SAMHSA's Elevate CBOs Webinar Series

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DATA STORYTELLING: HOW CBOS CAN SHARE THEIR IMPACT

WE WILL BE STARTING SHORTLY, THANK YOU FOR JOINING US!

Attendees are muted, so please share comments and ask questions in the **Q&A box**

Closed captioning is available through Zoom using the **CC button**

Resources and the recording will be available following the roundtable at **share.nned.net**

Introduce yourself and your affiliation in the chat

Share comments and ask questions in the **Q&A box**

Closed captioning is available through Zoom using the **CC button / Full Live Transcript** option

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- Welcome and Introductions
- Your Data. Your Story.
- Understanding Data Storytelling
- Identifying Your Audience and Purpose
- Ethics and Equity in Data Storytelling
- Crafting Your Narrative
- Closing Remarks & Next Steps
- Q&A

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Populations Served


Populations Served Distribution
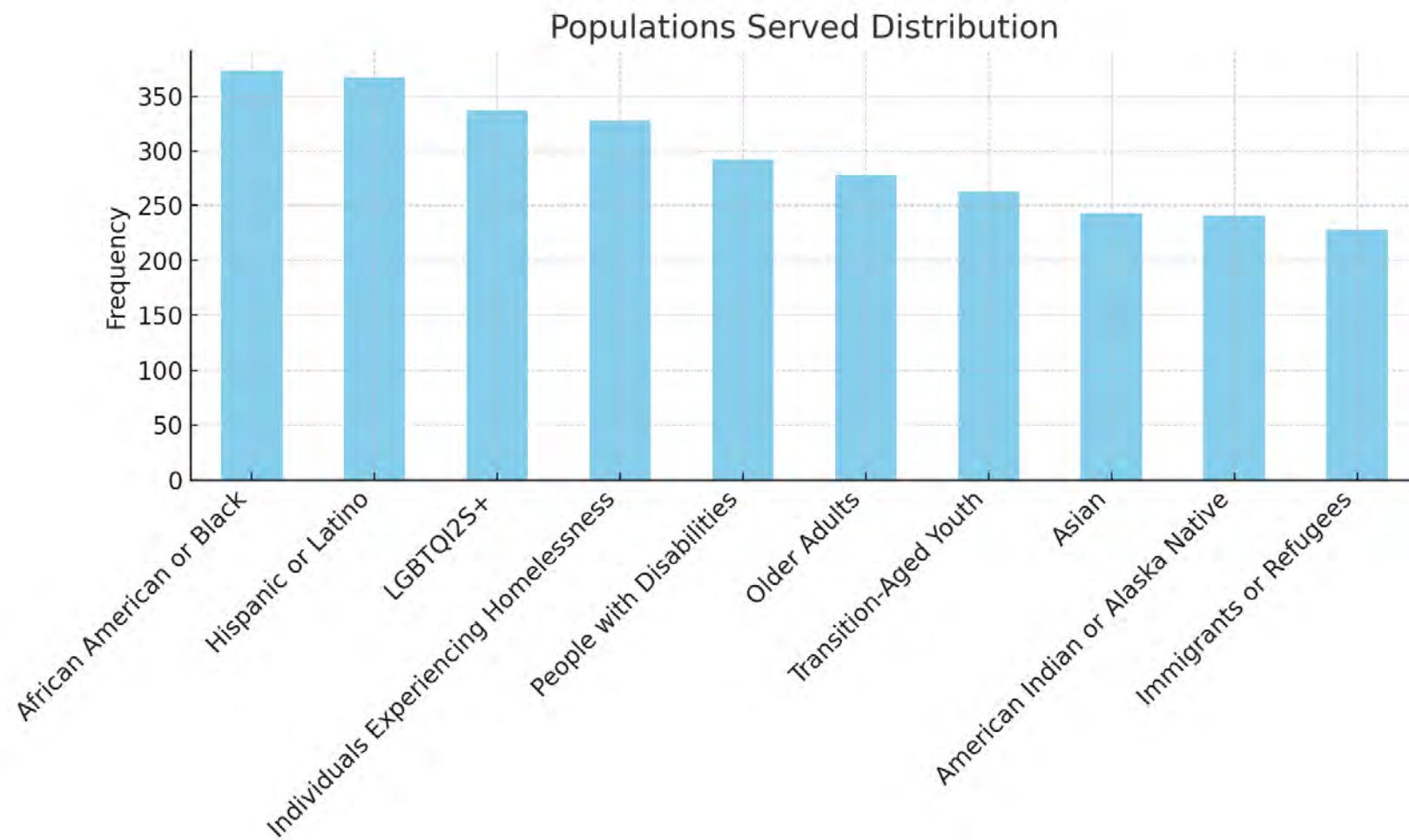
Narrative

"Our commitment to serving a broad spectrum of communities is evident in the diversity of populations our CBOs reach. From serving individuals experiencing homelessness to providing specialized care for African American or Black communities, and extending support to Immigrants or Refugees, among others, this chart not only showcases our dedication to equity but also the complex needs of the populations we serve, emphasizing the importance of tailored behavioral health interventions."

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Area of Focus

Narrative

"The focus areas chart reveals a wide range of interventions, from mental health and substance use to family support, health/primary care and child welfare. This diversity in focus areas highlights the comprehensive approach CBOs are taking to address the multifaceted nature of behavioral health challenges. It's a testament to our adaptability and commitment to addressing the needs of our communities holistically."

Focus Area Distribution

Experience in Data Storytelling
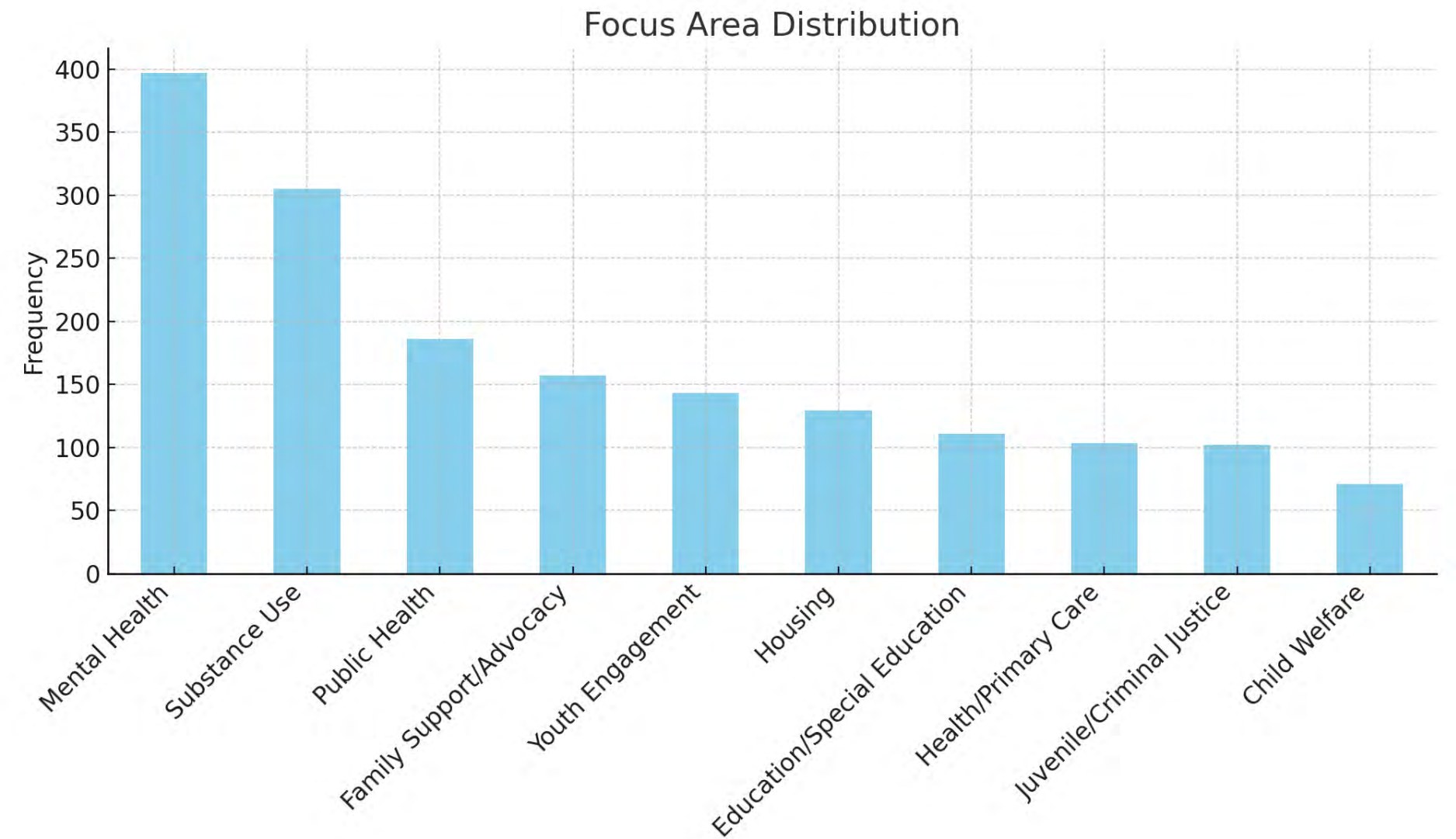
Experience in Data Storytelling Distribution
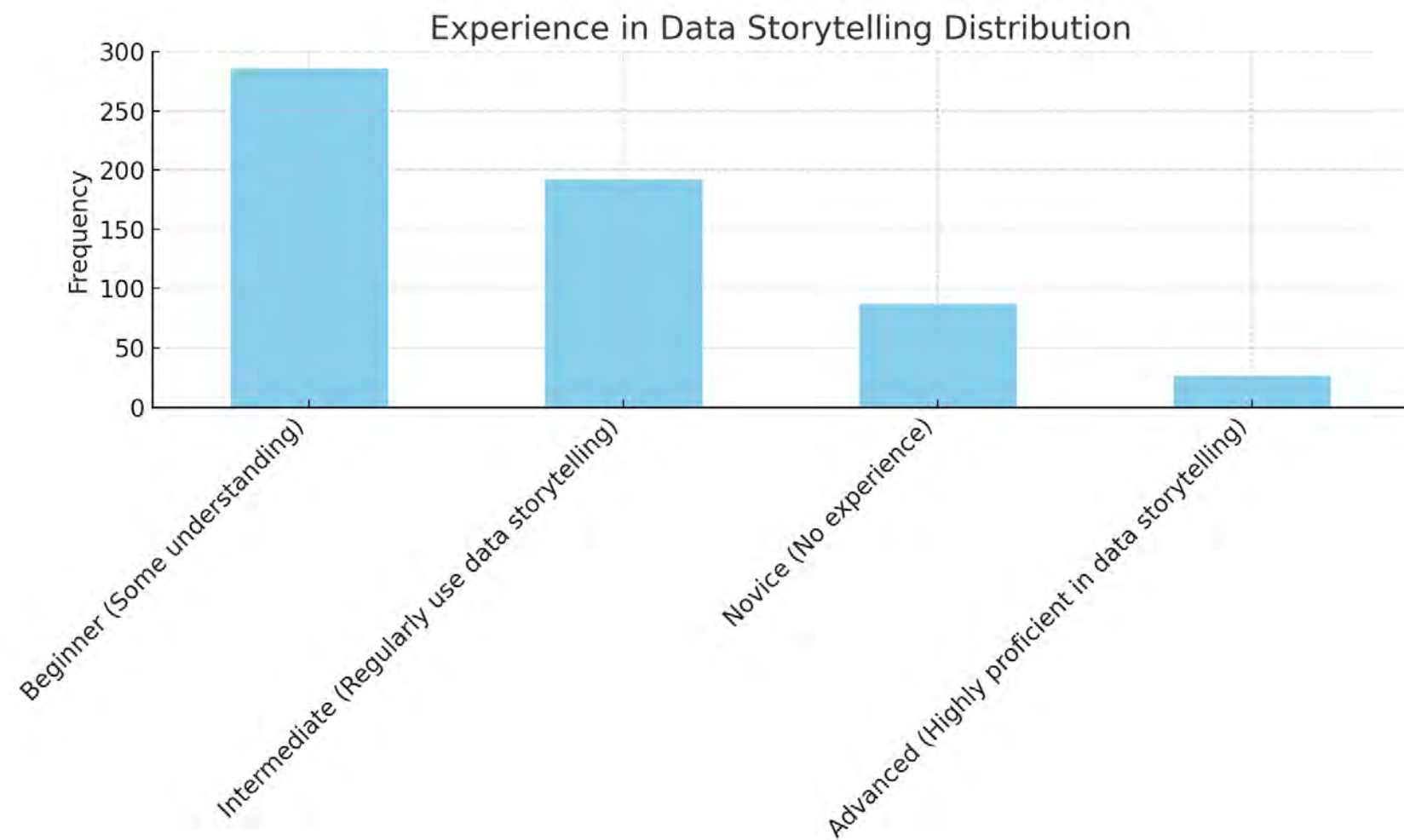
Narrative

"While many of us are at the beginning of our journey in data storytelling, with a significant portion identifying as beginners, there's a growing interest in harnessing data more effectively. This trend towards embracing data storytelling is crucial for amplifying our impact, securing funding, and advocating for policy changes. It underscores the need for capacity building in this area to empower our organizations further."

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Primary Goals with Data Storytelling

Narrative

"Our primary goal with data storytelling is to foster community awareness and engagement, highlighting our commitment to connect and empower the communities we serve. Advocacy and policy change, align more closely with the essential task of fundraising followed by partnership opportunities. These goals collectively underscore our multifaceted pursuit: to inform, to inspire action, to forge alliances and secure resources that amplify our impact."

Primary Goals with Data Storytelling Distribution
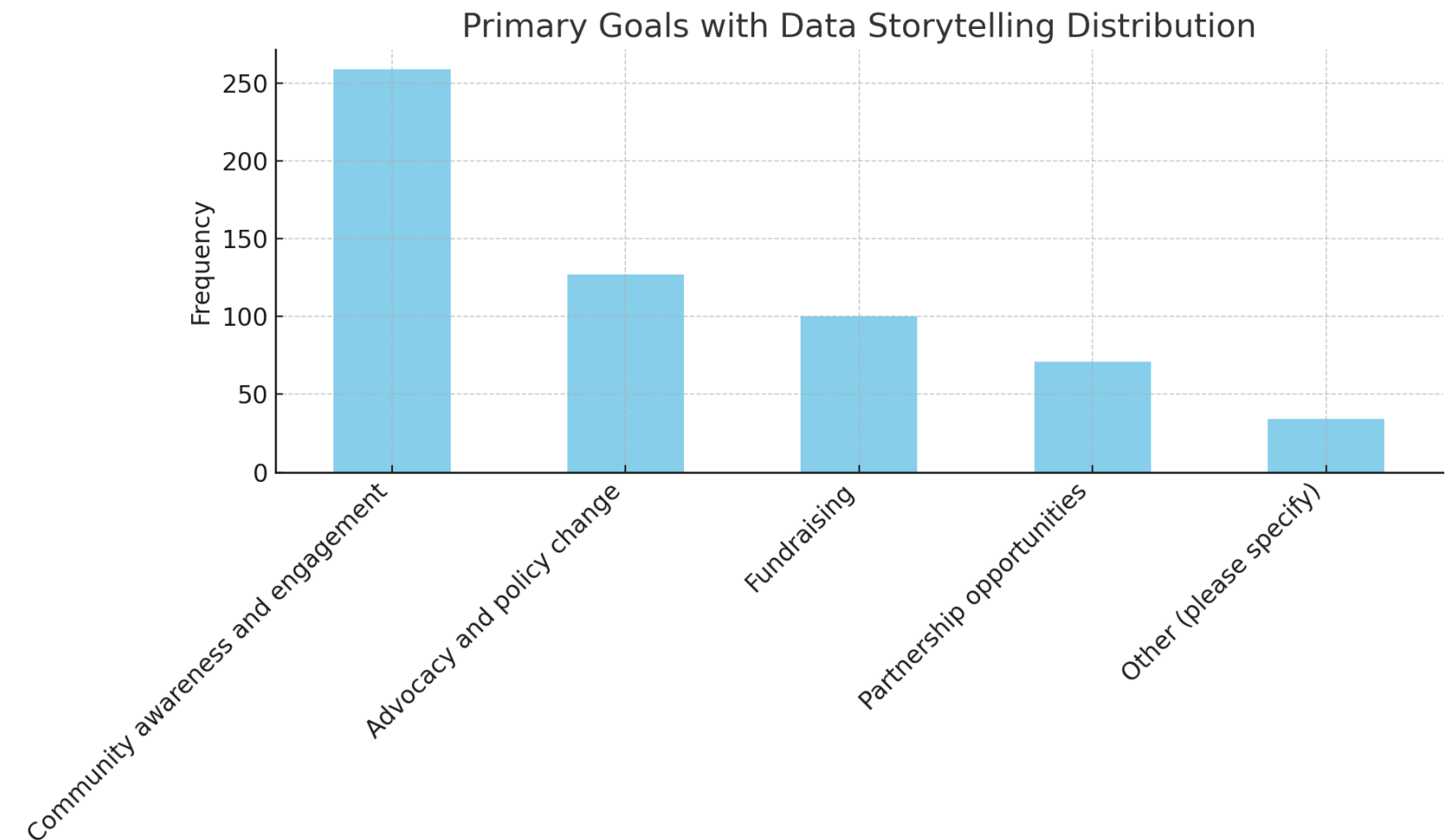
Challenges when doing Data Storytelling

### Challenges in Data Storytelling Distribution
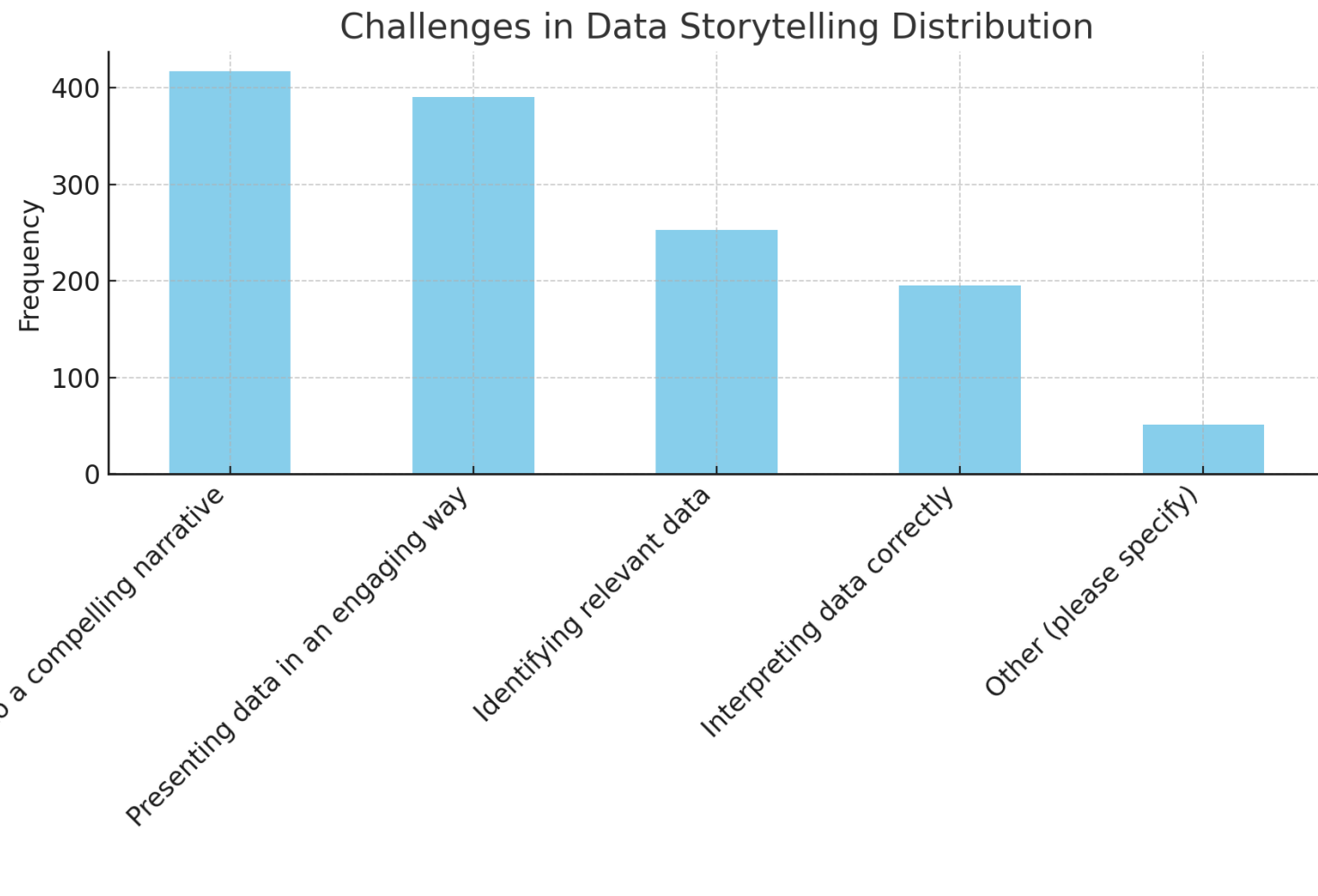
Narrative:

"This graphic shows the most common problem we face: translating intricate data into narratives that resonate, presenting this information in ways that captivate and inform, pinpointing the most pertinent data, and interpreting it accurately. This is about refining our craft, simplifying the complex and to tell stories that no only inform but also inspire and drive change within the communities we serve ."

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Channels for Data Storytelling

Narrative:

"We use reports, social media, emails, and our websites or blogs to share our stories. Through presentations and webinars, we engage directly. Reports bring depth, social media widens our reach and emails and blogs offer personal touches that draw readers closer to our cause. This comprehensive strategy ensures that our data stories reach audiences through their preferred mediums, fostering a deeper connection and understanding, and empowering our community with the knowledge to inspire action and drive change."

Channels for Data Storytelling Distribution
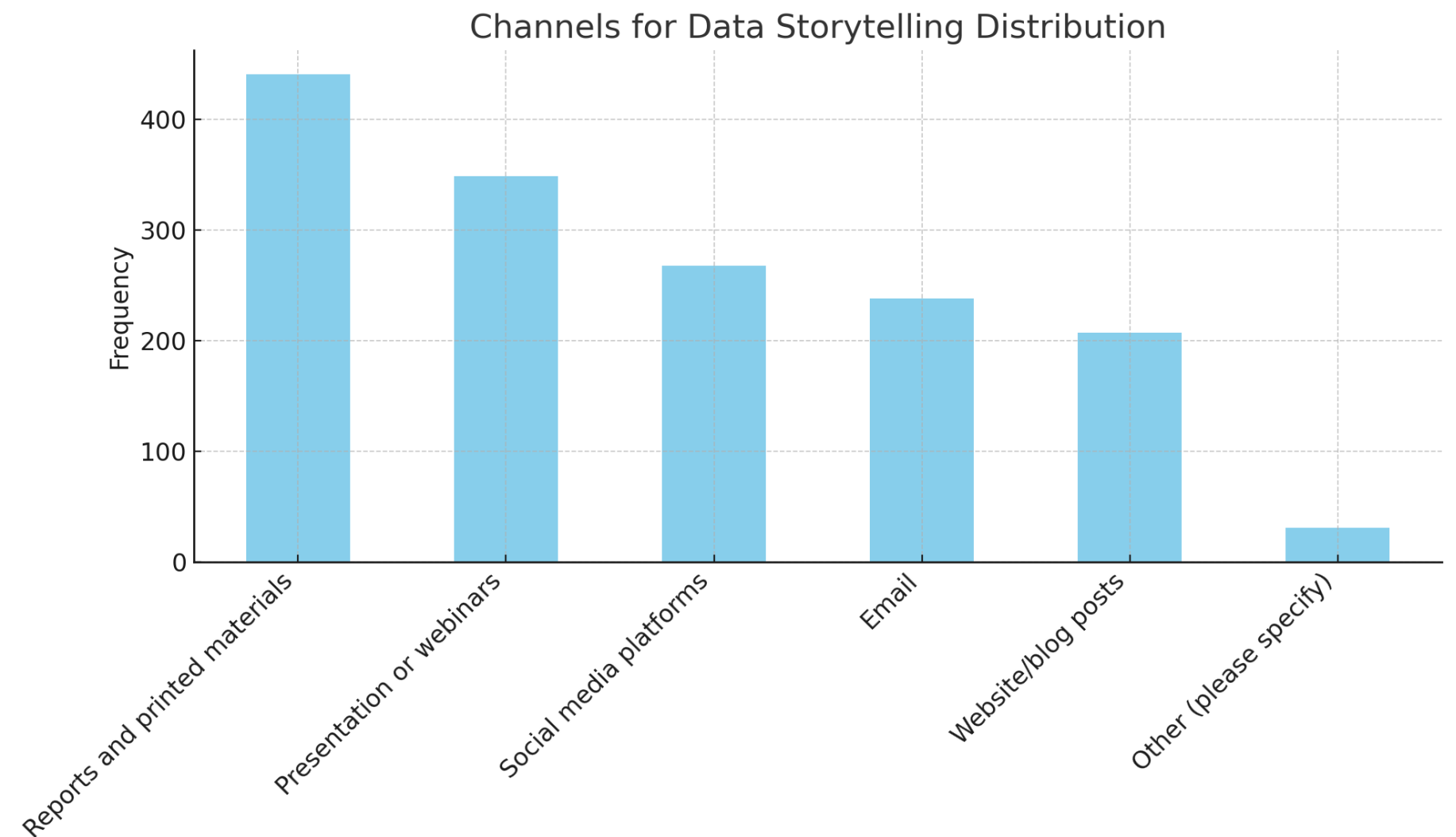
Interested in Sharing Examples

Narrative:

"Lastly, the interest in sharing examples of data storytelling among our peers reveals a community eager to learn from each other and collaborate. This willingness to share success stories and lessons learned is the foundation of a learning community that grows stronger and more impactful together."

Interested in Sharing Examples Distribution
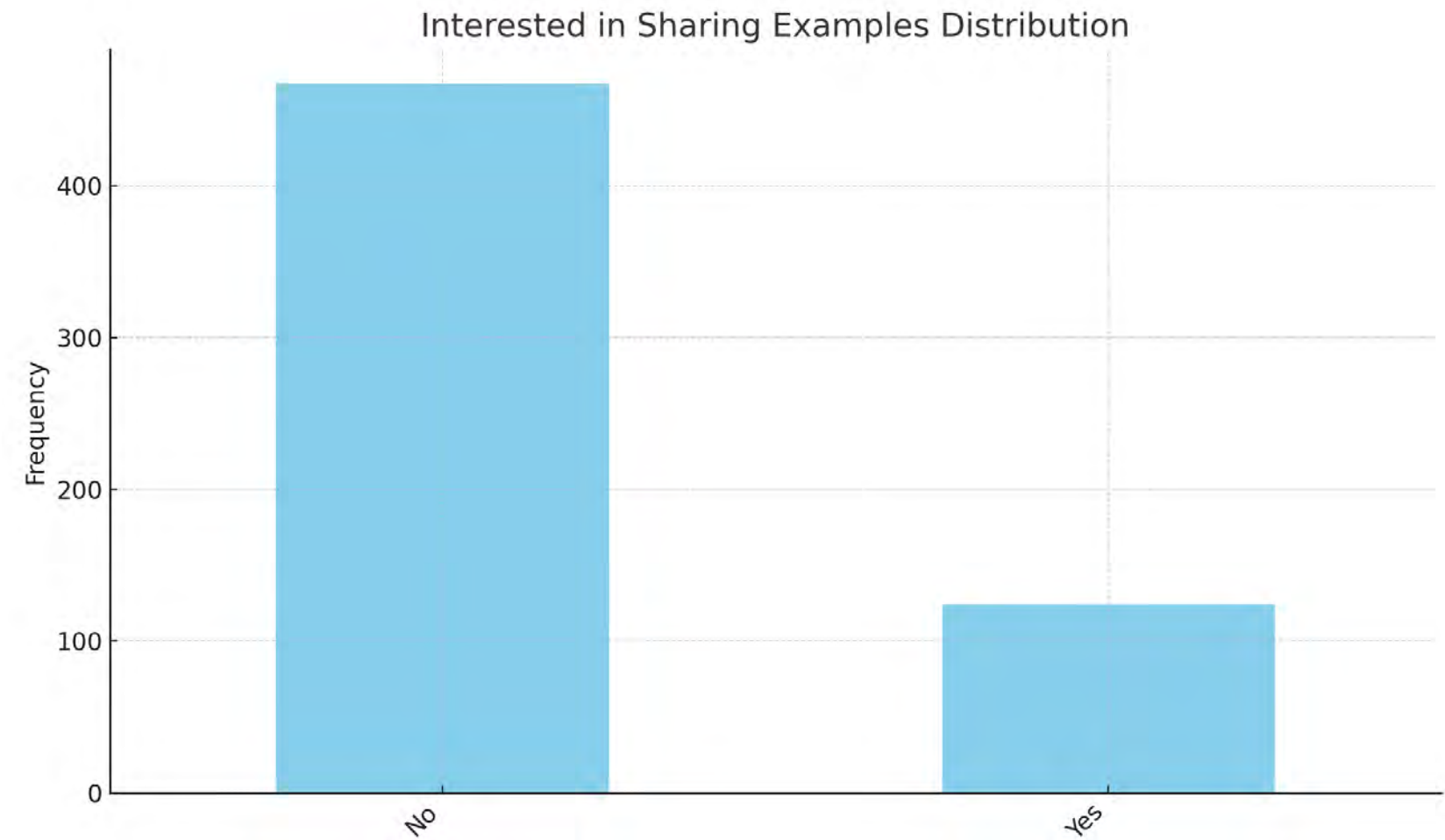
Effectiveness of School-Based Mental Health Programs

Data Narrative Option #1:

"Our survey shows a 15% participation rate in school-based mental health programs among students in 2023, compared to 10% in 2022."
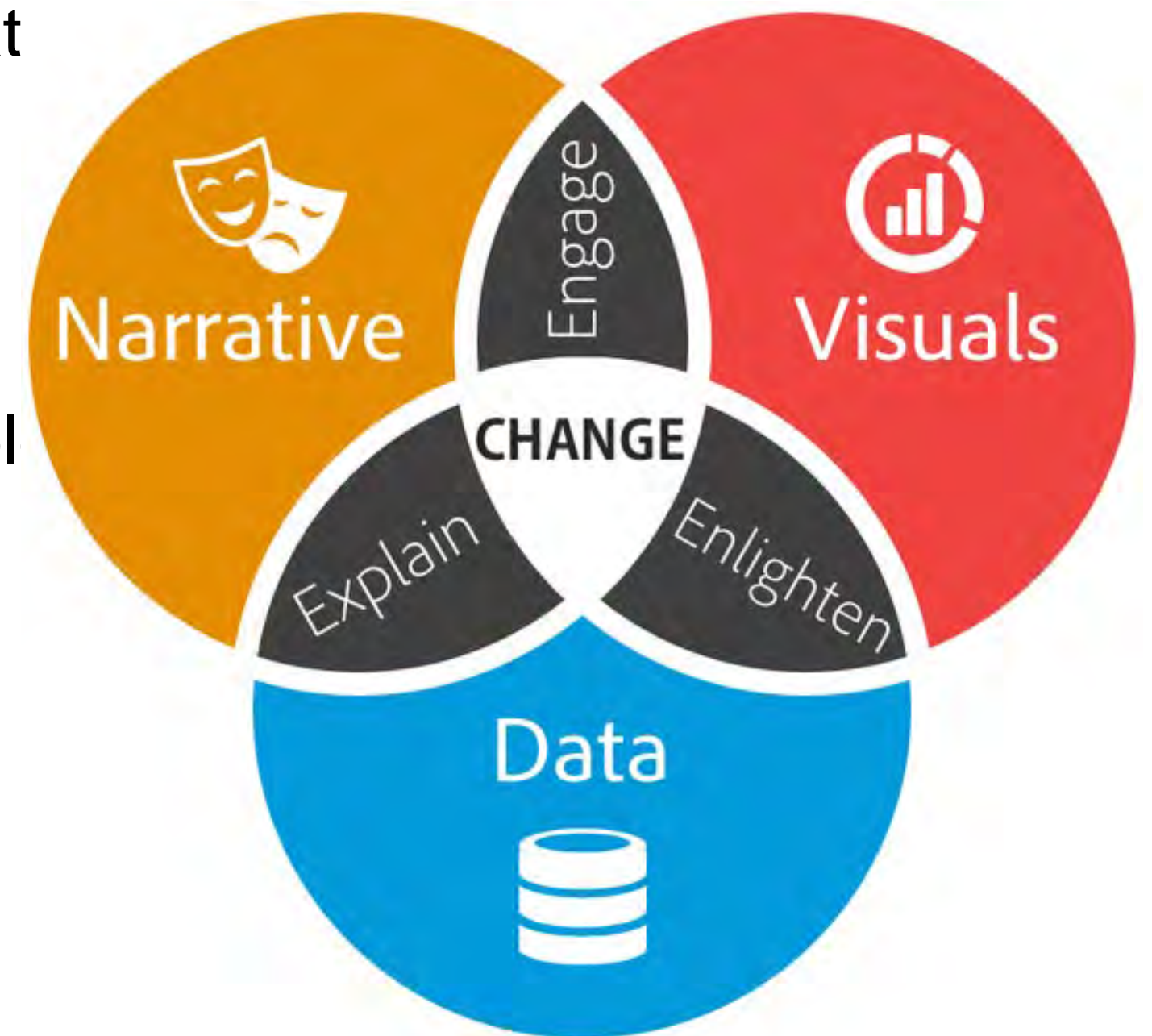
Data Narrative Option #2:

"Imagine a school where every student knows they're not alone in their struggles, where reaching out for help is met with open arms and understanding hearts. That's the vision we're turning into reality, as evidenced by the heartening increase in our mental health program participation—from 10% to 15% in just one year. This isn't just a number; it's a symbol of hope."

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Foundations of Data Storytelling

- Data Storytelling is communicating insights from dat narratives and visuals that engage and inform an audience.

- It combines data visualization, narrative, and contextual analysis to make complex data accessibl and actionable.

Data storytelling is like telling a story to a friend, but instead of using just words, you also use numbers and pictures to make your point clearer.

Why is Data Storytelling So Important?

1. **Transforms Complex Data into Understandable Stories**
   - Data storytelling turns intricate numbers into clear, engaging stories, helping everyone understand the impact of work without needing to decipher complex charts or statistics.

2. **Drives Decision-Making and Action**
   - Stories rooted in data can move stakeholders to action more effectively than data alone. They have the power to influence funding, policy changes, and community engagement by clearly showing the need and impact.

3. **Highlights Success and Identifies Opportunities for Improvement**
   - Data stories highlight achievements in a memorable way and spotlight areas for growth, promoting transparency, accountability, and a drive for better results.

"Good data stories **start** by **listening** to what the data says, weaving it into a narrative that **speaks** to the **heart** as much as it does to the **mind**"

Narrative

The narrative is the heart of your data story, where numbers transform into a journey. It connects the dots between data points, crafting a tale that not only informs but also engages, making complex insights feel like a compelling story to your audience.

Visualizations

Data visualization brings your story to life with visuals. Charts, graphs, and maps act as the story's illustrations, making complex data instantly understandable and engaging, allowing your audience to see the story beyond the numbers.
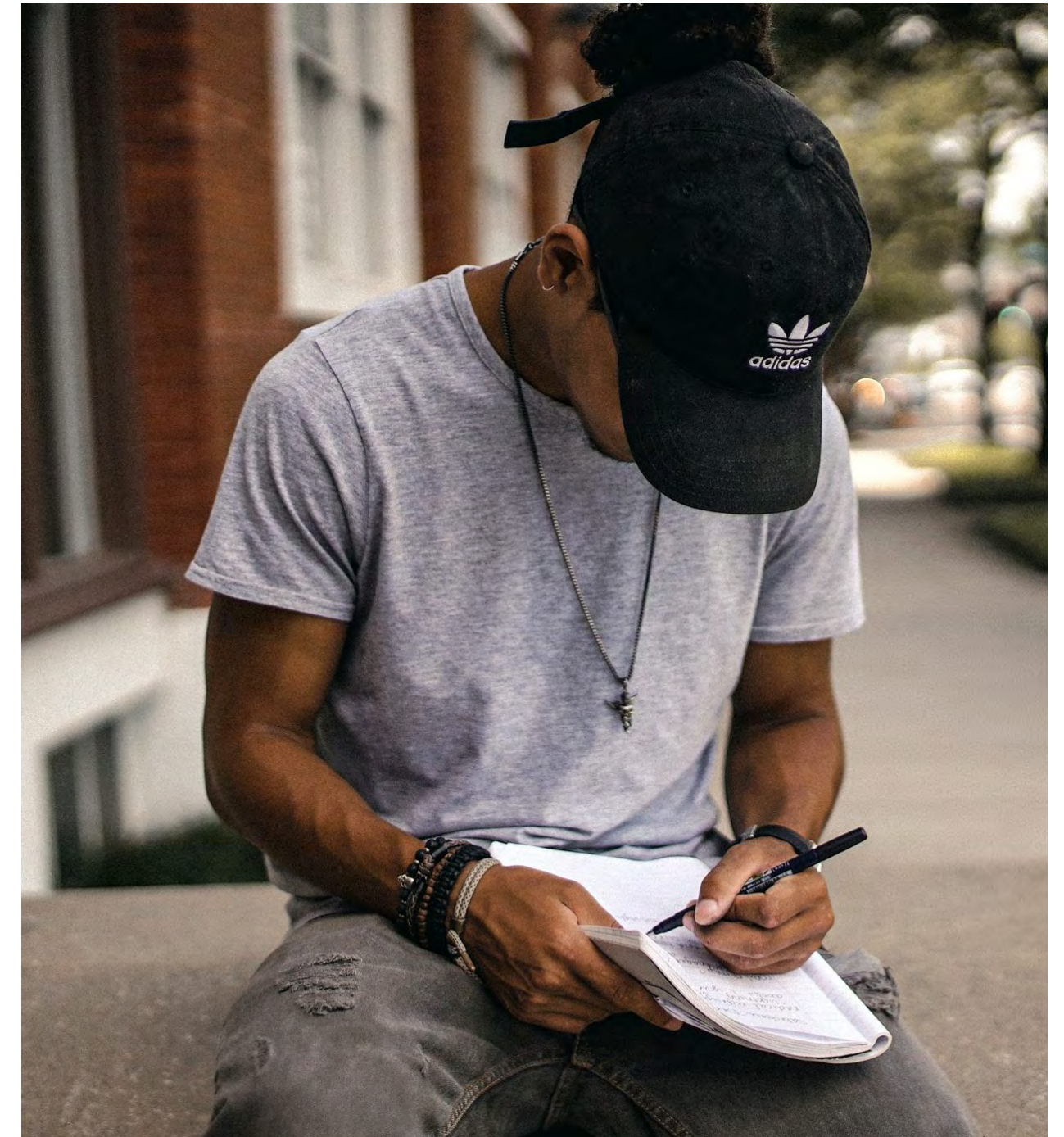
Context

Contextual analysis sets the scene for your data, showing why it matters. It's like giving your numbers a backstory, explaining the bigger picture and making sure your audience understands the real-world impact of the data, clear and simple.

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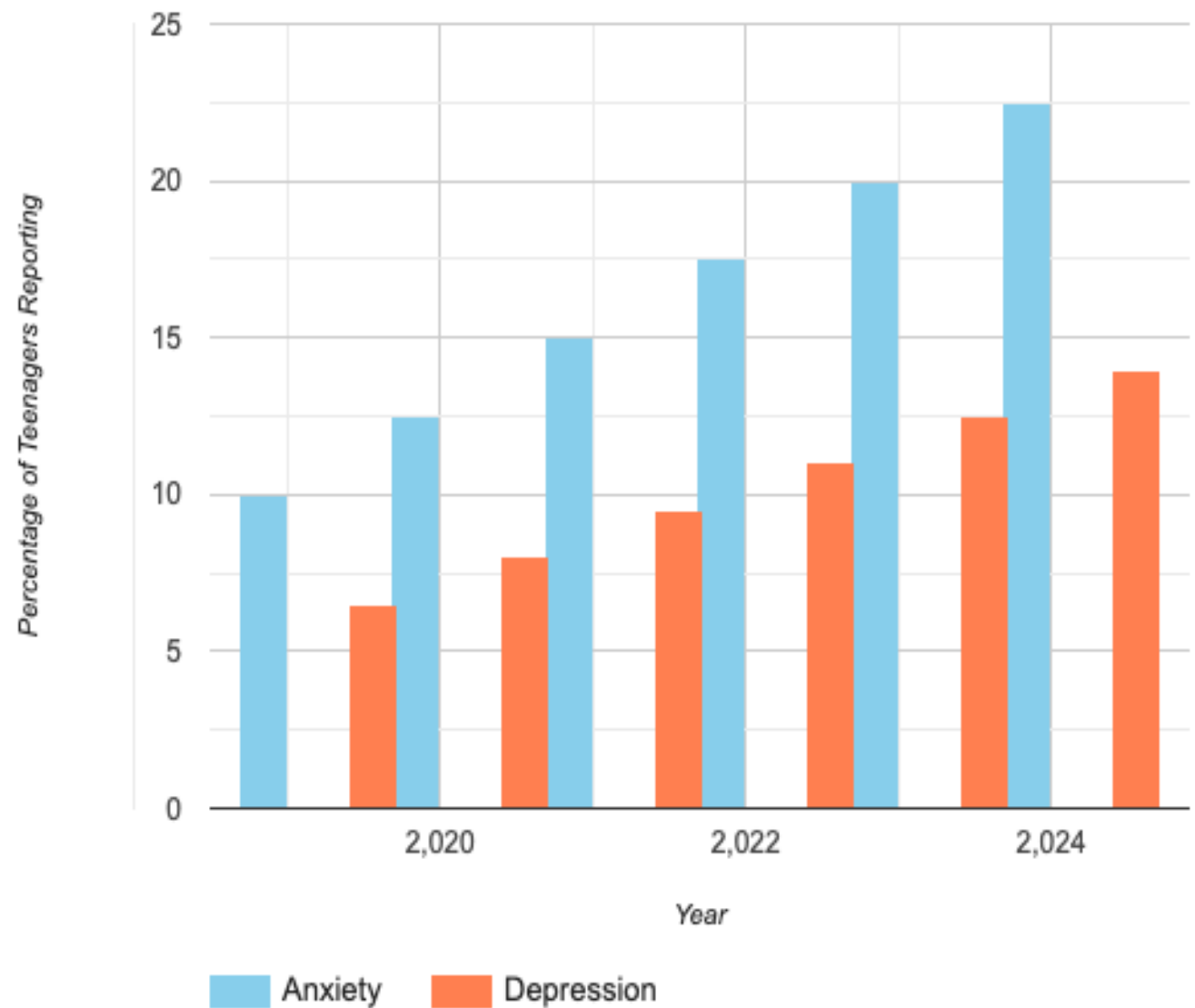
MindWell's Data Storytelling Example

Narrative:

- MindWell shares the story of "Alex", a local high school student who struggled with anxiety and depression but found it difficult to seek help due to stigma and a lack of accessible mental health resources.

- This personal narrative is used to connect emotionally with the audience, making the issue relatable and highlighting the urgency of addressing mental health support in schools.
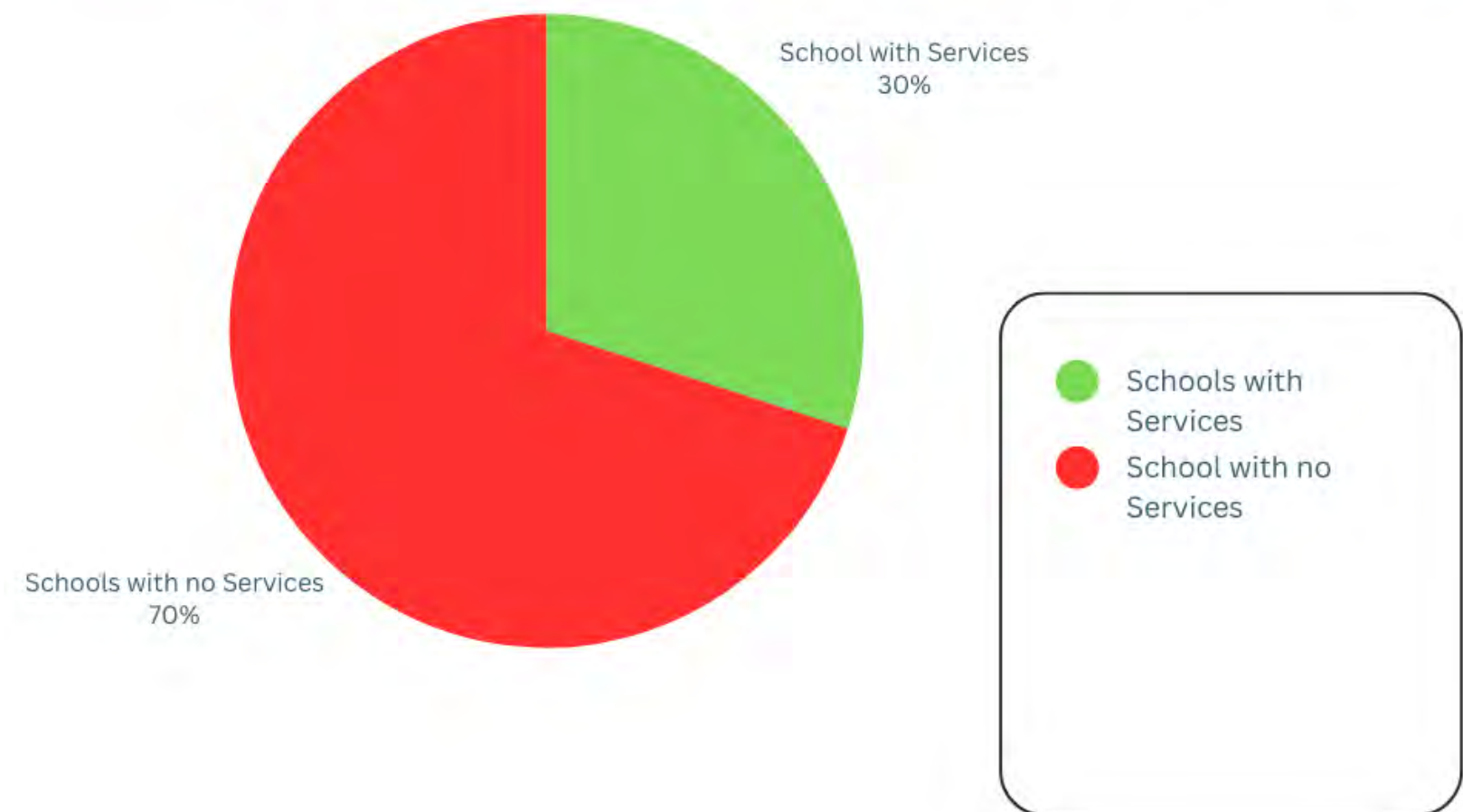

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MindWell's Data Storytelling Example

Increasing Rates of Reported Anxiety and Depression Among Teenagers (2019-2024)

Legend: Anxiety, Depression

PERCENTAGE OF LOCAL SCHOOLS WITH DEDICATED MENTAL HEALTH SERVICES

School with Services 30%

Schools with no Services 70%

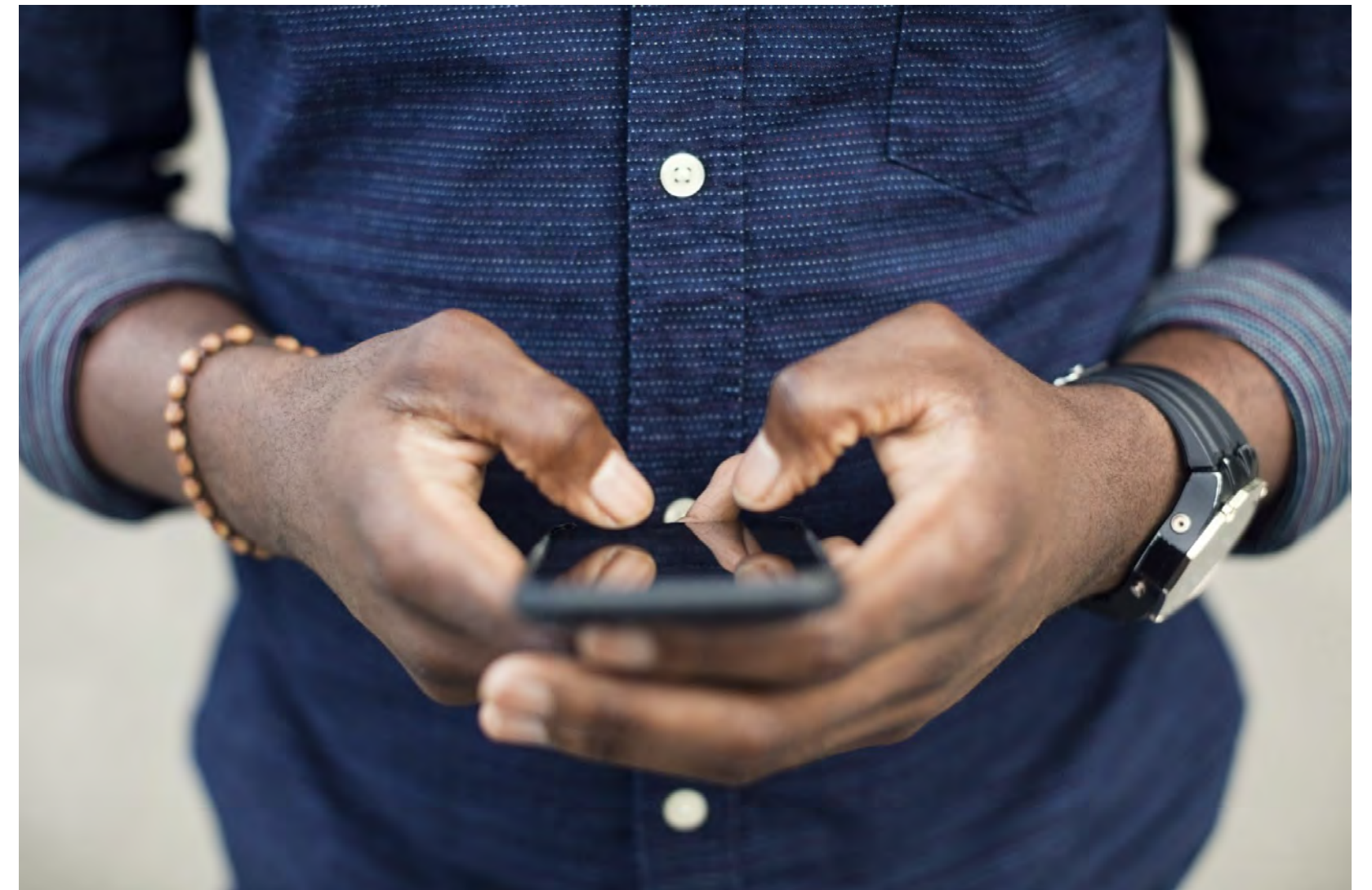Legend: Schools with Services, School with no Services
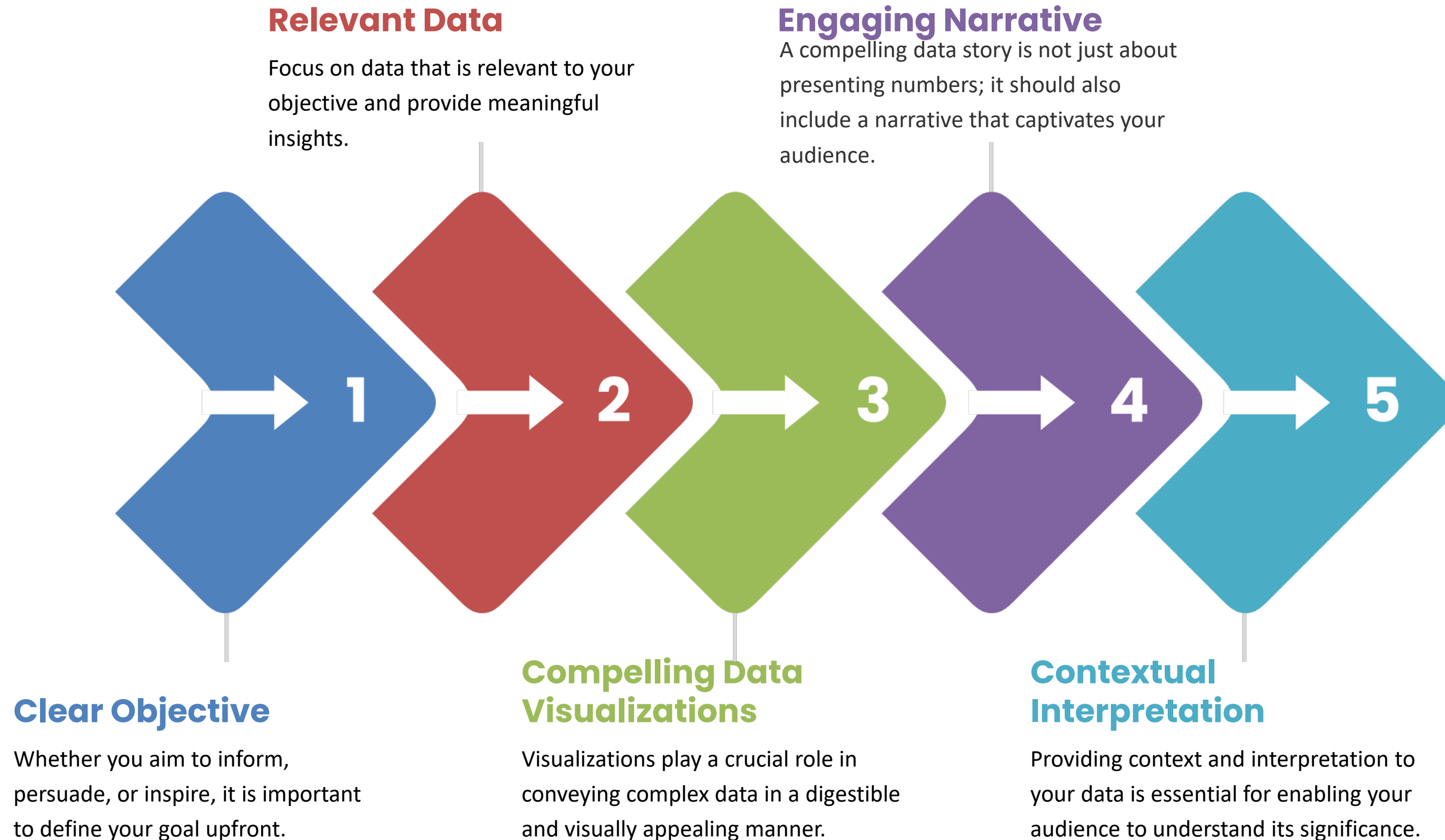
MindWell's Data Storytelling Example

Contextual Analysis:

Broader trends contributing to mental health issues among teenagers

- increased social media use,
- academic pressure, and
- the impacts of the COVID-19 pandemic.
- gap in mental health service provision within the community's educational institutions, comparing local data with national benchmarks for mental health support in schools.

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Understanding the Data Storytelling Elements

Relevant Data

Focus on data that is relevant to your objective and provide meaningful insights.

Engaging Narrative

A compelling data story is not just about presenting numbers; it should also include a narrative that captivates your audience.

1 **2** **3** **4** **5**

Clear Objective

Whether you aim to inform, persuade, or inspire, it is important to define your goal upfront.

Compelling Data Visualizations

Visualizations play a crucial role in conveying complex data in a digestible and visually appealing manner.

Contextual Interpretation

Providing context and interpretation to your data is essential for enabling your audience to understand its significance.

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Understanding Your Audience

Community Members

Individuals who live in the area served by the CBO, directly affected by or interested in specific issues and initiatives.

Stakeholders

Key individuals or groups with a vested interest in the CBO's success, including partners, local businesses, and healthcare providers, who play a role in supporting or benefiting from improved behavioral health.

Funders

Organizations or individuals providing financial support to the CBO, such as grants from government agencies, private foundations, or donations from philanthropists focused on enhancing community health.

Policymakers

Officials who influence laws and policies affecting behavioral health services and funding.

The General Public

The wider audience that can impact and be impacted by behavioral health initiatives.

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Understanding Your Audience – Why It Matters

Tailored Communication

Knowing your audiene allows you to adjust to language, tone, and complexity of your data story.

For instance, stories for policymakers might emphasize evidence and outcomes, while community narratives may focus on personal impact and testimonials

Relevance

You can highlight aspects of your data that directly align with your audience's priorities or challenges, making your story more compelling.

Engagement

Understanding your audience helps in choosing the right platforms and formats for your story, whether it's presentations, social media posts, reports, or interactive web content.

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Steps to Identify Your Audience

1) Segment Your Audience

Break down your broader audience into specific groups based on their roles, interests, and influence over your objectives.

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Steps to Identify Your Audience

2) Understand Audience Interests and Communication Preferences

Gather insights into what each segment values, their common questions or concerns of the topic you are going to tell a story about and how they prefer to receive information.

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Steps to Identify Your Audience

3) Define Objectives for each Segment

Decide what action you want each audience segment to take after hearing your story. This could range from increased awareness to initiating policy changes or funding support.

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Share Best Practices when Selecting Data with Ethical and Equitable Considerations Based on Your Identified Audience

Share Identifying, Understanding, Segmenting Audiences & Tailoring Messages Guide

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Share Identifying, Understanding, Segmenting Audiences – Mindful Horizons Example

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Share Applying the Data Storytelling Elements Case Scenario – Harmony Mental Wellness Center (HMWC) Example

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" Community-based organizations are in the business of storytelling "

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Powers that Stories Have

1 Stories help us understand and remember

2 Stories grab and maintain our attention

3 Stories touch our emotions and engage us

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Types of Stories

1) Origin story

Tell the story of why your organization exists.

2) Community story

Humanizing the community you serve by showing a side of their lives that people may not know about.

3) Impact story

All about the change you've created.

4) Behind the scene story

Capture the lived experience of your team.

5) User-generated story

Created directly by the community. The people who follow and support you.

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Choose Your Story Format

VIDEO

Videos bring your CBO's stories to life, capturing emotion and action in a way that words alone cannot.

BLOG

Blogs allow for deep dives into your stories, offering a platform for detailed narratives and insights.

NEWSLETTER

Keep your community engaged and informed with newsletters, a direct line to share updates and stories.

PHOTOGRAPHY

A single photograph can tell a powerful story, capturing moments that words cannot express.

PODCAST

Podcasts give a voice to your stories, offering an intimate way to discuss issues and share experiences.

SOCIAL MEDIA

Quick, engaging, and wide-reaching, social media is perfect for sharing your stories with a large audience.

MULTIMEDIA

Multimedia stories use text, audio, video, and images for a rich, immersive storytelling experience.

ILLUSTRATION

Illustrations add a unique, artistic touch to your stories, making complex ideas visually captivating.

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Crafting Your Narrative – Strategies for Impactful Storytelling
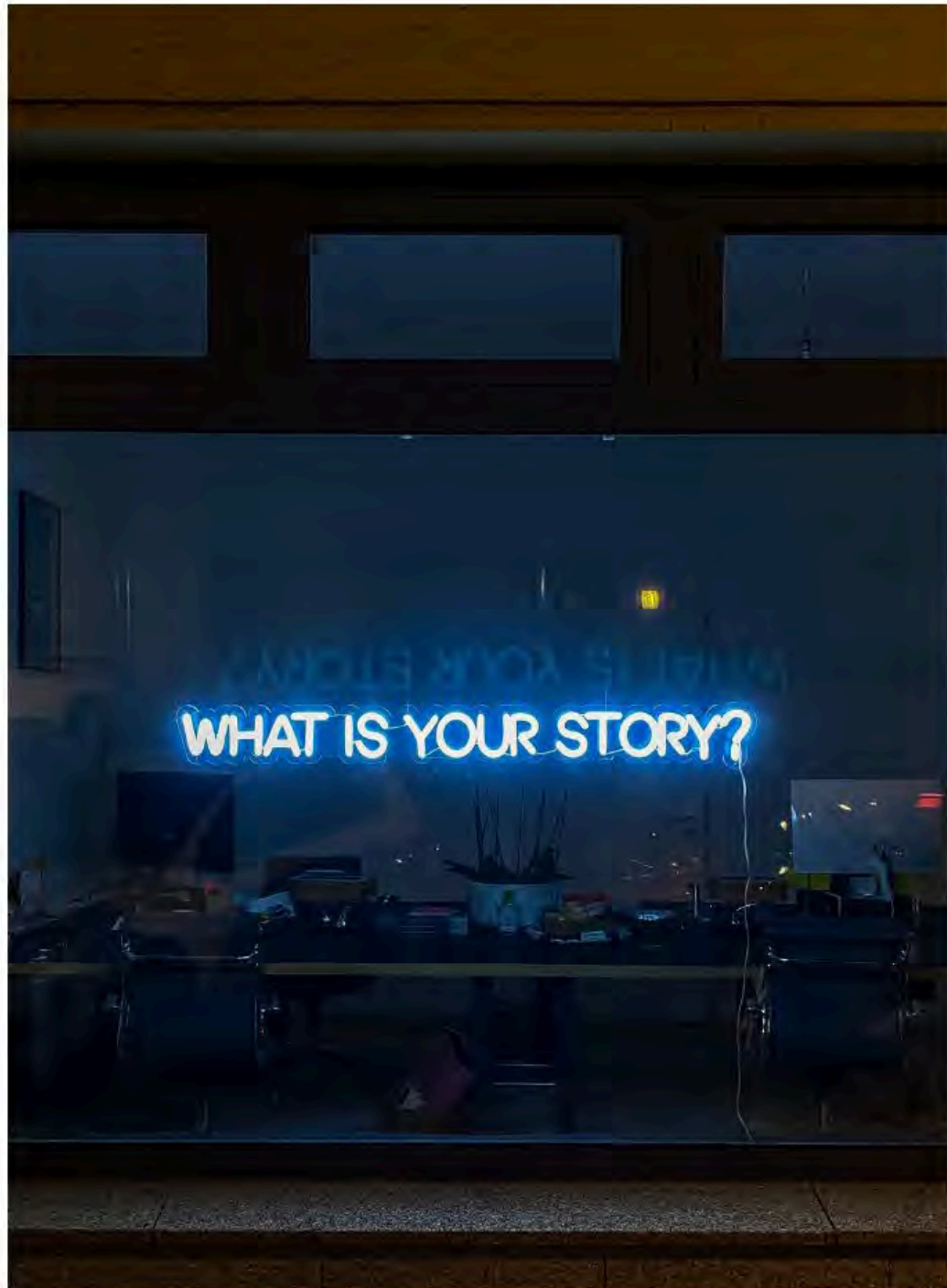
> **Crafting a narrative involves transforming data and insights into a story that connects with your audience on an emotional level. It's about creating a journey that informs, engages, and inspires action.**

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Crafting Your Narrative – Strategies for Impactful Storytelling

1. Define Your Core Message

Start with a clear, concise statement that encapsulates the main idea or lesson of your story

Example: "Our program has improved mental health outcomes in our community by 40%."

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Crafting Your Narrative – Strategies for Impactful Storytelling

2. Understand Your Audience

Tailor your narrative to the interests, needs, and literacy level of your target audience.

Example: If your audience is local policymakers, emphasize data and outcomes that highlight the need for policy support.

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Crafting Your Narrative – Strategies for Impactful Storytelling

3. Structure Your Story

- **Introduction:** Set the stage with background information on the issue your data addresses.
- **Challenge:** Describe the problem or challenge your community faces.
- **Solution:** Present the data-supported actions or programs your CBO has implemented.
- **Impact:** Show the results and improvements with compelling data visualizations.
- **Call to Action:** End with a clear appeal to your audience for the action you want them to take.

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Crafting Your Narrative – Strategies for Impactful Storytelling

4. Use Emotive Language and Visuals

Incorporate language that evokes emotions and pair your narrative with impactful visuals to make your data more relatable.

Example: Use before-and-after images to show the impact of your services, alongside personal stories from community members.

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Crafting Your Narrative – Strategies for Impactful Storytelling

5. Incorporate Storytelling Elements

- **Characters:** Introduce real or representative individuals who have been affected by the issue.

- **Conflict:** Highlight the struggles or challenges faced by these individuals or the community.

- **Resolution:** Show how your CBO's work has brought about positive change.

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Crafting Your Narrative – Strategies for Impactful Storytelling

6. Ethical Considerations

Always ensure accuracy, avoid sensationalizing, and respect the dignity and privacy of individuals featured in your story.

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Crafting Your Narrative – Strategies for Impactful Storytelling

7. Feedback and Iteration

Share drafts with team members or a subset of your audience for feedback. Use insights to refine your narrative for clarity, impact, and resonance.

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Crafting Your Narrative – Strategies for Impactful Storytelling

Case scenario - Community Voices for Youth (CVY) Example

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Crafting Your Narrative – Strategies for Impactful Storytelling

Case scenario – Bridge of Hope Community Support (BOHCS) Example

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Battersea Animal Shelter

This is a short and sweet story for a donor appeal that shows how much can be said with just a few lines of text combined with an emotionally evocative picture.

It has a well-described main character, a struggle, and impact statement geared towards a potential donor, as well as strategically placed buttons to allow the audience to complete the desired action.
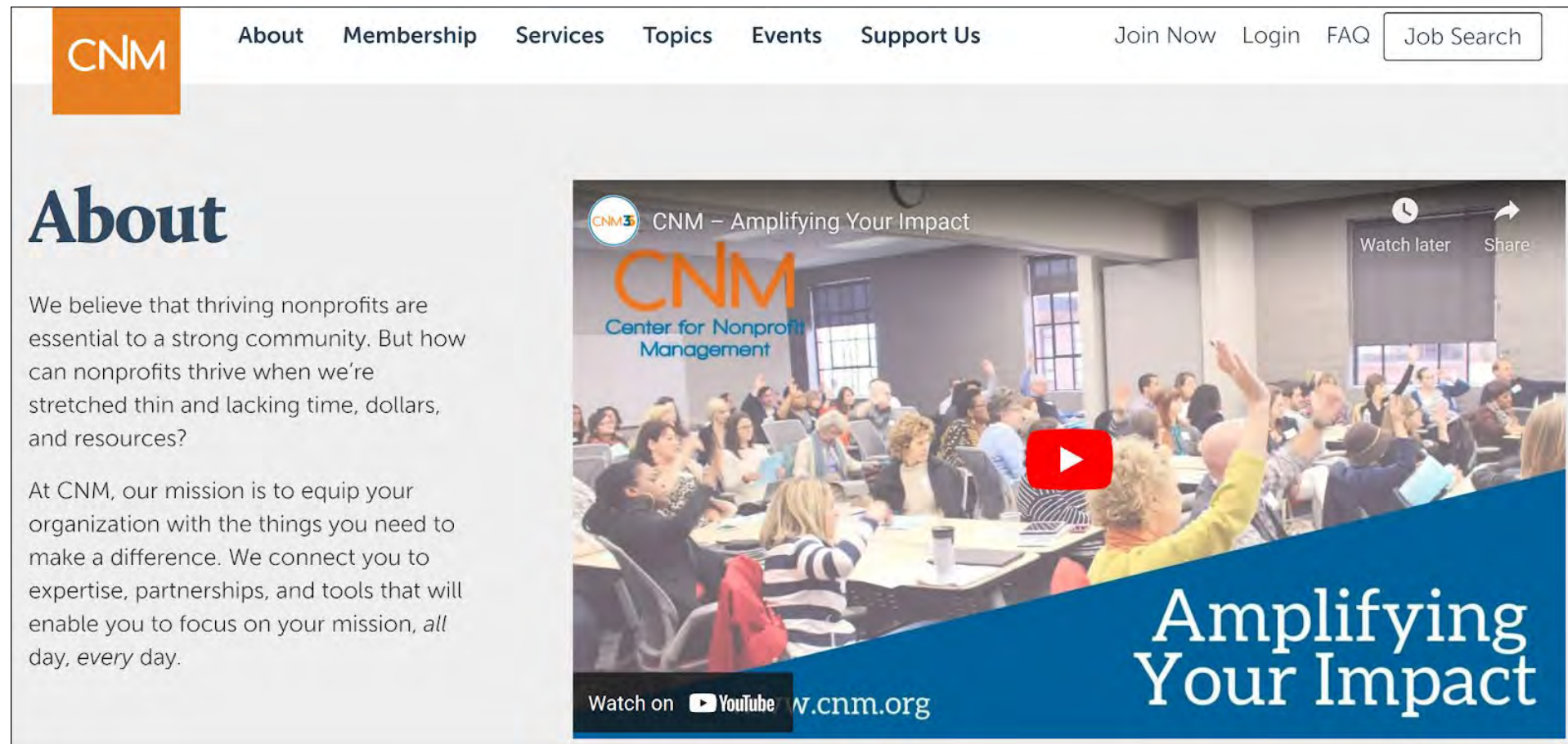
Advocates for Children of New Jersey

The Advocates for Children of New Jersey tell a very clear and succinct story about why they do what they do in the first two sentences of their "Who We Are" section: "Children can't vote. They have no political influence. They can't tell our state leaders what they need. That's why we're here."

The introduction compels the audience to learn more about the organization that is doing empowering things for New Jersey kids.

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Center for Nonprofit Management

Here's another great example of a quick, succinct story—the Center for Nonprofit Management highlights their vision, the main characters (nonprofits), the problem (lack of resources) and their solution (connecting nonprofits with the resources that they need).

CNM couples that hook with a video embedded right next to the text, so once they have the interest of their target audience, they have the immediate ability to learn more by playing the video.

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The Malala Fund

The Malala Fund highlights their work by segmenting their catchment area and the unique challenges and solutions for each area. They provide compelling pictures and statistics that emphasize the text.

The focus of this storytelling is to spread awareness of the issue of education in Brazil during the pandemic and how their programming addresses the issue.

BellXcel

BellXcel has an entire section of their website devoted to telling stories of the impact of their work. Take a look at how they explain terminology from their programs to make them accessible to a wide audience and at how they spotlight the students and teachers.

Key Takeaways for Impactful Data Storytelling

1. **Storytelling is Powerful** - Transform numbers into narratives that inspire and drive community action.

2. **Know Your Audience** - Customize your story to align with your audience's needs and interests for maximum impact.

3. **Data with Purpose** - Choose data that not only supports your story but also ethically represents your community.

4. **Ethics and Equity at the Forefront** - Prioritize dignity, privacy, and fairness in every story you tell.

5. **Engagement through Visuals** - Enhance your narrative with clear and accessible visualizations to make data compelling.

6. **Feedback Fuels Growth -** Use community feedback to refine and strengthen your storytelling.

7. **Continuous Learning -** Stay engaged with storytelling best practices and innovations to keep your narratives dynamic.

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Q&A

Ask questions in the **Q&A box**

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Thank you for joining us today!

Follow up items

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