HOW TO MAKE YOUR DATA TELL THE (RIGHT) STORY

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WELCOME!

- Christina H. Zurla (Communicator)
- Sophia Zanakos (Evaluator)
WHY WE’RE HERE TODAY

• Discuss why communicating data is important.
• Review where to get data.
• Identify and profile key audiences.
• Understand when to work with evaluator.
YOUR TURN

- Affiliation?
- Cohort?
- Role at Grant Site?
EVALUATORS VS. COMMUNICATORS

Evaluators

Communicators

Mars

Venus
EVALUATORS . . .

- All about the instruments.
- The timeline is the timeline!
- Literal and specific.
- Excellent at capturing data/information.
ON OUR OWN . . .

YASSSSS!!!!
COMMUNICATORS . . .

• All about the story.
• The timeline is . . . flexible?
• Figurative and general.
• Can’t wait to tell the world!
ON OUR OWN . . .

Tasty Lobster Salad Made from REAL Lobster!
BUT WHEN WE WORK TOGETHER
MOVIE THEATRE POPCORN

• Large popcorn, no butter.
• 1,031 calories.
• 1,500 milligrams of sodium.
• 41 grams of fat.
MOVIE THEATRE POPCORN
FROM THIS . . .

• Since 2005, over 1.3 million individuals have been trained in over 35,000 training events, with online trainings accounting for just over 275,000 of the trainees.
TO THIS . . .

As of June 2017, Campus, State, & Tribal Grantees

Trained **1,304,600** people

Implemented **35,301** training activities
LONGER IMPACT ON YOUTH MORTALITY

Overall Impact of GLS Program on Youth Suicide Mortality

- Expected Outcomes (based on comparison counties)
- Observed (based on GLS counties)

GLS implementation begins
Fewer suicide attempts and completions in GLS areas.
COMMUNICATING DATA IS:

- Always should be accurate.
- Best done in consult with Evaluator!
- Should tell a story that is easy (for most all) to understand.
YOUR REALITIES

- Competing priorities.
- Do more with less.
- Must show value, ROI, savings.
- Demonstrate effectiveness.
DATA CAN HELP!

• Helps accomplish your goal.
• Demonstrates need/problem.
• Shows your work is effective!
• Quantifies reach.
• Proves value.
• Generates support.
• Helps you tell the right story!
FIRST THING’S FIRST . . .
WHERE TO FIND DATA

• Infographics
• Grantee Summary Reports
• Public use data sets
• Journal articles
• Annual Report to Congress
NEXT UP: HOW TO SHARE DATA

• What are you trying to accomplish?
  – Increase funding/support.
  – Persuade community partners to get on board.
  – Get critical information to students, faculty, staff.
  – Increase staff/student suicide prevention capacity.
  – Get President’s support.
  – Sustain work past SAMHSA funding.
WITH THAT GOAL IN MIND, ASK:

• Who do you need to reach?
  – Be specific!!! OK if it’s a person.

• What keeps them up at night?

• What will they need to hear to get on board?
THE EXCHANGE THEORY CAN HELP

What do I have to give up?

Is it worth my effort?

What do I get?

What’s the “cost?”
IT’S NOT WHAT WE WANT THEM TO HEAR, IT’S WHAT THEY’RE ABLE TO HEAR.
HERE’S WHAT I MEAN . . .

FOR EXAMPLE:
WHAT HAPPENED?

• Why didn’t you hear my song?
• I blamed you!!
• What could I have done differently?
WE END UP BLAMING AUDIENCES

- Don’t blame them!
- Instead, think: what’s wrong with my message or the way I’m delivering it?
Targeted (youth suicide rate per 100,000) and control outcomes (adult suicide rate and youth mortality per 100,000) following exposure to GLS activities during 2 consecutive years.
BUT WHAT IF WE INSTEAD SAID:

GLS Programs = Decrease in youth suicide rates
WE ARE NOT OUR TARGET AUDIENCE*

• Cannot assume everyone understands/cares.
• Speak their language.
• Be clear about what’s in it for them.
• Show, don’t tell.

*Super Important!!
WHO DO YOU NEED TO REACH?

• Call ‘em out!
TRYING TO REACH EVERYONE . . .
LET’S TRY AGAIN.

WHO DO YOU NEED TO REACH?

(Be specific)
## Communicating Data Cheat Sheet

**GOAL:**

<table>
<thead>
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<th>Audience segment (be specific!)</th>
<th>What keeps them up at night?</th>
<th>What will they want/need to hear?</th>
<th>What data do you have to support this?</th>
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YOUR TURN

• Take out your worksheets!
• Write down priority goal at top.
• List out audience segments in first column.
• When done, rank them in order of priority.
NEXT: PROFILE YOUR AUDIENCE SEGMENTS

• We are not our target audience.
• Acknowledge their realities.
• If you don’t know, find out or ask someone.
QUESTIONS TO ASK WHEN PROFILING

- Where do they live/work/play?
- What keeps them up at night?
- Who/what kind of info do they trust?
- Who has access to them?
- What will they need to hear to get on board?
- What kind of data will they need to see?
PROFILE YOUR AUDIENCE SEGMENTS

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TIME TO SHARE

• What did you discover about each audience?
• Any disagreements re: priorities among teams?
• Any gaps in what you know?
• Any question?
WHAT HAVE WE ACCOMPLISHED SO FAR?

• Understand that there are different ways to communicate data.

• Audiences dictate what data you share and how you share it.

• Audience segments are critical so that we know what we say will resonate with them.
WHAT’S NEXT?

• Match the data your audience(s) needs to hear with available data.
• Learn ways to communicate data in unique ways.
• Start creating your specific story, using data.

(Part 2, 3:45pm)
THANK YOU

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