Incorporating Data into Messaging and Storytelling

New Jersey Health Initiatives
Upstream Action Acceleration
Learning Collaborative Convening
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You have a purpose.
Today’s Session

• What using data for impact means.

• How to use data effectively.
Are you “data rich” or “data poor”?
What is the story you have to tell?
Today’s Session: Goals

• Categorize and prioritize the data that you currently have
• Align them to your policy and systems change goals
• Begin to tell the story of impact
• Use an Asset-based lens
What kind of data?

Coalition-level data

Population-level data

Systems-Level Data
Report Back: Prioritizing the data

How do you choose?

Which data will help you tell the story?