Data You Can Use

Data Chats: Tools for Engaging Community Members Around Data

December 5, 2023
Mission
Advancing community access to data and the skills needed to drive informed and equitable decision-making in Milwaukee and beyond.

Vision
Our neighbors and partners have the data, tools, skills, and experience they need to create equitable and healthy communities.
DYCU
Connecting people who need data and people who have data.

Better data, better decisions, better communities.
Data Chats emerged from a process of trial and error, receiving feedback from residents and adapting to changing circumstances.

Needed an engaging way to share data with partners and residents while identifying priorities.
Nothing about us without us

Data Chats are small, community conversations about data designed to draw out residents’ perspectives and interpretations.

They center the knowledge, community understanding, and experiences of people who live in a neighborhood as much as quantitative data.
Looking at Local Data
Selecting topics and indicators

Participants should “see” themselves in the data.

Include indicators that relate to the topic indirectly and are relevant to participants.
<table>
<thead>
<tr>
<th>Medical Condition</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Blood Pressure</td>
<td><img src="Image" alt="People" /></td>
</tr>
<tr>
<td>Diabetes</td>
<td><img src="Image" alt="People" /></td>
</tr>
<tr>
<td>Chronic Asthma</td>
<td><img src="Image" alt="People" /></td>
</tr>
</tbody>
</table>
How common are these conditions in Amani?

- **High Blood Pressure**: 5.0 out of 10 (50%)
- **Diabetes**: 2.2 out of 10 (22%)
- **Chronic Asthma**: 1.5 out of 10 (15%)
High blood pressure, diabetes, and asthma put residents of the Amani neighborhood at greater risk for COVID-19 than the City as a whole.
Taking Action

Develop short-term and long-term solutions collaboratively

Residents and partners use the data to tell a more complete story of their experience
Residents and organizations welcomed the opportunity to come together around the data and wanted to continue the conversation and expand in their own networks. DYCU produced a presentation kit with data digest, slides and script, worksheets, and translated materials as appropriate.

Data digests were used in Public Health planning class and graduate students developed health promotion “pitch presentations” that were shared with neighborhoods. The project generated requests and support for health data digests and data chats in three additional neighborhoods. Data and project ideas have been shared with elected officials, funders and health care partners.

“To secure COVID testing in the neighborhood was absolutely INCREDIBLE! Everyone was talking about it. Yes, the data has allowed several conversations to be “legitimate.” – Amani resident
More Tools for Engagement
<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>20,873</td>
</tr>
<tr>
<td>Total housing units</td>
<td>9,748</td>
</tr>
<tr>
<td>Percent African American</td>
<td>78%</td>
</tr>
<tr>
<td>Percentage of youth (17 and younger)</td>
<td>31%</td>
</tr>
<tr>
<td>Percent working in service occupations</td>
<td>32%</td>
</tr>
<tr>
<td>Percent of population living below poverty level</td>
<td>45%</td>
</tr>
<tr>
<td>Percent unemployed</td>
<td>25%</td>
</tr>
<tr>
<td>Percent of adults with chronic asthma</td>
<td>14%</td>
</tr>
<tr>
<td>Number of locations with a liquor license</td>
<td>47</td>
</tr>
<tr>
<td>Percent of adults reporting a dentist visit in the last year</td>
<td>44%</td>
</tr>
<tr>
<td>Percent of adults with high blood pressure</td>
<td>45%</td>
</tr>
<tr>
<td>Percent of adults with diabetes</td>
<td>19%</td>
</tr>
<tr>
<td>Percent of households with no vehicles available</td>
<td>35%</td>
</tr>
<tr>
<td>Percent of adults with reported poor mental health</td>
<td>19%</td>
</tr>
</tbody>
</table>
Atlanta Data Quiz
What’s your best guess?

Head to the Poll
Evaluation Design: Before you decide to do a survey...

- What are you trying to learn?
- What do you need to know?
- How have other people gotten this information?
- Why do you think a survey is the right way to get the information?
- What do you already know?
- What resources do you have?
- Who is the survey going to?
- How many responses do you want? Why?
- Where will it be distributed?
- How will people respond (paper, electronic, interview)?
- Is there an incentive for taking it? (raffle, gift card?)
- What is the lead in (preamble)?
- Do you want any demographic information on respondents?
- Is there a particular age group you are targeting?
Evaluation Design: More considerations before surveys

- Are there safety issues involved in getting survey responses?
- Are there implications for service eligibility involved?
- Are there cultural issues?
- Do you have time to pre-test the survey for language/literacy levels?
- Can you pre-test for time?
- Do you need translation?
- How will surveyors be trained?
- Who does the completed survey go back to?
- Who will clean the data?
- Who will analyze results?
- How will you use results?
- How will results be shared with respondents?
- Do you expect to repeat this?
- At what intervals?
Takeaways

• Community engaged methods are built on a foundation of trust and viewing community as experts.

• Data Walks and Data Chats are tested and flexible models for sharing data back with the community.

• Creating a space for community input improves the quality and impact of evaluation.
Action Items

• Encourage more federal evaluations to incorporate a range of community engaged methods.

• You can both start small and think big.

• Don’t let the perfect be the enemy of the good.

• Check out Urban Institute resources for ideas.

• Sign up for NNIP’s newsletter at https://bit.ly/NNIP_Update
Urban Institute Resources

• National Neighborhood Indicators Partnership Goals to Improve the Use of Data to Advance Equity: https://www.neighborhoodindicators.org/nnips-goals-improve-use-data-advancing-racial-equity


• Data Walks: An Innovative Way to Share Data with Communities: https://www.urban.org/research/publication/data-walks-innovative-way-share-data-communities

• Trabian Shorters Asset Framing: https://trabianshorters.com/ (Not Urban Institute, but mentioned during the presentation)
Urban Institute Resources


- Community-Engaged Methods Guidebook: [https://www.urban.org/policy-centers/cross-center-initiatives/community-engaged-methods/cem-toolkit](https://www.urban.org/policy-centers/cross-center-initiatives/community-engaged-methods/cem-toolkit)


- Youth Engagement in Policy, Research, and Practice: [https://www.urban.org/research/publication/youth-engagement-policy-research-and-practice](https://www.urban.org/research/publication/youth-engagement-policy-research-and-practice)
Urban Institute Resources


Plain Language Resources

- The Plain Language Action and Information Network: a group of federal employees from different agencies and specialties who support the use of clear communication in government writing. The goal is to promote the use of plain language for all government communications. In addition to other resources, the site includes a Checklist for Plain Language to see if your documents meet their criteria: [http://plainlanguage.gov](http://plainlanguage.gov)


- Plain English Foundation Free Writing Tools: free tips, lists, and fact sheets to help people write in plain language: [https://www.plainenglishfoundation.com/free-writing-tools](https://www.plainenglishfoundation.com/free-writing-tools)

- Plain Language Guides Database — Plain Truth Project: [https://www.plaintruthproject.org/plain-language-guides-database](https://www.plaintruthproject.org/plain-language-guides-database)
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