

# Partners in Prevention Coalition Toolkit

## Step 5 Sharing Data with Stakeholders

Collecting and analyzing data are the first steps of a data-driven approach, but it is also important to be able to communicate data findings and translate the information into action. See tips below on sharing data with stakeholders.

### Helping People Understand Data

Data may not be easily accessible or understandable for everyone, so work to empower your coalition members and other stakeholders to understand data.

- **Focus on the most important information.** Try to keep it simple and share data that is most critical to the coalition's mission. Be brief and concise. Highlight what the data says about the most important problems and their potential solutions.
- **Explain the connection.** Why should the audience care about this data? How does it impact them? Take the time to reflect on what the motivation for sharing the data is and what you want to happen as a result.
- **Account for differences in data literacy.** Recognize that various members of your audience have different data literacy skills. Simplify messages and provide additional explanation when asked. Avoid jargon and unfamiliar terms/concepts. Don't use complex language, spell out any acronyms, and try to present information in an easy-to-understand way.
- **Utilize visual symbols** (charts, graphs, images, etc.). Make sure to label everything accordingly, use familiar language, and follow basic guidelines for using visual symbols (see chapter 4 of 'Making Data Talk').
- **Bring data to life.** Whether through data visualization, adding context, or telling a story, there are many ways to use data to paint a picture. Consider sharing quotes, open text responses, or any other qualitative data (if you have it). Data on its own may not motivate people, so think of ways to make data more compelling.

### Additional Resources

- [4 Simple Ways to Make Data Easier to Understand](#)
- [Making Data Talk - National Cancer Institute](#)
- [Simple Data Visualization Techniques](#)
- [Storytelling with Data: Using Visualizations to Help Stakeholders Understand Data Findings](#)

## Ways to Share Data

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Explore methods for communicating data findings and keep in mind the basics of communication (**message** - what is being used to convey the data, **source/sender** - who is presenting/sharing the data, **channel** - how the data is being shared, and **audience/receiver** - who is receiving the data).



Source: Making Data Talk: Communicating Public Health Data to the Public, Policy Makers, and the Press by David E. Nelson, Bradford W. Hesse, and Robert T. Croyle (2009), Figure 2.1, p. 31. By permission of Oxford University Press, Inc (www.oup.com)

- **Write an executive summary or key findings report.** A written report that gives a brief overview of the most important information learned from the data is a great way to quickly share data with stakeholders. Limit the document to one to two pages and include both text and graphs, charts, tables, etc. when possible. Distribute the report in print or via newsletter/email.
- **Create a data presentation.** Take the information from the data and craft a presentation to share with stakeholders. PowerPoint and other presentation software have tools to help visualize the data. Try not to include too much text or information on one slide and work to organize the data in a way that is understandable.
- **Work with the press.** If you're wanting the data to be widely shared, consider a campus or local newspaper, TV, or radio interview. You could also include data in campus-wide newsletters or share it on your website or via social media.

## Creating a Culture of Assessment

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Utilizing a data-informed decision making process and regularly referring to data is a great way to infuse data throughout the prevention process. This can help create a culture of assessment, 'an organizational environment in which decisions are based on facts, research and analysis; where services are planned and delivered in ways that maximize positive outcomes and impacts for customers and stakeholders.' (Lakos 2002, Conference Proceedings on Performance Measurement). When you regularly use available data, refer to data in meetings or presentations, share data with stakeholders, and ask for data from others, you are cultivating a culture of assessment. Within your coalition you can also encourage curiosity and creativity; an environment that values asking questions and seeking information naturally leads to a culture of assessment.

### Additional Resources

- [Evaluation Terminology Tip Sheet](#)
- [Making Data Talk - National Cancer Institute](#)
- [Prevention With Purpose: A Strategic Planning Guide for Preventing Drug Misuse Among College Students](#)