

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

Robert L. Santos

Director, U.S. Census Bureau



# Reflections on a Career in Survey and Policy Research



Importance of innovation,  
creativity, and critical thinking



Siloed solutions



Holistic perspective

# Thinking Differently About Research Problems



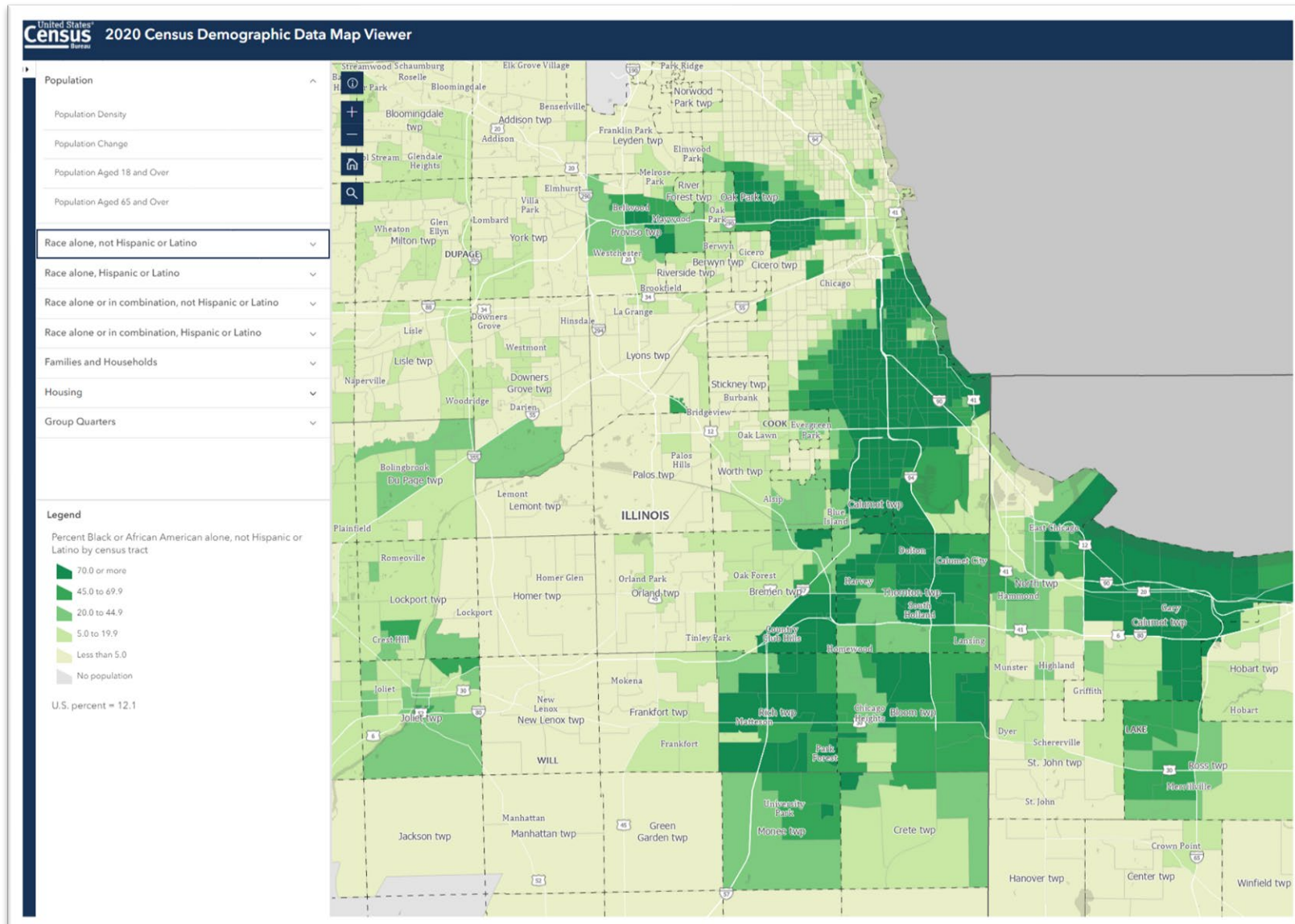


# A Holistic Approach

**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.

# 2020 Census Demographic Data Map Viewer



# Understanding Community Change

## What Can You Learn About Counties From the American Community Survey?

The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation. This visualization lets you explore data the U.S. Census Bureau provides on popular topics from the 2016–2020 ACS 5-year estimates.

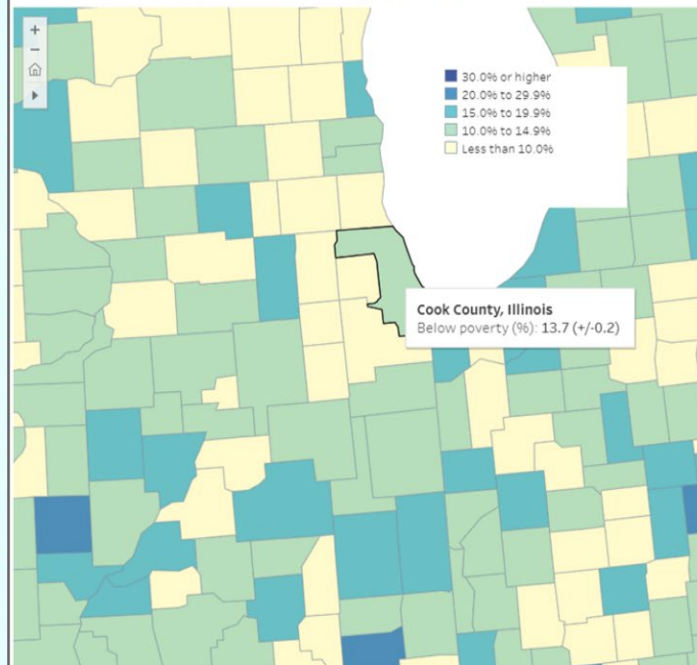
Select a topic!

- Age
- Commuting
- Education
- Employment Status
- Foreign-Born
- Health Insurance
- Household Income
- Households and Families
- Internet Access
- Poverty

### What Percentage of People Lived in Poverty?

Below Poverty: 2016–2020

(Population for whom poverty status could be determined)



View 2020 Subject Definitions for each topic by clicking this box.

Note: Users should exercise caution when comparing 2016–2020 ACS 5-year estimates to other ACS data. For more information, please visit <https://www.census.gov/programs-surveys/acs/guidance/comparing-acs-data/2020/5-year-comparison.html>.



# Community Resilience Estimates

## 2021 Community Resilience Estimates

Community resilience is the capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic. When disasters occur, recovery depends on the community's ability to withstand the effects of the event. In order to facilitate disaster preparedness, the Census Bureau has developed new small area estimates, identifying communities where resources and information may effectively mitigate the impact of disasters.

Variation in individual and household characteristics are determining factors in the differential impact of a disaster. Some groups are less likely to have the capacity and resources to overcome the obstacles presented during a hazardous event. Resilience estimates can aid stakeholders and public health officials in modeling these differential impacts and developing plans to reduce a disaster's potential effects.

Individual and household characteristics from the 2021 American Community Survey (ACS) were modeled, in combination with data from the Population Estimates Program to create the CRE.

Risk factors from the 2021 ACS include:

- Income to Poverty Ratio
- Single or Zero Caregiver Household
- Crowding
- Communication Barrier
- Households without Full-time, Year-round Employment
- Disability
- No Health Insurance
- Age 65+
- No Vehicle Access
- No Broadband Internet Access

The thematic risk factor map classifies the data into categories based on natural breaks in the distribution, rounded for clarity.

Initial Release Date

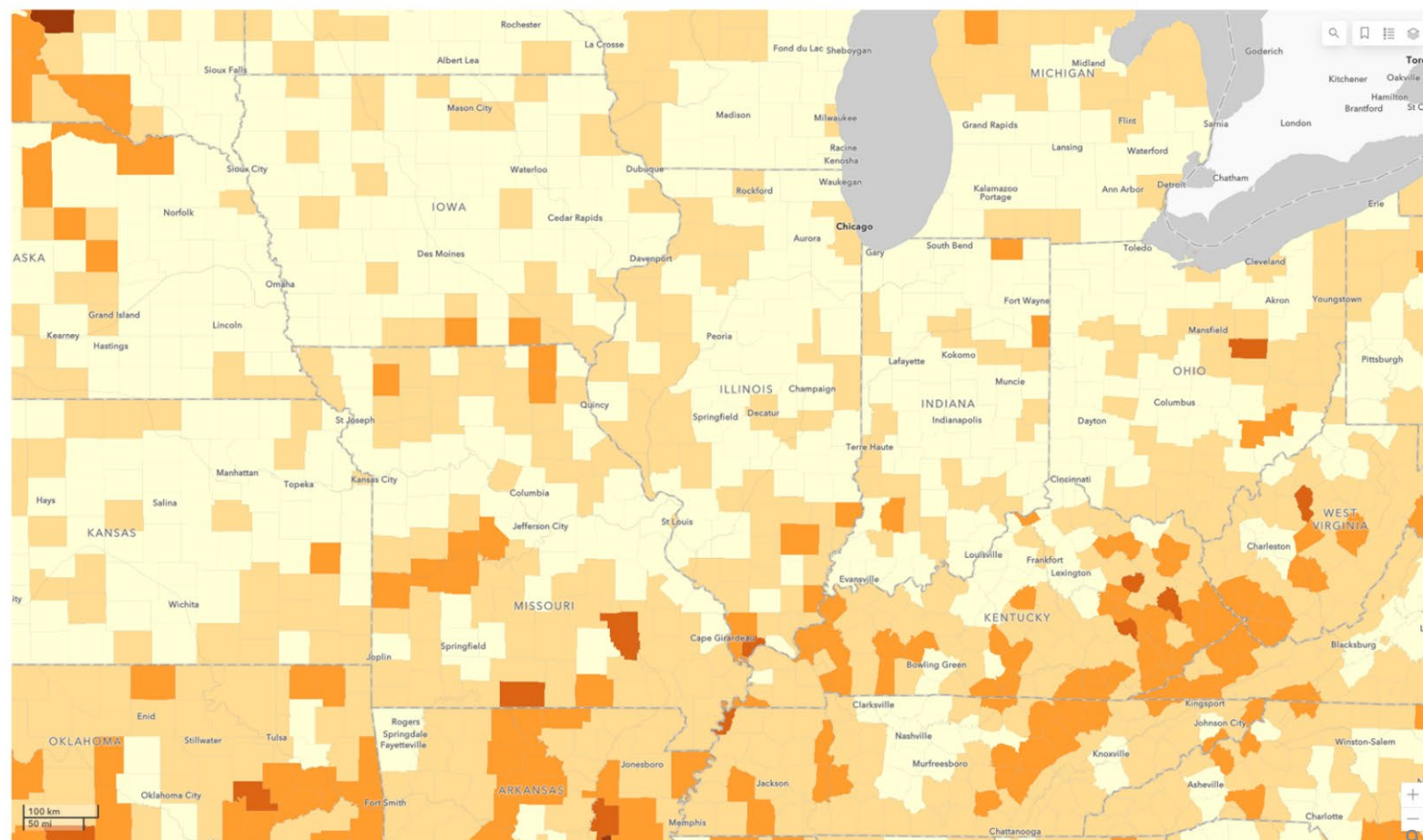
June 29th, 2023

### Thematic Risk Factor (Counties) 2021

Estimated Population (%)



### Thematic Risk Factor (RF) based on the risk factor selected above

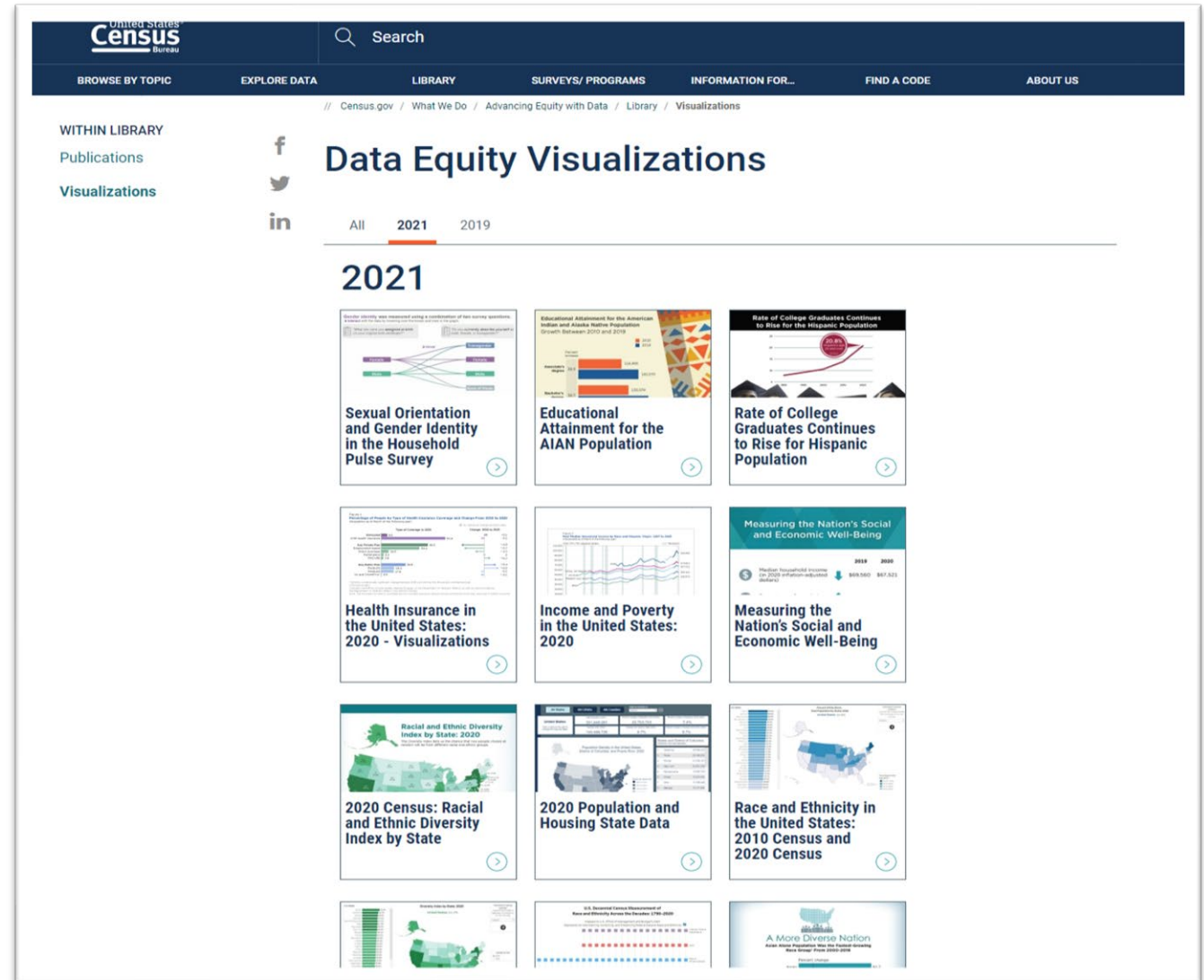


# Community Resilience Estimates Risk Factors

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  $\geq 0.75$  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).

# Data Equity

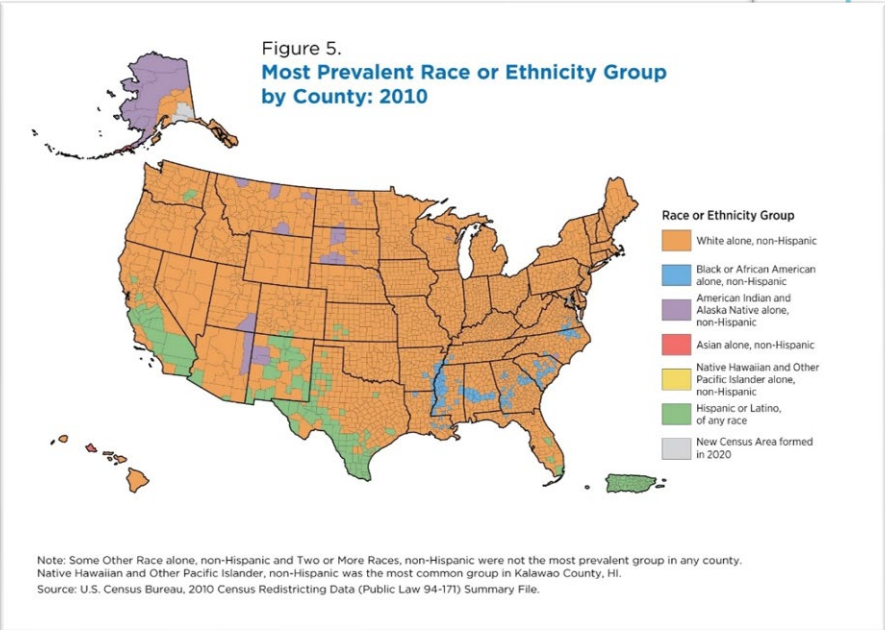
The Census Bureau's publicly available data can assist in identifying underserved communities and equitably distributing resources.



The screenshot shows the 'Data Equity Visualizations' page on the Census Bureau website. The page features a dark blue header with the 'United States Census Bureau' logo and a search bar. Below the header is a navigation menu with options: 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/ PROGRAMS', 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. The main content area is titled 'Data Equity Visualizations' and includes social media icons for Facebook, Twitter, and LinkedIn. A filter bar shows 'All', '2021' (selected), and '2019'. The page displays a grid of 12 visualization cards, each with a title and a small thumbnail image. The cards are: 'Sexual Orientation and Gender Identity in the Household Pulse Survey', 'Educational Attainment for the AIAN Population', 'Rate of College Graduates Continues to Rise for the Hispanic Population', 'Health Insurance in the United States: 2020 - Visualizations', 'Income and Poverty in the United States: 2020', 'Measuring the Nation's Social and Economic Well-Being', '2020 Census: Racial and Ethnic Diversity Index by State', '2020 Population and Housing State Data', 'Race and Ethnicity in the United States: 2010 Census and 2020 Census', and three smaller cards at the bottom: 'Racial and Ethnic Diversity Index by State: 2020', 'U.S. Racial and Ethnic Diversity Index by State: 2020', and 'A More Diverse Nation'.

# Datasets and Tools

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



### Data Tools

**Data Tool**

**Census Business Builder (CBB)**

Census Business Builder offers small business owners selected Census Bureau & other statistics to guide their research for opening or expanding their business.

**Data Tool**

**Census Poverty Status Viewer**

The application includes poverty data for the population for whom poverty status is determined from the American Community Survey 5-year estimates.

**Data Tool**

**Community Resilience Estimates Data Supplement**

CRE for Equity has three data sets: the Community Resilience Estimates, the American Community Survey, and the Census Bureau's Housing Database.

**Data Tool**

**Income and Poverty Interactive Data Tool**

An interactive application for exploring data from the Small Area Income and Poverty Estimates (SAIPE) program.

**Data Tool**

**Local Employment Dynamics**

Partnership offers a variety of data.

**Data Tool**

**Opportunity Atlas**

Which neighborhoods in America offer children the best chance to rise out of poverty?

**Data Tool**

**FactFacts**

FactFacts provides frequently requested Census Bureau information at national, state, county, and city level.

**Data Tool**

**Response Outreach Area Mapper (ROAM)**

The ROAM application was developed to make it easier to identify hard-to-survey areas.

### How to Use Data Tools

**Why did the Census Bureau Measure Resilience?**

Accessing Community Resilience Estimates for Disaster Preparedness

**An Overview of the LEHD Data Program**

**Hard to Count with ROAM**

**How Can I Access Data about Race and Ethnic Diversity?**

**How Can I Visualize Race and Hispanic Origin Data?**

# Need Help With Data?

Census Academy: [www.census.gov/data/academy.html](http://www.census.gov/data/academy.html)

Census Data Equity website: [www.census.gov/about/what/data-equity.html](http://www.census.gov/about/what/data-equity.html)

Email us at [census.askdata@census.gov](mailto:census.askdata@census.gov)  
or call 1-844-ASK-DATA.





# Thank you!

Robert.L.Santos@census.gov

