



# DATA-DRIVEN DECISIONS & STORYTELLING

# TODAY'S SESSION



## Why Leverage Data?



The Five-Step Process



In Practice:  
Data Collection and Use

# THINK ABOUT...

What are our community's top community health needs?

What outcomes do we hope our local wellness fund will achieve?

Who do we hope to reach through the local wellness fund?

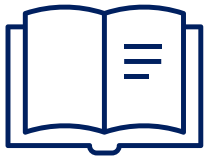
# TELLING THE STORY

Local Wellness Fund



# TELLING THE STORY

Select a Stakeholder



Develop a  
2-minute story



Share impact  
and successes  
of the fund



Include  
observations  
ONLY

# TELLING THE STORY

Add Some Numbers



Develop a  
2-minute story



Share impact  
and successes  
of the fund



Include  
numbers,  
quotes,  
anecdotes, etc.

# TODAY'S SESSION



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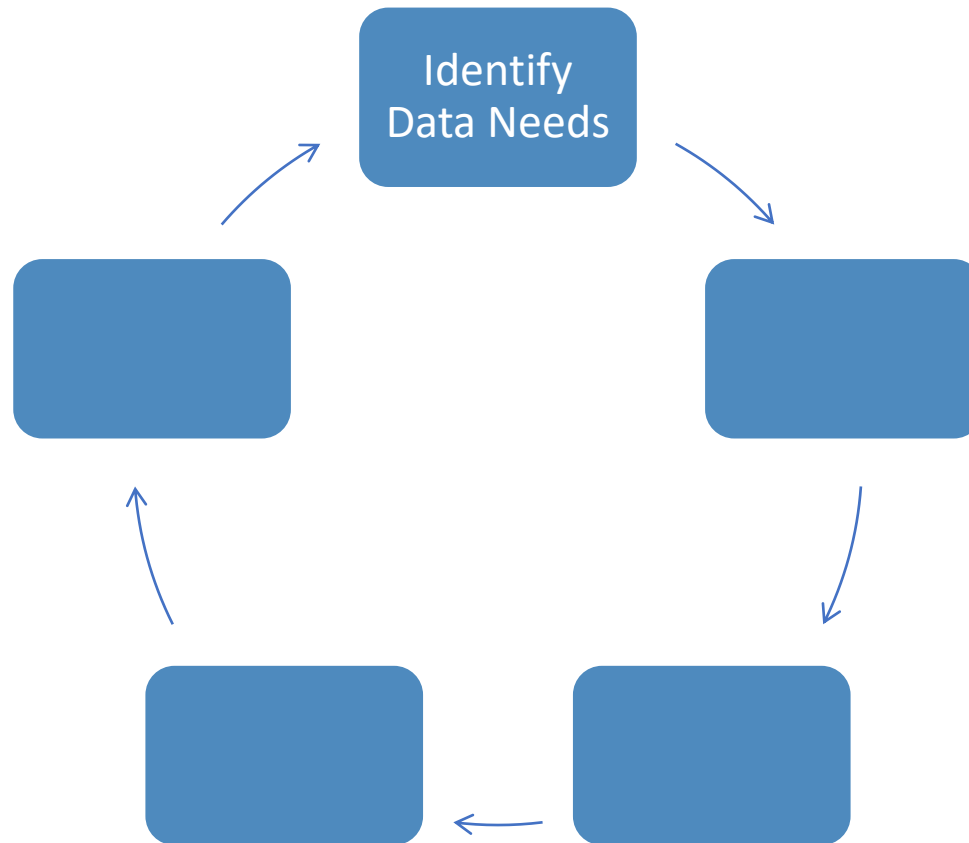
## The Five-Step Process



In Practice:  
Data Collection and Use

# FIVE KEY STEPS – STEP ONE

When is it important to gather and utilize data?





# WHERE DO YOU FIT?

1. A **needs assessment** to decide what to do (before designing a program)

2. A **process evaluation** to improve what you do (during implementation)

3. An **outcome evaluation** to demonstrate the impact of what you do (after implementation)

# 01

What is the community need we are aiming to address with this program?

# 02

What metrics will indicate we met the community need?

# 03

What will indicate progress toward those metrics?

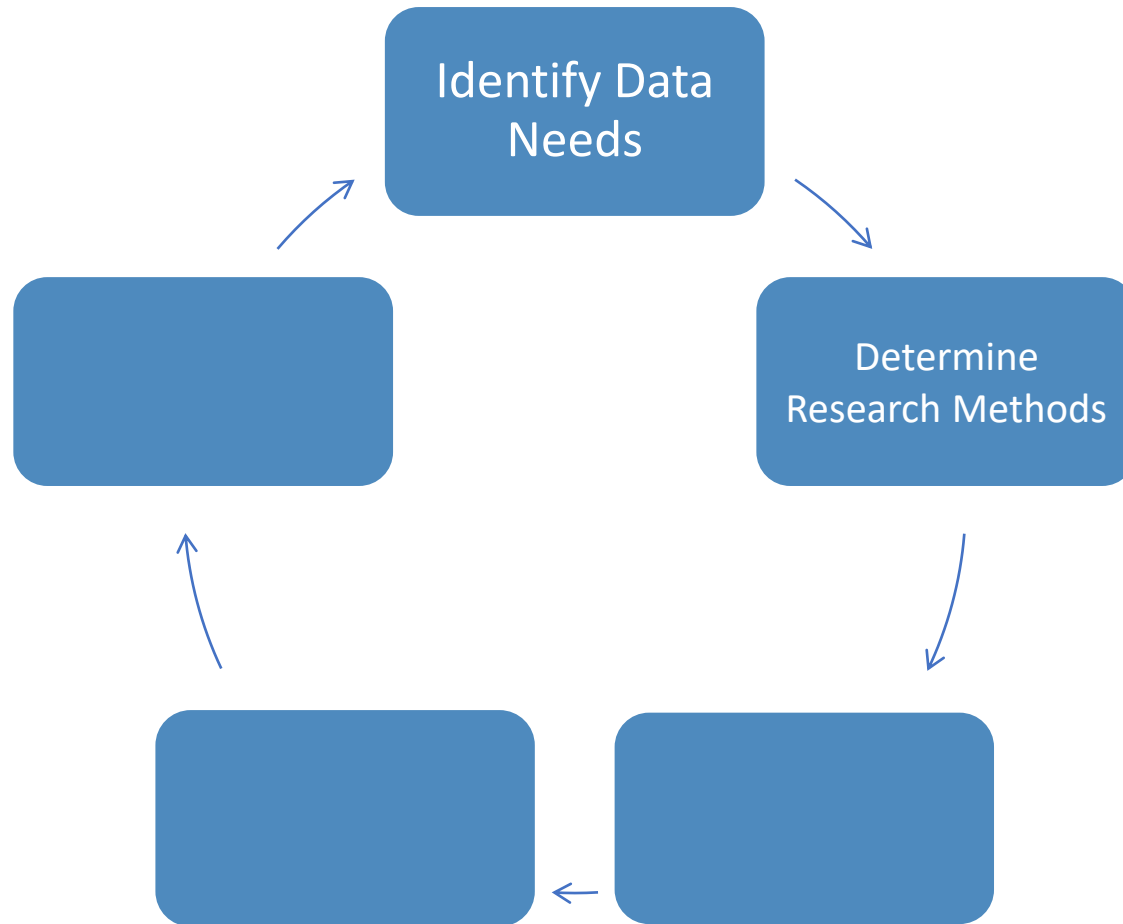
# 04

What needs to occur to yield changes?

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Think about three to five key questions your team can answer with data in the next 12 months.

# FIVE KEY STEPS – STEP TWO



# QUANTITATIVE VS. QUALITATIVE DATA

## Quantitative Data

Objective, quantifiable

**Looks like:** Numbers  
expressed in measurable  
units

## Qualitative Data

Observable or categorical

**Looks like:** Descriptive  
characteristics

# LET'S TRY THIS OUT



**What data do we already have and what data do we need to collect?**



**Where does the data reside (public, with a partner)?**

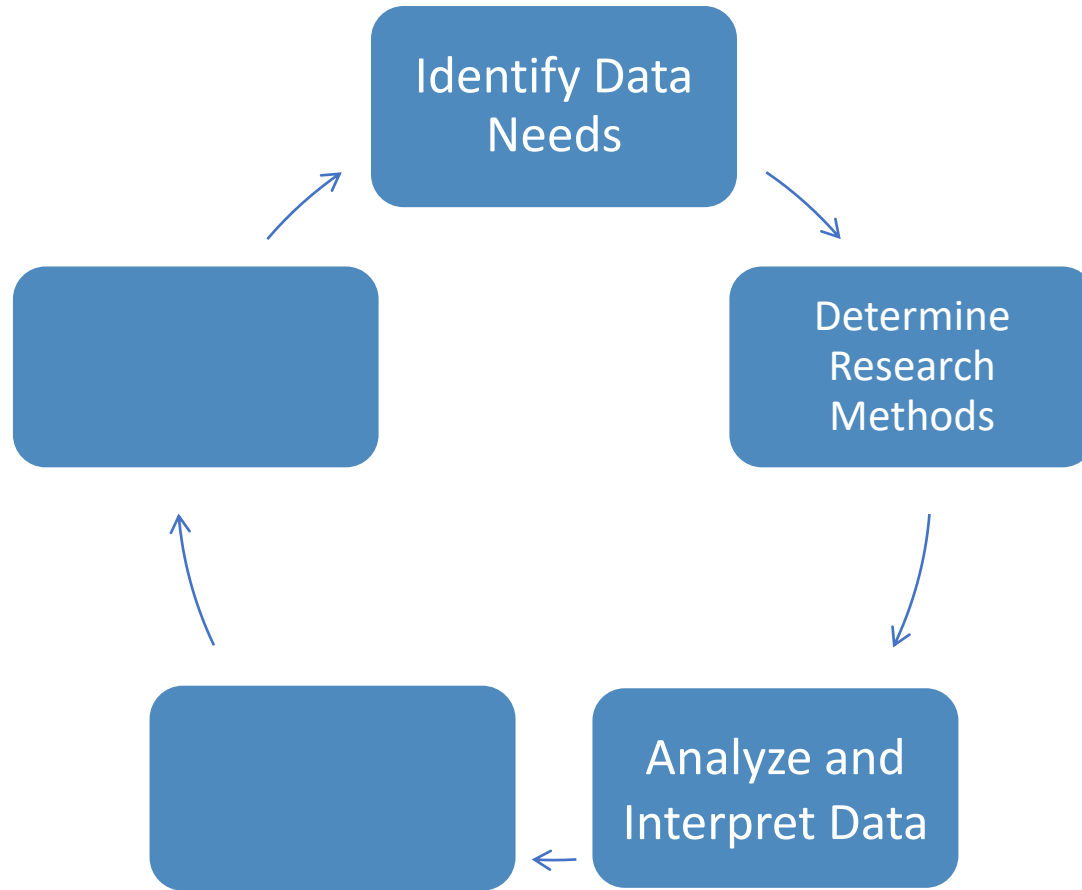


**Who has access to the data?**

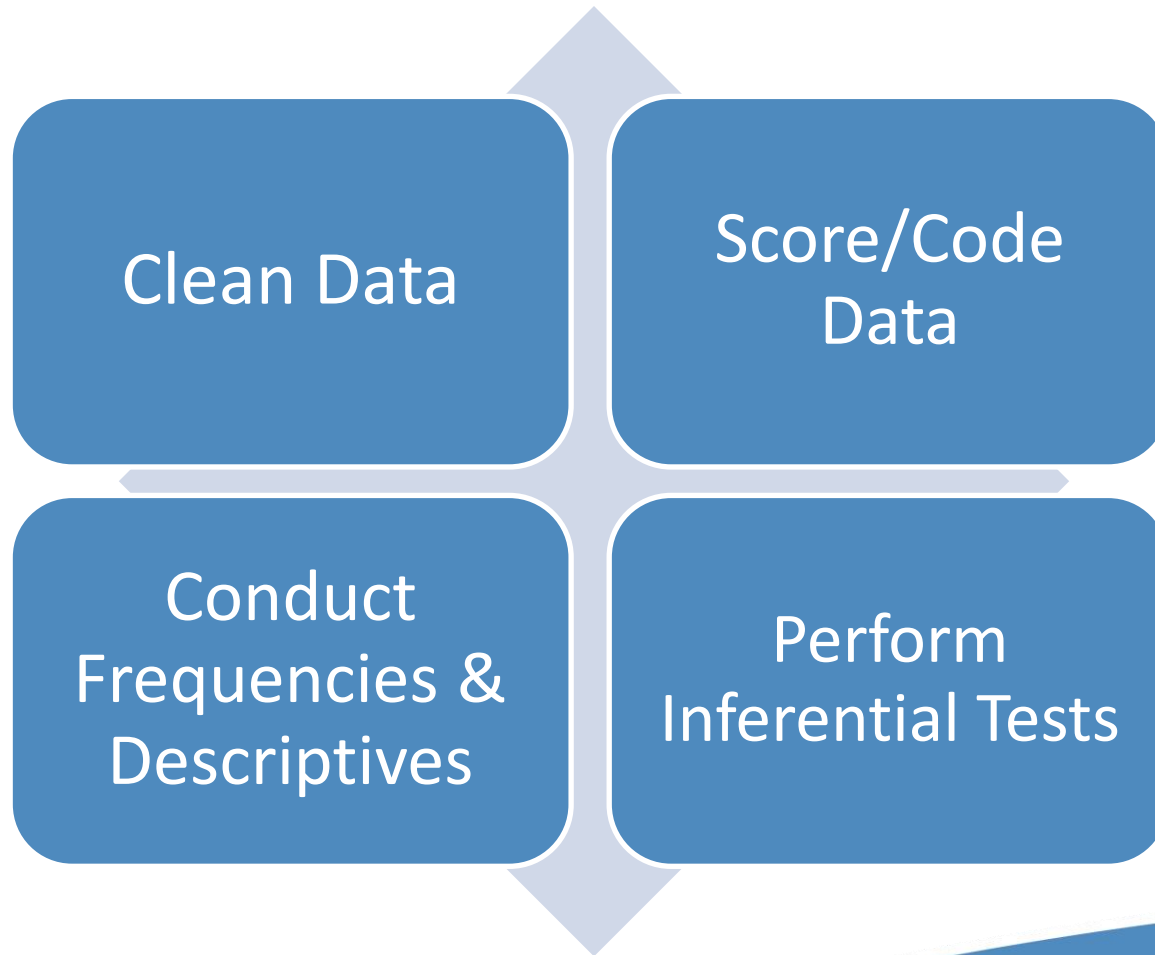


**How are we better able to communicate our program value because of the data we have?**

# FIVE KEY STEPS – STEP THREE



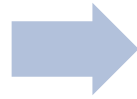
# PREPARE YOUR DATA



# QUICK TIPS

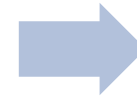
Keep Asking Questions

*Approach interpretation as an iterative process.*



Include Stakeholders as Needed

*While you might start with just your leadership team, it might make sense to invite other stakeholders to assist.*

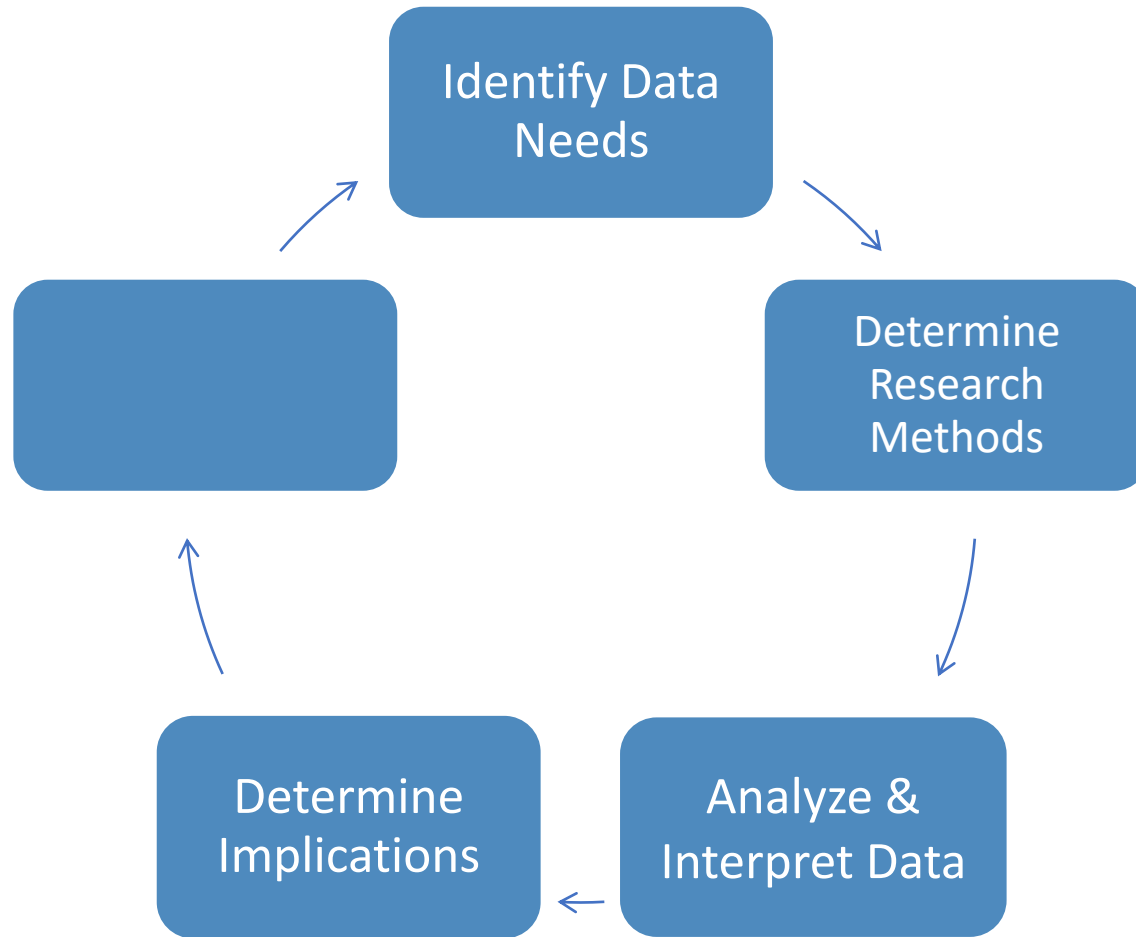


Know the Limits of Your Data

*Remember, correlation does not mean causation*



# FIVE KEY STEPS – STEP FOUR



# UTILIZING DATA



Continue with the current direction.



Alter an implementation strategy, modify a service, and/or revise the evaluation approach.



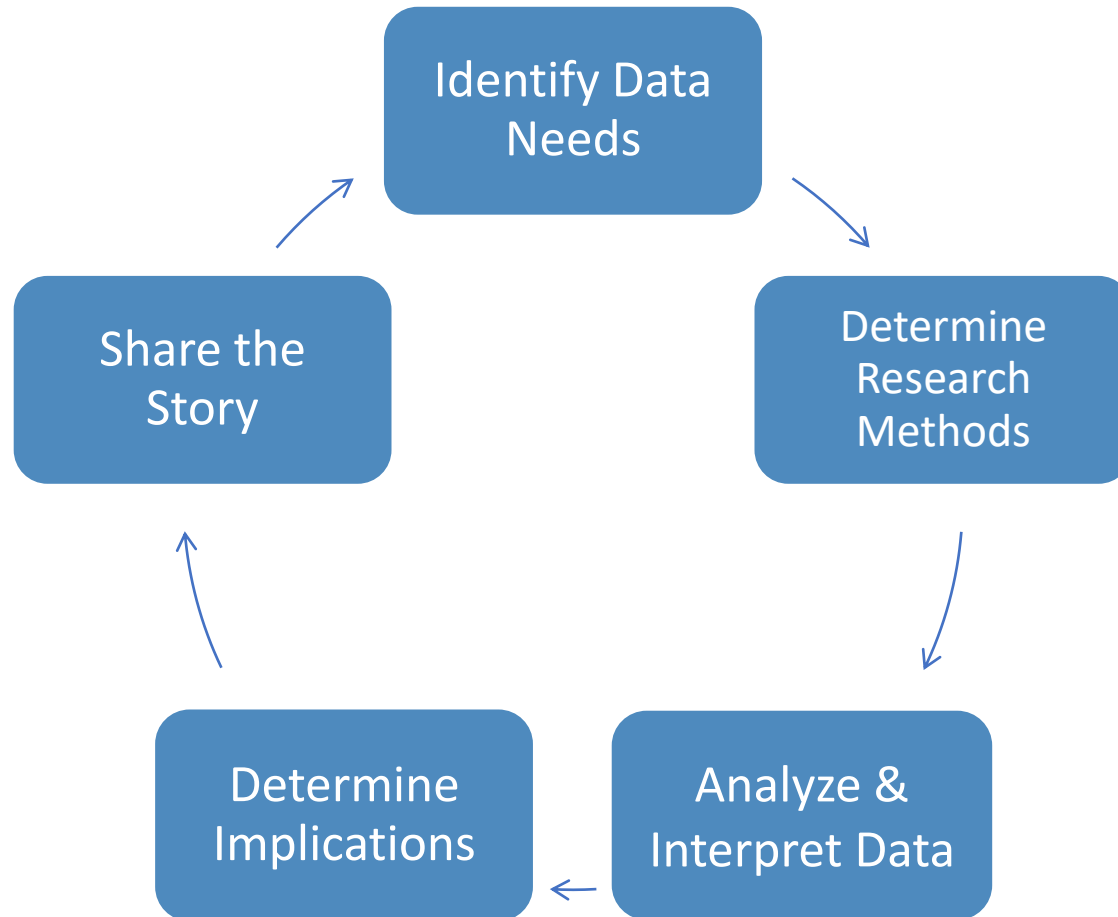
Stop doing something altogether because it is not having the impact we want or causing unintended consequences.

# ENGAGING STAKEHOLDERS



As you think about determining implications in your data collection and analysis this year, think about **how to engage stakeholders** in any decision making and ensuring buy-in before taking action.

# FIVE KEY STEPS – STEP FIVE



# COMMUNICATE THE STORY

Who is our audience?



What are their needs and interests?



How does our fund align to those needs?



What data supports our message?



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# NEXT STEPS

Be prepared to share:

- What type of data did you decide to gather?
- What were your data collection methods?
- What was your process for analyzing and interpreting the data? What patterns did you discover?
- What implications did you determine as a result?
- What are your next steps for utilizing and/or sharing the data?
- How do these next steps contribute to the sustainability of your program?