



Magda Peck ScD

Founder and Principal, MP3 Health Group
Strategy. Leadership. Stories.

When the Data Sing...

Data You Can Use | May 30, 2018



Do not be daunted
by the enormity
of the world's grief.
Do justly, now.
Love mercy, now.
Walk humbly, now.
You are not obligated
to complete the work,
but neither are you free
to abandon it.

- the Talmud



Powers of 3

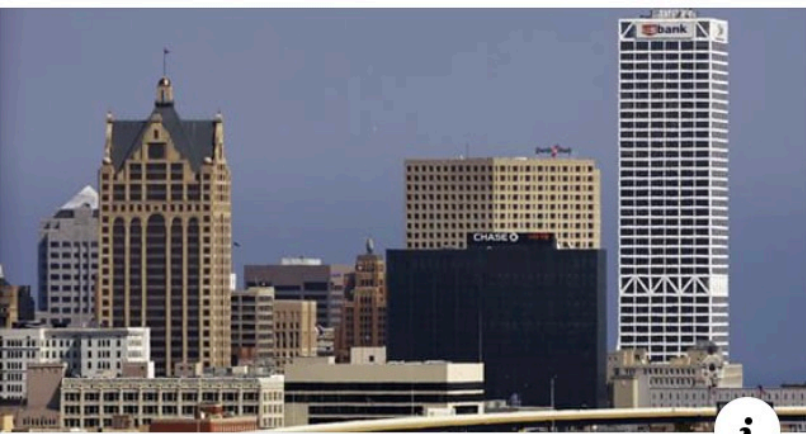


Representative David Crowley

11 mins · 🌐

Why Is Milwaukee So Bad For Black People?

- 1. Education
- 2. Incarceration
- 3. Segregation
- 4. Policing
- 5. Lack of Economic Mobility



NPR.ORG
Why Is Milwaukee So Bad For Black People?

All Inboxes 2 Messages Top News Excl...

JOURNAL SENTINEL
MILWAUKEE, WISCONSIN
Friday, May 24, 2019

City officials call for change

Advocate Aurora plans hospital in Mount Pleasant

Health system to spend \$250M on project near Foxconn site

Officer who first confronted Brown suspended two days

Was North Korea summit a mirage

Trump's rhetoric was at times ahead of the diplomatic reality

DSHA's Sanchez summons strength from tragedy

Senior midfielder's father died unexpectedly in March at age 46

“Urgency of Now.”

DSHA's Sanchez summons strength from tragedy

Senior midfielder's father died unexpectedly in March at age 46

Reliable Sanchez was diagnosed with the aggressive cancer last week at the Journal Sentinel High School Sports Awards, but she hid it from her family.

“I knew that if I didn't get it changed to,” Sanchez said, “I would be honored that I didn't even have to be there.”

bizjournals.com

RESIDENTIAL REAL ESTATE

Milwaukee most segregated city in U.S. for renters, study finds

Share icons: Email, Facebook, LinkedIn, Twitter, Save



Milwaukee is the most segregated city in the U.S. for apartment renters, according to a new report from Apartmentlist.com.



Solving Obesity?

Mind set.
Knowledge set.

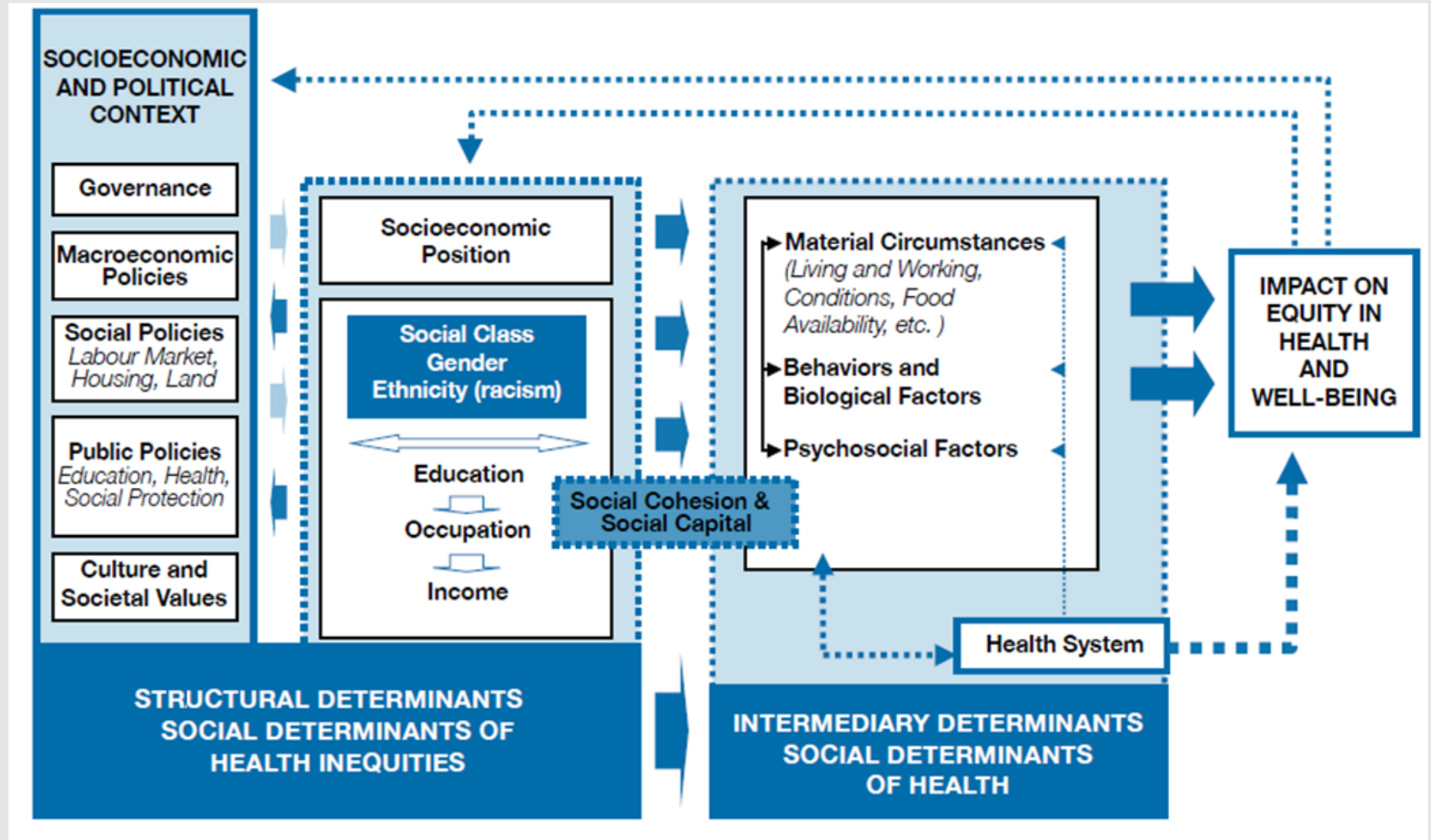
Skill set.



"We're hoping you'll lead us on a journey of transformation without requiring any real changes."

Appetite for COMPLEXITY...

Determinants of Health and Health Inequities



Commission on Social Determinants of Health. (2010). *A conceptual framework for action on the social determinants of health*. Geneva: World Health Organization.

Absence of Social Cohesion/Belonging Lead to ACEs and Diseases of Disconnection and despair



Health Equity Data



1. Disaggregate Social Determinant Data
2. Find the Bright Spots (Positive Deviance)
3. Link to Action Involving the Population
4. Resources

SEE AND SEIZE “Bright Spots”





Reggie Moore

18 mins · 🌐

Give people their flowers while they can still smell them. Shout out to a living legend in the heart of the city.



FOX6 NEWS MILWAUKEE
**'Never dreamed of all this:'
Milwaukee renames street to hon...**

6 1 Comment

Like Comment Share

Write a comment



Lilliann Paine

8 mins · 👤

Honored to Represent the Zilber School as Board of Visitors Member featured in this pic is the revered Dean Dr. Ron Perez #platformparty

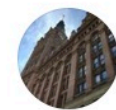


4

Like Comment



Search



City of Milwaukee Office of Violence Prevention shared a link.

2 hrs · 🌐



FOX6 NEWS MILWAUKEE
Breaking down barriers: Heal the Hood block party unites commun...

1

Like Comment Share

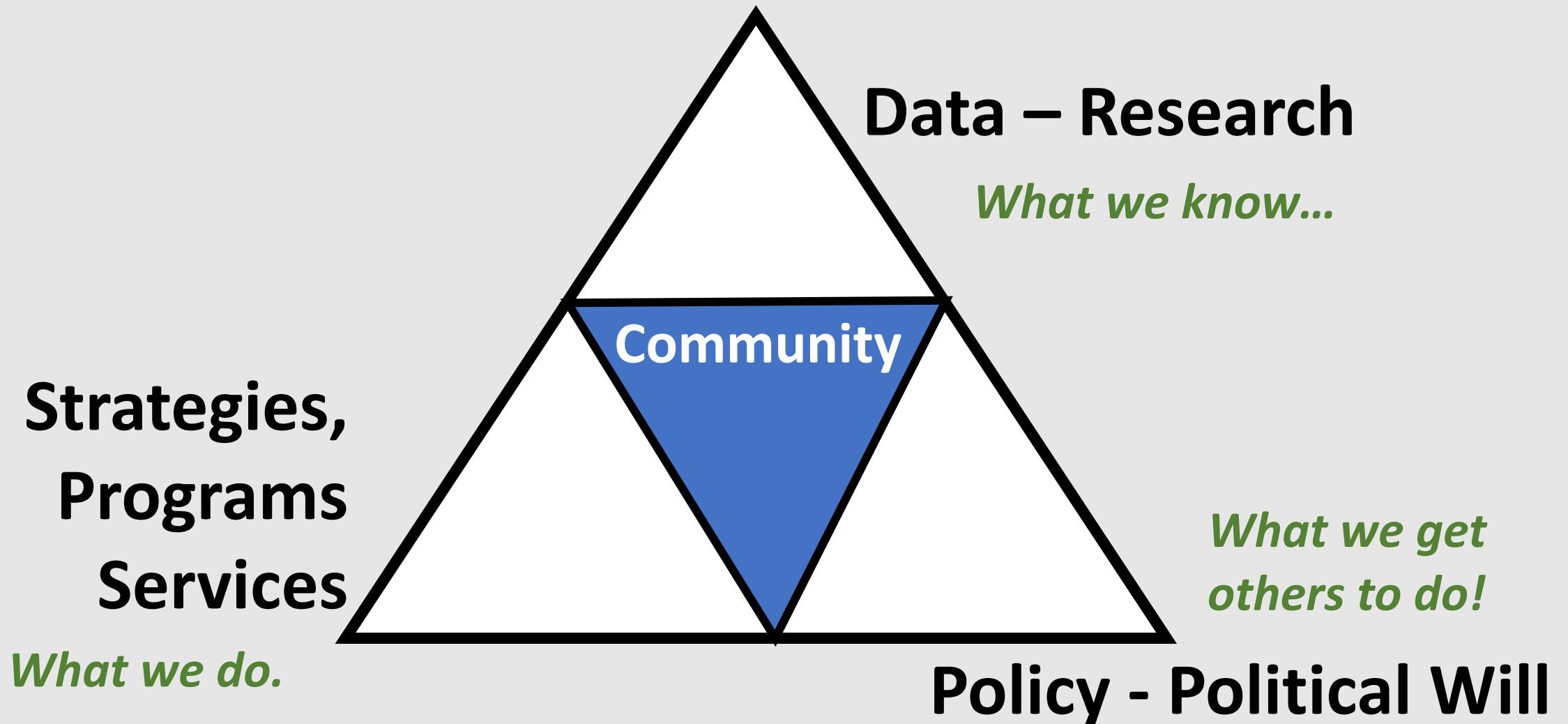


Leadership, through the effective use of data.

CityMatCH.org

“Data Use Institute”

CityMatCH's "Data Use Triangle"



Dissatisfaction (D) = CHANGE IS NEEDED

Vision (V) = IMAGINE BETTER FUTURE

First Steps (F)=WORTHWHILE ACTIONS NOW

Resistance (R) = natural and must be overcome

$$D \times V \times F > R$$

**Each of the elements must be present.*

If any of the elements = zero, resistance will not be overcome.



Deadline is April 13

We're looking for remarkable
businesswomen. Nominate at
MILWAUKEEBUSINESSJOURNAL.COM

MILWAUKEE BUSINESS JOURNAL
WOMEN
of
INFLUENCE

REBUILDING A COMMUNITY

Sherman Phoenix is slated to be a beacon for community ownership, wellness and entrepreneurialism in Sherman Park and surrounding neighborhoods. Meet the tenants that will occupy the space. **PAGES 14-18**



EXCLUSIVE

Jull Kaufmann and JoAnne Johnson-Sabir

THE LIST HIGHEST-PAID WISCONSIN ATHLETES 12

EXECUTIVE PROFILE EDUCATING OUR CHILDREN



Michael Frohna
is using his new
job as president
of Junior
Achievement
of Wisconsin

to educate the future leaders of
southeastern Wisconsin.

DAVID SCHUYLER, 10



WORKING THE ROOM

A UNIQUE FUNDRAISER IN THE SKY 31

MANUFACTURING Documents outline pursuit of Foxconn

Thousands of pages of documents
recently released revealed how
state and local officials pursued
Foxconn Technology Group's
\$10 billion manufacturing complex.
SEAN RYAN AND RICH KIRCHEN, 3

RETAIL Coffeehouse plans expansion in region

Fiddleheads Coffee Roasters
will grow to eight cafes over
the next several years.

MELANIE LAWDER, 6

MILWAUKEE
BUSINESS JOURNAL
March 9, 2018
Vol. 35, No. 22, \$3.00



Watch for business
news daily online
and on-air at
TODAY'S TMJ4



Listen for daily business reports and
breaking news on-air



On smartphones and tablets
MilwaukeeBusinessJournal.com/apps

Daily email updates
MilwaukeeBusinessJournal.com/email



POWER TO CHANGE CHECKLIST

- ✓ Clearly defined and understandable?
- ✓ Of enough priority to engage other essential community partners?
- ✓ Amenable to change?
- ✓ Doable in the short term (some progress in the next 6-9 months)?
- ✓ **Have baseline data that are available/accessible, reliable and timely?**
- ✓ Have known solutions that can begin to yield measurable change?
- ✓ Have defined, measurable results?



SFFD ENGINE CO 28

1814



Safe Surrender Site

Zona Protegida de Renuncia a su Hijo(a)
交付新生嬰兒的安全地點

F



Safe Surrender Site

Zona Protegida de Renuncia a su Hijo(a)
交付新生嬰兒的安全地點



Too many, too small, too soon...



Verizon LTE 11:50 AM 3%

All Inboxes

The Washington Post
Democracy Dies in Darkness

Environment Alert May 23, 2:39 PM

Internal White House memo outlined options for responding to federal climate studies: 'ignore,' review or 'highlight uncertainty'

White House officials last year weighed whether to simply “ignore” climate studies produced by federal agencies or to instead develop “a coherent, fact-based message about climate science,” according to a memo obtained by The Washington Post.



Verizon 6:56 AM 64%

Write a comment...

Crocker Stephenson
Yesterday at 8:27 AM

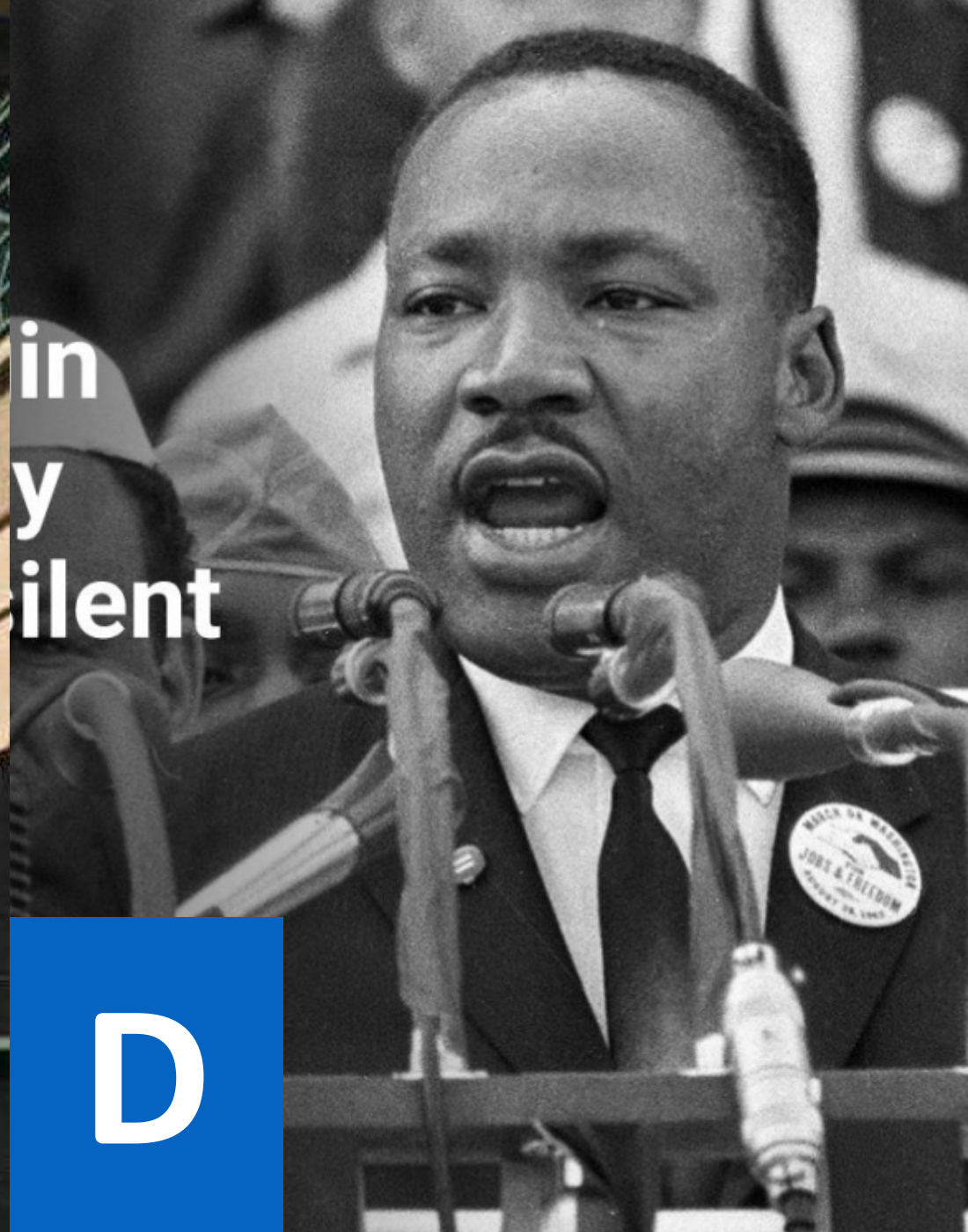
Twenty-two!

CNN.COM
This is the 22nd school shooting in 2018, and we're just 20 weeks in

20 4 Comments 6 Shares

Like Comment Share





in
y
ilent

D

D **x** **V** **x** **F** **>** **R**

AH, YOU
DON'T
CARE

D > 0

DATA = spark D's for CHANGE

Vision (V) = IMAGINE BETTER FUTURE

First Steps (F)=WORTHWHILE ACTIONS NOW

Resistance (R) = natural and must be overcome

$$\underline{D} \times V \times F > R$$

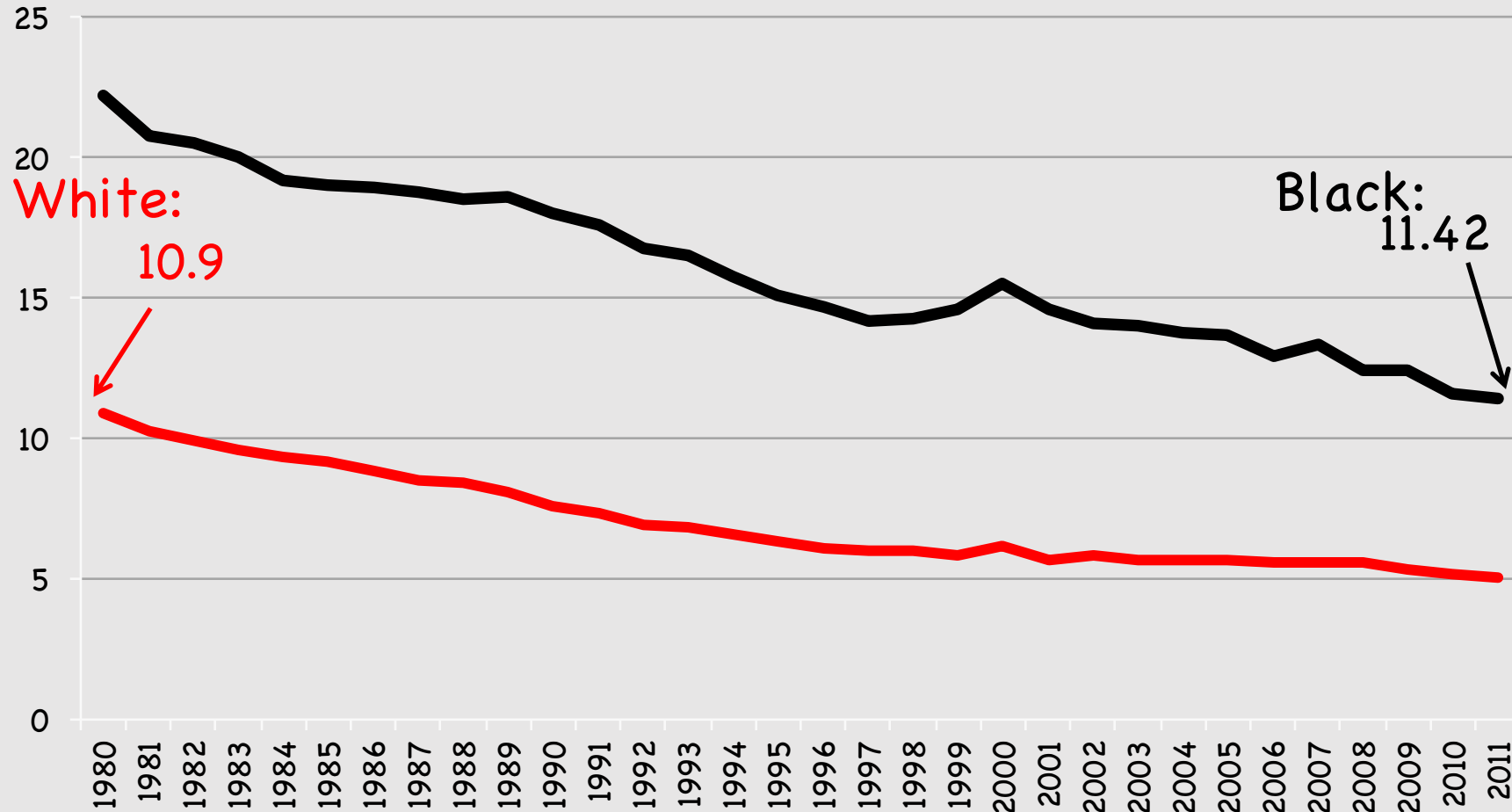
**Each of the elements must be present.
If any of the elements = zero, resistance will not be overcome.*

Toward Equity: Eliminating Disparities

WATCH THE GAP

USA White and Black IMR: 1980-2011

Persistent disparity - >30 year lag...



The causes of infant mortality are deeply rooted



TOGETHER

We can strengthen father involvement, reduce poverty and expand health care access to reduce infant mortality.

Learn more at www.LIHFmilw.org

LIHF MILWAUKEE
THE LITTONVILLE INITIATIVE FOR HEALTHY FAMILIES

WORKING TOGETHER: Aurora Health Care, Black Health Coalition, Medical College of Wisconsin, Milwaukee Fatherhood Initiative, United Way of Greater Milwaukee, University of Wisconsin - Milwaukee, Planning Council, Women's Fund of Greater Milwaukee, Milwaukee Health Department, Zilber Family Foundation, YWCA and Greater Milwaukee Committee.



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LIHF MILWAUKEE
LITTONVILLE INITIATIVE FOR HEALTHY FAMILIES

Healthy Pregnancies for Healthy Babies
A Partnership Program • University of Wisconsin School of Medicine and Public Health

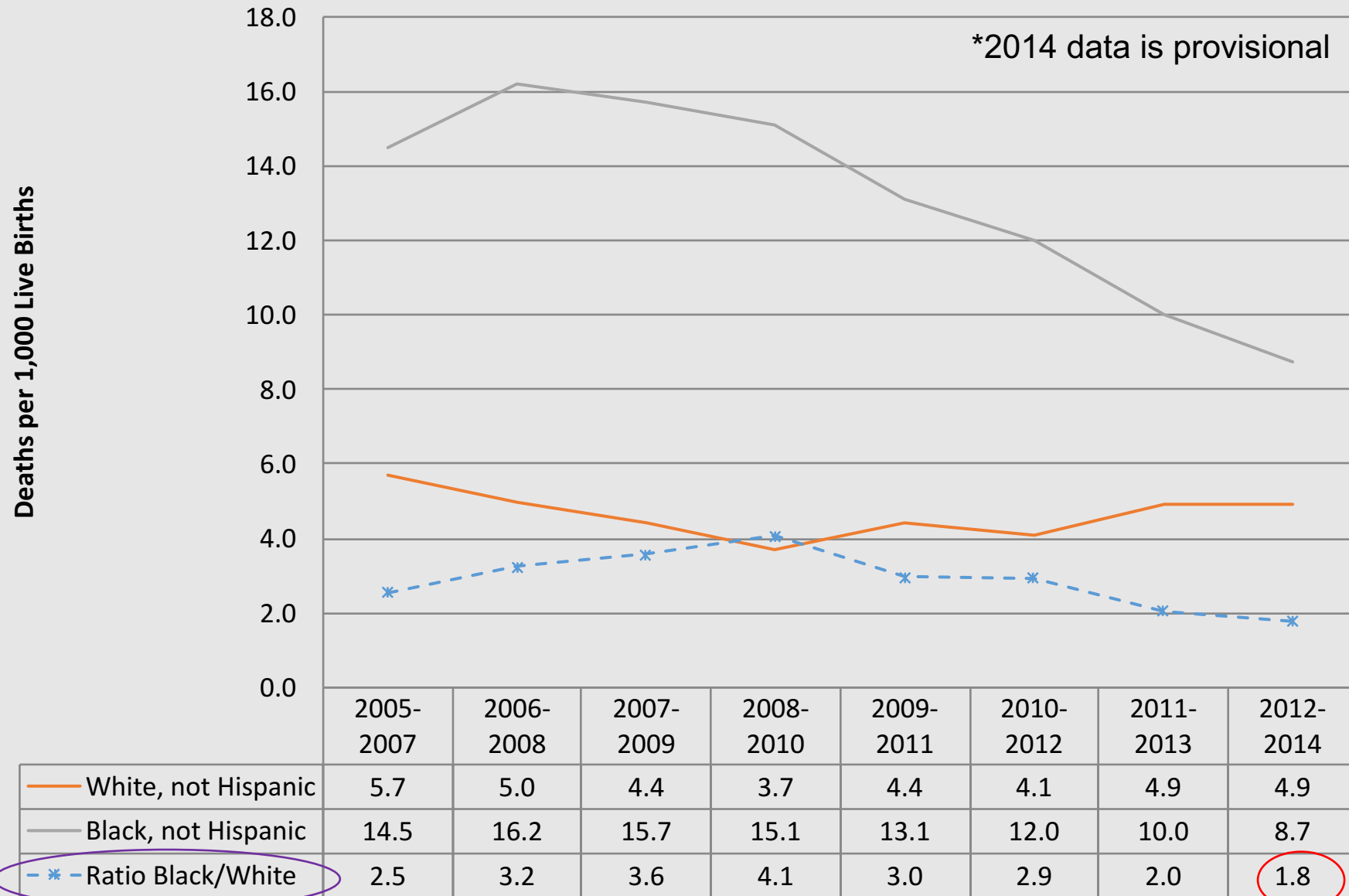
WORKING TOGETHER: Aurora Health Care, Black Health Coalition, Medical College of Wisconsin, Milwaukee Fatherhood Initiative, United Way of Greater Milwaukee, University of Wisconsin - Milwaukee, Planning Council, Women's Fund of Greater Milwaukee, Milwaukee Health Department, Zilber Family Foundation, YWCA and Greater Milwaukee Committee.

CLEAR CHANNEL

“Bright Spot”

Infant Mortality (2015) in Omaha (Douglas County), NE

Infant Mortality Rate Trends, Douglas County 3-Year Rolling Averages



Decided to try PPOR* – 6 Stages

*PERINATAL PERIODS OF RISK APPROACH

1. Assure **Community** and Analytic Readiness
2. Conduct Analytic Phases of **PPOR**
3. Develop Strategic Actions for Targeted Prevention
4. Strengthen Existing and/or Launch New Prevention Initiatives
5. Monitor and Evaluate Approach
6. Sustain Stakeholder Investment *and Political Will*

Welcomed Communities as Full Partners

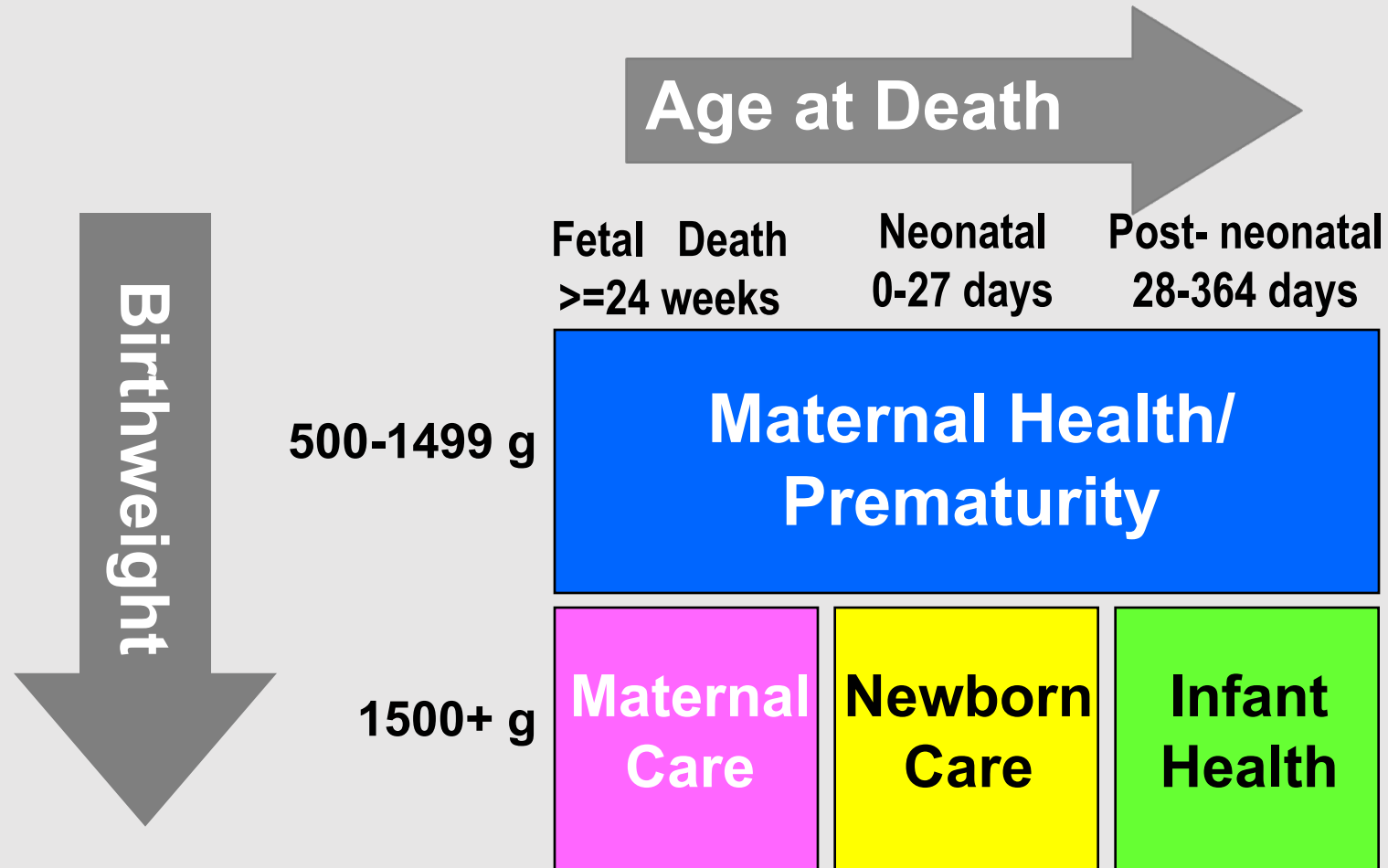
- There is no substitute for lived experience, which can help us understand
 - *Underlying problems and their causes*
 - *What solutions will work best*
- ***Make the data clear, comprehensible, compelling to most. Get READY to use the data.***

PPOR DATA: Why include fetal deaths?

1. Fetal deaths are important to families
2. There may be as many or more fetal deaths as there are infant deaths
3. Fetal deaths may provide us with even more information about infant mortality in the community

Standard infant mortality rates do not include fetal deaths. **PPOR uses all of the available information to investigate infant mortality.**

Look at fetal and infant deaths and rates through PPOR 'Mapping'

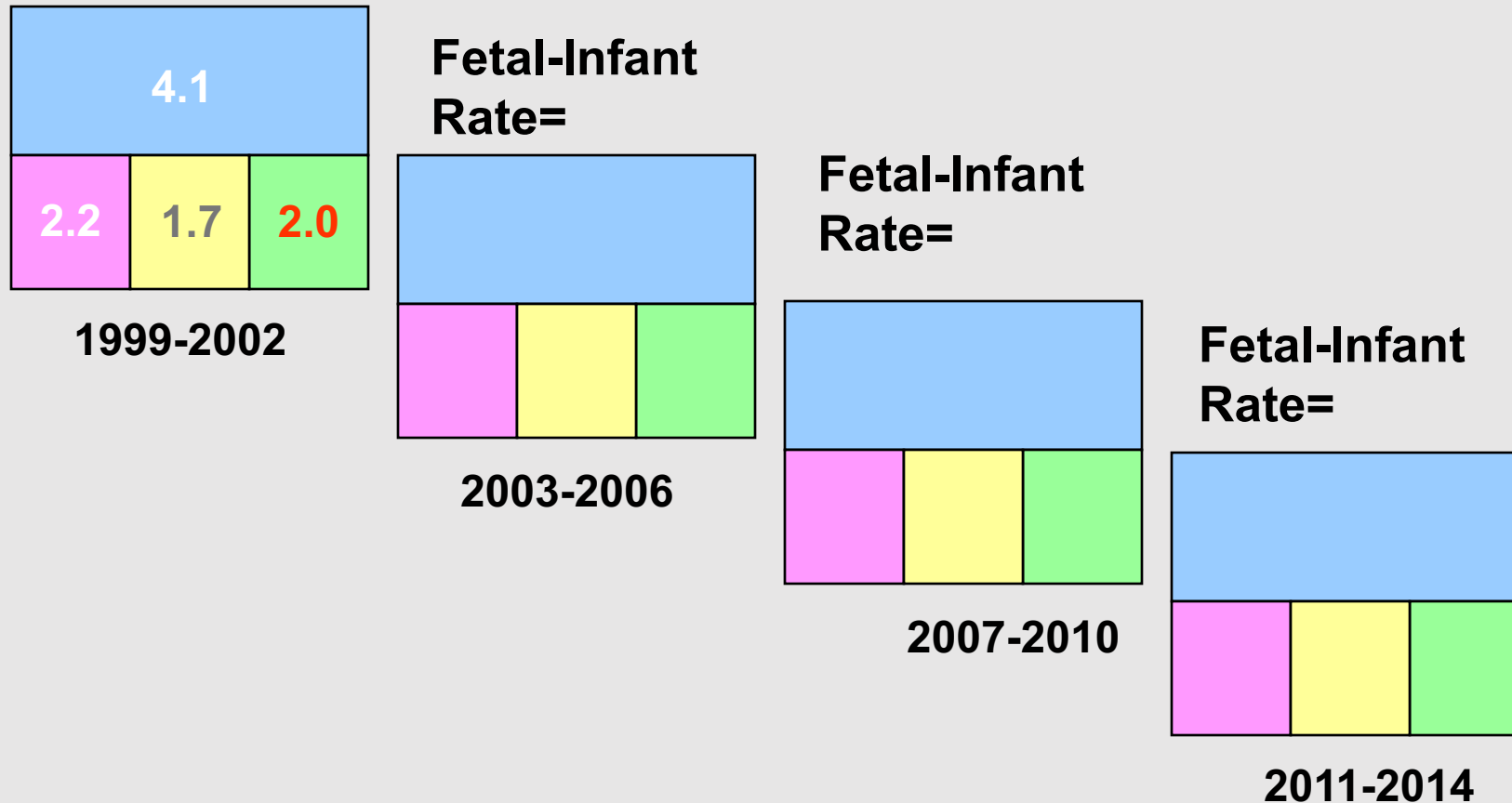


First Perinatal Periods of Risk “Map”

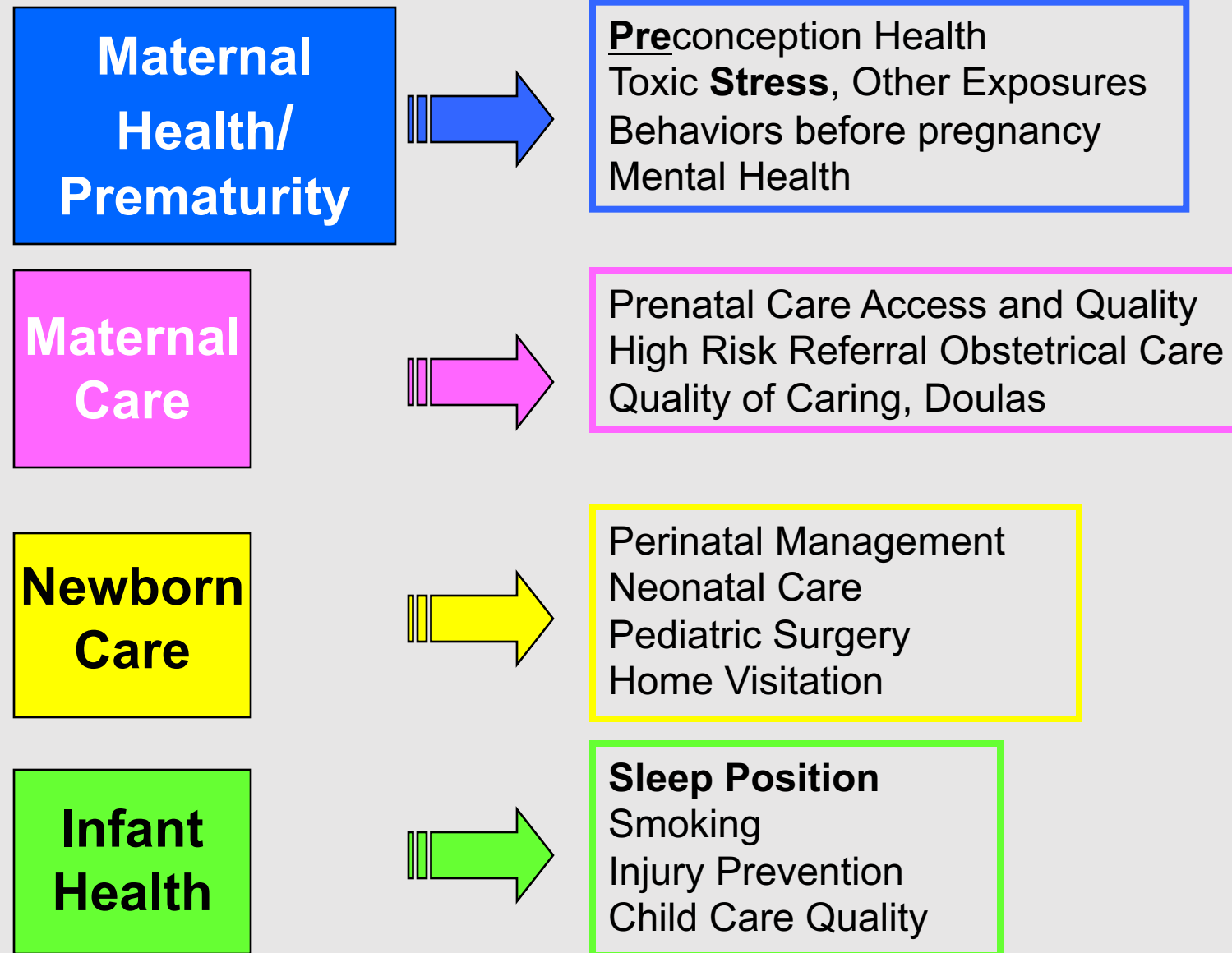
Douglas County (Omaha), NE, All Races

Fetal-Infant

Rate= 10.0



Perinatal Periods of Risk (PPOR) Approach Helps Narrow the Choices of Action





GAPS: Comparing Different Subpopulations

White Fetal-Infant

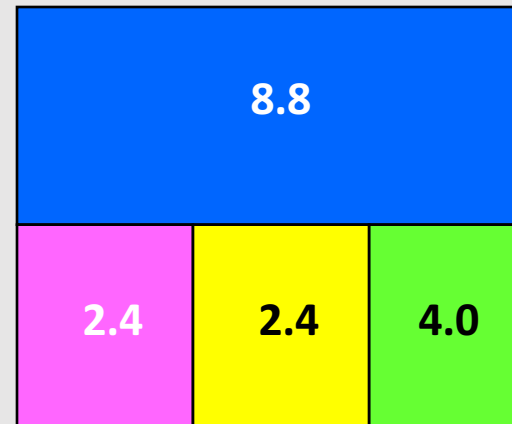
Rate = 8.6



White non-Hispanic

Black Fetal-Infant

Rate = 17.6



Black non-Hispanic

PPOR also asks: *How many deaths might have been prevented?*

Compare, using a Reference Group



...A matter of health equity.

- If one population group already can have very low mortality, other groups can reach that goal.
- Instead of comparing racial/ethnic groups, we compare all groups to this agreed-upon reference group.
- **Community** helps decides who is compared to whom.

Calculating Excess Rates

(US 2000-2002 Reference Group)

Urban Cty	Maternal Health/ Prematurity	Maternal Care	Newborn Care	Infant Health	Fetal-Infant Mortality
ALL	4.2	2.1	1.9	2.0	10.1

-

US Reference Group	2.2	1.5	1.1	0.9	5.7
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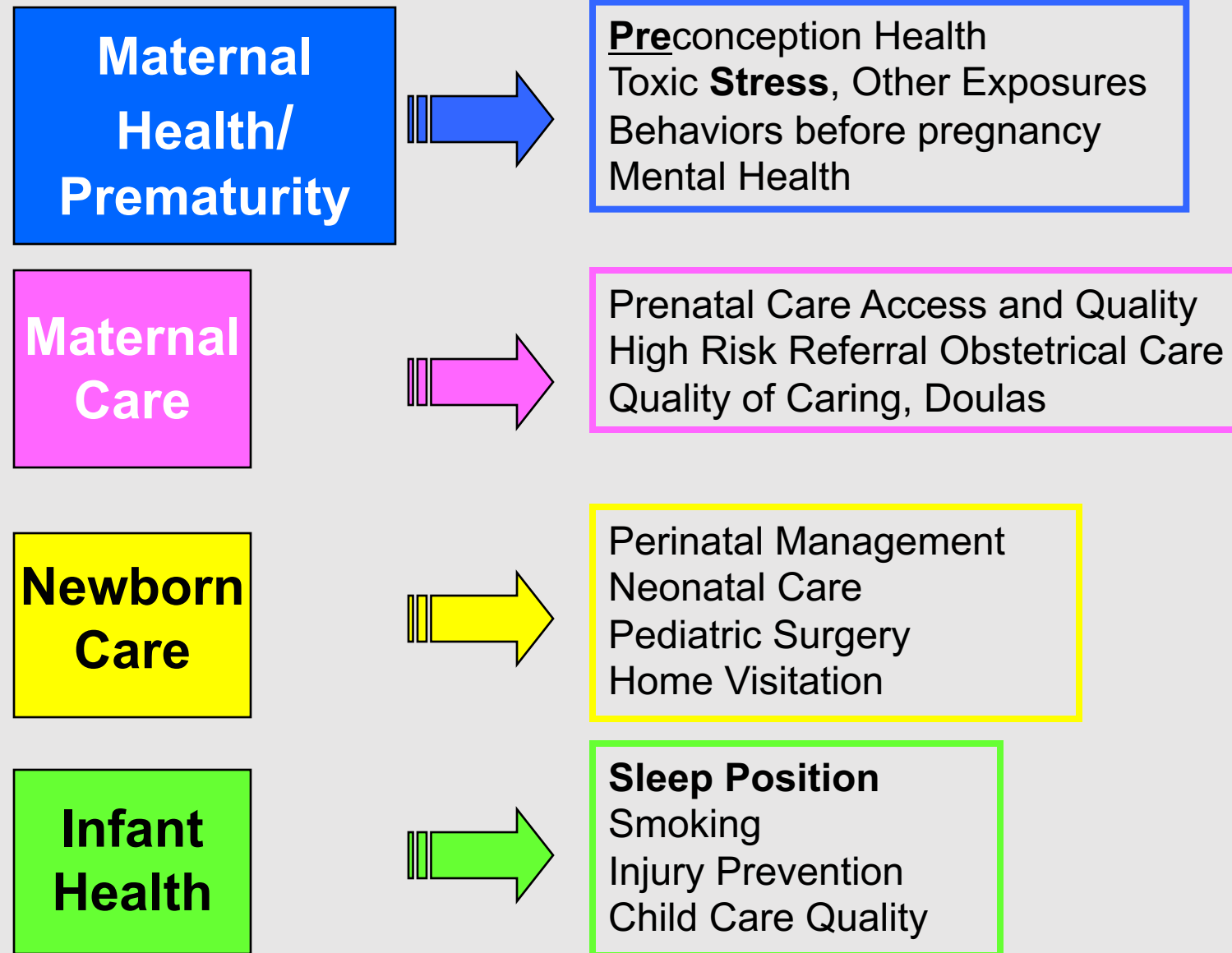
Excess Mortality Rates	2.0	0.6	0.8	1.1	4.4
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Estimated *Excess Number of Deaths*

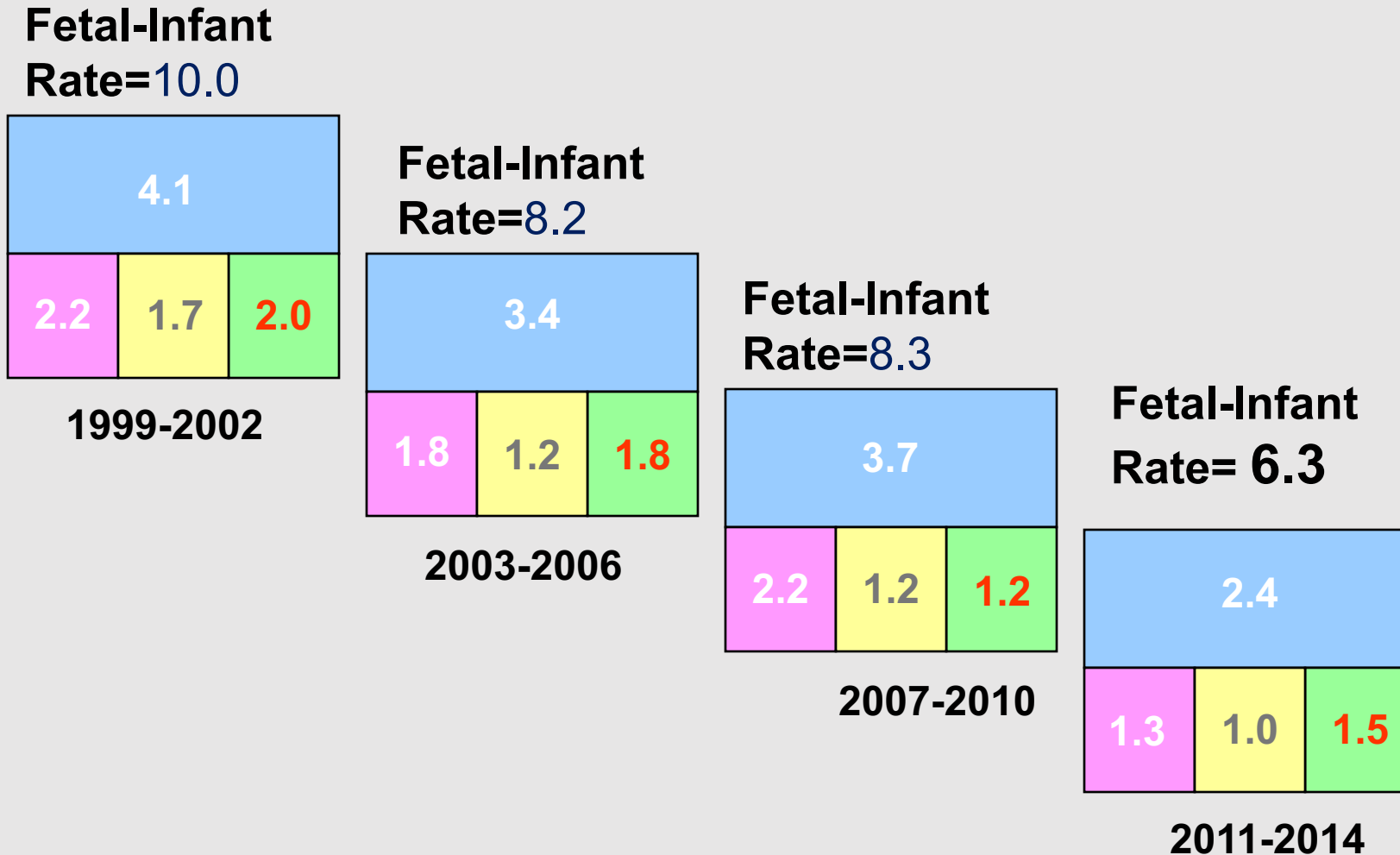
(US 2000-2002 Reference Group)

Racial-Ethnic Groups	Maternal Health/ Prematurity	Maternal Care	Newborn Care	Infant Health	Fetal-Infant Mortality
White, non-Hispanic	14	8	13	11	47
Black, non-Hispanic	22	3	4	10	39
Other Races	9	2	1	6	18
All	46	13	18	26	103

Perinatal Periods of Risk (PPOR) Approach Helps Narrow the Choices of Action

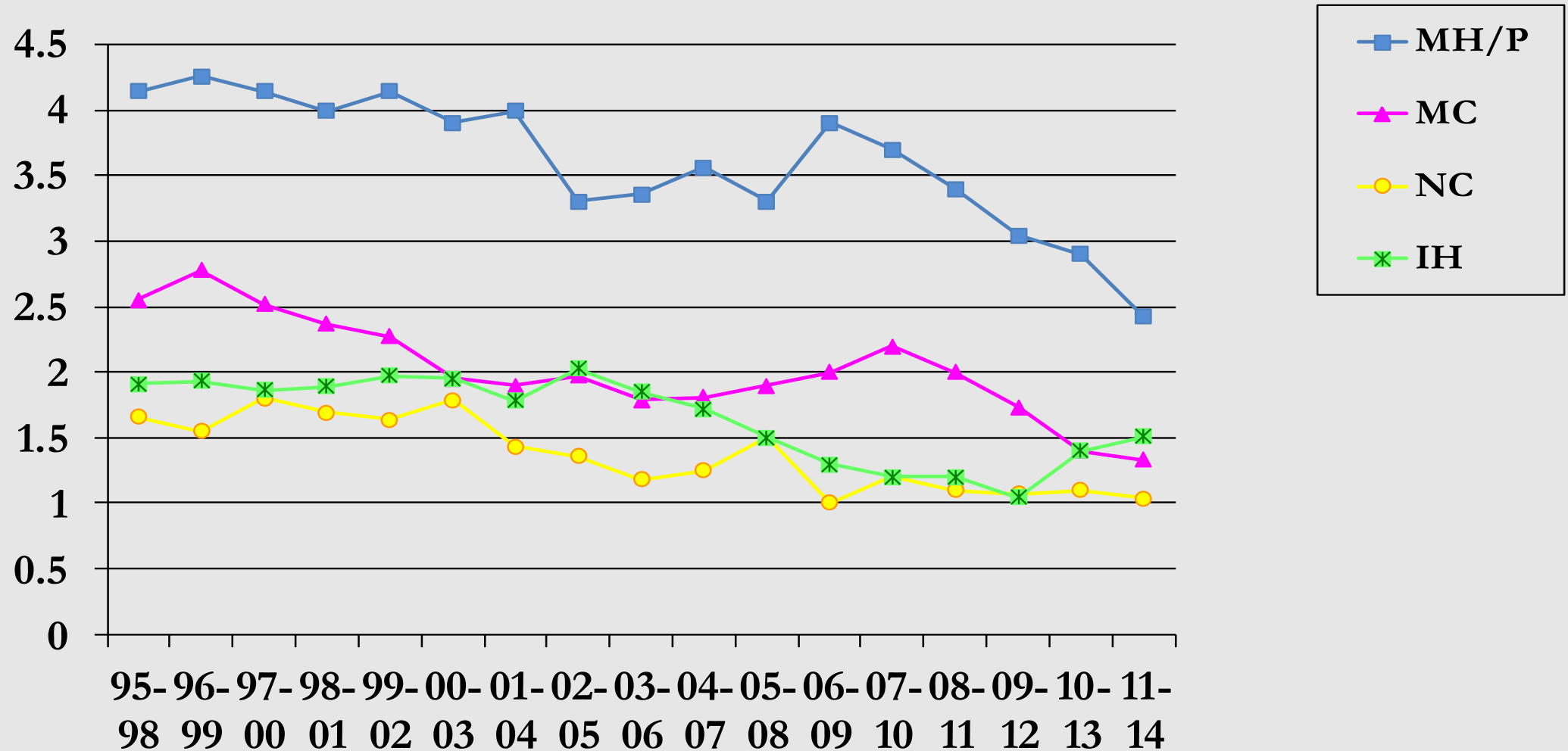


Perinatal Periods of Risk “Maps” 1999-2014 Douglas County (Omaha), NE, All Races



Average PPOR Rates (Fetal+Infant Deaths)

Douglas County, NE 1995-2014*



*2014 data is provisional

A painting of a strawberry plant with several ripe strawberries on a rock in a garden. The plant has large, green, serrated leaves and a thick, green stem. Several bright red strawberries with visible seeds are attached to the plant. The plant is growing out of a large, light-colored rock. In the background, there is a grey planter box with small yellow flowers and green foliage. The overall style is a soft, painterly illustration.

3 more things...

Thelma's Box

1. University of Pennsylvania
1948 (MSW) Masters Thesis

2. University of California -
Berkeley Masters in Divinity,
2000 Graduation Hood

3.



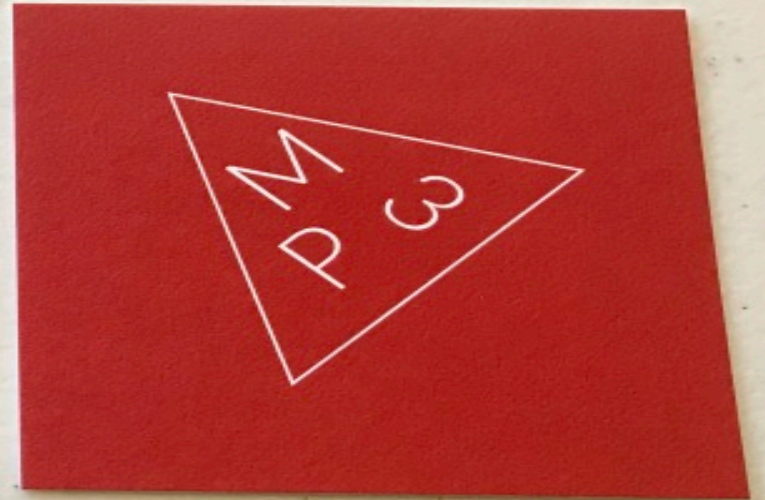
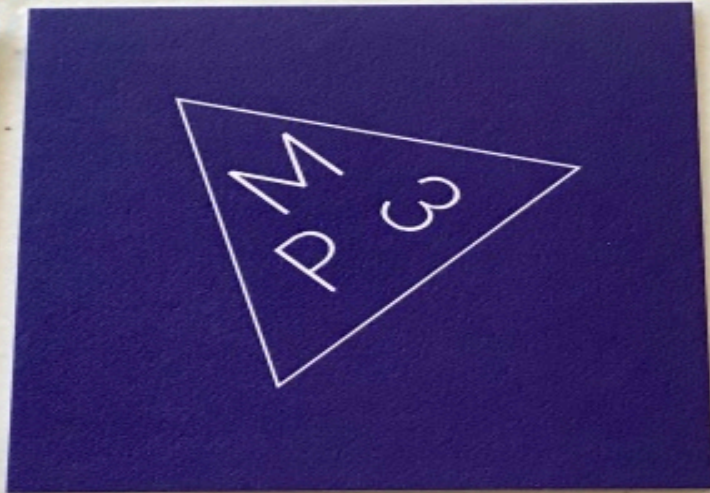
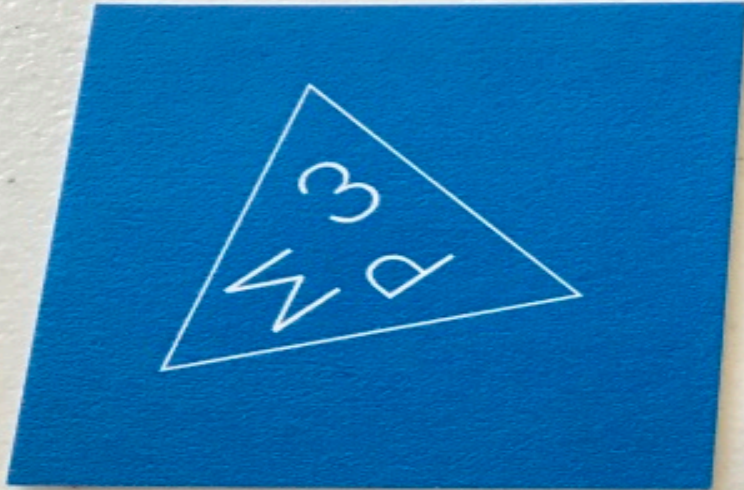


And the Bikini?

Persistent

Fierce

Optimism



MP3 HEALTH
Strategy + Leadership + Stories

Magda G Peck ScD
Founder and Principal

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