DATA

WHY IS IT IMPORTANT FOR BEYOND THE BELL, INC.?

Objectives

At the end of this presentation, participants should be able to:

- Define what is meant by data and data collection;
- Learn why data is important;
- The importance of the logic models, evaluation plans and data collection timelines;
- Understand data collection methods and the types of methods used.

What is data?

Data are individual pieces of *factual information* recorded and used for the purpose of analysis.

Simply, the word data means "**known facts**", which is normally referred to as numbers; however, data can also mean words, sounds and images.

Why is it so important?

IDEAS

TRENDS

LIMITATIONS

Other reasons data is important for our organization

Determine cause of problems

Make informed decisions

Credible evidence to show achievements

Efficiency, productivity and funding

Grow as an organization

Logic Models

- Commonly used tool to explain and illustrate a program

- It is the "**PICTURE**" of the structure of the program

- It shows the relationships between
  - ❑ What is put into program (**resources**)
  - ❑ What program does (**activities/outputs**)
  - ❑ What results program produces (**outcomes: both short- and long-term**)

| Inputs	Outputs		Outcomes		
	Activities	*Participation*	*Short-term*	*Intermediate*	*Long-term*
Needs Assessment Results	Hold focus groups to determine appropriate messaging in Savannah	Messages around the actual norms of understanding drinking and marijuana use	Increase in awareness and understanding of the actual vs. perceived norms around underage drinking among 9-20-year-olds.	Increase in the appropriate attitudes and opinions of 9-20-year-old youth around underage drinking and marijuana use.	Decrease in the percentage of adults providing alcohol to youth between 9-20-year-olds.
Law Enforcement					
Positive Community Norms Campaign	Create tailored message about the actual norms of underage drinking and marijuana use	Messages around the consequences of underage drinking and marijuana use	Increase in awareness and understanding of the consequences, dangers and harms of underage drinking and marijuana use among 9-20-year-olds.	Increase in self-discipline and refusal skills of 9-20-year-old youth to resist using alcohol and marijuana.	Reduction in underage drinking among 9-20-year-olds.
Coalition Members	Create tailored, culturally competent message about the harms of underage drinking and marijuana use	WTOC Data			Change youth and adult perception of underage drinking and marijuana use.
Key Stakeholders					
Faith-Based Organizations			Decrease in parental acceptance of marijuana and alcohol use among 9-20-year-old youth.	Increase in the appropriate attitudes and opinions of 9-20-year-old youth around alcohol and marijuana use.	
Youth Serving Organizations	DMV & Movie Theater Ads	Social Media Data			
Volunteers	Conduct Radio/Television Interviews; WTOC	# 9-20-year-old youth who receive messages			
Community Events	Posters with messages	# Small Group Meetings			
Youth Leadership Council	Town Hall Meetings	# parents/ youth who participate in focus groups			
Social Media (Facebook)	Participation in Community Events				
Beyond The Bell Website	Conduct intercept surveys to assess changes in awareness/ understanding	# Town Hall Meetings			
		# Intercept Surveys			

Purposes of the Logic Model

PROGRAM PLANNING

PROGRAM MANAGEMENT

EVALUATION

COMMUNICATION

CONSENSUS-BUILDING
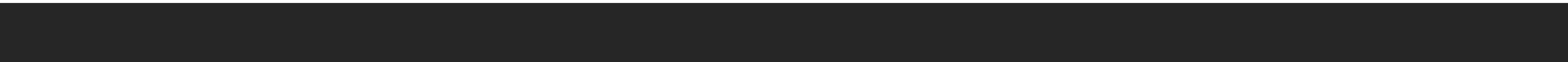
Use of Evaluation Plans & Timelines

EVALUATION PLANS

Botvin LifeSkills Evaluation Planning Table			
Evaluation Questions	Data Source	Data Collection Method	Timeline
Process Evaluation Questions			
1. Who was recruited to participate in the training program?	• Project Staff • Strategic Plan	• Informal Interview • Document Review	• March – July
Outcome Evaluation Questions			
1. To what extent did the LifeSkills training curriculum decrease substance use?	• Boys & Girls Club • Leadership Cabinet	• Pre/ Posttest • Focus Group	• April – August

DATA COLLECTION TIMELINES

Data Collection Timeline			
Activity	Data Source	Data Collection Method	Date of Activity
LifeSkills Training	• Youth ages 9-20 • Leadership Cabinet	• Pre/Post Surveys	May 20, 2020

DATA COLLECTION

Data collection 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.

Data Collection Methods

USE OF QUANTITATIVE METHODS

- *Basic level* – who, what, when
- Provides the "*bottom line*"
- Helpful; *least expensive*

USE OF QUALITATIVE METHODS

- *Why and how*
- Provide *contextual information*
- Helpful with *smaller numbers*
- *Time-consuming* and more expensive

Different Types of Data Collection Methods

Quantitative Methods
- ➤ Surveys and Tests
- ➤ Assessments

Qualitative Methods
- ➤ Focus Groups
- ➤ Interviews
- ➤ Observations
- ➤ Review of Artifacts

Final Thoughts…

- Data provides insight and allows organizations to be more innovative, stay on top of trends, and address limitations;

- Logic models form the basis of the evaluation plan, which can help explain how the data will be collected and analyzed;

- Evaluation plans and data collection timelines demonstrate how the program will be monitored and evaluated;

- Beyond The Bell uses both qualitative and quantitative methods to collect data;

- Lastly, data is important because it **powers everything that we do**.

QUESTIONS?

THANK YOU!

RESOURCES

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