



Tools for Engaging Community Members Around Data

Kathy Pettit, Hannah Daly, and Amy Rohan for CDC's Performance and Evaluation Office Webinar Series



The Urban Institute seeks to drive impact by equipping changemakers with evidence and solutions.

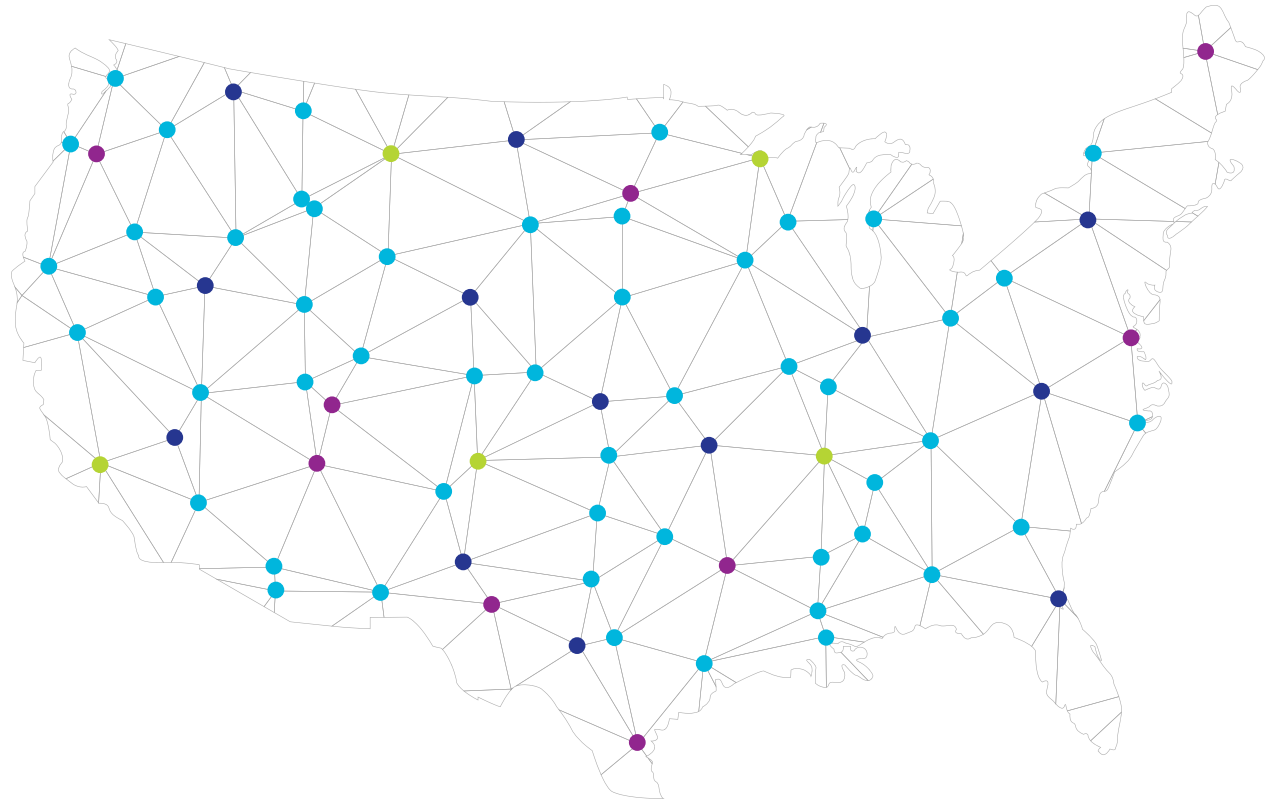


National Neighborhood Indicators Partnership (NNIP)

NNIP helps local communities use data to shape strategies and investments so that all neighborhoods are places where people can thrive.

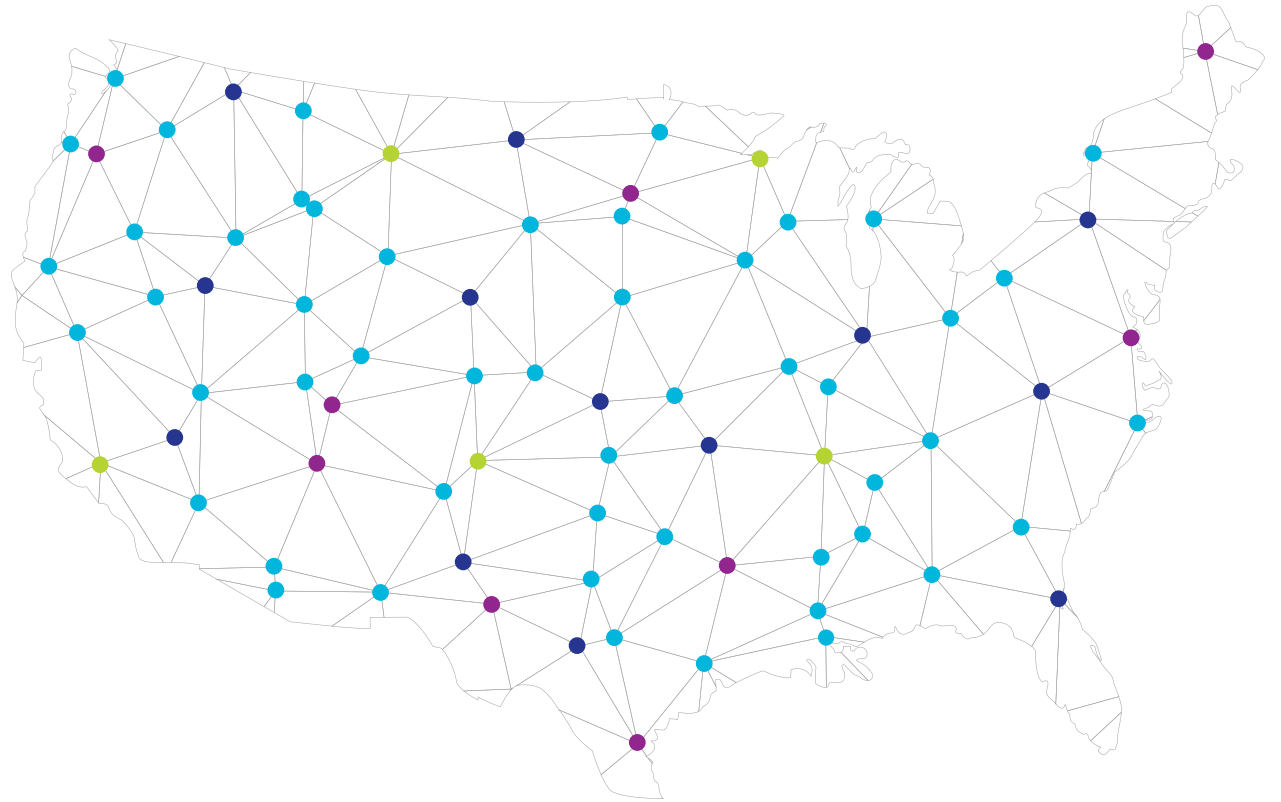
What Local Partners Do

Our national network of local organizations in 32 cities connect their communities with the data they need, and the help they need to use it, to support local priorities.



What NNIP Does as a Network

The network **engages changemakers** to share insights from the local partners **to accelerate innovation and advance equity** around the country.



NNIP's Goals to Use Data to Advance Racial Equity

We strive to:

- incorporate community voice and collaborate with residents on research design, data collection, interpretation, and dissemination.
- use our power to partner authentically with communities and organizations of color and to build their capacity to use data to advocate for change.
- use data in ways that highlight the assets of people and communities.

- And more... see <https://bit.ly/equitydatagoals>

Community-Engaged Methods

Community-engaged methods
recognize and center the expertise of the people
and communities at the heart of the issues
by collaborating with them as fellow experts in
research, evaluation, policy, and practice.

Why Community Engaged Methods?

- Inclusion of historically marginalized groups
- Accuracy and robustness of the data/information
- Impact - wider reach and use of data
- Capacity building for researchers/evaluators and participants

Why Community Engaged Methods?

- Research shapes our world; evaluation defines success for policies and programs.
- Research and evaluation reinforces and reflects structural racism and resulting inequities.
- We need trust people who have knowledge about their own lives and experiences.

Principles of Community Engaged Research & Evaluation

- Trust Earning
- Shared Power
- Respecting Community Expertise
- Reciprocity through bi-directional learning
- Mutual accountability
- Sustainability
- Accessibility

**How can community engaged methods
be incorporated in an evaluation?**

CDC Program Evaluation Steps

- Engage stakeholders
- Describe the program
- Focus the evaluation design
- **Gather credible evidence**
- **Justify conclusions**
- **Ensure use and share lessons learned**

- Source: <https://www.cdc.gov/evaluation/steps/index.htm>



Considerations in Planning Engagement

- What is your relationship to the community? Do you need community partners?
- What are the goals of the engagement?
 - How will you use what you learn?
 - What are the benefits to the participants?
 - Are there actions you want them to take?
- What resources and partners are needed for the data walk/chat? Do we have enough resources and flexibility to intentionally engage folks in the community?

Shared Characteristics of Data Walks and Data Chats

- Center the expertise of the people and communities most affected by the issues.
- Engage community interactively around data about their community without being extractive.
- Require listening and openness to incorporating new ideas and viewpoints.
- Offer multiple benefits to community members and experts.

Data Walks

What is a data walk?

- Researchers and evaluators and/or community organizations analyze data in partnership with community stakeholders.
- In community settings or virtually, participants rotate through "stations" where data is displayed.
- Can be used at many different points in a project:
 - To discuss design and research/evaluation questions
 - To discuss what data to collect and protocols
 - To discuss preliminary findings

Goals for an Effective Data Walk

- Include a representative group of stakeholders
- Avoid an overall deficit framing
- Avoid telling community members about their own community – value various sources of expertise
- Include various forms of “data” – charts, images, maps, quotes
- End with a next steps station





Data Walk Logistics

- Stations with data/information and discussion questions/solutions brainstorm
- Facilitators – experts, staff, or people with lived experience
- Compensation
- Language/translation
- Accessible space and time, child care

Interactive Station Options

- Post your thoughts
- Mapping exercises
- Ending with a visioning exercise



Virtual Data Walk Approaches

- Videoconferencing
- Social Media Facebook and Instagram
- Collaborate with community-based organizations
- Google Jamboard or other online platform



Recruitment Strategies

- Recruit participants with diverse perspectives.
- Plan early and with intention.
- Begin with leaders or trusted individuals but consider who might be left out by recruiting through them.
- Ensure those who are most often excluded or marginalized are centered in the outreach.

Creating Safe Spaces for Participants

- Ensure participants feel comfortable sharing feedback.
- Be sensitive to dynamics among stakeholders
 - Hold separate Data Walks for groups who may have adversarial relationships (e.g. landlords and tenants, correction officers and incarcerated individuals)
 - Plan a mixed-group Data Walk later
 - If possible, create opportunity for community members to lead a portion of the presentation or sharing of information

Challenges

- Maintaining strengths-based framing
- Ensuring the community is a source of “expertise”
- Making data and methods accessible and relevant
- Being open to new ways of seeing and understanding results
- Sharing So. Much. Data!!!

Discussion (pause recording)

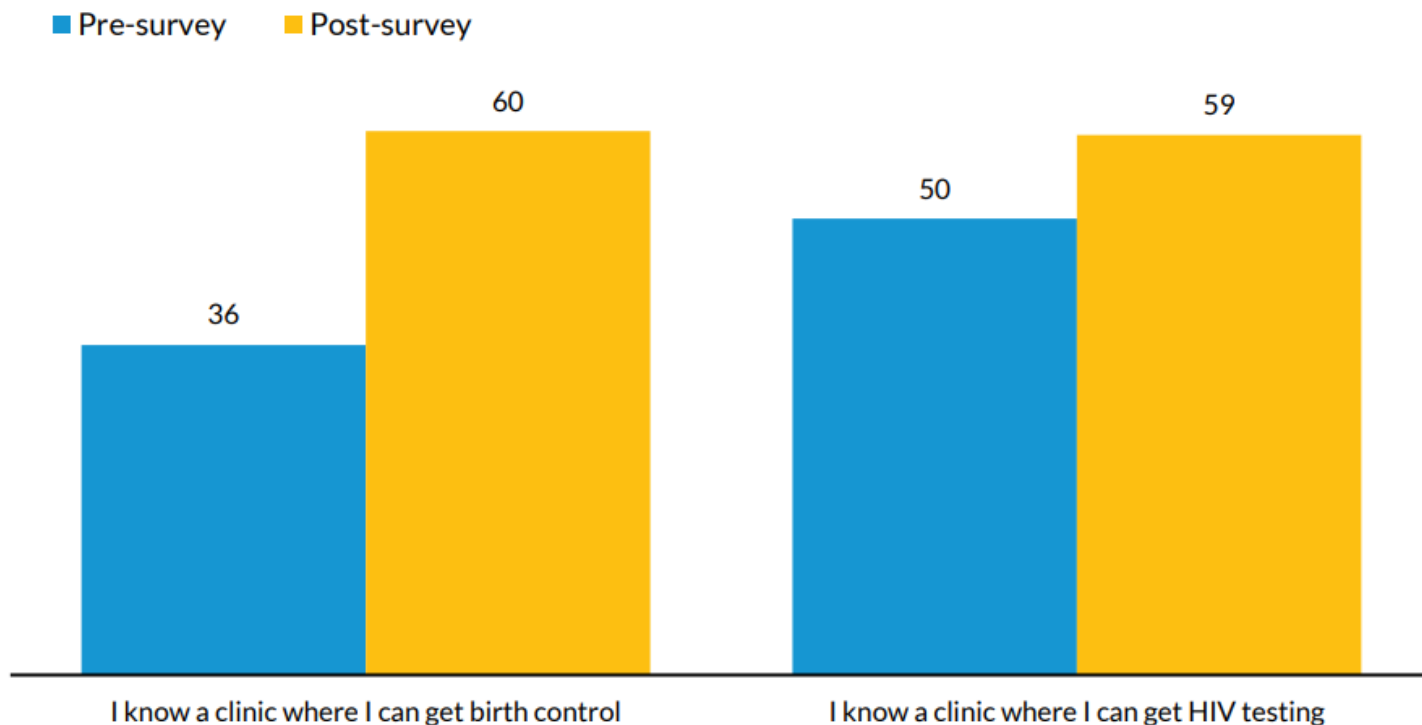
Data Walk Microsimulation

Data Walk – Example Prompt

- What else do you want to know?
- What external factors could be affecting these results?
- Comments, lessons, or thoughts from any other past experience or knowledge on community health education?

Change in the Knowledge of Local Health Care Services among Participants in the Promoting Adolescent Sexual Health and Safety Program

Share of young people who responded “yes” to the given prompts



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Source: Authors' analysis of results from the Promoting Adolescent Sexual Health and Safety program survey.

Notes: The sample for the birth control question is 69 respondents for the pre-survey and 52 for the post-survey. The sample for the HIV testing question is 66 respondents for the pre-survey and 42 for the post-survey.

Virtual Jamboard Activity

- <https://jamboard.google.com/d/1IQQKQboJtTZs8kd66jPfvOQVAhgAQapr4LOaEXWd0c/viewer?f=0>