

WHAT IS THE IMPORTANCE OF DATA

The Importance of Data

- Data helps you make better and more informed decisions
- Provide credible evidence to show your achievements and success
- Uncover and address limitations in your strategies or work
- Helps with internal quality, efficiency, productivity and funding
- Shows that you are serious about improving your program
- Ultimately, helps organization grow

Data is used to **provide insight**. Data allows organizations, such as Beyond The Bell to stay on top of trends, provide answers to problems, and analyze new insights to great effect.

DATA COLLECTION is very important. It is the process of gathering and measuring information on variables of interest in an established system, which then enables one to answer relevant questions and evaluate outcomes.

Examples of how to collect data may include reviewing records, reports, archival material and historical data; administering surveys; conducting focus groups and interviews, and engaging in direct observations.

Data & Its Use in Substance Prevention

- Prepares organizations to use the data to identify populations and geographic areas with particular substance abuse problems
- Helps design media prevention campaigns for websites and social media to educate people on substance abuse and use
- Conduct research on important substance use issues
- Assess the potential need for treatment services
- Design programs to address needs of populations served
- Assess areas of substance use problems
- Develop appropriate funding strategies and prevention measures
- Inform substance prevention programs and provide data-based educational materials
- Study and identify trends, patterns and changes in substance use and abuse overtime
- Help develop strategies to reduce substance use

Beyond The Bell conducts both qualitative and quantitative methods in collecting data. Data is collected by conducting youth and parent focus groups, key informant interviews and observations, administer pre- and post-test surveys, intercept surveys and community needs assessments. In order to measure a program's long-term effects, follow-up data should be collected for a period of time following the conclusion of the program or intervention.

REMEMBER: Data better helps us understand our work and the impact it has on those we serve in our communities.