

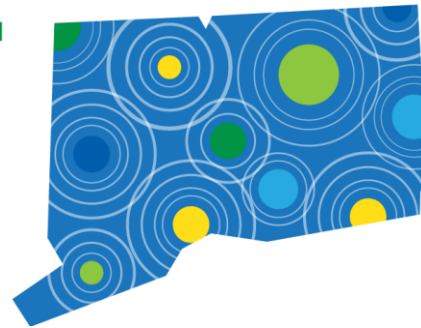
Community Engagement in Data (Two-Part Series)

OCTOBER 19, 2021 - 11:00 AM TO 12:30 PM

OCTOBER 26, 2021 - 11:00 AM TO 12:30 PM



Sustainable CT
Local Actions. Statewide Impact.



Introductions

Name

Pronouns

Location

Why are you interested in being here today?

Overview of 2-Part Series

Session 1:

Community Engagement

- What is it? Why is it important? And how to facilitate it.
- Collecting data with the community in ways that are creative, engaging and powerful.

Session 2:

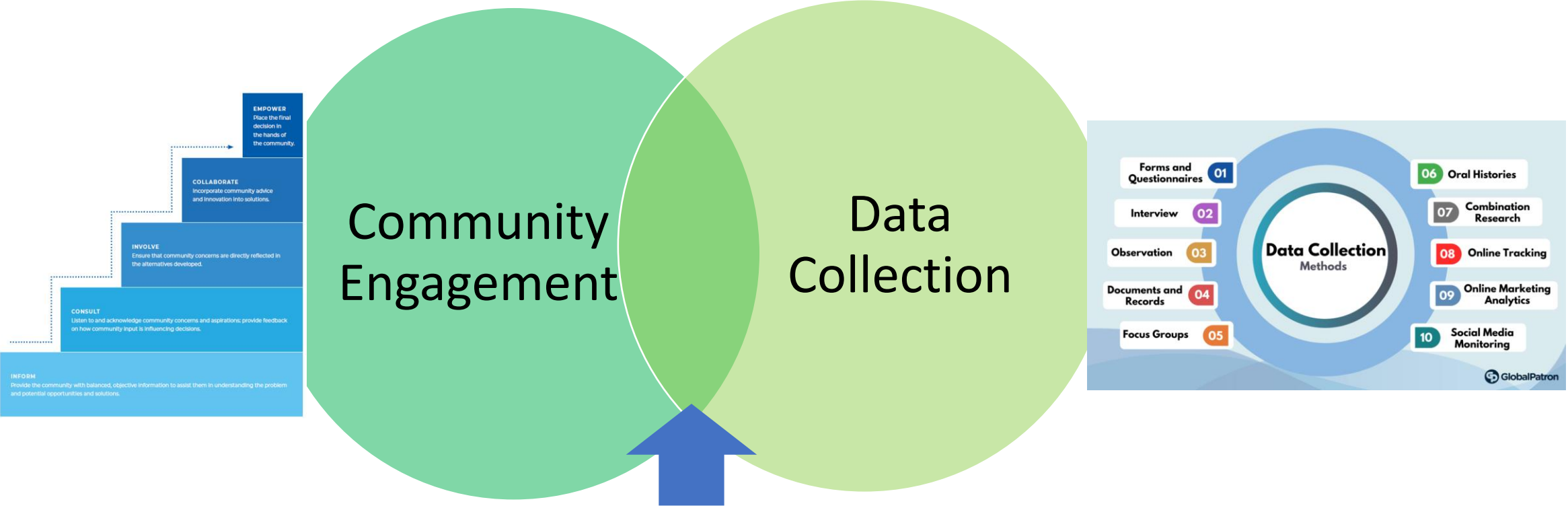
(Continued...)

- Community Involvement in Data Analysis/Sense-Making
- Community Involvement in Data Dissemination/Innovative Ways to Share/Present Data in the Community



Quick Recap

Community Engagement and Data Collection



Community involvement in data collection tool creation
Community involvement in data collection
Community involvement in data analysis/sense-making
Community involvement in data dissemination/innovative ways to share/present data in the community

Community Engagement in Data Collection Tool Development

- Advisory Committees
- Community Representatives
- Focus Groups



Community Engagement in Data Collection

- Mobile ethnography/photovoice
- Online discussions
- Social media
- Visioning/Big Idea Wall
- Visual voting
- Community Map
- Trend/Asset Mapping
- Data Collection Placemat



Principles for Use

Principles for using creative methods effectively

- Be clear on why you are doing it.
- Creative doesn't mean quicker.
- Choose methods that are appropriate for your audience.
- Make sure you are aware of who you could be including/excluding by using creative methods.
- Evaluation methods should work to improve equity.



Communing Engagement & Data Analysis and Dissemination

Rather than simply analyzing the data collected as the “*expert*” or as the “*municipality in charge*”; instead, analyzing and making recommendations with communities.

This can:

- Ensuring that community expertise and lived experienced is integrating into how we are *doing business*.
- Be a way of engaging people in *peer learning*



Community Engagement in Data Analysis

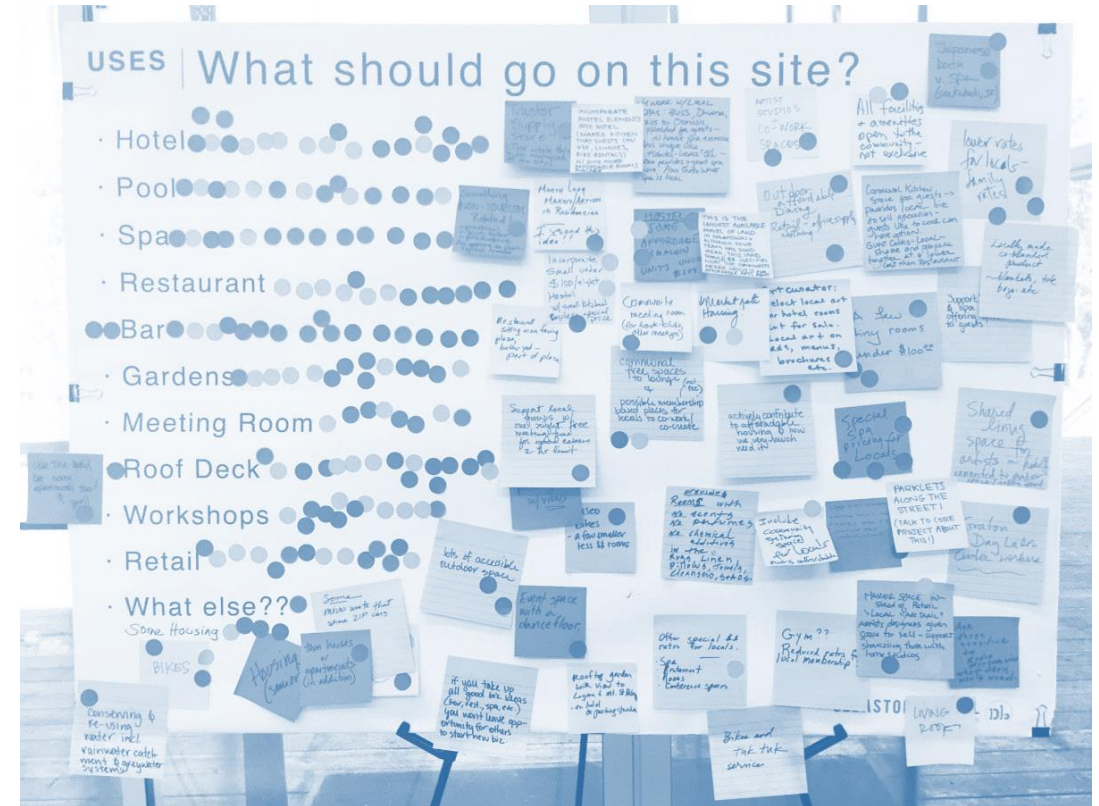
Visual voting



Adaptable for online format

Description: individuals vote on a range of choices around a particular theme that emerged from earlier evaluation work, or evidence-based practices.

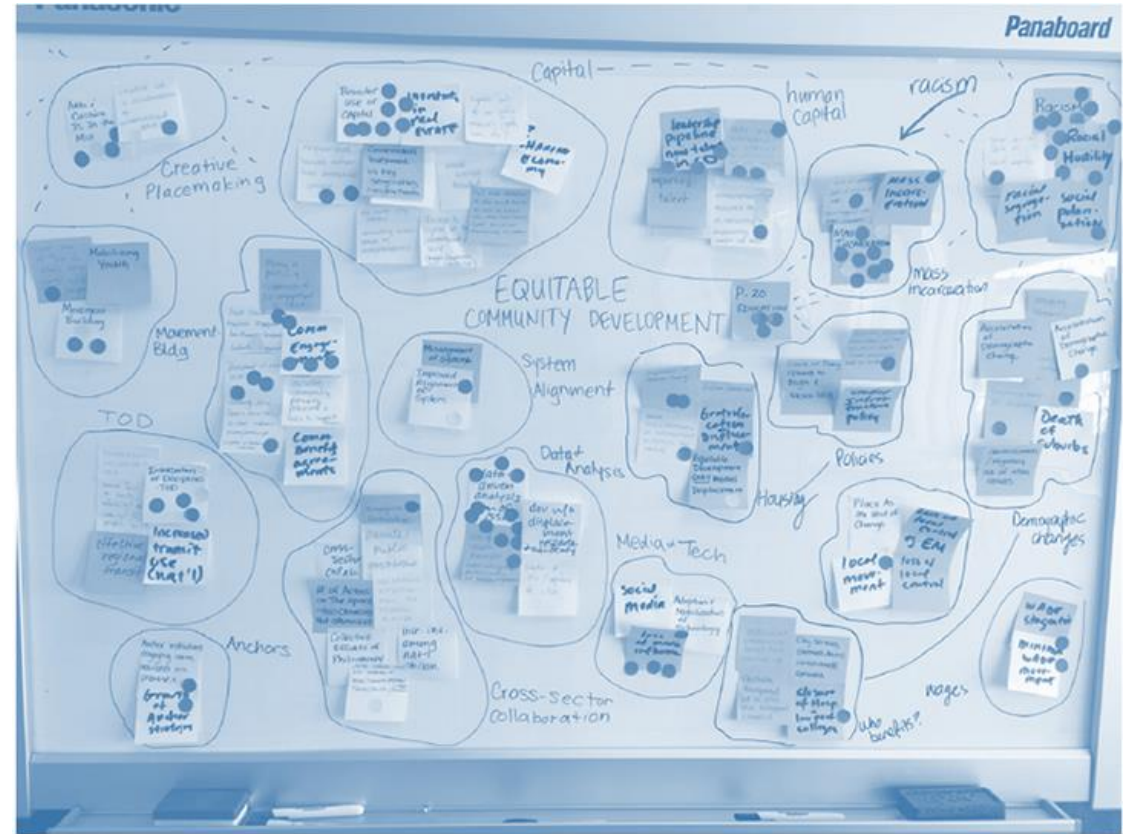
Engagement: Participants can vote for the themes that resonate them most to them, and leave sticky notes to share their reflections, interpretations, as well as ideas for recommendations based on the findings.



TIP: Use different color of sticky notes to denote different things; for example, a purple sticky note could be for disagreements around a theme, while an orange could be ideas for recommendations for moving forward.

Trend/Asset Map

- **Description:** trend and Asset mapping helps groups to understanding of an issue through exploring **related history** and **external factors**.
- It is illustrated by using the collective knowledge and experience of a group of people familiar within a given system and its context.
- **Engagement:** Involving participations in the process of “categorizing” their original sticky notes (i.e., raw data) into themes.



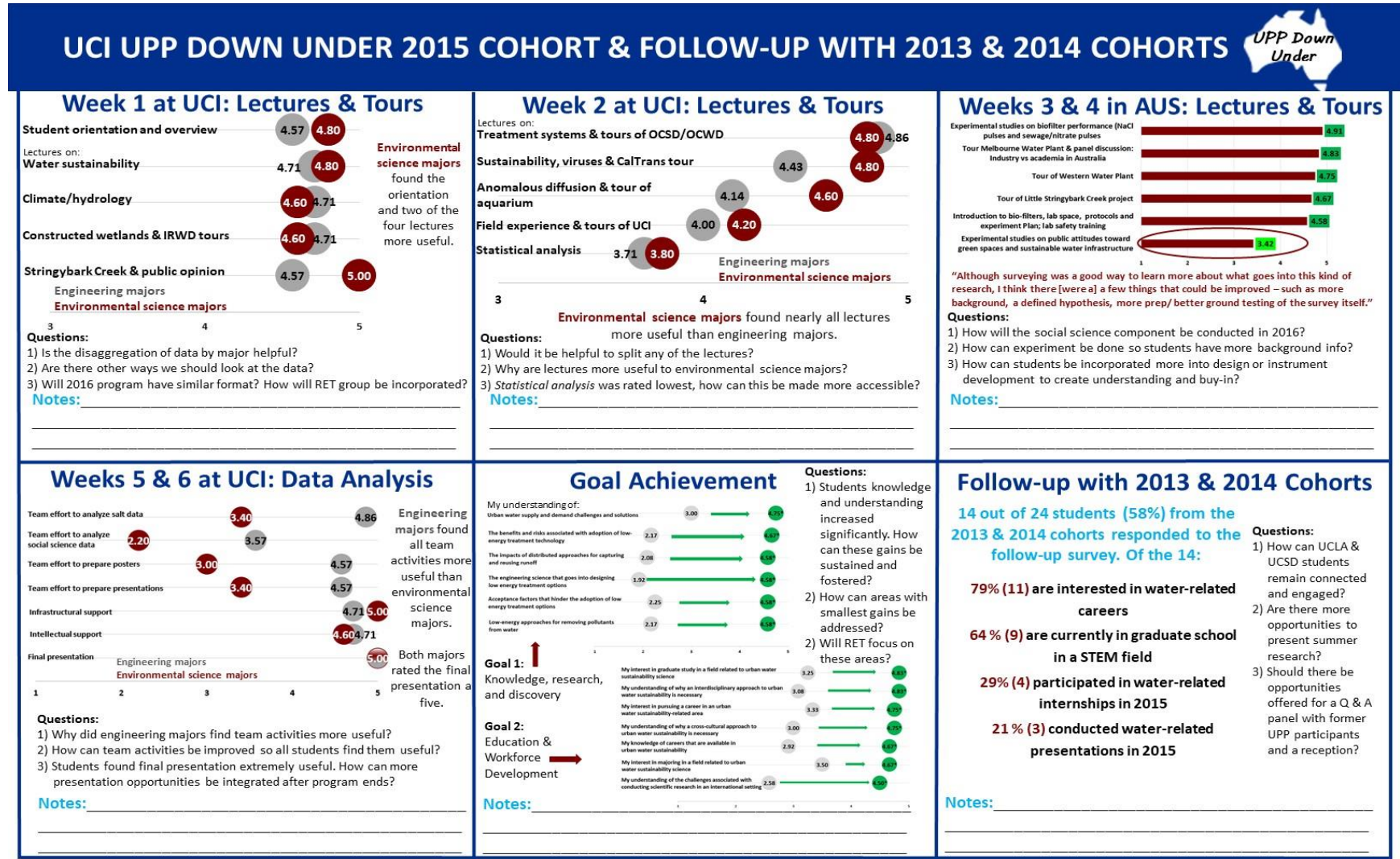
QUICK FACT: How trends and assets are categorized and labelled is a critical part of the analysis process and shapes how *the story of the data* is told.

Data Placemats

Description: in this instance, data from a survey is shared in a placemat format and shared at an in-person meeting.

Engagement: in this example, the evaluator was asking the participants for additional information that could inform further analysis.

For example, “Is the disaggregation of data by major helpful?” and “Are there other ways we should look at the data that would support your understanding of the program?”



Data Walks



Adaptable for online format

- **Description:** findings from data collected can be display visually on walls.
- **Engagement:** Participants can move from findings to finding, leaving sticky notes to share their reflections, interpretations, as well as ideas for recommendations based on the findings.



TIPS: Ensure that the data is displayed in a large format and in a visually appealing and user-friendly fashion.

World Café

- **Description:** hosting collaborative dialogue around pre-identified themes; participants rotate between tables over the course of a session, individual conversations build off one and other, and ideas and issues “cross-pollinate”.
- **Engagement:** Participants can engage in conversation around themes, building on the reflections, interpretations, as well as ideas for recommendations from other community members.



WHAT IT LOOKS LIKE IN PRACTICE: Each table then engages in conversation, writing down key thoughts and ideas cards or sketching them out on paper tablecloths. After 20 - 30 minutes, participants are asked to change tables – carrying thoughts from their previous table to a new group. During this process, a “table host” stays behind at each table to share the insights of their previous discussion with new arrivals. After two to three small-group rounds, all participants reform into a large-group conversation, and actionable ideas and recommendations are “harvested”.

Across all of these methods...



TIP: Be sure to include a discussion of the limitations of your evaluation (and what this means for the findings) so that audiences can decide for themselves how to interpret the findings



Community Engagement
in Data Dissemination
*(i.e., sharing what you
have learned)*

Creating Recommendations

- Recommendations should describe actions you think should be taken based on what you learned.

Describe
action that
should be
taken

Be realistic

- Recommendations should be useful and feasible. Keep in mind that recommendations are written as “action items”.
- They must be supported by the evidence uncovered.
- They also must be realistic and suggest actions that are possible and within the control of the decision-makers.

Who to share the evaluation with?

- Sharing the **right information** with the **right people** in the **right way** is the best way to make sure your findings and recommendations are used.

Share the results with priority populations who:

- *have an interest in the issue at hand*
- *who can take action on your findings and recommendations.*



What to share?

- **Tailor the information** to each priority population in terms of **detail**, **technical complexity**, and **area of focus**.
- **Partner with representatives from the community** to help info how and what you share!



Newsletters and 1-pagers



Data Story

This Data Story shares information gathered from the Community Conversations conducted by FAVOR, Inc. During these conversations youth and families provided suggestions to reduce barriers to their participation at CT's Children's Behavioral Health Network of Care (NoC) decision-making tables.

What was learned from the Community Conversations conducted by FAVOR, Inc. between 2016 and 2019?



Here's what youth and families suggested to improve their involvement at the Children's Behavioral Health NoC decision-making tables...



Fair compensation for participation



Flexible meeting times and accessible locations



Ongoing trainings development and skill building

What is a decision-making table?
In CT's behavioral health system, decision-making tables are meetings where decisions are made about how resources will be allocated and how problems in the behavioral health system will be solved.



To make the Network of Care (NOC) strong, families and youth are needed at decision-making tables such as:

- Community Collaboratives
- NOC Regional meetings
- NOC Statewide meetings
- Among others!

Youth and families also offered the following suggestions to support their participation at decision-making tables...



Providers who respect what youth, family members have to say.



Providers who include family input, including personal experience, as they seek to improve services.



Providers who translate materials into languages spoken by families.

FAVOR, Inc.'s Learning and Leadership Academy offers training to youth and families including...

Based on feedback from youth and families!

Leadership Training

Network of Care Opportunities for youth and family members to further build their:

- Knowledge of child-serving behavioral health system
- Skills in how to successfully raise youth and family member ideas at decision-making tables
- Agents of Change (adults)
- CONNECTing Youth (youth)

Data Skills Training

Provides an overview of data concepts and teaches youth and family members skills in:

- How to read data and how to use data in decision-making and advocacy
- Data 101 (Part 1&2)
- Data 201 (Part 1&2)

Additional trainings...

- Persuasive Storytelling
- How to be Your Child's Best Advocate
- Building Child & Family Teams Using Natural and Informal Supports
- ...and more!

If you are interested in attending (or your agency is interested in hosting) one of these trainings, please contact: **Jacquese Patterson** at FAVOR
e: jpatterson@favor-ct.org p: 203-707-0740

The goal of CONNECTing to Care is a partnership that focuses on coordinating quality access to care through a youth-guided and family-driven approach. To improve mental health for children in CT, Connecting to Care seeks to change the way that the system operates so that all children have the opportunity to thrive.

www.Plan4Children.org

www.ConnectingtoCareCT.org

www.HealthyLivesCT.com

Infographics

INFOGRAPHICS

THE BENEFITS OF THEIR USE ONLINE

PRESENTERS WHO USE VISUAL AIDS ARE

43% MORE EFFECTIVE
IN PERSUADING AUDIENCE MEMBERS TO TAKE A DESIRED COURSE OF ACTION

90% OF INFORMATION TRANSMITTED TO THE BRAIN IS VISUAL

40% OF PEOPLE RESPOND BETTER TO VISUAL INFORMATION THAN TEXT

**TEXT = SHORT TERM MEMORY
IMAGES = LONG TERM MEMORY**

IT IS MUCH EASIER TO SHOW A CIRCLE THAN DESCRIBE IT

40% OF PEOPLE RESPOND BETTER TO VISUAL INFORMATION THAN TEXT

**TEXT = SHORT TERM MEMORY
IMAGES = LONG TERM MEMORY**

"A curved line with every point equal distance from the center"

Graphical Description Textual Description

USERS HAVE TIME TO READ **28%** OF THE WORDS ON AN AVERAGE WEB PAGE AT MOST (BOX IS MORE LIKELY)

79% OF USERS SCAN ANY NEW PAGE THEY COME ACROSS ONLY 16% READ WORD-BY-WORD

HIGH QUALITY INFOGRAPHICS ARE **30x** MORE LIKELY TO BE READ THAN TEXT ARTICLES

SOCIAL NETWORKS MOST POPULAR SITES RELY MAJORLY ON IMAGE POSTS INFOGRAPHICS CAN BE SHARED IN AN INSTANT

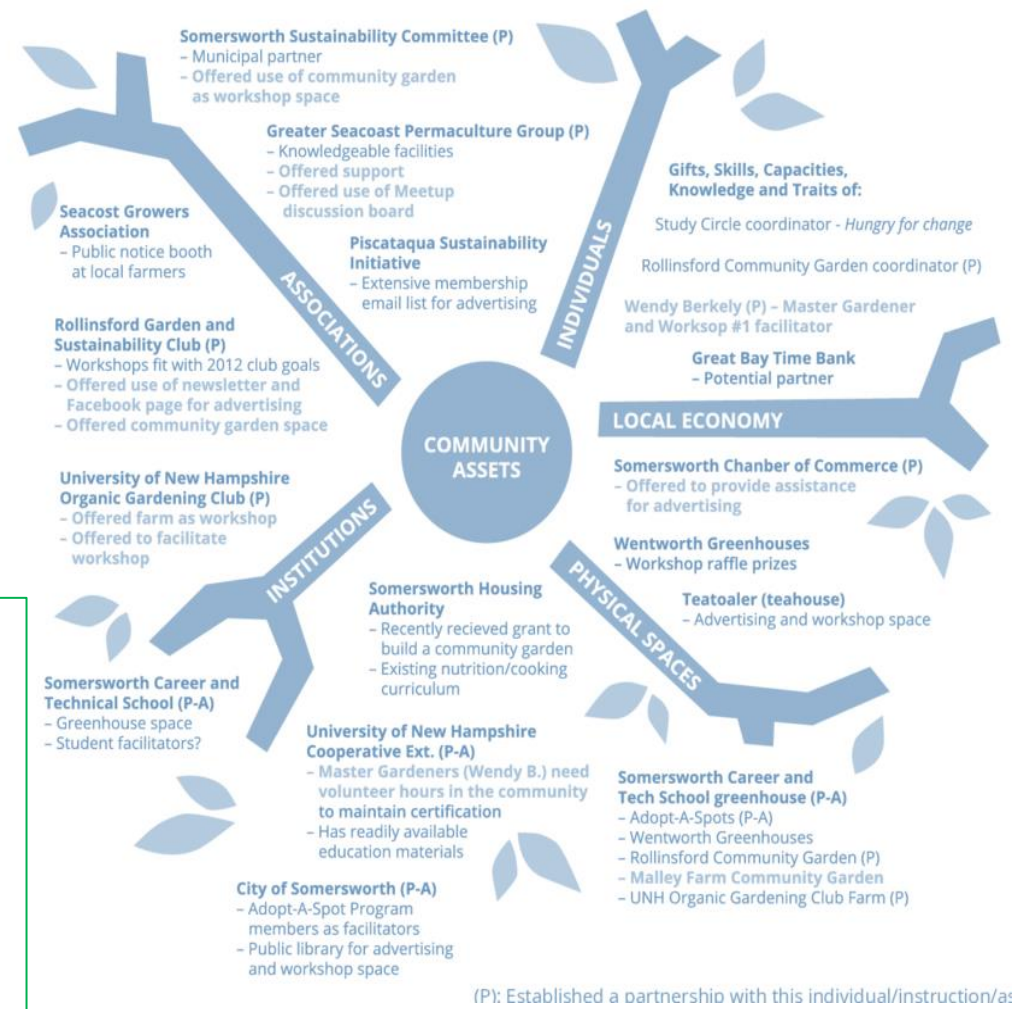
LOADING IS NO PROBLEM THEY CAN BE LOADED ON ANY DEVICE INSTANTLY

USE OF INFOGRAPHICS CAUSE A GROWTH OF **12%** IN SITE TRAFFIC ON AVERAGE

SOURCES:
 "The Power of Visual Communication" <http://www.infographicinspiration.com/infographics.html>
 "Infographic Effectiveness Statistics" <http://www.infographicinspiration.com/infographic-effectiveness-statistics-infographic/>
 "How Little Do Users Read?" <http://www.mqgroup.com/articles/how-little-do-users-read/>

Read the full blog post @ kinocreative.co.uk/blog

TIP: Think of newsletters, 1-pagers, and infographics as teasers that will help to engage your audience to learn more about what you want to share



Data Party

Description: A data party is a time-limited event of several hours where diverse stakeholders come together to collectively view the data that have been collected.

- **TIP:** The event is intended to be an enjoyable experience; think of ways to built it ice breakers, food, fun and time for relationship building/networking.



Videos



Suitable for remote working

Videos: utilize the video medium to share evaluation findings and recommendations. Set-up the video, so that viewers can respond with additional insights or questions can be helpful.

Zoom/Live videos (Instagram Live): share evaluation findings and recommendations; set up so you can answer their questions live and immediately.



Social media



Suitable for remote working

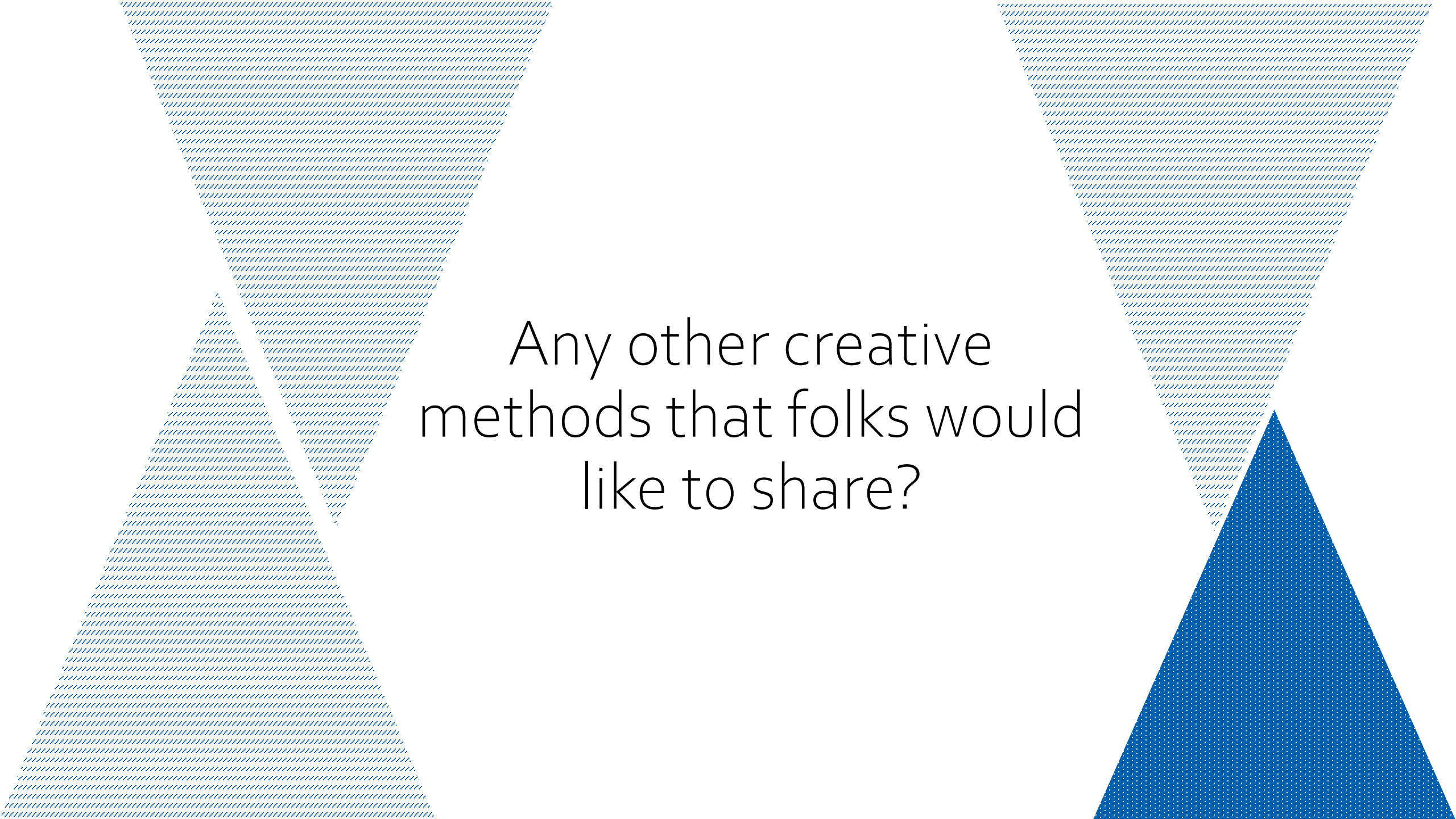
Description: Share infographics, 1-pagers, videos, etc. through social media (Facebook, YouTube, Instagram, and Twitter).

TIP: Setting up social media account specific to a project can be helpful so that folks know where to go for information and updates.

Also, linking to existing municipal social media accounts can be helpful, since they already have a built-in audience.

Also, don't forget to ask community groups and partners to share information out via their accounts!



The background features a white space with several blue triangles. On the left, there are two overlapping triangles pointing downwards, filled with a light blue dotted pattern. On the right, there is a solid blue triangle pointing upwards, partially overlapping a larger, light blue dotted triangle that also points upwards.

Any other creative
methods that folks would
like to share?

Why use creative methods to collect and analyze data?

Benefits

- Facilitate collaborative, equitable partnerships in all phases of data collection
- Makes evaluation more fun and less formal; can provide a more engaging account of impact
- Promote joint learning, skill-sharing and capacity building among all partners
- Engagement in addressing the complex causes of local problems
- Promote sharing accountability and action.

Limitations

- Aggregating data can sometimes be difficult
- These methods are difficult to conduct at scale
- Can be more time consuming



Thank you



Find Out More

www.sustainablect.org

info@sustainablect.org

860.465.0258



@sustainablect