Data Storytelling 101: Laying the Groundwork for CBO Impact
Mindful Horizons: Identifying Audiences, Tailoring Messages & Upholding Ethics and Equity

Part 1: Understanding Your Audience
1. **Audience Identification**
   o **Targeting:** Adolescents aged 13-18, teachers in middle and high schools, parents of adolescents, local mental health professionals, city council members.
   o **Subgroups Identified:**
     ▪ **Adolescents:** Low-income communities, LGBTQ+ youth, high academic achievers, those with a history of trauma.
     ▪ **Teachers:** STEM educators, special education staff, school counselors.
     ▪ **Parents:** Non-English speaking, single-parent households, parents involved in PTA.
     ▪ **Professionals:** Psychologists, social workers, school nurses.
     ▪ **Policymakers:** Youth affairs committee, education budget committee, public health officials.

2. **Audience Knowledge and Literacy**
   o **Adolescents:** Moderate to high social media literacy; varying mental health literacy.
   o **Teachers:** High professional literacy; varying degrees of mental health program knowledge.
   o **Parents:** Diverse levels of health literacy and socio-economic backgrounds require tailored messaging.
   o **Professionals:** High professional literacy, require detailed data to influence practice.
   o **Policymakers:** Require concise, evidence-based data to make informed decisions.

3. **Audience Goals and Expectations**
   o **Adolescents:** Seeking relatable mental health information, help-seeking pathways.
   o **Teachers:** Need classroom resources, student engagement strategies.
   o **Parents:** Seeking understanding of mental health and how to support their kids.
   o **Professionals:** Looking for evidence of effective treatments and programs.
   o **Policymakers:** Seeking data on mental health trends, program efficacy, and resource allocation.

Part 2: Selecting Data with Ethical and Equitable Considerations
1. **Empowerment and Representation**
   o Selected success stories from adolescents who accessed counseling through school programs.
   o Chose data showing demographic breakdown of program participants to ensure fairness and representation.

2. **Informed Consent and Privacy**
    - o Obtained written consent from adolescents (and parents/guardians where applicable) featured in narratives.
    - o Ensured all data shared respects confidentiality and is appropriately anonymized to prevent identification.

3. **Accuracy and Context**
    - o Selected program outcome data verified by independent evaluators.
    - o Provided context regarding local mental health issues and available resources.

Part 3: Analyzing Data with Ethical and Equitable Considerations
1. **Critical Review for Bias**
    - o Analyzed for bias in program participation by comparing against school enrollment demographics.
    - o Reviewed narrative accounts for unconscious bias, edited to ensure fair representation.

2. **Equity-Focused Analysis**
    - o Performed an analysis centered on identifying gaps in access and impact among marginalized groups.
    - o Used insights to recommend targeted interventions.

Part 4: Presenting Data with Ethical and Equitable Considerations
1. **Culturally Sensitive Storytelling**
    - o Developed narratives that reflect community values and cultural nuances.
    - o Included quotes and insights from community members to enrich stories.
2. **Accessible and Understandable Messages**
    - o Used plain language in messaging, supplemented by infographics for complex data.
    - o Created video content in multiple languages to reach non-English speaking parents.
3. **Accountable Communication**
    - o Transparent about data sources: local school reports, national mental health surveys.
    - o Established a community forum for public responses to programs and initiatives.

Part 5: Setting Objectives and Tailoring Messages
1. **Defining and Aligning Objectives**
    - o Objective to increase program participation by 20% in the next year.
    - o Tailoring outreach materials to align with the strategic goals of increasing accessibility and resource awareness.

2. **Message Development**
   - o Core message crafted: "Every Adolescent Deserves Mental Wellness."
   - o Story formats include:
     - Social media challenges for adolescents
     - Professional development sessions for educators
     - Resource fairs for parents
     - Roundtable discussions with professionals
     - Policy briefs for local government

3. **Feedback Loop and Iteration**
   - o Implemented a post-event survey for all initiatives to gather direct feedback.
   - o Quarterly review of social media engagement and public forum comments to adjust strategy and messaging.

This worksheet, now fully completed by a staff member at Mindful Horizons, serves as their guide in the strategic planning and execution of their data storytelling efforts. It specifies the audience, ethical and equitable considerations for data handling, and aligns their messaging with the organization's objectives while setting a structure for feedback and adjustment.