



Center for Public Health Systems Science

GEORGE WARREN BROWN
SCHOOL OF SOCIAL WORK



Washington University in St. Louis

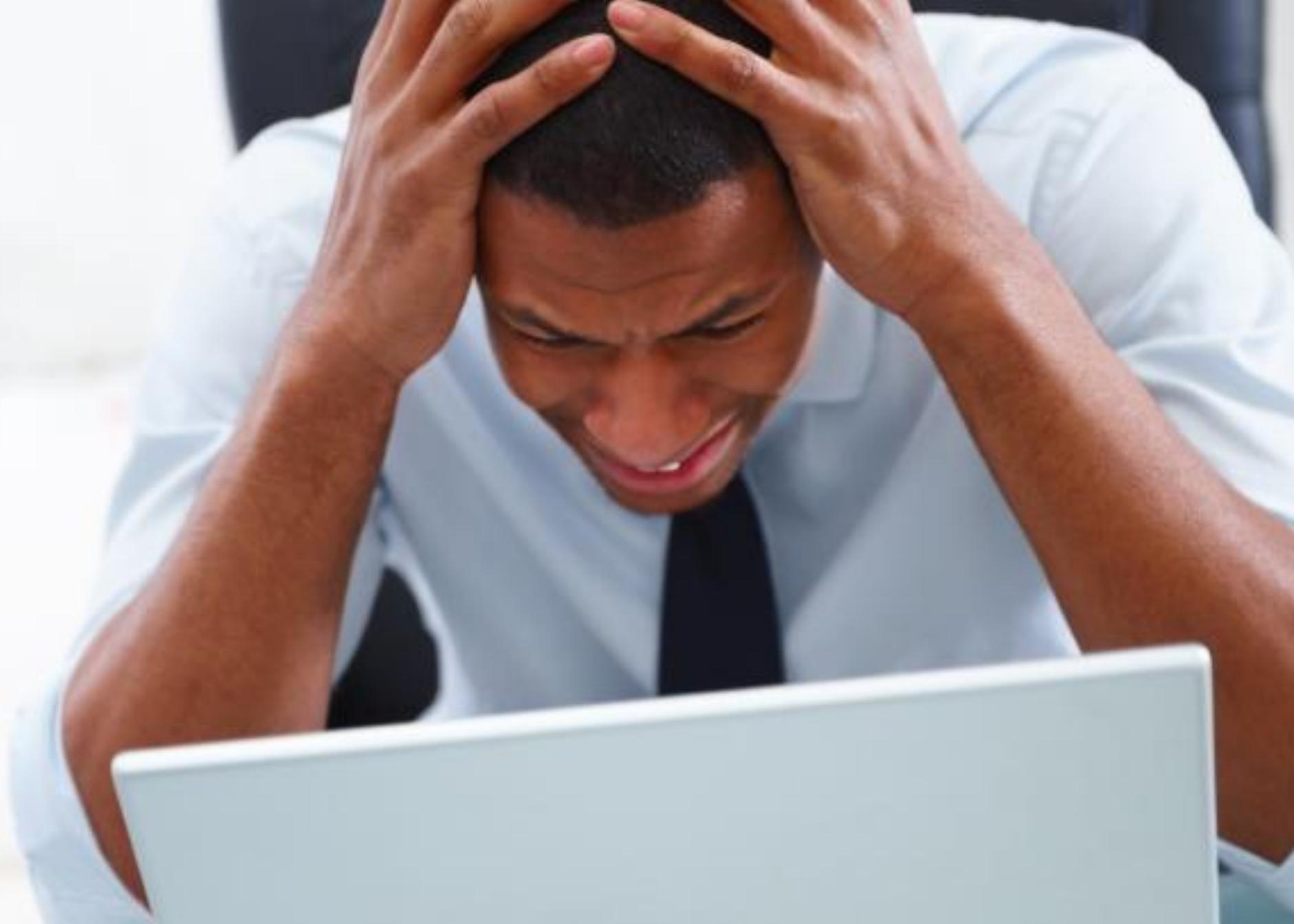
Effective Health Interventions: Making Data Work for Your Community

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MFH Health Summit

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I don't have the time or resources to collect and use data.



I don't know
where to start.



I don't know
what to do
with all this
data I collected.



Make data work for you
and for your community



When to use data

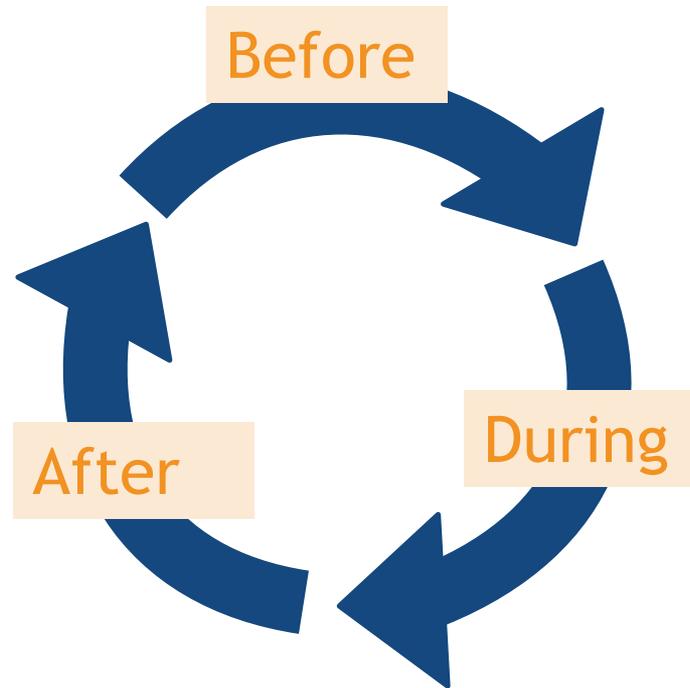
How to use data effectively

Where to get data

How to combine different kinds of data

How to report your results

When can using data be beneficial to your project?





Before



Identify community demographics

Before



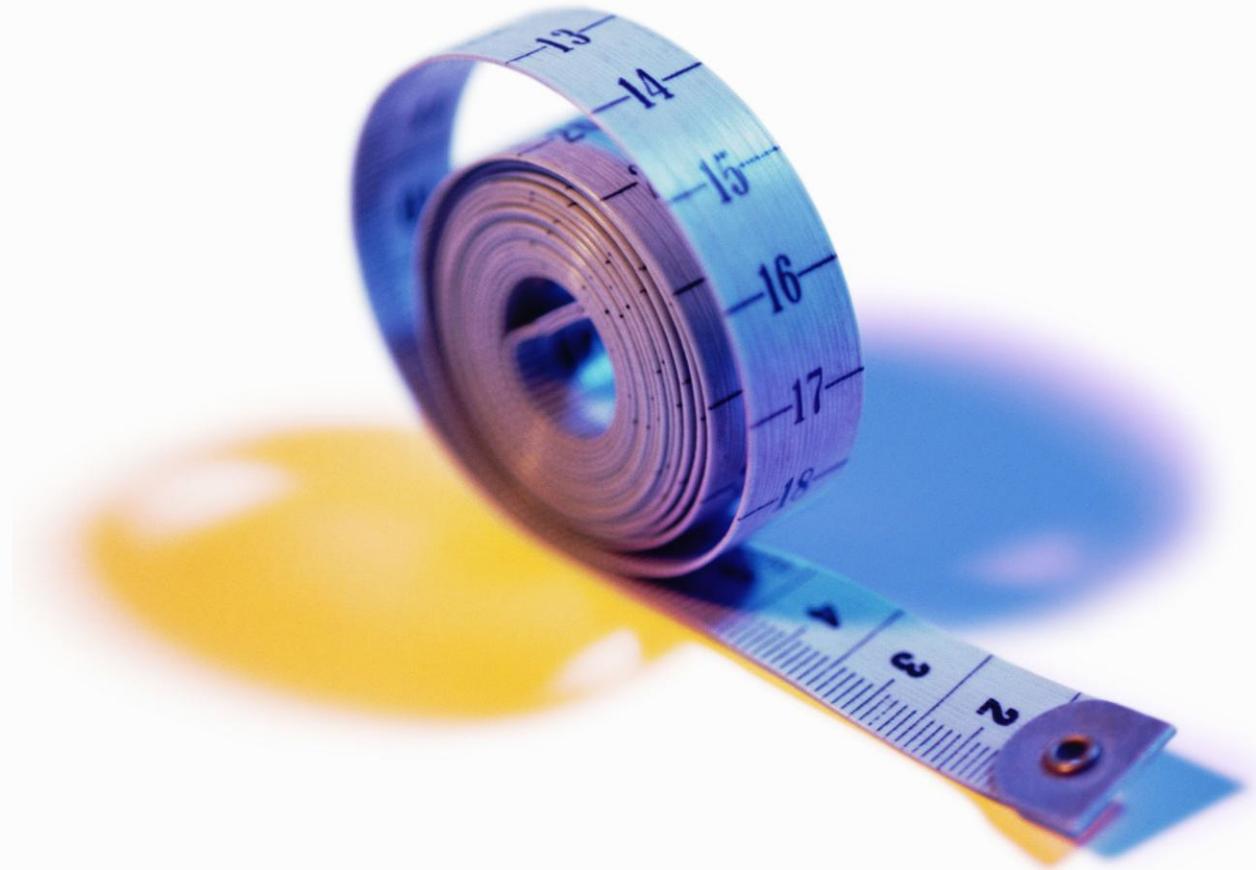
Identify needs in your community



Before



Define the scope of
the problem



Before



Prioritize solutions



Before



PLEASE
GIVE

Make a case
for funding





Before



Formative Evaluation Activity

Use data **during** your
project

PROCESS EVALUATION



During

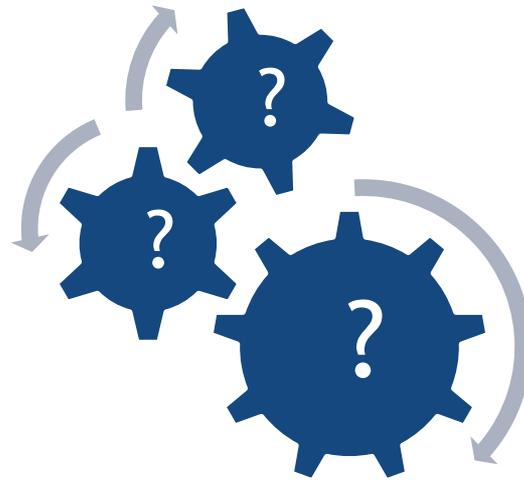
Identify what is **working** and
what is **not working**



During

Describe how a result is produced

Project
Inputs



Project
Results

During



Process Evaluation Activity

Use data **after** your
project ends

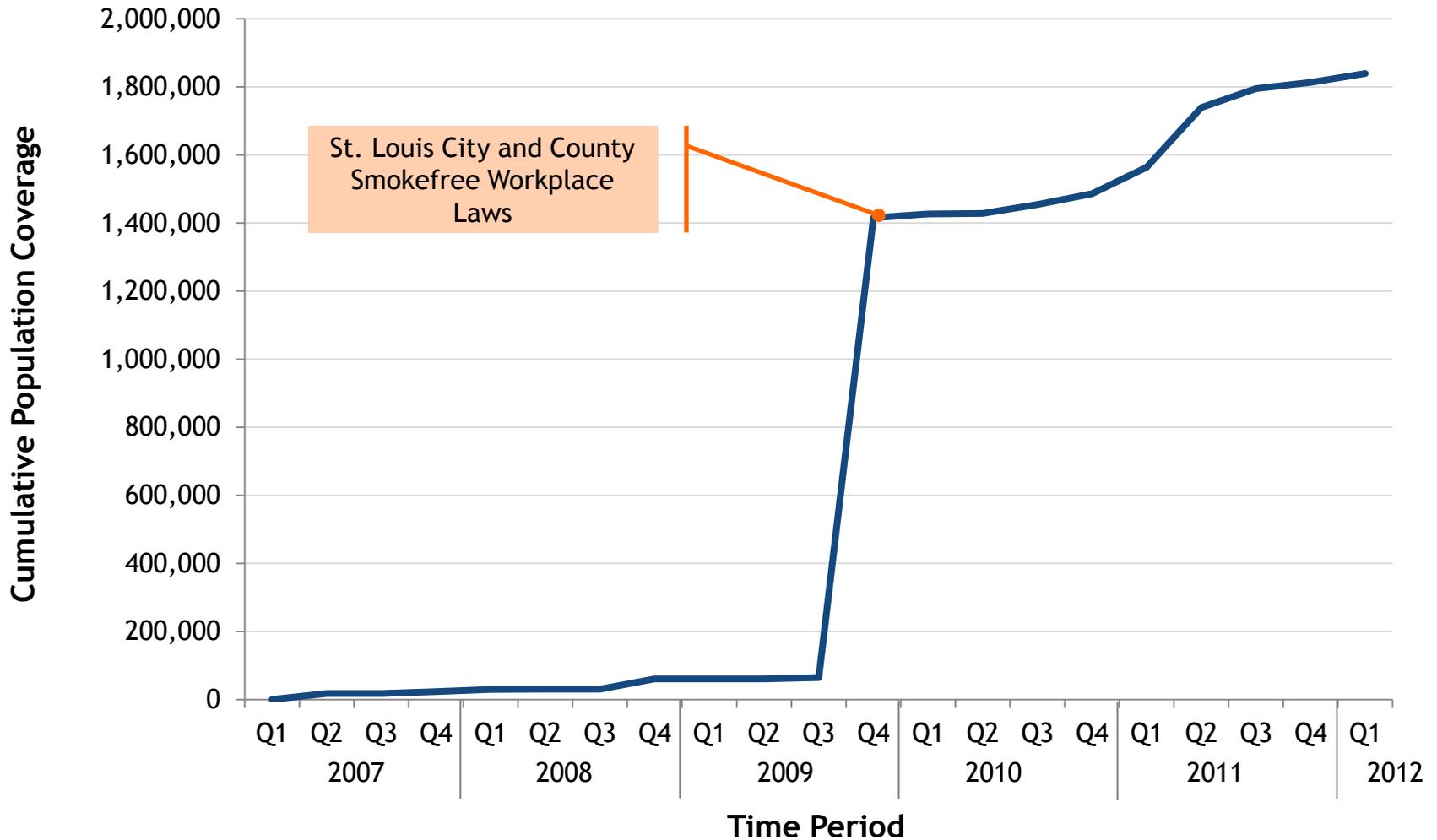
OUTCOME EVALUATION



Demonstrate project impact

After

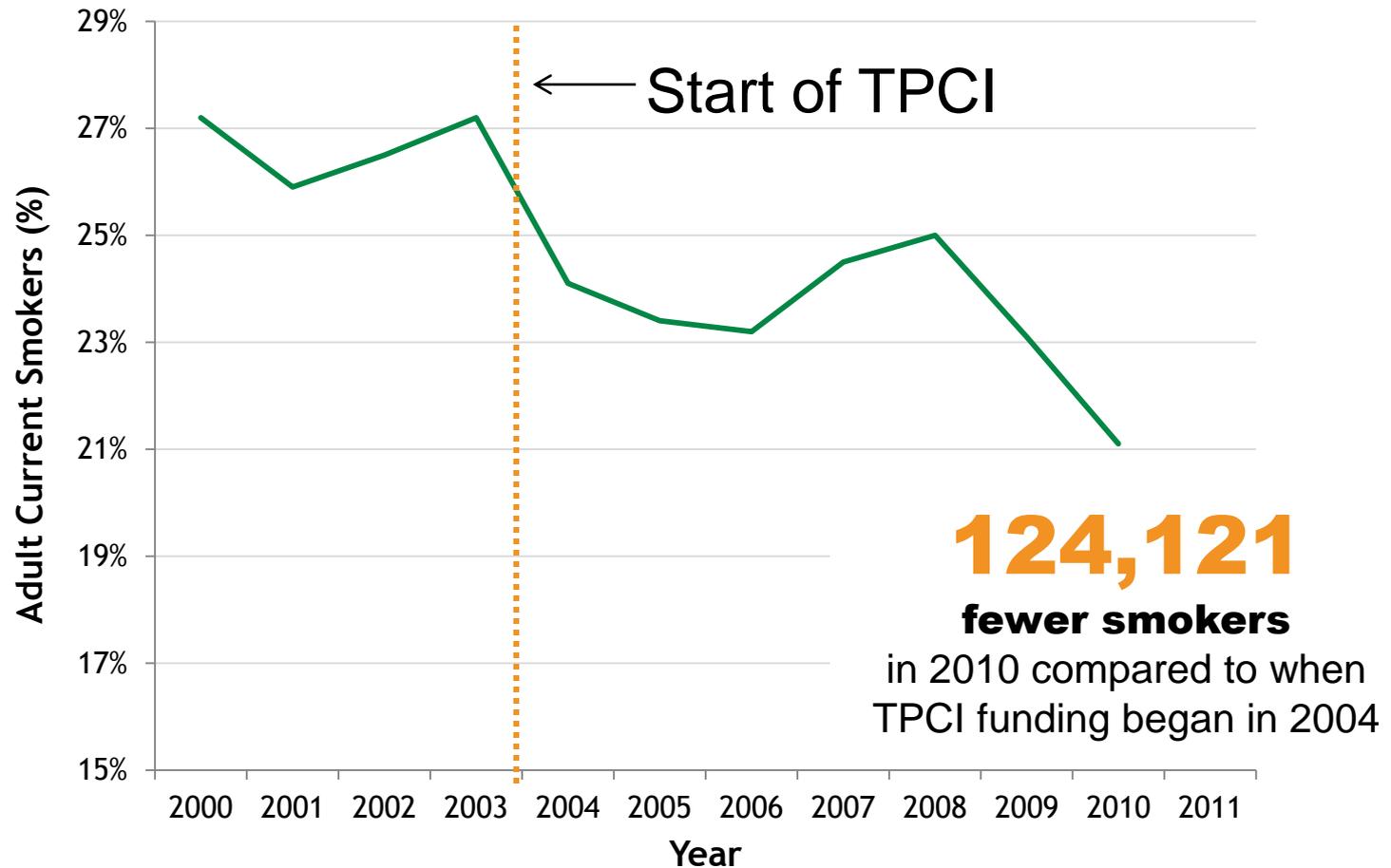
Missouri residents covered by TPCI policy changes



Demonstrate project impact

After

Missouri adult smoking prevalence



Source: Behavioral Risk Factor Surveillance System

Inform your project(s)

After





Outcome Evaluation Activity

Now what?

How can you use data effectively in each phase?



Quantitative Methods

Who

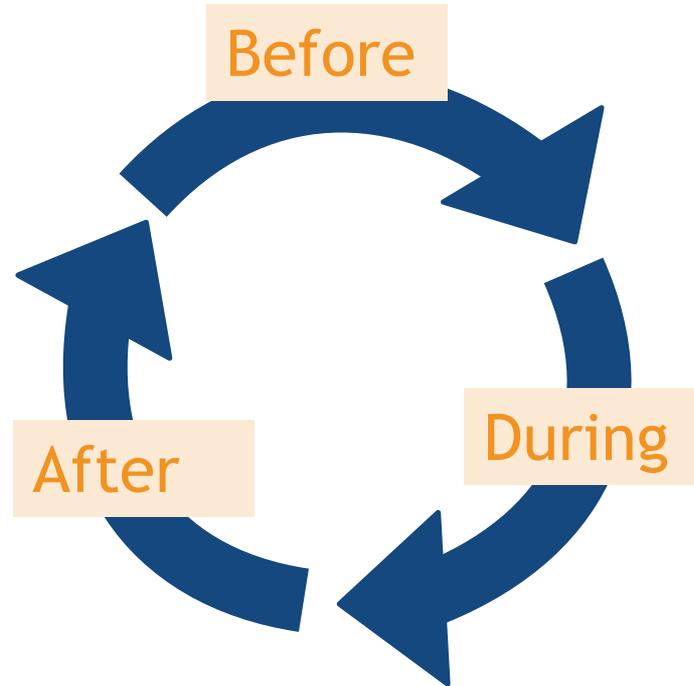
What

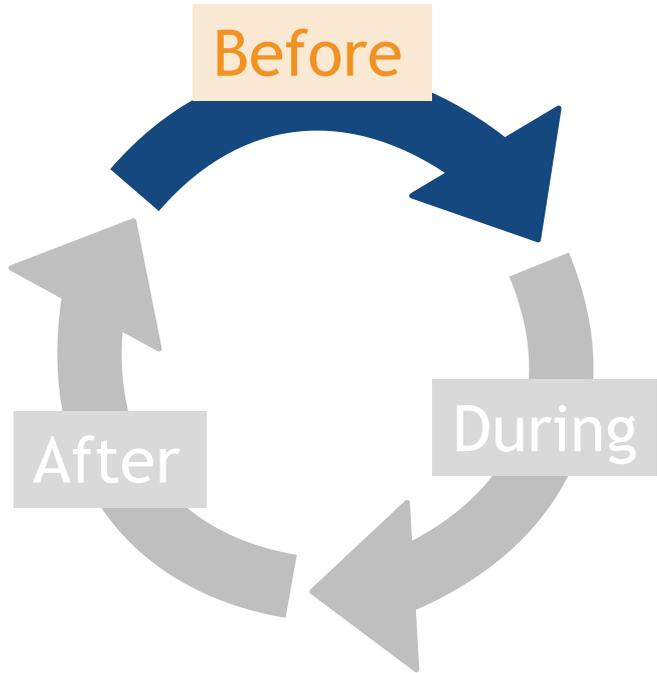
When

Where



Quantitative methods can apply to each phase of your project

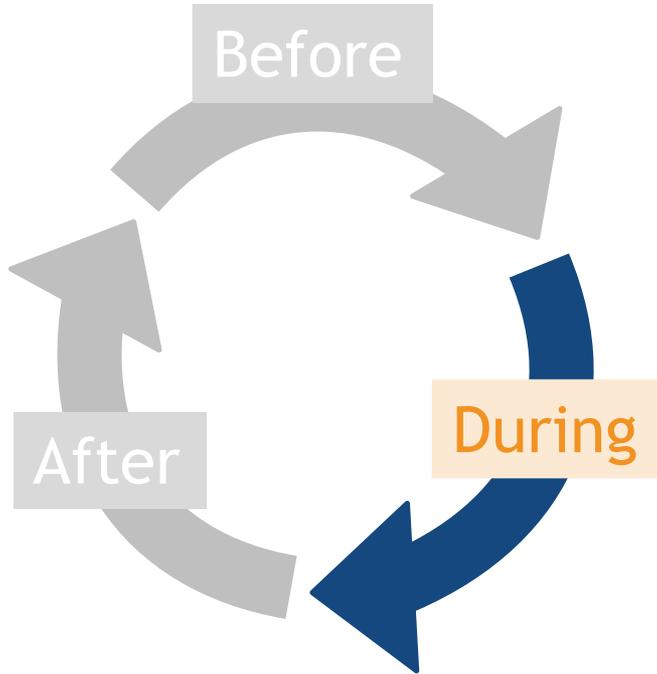




Who is your target population?

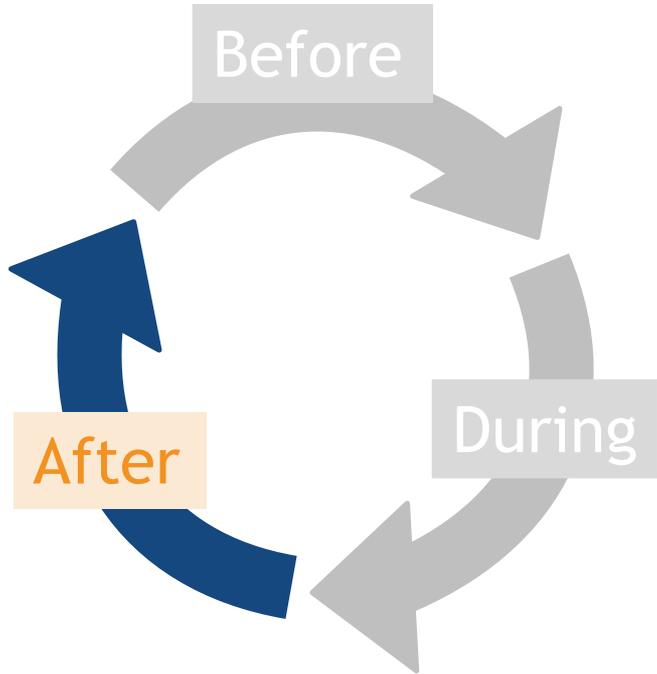
What are the specific health problems of that population?

What resources are available to address those problems?



What activities are being done and what are not?

Who is your project reaching?

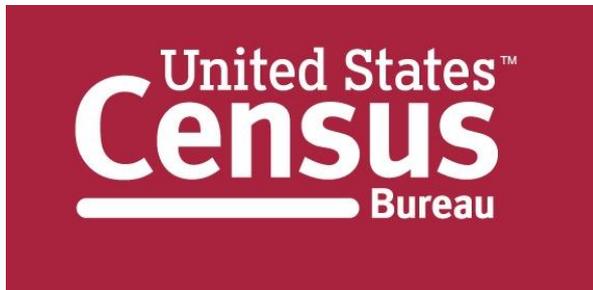


How did health problems in your community change over time?

Were project goals achieved?

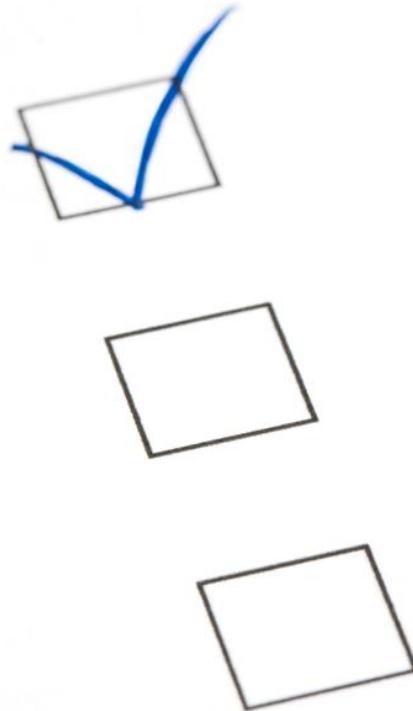
Where to find quantitative data

National and local surveys



Where to find quantitative data

Data you collect about your program



How to use quantitative data

Describe participation/experiences

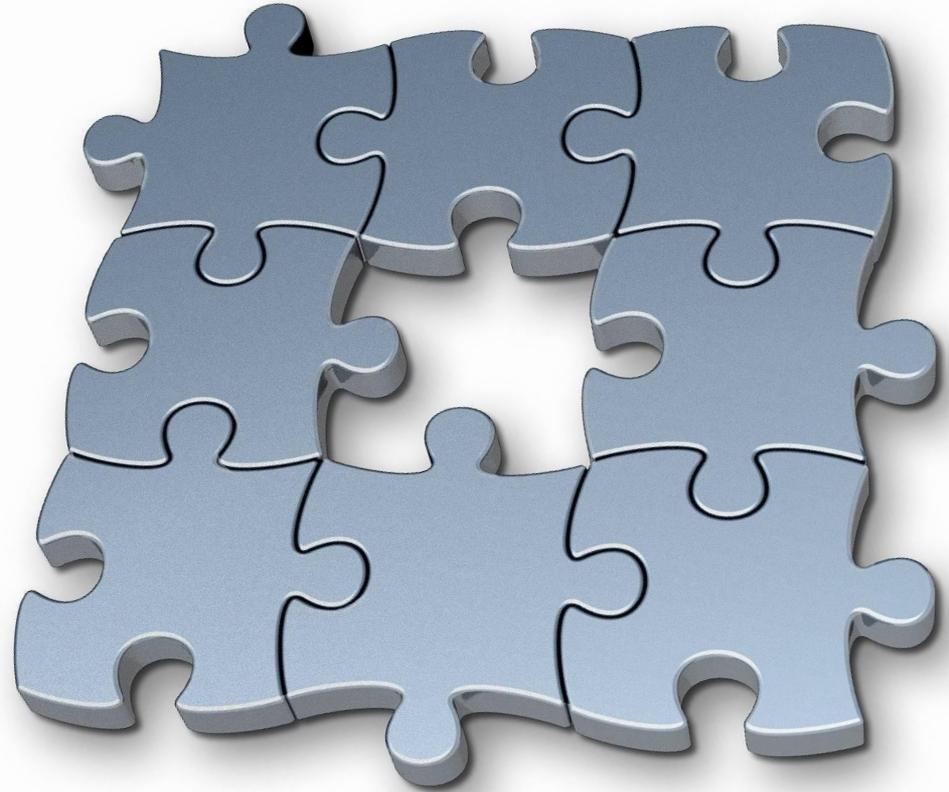
Demonstrate change

Compare and contrast groups

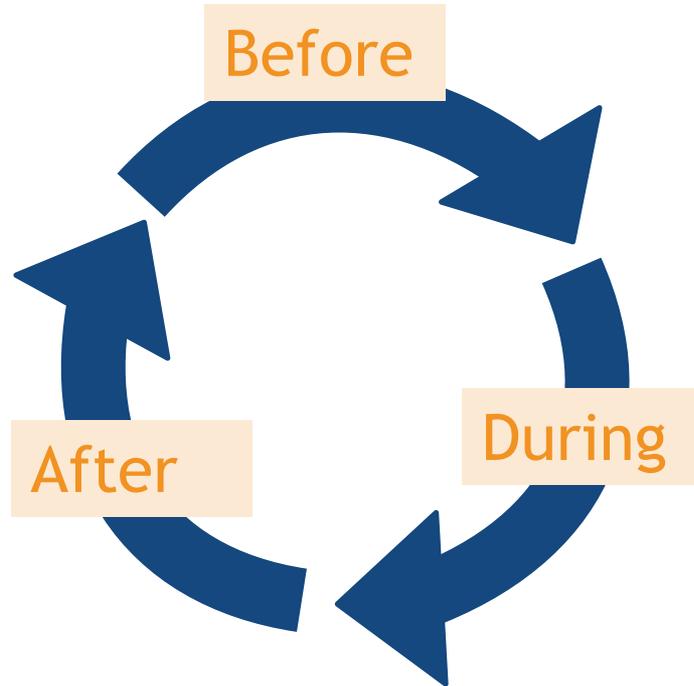
Qualitative Methods

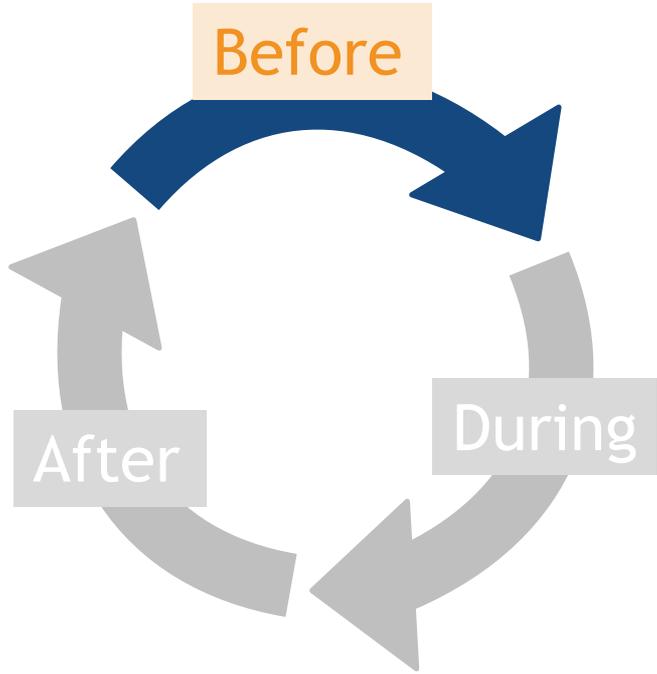
How

Why

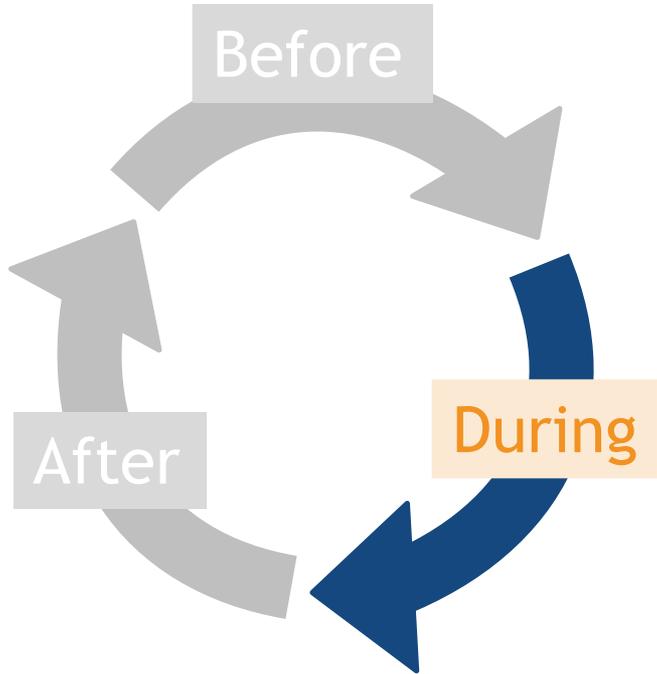


Qualitative methods can apply to each phase of your project

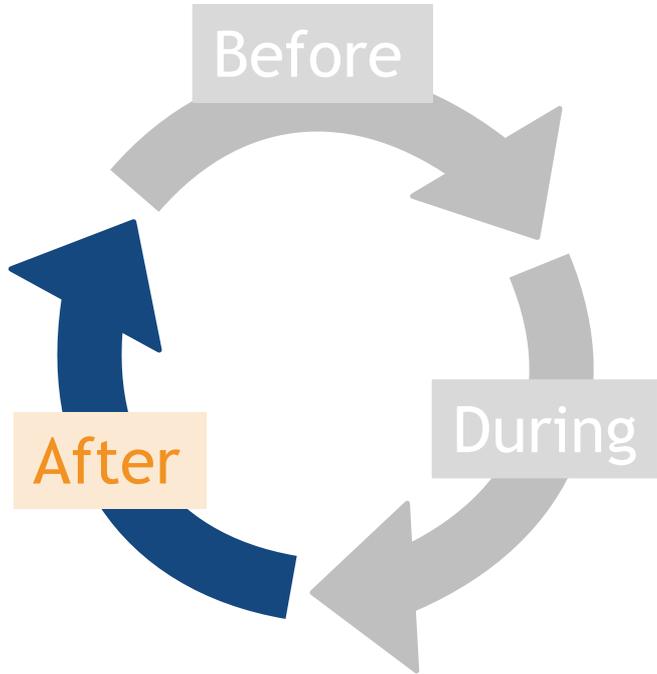




What are underlying beliefs
does your community hold
about the health issue?



Why is part of your project not working (barriers, missed opportunities)?



How have attitudes or knowledge changed?

How have health behaviors changed?

Did the intended results happen?

Where to find qualitative data

Interviews

Focus groups

Observations

Documents, Photos,
Videos



How to use qualitative data

Plan questions to answer with the data

Let themes emerge



- ✓ Define questions
- ✓ Collect data
- ✓ Analyze data

What do you do
with all that data?







Think about your
audience(s)

Your organization and stakeholders



Your community



Each other



Tailor what results you share and how you share them

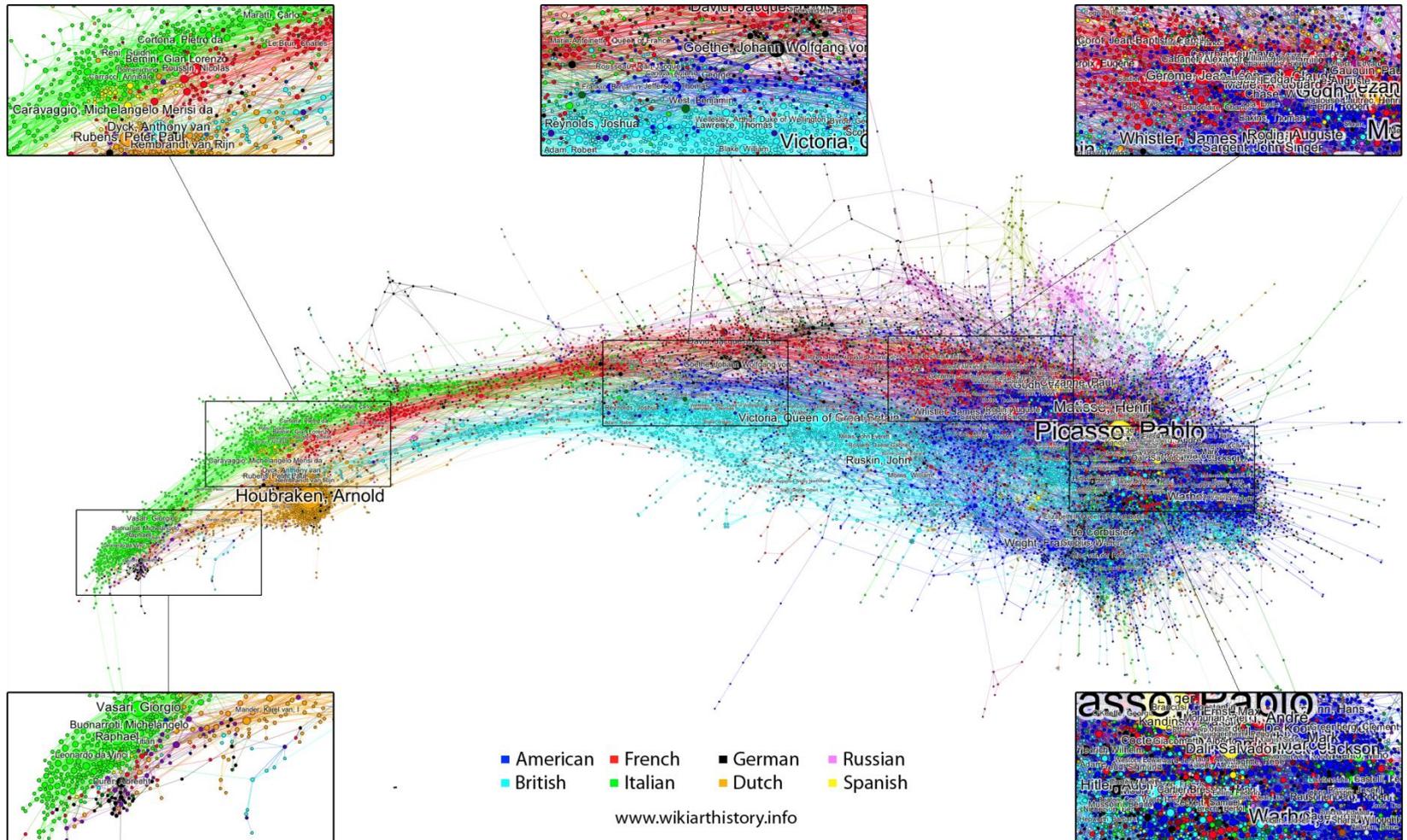


**Big Long
Evaluation
Report**

**Success
Stories**

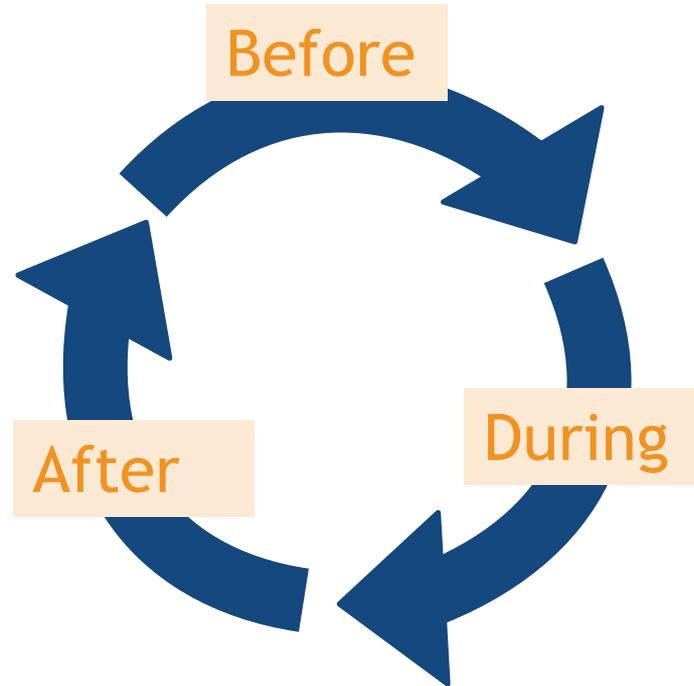
**Fact
Sheets**

What data you share and how matters





Use data **throughout** your project





Use data **effectively**

Choose data that can answer
your questions



Use data **effectively**

Report data thoughtfully



Take one small step.

Think about the data you have.

Check out a public data source.

Define one question you can answer with data.



Thank you!

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