Community-Wide Data Sharing:
West Philly Promise Neighborhood

ERIKA GILLIAM, MPH, MS
DREXEL UNIVERSITY URBAN HEALTH COLLABORATIVE
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West Philly Promise Neighborhood

• US Dept of Education-funded grant to support “cradle-to-career” opportunities for children living or going to school in specific area of West Philadelphia
  • 2017-2023
  • $30 million

• Employs a place-based, cross-system, collective impact model approach to its over goal: Improve education, health and economic successes for children, their families and communities

• Requires data collection and integration at multiple levels

westphillypn.org
Our Cohort

Children & families who live in Promise Neighborhood footprint

Children & families who attend Promise Neighborhood target schools
Collective Impact Model
Vision

Create a system in which we democratize access to neighborhood survey and community indicators data to further community-led advocacy
Developing Trust and Trustworthiness

• Those who are on the ground, near the ground and/or have lived experience are the subject matter experts

• Report data findings to the community in which data was collected

• Include community stakeholders and community members in the decision-making process and compensate them for their input
  • Community-led data collection: Community Surveyors
  • Community-led data dissemination: Data Leads
Data Dissemination & Sharing

• Presentation of preliminary results to Community Advisory Committee, Data Partners, Project Management Team for input into interpretation and dissemination

• Regular presentations of data and results at community town hall meeting-type settings

• Community Briefs created in collaboration with residents and community advisory council
Data Dissemination Materials

- User friendly data dashboards for COVID19 and Promise Neighborhood community indicators
- Democratizing access to neighborhood survey and community indicators data via a community-friendly data codebook and an easy-to-use request process available on the Promise Neighborhood website

westphillypn.org
Economics

• This work is primarily funded by the Promise Neighborhood grant with in-kind support from Drexel, the City of Philadelphia and other partner organizations

• The majority of our funding goes towards programming, however about 25% of funds are allocated to data and research
Measuring Success

- **Tracking Data Use**
  - Developing a system to track visits to our webpage and data downloads

- **Organizational Partner Collaborations: Network Survey**
  - Online survey about the connections that exist between 45 organizational partners that, directly or indirectly, support children and families in the Promise Neighborhood

- **Community-led Research: Train Community Leaders to collect and disseminate data**
  - Measuring changes in skills and knowledge throughout the training process
Lessons Learned

Facilitators of Success

• Co-creation of evaluation design and instruments with community partners
• Community research staff trouble-shooting recruitment mistrust and survey field logistics challenges
• Democratizing access to data so community leaders feel it is as much a resource as programs
• Centering community voices in the creation of evaluative and community context data stories

Challenges

• Legal, historical, and political challenges to integrating data from siloed city service delivery systems
• Complex consent procedures limiting use/adaptation of program tracking and referral system
• Tracking data usage among community audiences understandably wary of systems that collect their personal data
Thank you!
Get in touch.

Erikka.Gilliam@drexel.edu
Amy.Carroll-Scott@drexel.edu
Felice.Le-Sherben@drexel.edu