IOWA

Department of Health Management and Policy

Advocating for Policy Change to Support Expansion of Broadband Access

Whitney Zahnd, PhD

March 21, 2024

Objectives

1) To understand the role that broadband access can play in cancer prevention and control.

2) To use data to advocate for policy change for broadband access.

3) To identify partners and policy levers for broadband access.
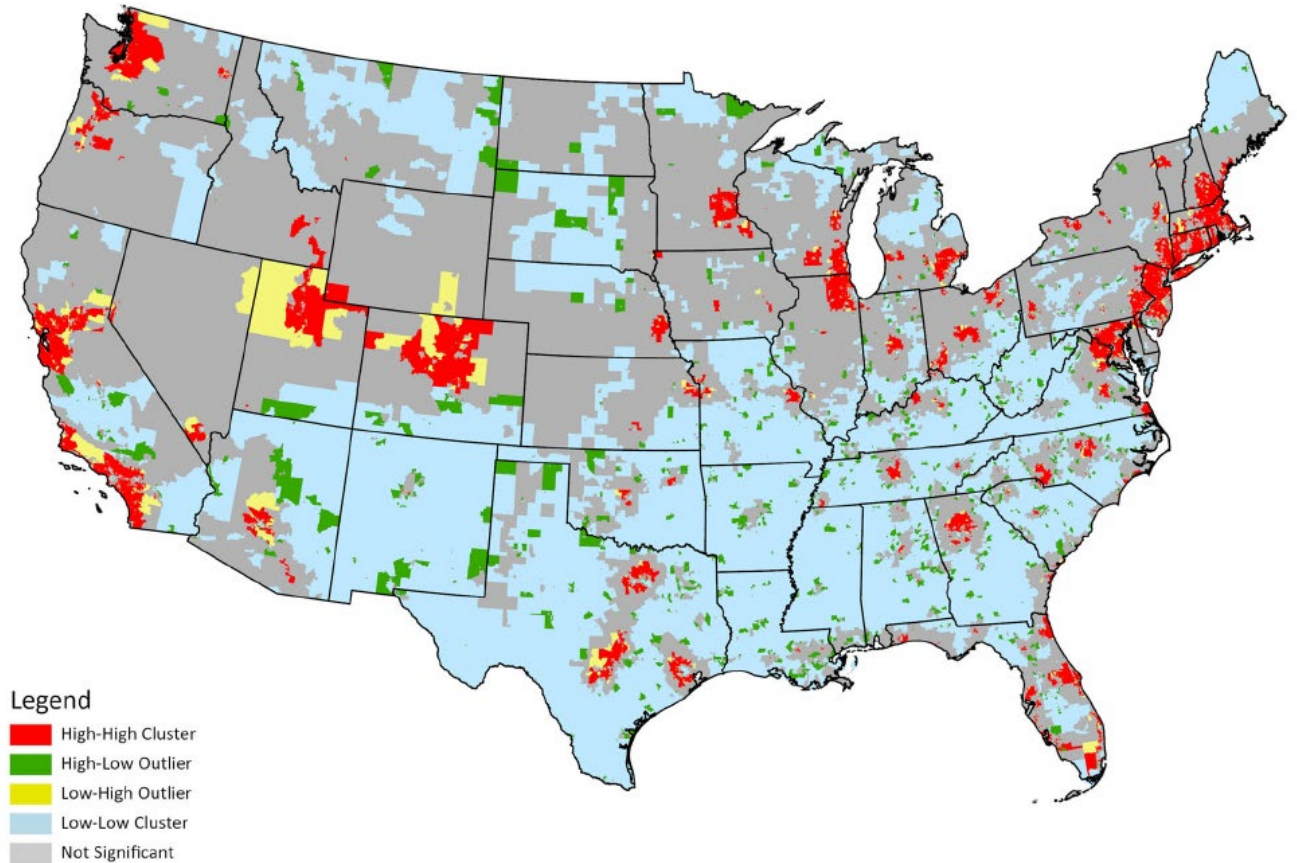
Broadband Basics

What is broadband?

→ *Historically*, the broadband benchmark-25 Mb/sec download and 3 Mb/sec upload speed capabilities
  - Perspective: time to upload a 5 minute Youtube video (40 Mb)-1 minute and 51 seconds

→ [As of March 14, 2024](),the broadband benchmark has increased to 100 Mb/sec download and 20 Mb/sec upload speeds
  - Perspective: time to upload a 5 minute HD video (40 Mb)-16 seconds

→ Has been deemed a "super determinant of health"

How does broadband access vary across locations and populations?

- Census tracts with low access tended to:
  - Be more rural
  - Have higher percentages of Black, Hispanic, or American Indian/Alaska Native populations
 - Have higher percentages of people living in poverty

Legend
- ■ High-High Cluster
- ■ High-Low Outlier
- ■ Low-High Outlier
- ■ Low-Low Cluster
- ■ Not Significant

Source: Zahnd et al, JRH 2022

Broadband Access and Cancer Care

President's Cancer Panel

- 2016-Improve cancer-related outcomes with Connected Health
  - Objective: Facilitate health information access and sharing by ensuring adequate Internet access
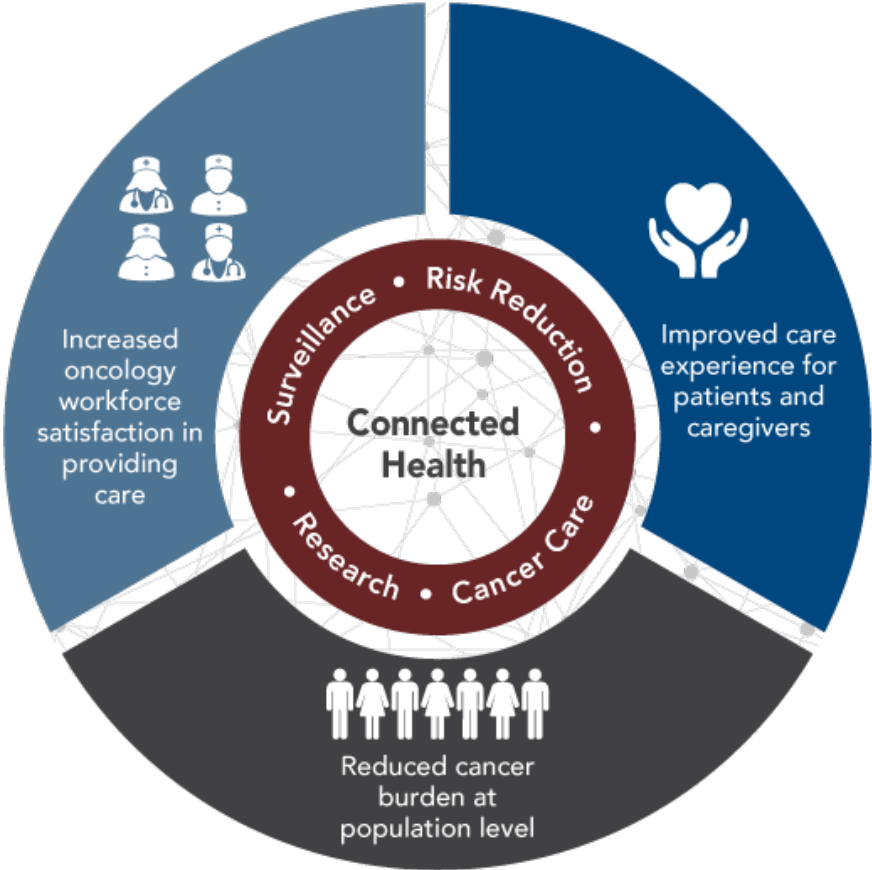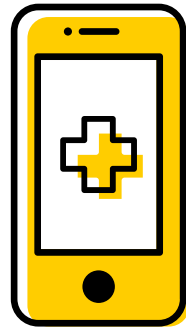

FCC-NCI Broadband Cancer Collaboration
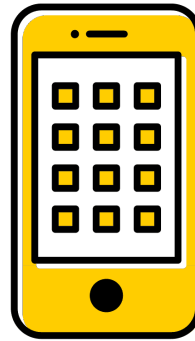
Broadband Access, Telehealth, and Cancer Care
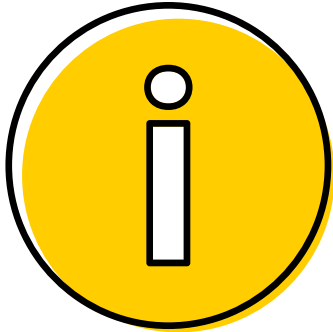
Accessing cancer-related information

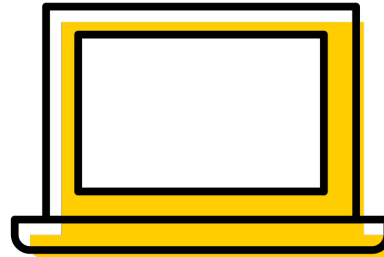~80% of cancer survivors access cancer information (data through 2018)

Telehealth virtual visits

Between Jan 2020 and April 2020, half of cancer patients had a telehealth visit
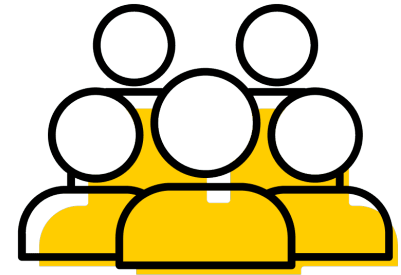
Remote patient monitoring/Mhealth

Mhealth technology are frequently used for symptom and medication tracking

Patient portal access

Cancer patients/survivor may use portals to access lab or other results

"Project ECHO"

A hub-and-spoke knowledge-sharing network to do virtual clinics between primary care and specialists

IOWA

Department of Health Management and Policy

Data Sources

Health Information National Trends Survey (HINTS)

- Regularly conducted survey focused on accessing health information and other topics:
  - Broadband access
  - Use of telehealth (virtual visits, mHealth, remote patient monitoring)
  - Use of the internet for accessing cancer information
  - Trust in information from different sources
- HINTS Briefs

Broadband Access Data

- American Community Survey
  - Broadband adoption

- Federal Communications Commission National Broadband Map (Data from broadband access providers)
  - Service Type (e.g., residential)
  - Technology (fixed or mobile)
  - Speed

Broadband Speed Data

- [BroadbandNow](#)
  - Consumer resource that pulls together data from local internet service providers
  - Includes the following:
    - Provider counts
    - Minimum and maximum speeds
    - DSL, Cable, Fiber, and Fixed Wireless

IOWA

Broadband Funding Data

- [National Telecommunications and Information Administration(NTIA) Public GIS Data](#)
  - Connecting Minority Communities
  - Middle Mile
  - Tribal
  - BEAD
  - Broadband Infrastructure
  - Digital Equity
  - Permitting

Qualitative and Quantitative Data

Groups to Engage

- Cancer patients
- Cancer Survivors
- Patients
- Providers

Data Collection Approaches

- Key informant interviews
- Listening sessions
- Focus groups
- Small-scale surveys

Questions to Explore

- Barriers
- Facilitators
- Experiences

Stories

Policy Levers and Partners

Policy Levers-Federal

- Funding
  - Infrastructure
  - Adoption

- Measurement and mapping of broadband access
  - [Broadband Equity, Access, and Deployment (BEAD) Program](#)

News

Broadband map holds the key to how much federal funding states will get to expand internet service

Harvest Public Media | By Katie Peikes
Published January 7, 2023 at 4:00 AM CST

Courtesy Amy Bickel
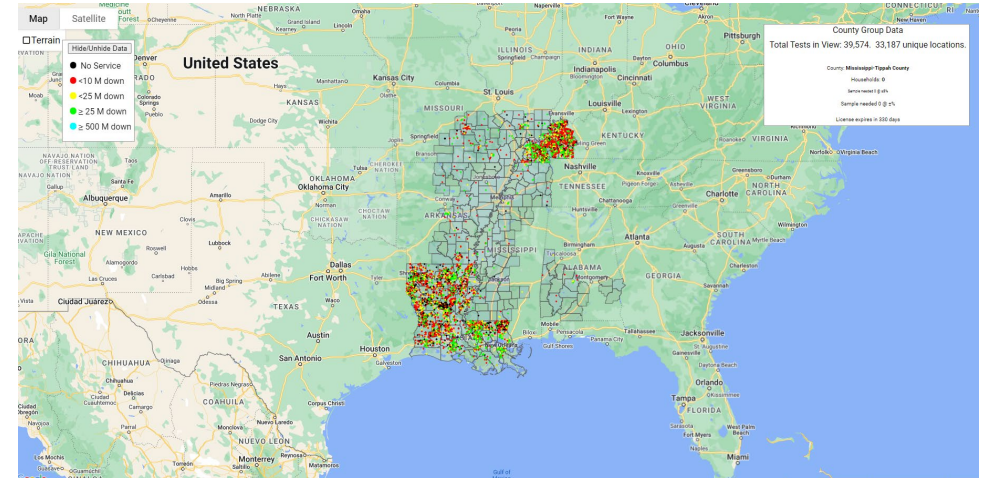
Fiber being installed in rural Kansas. While the FCC broadband map estimates 5% of the state is unserved, the Kansas Office of Broadband Development

IOWA

Policy Levers-Federal Agencies Involved

- USDA
- FCC
- NTIA
- Commerce
- Education
- HUD
- Labor
- Interior
- Treasury
- Regional Commissions/Authority

Source: BroadbandUSA; GAO Report
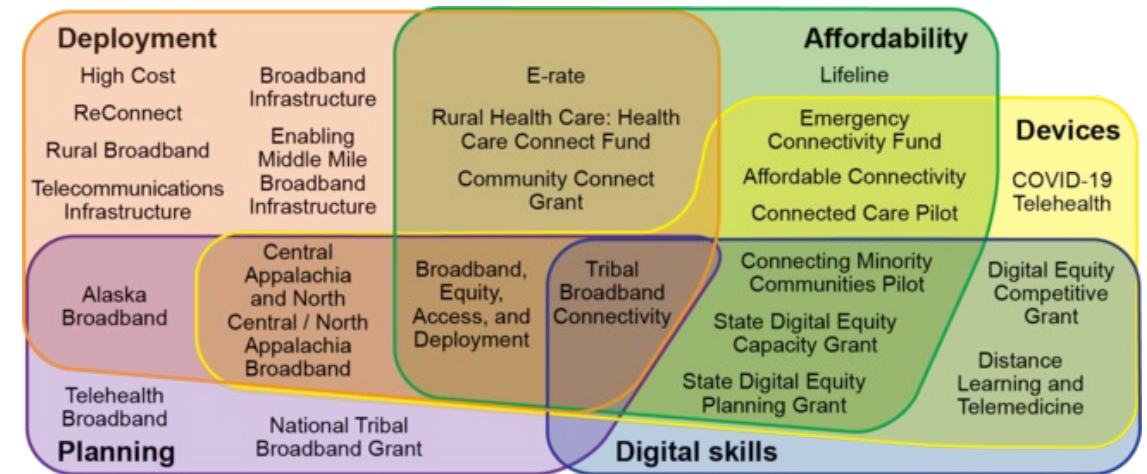
Source: GAO analysis. | GAO-22-104611

Policy Levers-State

- Preemption laws/municipal broadband networks
- Expanding access
- Education and schools
- Infrastructure
- Service mapping
- Funding and taxes
- Net neutrality
- Provider and consumer relations
- Governance
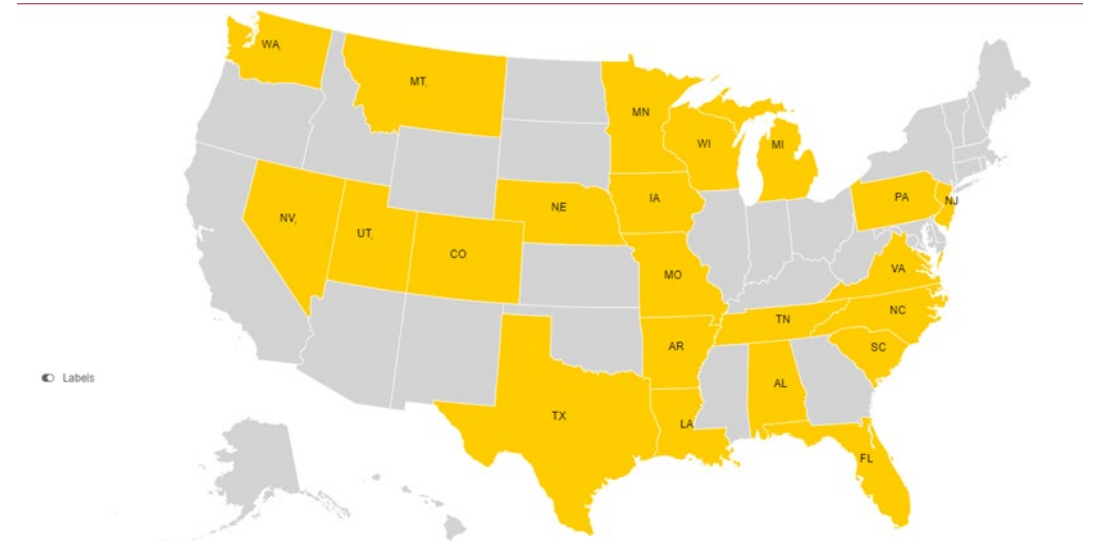
Source: National Conference of State Legislatures

Partners

- State broadband offices
- Utility companies
- Library associations
- Extension
  - [Public-private partnerships](#)
- Farm Bureaus

Key Takeaways

- Consider the challenging policy environment and rapid influx of funds into broadband

- Use data and stories to advocate for change

- Leverage partnerships and develop new ones to advocate for change

IOWA

Department of Health Management and Policy

Thank you!

Whitney Zahnd, PhD
Assistant Professor
Health Management and Policy

whitney-zahnd@uiowa.edu

→ **https://www.public-health.uiowa.edu/hmp/**

www.acre-lab.org