

Data Storytelling 101: Laying the Groundwork for CBO Impact

Case Study: Harmony Mental Wellness Center

Data Storytelling Worksheet Example – African American/Black Youth

Define Your Story

- **Topic of Interest:** Enhancing mental health care accessibility for African American/Black youth.
- **Objective:** To break down barriers to mental health services for African American/Black youth by offering programs that resonate with their cultural experiences.
- **Key Message:** 'Culturally sensitive mental health care is a right for every African American/Black youth.'

Understand Your Audience

- **Target Audience:** African American/Black community leaders, local school boards, health advocates, and families.
- **Audience Insights:** Recognize the importance of addressing mental health within the context of cultural identity and lived experiences of African American/Black youth.
- **Engagement Strategy:** Use community narratives and data-driven insights to depict the mental health landscape and the benefits of tailored care.

Identify Key Data Points

- **Relevant Data:** Incidence and types of mental health conditions prevalent among African American/Black youth, current utilization of mental health services, and effectiveness of culture-specific programs.
- **Data Sources:** Health department statistics, local school counseling data, HMWC program data, and community health surveys.
- **Data Gaps:** Lack of extensive data on long-term effects of culturally-specific mental health interventions for African American/Black youth.

Establish Goals and Metrics

- **Primary Goals:** To advocate for and develop mental health services that affirm the cultural identities of African American/Black youth. The goal is to ensure that these youth feel understood, respected, and valued in their mental health journey, and to address any specific mental health disparities or challenges they face due to systemic racism, discrimination, or cultural misunderstandings. By affirming their cultural identities, the services aim to provide more effective, inclusive, and empowering mental health support.

- **Success Metrics:** Measurable improvements in mental health outcomes, increased service uptake among African American/Black youth, and strengthened community partnerships.

Plan Your Storytelling Approach

- **Narrative Structure:** Share relatable success stories of African American/Black youth who have overcome challenges with the support of HMWC's programs.
- **Visualization Examples:** Create a storyboard that illustrates a youth's journey to wellness, alongside bar charts comparing mental health outcomes before and after program enrollment.
- **Channels:** Leverage influential community social media groups, collaboration with local Black-owned media, workshops at community centers, and presentations at health and education events.
- **Crafting a Powerful Narrative:** Align HMWC's mission with the rich storytelling traditions of the African American/Black community to create compelling, culturally-conscious narratives.
- **Timeline:** Kick-off the campaign during Black History Month and continue with sustained efforts that align with community events and observances.

Anticipate Challenges

- **Data Storytelling Challenges:** Effectively communicating the depth of mental health issues without reinforcing negative stereotypes and ensuring all narratives are respectfully told.

Share and Reflect

- **Sharing Examples:** Showcase HMWC's storytelling at local and national forums dedicated to African American/Black health and wellness.
- **Feedback Loop:** Establish a two-way dialogue with youth and community members to continually refine and enhance the storytelling approach.

Data with Ethical and Equitable Considerations

- **Ethical Data Selection:** Apply rigorous standards to protect the privacy of the youth and uphold ethical storytelling practices.
- **Bias Evaluation:** Engage with cultural competence experts to review and advise on data interpretation and representation.
- **Inclusive Representation:** Ensure that diverse voices within the African American/Black youth population are included and accurately represented.
- **Impact Assessment:** Continually assess how the storytelling is affecting the community and adjust strategies to support positive outcomes.
- **Transparent Methodology:** Clearly communicate the methodology behind HMWC's data collection and storytelling to maintain trust and transparency.