



Using Local Data in Prevention Storytelling Worksheet

Coalition Leadership Institute, 2019

WHAT IS YOUR PREVENTION STORY?

First think about “What is your community’s ‘TED talk’ prevention story?” Then, introduce yourself to your neighbor and briefly tell them your prevention story.

KNOWING YOUR DATA & AUDIENCE

The key to compelling prevention storytelling is not only knowing your data but also respecting your audience, their time, and their needs.

1. WHAT DATA DO YOU HAVE?

2. WHY DO YOU WANT TO PRESENT THE DATA?



3. WHO IS YOUR AUDIENCE?

Look at the list of target audience. Is anyone missing from the list?

Now select one type of audience for your story and answer the following questions.

1. Which type of audience did you select? What is important to this group?

2. What is their relationship to the substance misuse related problem and your project?

3. What do they want to know?

4. What do they need to know?



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5. How much time and effort will they put into finding the answers to their questions?

FINDING THE STORY IN YOUR DATA

For this section of the workshop, we will focus on one of the primary sources of data for CPWI communities – the Community Data Book. We won't have time to go into depth, but you can use the following steps with your coalition members to help you find the story in your data.

1. Understand the relationship between the data in your Community Data Book and the CPWI logic model. Flip back and forth between the data pages and the logic model to see how they fit together.
2. Get to know the general pattern of youth substance use and its consequences in your community. For the Healthy Youth Survey data, consider participation rate to determine how generalizable those findings are.
3. Review and discuss intervening variables (i.e., risk and protective factors for substance use and its related problems) to determine where your community's needs and strengths may be.
4. Identify stories to share with your audience. Highlight information that tells the best story about your needs, strengths, and successes. Some questions to consider include:
 - a. What substance use outcomes were the lowest or highest?
 - b. What intervening variables were the lowest or highest?
 - c. Are strengths or challenges clustered in specific domains of substance use or intervening variables?
 - d. Is there a specific grade that is more at risk than others?
 - e. Do you see trends before and after you implemented prevention programming?
 - f. How does your data compare to "school district like us" and state data?

EFFECTIVELY TELLING YOUR STORY

Your data is only as good as your ability to communicate with it. So, it is essential to choose the right presentation medium. One-page reports are a great way to provide a snapshot of a project's activities and impact to the stakeholders.

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In this section we will work through the steps for creating an effective 1-page report.¹

Step 1. Identify the audience

Think about your “Ted Talk” prevention story and identify your audience. Be specific about who you are talking to and their information priorities. The content and layout of the 1-page report should be tailored to meet the needs of this audience.

Step 2. Identify the purpose

Write a purpose statement that identifies why you are creating the 1-page report. This will help you decide what information to include or to exclude.

Step 3. Prioritize the information

Categorize the information most relevant to your audience. Then rank each category from highest to lowest priority to help inform layout of the report.

¹ The steps for creating an effective 1-page report have been adapted from EvaluATE's open source handouts <http://www.evaluate.org/resources/one-pagers/#handouts>.

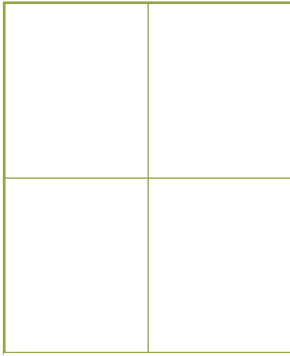


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For the remaining set of steps, review the CPWI handouts and then assess how well they achieved the following steps.

Step 4. Choose a grid

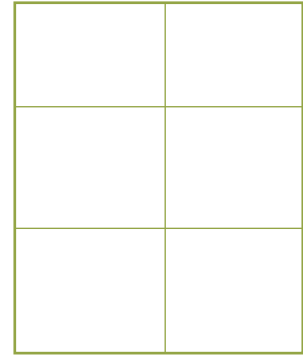
Use a grid to intentionally organize elements visually for readers. Here are some sample grids you can choose.



2 X 2 Grid



1 X 3 Grid



2 X 3 Grid

Step 5. Draft the layout

Print out your grid layout and sketch your design by hand. This will allow you to think creatively without technological barriers and will save you time. You can modify the grid to suit your needs.

What type of grids did the CPWI handouts use? How effective do you think the chosen grid was?

Step 6. Create an intentional visual path

Pay attention to how your eye moves around the page. Use elements like large numbers, ink density, and icons to guide the reader's visual path. Evaluate the visual path and re-order as needed.

Identify the visual path for the CPWI handouts. What elements or sections grab your attention first and then second, and so on?

1. _____
2. _____
3. _____
4. _____



Step 10. Triple check consistency

Triple-check, and possibly quadruple-check, for consistency of fonts, alignment, size, and colors. Style guides can be a useful way to keep track of consistency in and across reports. Check consistency with fonts identified in the hierarchy section above.

TAKING ACTION

What is your 15%? What can you do (without more resources) based on what you've learned today? Share at least one action you will take to prepare to tell your prevention story.

