

# AI and the NCAP Data Hub: Best Practices for Better Community Insights

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May 27, 2026



# The Promise of Community Action

*Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.*

# AI & the National CAP Data Hub

Best Practices for Better Community Insights

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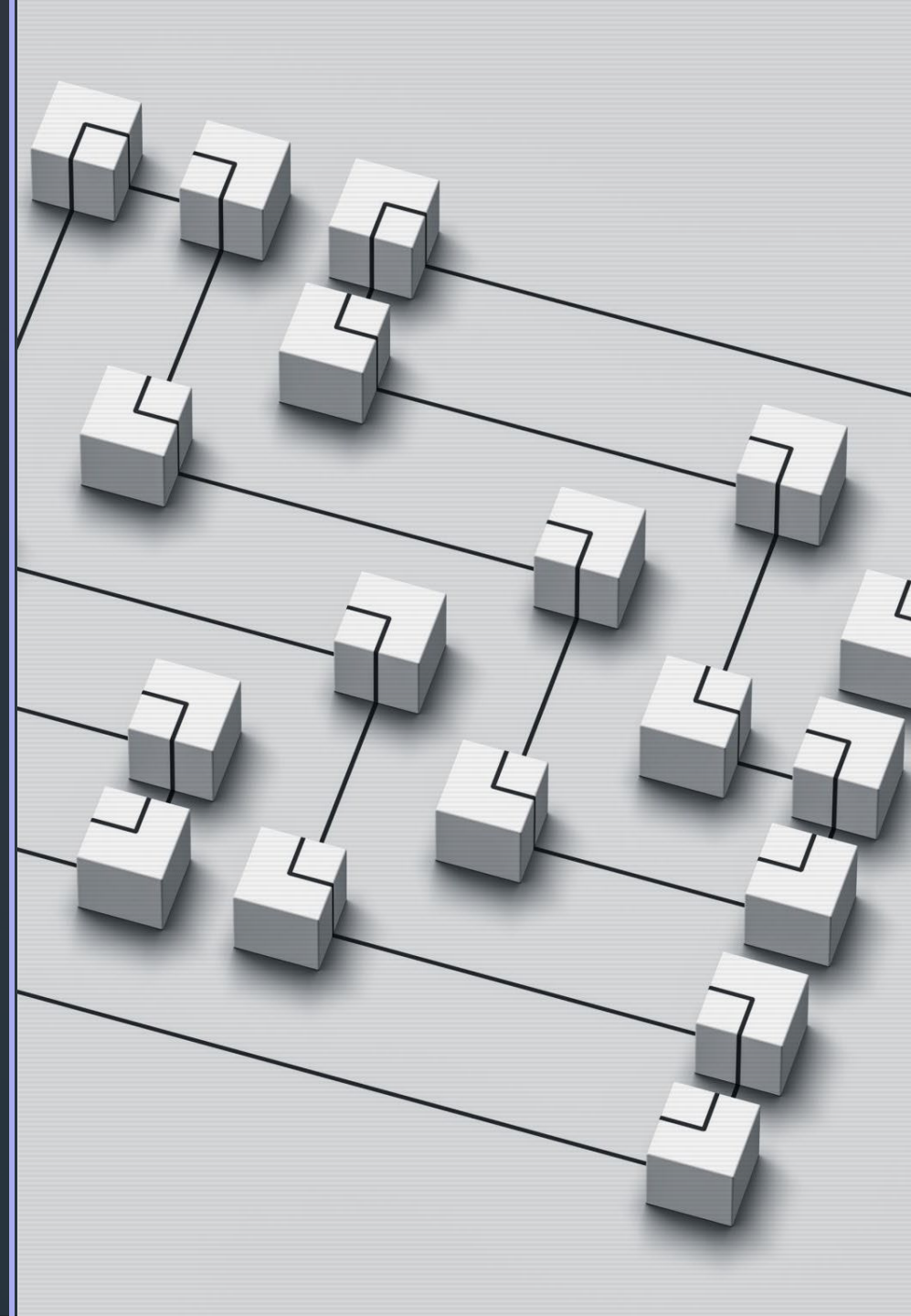


CARES

*University of Missouri Extension*

# Today, we will

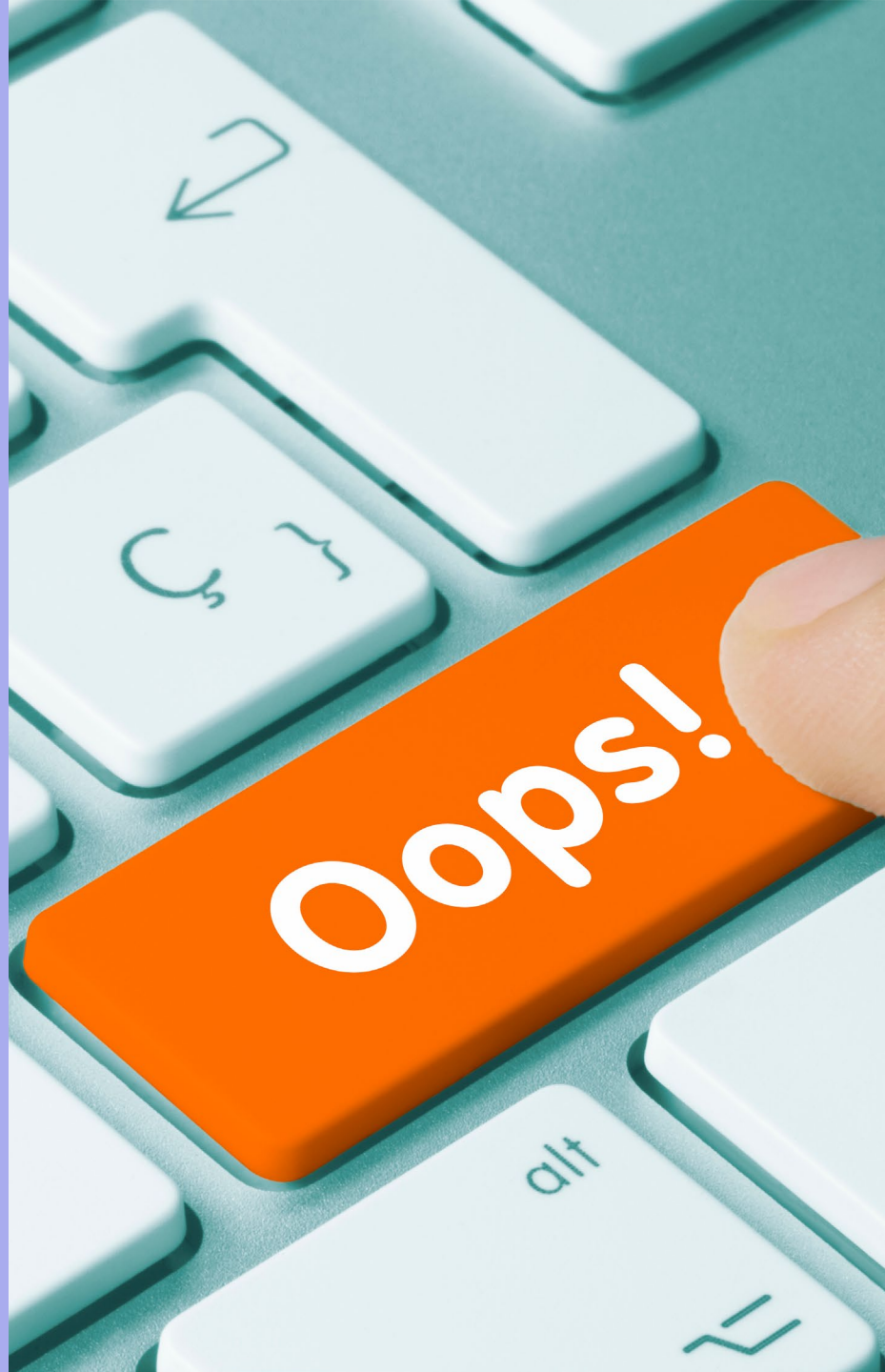
1. Briefly discuss the current AI landscape
2. Review how to summarize results from the NCAP data hub using AI tools
3. Review how to best evaluate summaries and suggestions provided by AI chat tools, ensuring accurate and trustworthy results





# AI is everywhere!!

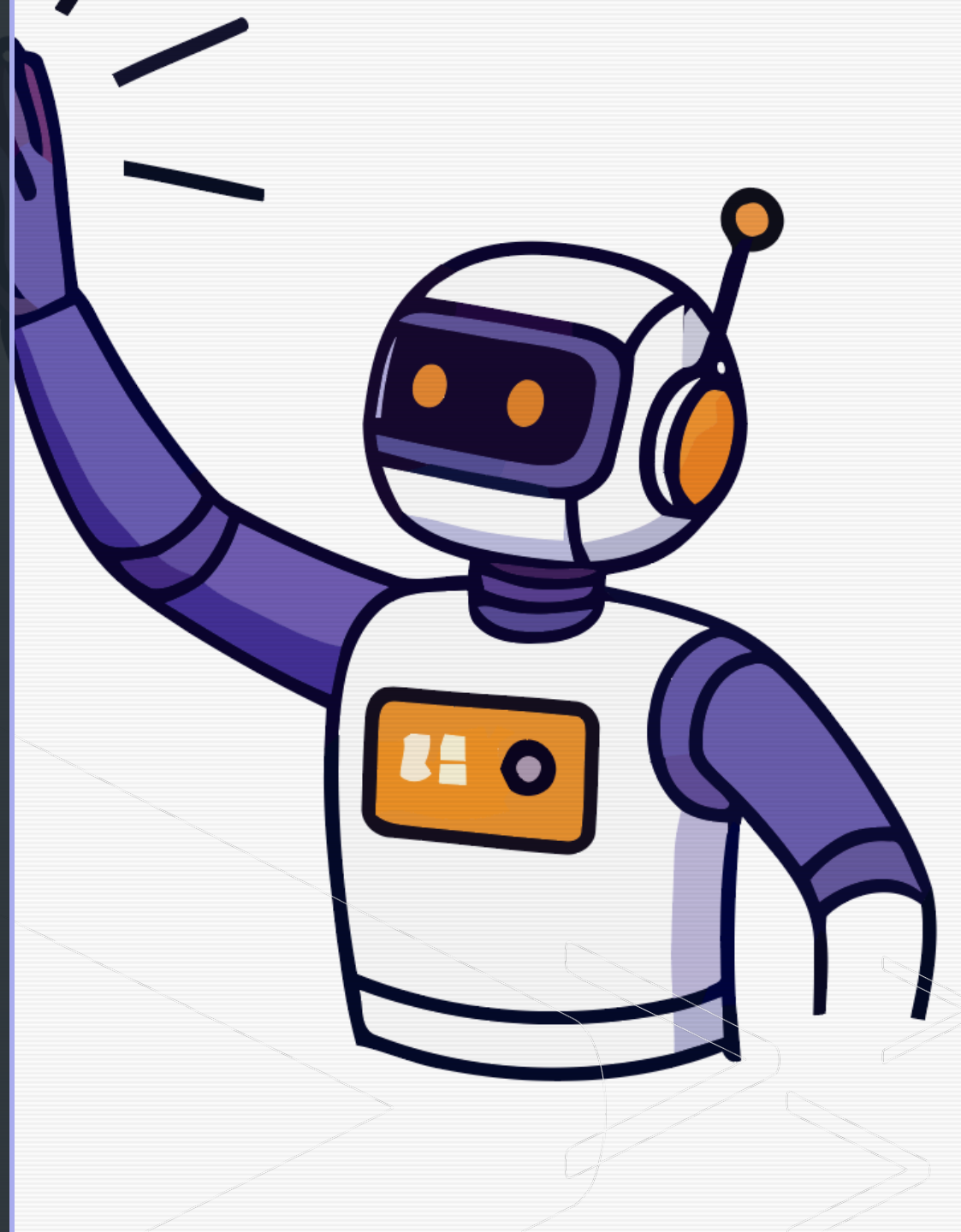
McKinsey & Company reported in its 2025 State of AI survey that 88% of organizations surveyed said they were using AI in at least one business function.



## But AI makes a lot of mistakes!!

- McDonald's AI Drive-Thru added hundreds of chicken nuggets to orders
- AirCanada's AI Chatbot invented a non-existent bereavement refund policy for a customer
- Zillow lost hundreds of millions letting AI predict home prices
- Google's AI has suggested adding "about 1/8 cup of non-toxic glue" to pizza sauce to help cheese stick better.

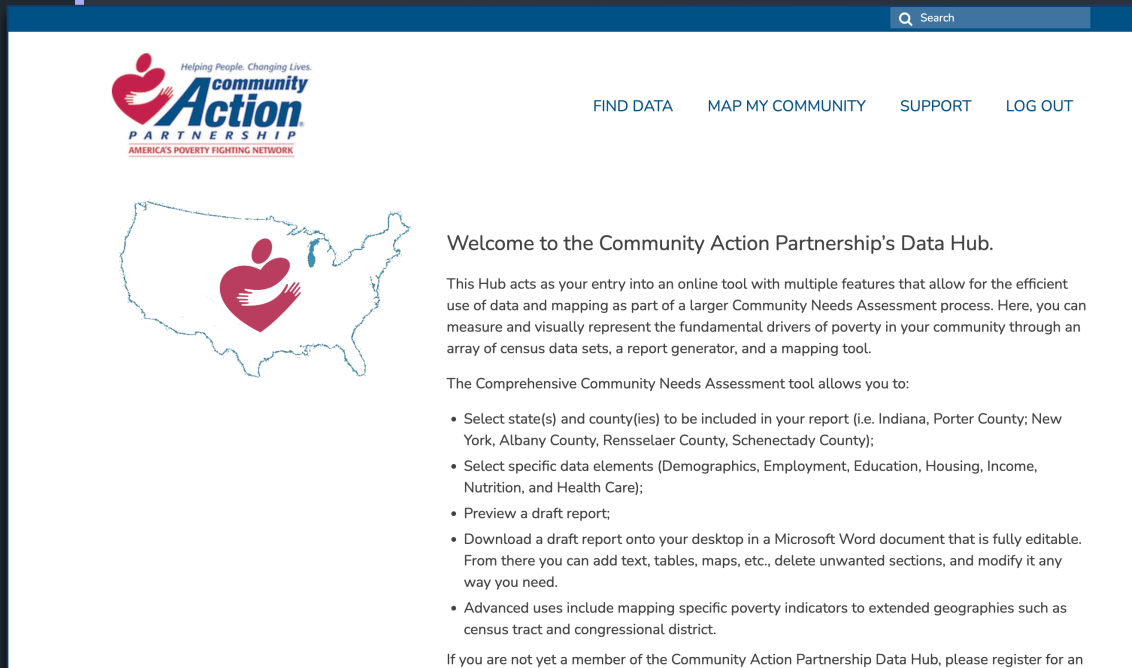
Yet, it has also  
proven to be a  
powerful human aid  
and “thought partner”



How can we  
use AI to  
support our  
use of the  
NCAP data  
hub?



# STEP 1 - CREATE A REPORT IN THE NCAP DATA HUB



The screenshot shows the homepage of the Community Action Partnership Data Hub. At the top left is the logo with the tagline "Helping People. Changing Lives." and "AMERICA'S POVERTY FIGHTING NETWORK". Navigation links include "FIND DATA", "MAP MY COMMUNITY", "SUPPORT", and "LOG OUT". A search bar is located at the top right. Below the navigation is a map of the United States with a red heart icon over the central region. The main heading is "Welcome to the Community Action Partnership's Data Hub." followed by a paragraph describing the tool's features. Below this is a list of five bullet points detailing the tool's capabilities. At the bottom, there is a registration prompt.

Helping People. Changing Lives.  
**community Action**  
PARTNERSHIP  
AMERICA'S POVERTY FIGHTING NETWORK

FIND DATA MAP MY COMMUNITY SUPPORT LOG OUT

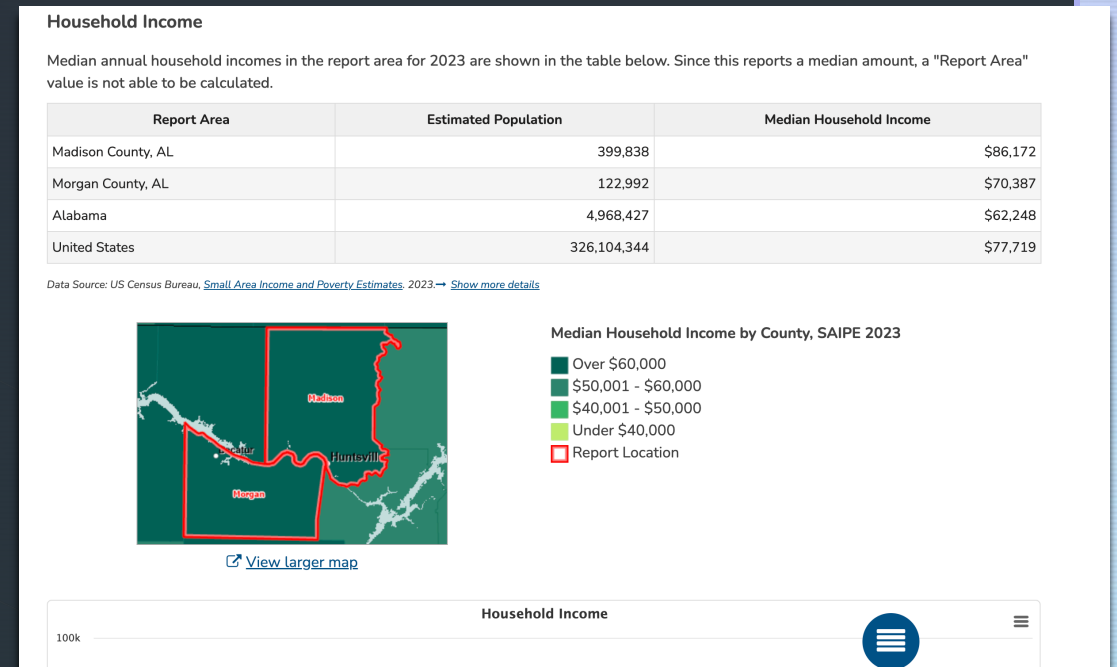
Welcome to the Community Action Partnership's Data Hub.

This Hub acts as your entry into an online tool with multiple features that allow for the efficient use of data and mapping as part of a larger Community Needs Assessment process. Here, you can measure and visually represent the fundamental drivers of poverty in your community through an array of census data sets, a report generator, and a mapping tool.

The Comprehensive Community Needs Assessment tool allows you to:

- Select state(s) and county(ies) to be included in your report (i.e. Indiana, Porter County; New York, Albany County, Rensselaer County, Schenectady County);
- Select specific data elements (Demographics, Employment, Education, Housing, Income, Nutrition, and Health Care);
- Preview a draft report;
- Download a draft report onto your desktop in a Microsoft Word document that is fully editable. From there you can add text, tables, maps, etc., delete unwanted sections, and modify it any way you need.
- Advanced uses include mapping specific poverty indicators to extended geographies such as census tract and congressional district.

If you are not yet a member of the Community Action Partnership Data Hub, please register for an



The screenshot shows a report titled "Household Income". It includes a text introduction, a table of median annual household incomes for 2023 for Madison County, AL, Morgan County, AL, Alabama, and the United States. Below the table is a map of Alabama with a legend for "Median Household Income by County, SAIPE 2023". The legend categories are: Over \$60,000 (dark green), \$50,001 - \$60,000 (medium green), \$40,001 - \$50,000 (light green), Under \$40,000 (yellow-green), and Report Location (red outline). The map shows Morgan County highlighted in red. A "View larger map" link is present below the map. At the bottom, there is a "Household Income" section with a "100k" value and a menu icon.

### Household Income

Median annual household incomes in the report area for 2023 are shown in the table below. Since this reports a median amount, a "Report Area" value is not able to be calculated.

Report Area	Estimated Population	Median Household Income
Madison County, AL	399,838	\$86,172
Morgan County, AL	122,992	\$70,387
Alabama	4,968,427	\$62,248
United States	326,104,344	\$77,719

Data Source: US Census Bureau, [Small Area Income and Poverty Estimates, 2023](#) → [Show more details](#)

Median Household Income by County, SAIPE 2023

- Over \$60,000
- \$50,001 - \$60,000
- \$40,001 - \$50,000
- Under \$40,000
- Report Location

View larger map

Household Income

100k

<https://cap.engagementnetwork.org/>

# STEP 2 – DOWNLOAD YOUR REPORT AS A PDF

The screenshot shows a web interface with two tabs: "2. Data Indicators" and "3. Reports". The "3. Reports" tab is active. Below the tabs is a toolbar with four buttons: "Download As", "Report Options", "Share", and "Print". The "Download As" button is open, showing a dropdown menu with three options: "PDF", "Excel Table", and "Microsoft Word". Below these options is a bullet point: "• Blount County, AL". The text "Partnership Repo" is partially visible on the left side of the interface.

2. Data Indicators

3. Reports

Download As

Report Options

Share

Print

Partnership Repo

PDF

Excel Table

Microsoft Word

- Blount County, AL

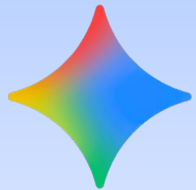
STEP 3 – UPLOAD THE REPORT INTO YOUR AI CHAT TOOL OF CHOICE



**ChatGPT**



**Copilot**



**Gemini**



**Claude**



How do I ask the AI tool to interact with my report?

# Guidance: Don't push AI towards a specific interpretation.

## Poverty - Population Below 100% FPL

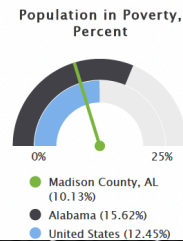
Poverty is considered a *key driver* of health status.

Within the report area 10.13% or 39,877 individuals for whom poverty status is determined are living in households with income below the Federal Poverty Level (FPL). This indicator is relevant because poverty creates barriers to access including health services, healthy food, and other necessities that contribute to poor health status.

*Note: The total population measurements for poverty reports are lower than population totals for some other indicators, as poverty data collection does not include people in group quarters. See "Show more details" for more information.*





Report Area	Total Population	Population in Poverty	Population in Poverty, Percent
Madison County, AL	393,766	39,877	10.13%
Alabama	4,944,352	772,360	15.62%
United States	327,079,188	40,735,661	12.45%

Note: This indicator is compared to the state average.  
Data Source: US Census Bureau, American Community Survey, 2020-24.



- The poverty rate in Madison County, AL is low compared to national and state average.
- When I ask ChatGPT to identify “Barriers to Care” found in a report containing this poverty data, it lists poverty as a top barrier, which could lead to misconceptions regarding the level of severity of poverty in Madison County.

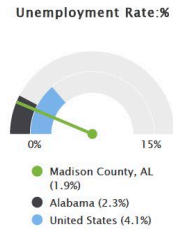
## • Barriers to Care

- Poverty limiting access to healthcare, healthy food, and services  StandardReport\_1
- Housing cost burden reducing disposable income for care  StandardReport\_1
- Employment instability affecting insurance coverage  StandardReport\_1
- Lower education levels impacting health literacy and navigation of services  StandardReport\_1

# Guidance: Don't push AI towards a specific interpretation.

Report Area	Labor Force	Number Employed	Number Unemployed	Unemployment Rate
Madison County, AL	225,400	221,029	4,371	1.9%
Alabama	2,382,044	2,327,458	54,586	2.3%
United States	171,978,146	164,905,410	7,072,735	4.1%

Note: This indicator is compared to the state average.  
Data Source: US Department of Labor, Bureau of Labor Statistics, 2025 - December.



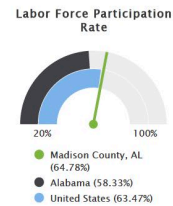
- Labor force participation rate in Madison County, AL is high compared to the state and US.
- When I ask ChatGPT to identify “Barriers to Care” found in a report containing this labor force participation data, it lists “employment instability” as a top barrier, which could lead to misconceptions regarding the unemployment and labor force participation rates in Madison County

## Employment - Labor Force Participation Rate

The table below displays the labor force participation rate for the report area. According to the 2020 – 2024 American Community Survey, of the 327,935 working age population, 212,451 are included in the labor force. The labor force participation rate is 64.78%.

Report Area	Total Population Age 16+	Labor Force	Labor Force Participation Rate
Madison County, AL	327,935	212,451	64.78%
Alabama	4,087,228	2,383,945	58.33%
United States	270,181,636	171,493,285	63.47%

Note: This indicator is compared to the state average.  
Data Source: US Census Bureau, American Community Survey, 2020-24.



### • Barriers to Care

- Poverty limiting access to healthcare, healthy food, and services
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## ▸ STEP 4 – ENTER YOUR PROMPT

*“Provide a summary of the attached report. Include sections highlighting indicators that are doing well and indicators that need attention. Using actual data values from the attached report, explain why the indicators you chose are either doing well or need attention. Include evidence-based strategies for addressing the worst indicators. Create a [two-page short form summary]\*.”*

# NOTE FOR CRAFTING YOUR OWN PROMPTS: Neutral prompts lead to more nuanced responses

Prompt: Identify barriers to care highlighted in this report

- **Barriers to Care**
  - Poverty limiting access to healthcare, healthy food, and services

Prompt: Extract trends and patterns from this report

## Economic strain is widespread but uneven

- Poverty is ~10% overall, but spikes to >25% for female-headed households and 12% for children, showing concentrated hardship rather than uniform need.
- Large racial income gaps (e.g., ~\$39K Black vs. ~\$66K White median income) point to persistent structural inequities.

Prompt: Summarize this report

## 5. Inequities Across Populations

- Poverty and education outcomes vary by race, gender, and household type
- Black residents and female-headed households face higher poverty burdens [StandardReport\\_1](#)
- Income differences exist by ethnicity (e.g., lower per capita income among Hispanic residents) [StandardReport\\_1](#)

👉 Takeaway: Disparities—not overall averages—drive many community challenges.

# STEP 5- REVIEW RESULTS!!

Once you have a summary that meets your needs, complete a quality assurance check using the following steps. *It is best practice to validate the information provided by AI before sharing it or using to make decisions in your community:*



Read the results. Do the findings and data make sense?



Check for citations and data source information. If one or both are not included, be sure to ask for source information and remove any information that cannot be adequately referenced.



Compare the data values in the ChatGPT summary/brief to the values in the National CAP Data Hub report. *Ensure the values match and you understand and agree with the interpretation.*



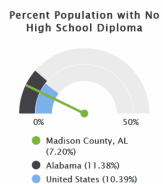
Fix all data errors and check that findings and recommendations still align with the updated data values. Refine findings, language, and formatting as needed.

# Guidance: ChatGPT is known to MISINTERPRET data. Always give data a human review.

Educational Attainment shows the distribution of the highest level of education achieved in the report area, and helps schools and businesses to understand the needs of adults, whether it be workforce training or the ability to develop science, technology, engineering, and mathematics opportunities. Educational attainment is calculated for persons over 25 years old and is an estimated average for the period from 2020 to 2024. For the selected area, 27.66% of adults has earned at least a bachelor's degree, 19.15% has a high school diploma as their highest level of education, while the remaining population either did not complete high school or pursued some college or an associate's degree.

Report Area	No High School Diploma	High School Only	Some College	Associate's Degree	Bachelor's Degree	Graduate or Professional Degree
Madison County, AL	7.20%	19.15%	19.40%	7.83%	27.66%	18.77%
Alabama	11.38%	30.31%	20.82%	9.13%	17.28%	11.09%
United States	10.39%	26.04%	19.08%	8.81%	21.61%	14.08%

Note: This indicator is compared to the state average.  
Data Source: US Census Bureau, American Community Survey, 2020-24.

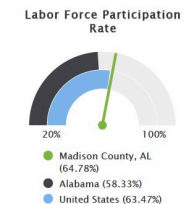


## Employment - Labor Force Participation Rate

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Data Source: US Census Bureau, American Community Survey, 2020-24.



I asked ChatGPT to extract trends and patterns from this report. It pulled an incorrect percentage for no high school diploma AND frames 63% labor force participation (should be 64%) as if it's quite low, even though it's the national average.

- Education and employment gaps reinforce each other
  - 13% without a high school diploma aligns with only ~63% employment, indicating a pipeline issue between education and stable jobs.
  - Lower education levels likely contribute to both lower income and reduced health literacy.

# SUMMARY



AI is faulty but powerful and can help you pull important metrics from huge NCAP data reports.



Download your reports. Chat GPT cannot reliably access your report content through links



Use AI for summary. Give neutral prompts.



Once AI provides a neutral summary, you might then ask it to expand upon a need or overlapping issue you notice in the initial response



**PROOF READ EVERYTHING!**

QUESTIONS?

# Upcoming Webinars!

## Walking the Walk, Talking the Talk: Using Data Events to Amplify Customer Voice and Increase Community Engagement

Tuesday, June 23 @ 2 pm ET / 1 pm CT / 12 pm MT / 11 am PT

## NCAP Data Hub: Advanced Mapping Tools for Demonstrating Community Strengths and Needs

Wednesday, September 9 @ 2 pm ET / 1 pm CT / 12 pm MT / 11 am PT

**Find these and other NCAP webinars here:**

<https://communityactionpartnership.com/events-webinar/>



***We want to hear from YOU!***

**Thanks for joining us!**

**Please take a couple of minutes to provide feedback about this session and to share ideas for future webinars!**



# NCAP'S 2026 ANNUAL CONVENTION

St. Louis, MO | September 2-4 (Pre-Con: Aug. 31-Sept. 1)

