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# TRAINING & RESOURCES: Collecting Sociodemographic Data During Vaccine Administration in Ontario

March 9, 2021

11:00 am – 12:00 pm

# Indigenous Land Acknowledgement

- This webinar is being hosted and recorded in Toronto on the traditional territory of many First Nations, including the Mississaugas of the Credit, the Anishnaabeg, the Chippewa, the Haudenosaunee and the Wendat peoples.
- We also recognize the enduring presence of many diverse First Nations, Inuit and Métis peoples across the regions to which this webinar is being delivered.

# Disclaimer

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# Poll 1

- Where are you calling from?
- Where do you work?
- Please indicate your current experience in sociodemographic data collection

# Agenda

Time	Item
03 minutes	Indigenous Land Acknowledgement & Welcome
05 minutes	Why Collect Sociodemographic Data?
05 minutes	Health Equity Principles
20 minutes	What Data are Being Collected?
7 minutes	Data Entry
20 minutes	Questions and Answers Period

# Why Collect Sociodemographic Data?



# Objectives

After completing this webinar participants will be able to:

- Describe why demographic questions on race, ethnic origin, income and language are important for health equity
- Define health equity principles
- Understand the Canadian context for health equity
- Describe the data collection for questions on race, ethnic origin, income, and language



# We cannot manage what we do not measure<sup>1</sup>

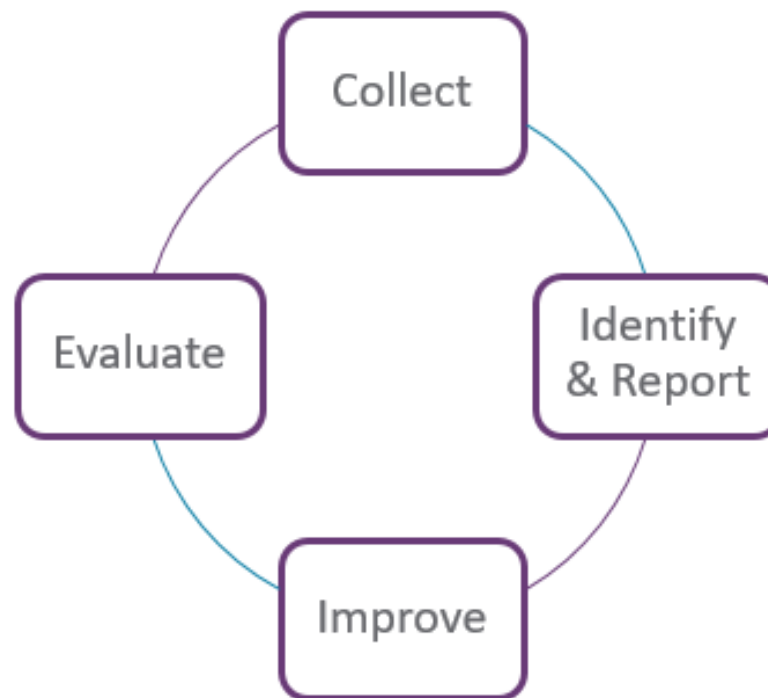
## Framework for data-driven equitable health care<sup>2</sup>

Data can be used to...

Examine various health outcomes

Tailor programs and services for priority populations

Facilitate evidence-based action on addressing health inequities

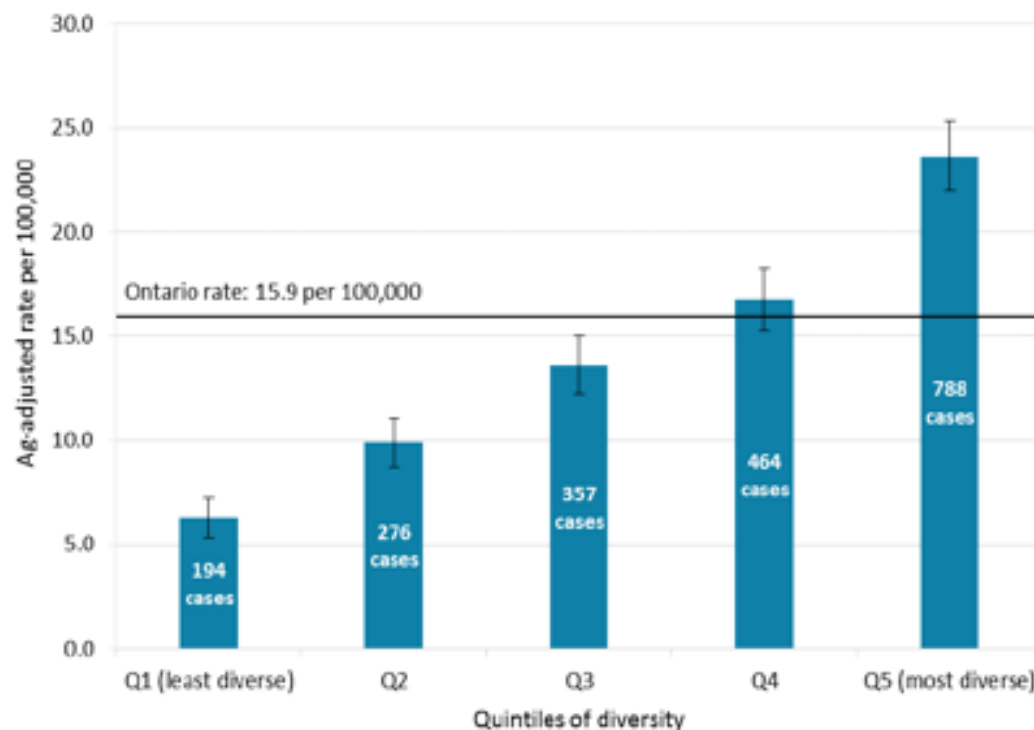


# COVID-19 in Ontario: Neighbourhood-level Diversity<sup>3</sup>

## COVID-19 Age-adjusted rate and number of hospitalizations

### Neighbourhoods with the highest ethnic diversity

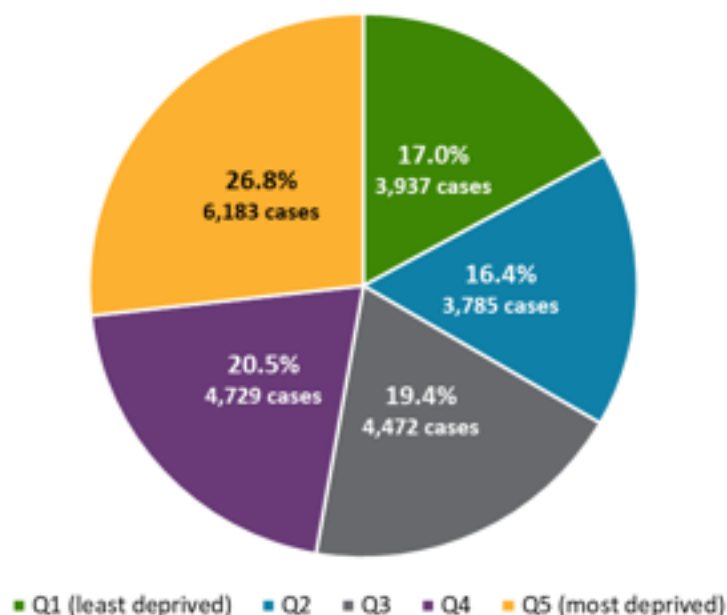
- Higher percentage of confirmed positive COVID-19 tests
- Over 2x higher hospitalization rates



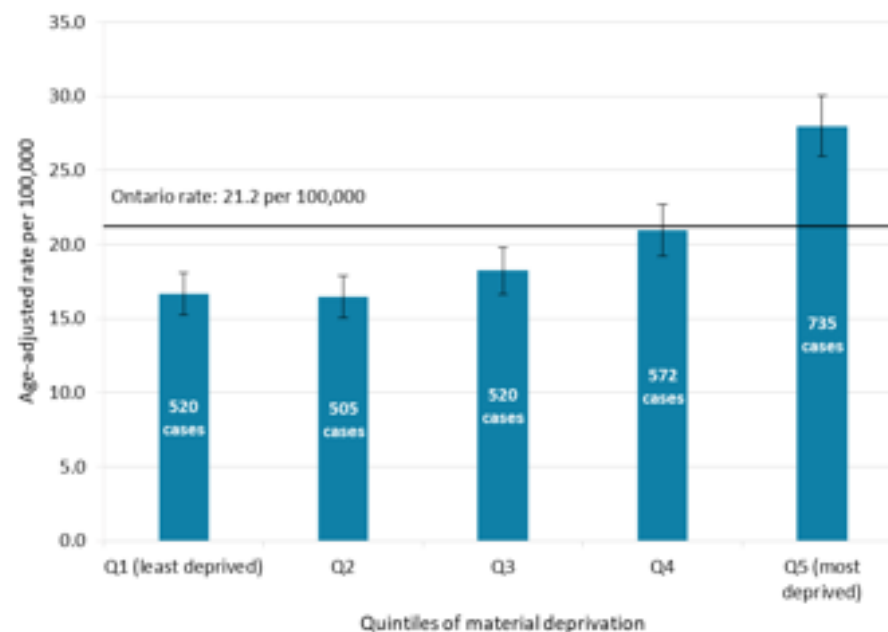
# COVID-19 in Ontario: Focus on Material Deprivation<sup>4</sup>

(15 Jan 2020 – 03 June 2020)

Percent and number of confirmed cases of COVID-19 for each quintile of material deprivation: Ontario



Age-adjusted rate and number of hospitalizations among confirmed cases of COVID-19 for each quintile of material deprivation: Ontario



# Language

## Language as determinant of care/outcomes<sup>5</sup>

- Language barriers are linked to detrimental impacts on client/patient experiences, services provision, and health outcomes

## Language considerations in Ontario<sup>6</sup>

- Research suggests that language barriers may be an issue across multiple municipalities in Ontario

# Health Equity Principles



# Health equity<sup>7</sup>

Health equity means that all people can reach their full health potential without disadvantage due to social position or other socially determined circumstance

# Health inequities

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Health  
differences that  
are:<sup>7</sup>

---

Systematic

---

Unfair and unjust

---

Avoidable

---

# Social determinants of health<sup>8</sup>



## **What are the primary determinants of people's health?<sup>9</sup>**

In Canada, 50% of our health is shaped by social determinants including: income, education, social safety net, working conditions, race, and gender, followed by 25% due to health care access and wait times



# Determinants of Indigenous health<sup>10</sup>

## Proximal Determinants

'Surface' level factors

- Health care availability/access
- Physical environment
- Health behaviour

## Intermediate Determinants

Underlying and persistent factors

- Community infrastructure and relationships
- Kinship networks
- Knowledge sharing

## Structural Determinants

Historical, political, ideological, economic, and social foundations/systems

- Colonialism, *Indian Act*, residential schools, systemic racism
- Indigenous world views, spirituality, and resilience

# Building blocks of health equity<sup>11</sup>

- Recognise Indigenous peoples' inherent rights and sovereignty and right to self-determination
- Understand Canada's colonial history and its ongoing impacts

Anti-colonialism

- Identify, remove, prevent, and mitigate the racially inequitable outcomes and power imbalances

Anti-Racism

- When institutions or systems create or maintain racial inequity

Systemic racism lens

# Public Health Agency of Canada: Anti-Black Racism as a Determinant of Health<sup>12</sup>

- The chronic stress and trauma of anti-Black racism has a direct and detrimental effect on mental and physical health
- Black Canadians experience discrimination at multiple levels of society, including interpersonal, institutional, and structural discrimination in multiple facets

Housing


Education

Income &  
Employment

Food  
Security

**“At the moment, a complete portrait of the health of Black Canadians does not exist because of substantial data gaps”<sup>12</sup>**  
**Public Health Agency of Canada, 2020**

# What Data are Being Collected & Captured?



**Key messages**  
**Introduce the questions**  
**Data entry**

# Script: Purpose, consent, privacy<sup>11</sup>

## Purpose

- Ensure that everyone has equitable access to vaccines
- Determine where/how information about vaccinations can be improved for individuals to make informed decisions
- Inform and monitor vaccine roll-out in communities facing disproportionate impacts

## Collection

- Authority to collect alongside the other demographic questions as per routine practices
- Individuals can choose not to answer any or all of these questions

## Privacy

- Information is protected by the Personal Health Information Protection Act, 2004 (PHIPA)
- Stored in a secure government data system; disclosed only as permitted/ required by law

# Race<sup>11</sup>

In our society, people are often described by their race or racial background. For example, some people are considered “White” or “Black” or “South Asian”, etc.

**Which race category best describes you? Select all that apply from the options I will read out:**

Race categories	Description/examples
Black	African, Afro-Caribbean, African-Canadian descent
East Asian	Chinese, Korean, Japanese, Taiwanese descent
Latino	Latin American, Hispanic descent
Middle Eastern	Arab, Persian, West Asian descent, e.g. Afghan, Egyptian, Iranian etc.
South Asian	South Asian descent, e.g. East Indian, Pakistani, Sri Lankan, Indo-Caribbean, etc.
Southeast Asian	Filipino, Vietnamese, Cambodian, Thai, other Southeast Asian descent
White	European descent
Another race category	Another race category (write-in response)

# Ethnic Origin<sup>11</sup>

- Ethnic origin refers to a person's ethnic or cultural origins. Ethnic groups have a common identity, heritages, ancestry, or historical past, often with identifiable cultural, linguistic, and/or religious characteristics
- **What is your ethnic or cultural origin(s)?**
- **For example: Chinese, Filipino, Scottish, Guyanese, Somali, Korean**
- \*Note: to support data quality, responses will be available in COVax as a dropdown list rather than as an open text field.

# Income & Household Size<sup>13</sup>

Income can come from various sources such as from work, investments, pensions or government.

**What was your total household income before taxes last year? Select one from the list of income ranges I will read out:**

0 - \$29,999

\$30,000-\$49,999

\$50,000-\$69,999

\$70,000-\$99,999

\$100,000-149,999

\$150,000 or more

Do not know

Prefer not to answer

**Including yourself, how many family members live in your household?**

\_\_\_\_\_ (people)      - Do not know    - Prefer not to answer



# Language<sup>14</sup>

In order to understand language profiles of our clients/patients, we are going to ask you two questions on language

## What is the language that you first learned at home in childhood and still understand?

- Drop down list of languages already in COVax
- Another childhood language (write-in response)

## In which of Canada's official languages, English or French, are you most comfortable?

- Both English and French
- Neither
- English
- Do not know
- French
- Prefer not to answer

# Indigeneity

## What about collecting Indigenous data?

- It is important that collection processes respect Indigenous culture and nationhood and capture the diversity of Indigenous people who access public services. This supports the advancement of racial equity, and respects Indigenous peoples' constitutional status
- To address health inequities faced by Indigenous Peoples, the Ministry of Health continues to work with Ministry of Indigenous Affairs and Indigenous partners

# Data quality considerations

## Decline to participate

Where possible, don't leave as missing data

- Don't leave blank/missing
- Ask whether it can be recorded as 'prefer not to answer' across questions
- E.g. *"I see you've left the form blank/you don't want to hear the questions, are you okay with us recording it as 'prefer not to answer'?"*

## 'Other' category

Where possible, minimize the use of 'other'

- If person provides a response that is not part of the categories but closely related, ask about using existing options
- E.g., for the race categories question: *"You indicated that your racial group is Lebanese, would that fit under 'Middle Eastern'?"*

# COVAX screen

Client check in &  
consent to data capture  
COVax<sub>ON</sub>

Ask client if willing to  
provide  
sociodemographic info

From the Client record,  
scroll down to the  
“Sociodemographic  
Data” section and select  
“New”

The screenshot displays the Vaccine Management System interface for a client named George Clooney. The top navigation bar includes links for Client Search, Clients, Shipment, Inventory, Institutions, Storage Locations, Providers, Location Settings, and More. The main content area is divided into several sections:

- Contact Information:** Fields for Proxy Name, Relationship to the Client, Home Phone, Mobile, Other Phone, Work Phone Ext., Proxy Phone, Email (test@test.com), Preferred Language (English), and Secondary Language.
- Address Information:** Field for Mailing Address.
- Client Consent Information:** Fields for Consent for Data Collection, COVID-19 Assessment Completed, Follow-up Communication by Email, Research Communication By Mail, Research Communication By Phone, and Research Communication By Email.
- Sociodemographic Data (0):** A section with a 'New' button, highlighted by a red box and a red arrow.

On the right side of the interface, there is a log of actions performed by the user 'ellen hall', including 'Dose 1 administered', 'Dose 1 checked out', 'Dose 1 checked in', and 'Dose 1 administered'.

# COVAX data entry

Read & obtain consent section  
before filling out

Client **\*must\*** provide consent for  
the user to record  
Sociodemographic details about  
them

Sociodemographic data fields

New Sociodemographic Data: Sociodemographic Record Type

Consent for Collection of Sociodemographic Data

Client: **George Chong**

Sociodemographic Consent Details

The Ministry of Health (Ministry) is collecting sociodemographic data for the purposes of supporting the efficient, equitable and effective roll-out of the COVID-19 vaccine for communities that are at risk and disproportionately impacted by the pandemic. If you provide your sociodemographic data to the Ministry, the Ministry may use and disclose it for these purposes, and other purposes authorized and requested by law. For example, the Ministry will use the data collected to analyze patterns in vaccine distribution and promote equitable access to vaccine doses. Health care providers and vaccine clinic staff who are administering, or assisting in the administration of the COVID-19 vaccine will have access to this data in the course of providing care to you. The Ministry may periodically develop reports based on the analysis of the data, which would be made publicly available. These reports will not include any information that could be used to identify you or any other individual person. The use of these data will be governed in a way that ensures principled and responsible data use that respects Ontario's privacy. You will be asked questions about your race, ethnicity, income, household size, and language. If you provide these data, it will be stored in COVax, a health record system under the custody and control of the Ministry of Health. Where a Clinic Site is administered by a hospital, the hospital is collecting your information as an agent and on behalf of the Ministry of Health. The hospital will not use and disclose this information for the hospital's own purposes. Providing your sociodemographic data is strictly voluntary. If you do not agree to provide this data, you will not get in trouble or be denied access to programs or services, including access to the COVID-19 vaccine. Choosing to provide your data does not mean you have to answer every question; you may provide answers to only questions with which you are comfortable. If you do consent to provide any sociodemographic data, and then change your mind, you may withdraw your consent at any time by contacting the Ministry of Health at [healthinfo@ontario.ca](mailto:healthinfo@ontario.ca). If you withdraw your consent, your sociodemographic data will not be used in the future.

Consent to collect sociodemographic data: ☐

Sociodemographic Data

Race  Available: Black, East Asian, Latinx, Multiple/Race(s)  Choose

Ethnicity  Available: Aboriginal (Canadian), Acadian, Afghan, African  Choose

Household size (number of people)  None  Choose

Household size (number of people)  None  Choose

Official language (most comfortable to use)  None  Choose

Official language (most comfortable to use)  None  Choose

Other race/ethnicity (Please specify):

Other ethnicity (Please specify):

Other household language (Please specify):

Other official language (Please specify):

Cancel Save & Name Save

# Data fields

- Select responses from list or dropdown
- Use arrows to move answer into /out of 'chosen' box
- Use free text where needed
- Click 'save'

The screenshot shows a web form titled "Sociodemographic Data". It contains several sections for data entry:

- Race:** An "Available" list on the left contains "Black", "East Asian", "Latino", and "Middle Eastern". A "Chosen" box is empty. To the right is a text input field labeled "Another race category- Please specify".
- Ethnicity:** An "Available" list on the left contains "Aboriginal (Central...", "Acadian", "Afghan", and "Afrikaner". A "Chosen" box is empty. To the right is a text input field labeled "Other ethnicity- Please specify".
- Income and Household Size:** Two dropdown menus. The first is labeled "Total household income" and the second "Household size (number of people)". Both currently show "--None--".
- Childhood Language:** An "Available" list on the left contains "Abkharian", "Achinese", "Acoli", and "Akrname". A "Chosen" box is empty. To the right is a text input field labeled "Other childhood language- Please specify".
- Official Language:** A dropdown menu labeled "Official language most comfortable with" showing "--None--".

At the bottom of the form are three buttons: "Cancel", "Save & New", and "Save".

# Wrap up reminder: A health equity perspective<sup>15</sup>

- Embed health equity in practice
- Reflect on world view, assumptions and beliefs
- Be open, non-judgemental
- Ground work in mindfulness: paying attention, being purposeful and intentional
- Building rapport can be the start of having a conversation and asking about sociodemographic information

# For more information

- Resources
  - **Guide:** [Introducing Race, Ethnic Origin, Income, Household Size, and Language Data Collection: A Resource for Data Collectors \(opens in a new window\)](#)

Document developed by Public Health Ontario to provide data collectors with a script, tips, and FAQ when collecting sociodemographic data
  - **Resource:** [Ontario's Data standards for the identification and monitoring of systemic racism \(opens in a new window\)](#)<sup>11</sup>

Resource that outlines and established standards to help identify and monitor systemic racism and racial disparities within the public sector
  - **Website:** [Torontohealthequity.ca \(opens in a new window\)](#)<sup>16</sup>

Website that includes a data collection guide, videos, tips on asking questions, patient/client resources, and more



## Poll 2

- What would be the main barrier to successfully collecting sociodemographic in your role?

# Q&A

- We're opening the session to a Question & Answer discussion.
- Please submit questions in the chat box!

## Poll 3

I'd like another webinar to be on... (choose up to 3):

- Applying equity principles to data analysis/interpretation
- Community engagement around data collection and use
- Data collection methods and workflows
- Further knowledge exchange on improving data quality
- How to respond to racism and harmful language during data collection
- Other

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[events@oahpp.ca](mailto:events@oahpp.ca)

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