

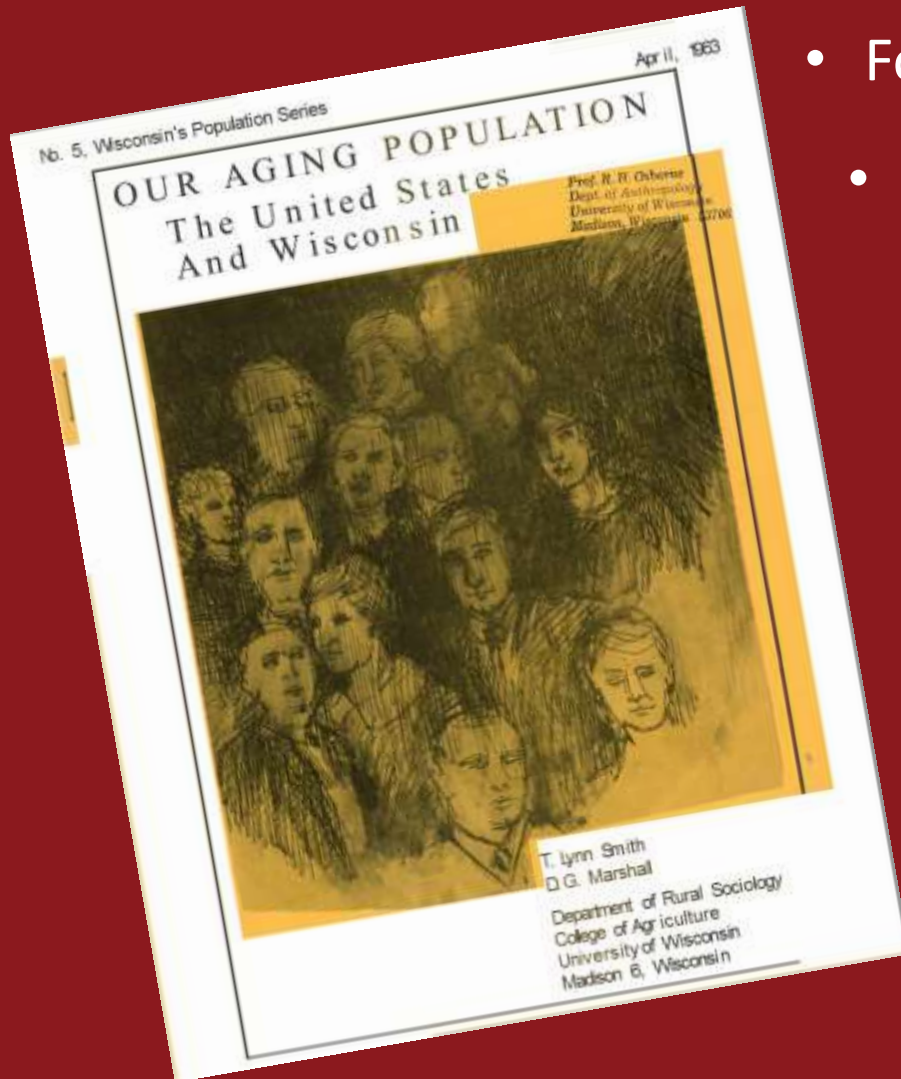
# Making News Out of the ACS: Research Collaboration on Health Insurance Coverage



D. Egan-Robertson, M. Jones,  
D. Veroff, C. McKown  
UW-Madison  
Applied Population Laboratory  
ACS Data Users Conference  
May 11, 2017



# Applied Population Laboratory



- Founded in 1965
- Areas of specialization:
  - Applied demography
  - Health geography
  - Spatial analysis
  - Information systems
    - Planning
  - Community development
- Long-term collaboration with UW Cooperative Extension



# Applied Population Laboratory

## HMONG IN WISCONSIN: A STATISTICAL OVERVIEW



A map of Wisconsin with counties shaded in various shades of green, representing the distribution of the Hmong population. The shading is darkest in the western and central parts of the state.



Applied Population Laboratory  
www.apl.wisc.edu

## LATINOS IN WISCONSIN: A STATISTICAL OVERVIEW



A map of Wisconsin with counties shaded in yellow, representing the distribution of the Latino population. The shading is relatively uniform across the state.



The screenshot shows the homepage of the GetFacts portal. The header includes the GetFacts logo and navigation links for 'Data Viewer', 'My Working Report Items', and 'My Saved Reports'. The main content area features the title 'Wisconsin's Demographic Data and Visualization Portal' and a sub-header 'Powered by the Applied Population Lab and UW-Extension'. Below this, there is a section titled 'A Powerful Data Finder & Reporting Tool' with three bullet points: 'Generate and share reports', 'State, county, and municipality data', and 'Save your work'. On the right side, there is a small inset image showing a report generated by the tool, titled 'Overview Profile Wisconsin', which includes a bar chart.



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UW-Extension  
University of Wisconsin-Extension



# Applied Population Laboratory

Home Moments Notifications Messages Search Twitter Tweet

Applied Population Laboratory, UW-Madison David Home Find Friends Settings Help

Page Messages Notifications Insights Publishing Tools

### Births and General Fertility Rate (GFR), 1909-2015, United States

all Live Births ths per 1,000 women ages 15-44

Liked Following Share + Add a Button

### People

3 People Talking About This

24 Total Page Likes  
0% from last week

0 New Page Likes  
0%

Sarah Kemp, Malia Jones and Jeff Carlson like this.

UW-APL  
@AppliedPopLab  
DCES, CALS, UWEX, De and Spatial Experts at UW  
Madison, Wisconsin  
apl.wisc.edu  
Joined October 2012  
96 Photos and videos  
Applied Population Laboratory, UW-Madison  
@appliedpoplab  
Home Posts Videos Photos About Likes Boost



# WisContext

Wis**CONTEXT** 

AGRICULTURE / FOOD ENVIRONMENT HEALTH MONEY PEOPLE / POLICY S

- Founded 2015; website launch 2016

- In-depth contextual reporting
- Urgent and emergent themes
- Online, multimedia resource

SERIES: THE OPIOID EPIDEMIC IN WISCONSIN

## How Public Health Recordkeepers Struggle With Tracking Synthetic Opioids

Collaboration of:

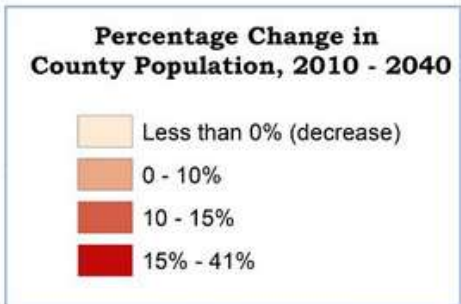
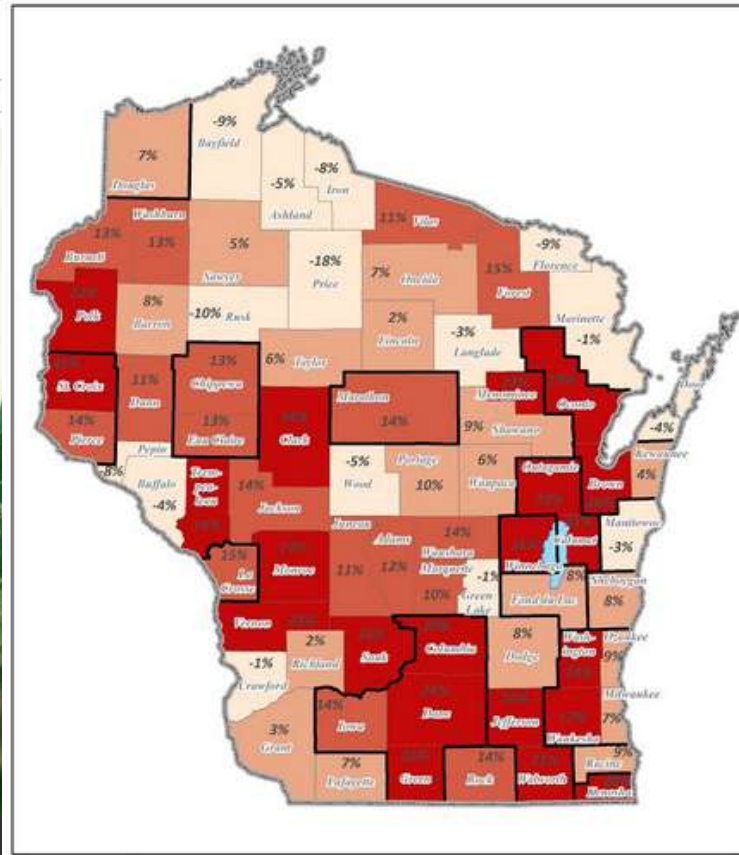


# WisContext

## The Path Towards Peak Population In Rural Wisconsin

Births, Deaths, Migration And The Economies Of Price, Buffalo And Manitowoc Counties

Scott Gordon, WisContext  
Sept. 21, 2016 | 7:25 a.m.



Demographers at the Applied Population Laboratory project that 15 of Wisconsin's counties will have lower populations in 2040 than in 2010.

University of Wisconsin Applied Population Laboratory



Price County is projected to experience a 14% decrease in population by 2040. They're older and aging faster, and persistently whiter than Wisconsin as a whole. Births are already eclipsing deaths.

# WisContext

Series: *The Dairy State Economy*  
**Dairy Producers Grapple With Realization That More Isn't Always Better**  
Milk Glut Stirs Up Talk Of More Supply Management

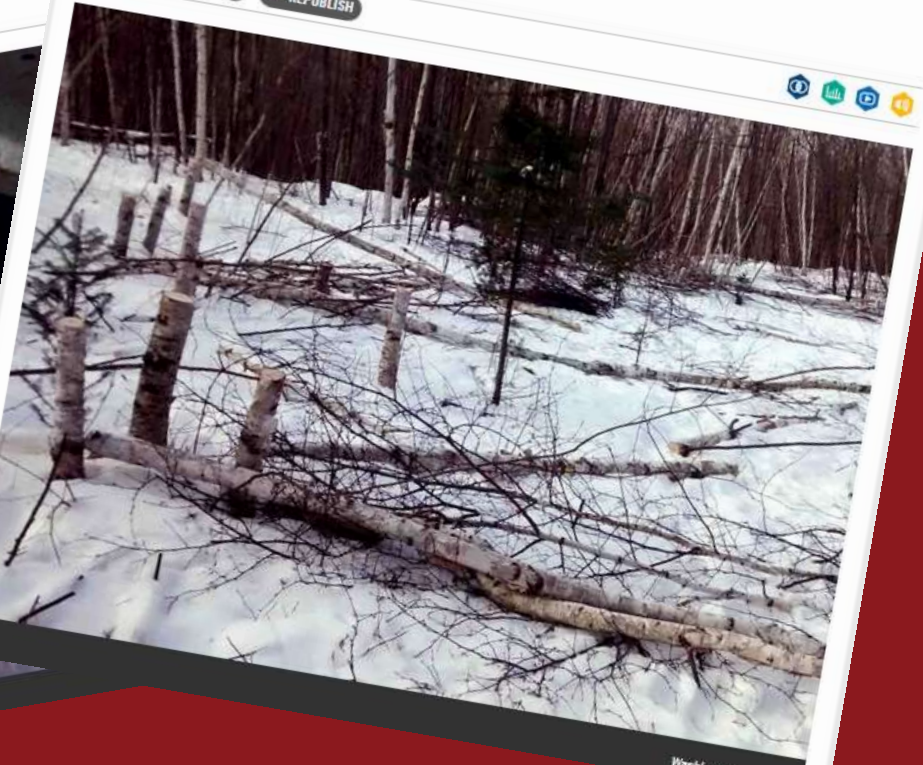
Scott Gordon, WisContext  
Video: Frederica Freyberg, Wisconsin Public Television  
May 1, 2017 | 2 p.m.



**Birch Thefts Pressure An Already Declining Resource**  
Illegal Cuttings In Northern Forests Target Young Trees

Scott Gordon, WisContext  
Audio: Kate Archer Kent, Wisconsin Public Radio  
Video: Frederica Freyberg, Wisconsin Public Television  
April 17, 2017 | 10:55 a.m.

REPUBLIC



Washburn County



# APL & WisContext



- **Demographic research**
- **Want to share products with lay audiences**
- **Lack a decent channel for presenting public-facing work**

- **Interest in data-rich content**
- **Timely dissemination through digital platforms**
- **Limited training in data and scientific methods**





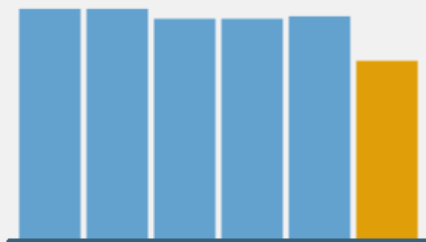
# ACS Health Insurance Estimates

## State-Level 1-year Estimates, 2014 ACS (released 2015)

### Health Insurance Coverage Is Up in Wisconsin and Nationally

A Census data brief by the Applied Population Lab

Nationwide, the share of uninsured people dropped from 14.5% to 11.7%, a 19% decrease. All but two states (Alaska and Wyoming) experienced a statistically significant decrease in the share of people with no insurance between 2013 and 2014. Kentucky, Nevada, West Virginia, Oregon, and California saw the largest drops in their uninsurance rates.



Wisconsin Percent Uninsurance

In Wisconsin, the percent of uninsured residents held steady from 2009-2013 around 9%. Between 2013 and 2014, however, the uninsurance rate dropped to 7.3%, a decrease of almost 20% that follows the national trend.

Since 2009, Wisconsin has consistently been in the top 15% of all states and DC for health insurance coverage among all residents. However, in 2014, Wisconsin dropped in rank from 7<sup>th</sup> (tied with Delaware) to 8<sup>th</sup> place. 7<sup>th</sup> place went to Connecticut, which saw a larger gain in health insurance rates than Wisconsin.



[http://www.apl.wisc.edu/publications/acs\\_healthins\\_web/acs\\_healthins\\_brief.html](http://www.apl.wisc.edu/publications/acs_healthins_web/acs_healthins_brief.html)



# ACS Health Insurance Estimates

## State-Level 1-year Estimates, 2015 ACS (released 2016)

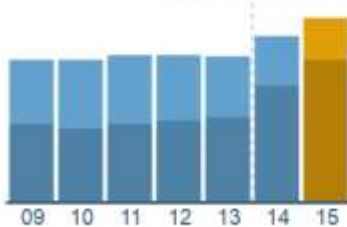
### Health Insurance Coverage Reached Historic High in 2015

A Census data brief by the Applied Population Lab

written by

#### Wisconsin and National Health Insurance Coverage, 2009-2015

Affordable Care Act



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[http://www.apl.wisc.edu/publications/acs\\_16/healthins16.html](http://www.apl.wisc.edu/publications/acs_16/healthins16.html)



WisCONTEXT

AGRICULTURE / FOOD ENVIRONMENT HEALTH MONEY PEOPLE / POLICY SCIENCE / TECH HEALTH INSURANCE

Series: Health Insurance And The ACA

### Health Insurance Coverage For Wisconsinites Hits New High

#### 94 Percent Of State's Residents Were Covered In 2015

Malia Jones, UW Applied Population Laboratory | Caitlin McKown, UW Applied Population Laboratory  
Dec. 12, 2016 | 2:50 p.m.

REPLICATE



<https://www.wiscontext.org/health-insurance-coverage-wisconsinites-hits-new-high>

WisContext is a service of Cooperative Extension, Wisconsin Public Radio & Wisconsin Public Television.



#### RELATED SERIES ARTICLES

AARP Wisconsin Explains Projected Impact Of American Health Care Act

Making Sense Of A Health Care Bill On A Fast Track

Health And Human Services Proposes To Shorten ACA Sign-Up Period

A Wisconsin Doctor's Perspective On ACA Repeal

With ACA Facing Repeal, Workers Fear Return Of 'Job Lock'

Study Estimates 46,000 Wisconsin Jobs Would Be Lost With ACA Repeal

# ACS Health Insurance Estimates' Releases: Comparison

## 2015 (2014 ACS data)

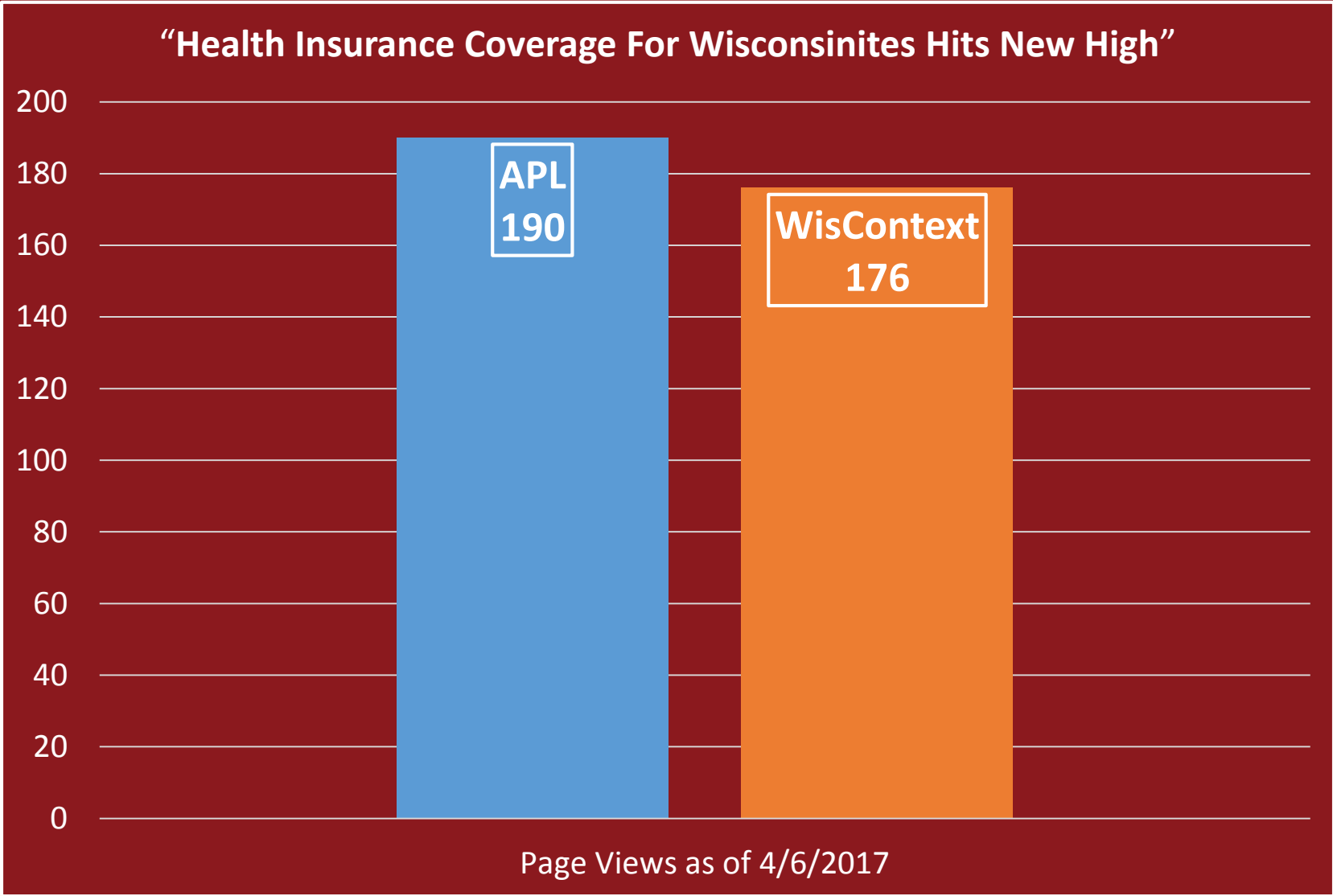
- APL posted on its website
- Originally created as static document
- Interactive graphics developed and incorporated later

## 2016 (2015 ACS Data)

- **Collaboration with WisContext:**
  - Discussions on message focus
  - Co-authoring content (esp. WisContext providing fact-checking!)
  - Rapid posting
  - APL hosts graphics; WisContext's web documents pull current versions



# ACS Health Insurance Estimates' Release: Page Views



# Future Directions

- Funding:

- Joyce Foundation
- Reilly Baldwin Endowment



- Increased, steady production of analyses:

- “short” form (social media)
- “long” or traditional form (Web pages)

- Reader evaluation surveys

- Readership metrics

- Particularly young readers (?)



# Challenges

- Reaching younger (potential) consumers of data
- Reconciling “slow” academic research with “fast” news cycles



FINIS

