Methods to Develop the *Cookbook*
A Guide to Using CDC Data for Rural Analysis

482
Peer-reviewed articles reviewed

16
Discovery calls conducted

8
Rural data experts engaged in Rural Data Workgroup

The Centers for Disease Control and Prevention (CDC) provides several widely available public health datasets with rural variables. To increase awareness of these variables and provide guidance for accessing them to help inform rural public health knowledge base, the CDC Office of Rural Health (ORH) and the Population Health Innovation Lab (PHIL) developed a guide titled *The Cookbook: A Guide to Using CDC Data for Rural Analysis.*

The *Cookbook* provides step-by-step instructions for accessing and processing CDC data for secondary analysis for rural public health research. The *Cookbook* contains the following sections: glossary, CDC rural data catalog (description of CDC datasets with explicit or derived rural variables), CDC rural data recipes (Population Level Analysis and Community Estimate (PLACES), National Health Interview Survey (NHIS), and National Vital Statistics System (NVSS)) rural classification decision tool (comparison table, decision tree, classification schemes spec/information sheet), and appendix.

The PHIL team's work represents Phase I of the *Cookbook*. In the next phase, CDC's ORH will add more recipes, and the *Cookbook* website will be created and launched on the CDC website by Spring 2025.*

Contact Information:
research@pophealthinnovationlab.org
pophealthinnovationlab.org
phi.org

Learn more about PHIL: https://pophealthinnovationlab.org/

* As of February 2025, it is unknown if the *Cookbook* will be released due to executive orders issued by the Trump Administration.

Cookbook Project Team
Kendra Piper, PhD, MPH
Stephanie Bultema, PhD, MA
Seun Aluko, MPH
Beverly Bruno, MPH
Katie Christian, MPH
Sue Grinnell, MPH
Esmeralda Salas, BS

PUBLIC HEALTH INSTITUTE®

POPULATION HEALTH INNOVATION LAB
A Program of the PUBLIC HEALTH INSTITUTE

COOKBOOK DEVELOPMENT STRATEGIES

PHIL and ORH employed the following strategies to develop initial *Cookbook* content: 1) Review of CDC Rural Articles; 2) Discovery calls (i.e., interviews); and 3) Development and facilitation of a Rural Data Workgroup.

1. REVIEW OF CDC RURAL ARTICLES

PHIL reviewed 482 peer-reviewed CDC journal articles to identify the classification schemes used for rural analysis and the various CDC datasets used for rural analysis. The insights gained from this review increased understanding of the challenge with defining 'rural' and the difficulty in selecting a classification scheme for analysis. This review informed which CDC datasets to include in the *Cookbook*.

2. DISCOVERY CALLS

PHIL conducted 16 discovery calls with rural public health data experts and potential *Cookbook* end users. Discovery calls provided insights into the importance of rural public health data, challenges in analyzing rural health data, major obstacles to using CDC data, perceived usefulness of a guide on conducting rural public health research using CDC datasets, and actionable ideas to incorporate into the *Cookbook*. The insights gained from discovery calls informed the development of the *Cookbook's* frontmatter (introduction).

3. RURAL DATA WORKGROUP

PHIL established a Rural Data Workgroup comprised of 8 members with experience in rural data across diverse contexts (CDC, state offices, local health departments, academic institutions) to help plan, develop, and refine the *Cookbook*. This collaborative effort was pivotal in soliciting and integrating feedback from potential *Cookbook* end users on the different components of the *Cookbook*. The insights gained from the Rural Data Workgroup helped in shaping and refining the *Cookbook*.

Connect with Us

- www.linkedin.com/company/phil-phi
- www.instagram.com/phinnovationlab
- www.pophealthinnovationlab.org