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
Applied Population Laboratory
WisContext

- 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:

[Logos for Wisconsin Public Television, Wisconsin Public Radio, and University of Wisconsin-Extension]
The Path Towards Peak Population In Rural Wisconsin

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

Percentage Change in County Population, 2010 - 2040

- Less than 0% (decrease)
- 0 - 10%
- 10 - 15%
- 15% - 41%

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
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 | 10:54 a.m.
<table>
<thead>
<tr>
<th>APL &amp; WisContext</th>
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<tbody>
<tr>
<td>• Demographic research</td>
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<tr>
<td>• Want to share products with lay audiences</td>
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<tr>
<td>• Lack a decent channel for presenting public-facing work</td>
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<td>• Interest in data-rich content</td>
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<td>• Timely dissemination through digital platforms</td>
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<td>• Limited training in data and scientific methods</td>
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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.

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 7th (tied with Delaware) to 8th place. 7th 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
Health Insurance Coverage Reached Historic High in 2015

A Census data brief by the Applied Population Lab
written by Matt Stansel

Based on data from the 2015 American Community Survey, health insurance coverage reached a historic high in 2015, with nearly 95% of Wisconsin residents having health insurance. This is a significant increase from 2009, when 90.9% of Wisconsin residents were covered.

In Wisconsin, 90.9% of residents (down from 98.5% in 2010) were covered by national health plans, and 94.4% were covered by national health plans aged 15 and older.

Nearly 95% of Wisconsin residents were covered by national health plans aged 15 and older.

Series: Health Insurance And The ACA

Health Insurance Coverage For Wisconsinites Hits New High

94 Percent Of State’s Residents Were Covered In 2015

Mallia Jones, UW Applied Population Laboratory | Caitlin McKown, UW Applied Population Laboratory
Dec. 12, 2016 | 1:50 p.m.

http://www.apl.wisc.edu/publications/acs_16/healthins16.html

https://www.wiscontext.org/health-insurance-coverage-wisconsinites-hits-new-high
ACS Health Insurance Estimates’ Releases: Comparison

<table>
<thead>
<tr>
<th>2015 (2014 ACS data)</th>
<th>2016 (2015 ACS Data)</th>
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<tbody>
<tr>
<td>• APL posted on its website</td>
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<tr>
<td>• Originally created as static document</td>
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<tr>
<td>• Interactive graphics developed and incorporated later</td>
<td></td>
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<tr>
<td>• Collaboration with WisContext:</td>
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<tr>
<td>• Discussions on message focus</td>
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<tr>
<td>• Co-authoring content (esp. WisContext providing fact-checking!)</td>
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<tr>
<td>• Rapid posting</td>
<td></td>
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<tr>
<td>• APL hosts graphics; WisContext’s web documents pull current versions</td>
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</table>
ACS Health Insurance Estimates’ Release: Page Views

“Health Insurance Coverage For Wisconsinites Hits New High”

Page Views as of 4/6/2017

- APL: 190
- WisContext: 176
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