| **Purpose** | **Audience** | **Data/Information** | **Method** |
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| *Tips*   * *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)*   *Examples*   * *to have staff use data to change their day-to-day work* * *to secure new funding* | *Examples*   * *Team staff* * *Community residents* * *Partner organizations* * *Government* * *Funder* * *Board of Directors* * *Conference attendees* | *Examples*   * *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* | *Examples*   * *Report* * *PowerPoint* * *Verbal* * *Video* * *Art* * *Postcards* * *Poetry* * *One-page summary* * *Data walk* * *Data placemat* * *Blog/Vlog* |
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