Finding & Using Data to Tell Stories

A Communities of Opportunity Workshop
August 25, 2020
Hani Mohamed, Mariko Toyoji, and Sara Jaye Sanford

Finding & Using Data to Tell Stories

(Meeting logistics)

Introductions

- Name
- Pronouns
- Organization
- What brings you here today?

Finding & Using Data to Tell Stories

Land Acknowledgement

We gather today on the ancestral land of the first people of Seattle, the Duwamish People.

We honor with gratitude the land itself and the Duwamish Tribe, and all of the Native people who call King County home.

[Read acknowledgement]. This acknowledgement is one small step against the erasure of our Native communities. In addition to the Duwamish, King County is home to the traditional lands of the Muckleshoot, Snoqualmie, and Tulalip tribes and other Coast Salish people. Today, King County is home to a vibrant and diverse community of indigenous people from across North America and beyond.
Resources:
https://www.duwamishtribe.org/land-acknowledgement
https://www.realrentduwamish.org/land-acknowledgement.html

PURPOSE OF THIS WORKSHOP

Through this workshop we aim to equip attendees with the knowledge and tools **to build local data and evaluation capacity** that utilizes a strong equity approach to **highlight** your organization's **strengths** as well as **identify opportunities for new or continued** program investment and development.

What will we cover today?

- Introductions
- Principles of data storytelling
- Practice activity
- Finding local data
- Data story types
- Your turn! Practice activity with breakout rooms
- Questions & open discussion

We are hoping that what you all get out of our time together today are some tools and frameworks for using data and stories to highlight your organization or community's strengths to help meet your goals
This is one of a series of data and evaluation capacity building workshops that Communities Count is providing to equip attendees with skills to leverage data and evaluation as tools for furthering local equity work

Acknowledge the expertise in the room and encourage
-while we are providing a framework and activities, this is a group learning opportunity and we all want to learn from the expertise in the room. So please do share your knowledge and ask questions as well…it is of the benefit of everyone here in this space today. We'll be monitoring the chat box today so please to feel free to chime in through chat or you can please also use your phone or audio to speak up

People welcome to ask you to questions, clarification throughout

Finding local data: Who wants to prioritize this? Show of hands

Why storytelling with data?

"Data tells you what's happening, and stories tell you why."

A powerful combination! Well summed up by this quote...This isn't the only way to present data but it is one framework for getting a message across to your audience

There are limitations to this framework too... we are going to share with you some frameworks and strategies that we use, but think of them as a place to start and not the be all end all
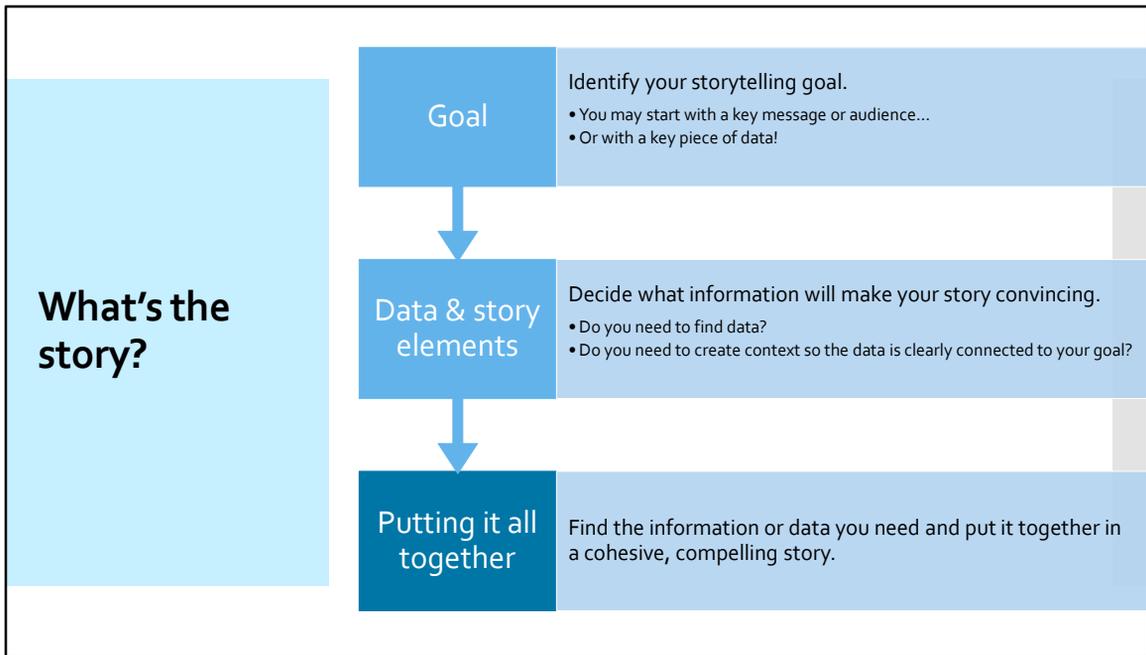Why are you interested and what brought you here today? Get a couple questions/callback to intros (encourage participants to send questions in the chat)

Why storytelling with data?

The left brain/right brain divide is not really super scientifically accurate (we all use both sides of our brains a lot!), but what is true is that people process information different ways! Some people are more attuned to numbers, others are drawn to emotionally powerful stories. When you communicate in a way that combines data with an emotionally rich story, you are appealing to as many members of your audience as possible – no matter how they prefer to process information!

	Goal	Identify your storytelling goal. • You may start with a key message or audience… • Or with a key piece of data!
What's the story?	Data & story elements	Decide what information will make your story convincing. • Do you need to find data? • Do you need to create context so the data is clearly connected to your goal?
	Putting it all together	Find the information or data you need and put it together in a cohesive, compelling story.

To get us to start thinking about data storytelling, we are going to start simple
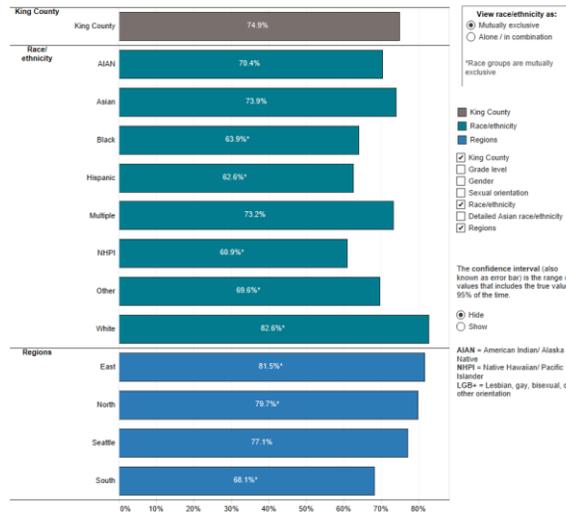**Start by identifying your goal. What one key message do you want your audience to hear?**
You could start with a key message in mind and then move on to identifying data to support that message. OR, you might start with a piece of data you want to share and then find the context that will help give it meaning and connect it to your goal.

What is the most powerful story about your organization, program, or community that communicates this message? What other elements do you need to fill out the story? **Outlines can help. Simple is better. (Keep it to 1-3 data points)**

Adolescents with an adult they can talk with (8th, 10th, 12th grades), King County (average: 2016 & 2018)

What are data?

Numbers

King County	74.9%
Race/ethnicity	
AIAN	70.4%
Asian	73.9%
Black	63.9%*
Hispanic	62.6%*
Multiple	73.2%
NHPI	60.9%*
Other	69.6%*
White	82.6%*
Regions	
East	81.5%*
North	79.7%*
Seattle	77.1%
South	68.1%*

View race/ethnicity as:
- Mutually exclusive
- Alone / in combination

*Race groups are mutually exclusive

- King County
- Race/ethnicity
- Regions

☑ King County
☐ Grade level
☐ Gender
☐ Sexual orientation
☑ Race/ethnicity
☐ Detailed Asian race/ethnicity
☑ Regions

The confidence interval (also known as error bar) is the range of values that includes the true value 95% of the time.
- Hide
- Show

AIAN = American Indian/ Alaska Native
NHPI = Native Hawaiian/ Pacific Islander
LGB+ = Lesbian, gay, bisexual, or other orientation

^ = Data suppressed if too few cases to protect confidentiality and/or report reliable rates
* = Significantly different from King County average
! = Interpret with caution; sample size is small, so estimate is imprecise

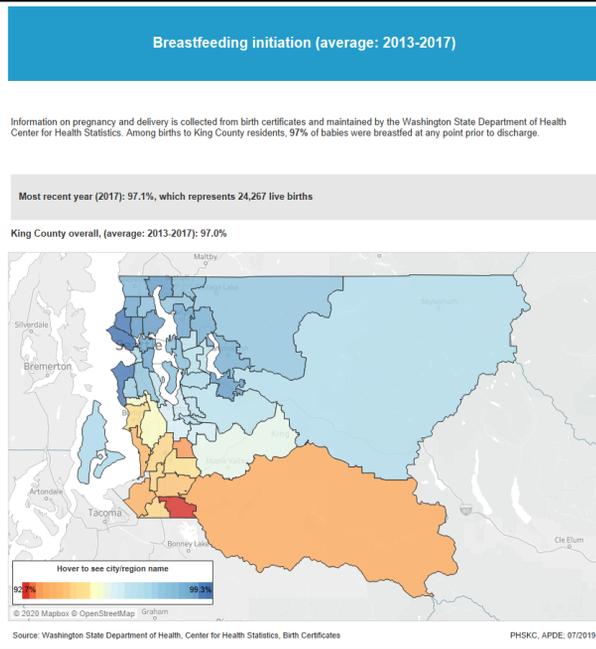Data source: Healthy Youth Survey

PHSKC, APDE; 12/2019

Numbers are perhaps what we are most likely to think about as "data." There are many sources of quantitative data and we'll share some in a few minutes.

You may already have some numbers that your organization has created. You can also find numbers that help describe the community you work with and the issues you're working on.

We're going to be looking mostly at population-level data as examples here, because that's the data that we know best and have most of. But any kind of numbers can be a powerful part of a story! Community and program data are great sources. Use the data that helps you meet your goal.

What are data?

Maps

Breastfeeding initiation (average: 2013-2017)

Information on pregnancy and delivery is collected from birth certificates and maintained by the Washington State Department of Health Center for Health Statistics. Among births to King County residents, 97% of babies were breastfed at any point prior to discharge.

Most recent year (2017): 97.1%, which represents 24,267 live births

King County overall, (average: 2013-2017): 97.0%

Hover to see city/region name
92.7% | 99.3%

© 2020 Mapbox © OpenStreetMap

Source: Washington State Department of Health, Center for Health Statistics, Birth Certificates

PHSKC, APDE; 07/2019

If you are working in a specific geographic area, a map can help you show that your area is demonstrating need or experiencing inequity. You could also get creative and share maps that show where your services are, or asset maps you may have made.

What is an example of a map that you might use in a funding application?

What are data?

Images

Numbers and words are not the only way to share information. Some say that a picture is worth a thousand words! If you have an image that powerfully shows the impact of your work or an issue you are engaged in you can use that as a part of your story.

Note: If you are using a participant image, you should do so with their permission.

What are data?

Quotes

> "After my daughter's diagnosis, I didn't know where to turn to find the help we needed. We finally got referred to this program and they finally listened to us and helped us. It was such a huge relief to find someone who understood. You go from feeling alone to having someone willing to help you out. She was the most important person at that time, and she referred us to services that I don't think we'd have otherwise. Now I know that we're on the right track. My daughter has learned to make eye contact and give hugs, and that helps us so much as a family."

Source: Parent participant in a local nonprofit's developmental support program

Stories directly from people are also data….
This example is based on a story that a parent shared about how a program helped them. You can probably tell that I took out a lot of the specific details about the family and the program here – and you can imagine a story related to your work that would be even more impactful with those details!

Note: If you are using a participant words, you should do so with their permission, and again, WITHOUT any identifying information.
Storytelling through data and equity: data is used for policy making, grant writing, designing health program and so much more. Data should be used to advance equity and overall well being. Data can be used as a tool to perpetuate inequities but this is and can be preventable.

Those that are closest to the problem are also closest to the solution.

What makes a story?

We've talked a lot about the data side – now let's talk about the story side. What makes something a story?

This photo is from a recent COO gathering. You can see the listeners seem super engaged! How can we tell stories that engage our audiences this much?

Think about a story you really felt connected to. It could be a story told to you by a friend about their experience; something that happened at work; even a movie to book that you love. What made it effective and engaging?

USE WHITEBOARD TO TAKE NOTES.

(ask for sharing/feedback speaking in the chatbox)

What makes a story?

Head: Think!

Hand: Take action!

Heart: Feel!
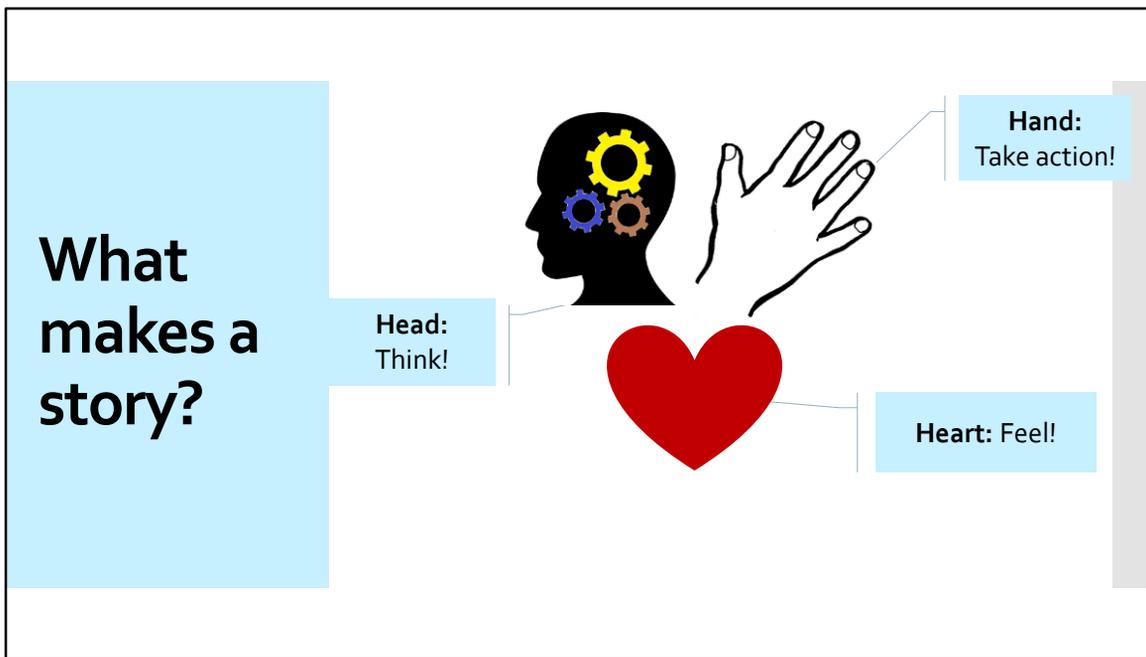
When you use your data to communicate with your audience – for example with staff, volunteers, donors, or potential funders, think about three elements.

This about this in putting your data story together. The "hand" might be your goal; "think" might be the data; the "heart" is how you emotionally connect to your audience.

Data storytelling combines a data point with stories, pictures, or other information to reach all three?

Many stories have a narrative arc – like a beginning, middle, and end – but this can be different in different cultures. So it is important to think about your audience and what you want to reflect.

Storytelling for equity

Personalize	• Avoid short, anonymous, over-simplified stories that remove the human element
Ask someone how they want their story shared	• Ask community members to be partners in how and where stories are told. Ensure that telling a story that benefits an organization also benefits the individual. Be aware of the power dynamic and ask: would I share this story if it were about me?
Be a partner, not a savior	• Represent your organization as a partner in a person or community's success, not their savior. Acknowledge individual's role in advocating for themselves and working hard to help themselves.
Ensure others can see themselves in the story	• Stereotypes can be broken down when people see a family or friend's experience reflected in a story. Normalize the experience.
Challenge myths	• Offer a surprising perspective, or new angle for an old issue to challenge myths and mental models.

Because stories are powerful, we need to be mindful of how we use that power! And the importance of equity in storytelling, and how a story and the way in which it is told impacts individuals and the community.

NOTE: storytelling can also be used as a tool for creating antiracist spaces, systems, policies, etc.

These are some of the values Best Starts for Kids strives for to use our storytelling power for equity. You can find more on this in the Best Starts Blog's resources section. [Review principles]

What are other ways we can work to ensure that our stories promote equity? What are ways you have been able to embed equity values in storytelling?

Note: Consider equity perspectives in data discussion

A few more tips

Think about your audience	Think about your medium
Community members	Social media
Media	Website
Decision makers	Video
Funders	Print
Staff	Presentation
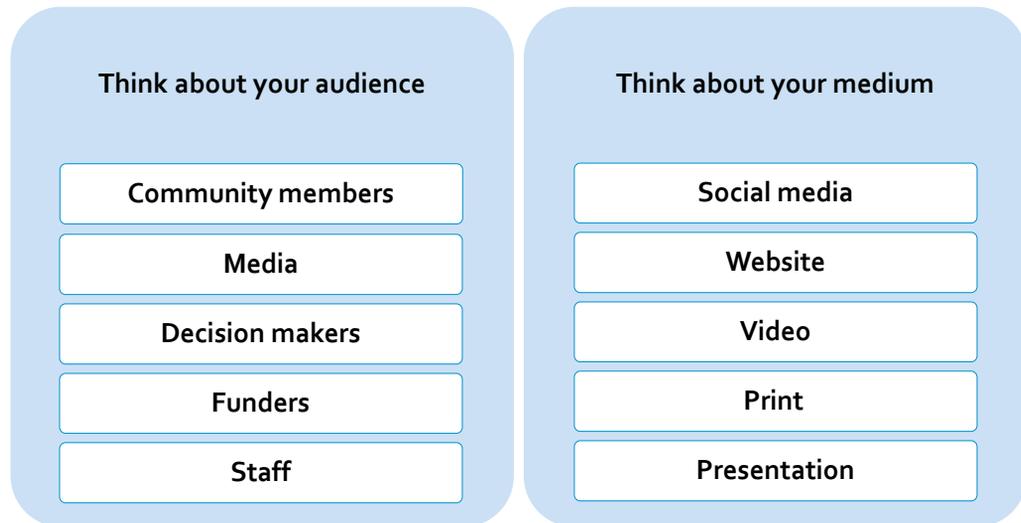
A few more tips before we dive into practicing! Consider your audience for a story and the best way to reach them
Yes, there are many more potential audiences and mediums, as well as overlap between these categories!

A note on media: There are unique strategies for communicating well with media! If you anticipate doing a lot of media work, consider finding some media training! It really helps to prepare: memorize the key points that are most important to you to share; prep answers for the most likely and toughest questions. Research the reporter and outlet. Stay on message, honest, and direct.
https://www.thenationalcouncil.org/wp-content/uploads/2016/11/Tips-for-Talking-with-Reporters.pdf

If your audience is decision makers: Keep it SHORT and clear! If you're creating a handout – think one side of one page with lots of white space and a clear connection to the policy of interest. They don't have time to read more.
Note, other audiences may also prefer briefer stories! Everyone is busy and attention is hard to keep.

We could explore more in depth about reaching different audiences and using different mediums in future workshops if you are interested. For now, the most important thing to know is that you need to know who your audience is and keep their needs in mind as you develop your story.

Let's do an exercise together to practice.

For any data story, you will probably want to develop your key message – the main point, the take-away. This data shows rates of vaping among 8th graders (yellow); 10th graders (orange); and 12th graders (purple), from 2012 to 2018.

In the length of just a t-shirt slogan, or a bumper sticker, what would you say about this data? It could be as simple as a summary but could also include why it matters, what action to take, and creative spins!

What t-shirt slogan or bumper sticker would you create based on this data?
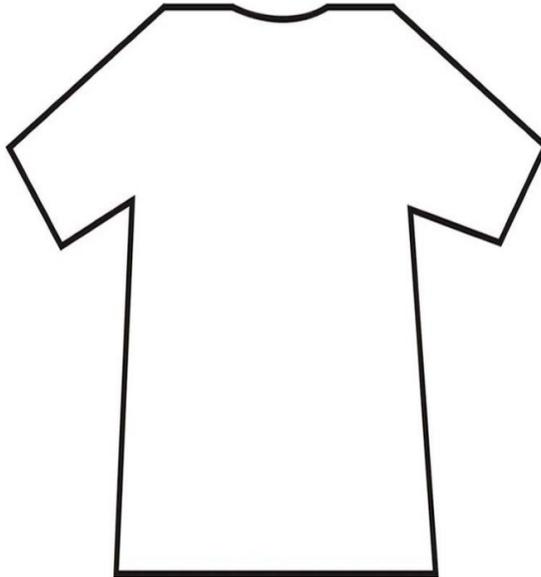
Add t-shirt outline for participants to annotate!

In the length of just a t-shirt slogan, or a bumper sticker, what would you say about this data? It could be as simple as a summary but could also include why it matters, what action to take, and creative spins!

KING COUNTY DATA RESOURCES

Communities Count

www.communitiescount.org

- Information about a wide variety of topics related to families and communities
- More text putting the numbers in context and giving additional details

Let's say you have an idea of the story you want to tell, and what data might help to tell that story. Where can you find it?

We are making LOTS of data available! I'll now go through several sources of King County data that may be helpful to you. But remember – focus on telling YOUR story. We are sharing these because we want everyone to know what's available, not because we think they are the best or only data sources.

Communities Count is a great source of information about communities in King County. On the front page, you'll notice a data spotlight, which rotates.

One helpful topic here is Population. If you click on the Population tab, you will see that You can look at race, age, employment, foreign born, poverty level, and more by census tract or cities/neighborhoods. Let's take a look at an example.

You can also go to the "Data Resources" tab for link to lots of other great sources of data.
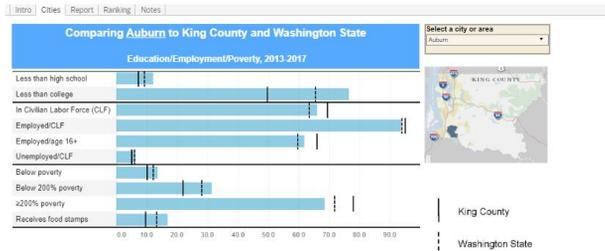
KING COUNTY DATA RESOURCES

City Health Profiles

http://www.kingcounty.gov/depts/health/data/city-health-profiles.aspx

- Great source of information about specific cities
- Includes demographic and health information

City Health Profiles are wonderful resources if your programs serve specific geographic areas. They include demographic information as well as key health information for cities in King County – including those you might not think of as big cities.

Also linked from CC data resources page

KING COUNTY DATA RESOURCES
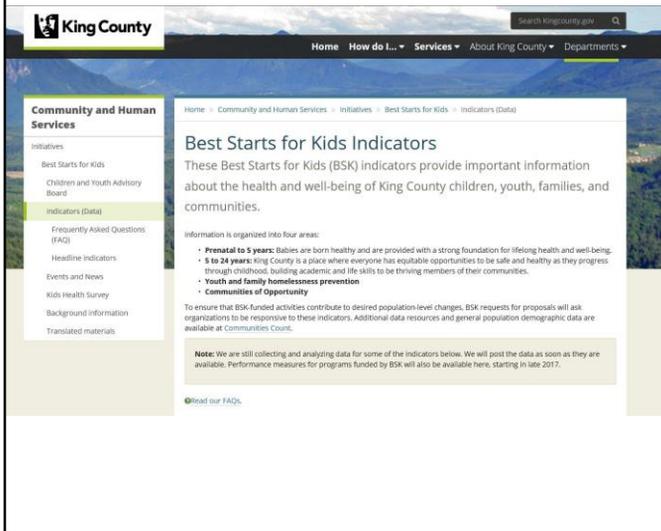
Best Starts for Kids Indicators

www.kingcounty.gov/bskindicators

- Population-level data about what is happening in King County overall
- Information about issues related to Best Starts, often disaggregated by race/ethnicity, region, and more
- Find the topic you're looking for using result area, indicator type, and search

This is the BSK Indicators dashboard, and it's where you can find information about health and wellbeing topics that BSK is working towards impacting.

These indicators help us understand how the BSK initiative and other community efforts are contributing together to population-level improvements in health and well-being.

These are the big goals that BSK is working on and the dashboard is a great place to find information about health and wellbeing, and disparities. Because we have information from lots of different data sources here, what's available will vary a little bit. One of the sources is the Best Starts for Kids Health Survey, which 6,000 diverse King Co families participated in last year. You can search among the indicators, or sort them by result area or indicator type. [Show each dropdown or search function.]

Note: if time allows, can demonstrate dashboard during Q&A [BSK or CHI or CC]

KING COUNTY DATA RESOURCES

…And many more!

- **Health:** Community Health Indicators
  - www.kingcounty.gov/health/indicators
- **Education:** Office of the Superintendent of Public Instruction
  - www.k12.wa.us/DataAdmin/default.aspx
- **School Districts:** School District Health Profiles
  - www.kingcounty.gov/depts/health/data/school-district-health-profiles.aspx
- See our data toolbox for more data sources on health, population, education, housing and homelessness, environmental justice, and more: **www.communitiescount.org/data-toolbox**

There are many sources of King County data. Here are a few more that might be useful to you. Here are a few more we wanted to share. [Go through list, BRIEFLY commenting on what you might go to each data source for.]

What other sources of data have you found helpful?

1. Health, and health behaviors among King County residents.
2. The Healthy Youth Survey (HYS) Profile Reports provide information on key student health indicators and their determinants
3. Graduation or drop out rates

LOCAL CIVIC DATA RESOURCES

State Level

· **Washington State Open Data Portal (Fiscal, transportation, human services, environment etc.):**
https://data.wa.gov

County

· **King County Public Data (Links to Resources for elections, public safety, health, environment and more)**
   · https://www.kingcounty.gov/services/data.aspx

· **Washington State Office of Financial Management: County and City Data (resources for all WA counties)**:https://www.ofm.wa.gov/washington-data-research/county-and-city-data

Cities (Data on budgets, permits, policing, business licenses, utilities etc.)
   · **City of Auburn Open Data Portal:** https://data.auburnwa.gov/
   · **City of Bellevue:** https://data.bellevuewa.gov
   · **City of Seattle**: https://data.seattle.gov

· **Tip:** Government data may also be published directly to a government webpage or available on request. **Example:** The City of Renton publishes its budget the Finances section of their website: https://rentonwa.gov/city_hall/administrative_services/finance/budget

Government is a massive, source of information about itself (budgets, staffing), its activities (such as permitting, boundaries), and data it gathers about the environment and the community. THERE is power in that data. There is a wealth of data about governments available online, sometimes published in open data portals and through other tools. Here are some resources available here locally at different levels of government. There is lots out there, this is a non exhaustive list, and it might take some work to find what you are looking for, but these resources are a place to start.

If you are not finding what you are looking for, it is worth doing some additional searching or contacting an agency to see if they can make data available.

What other sources of data have you found helpful?

GETTING CREATIVE…
What other sources are out there?

While we are making lots of data available, you might not find information specific to the cultural, racial/ethnic, or geographic community you serve, or the issue you're trying to address.

Here are some ideas to get you started:

Is there a national organization dedicated to your community or issue? They may have helpful data. (For example, the Urban Indian Health Institute publishes reports about the health and wellbeing of AI/AN people in major cities. We don't have a lot of data on trans students, but national organization do, such as The National Center for Transgender Equality.

Is there a local community organization that may share information specific to the community? (Two examples are the Interim CCDA's community health action and the White Center Community Development Association.)

TEEC and Snoqualmie Valley Supportive Community for all are examples of COO partners that have collected their own data!

What are other data sources that you have found helpful? [Solicit participant input.]

GETTING CREATIVE...
What data do YOU already have?

- YOU are the expert on your community!
- Participant quotes, images, or videos
- Stories reflecting strengths or needs in your community
- Program data from relevant past work
- Numbers about your membership, leadership, or reach

YOU are the expert about your own community, and you likely already have authentic information about the community you work with! We value this and encourage you to share it in your proposal. We're discussing it towards the end of this webinar, because it's not a resource we have to share with you. But it should probably be one of the first places you think about looking for data!

Ask group: What are some examples of data that you already have that you can use, or have used?
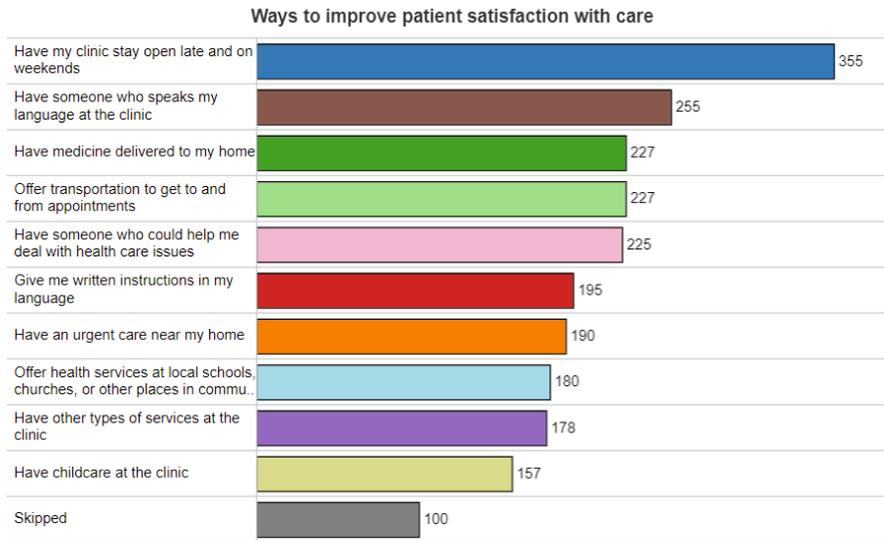
FEEST's Youth-Led Healthy Food Campaign

Now that we've talked a little about it, let's look at some examples.

Here's a great example of storytelling with data. This is an image of a bus ad created by COO partner FEEST's youth-led healthy food campaign, #EatReal. The red marks represent locations of fast food near two local high schools, Chief Sealth and Evergreen.

To me, this is a wonderful story that invites the reader in with a compelling question and shows a clear pattern in the food available to young people. The image of the person was created by one of the young people involved in creating the campaign and expresses the emotions that young people feel about this pattern.

It's worth noting that even though I can't read all of the text along the top of the bus poster, it's still a very clear story!

Consumer Voice Listening Project

Ways to improve patient satisfaction with care

Have my clinic stay open late and on weekends	355
Have someone who speaks my language at the clinic	255
Have medicine delivered to my home	227
Offer transportation to get to and from appointments	227
Have someone who could help me deal with health care issues	225
Give me written instructions in my language	195
Have an urgent care near my home	190
Offer health services at local schools, churches, or other places in commu..	180
Have other types of services at the clinic	178
Have childcare at the clinic	157
Skipped	100

Consumer Voice Listening Project Data
Click to view the 2018 and 2019 data in Tableau:

"Our goal is to ensure that HealthierHere's efforts to improve our healthcare system are guided and influenced by the people and communities we serve. We aim to develop ongoing, meaningful mechanisms to ensure that consumer and community voice drive our work." – https://www.healthierhere.org/listen/

Basic data story types

- **Factoid stories:** Why does this one data point stand out from the others?
- **Interaction Stories:** Why do these do aspects of the data change with each other?
- **Comparison Stories:** What is the meaningful difference between these parts?
- **Change Stories:** What made this part of the data change from this to that?
- **Personal Stories:** How does this data connect to the lives of the audience?

Source: datatherapy.org

Let's talk about a few different types of stories that can be found in data. **These aren't the only stories**, but sometimes it's helpful to have "types" in mind to help generate ideas. We'll be sharing this information on a handout in a moment, so don't worry about writing it down. [Briefly review data story types] We'll look at examples of these different kinds of stories from Best Starts for Kids indicators in a moment.

Resource: Finding a Story handout from Data Therapy:
https://datatherapy.files.wordpress.com/2018/10/finding-a-story.pdf (distribute copies to participants after reviewing together, as they get into groups)

Factoid story

3 in 4 parents say they have someone to turn to for day-to-day emotional support with parenting and raising children.
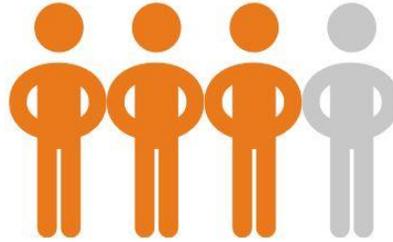
Here's a piece of data from the 2017 BSKHS. It's an interesting factoid, that 3 in 4 parents have emotional support – what story would you build around this? Is this a high number or not enough?

Interaction story

Among Kaleidoscope Play and Learn participants:

80% of caregivers said they had a better understanding of their role in kindergarten readiness

80% said they spent more time reading, looking at books, and telling stories with the children in their care

88% of caregivers said they felt more supported by their community

Here's a piece of data from the 2018 Best Starts for Kids annual report. It shares data from participants in a program called Kaleidoscope Play and Learn. These groups give families a place to play, support, and learn together. Groups led by facilitators who speak Somali, Hindi, Russian, Arabic, Indian, Spanish, or Vietnamese offer unique social and peer support for families whose primary language is not English.
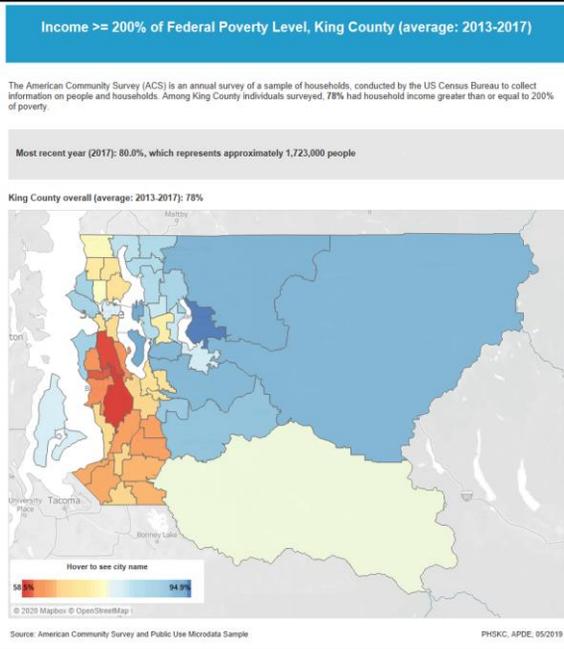
For each of these three items, caregivers responded positively. It seems possible they are correlated with each other.

What about KPL supports all three of these goals?
How could one of these goals impact the other two?
How else could we fill out this story with a quote or participant story?

Comparison story

Income >= 200% of Federal Poverty Level, King County (average: 2013-2017)

The American Community Survey (ACS) is an annual survey of a sample of households, conducted by the US Census Bureau to collect information on people and households. Among King County individuals surveyed, 78% had household income greater than or equal to 200% of poverty.

Most recent year (2017): 80.0%, which represents approximately 1,723,000 people

King County overall (average: 2013-2017): 78%

Hover to see city name

Source: American Community Survey and Public Use Microdata Sample

PHSKC, APDE, 05/2019

This data shows the percent of households with at least 200% FPL for income across King County. Looking at this map, some comparisons stand out pretty clearly. There are many stories we could tell that dig into these comparisons!

Regional pattern here.
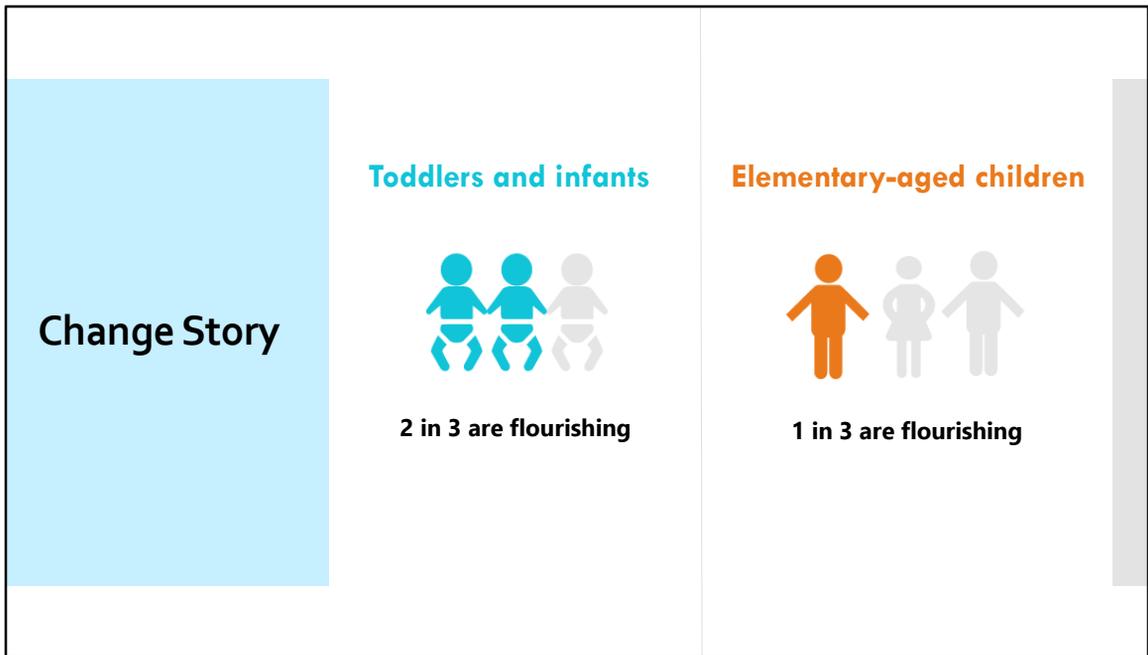
Here's an example of a possible change story. Here we see that while 2 in 3 toddlers are considered "flourishing" according to certain measures, 1 in 3 elementary-school children are considered flourishing.

What changed over these two age groups, as children grow up in King County?

We held "data dives" where we shared this data with parents and asked for their thoughts on it, and we got a lot of feedback as to why this might be!

Personal story

94% of former clients are still stably housed

In February, Terry and Louis finally found a subsidized apartment — the first stable home they've had in almost two years. Today, they're moving in.

"It's a huge weight lifted off my shoulders to know that this family was prevented from becoming homeless," says Thomas. "It's a great feeling — it's joy."

But it's an emotional moment, too. Terry has struggled, and he's watched his son grow up faster than he'd like. When someone asks him what it feels like to be home at last, his response is brief, and a little muffled by tears. "I feel like I won a victory," he says.

"I'm gonna stay."
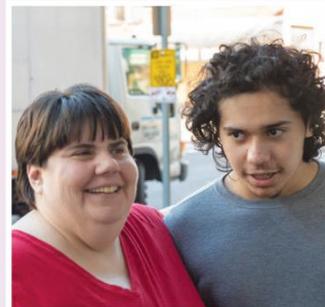
This is another excerpt from Best Starts for Kids last annual report. There's a number and story we shared in the section on Youth and Family Homelessness Prevention. And then just a part of a story about what it meant to one family to become stably housed. When you see what that number means and the impact on their lives that makes the number more impactful to me.

Note that these folks chose to share their story with all of us through the report! We'll talk more about equitable storytelling, but it's especially important when sharing personal stories of clients and community members.

Activity: Finding a Story

- **Look** for a story in data (ours or yours!)
- https://www.kingcounty.gov/depts/health/covid-19/data/impacts/food.aspx
- **Share** the stories you found with your group
- **Choose** your top story and discuss:
  - What is the story?
  - What data point would you use?
  - What else would you add? (Think head, heart, and hand – think, feel, and act!)

Now, we are going to share data from the Best Starts for Kids Health Survey, and data from other sources that are Best Starts for Kids indicators. We have paper copies of a few key indicators for everyone, but if you have brought your laptop, feel free to explore more data online, including our own data.

We are going to break into small groups of [depending on size, 4-6 people each]. You'll have a few minutes to just look through the data on your own. Then, you'll have another 15 minutes [depending on timing] to discuss in small groups. [Note: times can flex +/- 5 minutes depending on timing]. Finally, we'll share out and hear what stories each group has found. [Depending on workshop size, groups may share top 2-3 stories if small enough]

Resource: Finding a Story handout from Data Therapy:
https://datatherapy.files.wordpress.com/2014/07/finding-a-story-worksheets-v1-1.pdf (

QUESTIONS?

CONTACT US! communitiescount@kingcounty.gov

More resources on storytelling with data

- **Data Playbook (Schusterman Foundation):**
  - https://www.schusterman.org/playbooks/data/

- **Data Therapy:**
  - https://datatherapy.org/

- **Advancing Better Outcomes for All Children: Reporting Data Using a Racial Equity Lens (Annie E. Casey Foundation)**
  - https://www.aecf.org/resources/more-race-matters-occasional-updates-3/#toc

- **Powering Health Equity Action with Online Data Tools: 10 Design Principles (PolicyLink and EcoTrust, 2017)**
  - https://ecotrust.org/publication/powering-health-equity-action-with-online-data-tools-10-design-principles/

Upcoming workshops

More workshops coming in 2020…

- Survey Design
- Focus Groups
- Process Evaluation
- Data Visualization

Find out more at www.communitiescount.org/trainings

All of the slides are posted online.

We often repeat these so if you're interested and one is full, keep an eye out, join the waitlist, sign up for our newsletter, or reach out to us for additional support! We can do a custom workshop with 5+ people.