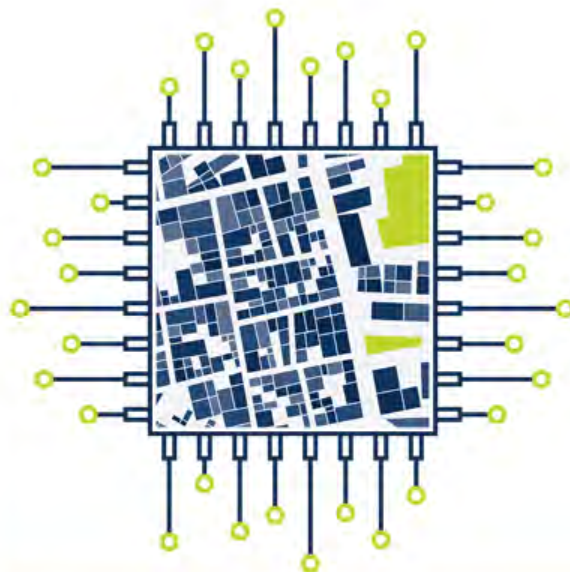


Speaking in Numbers

Strategic Data Communication Principles and Practices



Solving Problems &
Impacting Communities
With Data



What we will cover...

1. The Data Communication Framework

2. The Data Communication Process

- Analyze the audience
- Analyze the data
- Visualize for key insights
- Communicate for impact

3. Data Communication for Advocacy

But wait. What is strategic data communication?



In short:

Supplying the right **audience**

With the right **amount of data**

In the right **format**

Okay. Why does it matter?



New & improved strategies for producing, analyzing, & applying data allows HMIS and CoC staff to become curators and translators of data, using it to **inform, inspire** and **enhance engagement.**

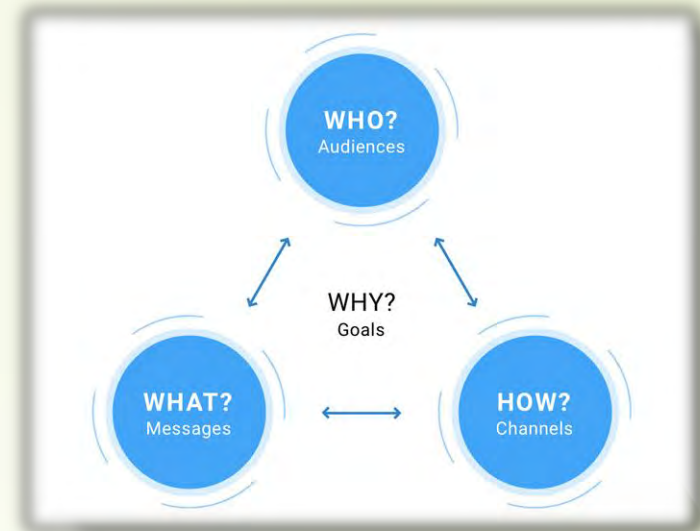


The Data Communication Framework

The Strategic Communications Framework

Components

1. The communication goal(s)
2. The audience
3. The channel or tactics
4. The message frame



The Strategic **Data** Communications Framework

Hello, Data Pyramid!

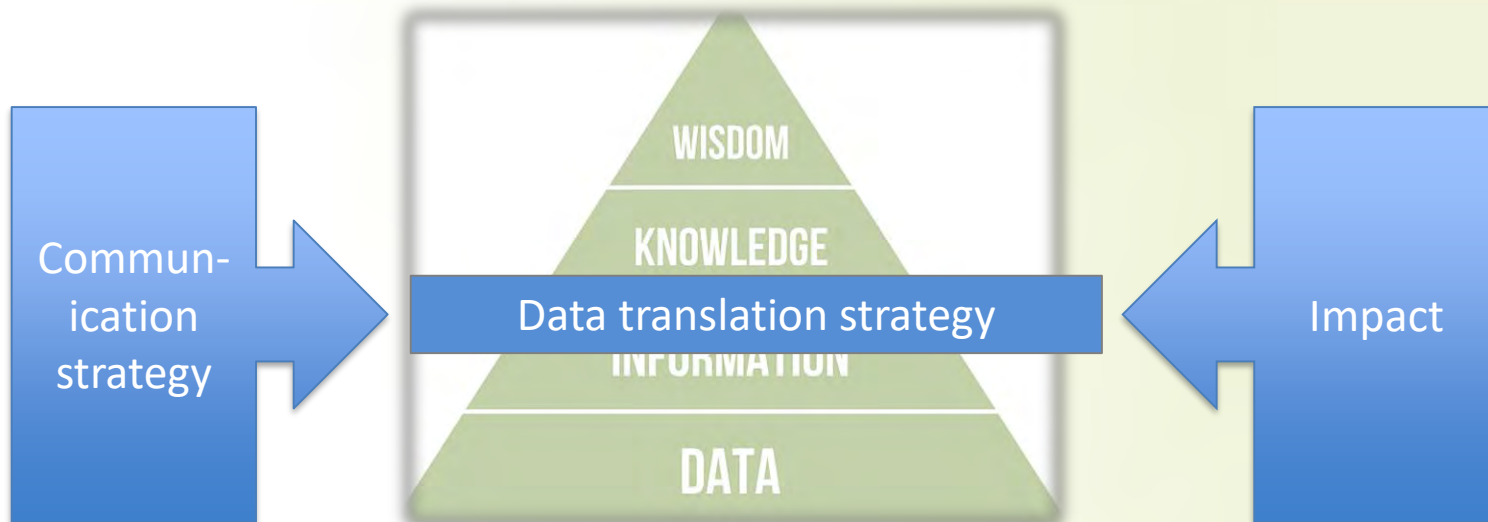
Data communication converts data and information into knowledge...

and bridges the gap between those with high data literacy and those who don't traditionally traffic in data.



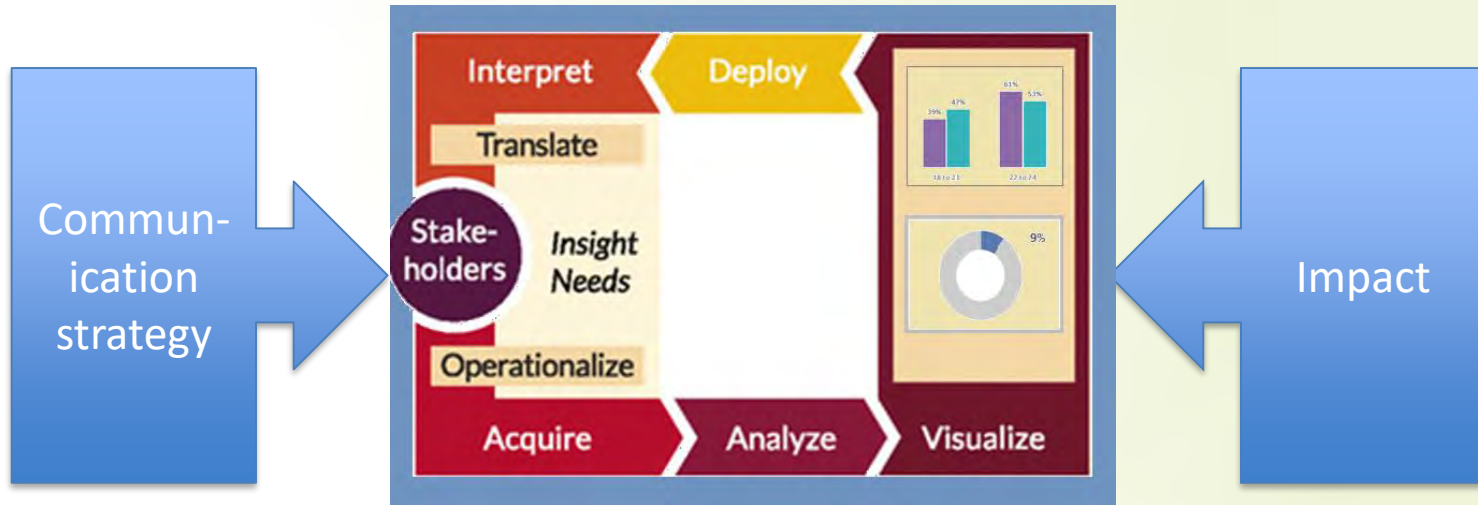


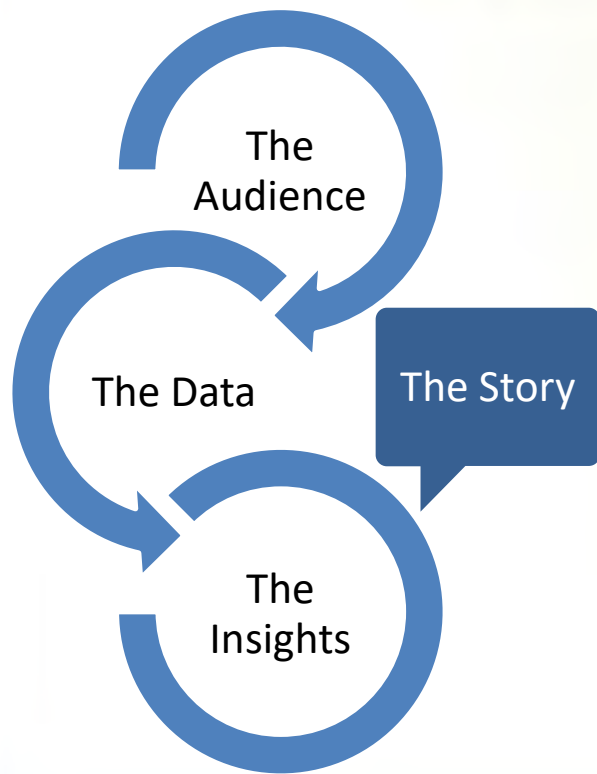
The Data Communication Framework



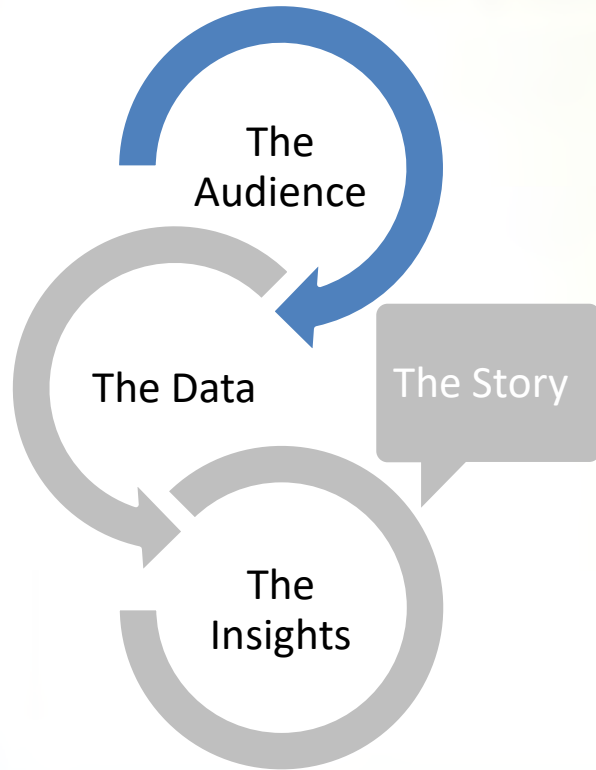


The Data Communication Framework





The Data Communication Process

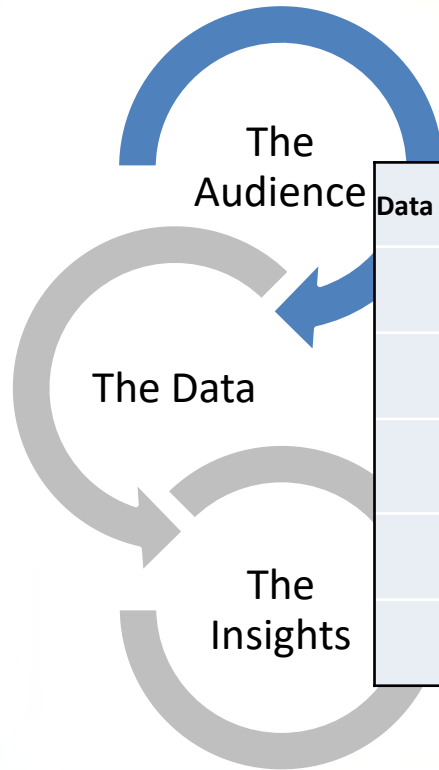


Analyze the Audience

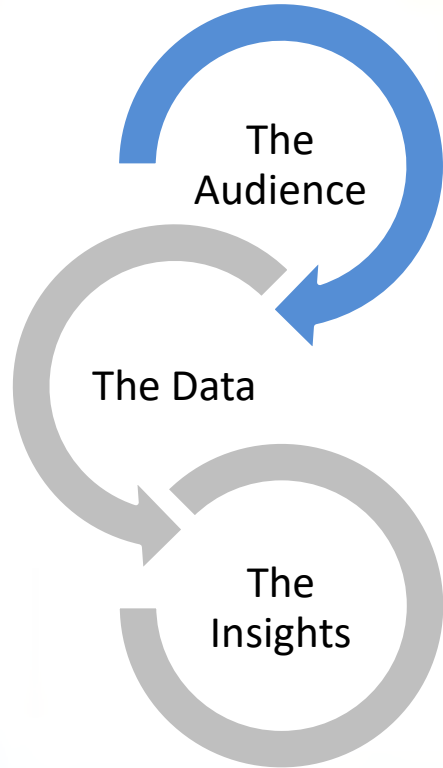
Consider the **data user roles** of your audience and how their roles imply specific data communication strategies



Analyze the Audience

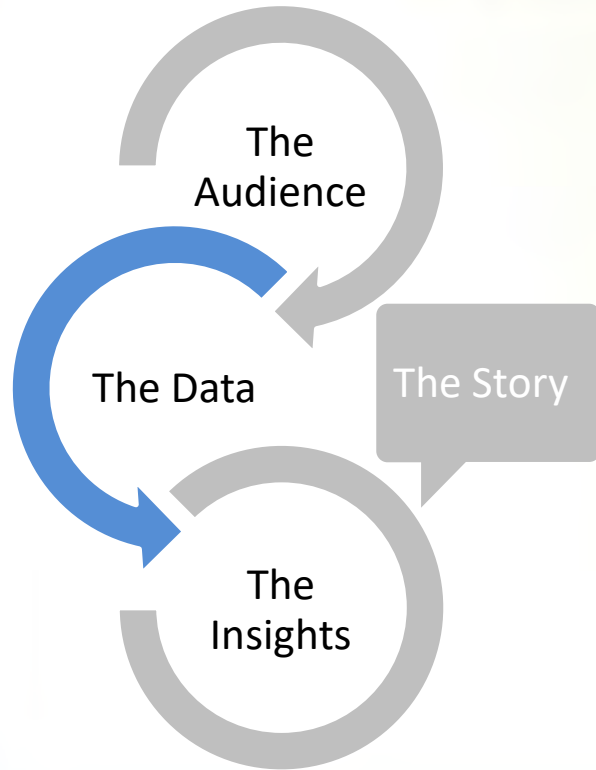


| Data User Role | Description |
|-----------------|--|
| Data Consumer | Interested and engaged. If the data trigger action, may move into a more active role. Typically have little data and domain expertise. |
| Data Actor | Act on and leverage the data to drive change. May have significant clout, staff and domain knowledge but limited time. |
| Data Promoter | Leverage data to create additional value: they inform, educate or build products around data. They multiply the audience and may influence consumers and actors. |
| Data Analyst | Use data to create deeper understanding. Have deep domain knowledge and extensive data knowledge. |
| Data Researcher | Work in the trenches to collect, analyze, and synthesize data for the groups above. May perform data collection and analysis themselves. |



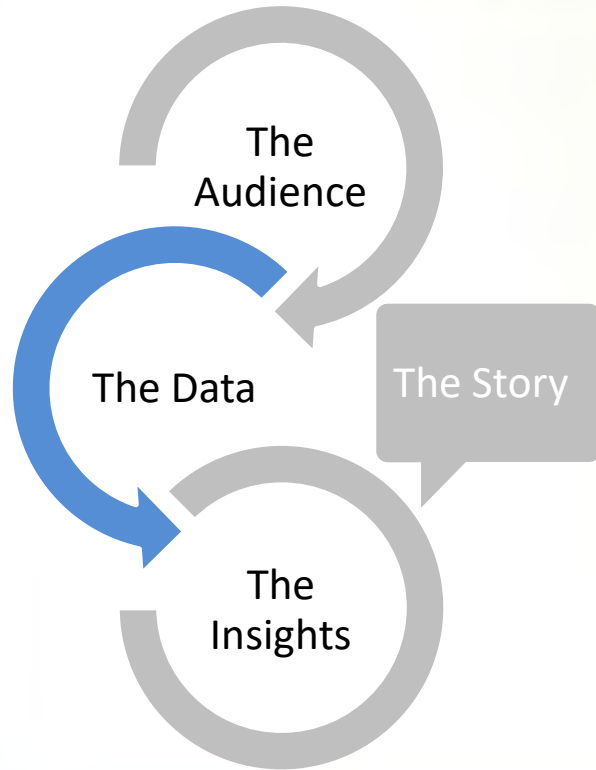
Analyze the Audience

| Data User Role | Audience Examples | Tools/ Type |
|-----------------|---|---|
| Data Consumer | News consumers, general public, allies | Infographics, narrative visualizations and/or data stories |
| Data Actor | Citizen activists, policy makers, local officials, Board members | Press releases, reports, briefs, interactive visualizations |
| Data Promoter | Journalists, bloggers, advocates, data geeks | Exploratory data visualizations, query tools |
| Data Analyst | Domain experts, technical staff, program directors, staffers for decision makers, | Data dashboards, query tools |
| Data Researcher | Researchers, academics, subject matter experts | Query tools, exploratory dashboards, data repository, data dictionary |



Analyze the Data

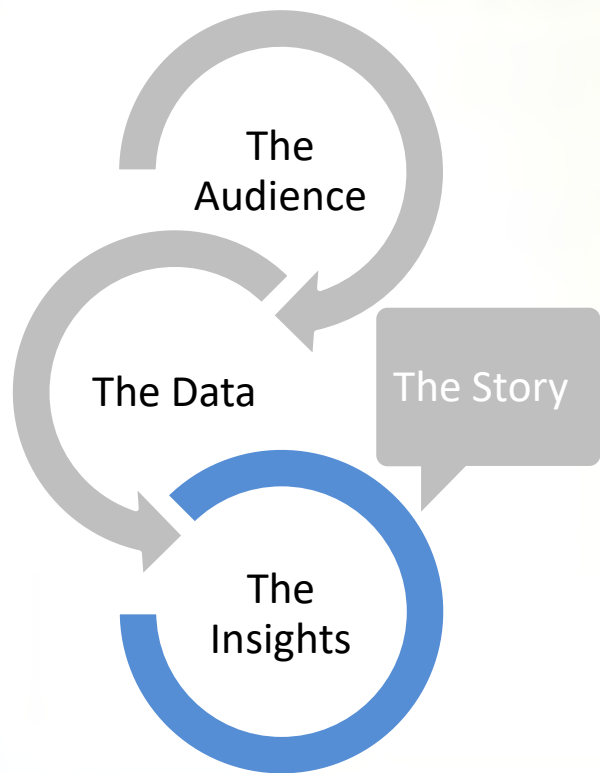
- The level of data analysis/ disaggregation should be influenced by audience needs
- It's a time saver to go into the process planning for this



Analyze the Data

Rules of thumb:

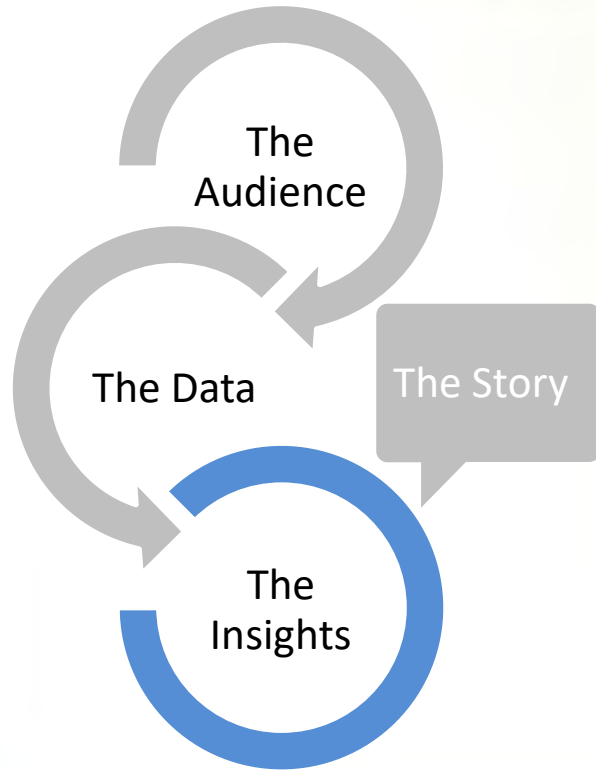
- Use rates instead of counts
- Remove unnecessary precision – e.g., round up/down your numbers to eliminate decimal places
- Use the data analysis phase as your opportunity to pause, understand, interpret exactly what you are seeing



Visualize for Insight

Best practices

1. Know which viz type: Exploratory or Explanatory?
2. Incorporate data viz best practices:
 - Chart Choice
 - Declutter
 - Colorize
 - Contextualize

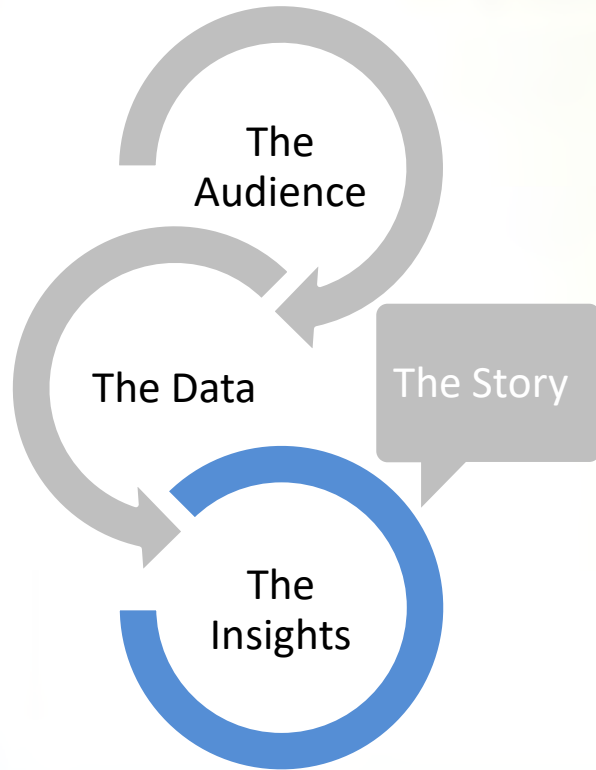


Visualize for Insight

Exploratory or Explanatory?

Exploratory

- Who: For data reporters, analysts and researchers with moderate-to-advanced data literacy.
- Strategy: Requires that users devise their own exploratory processes and reach their own conclusions, without data translation.
- Technique: Data dashboards, data download tools.

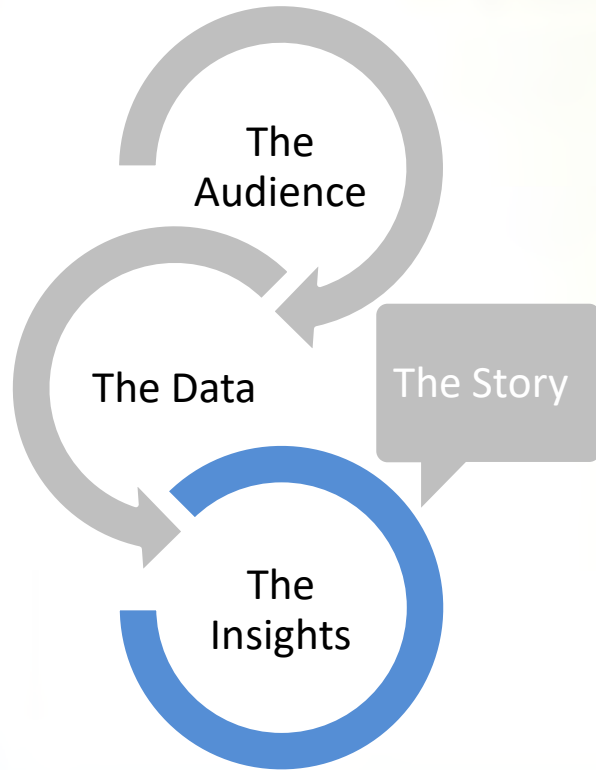


Visualize for Insight

Exploratory or Explanatory?

Explanatory

- Who: For data actors and promoters, such as local officials/policy makers, civic activists, the wide audience of stakeholders and the general public.
- Strategy: Narrative and/or guided data reporting strategies.
- Technique: Scrollytelling, interactive data reports, 1-2pp data briefs.



Visualize for Insight

Data Viz Best Practices

- Chart Choice
- Declutter
- Deploy Color
- Clarify

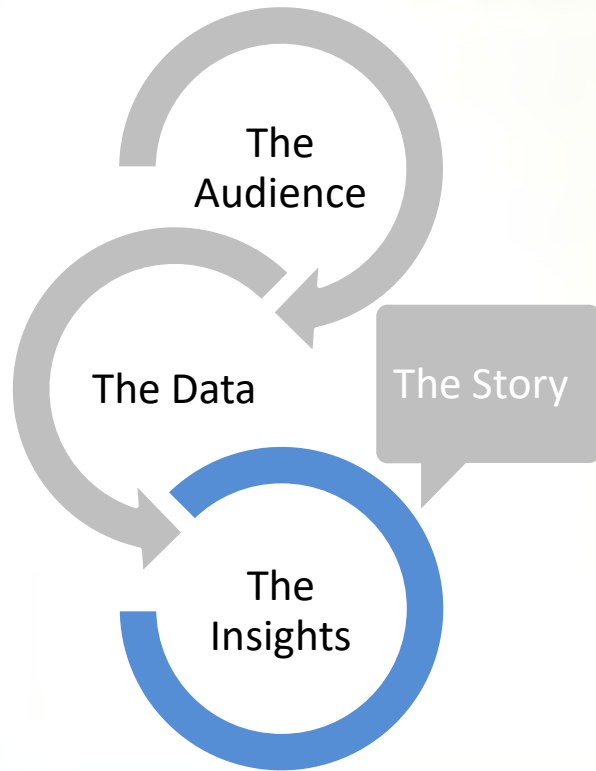
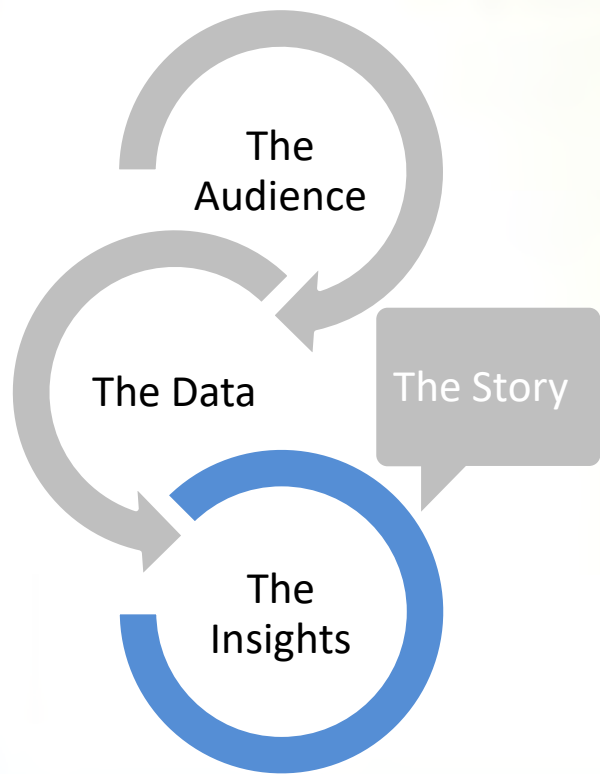


Chart Choice

Rules of thumb

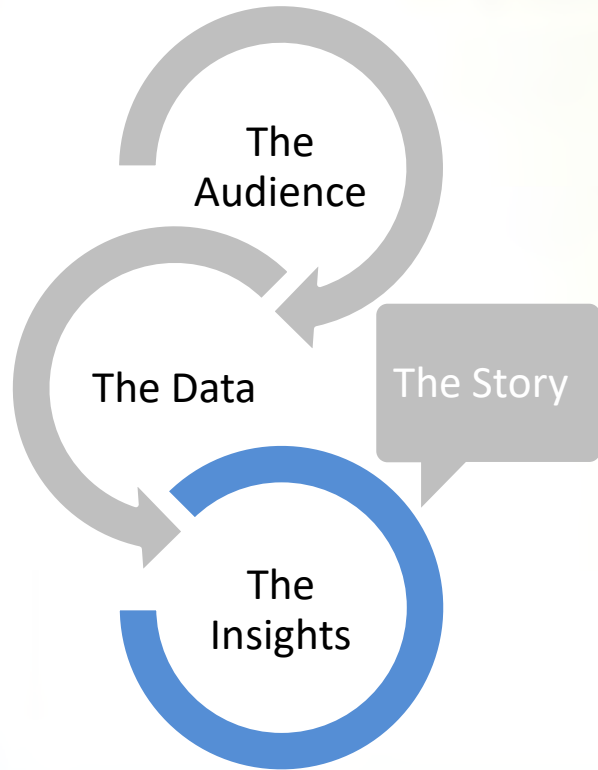
- Trends over time = line graph
- Parts of whole = pie chart
- Comparison of groups = bar charts
- Ranked comparisons = vertical bar charts
- Processes or flows = Sankey diagrams

See more at the [interactive chart chooser](#)



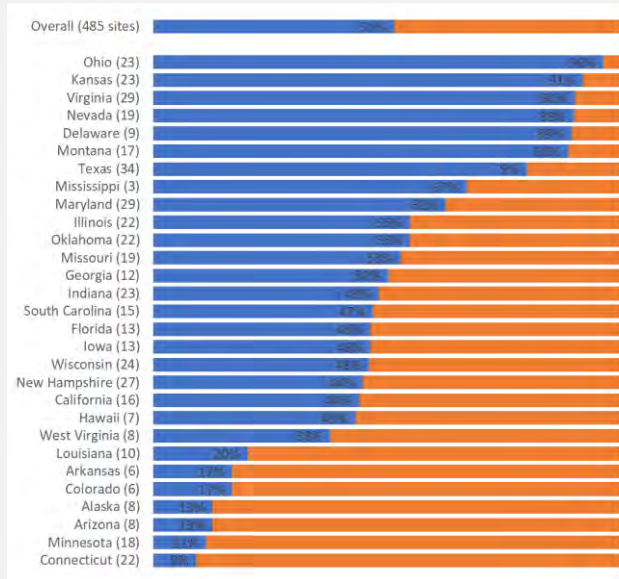
Declutter: Remove to Improve

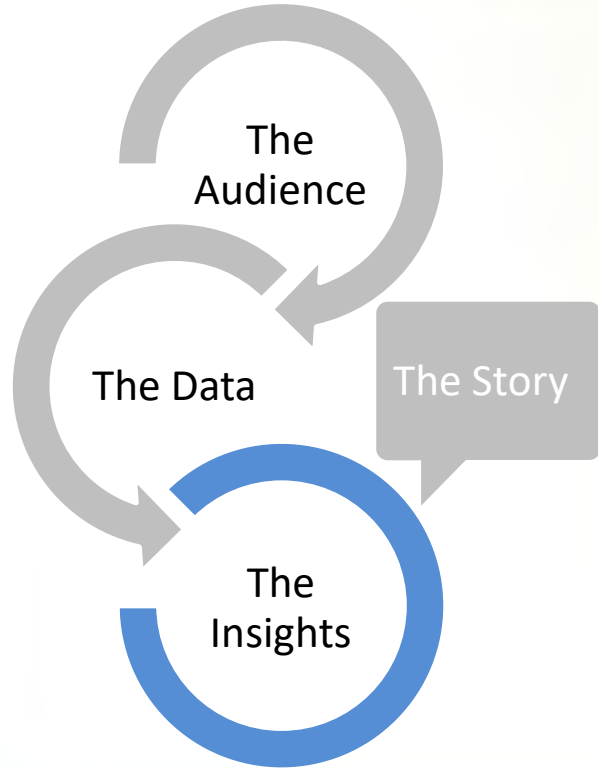




Color: Use to guide the story

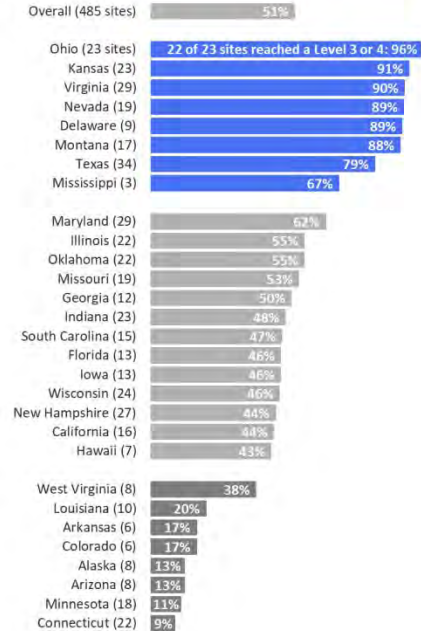
Before

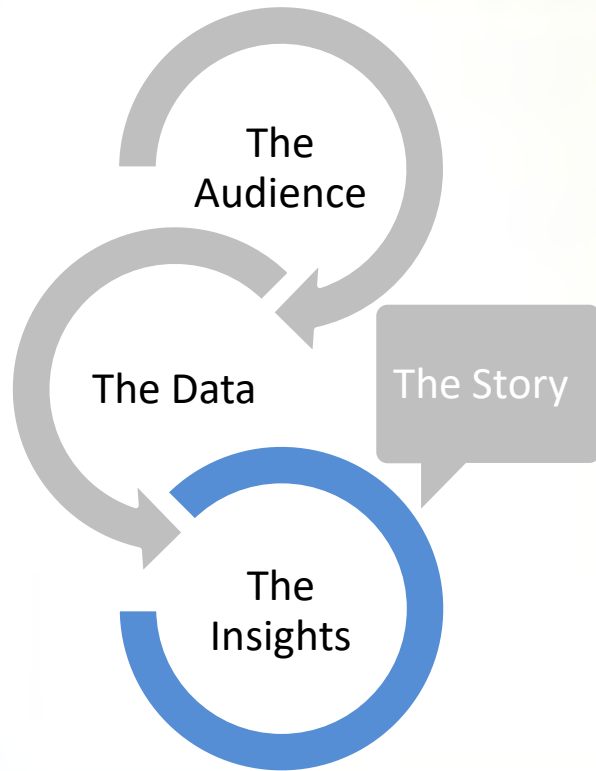




After

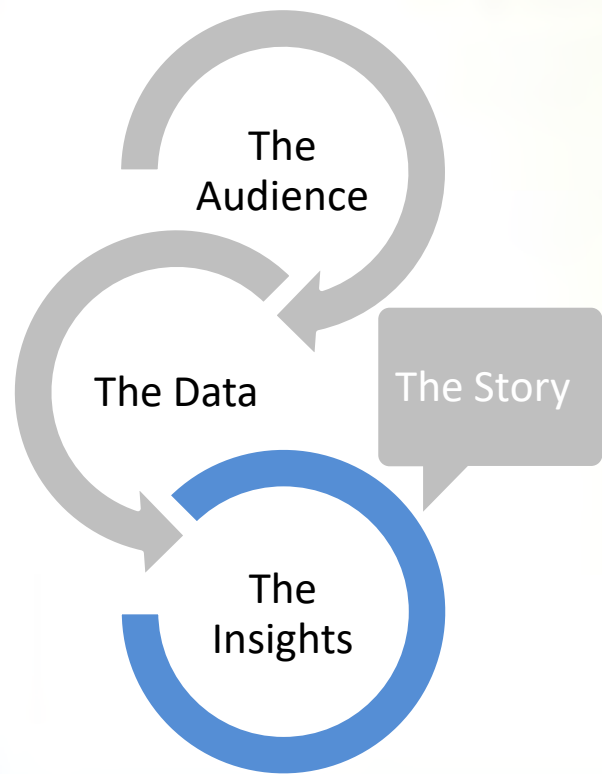
color encoding






Color: To convey data type and thus provide organizing principles

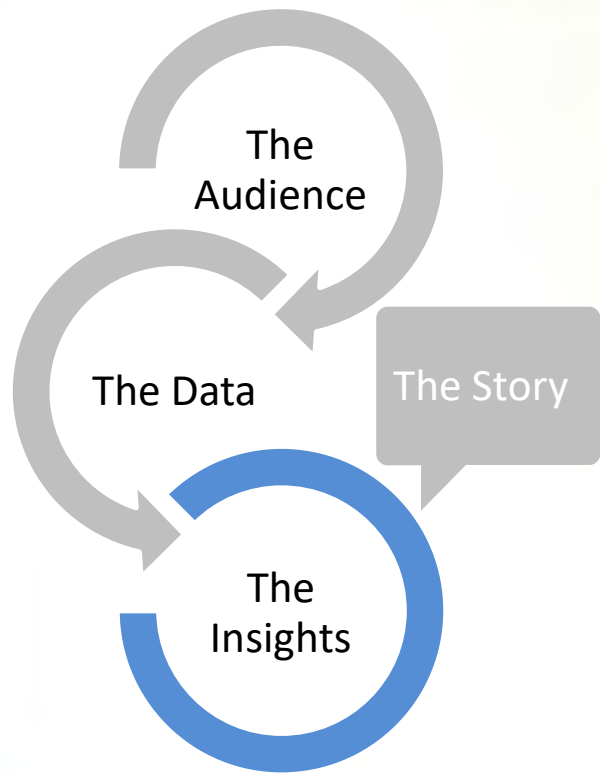
| Qualitative | Quantitative | | |
|-------------|--------------|-----------|--------|
| Categorical | Sequential | Diverging | Cyclic |
| | | | |



Clarify

- Storytelling titles: Say what you see
- Use hierarchical text
- Annotate
- Use tooltips (if interactive)
- Use information icons 





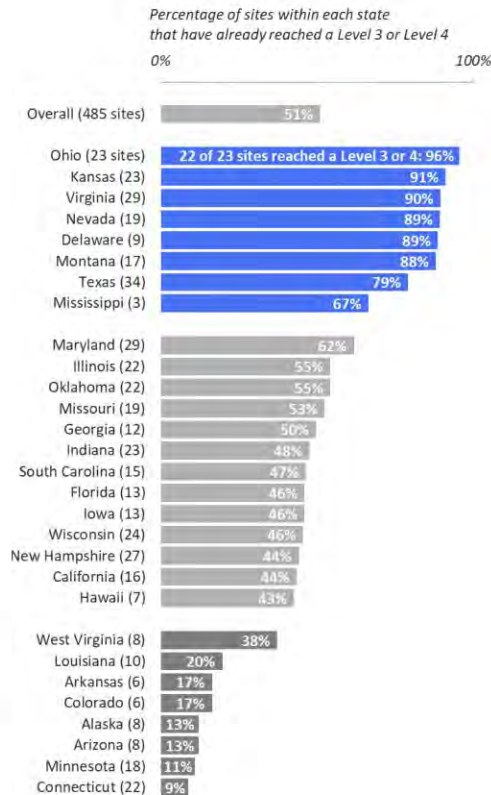
annotation

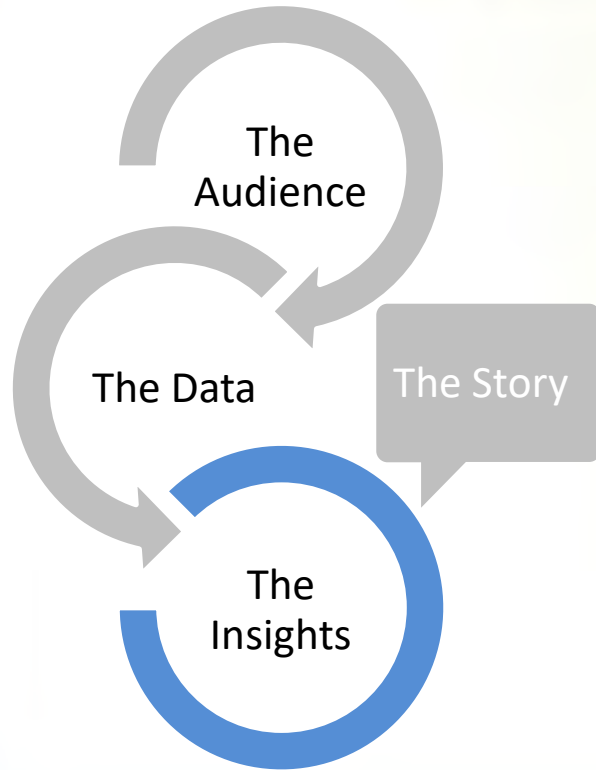


Exemplar States to Learn From

In these eight states, the majority of their sites have already achieved a Level 3 or Level 4.

States to Monitor
In these eight states, few sites have reached a Level 3 or Level 4.





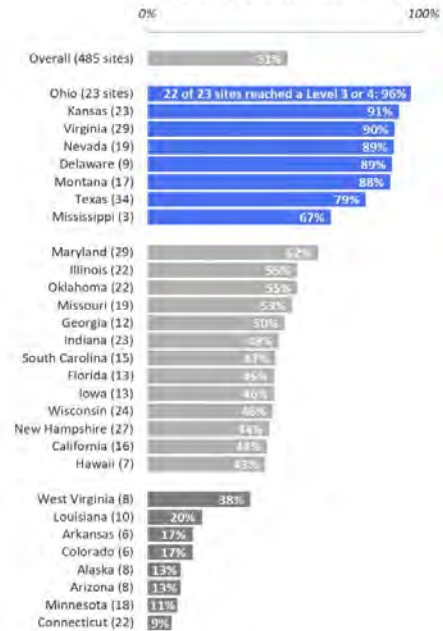
storytelling title →

hierarchical text →

In 8 Exemplar States, the Majority of Sites Have Already Achieved a Level 3 or 4

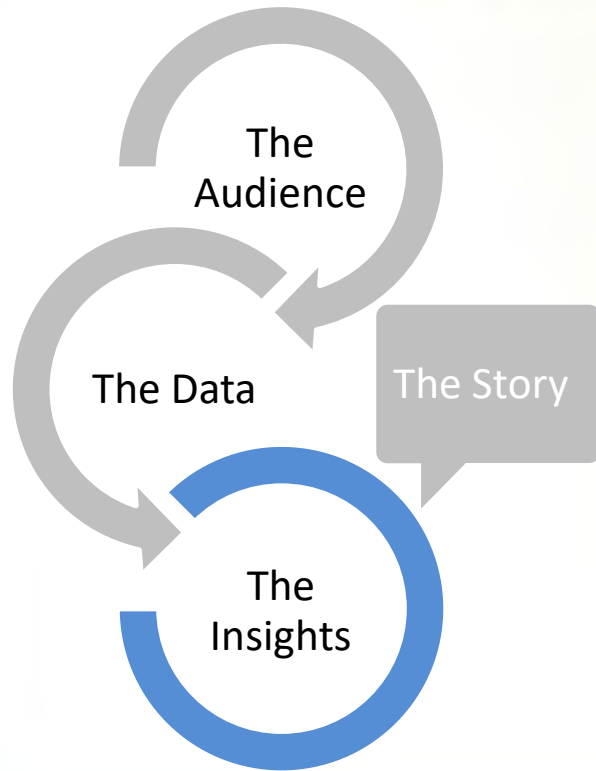
We work within 485 sites across 29 states. We rated each site's progress on a four-point scale where a Level 4 is the highest rating. Our goal is to work with sites until they achieve a Level 3 or 4.

Percentage of sites within each state that have already reached a Level 3 or Level 4



Exemplar States to Learn From
In these eight states, the majority of their sites have already achieved a Level 3 or Level 4.

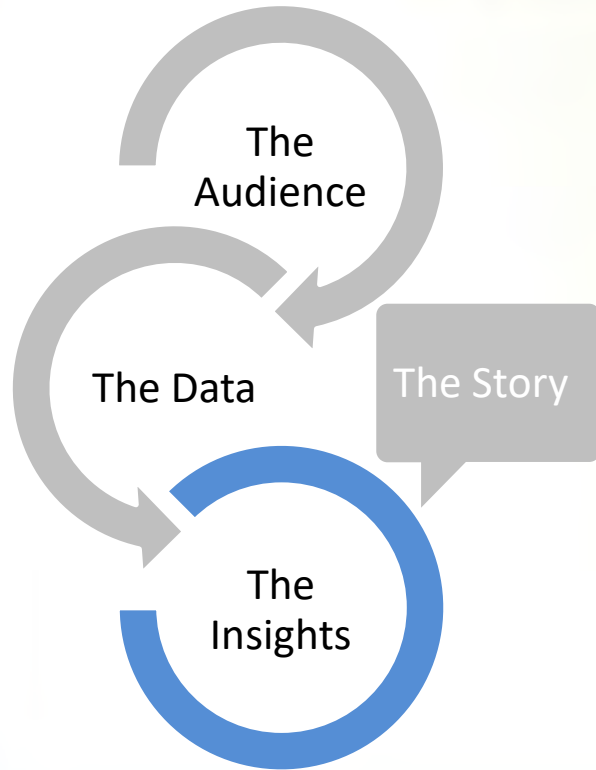
States to Monitor
In these eight states, few sites have reached a Level 3 or Level 4.



Visualize for Insight

Great Resources:

- [Data viz checklist](#)
- [Rate your data viz](#)



Rate your data viz

Data Visualization Checklist Rate your visualization

You're finished! Your score is: 41/48 or, 85.4%.
Great charts score 80-90%.

In 8 Exemplar States, the Majority of Sites Have Already Achieved a Level 3 or 4

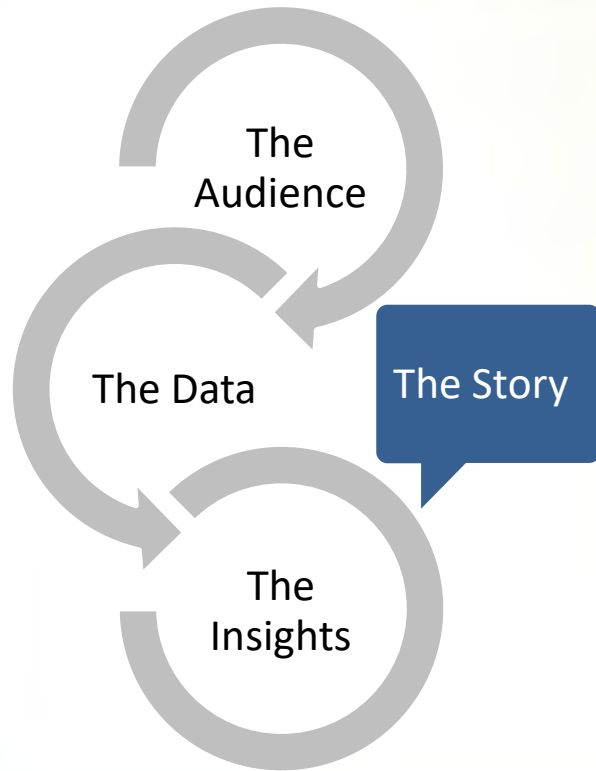
See work within ASD sites across 20 states. We selected each state's progress on a four-point scale where a Level 4 is the highest rating. Our goal is to learn with sites who have achieved a Level 3 or 4.

Percentage of sites which each state who have achieved a level 3 or level 4

| State | Percentage of sites which each state who have achieved a level 3 or level 4 |
|---------------------|---|
| Ohio (22 sites) | 100% |
| Illinois (21) | 100% |
| Virginia (20) | 100% |
| Arizona (16) | 100% |
| Delaware (15) | 100% |
| Minnesota (17) | 100% |
| Texas (14) | 100% |
| Massachusetts (12) | 100% |
| Alabama (10) | 100% |
| Illinois (22) | 100% |
| Mississippi (10) | 100% |
| Chicago (12) | 100% |
| Indiana (10) | 100% |
| South Carolina (12) | 100% |
| Florida (10) | 100% |
| Ohio (12) | 100% |
| Mississippi (14) | 100% |
| New Hampshire (12) | 100% |
| California (14) | 100% |
| Idaho (1) | 100% |
| West Virginia (6) | 100% |
| Louisiana (12) | 100% |
| Washington (6) | 100% |
| Colorado (6) | 100% |
| Utah (6) | 100% |
| Alaska (6) | 100% |
| Mississippi (14) | 100% |
| Connecticut (12) | 100% |

Fully met

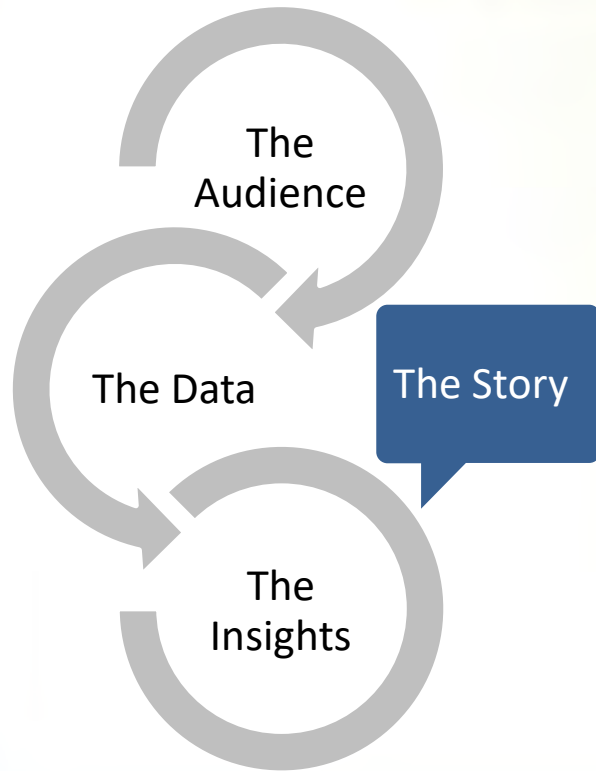
- Q1 6-12 word title is left-justified in upper left corner.
- Q2 Subtitle and/or annotations provide additional information
- Q3 Text size is hierarchical and readable
- Q4 Text is horizontal
- Q7 Proportions are accurate
- Q8 Data are intentionally ordered
- Q10 Graph is two-dimensional
- Q11 Display is free from decoration
- Q12 Color scheme is intentional



Create an effective message

Tip #1: Use the 5 Ws

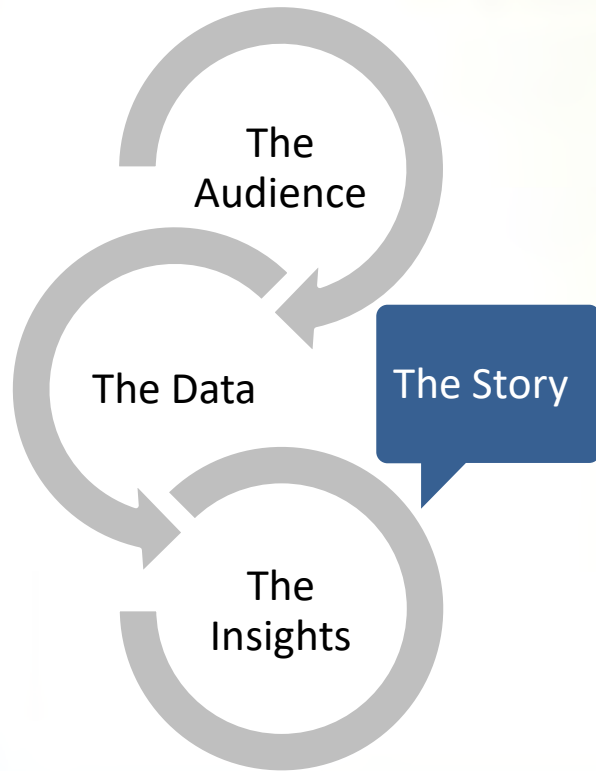
- Who
- What
- When
- Where
- Why



Create an effective message

Tip #2: Use plain language

- Avoid acronyms and jargon
- Avoid stigmatizing language
- Use universal data literacy principles (white space, images, readability analysis)
- Use numerals properly: e.g., spell out numbers at the beginning of sentences

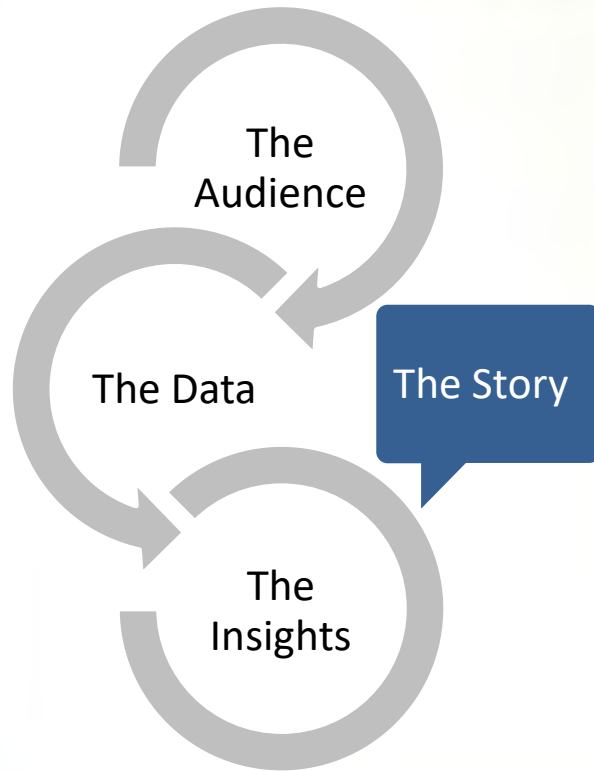


Create an effective message

Tip #3: Create an elevator pitch

In 5 minutes or less, tell your whole story:

- 1) The population affected
- 2) The key insight
- 3) The key actions that will have impact
- 4) The long-term change that can happen



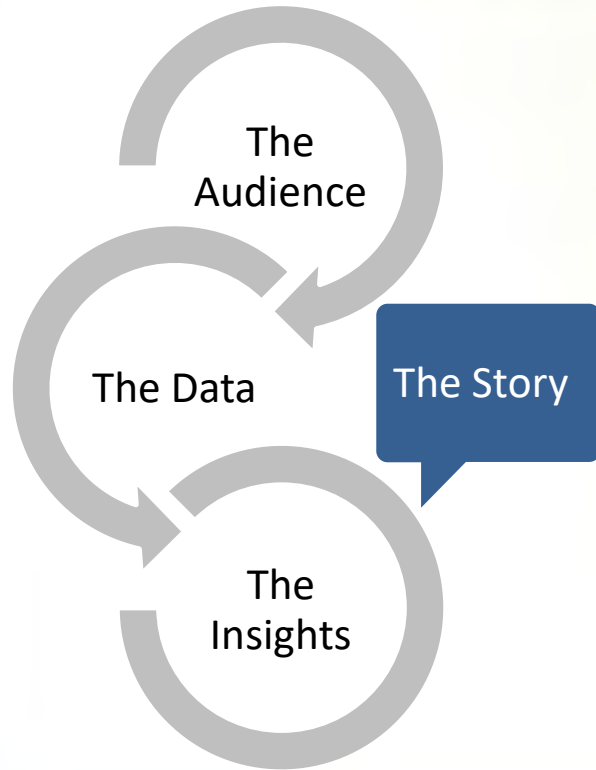
Enhance engagement

Tip #1: Customize and localize

Tip #2: Use sidebars and user notes

Tip #3: Use action steps and/or calls to action

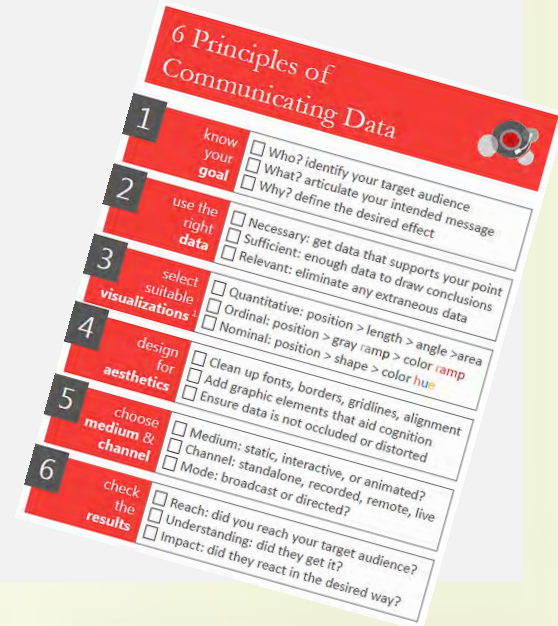
Tip #4: Provide contact info



Communicate for Impact

Great resources:

- [6 principles](#) checklist
- [Communicating data](#) worksheet





Vizperation



Bussed out

How America moves its homeless

Each year, US cities give thousands of homeless people one-way bus tickets out of town. An 18-month nationwide investigation by the Guardian reveals, for the first time, what really happens at journey's end

By the Outside in America team

20 December 2017



Home Page > Reports > Nowhere to Go: Homelessness among formerly incarcerated people

Nowhere to Go: Homelessness among formerly incarcerated people

By [Lucia Coutoute](#)
August 2018



It's hard to imagine building a successful life without a place to call home, but this basic necessity is often out of reach for formerly incarcerated people.

Barriers to **employment**, combined with explicit discrimination, have created a little-discussed housing crisis.

In this report, we provide the first estimate of homelessness among the 5 million formerly incarcerated people living in the United States, finding that formerly incarcerated people are **almost 10 times more likely to be homeless** than the general public. We break down this data by race, gender, age and other demographics; we also show how many formerly incarcerated people are forced

Stay Informed

Get the latest updates:

- Prison Policy Initiative newsletter (?)

And our other newsletters:

- Research Library updates (?)
- Prison gerrymandering campaign (?)

Email:

Name (optional):

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[Subscribe](#)

Engaging the Public

Advocacy goals when providing public data

- Education and information
- Expand public discourse
- Build public support
- Promote engagement



Public support and engagement leads to...

- Increased investment and resources
- Improved policies
- Increased housing opportunities
- Improved outcomes
- Reduced homelessness



Engaging the Public ... is failing complicated?

Recent research reveals that our public messaging may be ineffective.

“Public audiences can be tough to influence; may not have time to listen to all of the facts and data we have to offer... and are not won over by the sad stories we have to tell about the growing number of individuals who are facing impossible housing constraints.

“Our pie charts, facts, and figures have limited utility when people feel disconnected from housing as a shared public concern.”

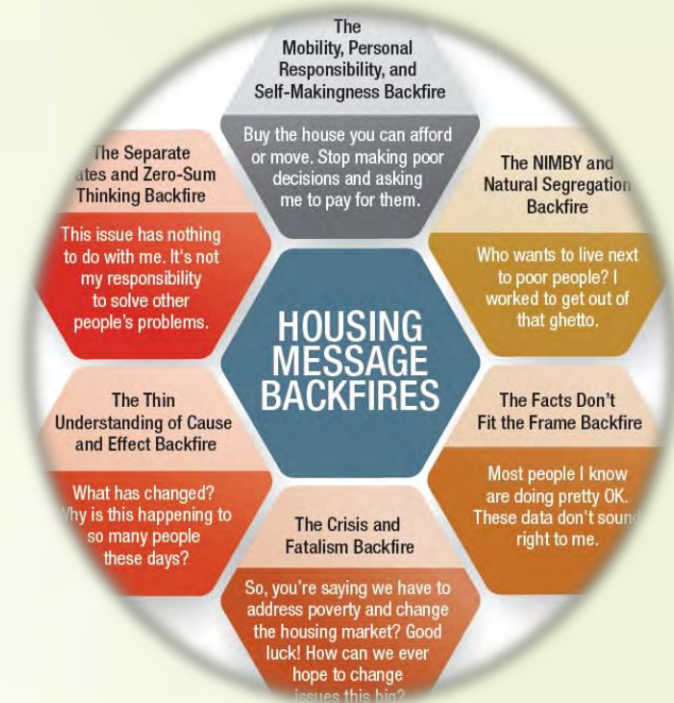


Why?

The Backfire Effect

The Solution?

Connecting to public concerns
by
Counteracting the backfire effect





Engaging the Public ... is difficult possible

Evidence-based messaging strategies

- Data and research cannot BE the message but should enhance the message.
- Tell stories that balance the people, places, and systems perspectives.
- Tell a “Story of Us” rather than a “Story of Them.”
- Broaden the impact: Bring the connection between housing and other issues into sharper focus.
- Use language about home, and community, instead of over-relying on the terms of housing, affordable housing, or permanent housing.



Thank you!!

Please be in touch!

Andrea Miller, Waypoints Consulting
amiller@waypointshome.org