SECW Website Feedback Exercise (Sept 2015)

Question 1: **Are you able to find information that is relevant to your hypothetical report/presentation?**

If so, how easy / difficult to find the information?

If the information is on the website but difficult to find, how might its accessibility be improved?

Doug Farquhar:	Very easy and very user friendly. The site guides you towards the data rather than overwhelming the reader with a data dump. States are sensitive to any rating system, so providing the resources of your research helps greatly. Some of the information is dated, however.
Kathleen Kimball Baker	I really liked the downloadable report. It was nice to see all the measures and results in one place
Cathy Slemp	--I can find information. The font is a bit small, however, making it harder to glance through to find / read details. --In understanding the methodology, it seems it would be helpful to have a link from the Our Methodology page to the FAQs. Same with other tools and resources more broadly across the site. If we could cross link / cross reference tools and resources where applicable from pages across the website, it would make it more user friendly. This enables people to find things when they need them / have more than one route for accessing them. --Under Tools and Resources / Types -- I think we could probably create some more useful categories of materials than those listed -- e.g., Current Year Index Tools, Understanding Methodology, Index Overviews, Tools for Use, etc. On the overall tools and resources page, it's a little cluttered with everything listed and less clear what things are than they could be -- is there a way to group them more as to what they'd be used for? Provide a hover over that gives a brief description of each before you click on it? Make the document title larger and icon over it smaller? It's hard to glance at the page and quickly get a sense of what's there.
Mary Leinhos	I found the overview slides in the tools and resources section, these are very good and helpful esp. with the notes in them. The little sorting menus at the top take a bit of getting used toThe site needs an FAQ, and a statement about who the index is intended for and what they can use it for.
Mary Davis	Suggest the description of the state domain scores be rewritten, as is it's repetitive.

Question 2: **If information you seek is not on the website, for what are you searching that would be relevant to your constituency/ies?**

Doug Farquhar:	I could not find sources of funding, whether they be federal grants or state funds. Having more insight on how states pay for these programs would be very useful.
Kathleen Kimball Baker	2. I could not find a place where the private sector fits in - the principles talk about the importance of preparedness being a shared responsibility, but I could not easily find how to make the Index relevant to the audience I'm addressing, and yet I believe it is. My goal is to give them a sweep of the landscape of infectious diseases and what's on the horizon, why they should care, what tools and resources can give them the best reality check about preparedness and response capabilities, and where to find useful, credible, authoritative tools for assessing preparedness in their organizations, their communities, and states in which they operate, and what information sources they can trust. A huge proportion of the population that could be affected by disaster work for the private sector. How well businesses prepare and connect with their communities, prepare their employees and support preparedness efforts, and how willing they are to follow public health guidance (eg, let sick employees stay home and compensate them if they're hourly employees) is super critical for how communities respond and recover. And yet, very little attention has been paid to the private sector in the Index.
Cathy Slemp	--The national maps are not that helpful to me and they are not clear in what the colors are meant to depict. We've discussed state findings in terms of tertiles, but there seem to be at least 4 colors on maps or are they supposed to reflect finer gradations? I would avoid going too far down the national mapping route. Instead, other comparisons are likely of greater usefulness to explore. Data feedback from states in the past (2013 User Survey) noted that the most useful comparisons for quality improvement and planning efforts would not be broad 50 state comparisons but rather 1) longitudinal comparisons of the state's or nation's data over time, and 2) potentially "like state" comparisons.-- comparing one's own state to states with similar characteristics -- Rural / Urban; Socio Economic Status, Similar risks faced, etc. (This could be an interesting area to gather input from stakeholders on -- what "like" characteristics would be most useful to them / most appropriate?). There was less interest in regional mappings expressed. Such "like state" comparisons were likely deemed more useful because there was at least a little more consistency of context in making comparisons and greater likelihood for identifying potentially effective solutions from others (e.g., closer to comparing apples to apples when dealing with such complex systems as health security preparedness and giving people better opportunity to link to a state dealing with some of the same issues and context that you are dealing with when seeking out ideas for ways to improve.). --With Tools section, One could add some additional tools of benefit. For example, "Conversation starters" by domain or for Overall Index. These would provide prompting questions one could choose from in working with a group to guide exploration of the results and what they might mean in your jurisdiction. It also allows one to work in questions

	/ comments that articulate both strengths and limitations of the numbers. Beyond helping a group interpret numbers (including their limitations), these could prompt dialogue to help people begin to articulate how things work in the jurisdiction (help people examine the numbers in their unique context) and then move to discussing priorities and what would make a difference moving forward (move from quantitative to quantitative/qualitative additions placing info in context, and then move to planning forward / QI. --I know this is planned, and would have to be captured soon (Kathleen has some info already collected), but could craft a few good stories on how Index has been used -- e.g., such things as purpose used for / how used, what worked well, lessons learned / challenges to watch for or be careful of, types of follow up required for use to be effective, etc.
Mary Leinhos	Looking at the state of GA: it appears Georgia has a worse score in 2014 vs. 2013, but I can't look at the 2013 data or get a summary explaining the change.

Question 3: **As you look at your own state's Index page: Is the data easily accessible and understandable? What could improve the presentation of data?**

Doug Farquhar:	Having the answers to the questions would be helpful to the lay audience. The results show your analysis but not what the state answered.
Kathleen Kimball Baker	Provide more context for the numbers (e.g., what's the goal or target?) I really appreciate the effort to streamline the interface, but I fear it got so "clean" it lost meaning
Cathy Slemp	--The most useful part of the Index is actually the domains and subdomains more than the Overall result. It would be good if that could be reflected visually in how the results are displayed on the state or national homepages. On the national homepage, perhaps put the domain and overall result above the national map, if using a map, is an idea on this. I'm not sure the map helps me that much / means that much to me. --Is there a way to look at the state's results, at least to the domain level, in a more overarching, visually inviting graphic when you first reach an Index Result page? The listing of a series of color coded numbers that you have to scroll down to see and read takes a while to look at to take in. It would be more useful and inviting if it offered a visual depiction, on a single screen, of the relationship between state and national levels and state ranges at least at the domain level in a rapidly visual way. In other words, could we do a "state at a glance" view at the state's homepage with the ability to drill down domain by domain from there? Having such, at least at the domain level that fits the screen when you first look at it seems like it would be a more user friendly route. In addition, this highlights the use of the domains / subdomains as more important than the overall result. --Somewhere, I'd also like to have a way that I can look across the full Index structure at a glance and see all subdomains and domain results and how each compares to the national average in one image (potentially with my high and low tertile results overlayed on this in some form, if we're going to use tertiles. This is more helpful to me for use in

	opening up quality improvement discussions with partners than looking at a national map for each domain / subdomain. I naturally go to my state site to see state results. --I like the info available when clicking on the Source button next to a measure. It might be better named "more info on this measure" given there's more than just Source there. How does one get to the full measure detail sheet? I don't see a link to this from here anywhere. --The large numbers under the narrative showing the state's results could be consolidated to two -- State Result and National Result with range of state results following the later. We list these later numbers as National Preparedness Ranges across the site -- more accurately, they are the range of state preparedness results. There is only one National result by definition of how its calculated. --The visualization of the state result would be more intuitively interpretable with a different visual -- (e.g., some figure with national level depicted and state level depicted on same? Other?) Flat numbers need to be more fully put in context. --There is no display of state data that shows me, in one visual, all my state domain / subdomain results and how each compares to the national average.
Mary Leinhos	The summary report for my state is 28 pages long and could be better organized. Better yet, I might want to download it as an excel spreadsheet so I can manipulate it.

Question 4: **As you look at your own state's Index page: Does the narrative provide clear and useful information? How might it be improved?**

Doug Farquhar:	The information was clear - very straightforward. It is somewhat challenging to determine how/why the state rated as such; what policies or programs is it lacking. But provides a very good snapshot.
Kathleen Kimball Baker	
Cathy Slemp	--Narrative -- Gives a basic overview. Could consolidate some -- combine 2 and 3rd paragraph as third just lists specific domains noted generically in 2nd. It would be more helpful in a new third paragraph to highlight any subdomains outside the middle tertile. --Communication wise, given that the state page is where most users will float to, it would be helpful to use the narrative as an education tool -- highlighting the type of preparedness related activities reflected in the domains / subdomains listed or giving some info on what that subdomain / domain means in lay language -- e.g., State X''s results for the Health Surveillance Domain are in the top tertile for the nation. Health Surveillance involves our ability to detect and investigate health risks. This domain includes measures reflecting such things as public health and other laboratory testing capability, state participation in national disease surveillance networks, and workforce and other data about a state's ability to detect, analyze and use health surveillance data.

Mary Leinhos	When I go to the "see data by state" selection page, it won't scroll down the page in my browser (IE 11) so I can read my state, I have to open the page in a bigger window to find it. It might be helpful to include a list of states that are in the same tertile, or maybe better yet, identify top states for at least each domain, so states with lower scores can easily identify other states to potentially model (or at least research) as users look for ideas/examples of how to improve. Are there particular interesting characteristics that states in each tertile tend to share, and if so, what are they and how might they be addressed for improvement? It might be encouraging to list the relative strengths for each particular state, so at least that can be acknowledged as a starting point.

Question 5: **Considering the website overall, are the data, narrative, and tools/resources presented in ways that would engage your constituency/ies? How might the presentation or content be made more inviting or useful?**

Doug Farquhar:	For my constituencies - state policy makers - identifying why the state received the rate they did, what programs are they missing, what policies are they lacking? Why did they not receive the highest ranking possible? Answering these questions will assist them in improving their preparedness programs.
Kathleen Kimball Baker	I then went up to Index at the top of the page and I was able to find the map that linked to my state and pull up my state's results. However, without context for the number, it's hard to explain the value of the result.
Cathy Slemp	-- I like the fact that the website links to material on the Culture of Health and puts the Index into a larger context.
Mary Leinhos	If it is likely that some constituencies will go directly to the NHSPI website themselves, it would be very hepful to have another menu option for different audiences to select from, then landing on a page explaining how the index and website might be useful to them. Kind of like how websites for drugs/therapeutics have customized "patient" and "healthcare professional" sites. There may be a need to take a poll of exactly who is using the website and then figure out how to better customize it.