

## Dashboards and Reports Portal Overview 2024

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**To:** Chair and Members of the Board of Health

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## Recommendations

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It is recommended that the Board of Health:

1. Receive this report for information.

## Key Points

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- The Health Analytics team redesigned the website at [bi.wdgppublichealth.ca](http://bi.wdgppublichealth.ca) including all new dashboards to showcase local data on health and demographic trends.
- The new site (branded the WDGPH Dashboards and Reports Portal) launched on September 19, 2023.
- The portal currently has nine interactive dashboards and 34 static reports on a variety of topics including substance use, chronic diseases, respiratory illnesses, and the social determinants of health.
- The dashboards and reports hold key insights for multiple groups of people (e.g. general public, community agencies, healthcare administrators) to help them make evidence-based decisions around health and well-being.
- The web traffic to the newly redesigned portal increased dramatically, with over 23 times more views after the launch.

- The Health Analytics team plans to add more dashboard and report content to the portal in 2024 including a 2023-2024 WHY Survey Dashboard and a series of dashboards serving local Ontario Health Teams.

## Discussion

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### History of Health Analytics Data Sharing Initiatives

In late 2017, Health Analytics created an online, public “Local Data” portal to house the Agency’s data analytics products. These products largely consisted of “dashboards” (sometimes also called “interactive reports”) created in Microsoft PowerBI, which allows users to explore data and information on different topics. Dashboards take data from different sources, organize it, and present it in a visually appealing way. The use of visualization and interactivity in dashboards aligns with principles known to support better information retention. Instead of going through multiple documents or files, users can glance at a dashboard to get a quick overview of what's happening. The dashboards produced by the Health Analytics team use charts, graphs, and other visual elements to make complex data easy to understand thus making it easier for users to remember patterns, trends, and key insights.

The purpose of the data portal was to support knowledge exchange with partner agencies in the community and to inform the public on health-related topics of interest with a local focus. For several years since the data portal’s inception, particularly during the pandemic, data products were moved into various areas of the larger public website which left the data portal with very few updates. This led to information being difficult to find and many of the products on the data portal had very little engagement.

In 2023, the Health Analytics team redeveloped the data portal (now branded the “Wellington-Dufferin-Guelph Public Health Dashboards and Reports Portal”). The redesign brought together all the publicly available Wellington-Dufferin-Guelph Public Health (WDGPH) published dashboards and reports into one space to make those resources easier to find. The redesign also involved updating all dashboards with more recent data and improving the navigation elements of the portal. The newly redesigned portal can be accessed here: [bi.wdgpublichealth.ca](https://bi.wdgpublichealth.ca).

### Current Contents of the Dashboards and Reports Portal

The newly designed WDGPH Dashboards and Reports Portal consists of two main sections: Dashboards (interactive, data-driven analytics products) and Static Reports (WDGPH-published PDF reports on various health topics). Overall, the goal of the portal is to empower audiences with a comprehensive understanding of prevalent health trends, vaccination rates,

disease levels, local demographic trends, and other critical metrics. This information facilitates a more informed public, allowing individuals to make healthier lifestyle choices, understand community health risks and contribute to a collective effort in disease prevention. Additionally, the information in the Dashboards and Reports Portal can be invaluable for policymakers, healthcare professionals, and researchers, providing them with real-time insights into public health dynamics. The following table provides a short description of each dashboard currently on the portal as well as examples of key audiences who might be particularly interested in the contents of each dashboard.

**Table 1: Dashboards currently on the WDGPH Dashboards and Reports Portal**

Dashboard Name	Description	Key Audiences
<b>Substance Harm Information &amp; Education Dashboard (SHIELD)</b>	View recent information on substance use harms in WDG including overdoses and opioid-related emergency department (ED) visits.	General public Community substance use organizations Healthcare administrators Local politicians
<b>Respiratory Illness Activity Dashboard</b>	Includes local COVID and influenza case trends, COVID vaccination rates, ED visit rates, wastewater monitoring and mortalities.	General public
<b>Overall Health Indicators Dashboard</b>	View key health indicators in WDG compared to other regions in Ontario including chronic disease rates, smoking rates, and obesity rates.	General public Community health organizations Local politicians
<b>Older Adult Health Status Report Dashboards</b>	Demographics of adults over 55 years of age in WDG (e.g. education, income, languages spoken) as well as local population projections, life expectancy and various health indicators.	General public Local politicians Community seniors' organizations
<b>WDG 2021 Census Dashboards</b>	Explore topics related to education, employment, income, immigration and more in WDG from the 2021 Census of Population.	General public Community organizations serving priority populations Local politicians
<b>Injury Trends Dashboard</b>	Explore ED visit, hospitalization, and mortality rates by injury type over time and by sex, age group and municipality.	General public Healthcare administrators

The list of indicators and key audiences in the above table is not meant to be exhaustive. All dashboards contain a large variety of metrics that can be explored in many different ways (e.g. by gender, age, or municipality) depending on the interests of the individuals accessing them. Likewise, there are many audiences – from educators to politicians to community members – who may have a personal or professional interest in using these dashboards to plan for the future or to better understand current community conditions.

## Portal Usage Statistics

The updated version of the Dashboards and Reports Portal was launched on Sept. 19, 2023. To assess the impact of the redesign, some key website engagement metrics were measured before and after the launch date:

**Table 2: Web Analytics for the WDGPH Dashboards and Reports Portal Pre and Post Update**

Time Period	Views	Unique Users	Top Content Page
May 1 – June 30, 2023 (pre-update)	523	116	ODIS Dashboard (11% of all traffic)
Oct. 1 – Nov. 30 2023 (post-update)	12,331	4347	Respiratory Illness Activity Dashboard (57% of all traffic)

As the above summary shows, the number of users and views increased sharply post-update. Total views increased over 23 times while unique users to the site increased by over 37 times compared to the pre-update amount. While the numbers do fluctuate week to week, the Dashboards and Reports Portal consistently generates around 900 - 1200 views per week. Other popular pages, post-update include the Static Reports page which houses WDGPH written reports as well as the Substance Harm Information and Education Dashboard (SHIELD) and Older Adults dashboards.

## Public Feedback

A public feedback and suggestion form was launched as part of the update to assess attitudes toward the new site. As of January 19, seventy-one responses were collected. Over 80% of responses were from those aged over 55 years and over 66% were female. While it was encouraging that approximately 90% of respondents had no technical issues with the site and had no issues with loading speeds it did identify that there is still work to be done.

The suggestion form found that approximately 50% of respondents reported having an unsatisfying experience on the portal. When this was analyzed further this negative feedback from users was generally centred around the Respiratory Activity Dashboard and the removal of the COVID case numbers by municipality. These were removed after Provincial changes in Ontario COVID-19 polymerase chain reaction (PCR) testing eligibility made raw case numbers from positive tests less indicative of total disease rates in the community. The current Respiratory Activity Dashboard uses wastewater sampling levels to model the levels of COVID-19 in the WDG region. Updates are currently underway to add influenza wastewater rates to the dashboard as well.

## Future of the Portal

The Health Analytics team is planning to add new content (both dashboards and reports) to the portal in 2024. In addition, updates to current dashboards are underway including the Respiratory Activity Dashboard (adding influenza wastewater rates), Injury Trends Dashboard (adding “place of injury” data) and the SHIELD dashboard (expanding mortality and Naloxone data).

The design and content of new dashboards and reports in 2024 is currently undergoing a review with the goal of aligning new content with the key goals and priorities in the Agency’s newly developed 2024-2028 Strategic Plan. WDGPH is currently working closely with community partners to develop reports and dashboards that will help them make the best decisions and adapt their services to local needs. In the longer term, the aim is to increase positive engagement with the Dashboards and Reports Portal and explore the possibilities for further technological improvements and integration into the larger WDGPH online presence.

## Conclusion

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The Health Analytics team successfully redesigned and launched the WDGPH Dashboards and Reports Portal on September 19, 2023. This enhanced platform features nine interactive dashboards and 34 static reports covering a range of critical health and demographic topics, catering to diverse audiences such as the general public, community agencies, and healthcare

administrators. The significant surge in web traffic, with over 23 times more views post-launch, underscores the portal's newfound popularity and impact. Despite the positive reception, public feedback highlighted concerns regarding the removal of municipality specific COVID case numbers in the Respiratory Illness Activity dashboard. The Health Analytics team remains committed to refining and expanding the portal's content throughout 2024, ensuring that it continues to serve as a valuable resource for informed decision-making in the realm of local health and well-being.

## Ontario Public Health Standard

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### Foundational Standards

- Population Health Assessment
- Health Equity
- Effective Public Health Practice
- Emergency Management

### Program Standards

- Chronic Disease Prevention and Well-Being
- Food Safety
- Healthy Environments
- Healthy Growth and Development
- Immunization
- Infectious and Communicable Diseases Prevention and Control
- Safe Water
- School Health
- Substance Use and Injury Prevention

## 2024-2028 WDG Public Health Strategic Goals

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More details about these strategic goals can be found in [WDGPH's 2024-2028 Strategic Plan](#).

- Improve health outcomes
- Focus on children's health
- Build strong partnerships
- Innovate our programs and services
- Lead the way toward a sustainable Public Health system