

*Invitation Email*

## **Join a 60-minute Building Blocks Focus Group to Improve the Surveillance Data Lifecycle**

### **Why focus groups?**

We want to gather input from state, tribal, local, and territorial (STLT) public health agencies to inform the prioritization and design of “Building Blocks” — tools to help public health departments more efficiently and effectively collect, use, analyze, and share surveillance data.

These focus groups will be conducted in a workshop format, where everyone’s voice will be heard.

### **What do we want to know?**

We want to identify STLTs’ pain points and needs along various steps of the surveillance data lifecycle (data access and collection, data orchestration, storage, cleansing and integration, analysis and visualization, dissemination and sharing).

We’ll initially have a topic-centered approach for these groups with a specific focus on: childhood lead poisoning, Legionnaires’ disease, listeria, HIV, and Data Exchange. (\*Data Exchange is the platform through which CDC will exchange data with partners and the public; for Data Exchange focus groups, we’re seeking to hear from jurisdictions who report directly to the CDC.).

### **Who should participate?**

We want to hear from STLT public health agency staff who interact with surveillance data at any point along the lifecycle (including but not limited to epidemiologists, IT staff, nurses and administrators).

### **How do you sign up?**

Focus groups will start in September (specific dates to be determined). Please use this link to sign up:  
<https://www.surveymonkey.com/r/L35PNRK>

If you have any questions, please send an email to: [dmibuildingblocks@cdc.gov](mailto:dmibuildingblocks@cdc.gov)

**WE LOOK FORWARD TO LEARNING FROM YOU!**

*Signup Form*

First Name \*

Last Name \*

Email \*

1 ↑ Health Department

2 ↑ Health Department Type - Local (reports data to state), Local (big city/ reports data directly to CDC)



- ☐ Local (reports data to state)
- ☐ Local (reports data directly to CDC)
- ☐ Territory
- ☐ State
- ☐ Tribe
- ☐ Other

3 ↑ Your State/Territory

4 ↑ Role

5 ↑ Please list any assistance/accommodations you need to participate in this virtual focus group, if applicable.

**Mural.co**

Mural.co view - only link

[https://app.mural.co/invitation/mural/primedatainput6410/1663796185904?](https://app.mural.co/invitation/mural/primedatainput6410/1663796185904?sender=ubd1733f5f0b3715f56919452&key=31ed5423-3ccc-42fb-b15c-a412bdcec80d)

[sender=ubd1733f5f0b3715f56919452&key=31ed5423-3ccc-42fb-b15c-a412bdcec80d](https://app.mural.co/invitation/mural/primedatainput6410/1663796185904?sender=ubd1733f5f0b3715f56919452&key=31ed5423-3ccc-42fb-b15c-a412bdcec80d)

### Screenshot of the Mural.co board

**LISTERIA DATA**

**Local Health Departments**

**Why are we here?**

The insights you share will be used to inform how the CDC prioritizes and designs future "Building Blocks" — modular software and services that will automate manual processes, in order to create efficiencies and improve decision-making.

Some Building Blocks will offer relatively simple functionality, such as patient name deduplication, while others may perform more complex tasks, such as location services and geocoding, or patient record linking.

**What information will we gather?**

- Context around your top data-related frustrations
- Your ability to generate, manage, and use data for action

**Recording + Confidentiality**

- We're recording for the purpose of transcription, analysis, and synthesis.
- Findings shared from this focus group will be de-identified — not linked with names or health department.
- By participating, you're agreeing to maintain the confidentiality of the information discussed by participants during the focus group session.

**Mural and Zoom basics**

- Double click to type into a post-it
- Move the post-its with your mouse

**STEP ONE – INTRODUCTIONS** 5 MIN

Pick a color below, then double click a square to type in your first name and your role (e.g., epidemiologist, IT)

Jill  
Researcher

**STEP TWO – INDIVIDUAL BRAINSTORMING** 10 MIN

Using your colored post-its below, and thinking about listeria data specifically, jot down up to your **top 5 frustrations**, which impact the ability to generate, manage, and/or use data for action

And... what you're able to do...

By frustration  
If trying x is why accomplish...

We double  
enter for data into our system and our own system...

Example Example Example

**STEP THREE – GROUPING, THEMING, & VOTING** 20 MIN

First, we'll move your post-its from Step 2 into this space; **read through your peers' post-its, and when you see similar frustrations, group them together.** We should end up with multiple groupings of post-its with similar frustrations, while some will stand alone. Second, we'll come up with themes for each group that best represent the frustrations within them. We'll use these themes to help steer our discussion moving forward.

Theme 1

Example Example

Example

Theme 2

Example

Example

Example

Theme 3.

Example Example

Example

Example

Example

**STEP FOUR – GROUP DISCUSSION** 20 MIN

Getting to Impact — If these frustrations were resolved, how would this change your ability to generate, manage, or use data for action?

Notetaker is creating stickies on this board, based on what participants share

**STEP FIVE – FEEDBACK**

5 MIN

Recommendations for improving this focus group: add any comments below to help us improve this activity for future focus groups! Thank you for the valuable feedback!
