

Utilizing Data to Tell Your Story



January 10, 2018

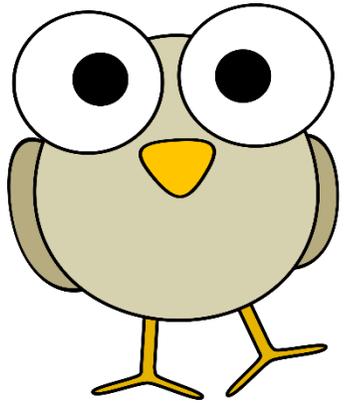
Amy Livingston

Objectives

To Understand:

1. The purposes and limitations of evaluation at the community level
2. The types of data that are available to use in your evaluation and communications
3. How to share data in a compelling way to help tell your story

Why is evaluation important?



??

Helps you:

- ▶ Document what you have done
- ▶ Make improvements or adjustments to a program or intervention
- ▶ See whether a program or strategy appears to be working (i.e. achieving its goals)
- ▶ Justify efforts to funders and other stakeholders
- ▶ Support sustainability

Process Evaluation: What is it?

Answers the question “Did we do what we said we would do?”

- ▶ Who?
- ▶ When?
- ▶ Where?
- ▶ Why?
- ▶ Why not?
- ▶ How many?
- ▶ How well?

Why Do Process Evaluation?

01

Document what was done so:

- You can determine how well it was done
- You and/or others can repeat what was done

02

The information can be used to adjust and improve implementation going forward (also called formative evaluation)

03

The information can be used to help understand outcome findings

Outcome Evaluation: What is it?

Documenting the effects of the strategies implemented on both short and long term goals and objectives



Why Do Outcome Evaluation?

- ▶ Determine if strategies implemented appear* to be achieving their anticipated effects
- ▶ Accountability to stakeholders, funding agencies, and your own organization

*Only the most rigorous (and expensive) study designs can “prove” that a specific intervention caused the observe effects. Evaluations at the local level more typically can provide “support” for the effectiveness of an intervention.

Beware of the “Black Box”!



Evaluations that focus solely on program/strategy outcomes are dangerous!

Understanding how you got to (or why you didn't get to) those outcomes is just as important

Special Challenges and Limitations of Evaluating Community-Level Strategies Focused on Population-Level Change

There are many external factors that influence outcomes

Design constraints limit causal attribution (e.g., your community is an N of 1)

Effects likely to be small and sometimes take a long time

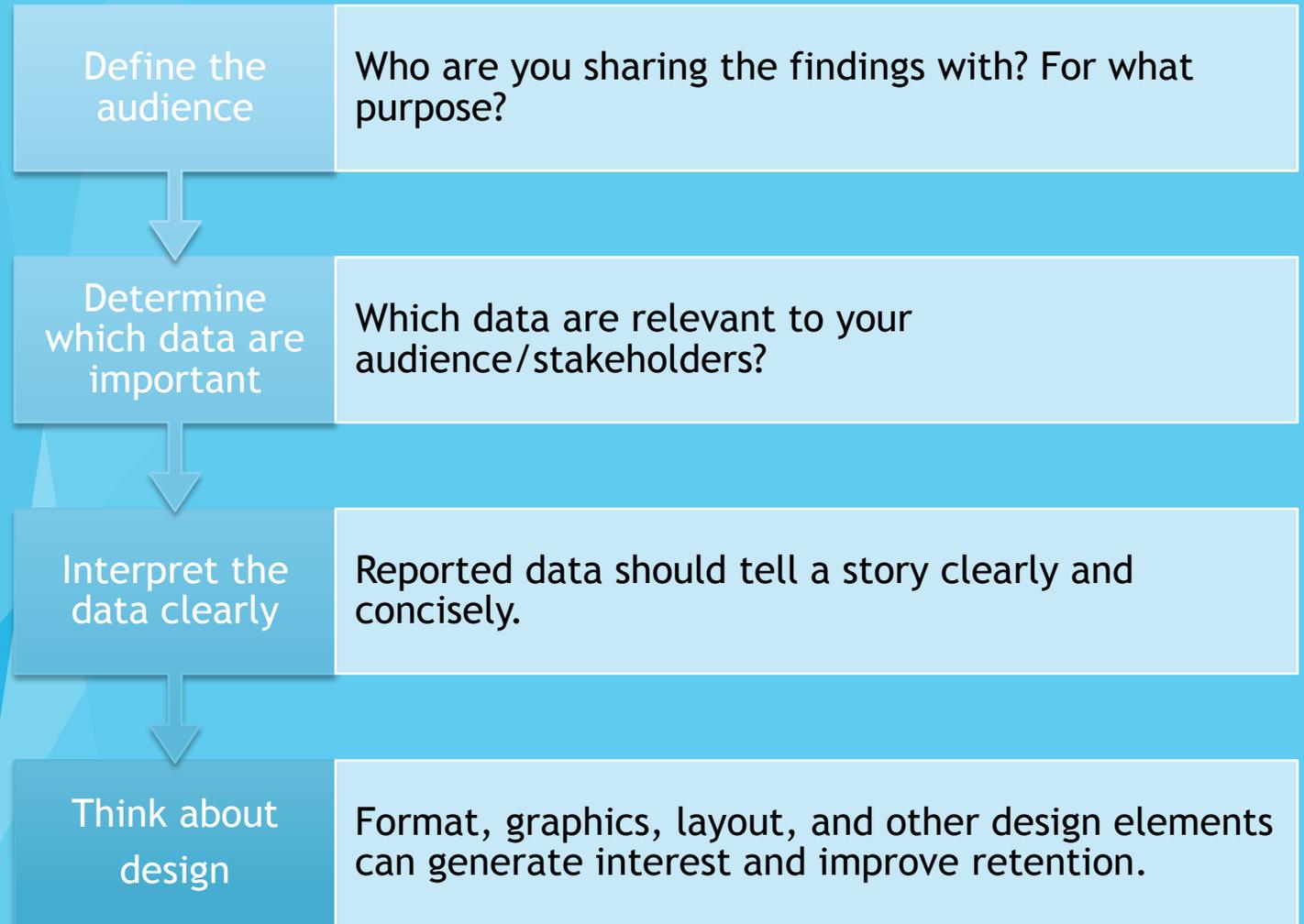
What data sources do you have?

Process Data	
Community Perceptions	
Regional capacity	
Outcomes	

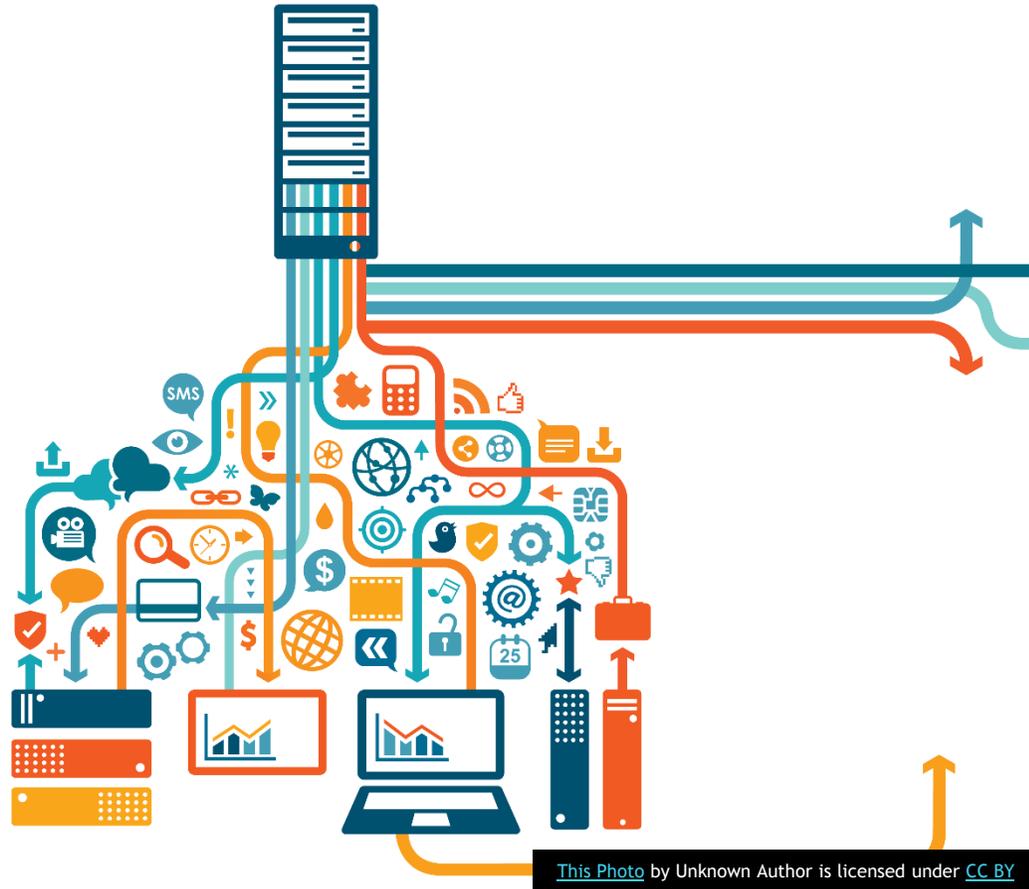
Examples of community-level data sources

Process Data	Your work plans, quarterly reports, information submitted to CLI
Community Perceptions	Locally conducted pre and post community surveys, key informant interviews, focus groups
Regional capacity	Sectors represented by and level of involvement of community partners, strength of collaborations, training and skills development of staff and/or volunteers, levels and types of funding
Outcomes	YRBS, YAS, locally collected pre/post outcome data, possible archival data sources

Communicating Findings



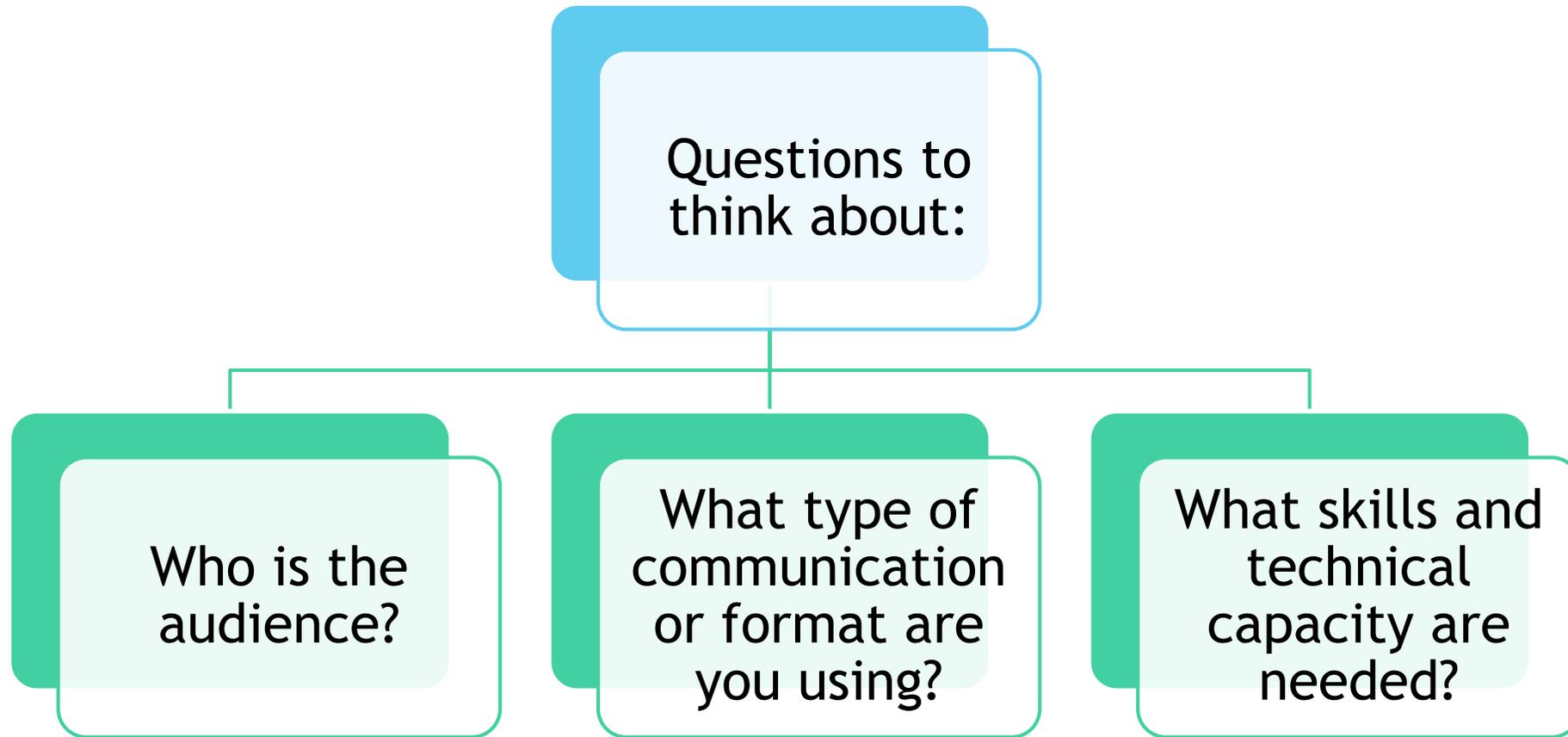




This Photo by Unknown Author is licensed under [CC BY](#)

Let's play with some data!

What is the best way to visualize your data?



Let's look at some examples...

Final thoughts...

- ▶ Test your data visuals with others to make sure it conveys the message you intended
- ▶ Help stakeholders understand the data (and its limitations)
- ▶ Don't take all the credit for good outcomes, nor all the blame for bad outcomes
- ▶ Use simple, user-friendly graphics to help show patterns in the data
- ▶ Use data, but also use stories to highlight results

Resources

Magnolia Consulting Infographics Tools

<https://magnoliaconsulting.org/tools/#infographics>

Emery, A. K., & Evergreen, S. (2014). *Data Visualization Checklist*.

<http://stephanieevergreen.com/dataviz-checklist/>

Juice analytics online chart chooser

<http://labs.juiceanalytics.com/chartchooser/index.html>

Storytelling with Data, Cole Nussbaumer Knaflic

<http://www.storytellingwithdata.com/gallery/>

Marijuana Use Among Youth in Colorado infographics:

https://www.colorado.gov/pacific/sites/default/files/PF_Youth_MJ-Infographic-Digital.pdf