

Data Storytelling 101: Laying the Groundworks for CBO Impact

Case Study: Harmony Mental Wellness Center

Data Storytelling Worksheet Example for Latino Youth

Define Your Story

- **Topic of Interest:** Cultivating mental health resilience within the Latino youth community.
- **Objective:** Implement and advocate for programs that acknowledge and integrate Latino cultural values and family dynamics into mental health services.
- **Key Message:** 'La salud mental es nuestra fuerza - Mental health is our strength.'

Understand Your Audience

- **Target Audience:**
 - Latino youth
 - Latino parents
 - Community leaders
 - Educators
 - Healthcare providers
 - Local government
- **Audience Insights:** Cultural importance of family, resilience, and community support are highly valued and can influence receptiveness to mental health discussions.
- **Engagement Strategy:** Utilize stories that reflect shared cultural experiences and challenges, emphasizing the role of communal support in fostering youth mental health.

Identify Key Data Points

- **Relevant Data:**
 - Rates of mental health issues specific to Latino youth
 - Barriers to accessing care
 - Impact of community-based interventions
- **Data Sources:** Local health agencies, schools, cultural organizations, and existing HMWC programs.
- **Data Gaps:** Need more nuanced data that captures the diversity within the Latino community, including factors like immigration status, language proficiency, and acculturation levels.

Establish Goals and Metrics

- **Primary Goals:** Increase the visibility and accessibility of mental health resources tailored for Latino youth, and reduce the cultural stigma associated with seeking help.

- **Success Metrics:**
 - Enrollment and retention in mental health programs
 - Community feedback
 - Increased dialogue about mental health in Latino settings
 - Reduction in stigma

Plan Your Storytelling Approach

- **Narrative Structure:** Start with a personal story of a Latino youth navigating mental health challenges, transition to the broader context with supporting data, and conclude with community voices advocating for change.
- **Visualization Examples:** Infographics highlighting mental health statistics contrasted with positive outcomes of those participating in cultural programs; video testimonials from families and youth.
- **Channels for Families:** Workshops at local community centers, educational materials distributed at cultural events, and inclusive social media campaigns with bilingual content.
- **Channels for Educators/Government:** Policy briefs summarizing research findings, data-driven presentations at local council meetings, and partnership announcements in local news media.
- **Crafting a Powerful Narrative:** Engage local Latino artists to create culturally relevant and resonant storytelling materials that bring the data to life, and story circles to capture and share lived experiences.
- **Timeline:** Begin the campaign during National Hispanic Heritage Month and continue with steady outreach, aligning with cultural and community events throughout the year.

Anticipate Challenges

- **Data Storytelling Challenges:** Navigating language barriers, varying levels of cultural assimilation, and the need for material adaptation to different segments of the Latino community.

Share and Reflect

- **Sharing Examples:** Present case studies at regional workshops on cultural competency and youth mental health conferences, highlighting HMWC's storytelling approach.
- **Feedback Loop:** Host bi-lingual forums and use targeted social media polls to gauge the effectiveness and cultural resonance of storytelling efforts, adapting based on the responses.

Data with Ethical and Equitable Considerations

- **Ethical Data Selection:** Practice sensitive data handling, ensuring confidentiality and respect for individuals' stories, especially in the context of immigration issues.
- **Bias Evaluation:** Involve cultural liaisons to review narratives and data presentations to prevent misrepresentation or oversimplification of cultural aspects.

- **Inclusive Representation:** Strive for authentic portrayal by collaborating with Latino storytellers, mental health professionals, and youth themselves to validate and shape narratives.
- **Impact Assessment:** Monitor changes in community perception towards mental health and assess any shifts in youth's willingness to seek support.
- **Transparent Methodology:** Clearly communicate research methods, analysis techniques, and storytelling frameworks, offering transparency reports in both English and Spanish.