Data You Can Use

Data Chats: Tools for Engaging Community Members Around Data

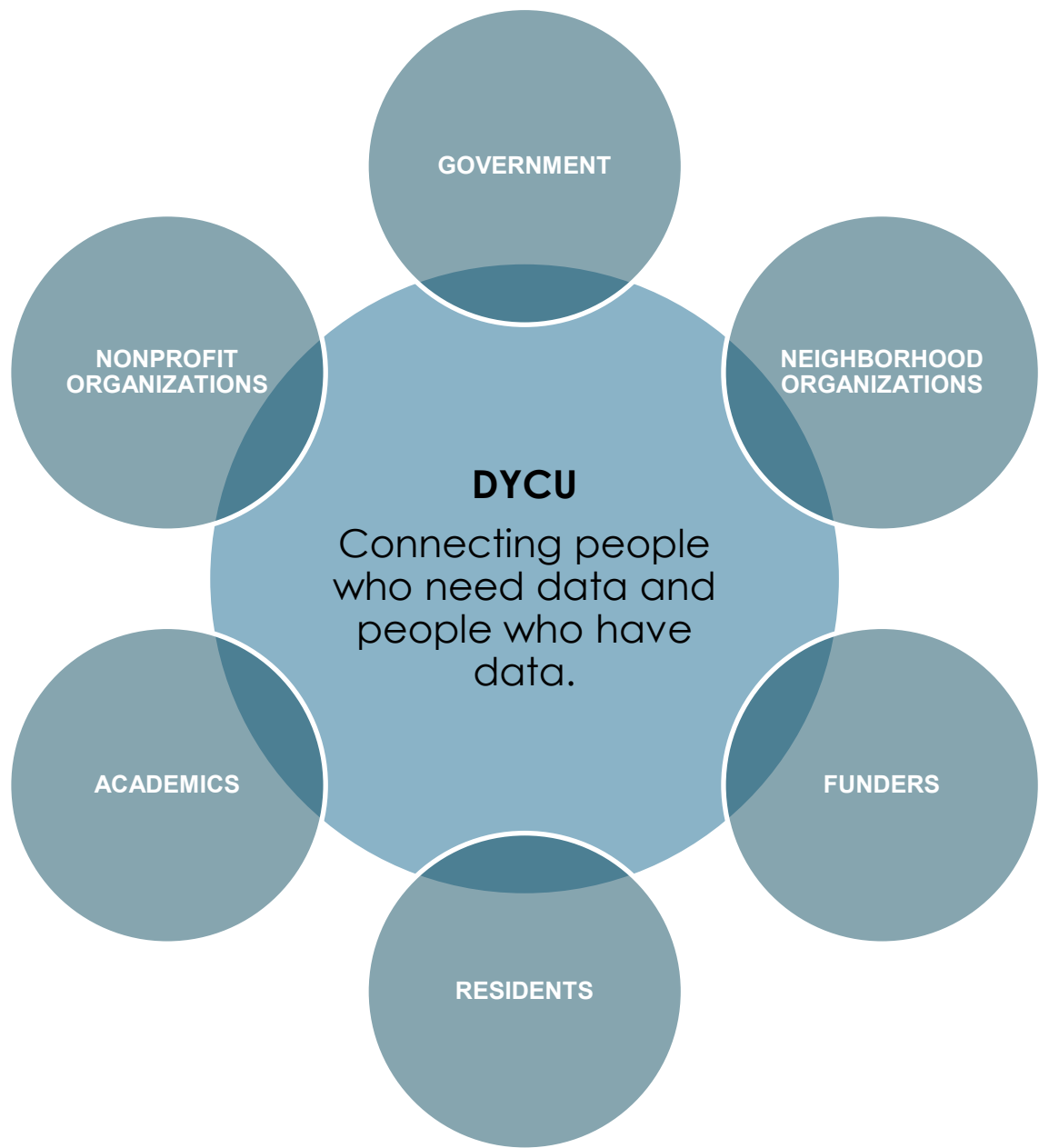December 5, 2023

DATA YOU CAN USE

Mission

Advancing community access to data and the skills needed to drive informed and equitable decision-making in Milwaukee and beyond.
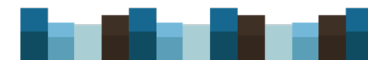
Vision

Our neighbors and partners have the data, tools, skills, and experience they need to create equitable and healthy communities.

DATA YOU CAN USE

Background on Data Chats

Needed an engaging way to share data with partners and residents while identifying priorities

Data Chats emerged from a process of trial and error, receiving feedback from residents and adapting to changing circumstances
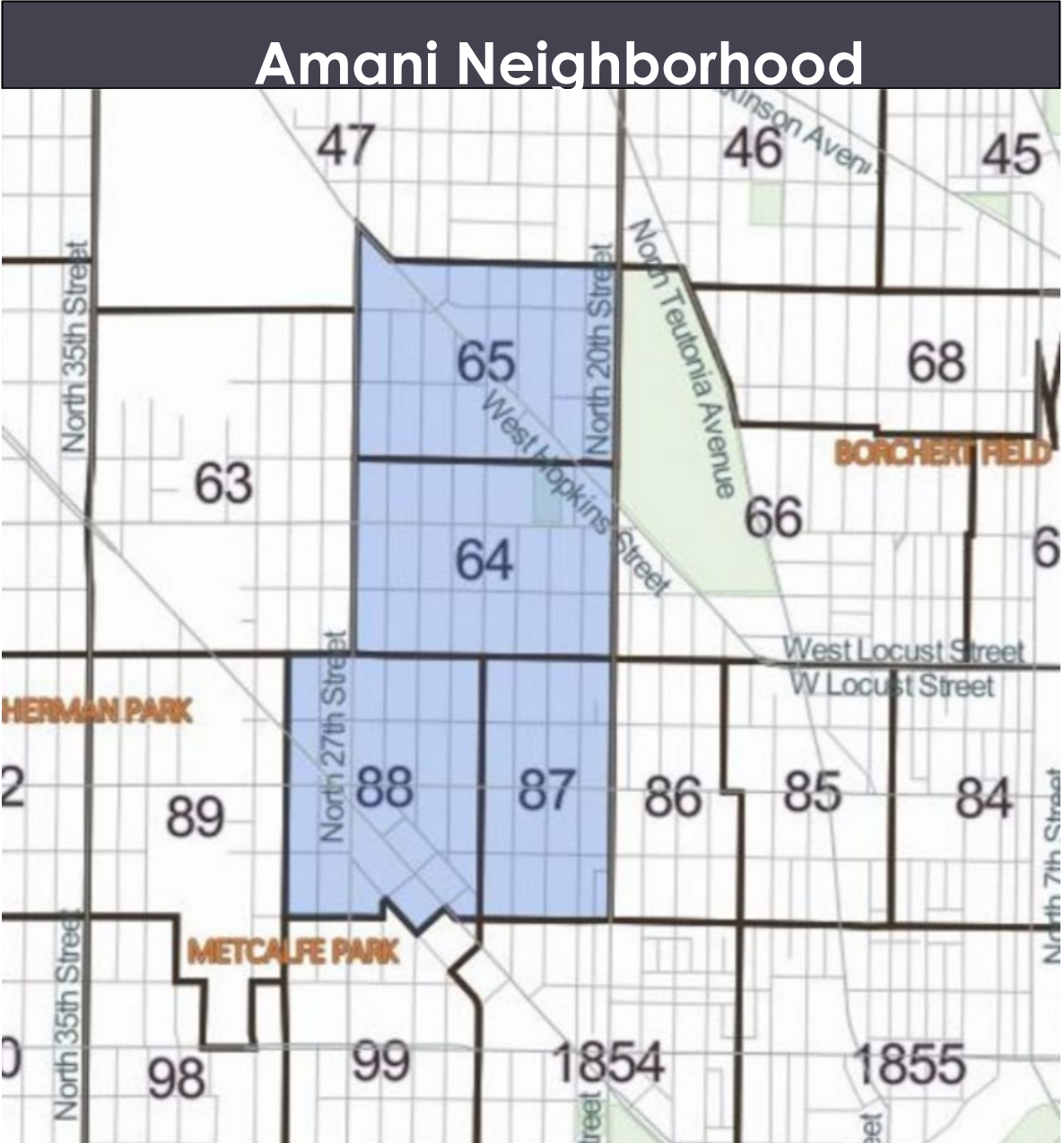
Nothing about us without us

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.

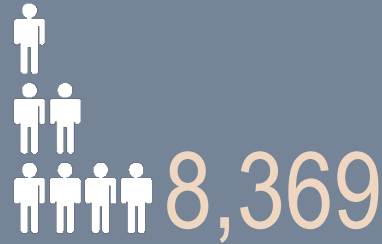Looking at Local Data

Amani Neighborhood

Selecting topics and indicators

Participants should "see" themselves in the data.

Include indicators that relate to the topic indirectly and are relevant to participants.
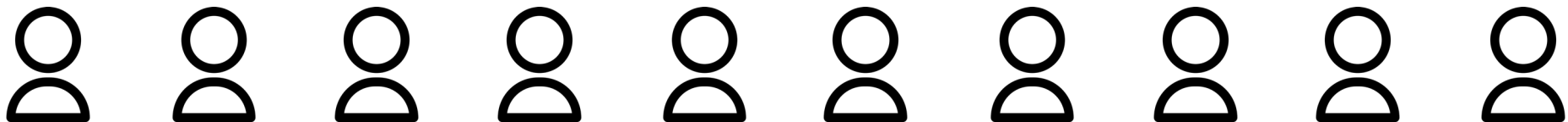
AMANI

8,369 **PEOPLE**

3,488 **HOUSING UNITS**

64% **OLDER HOUSING STOCK**

42% **SERVICE INDUSTRY WORKERS**

37% **HOUSEHOLDS WITH NO VEHICLE**

Amani and the City of Milwaukee

High blood pressure, diabetes, and asthma put residents of the Amani neighborhood at greater risk for COVID-19 than the City as a whole.
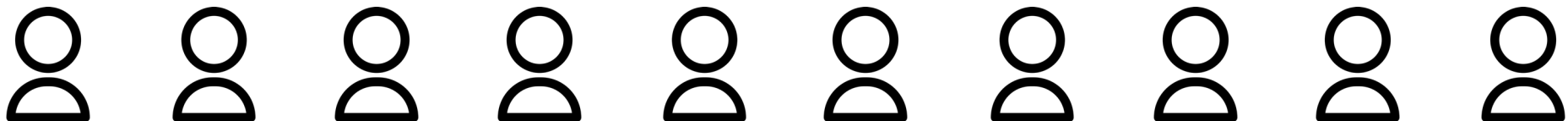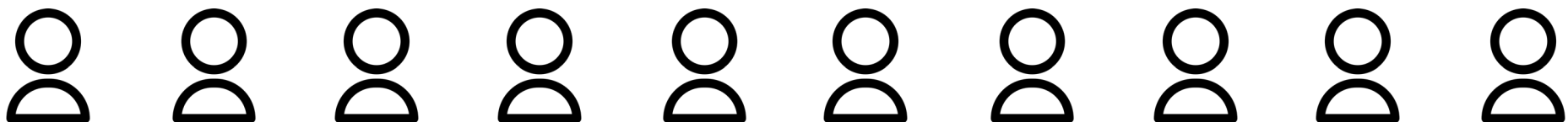
City of Milwaukee   Amani

High Blood Pressure — 34% / 50%
Diabetes — 12% / 22%
Chronic Asthma — 11% / 15%
COPD — 7% / 11%
Coronary Heart Disease — 6% / 9%
Cancer — 5% / 5%

0%   20%   40%   60%
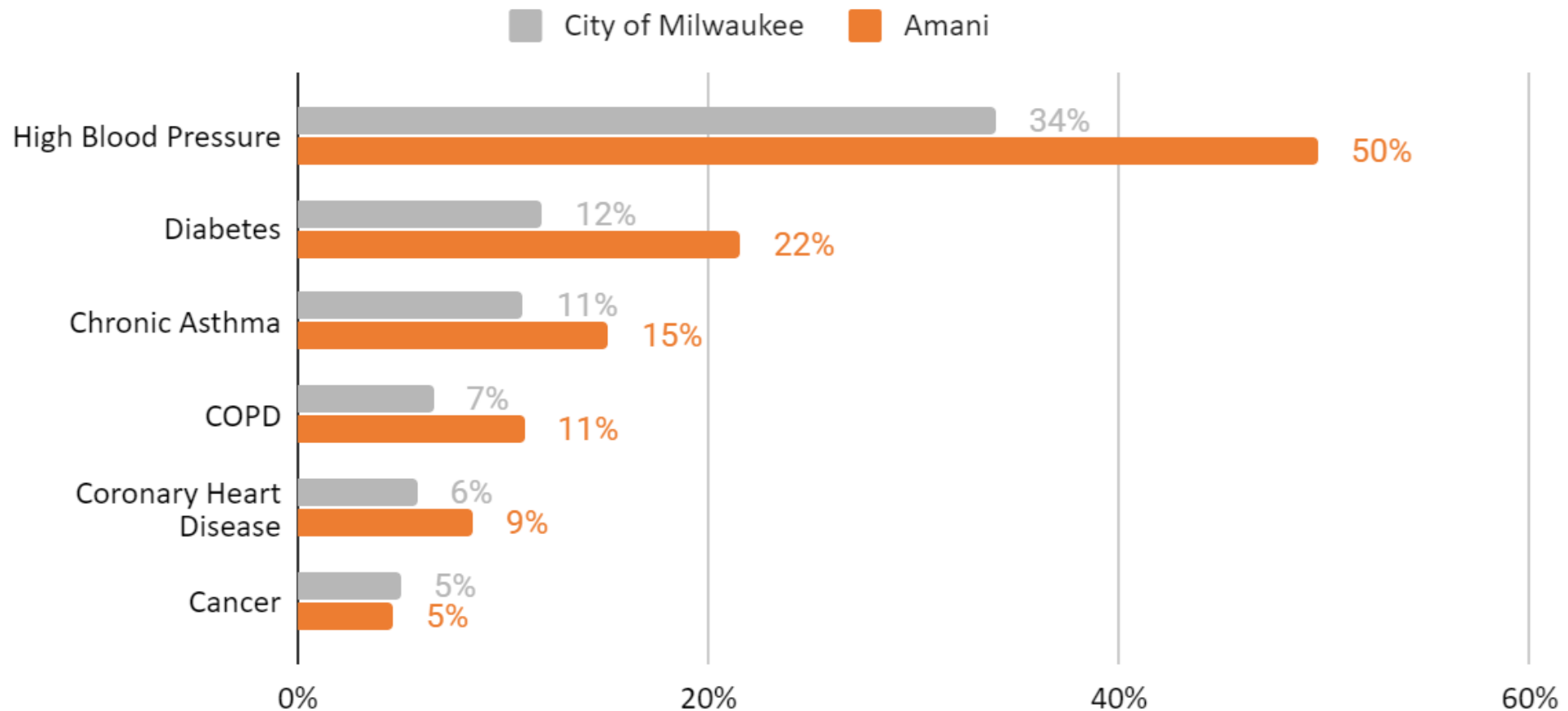
Taking Action

Develop short-term and long-term solutions collaboratively

Residents and partners use the data to tell a more complete story of their experience

The Payoff

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

Harambee Data Quiz
What's your Best Guess???

Total population	20,873
Total housing units	9,748
Percent African American	
Percentage of youth (17 and younger)	
Percent working in service occupations	
Percent of population living below poverty level	
Percent unemployed	
Percent of adults with chronic asthma	
Number of locations with a liquor license	
Percent of adults reporting a dentist visit in the last year	
Percent of adults with high blood pressure	
Percent of adults with diabetes	
Percent of households with no vehicles available	
Percent of adults with reported poor mental health	

Total population	20,873
Total housing units	9,748
Percent African American	78%
Percentage of youth (17 and younger)	31%
Percent working in service occupations	32%
Percent of population living below poverty level	45%
Percent unemployed	25%
Percent of adults with chronic asthma	14%
Number of locations with a liquor license	47
Percent of adults reporting a dentist visit in the last year	44%
Percent of adults with high blood pressure	45%
Percent of adults with diabetes	19%
Percent of households with no vehicles available	35%
Percent of adults with reported poor mental health	19%

Atlanta Data Quiz
What's you 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?

KNOW
DATA
KNOW
CHANGE

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

- Guide to Data Chats: Convening Community Conversations about Data: https://www.urban.org/research/publication/guide-data-chats-convening-community-conversations-about-data

- 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 Engagement Resource Center: https://www.urban.org/research-methods/community-engagement-resource-center

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

- Fostering Partnerships for Community Engagement: https://www.urban.org/research/publication/fostering-partnerships-community-engagement

- Tools and Resources for Project-Based Community Advisory Boards: https://www.urban.org/research/publication/tools-and-resources-project-based-community-advisory-boards

- Youth Engagement in Policy, Research, and Practice: https://www.urban.org/research/publication/youth-engagement-policy-research-and-practice

Urban Institute Resources

- Increasing the Rigor of Quantitative Research with Participatory and Community-Engaged Methods: https://www.urban.org/research/publication/increasing-rigor-quantitative-research-participatory-and-community-engaged

- Equitable Compensation for Community Engagement Guidebook: https://www.urban.org/research/publication/equitable-compensation-community-engagement-guidebook

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

- Plain Language Thesaurus for Health Communications: offers plain language equivalents to medical terms, phrases, and references: https://www.orau.gov/hsc/HealthCommWorks/MessageMappingGuide/resources/CDC%20Plain%20Language%20Thesaurus%20for%20Health%20Communication.pdf

- 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

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

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