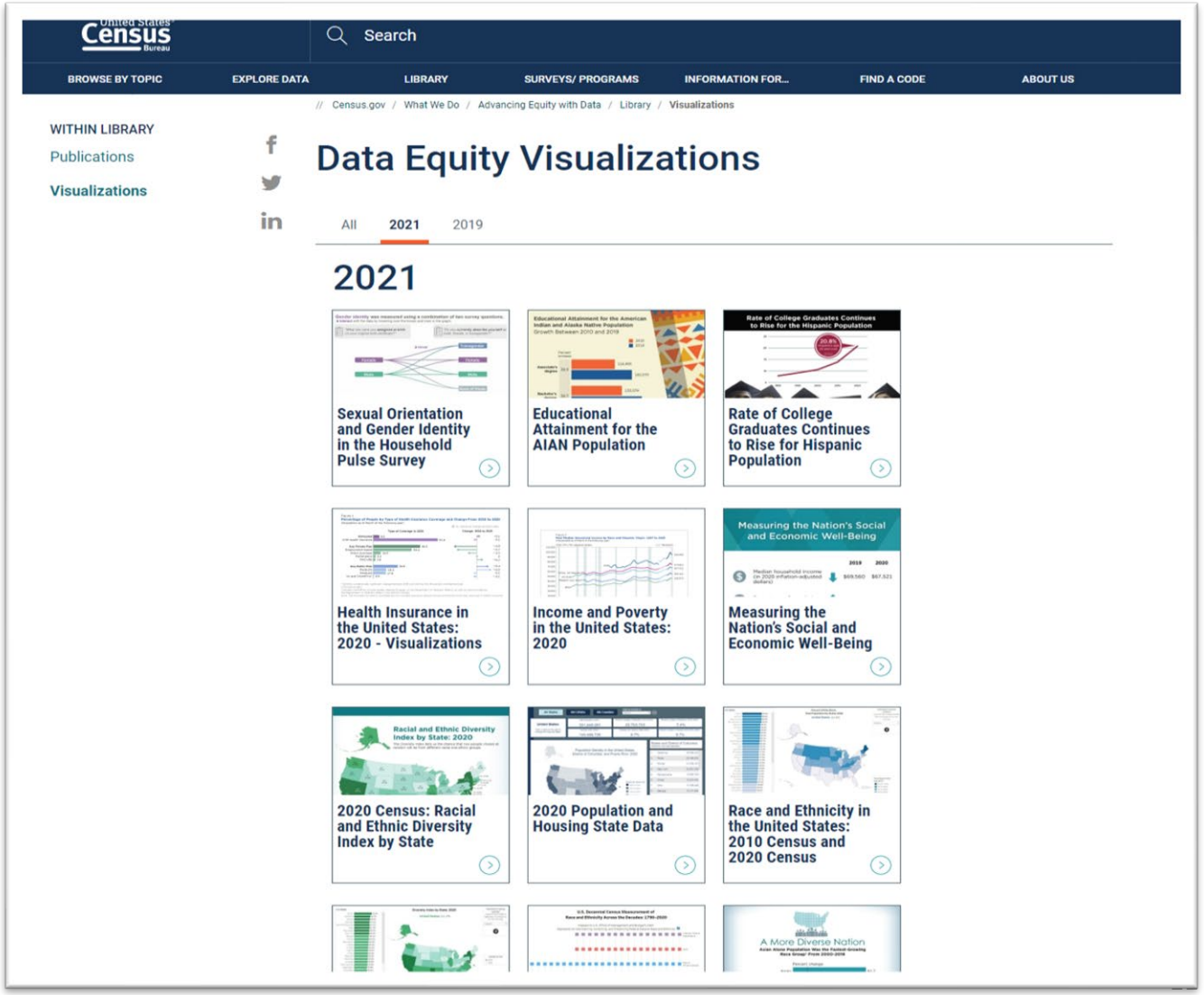
Community Resilience Estimates Risk Factors

1. Income-to-Poverty Ratio (IPR) < 130 percent (Household)/
2. Single or zero caregiver household—only one or no individuals living in the household who are aged 18-64 (Household).
3. Unit-level crowding with ≥ 0.75 persons per room (Household).
4. Communication Barrier, defined as:
    - No one in the household has received a high school diploma.
    - No one in the household speaks English "very well."
5. Aged 65 years or older.
6. No one in the household is employed full-time, year-round. The flag is not applied if all residents of the household are aged 65 years or older (Household).
7. Disability, at least one serious constraint to significant life activity.
8. No health insurance coverage.
9. No vehicle access (Household).
10. Households without broadband internet access (Household).

United States® Census Bureau

Data Equity

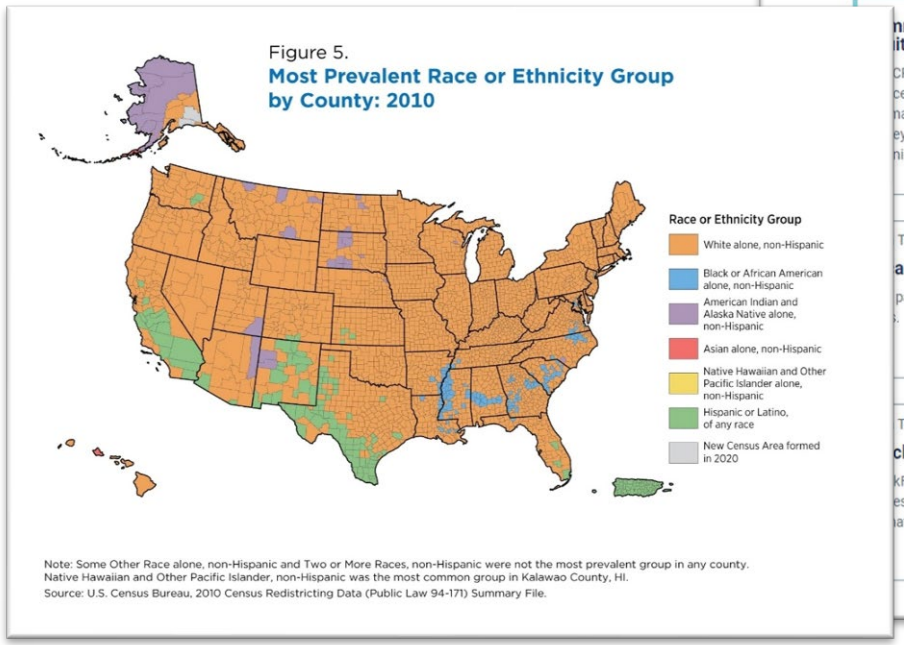
The Census Bureau's publicly available data can assist in identifying underserved communities and equitably distributing resources.

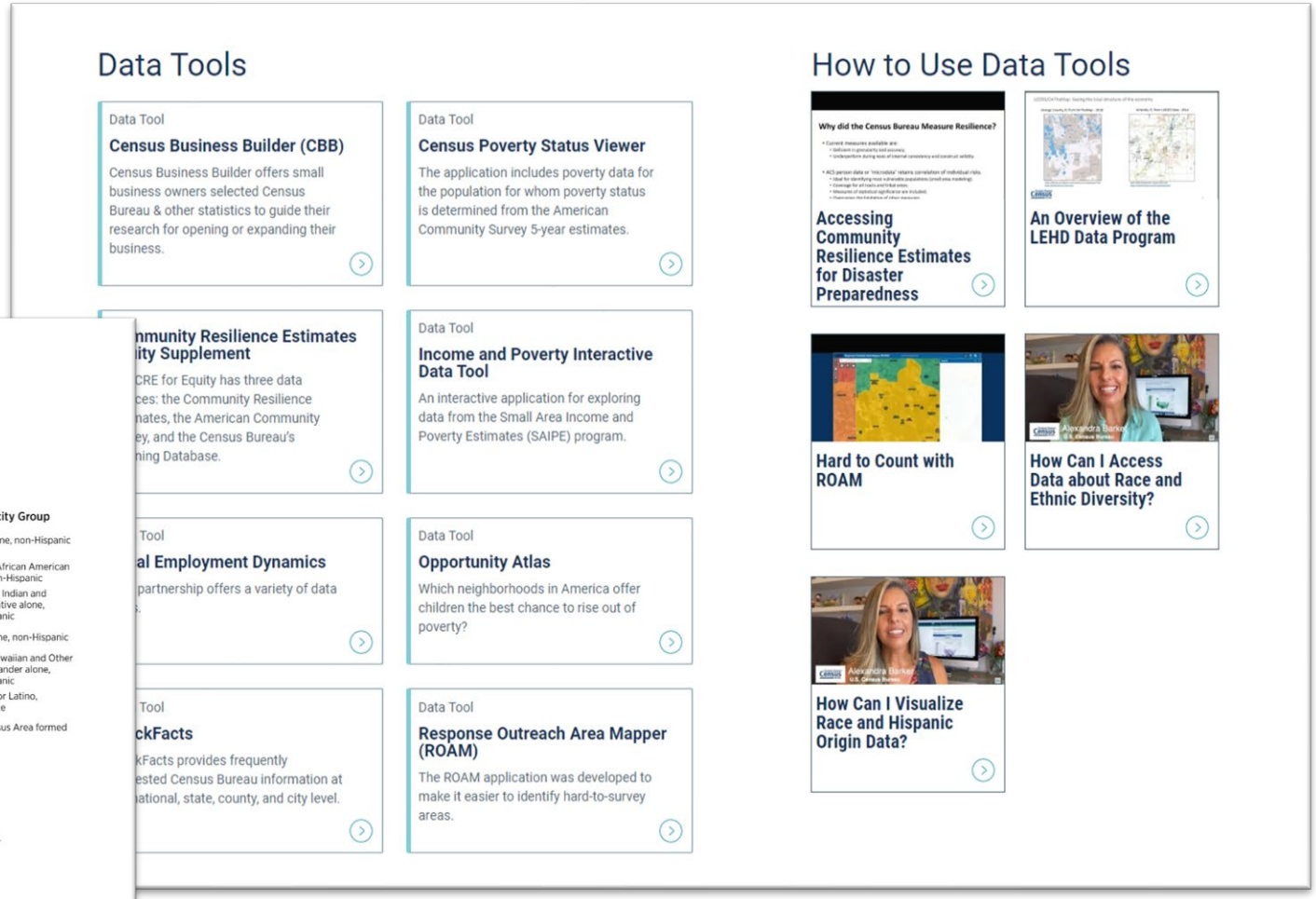


United States® Census Bureau

Datasets and Tools

- Demographic data.
- Public assistance program metrics.
- Diversity measurements—
  Diversity Index, prevalence rankings/maps, diffusion score.
- Data tools.





United States® Census Bureau

Need Help With Data?

Census Academy: www.census.gov/data/academy.html

Census Data Equity website: www.census.gov/about/what/data-equity.html

Email us at census.askdata@census.gov
or call 1-844-ASK-DATA.

United States® Census Bureau

United States® Census Bureau

Thank you!

Robert.L.Santos@census.gov

United States® Census Bureau