



The Grant is Over. We Have All These Data. Now What? - Using Evaluation Data to Tell Your Story

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Who we are:

Marisa

&

Denise



Share name & organization
Why this workshop?

3 April 5, 2018

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Briefly share what you want to get out of the next hour

You can have
brilliant ideas,
but if you can't get
them across,
your ideas won't get
you anywhere.

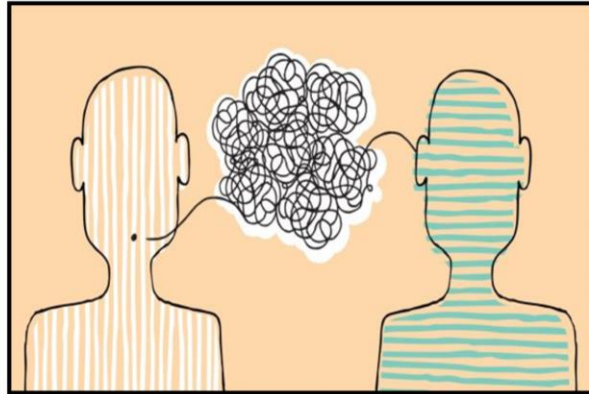
--Lee Iacocca

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Four Steps of Data Driven Storytelling

1. Purpose
2. Audience
3. Information/Data
4. Method



Before I used this approach... The Pre...

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Table 1.
BMI% Changes

Change in BMI%	3 months after first visit ¹		6 months after first visit ²		9 months after first visit ³	
	#	%	#	%	#	%
Decreased BMI%	40	29%	22	33%	29	38%
No Change to BMI%	74	54%	68	46%	31	41%
Increased BMI%	23	17%	31	21%	16	21%
Total	137	100%	147	100%	76	100%

¹Includes any weight recorded 2 to 4 months after first visit

²Includes any weight recorded 5 to 7 months after first visit

³Includes any weight recorded 8 to 10 months after first visit

Pediatric Nutrition Services Evaluation Report - Page 3 of 14

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Academic approach

Lots of Methods

Used APA format or formal format for charts and graph,

Didn't always think about simple way to say something; had long compound, complex sentences

Vaguely thought about audience

Addicted to formal reports and executive summaries (was striving for legitimacy over clarity)

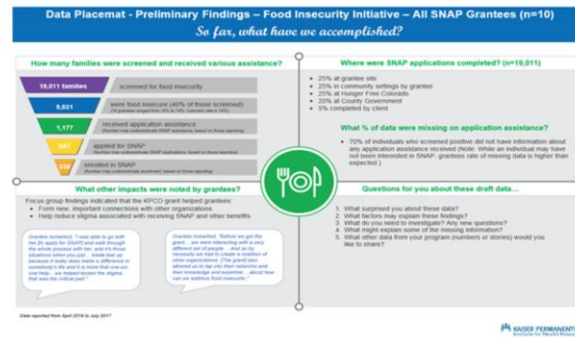
Started with boring templates intro/method/conclusion

Hesitant to try new methods for communication

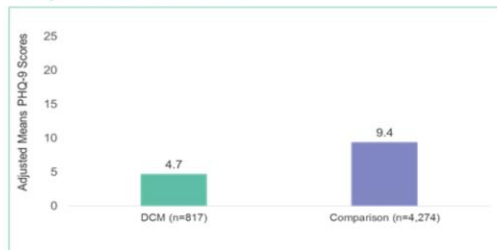
Years ago I worked very hard on an analysis and I had lunch with the ED of the non-profit to share the result she was interested in kind, but I one point in the conversation she said you can evaluate whatever you want to, you can evaluate my toe. She was being funny, but it made me realize how I needed to tailor things to meet her needs MUCH better and get really clear about the purpose of my evaluation report, the audience, and do a better job telling the story of her organization who had done wonderful work teaching 1st and 2nd graders about communication skills as part of a violence prevention program.

Tried New Formats: Data Placemat

Put main point
of graph as the
title



Program appears to lower depression levels



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A one-way analysis of covariance (ANCOVA) was conducted to examine if the adjusted mean of DCM participants' PHQ-9 scores was significantly different than the comparison group adjusted mean (at 3 months after baseline), while controlling for the following six factors:

Age

Gender

Care Group (Status as Healthy, Chronic, Complex, or Frail)

Line of Business (Medicaid or Medicare)

Number of Behavioral Health Visits

Baseline PHQ-9 score

Findings indicate that three months after baseline, DCM participants depression levels were at a minimal level (adjusted mean score of 4.7) and the comparison group depression levels were at a mild level (adjusted mean score of 9.4).

These findings suggest that after controlling for differences in age, gender, health status, line of business, number of behavioral health visits, and baseline PHQ-9 scores, DCM participants have significantly lower PHQ-9 scores compared to

similar members diagnosed with depression.

DCM Baseline Mean is 15.2

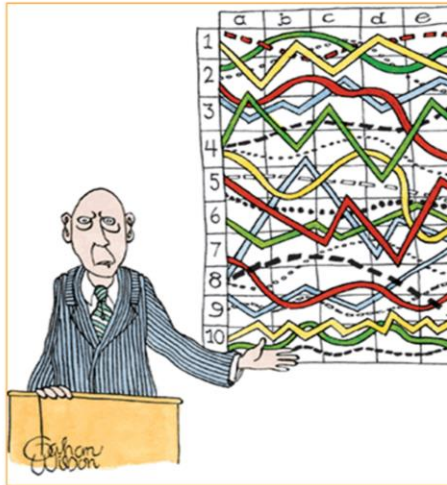
Comparison Group Baseline Mean is 13.8

Key Assumptions for the Workshop

- You are the experts
- We react differently to data and stories
- We are all storytellers

Data

- Nearly 1 in 10 Coloradans (10.3%) struggle with hunger, not always having enough money to buy food.
- Nearly 1 in 6 Colorado kids (16%) may not always know when or where they will get their next meal.
- Only 3 in 5 of those eligible for SNAP/food stamps (60%) participate in the program.



"I'll pause for a moment to let that data sink in."

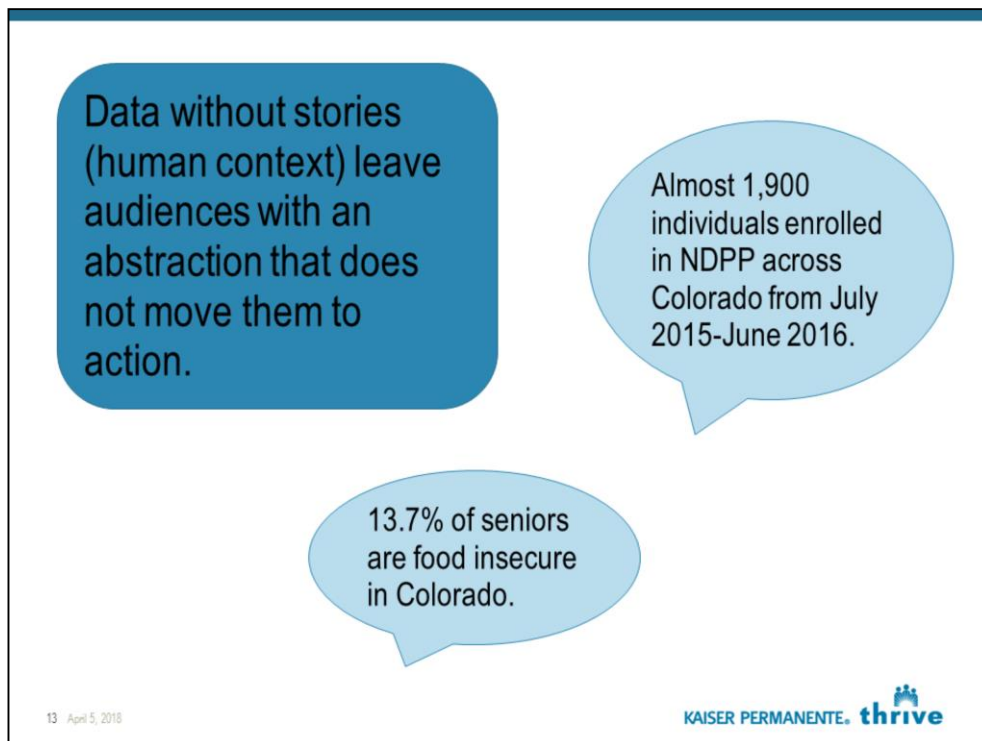
Stories

“When we run out of food, it makes my heart very sad and it makes me cry,” Molly told me. “And then my brother and mama and daddy starts crying.”

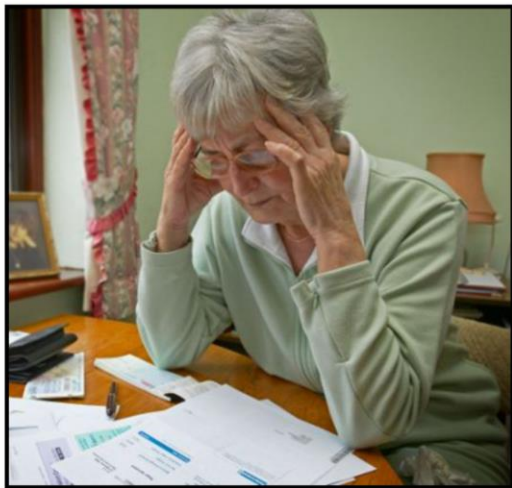
“What it feels like to be hungry is that you feel like you’re getting sick because you don’t have any food that you can eat... And you feel like you’re going to throw up.”



- Molly, 8 years old



Another data point: ~25% of those who enrolled in DSME at some point during the CCPD grant were able to get their diabetes under control



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Stories without
data (credibility)
may leave
audiences
moved, but
without a sense
of direction.

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The Downfall of an Expert Mindset

Tell others what to do
because we “know
what’s best.”

Become baffled when
people ignore our
advice.

Ask “What’s **WRONG**
with those people?!”

Different audiences,
different stories,
different data.



Source: <https://oneboldmove.com/wp-content/uploads/2013/10/Knowledge.jpg>

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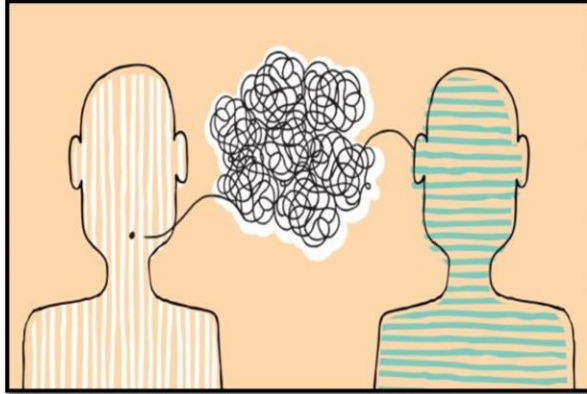
Important not to forget the other experts...the community, the patients, the staff. If we include these other experts, we are less likely to suffer some of the pitfalls of the expert mindset on the left.



4-Step Process for Data Driven Storytelling

Four Steps of Data Driven Storytelling

1. Purpose
2. Audience
3. Information/Data
4. Method



Example of using 4 step process

Purpose

To share preliminary results to spark curiosity and insights that help improve work

Data and Information

Data template from grantees, focus group findings, and hallway conversations

Audience

Grantees and KPCO Staff

Method

Presentation, PowerPoint and Data Placemats



To have the group engage with the data and ask questions about it
TO work to improve the quality of data for December and beyond
Hand it over to Denise

Purpose

What is the point of telling the story in the first place?



Staff update programs/
methods based on data



Celebrate successes



Build/maintain
community support



Secure additional funding



Advocate to
policymakers



Increase partnerships

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You all have data you've collected through the semi-annual report, but I'm sure you have much more as well.

Start with the purpose...not the data.

How do you want to use your evaluation data?

What is your goal in sharing the data?

Some stories are interesting because they connect to your real life. Personalizing the story creates a connection to the real world meaning of the data and can be a powerful type of story for small audiences. Stories about someone's personal experiences can make the data seem more real.

Audience

A data-driven story should be adjusted based on the listener.



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For example, when speaking to an executive, statistics are likely key to the conversation, but a business intelligence manager would likely find methods and techniques just as important to the story.

Policy makers are busy and not specialists in your content – short easily digestible information, present clear arguments for a particular course of action

Funder may be more interested in impact and swayed by emotion that depicts the problem to be solved

Data/Information

Descriptive

- Describes characteristics of people, organizations, or programs at a single point in time (e.g., demographics).

Process

- Assesses the effectiveness of the steps implemented towards reaching the desired outcome (e.g., #enrolled, #trained).

Outcome

- Assesses the change in people, programs or organizations (e.g., decreased hypertension, policy implemented)

Quantitative

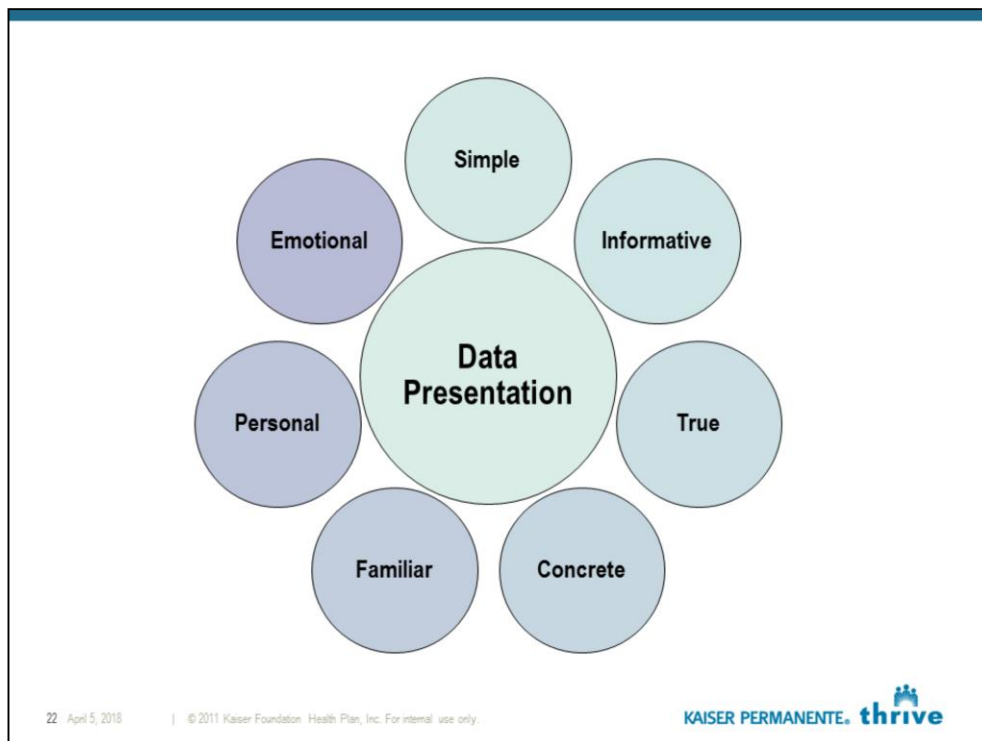
- The numbers associated with the descriptive, process or outcome data. Tells the number story.

Qualitative

- Adds context to the numbers or can stand alone. Tells the individual story.

Give examples

All types of data are useful....don't always have to be quantitative or outcome.



These are all considerations...may not be applicable for each audience

Method

- ☐ Easy to understand for THEM
- ☐ Relevant and timely for THEM
- ☐ Aesthetically appealing for THEM
- ☐ Delivered by a source that's trustworthy for THEM



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Easy to understand - bullet points, graphs, tables, language considerations

Relevant and timely – are they making a policy or funding decision on this topic soon?

Aesthetically appealing – something that invites them in...a short video, one-page visual summary....most likely not a

Trustworthy source – familiarity, outcomes/impact may be better received by a community if presented by a community leader, not the evaluator or organization staff (if other than community)

Methods for Conveying Data

Report

Presentations

Blog/Vlog

Power Point

One-page summary

Newsletter

Verbal

Data walk

Press Material

Video

Data placemat

Website/social media

Art

Social Math

Media

Postcards

Story

Not exhaustive.

Evaluation / Annual / Program Reports



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Social Math

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“The practice of making large numbers comprehensible and compelling by placing them in a social context that provides meaning.”

Multiple Ways to Represent Data

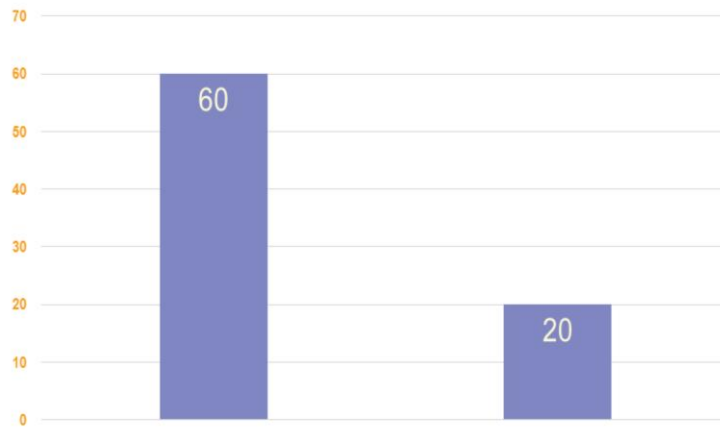
- The communication challenge:
 - Encourage healthier snack choices at movie theaters.
- Data report:
 - A typical medium popcorn at the movies contains 60 grams of saturated fat. (*Source: Center for Science in the Public Interest*)
 - The U.S. Department of Agriculture recommends no more than 20 grams/day of saturated fat.

Would *reading* the data be likely to change your snack choices at the movies?

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Just reading the two “data Report” bullets may cause a reaction, but can the reader really put the information into context?

Movie Popcorn vs Recommended Approach to Data grams/day of saturated fat



Is seeing this chart more likely to change your snack choice?

helping children soar

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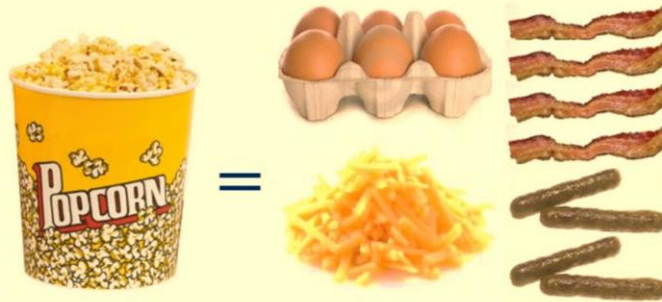
Present the same information as a graph...more visual. Easy to see how much more fat is in the popcorn (60 g) vs what is recommended in a day (20 g).



Same information again. Even more visual. But still not clear how much 60 grams of fat really is...

A typical medium popcorn at the movies has the same amount of saturated fat as “six eggs with cheddar cheese, four strips of bacon, and four sausage links.”

~ Source: Center for Science in the Public Interest



A side by side comparison allows the reader to easily understand how much fat is in the popcorn because the right hand side are all things we are familiar with. The reader has been given some context that is common in our society....food.



<http://www.healthyjeffco.com/healthy-beverages>

A local example.

Other Methods

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Poetry

Ode to a common experience (In KP Pediatric Nutrition Services)

I am an 11 year old boy in Colorado.

On Monday, my mom and I met with a Dietician in my doctor's office—
she had plastic pieces of vegetables next to her computer

Yikes! We talked about eating healthy and what we put in my lunches

Hmmm, I am surprised how nice she is...she talked to me about Wii,

She talked to me first and then my mom next

Oh on Thursday, after the bus dropped me off, I headed straight to the fridge, my usual first stop—
no cold coke in the bottom left shelf!

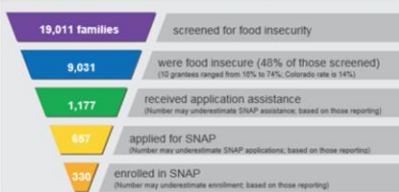
There was some new milk there that had a weird color pink on the lid—Hmmm

Data Placemat

Data Placemat - Preliminary Findings – Food Insecurity Initiative – All SNAP Grantees (n=10)

So far, what have we accomplished?

How many families were screened and received various assistance?



Where were SNAP applications completed? (n=19,011)

- 25% at grantee site
- 25% in community settings by grantee
- 25% at Hunger Free Colorado
- 20% at County Government
- 5% completed by client

What % of data were missing on application assistance?

- 70% of individuals who screened positive did not have information about any application assistance received (Note: While an individual may have not been interested in SNAP, grantees rate of missing data is higher than expected.)

What other impacts were noted by grantees?

Focus group findings indicated that the KPCO grant helped grantees:

- Form new, important connections with other organizations
- Help reduce stigma associated with receiving SNAP and other benefits

Grantee remarked, "I was able to go with her [to apply for SNAP] and walk through the whole process with her, and it's those situations when you just... kinda tear up because it really does make a difference in somebody's life and it is more that one-on-one help... we helped lessen the stigma, that was the critical part."

Grantee remarked, "Before we got the grant... we were interacting with a very different set of people... And so by necessity we had to create a coalition of other organizations. [The grant] also allowed us to tap into their networks and their knowledge and expertise... about how can we address food insecurity."

Questions for you about these draft data...

1. What surprised you about these data?
2. What factors may explain these findings?
3. What do you need to investigate? Any new questions?
4. What might explain some of the missing information?
5. What other data from your program (numbers or stories) would you like to share?

Data reported from April 2016 to July 2017

Social Media



Colorado Health Institute
@ColoradoHealthInstitute

- Home
- About
- Events
- Photos
- Community
- Reviews
- Posts

[Create a Page](#)

Like Follow + Create Fundraiser ...

Posts

**Colorado Health Institute**
March 22 at 9:40am · 🌐

In Douglas County, less than 3 percent of kids live in poverty. In Costilla County, it's more than 43 percent.



Today's Child Poverty Rates, Tomorrow's Statewide Health?

Tweet Share Liana Major March 20, 2018 Children's Health Twitter Today's child poverty rates, tomorrow's statewide health? New blog from CHI Third in a series of...

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Like Comment Share

Social Media



Colorado
Department of
Public Health and
Environment ✓
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Home

Like Follow Share ...

**Colorado Department of Public Health and Environment** February 26 · 🌐

Fewer Colorado kids have cavities than 10 years ago, but there still is work to be done. <https://www.colorado.gov/.../c.../news/colorado-kids-oral-health>



NEWS

Fewer Colorado kids have cavities than a decade ago | Department of Public Health and Environment

COLORADO.GOV

Like Comment Share

Videos

- <https://www.coloradohealth.org/reports/healthy-places-westwood>
- <https://www.youtube.com/watch?v=vwxCLiqQyHM&feature=youtu.be>

Need to check if we will have internet

One-Pager/ Infographic

THRIVING SCHOOLS INITIATIVE

2014-2017, 14 Colorado School Districts

- ✓ Colorado passed House Bill 11-1069, effective 2011-2012 academic year
- ✓ Requires all public elementary schools to provide students with a minimum of 600 minutes of physical activity (PA) per month (or 30 minutes per school day)
- ✓ Kaiser Permanente Colorado provided funding for schools to increase PA before, during and after school

ACTIVITIES

9 School Districts Implemented Comprehensive PA Programs*



*Based on the CDC Comprehensive School Physical Activity Program Framework

CLASSROOM ACTIVITY

75% MVPA*

"Everyone is always laughing in the brain based learning trainings and having fun so then they have the confidence to go back to their classroom and actually implement what they've learned." —School Wellness Coordinator

*MVPA = Moderate to Vigorous Physical Activity

REACH

The majority of districts targeted elementary schools



An average of 21,058 students were exposed to programming at 44 schools each year



*Small < 1,227; Medium 1,227 - 1,598; Large > 1,598

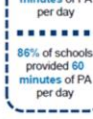
IMPACT

Average PA Minutes per Day Significantly Increased from Year to Year



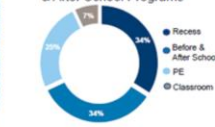
Reading and math scores significantly increased.

100% of schools provided 30 minutes of PA per day



86% of schools provided 60 minutes of PA per day

The Greatest Number of PA Minutes are Provided in Recess and Before & After School Programs



One-Pager/ Infographic

COMMUNITY PARK

[insert park name] was a run down public park located in Northeast Denver. In 2014, a local coalition partnered with community members to **RE-ACTIVATE** the park. Improvements included playground improvements, re-opening bathrooms, removing graffiti, revamping sidewalks, and hosting a walking program.

> This report highlights the positive impact of the [insert park name] re-activation efforts.

**110%
INCREASE**
in **PARK VISITORS**
from 2014-2017

Average Number of Daily Park Visitors



FROM 2014 TO 2017:
PARK VISITORS **DOUBLED**
FEMALES & KIDS **INCREASED**



**PARK VISITORS
WERE
MORE
PHYSICALLY
ACTIVE
IN 2017 VS 2014**



One-Pager/ Infographic

Evaluation of HEAL Grantees: What makes a coalition effective?

Key Takeaways

P's of Policy

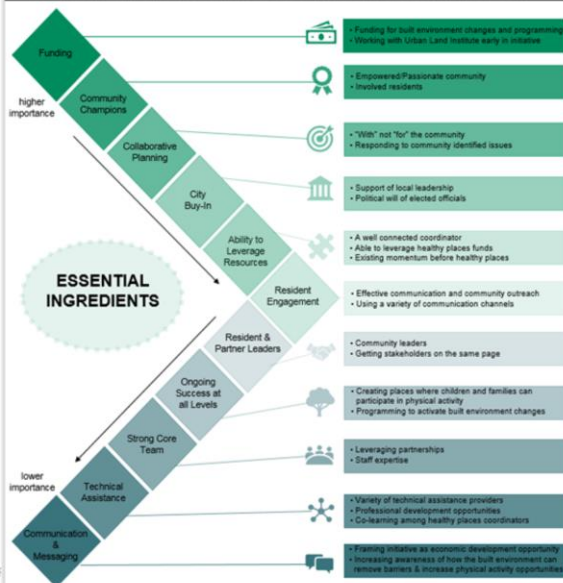
Strategies for Coalition Success

Right People at the Right Time	PEOPLE	Meet the work where it's at. Current members make decisions that generate momentum towards progress.
Clear Direction; Keep Eyes on the Prize	PRIORITIES	Mobilize people when there are clear mandates, goals, objectives, and activities.
Everyone Contributes to the Big Picture	PALETTE	Value each member's contribution to the change process; every color of a painter's palette influences the final product.
Communities are the Frontline to Problem-Solving	PROBLEM-SOLVING	Build authentic community engagement – raise the community voice – in order to create effective change for that community.
Building & Sustaining Trust	PROTECTION	Share ideas freely and work to achieve mutual goals to build trust in one another, trust in the process, and accountability of the work.
Get Proximate to the Problem to Change the Climate	PROXIMITY	Confronting the real problem requires proximity to the community impacted by the problem.
Live Within Your Means (Bandwidth and Budget)	PRAGMATISM	Be practical, sensible, and creative in doing the best you can with what you've got in order to keep things in motion and people engaged.
Constructive Conflict Leads to Innovation	PERSPECTIVE	Gather member feedback early and often to determine "what works". Perspective-taking is essential to productive problem-solving.
It Takes a Village	POTENCY OF THE POPULACE	Drive social impact using a whole-community approach. Change must occur at all levels to create a true shift in culture.
Be True to Your "Be"	PURPOSE	Create group identity to boost internal momentum and external support. "Belonging" generates purpose towards a shared vision.

One-Pager/ Infographic

Evaluation Question: What are the essential ingredients that facilitated success in each of the three communities?

- ✓ Coordinators and key partners identified the essential ingredients to success by completing the focus prompt, "One specific essential ingredient that has helped to support healthy places and physical activity is..."
- ✓ Participants then sorted ingredients and rated them on their importance for success
- ✓ Findings were presented to The Colorado Health Foundation and key partners from the three Healthy Places communities in fall 2015
- ✓ Funding and community champions are the most important essential ingredients to the success of these types of initiatives



Resources

Websites

- <http://www.betterevaluation.org/en/plan/reportandsupportuse>
- <http://stephanieevergreen.com/>
- <https://knowhownonprofit.org/how-to/how-to-use-your-evaluation-findings-to-engage-external-audiences>

Books/Articles

- Effective Data Visualization (2017) Evergreen, S.
- Communication and Dissemination Strategies to Facilitate the Use of Health-Related Evidence. <https://www.ncbi.nlm.nih.gov/books/NBK179104/>
- Evaluation Strategies for Communicating and Reporting: Enhancing Learning in Organizations (2005) By Rosalie T. Torres, Hallie Preskill, Mary E. Piontek



Ma add some

Other Resources

Pinterest

- <https://www.pinterest.com/evaluationmaven/evaluation-reporting/>

Questions?

Activity

Strategies for Sustainability Workshop: Using Evaluation Data to Tell Your Story

Purpose	Audience	Data/Information	Method
<p>Tips</p> <ul style="list-style-type: none"> Determine the point of telling the story/sharing data in the first place Align your message with your audience's core concerns and values (e.g., behavior change, community engagement, sustainability, advocacy) <p>Examples</p> <ul style="list-style-type: none"> to have staff use data to change their day-to-day work to secure new funding 	<p>Examples</p> <ul style="list-style-type: none"> Team staff Community residents Partner organizations Government Funder Board of Directors Conference attendees 	<p>Examples</p> <ul style="list-style-type: none"> Behavior change (e.g., increase physical activity) Health outcomes (e.g., decrease A1c) Quotes from key informant interviews Photo documentation Policy language Story of one client Survey results 	<p>Examples</p> <ul style="list-style-type: none"> Report PowerPoint Verbal Video Art Postcards Poetry One-page summary Data walk Data placemat Blog/Vlog

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Denise will explain

Share Back

Contact Information

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- Denise Hartsock (denise.hartsock@kp.org)

Your turn to try....

Goal: practice developing a data driven story using your data.

- 1) Work with your team (20 minutes) – using the work sheet develop a data driven story that is meaningful for your program/organization.
- 2) Report out your story to the group

Ways to share your story

- Report
- Factsheets or program profiles
- Powerpoint
- Press material
- Audio/Visual
- Presentation
- Media
- Website/Social Media
- Newsletters.....